



MICHIGAN FARMERS MARKET ASSOCIATION

Market Manager Certificate Program Certifies 36 Managers



MIFMA recently certified 36 farmers market managers statewide in its first Market Manager Certificate Program after training them in leadership skills and professional development topics essential to market management.

As farmers markets grow and expand throughout the state, totaling more than 220 markets in Michigan in 2010, so do the needs of the individuals who run these markets and make them a thriving marketplace for local food and farm products.

“MIFMA was thrilled to work with and certify so many qualified farmers market managers for this program committed to growing and improving their markets,” said Dru Montri, MIFMA Director.

Certificates were awarded to 36 farmers market managers from across the state who completed the full six-day program, offering acknowledgement to market organizers and vendors that the market manager is a trained professional.

Each market manager had the opportunity to network with other managers around the state over eight weeks and learn topics like Business Planning and Market Growth Management, Human Relations and Conflict Management, Market Governance Rules and Enforcement, Fundraising, and Marketing and Outreach. A final manager-to-manager education and networking opportunity completed the program focusing on sharing experiences and lessons learned.

Online resources for the program sessions

will be available as condensed online learning modules and videos available 24/7 at MIFMA’s new CyberInstitute, which will launch in May 2011. In addition, MIFMA is already planning for next year’s Certificate Program, expected to run from January to March 2012.

To learn more, visit www.mifma.org or contact Maggie Smith at smithm833@gmail.com or (517) 432-3381.

Certified Market Managers

- Denise Becker
- Michelle Carlson
- Chrysta Coronado
- Aileen Cowan
- Julia Darnton
- Christine Easley
- Michelle Germain
- Melissa Harrington
- Richard “Cuz Don” Hobson
- Laurajeanne Kehn
- Rich Klingenberg
- Joseph Lesausky
- Joan Lutchka
- Arika Lycan
- Stephanie McMunigal
- Christine Miller
- Eileen Miskiewicz
- Shirley Moore
- Sheri Munsell
- Kathy Nestell
- Rita O’Brien
- Cindy Paparelli
- Lucy Pier
- Richard Raynor
- Mary Roush
- Pat Roush
- Karen Salomne
- Jim Teneyck
- Brenda Tuscano
- Dave Turk
- Kristen Wagle
- LaZandra White
- Kathy Wieland
- Micheal Wieland
- Tracy Woodrum
- Yvonne Woodard

What’s Happening?

- **Apr 4:** MIFMA Marketing Committee Meeting
- **Apr 17 - 24:** MIFMA Membership Week
- **Apr 17:** Region 1 Meeting
- **Apr 18:** Region 5 Meeting, 6 pm to 8 pm at Sullivan’s Black Forest Brewhaus
- **Apr 20:** Region 4 Meeting, 9 am to 11 am at Kent Co. MSUE office
- **Apr 21:** MIFMA Professional Development Committee Meeting
- **Apr 23:** Region 2 Meeting, 2:30 pm at the Village at Traverse City
- **Aug 4:** Farmers Market at the Capitol
- **Sept 15:** Farmers Market at the Capitol

For more information regarding these listings, call 517-432-3381 or visit the Calendar of Events page at www.mifma.org.



The Michigan Farmers Market Association advances farmers markets to create a thriving marketplace for local food and farm products. Our vision is to place farmers markets at the forefront of the local food movement and to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.

Welcome New Members

MIFMA would like to welcome its new members for the past month.

Farmer/ Vendor

- Shari Dunham, West Bloomfield
- Robert Green, Carsonville
- Dave's Greenhouse and Gardens (DMZ Systems, Inc.)
- Easy Artisan Bread Mix
- Howling Husky Baked Goods
- Hudson Produce Farm
- Tart Artisan Bakery

Farmers Market

- *Berkley Farmers Market, Berkley*
- *City of Grayling Farmers Market, Grayling*
- *Downtown Owosso Farmers Market, Owosso*
- *Jackson Downtown Development Authority, Jackson*
- *Oakland Avenue Farmers Market, Detroit*
- *Royal Town Farmers Market*

To join MIFMA, visit www.mifma.org!

Donations

MIFMA would like to thank to its generous donors.

- Gordie Moeller
- Michael and Julie Studier, Tower Hill Farm
- Victoria Founteas, Howling Husky Baked Goods



MIFMA Member of the Month: Scott Harvey

An Interview with Scott Harvey, Plainfield Charter Township Farmers Market

You currently are the Township Clerk and oversee the Plainfield Charter Township (Twp) Farmers Market. Tell us about your experience with the market and what makes it special.

In 2008, Plainfield Charter Township began operating a farmers market after a group of employees identified a need for a market during an employee brainstorming session. The market was located in a small lot across the street from Town Hall and had a limited capacity of 24 spaces. The only parking was on the opposite side of Belmont Ave.

Our citizens and employees were pleased with the market idea but thought a larger and safer location would make for a better farmers market. One of my first challenges as a newly elected official was to convince my fellow Township Board members that it would be possible to continue a Township-sponsored market without a negative impact on the general fund. In 2009, we worked with the Frontline Community Church to have our market moved to a location that has parking for 600+ cars and were able to make available restroom facilities for customers and vendors. We had expected to break even if we could sell an average of 35 sites. We cut our rates in half. Our market grew every week for the first three months it was open. On the Thursday before Labor Day, we had 96 sites occupied.

The market is special because we have the space to attract a variety of vendors. Farmers and growers of local produce are the majority of vendors, but growers of flowers, shrubs and plants are side-by-side with local artisans, crafters and on-site food preparers. This mix truly makes our market a local destination, now twice a week. In 2010, we were able to reduce the site rentals to \$10 a day. Over the past two years, the Township General Fund has had a positive cash flow, and the first year loss has been recovered.

You are a sent a representative from your market to participant in the Market Manager Certificate Program. What are some benefits of attending these sessions? Why do you think it was important to become certified?

Jim TenEyck, the Market Manager for the last half of the 2010 season and this year's manager, received the Certification. The program helped him become familiar with the methods used by markets that have been in operation for decades. He presented the marketing plan for this year's market with a greater degree of knowledge and confidence in the operations of the Plainfield Twp Farmers' Market. He is also well-prepared to introduce the deployment of our Bridge Card program, as well as the Double Up Food Bucks program.



You serve on the MIFMA Board of Directors as Region 4 representative. What have you learned about Michigan farmers markets in this leadership position?

It appears to me that the farmers markets in Michigan are all as unique as the variety of different types of farms that bring the products to market. There is no "one size fits all" approach to how these unique markets function. What is clear is that MIFMA has evolved into an important organization in the development and enthusiastic deployment of markets all over the state. The partnerships with MIFFS and the Fair Food Network have established MIFMA as the recognized authority for farmers markets here in Michigan. With this progress, there have been growing pains, and now is the time for a proactive Board to begin supporting the staff so that this organization will become the premier Farmers Market Association in the United States.

What is one thing that every MIFMA member should know about the Plainfield Twp Farmers Market?

The Plainfield Twp Farmers Market is organized to run like a free market business, providing citizens with great local produce and a place where large and small farms are allowed to competitively supply these Michigan-grown products to improve the quality of life for everyone who participates in our market. I know that was more than one thing, but I could not help myself!

The Plainfield Charter Twp Farmers Market is a member of MIFMA. Why is it important for your market to be involved in MIFMA?

Without the expertise, networking and education MIFMA has provided over the past two years, I do not think there would be a Plainfield Twp Farmers Market. I also need to mention the help provided by members Michigan State University Extension and how important it was to have them introduce us to MIFMA.

Farmers Markets



with 2010
FMPP
recipients

Farmers Market Promotion Program

Four farmers markets in Michigan were awarded grants by the U.S. Department of Agriculture through the department's 2010 Farmers Market Promotion Program. The markets that were awarded grants are the Community Farm Kitchen LLC in Ann Arbor; the Berrien County Health Department in Benton Harbor; The Allen Neighborhood Center in Lansing and the YMCA of Greater Grand Rapids. MIFMA is highlighting two of the four farmers markets in Michigan that were recipients of this grant just in time to inspire other groups to apply for a grant in 2011!

Nikki Britten of the Berrien County Health Department in Benton Harbor shares information about her market: The Berrien County Health Department (and MSUE), operate the Benton Harbor Farmers Market in response to the lack of fresh produce in this city with disproportionately high rates of obesity and related diseases. The market had a very small customer

base, and we applied for a 2010 FMPP in order to expand. Project objectives are to increase both the number of customers (especially Bridge card holders) and vendors through marketing and community acceptance of fresh produce. Currently, we are recruiting vendors, finalizing marketing plans, and developing outreach activities (education, cooking demos, recipe giveaways). We are anxiously awaiting opening day!

Emily Martin of the YMCA of Greater Grand Rapids shares information about her market.:

After holding several one-time farmers markets at area schools, the YMCA of Greater Grand Rapids decided to seek funding to have a weekly market. The funding we have received through the USDA's FMPP program will be used to start a farmers market of about ten vendors each week to be held on Thursdays from 3pm-7pm at the David D. Hunting YMCA in down-

town Grand Rapids. A primary aim of our market is increasing access to fresh fruits and vegetables for lower-income families. The market will accept Bridge cards and participate in the Double Up Food Bucks program. It will also include nutrition education activities for both children and adults.

Application information is not yet available for the 2011 FMPP grants but you can check their website, <http://www.ams.usda.gov/AMSV1.0/FMPP> for updates.



Classified Ads

Contact Maggie Smith at smith833@msu.edu to place an ad.

Maple Nut Bread



Ingredients:

1/4 cup butter	2 cups flour
3/4 cup milk	1/2 teaspoon salt
1 cup raisins	3/4 cup pure maple syrup
1 egg, well beaten	1/2 teaspoon baking soda, dissolved in
1 cup chopped nuts	1 teaspoon hot water

Preparation:

Combine all ingredients in order given. Pour into greased loaf pan and allow to sit 20 minutes. Bake 375 degrees F. for 60 minutes.

Recipe submitted by Michigan Maple Association

Food Safety at Farmers Markets

Food safety is a hot topic right now, for growers large and small, and for all markets along the food chain. This new section of the MIFMA E-Newsletter is designed to update you on new and relevant information on food safety as it pertains to farmers markets and the farmers and vendors who sell their goods at markets.

Focus on Food Safety When Making and Marketing Maple Syrup

Did you know that Michigan ranks 5th in Maple Syrup Production in the U.S.? Or that it takes approximately 40 gallons of maple sap to make 1 gallon of syrup? Here are some ways to practice food safety when making and marketing maple syrup.

Once trees are tapped, a collecting container is placed at the site to catch the sap as it flows. A major goal in maple production is to gather and process the sap as quickly as possible. To minimize microbial growth, particularly during warm periods, sap should normally spend no more than a few hours in the collecting container. Buckets are the most common collecting container and 16 quart galvanized buckets are most commonly used. However, sap buckets made from other materials, particularly aluminum, and of different sizes are available. As a general rule, only buckets specifically manufactured for maple collection should be used. Certainly no container containing lead, lead-containing paint, or lead solder should be used. No container capable of rusting should be used, and containers with thin galvanized coatings should be avoided as the coatings may quickly wear exposing a surface which will rust. Under no circumstances should a container which has ever contained a hazardous material be used.

The state-of-the-art maple sap collection system is a plastic tubing system. The plastic tubing allows sap to flow from each tree into a central collection point, ideally in the sugar

house. To maintain a clean collection system which is necessary for the production of high-volume and quality sap it is necessary to wash the tubing system as soon as possible at the end of each season. Washing removes any uncollected sap from the lines and reduces the likelihood of fungal growth occurring which could slow sap flow and lower sap quality. Once the sap is collected, it is boiled to remove water and concentrate the syrup. During the evaporation process, sap is concentrated to the desired density and flavor and color develops as a result of chemical reactions that occur during heating. The extent and character of the color and flavor are determined, in part, by the length of time the sap is boiled. The longer the sap is boiled, the darker it becomes. Making high-quality, light-colored syrup requires evaporation time be kept to a minimum. Anything that slows the evaporation process (uneven fire, weak fire, excessive sap depth in evaporator, etc.) will produce darker, usually stronger flavored syrup. It may take 43 or more gallons of sap to produce one gallon of syrup.

Once maple sap has been processed into maple syrup and the correct density is obtained, the syrup is ready for filtering and packing. Syrup is best filtered while it is still hot (185° to 190° F) for rapid removal of sediment. To prevent contamination of finished syrup by yeast or mold growth, finished syrup should be hot packed. Syrup can be hot-packed into

http://www.foodsafety.wisc.edu/assets/pdf_Files/

large drums or cans, or into retail/ home-sized containers. Regardless of the type of container, syrup should be packed into clean, preferably sanitized containers. Small containers can be sanitized by boiling for 10 minutes in water. Because filling into any kind of container, sterilized or not, may cause contamination, containers hotfilled with syrup should be inverted immediately after being hot-filled and sealed. If the temperature of the syrup following filtering is 180°F or higher, it can be packed immediately. However, if the temperature has fallen below 180°F, it should be reheated to this temperature or slightly higher. If syrup is heated above 200°F it may darken, and a lower grade product will result.

Pure maple syrup should be kept in a cool, dark place for up to two years until opened and then refrigerated after opening where it will last one year. Since pure maple syrup will not freeze if properly made, the freezer is a good place to store it almost indefinitely. If excess water is present or if containers are not clean when filled, there may be the growth of bacteria, yeast or mold during storage. Because some microorganisms produce toxins as they grow, it is not recommended that mold simply be removed and the product heated; but rather the product should be discarded.

[Learn more about MIFMA online at www.mifma.org.](http://www.mifma.org)