



MICHIGAN FARMERS MARKET ASSOCIATION

2011 USDA Farmers Market Directory

Once again, MIFMA is working with USDA and MSU to update both the National Farmers Market Directory and Michigan's Farmers Market Directory at the same time. This makes getting your market counted an easier, one-step process.

The USDA National Farmers Market Directory allows consumers to find the freshest and tastiest fruits, vegetables and other products available in communities around the country. The Directory captures information about where farmers markets operate, when they are open, if they accept food assistance programs like SNAP, WIC and FMNP, what kinds of products are being sold (including fresh fruits and vegetables), and the number of vendors that sell at the market. The Directory also provides a snapshot of what is happening at farmers markets, and where, and demonstrates how the industry is growing and expanding.

There are a number of new features in the 2011 Directory that provide even more detailed information to consumers and market managers.

- You can list multiple locations and operating times for your market.
- You can list availability of fresh, locally grown products at your market and times of availability.
- Your market can be identified on the map even if your market has no street address. It is very easy to pinpoint your market by moving the cursor to your market's location on the map.
- Consumers can get driving directions to your market when using the mapping tool.
- The Directory provides information about conventional and/or organic

products sold at your market, number of vendors, and if your market participates in federal nutrition assistance programs.

- All market listings in the Directory provide your customers with the date your market information was last updated.

"The USDA National Farmers Market Directory not only counts, lists and maps the country's more than 6,100 farmers markets, it is also a fantastic resource for those interested in local food production, small producer success, and public policy about regional food systems," said Agriculture Secretary Tom Vilsack. "In addition to helping people find the closest farmers market, the farmers markets listed in this directory are included in maps, mobile apps and other stats. We hope that all managers ensure their markets are included so that no farmers market misses out on this opportunity."

The National Farmers Market Directory will be periodically updated over the summer as farmers market managers continue to submit their listings to USDA's database. Farmers market managers who are able to update their listing by May 20 will be able to find their markets on the directory by June 1st. The complete directory will be released in time for National Farmers Market Week, August 7-13, 2011.



MIFMA worked with the National Farmers Market Directory team to add an additional six questions geared towards Michigan farmers market. MIFMA will be using the updated information to update our website's "Find a Farmers Market" section.

Please visit the website to learn how you can make sure you're counted!

<http://usdadirectoryupdate.com>

What's Happening?

- **May 9:** MIFMA Marketing Committee Conference Call
- **May 9:** Food Assistance Partnership Conference Call
- **May 14:** Heart of Michigan Farmers Market at the Capitol
- **May 18:** MIFMA Board Conference Call
- **May 19:** MIFMA Professional Development Committee Conference Call
- **May 19:** MIFMA Policy Committee Conference Call
- **Jul 11:** Food Assistance Partnership Webinar
- **Aug 4:** Farmers Market at the Capitol
- **Aug 7-13:** National Farmers Market Week
- **Aug 8:** On-farm Food Safety Training at Pond Hill Farm in Harbor Springs, MI
- **Aug 9:** On-farm Food Safety Training at Rock River Farm in Chatham, MI
- **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

- Springar Farms, Watervliet
- A Little Dip Will Do Ya, Troy
- Winter Delights, Allen Park
- Sing Tree Farm, Northville
- Growing Matters Garden, Kalamazoo
- Bob's Wife's Soaps, St. Johns
- Decadent Chocolate and Pastries, Detroit
- The Brinery, Ann Arbor
- Cloud 9 LLC, Commerce Township
- Robbery Mazey, Middleton
- Richard Stenzel, Macomb

Farmers Market

- City of Lathrup Village
- Douglass Farmers Market, Kalamazoo
- Corunna City Market
- Bushel Basket Market, Chelsea

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
- Elaine Brown
- Jennifer Fike and Jon Cioffi

MIFMA Member of the Month: Kami Pothukuchi

An interview with Kami Pothukuchi, Ph. D., Director, SEED Wayne, Manager, Wayne State University Farmers Market; Associate Professor of Urban Planning, Wayne State University

You currently manage the Wayne State University (WSU) Farmers Market. Tell us a little bit about your experience managing the market. What makes the Wayne State Market special?

Managing the market is a lot of fun as well as tons of work, especially when classes start back up in the fall! On market days, I enjoy talking to our regular customers who show up every week because they love the products and the prices and want to support the market. I also enjoy talking to the vendors about what's special that week or harvests expected over the next few weeks, and catching up on gossip.

Wayne State's market has both an institutional identity as well as a neighborhood one. Both Wayne Staters as well as midtowners like to claim it as their own, and we love everyone who touts the market! Most people walk from their offices or homes, so we have a decent crowd of regulars who come weekly. Parking on any campus is a problem, but we have done pretty well in making spaces available for those who see the market as they drive by on Cass and want to stop and take a closer look.

We have a wider variety of shoppers than I had initially expected, from the very young to quite elderly, as well as a diversity of race, ethnicity, and national backgrounds among shoppers (and vendors) at our market. And we have fabulous market staff and volunteers! All are students. Volunteers return each week because they care about our mission and like to hang out at the market and meet cool people here. Some also say they like the food we provide our volunteers at the market!

Your market accepts EBT/Bridge Cards and Double Up Food Bucks

(DUFB). Why was it important to your market to be able to accept these?

Initially, I had thought that accepting the Bridge Card would be a great way to leverage our market's power to benefit our lower-income community neighbors, especially as many Detroit neighborhoods continue to be underserved by grocery stores that offer a range of affordably-priced fruits and vegetables. However, over two years of accepting the Bridge Card, we learned that Bridge Card shoppers at our market are, for the most part, associated with the university. Most Bridge Card users are WSU students! We were creating benefits for members of our own university community!

Still, it is very important for us to ensure that the variety of fruits and vegetables that we offer at our market at affordable prices are available to Bridge Card shoppers and that these dollars are supporting local growers and businesses. Plus, with DUFB, we're able to attract more customers to the market and ensure that our grower-vendors do well as DUFB shoppers try new vegetables and fruits and spread the money to more local growers than previously when they had more limited budgets for food shopping.

Accepting the Bridge Card at the market would be impossible if it weren't for the partnership we have with Eastern Market. We made sure that the market is located on a major traffic corridor that has both DDOT as well as SMART buses plying on it, as well as one that could accommodate a few free parking slots on market days.

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

It is the place to be in Detroit



on Wednesdays, 11 AM to 4 PM, early June through October-end, if you want to hang out with friends, take in world famous art at the Detroit Institute of Arts two blocks away, get lunch, and assemble things for dinner all in one trip!

The WSU Farmers Market is a member of MIFMA. Why do you feel it is important for your market to be involved in MIFMA?

MIFMA connects us to important issues that affect our market and its operations in ways that we don't have the time or resources to connect to on our own. MIFMA also plays an important role in facilitating information exchange and dialogues between market managers on experiences and helping us learn from each others' lessons.

For example, MIFMA's Food Assistance Partnership is planning a conference call to engage market managers in a discussion of what they do to ensure that tokens that Bridge Card customers get are used up before the market ends and that vendors turn them in (every market gives out a slight excess of tokens over those that are ultimately redeemed from vendors). We don't have a deliberate, organized strategy on this but would like to reduce this gap at our market as well.

MIFMA plays very important roles in connecting market managers to each other and to important information and policy sources. Yay MIFMA!



Farmers Markets



Farmers Markets at the Capitol

Q: I hear MIFMA is working with partners again to organize the Farmers Markets at the Capitol. Can you give me an update on when the market is and if there are any changes for 2011?

A: The Farmers Markets at the Capitol will be held again this year on Thursday, August 4th and Thursday, September 15th from 10 a.m. to 3 p.m. As in years past, the market will celebrate the 220+ farmers markets in the state and be used to draw attention to the importance of farmers markets in Michigan. We see the market as an opportunity to demonstrate the need for policy makers to support legislation that enhances both farmers markets and the opportunities for market vendors.

This year, we decided to postpone the late July market to early August so that it would occur the week prior to National Farmers Market Week, August 7-13th. This was a strategic decision based on two goals. First, we are working with the Michigan Department of Agriculture and Rural Development and Michigan Food and Farming Systems to encourage the Governor to sign a proclamation setting the same week, August 7-13th, as Michigan Farmers Market Week.

Second, we would like to use the market as a media opportunity to promote the special events our member markets are planning to host at their markets during National Farmers Market Week. Remember, a benefit of your MIFMA membership is the ability to promote your market through our calendar of events and newsletter. All members can submit up to three events per month by contacting Maggie Smith at smith833@gmail.com.

Some other market details to note include:

- MIFMA and MIFFS members will have the first opportunity to sign up, will receive discounted rates, and will receive priority vendor and parking spaces. You can join today at www.mifma.org.
- Vendor rates will be \$40 for members and \$60 for non-members. This is the second year we are charging vendors because the Michigan Department of Agriculture and Rural Development no longer funds the market through

grant dollars. Vendor fees are used to cover the costs of running the market. This year, vendor rates will be for 10' of frontage (adequate space between vendors will also be provided).

- For this first time this year, the market will accept Double Up Food Bucks.

Remember to continue to check www.mifma.org for more information as it becomes



Spring Asparagus Tart

Serves : 4 -6

Ingredients:

- 1 package frozen puff pastry (Preferably Dufour)
- ½ bunch asparagus, about 15 pieces, sliced in half lengthwise
- 2 tablespoons extra-virgin olive oil, to taste

- 1 egg, beaten for egg wash
- Salt, to taste
- Freshly ground pepper, to taste
- 1 ounce aged Cheddar cheese

Preparation:

Preheat the oven to 375 degrees F.

Dust a work surface with flour and lay the dough flat on the surface. Dust the top with flour and roll with a floured rolling pin to make a uniform shape. Trim 1-inch borders from the edge of the dough and set the strips aside.

Brush the edges of the dough with the egg wash and place the strips on top of the egg wash. Press down lightly to seal the dough together.

Transfer the dough to a baking sheet lined with parchment paper.

Place the halved asparagus spears in a medium bowl. Toss the asparagus with the 2 tablespoons olive oil and season with salt and freshly ground pepper. Prick the dough lightly all over with a fork. Do not pierce the dough all the way through. Then, on the edges of the dough, press the tines of the fork down on the raised strips to make diagonal slashes.

Brush the raised strips of dough with egg wash.

Lay the asparagus spears lengthwise in the center portion of the dough. Season again with salt and freshly ground pepper.

Bake for 30-35 minutes, or until the dough is hard and well-cooked.



Food Safety at Farmers Markets

How the Food Safety Modernization Act Will Affect Your Business

Written by Andrew J. Blodgett
Attorney at Smith Haughey

The Food Safety Modernization Act (FSMA) was signed into law on January 4, 2011. The new law sought to bring about sweeping changes to the food industry in an effort to address the approximately 48 million cases of foodborne illnesses contracted by Americans each year. The FSMA seeks to regulate the entire food production spectrum, from growth to processing to consumption.

The major changes of the FSMA include:

Recall Authority

Under the prior food safety laws, the FDA had limited authority for demanding a recall. In this firm's experience, past recall situations have involved the FDA investigating a potential risk and then utilizing the state department of agriculture to issue a recall. Now, the FSMA gives the FDA the power to directly initiate a recall—a very large stick. Also, the FDA must increase the frequency of inspections of food production facilities.

Small Farm Exemptions

Not all produce businesses are regulated by the FSMA. There are two general categories of exemptions. First, the FSMA gives the FDA the flexibility to determine that the regulations in the Act do not apply to "small businesses... that produce and harvest those types of fruits and vegetables that are raw agricultural commodities that... are low risk and do not present a risk of serious adverse health consequences..." Unfortunately, "small businesses" have not been defined yet—the FDA is given one year under the FSMA to define the criteria for small businesses.

The second exemption is for "Direct Farm Marketing." The FSMA defines this term with two requirements. In the prior three year period, the average annual monetary

value of the food sold by the farm to "direct end-users" must exceed the amounts sold to all other buyers. In other words, sales to direct consumers must exceed commercial sales. Interestingly, the "direct end-users" include consumers who purchase via the internet.

Second, the average annual sales of all food must be less than \$500,000. However, farms that meet either the small business or direct farm marketing exceptions must still comply with consumer notification requirements. If a food label is required by any other act, the food sold to the consumer must have a label indicating the name and business address of the farm where the produce was sold. For all other food categories that do not require packaging labels, the farm must display a sign or placard "at the point of purchase" that indicated the name and business address of the farm where the produce was grown. In case of internet sales, an electronic notice containing the name and address must be given at the time of the sale.

Food Production Facilities

In addition to the FDA recall authority discussed above, two new changes will affect the record recordkeeping of food production facilities. First, the FDA is given authority to access facility records. The access can be for two reasons, either to track a food illness outbreak or if there is reason to suspect a potential health risk. These provisions apply to high-risk foods, and can force production facilities to retain production records for up to two years. Second, the FSMA requires food production facilities to:

1. evaluate hazards that could affect food processed, manufactured, packed, or held in a facility,
2. identify and implement preventive controls to minimize or prevent the occurrence of the hazard and to provide assurances that food is not adulterated or misbranded,

3. monitor performance of the controls, and
 4. maintain records of the monitoring.
- Processors of seafood, juice, and low-acid foods which currently comply with applicable FDA programs for their industries are exempt from these requirements.

Food-Specific Standards

The FDA will now set forth nationwide standards for producing and harvesting fresh produce. While these regulations may be costly or burdensome (again, the standards have not been set), presumably they will give farmers and processors some assurance of liability protection if those standards are met. The small business and direct farm marketing exemptions discussed above apply.

Food Tracking

A pilot program and consultation with various components of the agriculture industry is set to explore the feasibility of a system to track and identify foodborne illness outbreaks. Part of this program is the implementation of a product tracing system designed to "effectively and rapidly track and trace food that is in the United States." Details of this system, and whether the system will require tracing food back to specific farms, (likely) will be established within nine months.

If farmers or business owners have any questions concerning the implications that the FSMA will have upon a business, Smith Haughey is happy to assist with the evaluation. Andy represents businesses and individuals in litigation matters He can be reached at 231-486-4537.

This article is from the Agribusiness Law Update Newsletter, February 2011

Classified Ads

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

Learn more about MIFMA online at www.mifma.org.