



MICHIGAN FARMERS MARKET ASSOCIATION

iPhone® app for Michigan Farmers Markets

Shoppers who use an Apple® iPhone® now have a new way to find the locally grown products they are looking for at Michigan orchards, cider mills, farmers markets and on-farm markets, with the help of a new software application (“app”) for smartphones.

Michigan is among the first states to develop such an innovative app for agriculture, which was a joint effort of the Michigan Apple Committee, Michigan Farm Marketing & Agri-tourism Association, Michigan Farmers Market Association and the Michigan Cider Makers’ Guild. The app currently covers about 300 direct sales locations.

Developed by a software app firm that designed the program for California, the Michigan Farm Market App was developed to be the “next generation” beyond printed paper directories. It works on Apple iPhone®, iPad® and iPod® systems. A similar Android® app is under consideration.

Using a smartphone, the app will identify which farm markets, cider mills, farmers markets and pick-your-own orchards are closest to you at the time of your search. Information included in the app also indicates hours of operation and a list of products offered for sale. Further, it can directly link the user to the market’s website, place a call to the market and provide GPS navigation to the market.

This free app is listed in the Apple App Store under Michigan Farm Markets. Locate the Michigan on-farm market, farmers market, pick-your-own orchard and cider mills closest to you or your planned destination. This app lists 377 sites where you can buy in-season and direct from the grower or cider maker. Destination information is upgraded quarterly. Information includes hours/dates of operation, location (and GPS routing), web link, e-mail, telephone and list of items for sale. Simple icons help you quickly identify which markets offer apples, cherries, sweet corn, strawberries – and 43 other items!



What’s Happening?

- **Sept 12:** MIFMA Organizational Development Committee Call
- **Sept 14:** MIFMA Board Call
- **Sept 15:** Farmers Market at the Capitol
- **Sept 16:** MIFMA Policy Committee Call
- **Sept 22:** MIFMA Professional Development Committee Call
- **Sept 29:** MIFMA Annual Harvest Celebration www.mifms.org
- **Oct 3:** MIFMA Marketing Committee Call
- **Oct 10:** IRS 6050 W and Farmers Markets: Electronic Payment Report Webinar
- **Nov 14:** Food Assistance Partnership Year End Meeting
- **Dec 2:** NCR-SARE Farmer Rancher Grant Proposals Due
- **Dec 6-8:** Great Lakes Fruit, Vegetable and Farm Market Expo, www.glexpo.com

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

- Immerfrost Farm, Stephenson
- Hang Farm, Flint
- S&S Lamb, McBain

Farmers Market

- Stryker Farmers Market, Kalamazoo

Donations

MIFMA would like to thank 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
- Kim Chung
- Jim Bingen

MIFMA Member of the Month: Southern Lakes Parks and Recreation

An interview with Vince Paris & Stephanie McMunigal

The Southern Lakes Parks and Recreation operates two farmers markets, the Linden Farmers Market and the Fenton Farmers Market. Can you tell us a little bit about each market?

The Fenton Farmers Market is in its 22nd year and is funded through a generous grant from the Fenton DDA and managed by Southern Lakes Parks & Recreation (SLP&R). Since SLP&R took over the management of the Fenton Market five years ago, vendor participation has grown from about 35 vendors to more than 70 the last two years.

Much of the success, growth and quality of the market is directly related to MIFMA, which has been a constant source of timely training, market trends and hands-on experience. This market has a great mix of local professional farmers, hobbyists, a growing number of organic vendors, artisans and produce vendors from as far away as Owosso and Romeo. As this market coincides with our local summer concert series, it is well attended with an average of about 1,400 potential customers a night. The market takes place in downtown Fenton which is nestled next to Rackham Park and the Shiawassee River. The Fenton Market has expanded its season again this year, beginning July 14th and running through September 29th from 5 to 8 p.m.

The Linden Farmers Market is now in its second full season. Originally a hit-and-miss market

over the last six years, SLP&R now works successfully with the City of Linden and Linden DDA to provide this market every Wednesday beginning August 4th and running through September 14th from 5 to 8 p.m. in downtown Linden. The market runs on the same nights as the summer concert series and has 15-18 committed vendors. Currently, it is estimated that about 400 people visit the market each night. The market has a good blend of local farm products, baked goods and artisans along with a good quality organic farmer.

Southern Lakes Parks and Recreation is a member of MIFMA. Why do you feel it is important for your markets to be involved in MIFMA?

MIFMA was an immediate resource that gave SLP&R staff the educational tools, and personal, hands-on training to begin developing quality and trend conscious local markets. MIFMA also provides a statewide electronic network of communication with its membership and the resources of the Michigan State University Extension Service. MIFMA staff develops great training programs like the Market Manager Certification Program and can also develop affordable "house call" training seminars (SLP&R has used MIFMA training staff twice in the last year alone) that can be site and need specific. MIFMA's

national connection with other state associations and talented staff keep training seminars and conferences current, affordable and informative.

The education and support MIFMA gives is crucial to the growth and development of our farmers markets. Furthering our education and developing our markets greatly benefit our local farms and our community. With MIFMA's help, we now proudly accept EBT/Bridge Cards & credit card. We also conduct a yearly Rapid Market Assessment which encourages local funding and sponsorship, in addition to developing our market and generating new ideas.

Stephanie completed the MIFMA Market Manager Certification Program this past winter. Why was it important to your markets to have a certified market manager?

Having a knowledgeable leader is important to growing markets. The certification program gives an immense amount of information of how to successfully develop and run a farmers market, in addition to connecting other market managers in the field and swapping ideas. The Market Manger Certificate Program was an investment in the future of our two markets. The training Stephanie received will pay forward for many years to come and has, through osmosis, filtered on to our management team.





Farmers Markets



MIFMA Board Nominations

Q: What are the qualifications to serve on the Board of Directors?

Board members serve on a volunteer basis and only one person per farmers market or farmer membership may serve on the board at a time. The job is likely to be as rewarding as it is challenging and we need people who are passionate about advancing Michigan farmers markets to join us in building the association.

Q: I know that the MIFMA Board of Directors consists of eleven members. Are all those positions up for reelection?

At this election, farmers market representatives from Regions 3, 5

and 7 will be elected for two-year terms, as well as two farmers who sell their own products at farmers markets.

Q: What is the process for electing the MIFMA Board?

MIFMA members who are farmers and vendors or farmers markets may vote in the election. In November, MIFMA voting members will be mailed an official Board of Directors ballot, candidate statements and a copy of proposed amendments to the association's bylaws.

There are two options for voting. You may either vote on the ballot provided by mail or you may vote in person at the MIFMA Annual

Meeting. Ballots are marked with your member number, and your vote will be counted only once. Election results will be announced at the closing of the MIFMA Annual Meeting.

Q: Is there still time to be nominated or nominate someone for the MIFMA Board of Directors?

Nomination packets will be mailed and e-mailed to MIFMA members who are farmers and vendors or farmers markets on September 19th. Nominations are due on October 15th. If you have any questions on this election, please contact the MIFMA office at 517-432-3381.

Bean and Tomato Salad

Ingredients:

- 1 1/4 cups dried beans, preferably heirloom, or 2 15-ounce cans white beans, rinsed
- 1 teaspoon salt, divided
- 1/2 cup minced red onion
- 1/4 cup cider vinegar
- 4 teaspoons honey
- 1 teaspoon peanut or canola oil
- 1/2 teaspoon freshly ground pepper, or to taste
- 8 ounces green beans, trimmed and cut into 2-inch pieces
- 1 pint cherry or grape tomatoes, halved or quartered
- 1/2 cup fresh basil leaves, thinly sliced
- 1 pound tomatoes, sliced

Preparation:

If using dried beans, rinse and pick over for any stones, then place in a large bowl, cover with 3 inches of cold water and soak at room temperature for at least 6 hours or overnight. Drain the soaked beans, rinse and transfer to a large saucepan. Add 6 cups cold water. Bring to a simmer, partially cover, and simmer gently, stirring once or twice, until tender but not mushy, 20 minutes to 1 hour, depending on the freshness of the dried beans. (If you're using heirloom beans, be sure to check them after 20 minutes—they tend to cook more quickly than conventional beans.) If at any time the liquid level drops below the beans, add 1 cup water. When the beans are about three-fourths done, season with 1/2 teaspoon salt. When the beans are tender, remove from the heat and drain. Combine the beans (cooked or canned), the remaining 1/2 teaspoon salt, onion, vinegar, honey, oil and pepper in a large bowl. Stir, cover and refrigerate to marinate for at least 1 hour or overnight. Cook green beans in a large pot of boiling water until crisp-tender, about 5 minutes. Drain, rinse with cold water, and drain again. Pat dry and add to the marinated beans. Stir in cherry (or grape) tomatoes and basil. Season with pepper. To serve, arrange tomato slices around the edge of a serving platter or shallow salad bowl and spoon the bean salad into the center.



Recipe from Eating Well

http://www.eatingwell.com/recipes/bean_tomato_salad_with_honey_vinaigrette.html

Food Safety at Farmers Markets

MDARD Updates Cottage Food Law Information Online

Now that it is peak season for many fruits and vegetables, many people are busy canning and pickling cucumbers, tomatoes, beans and other vegetables. However, many of these items cannot be sold at farmers markets under the Cottage Food Law and must be canned in a licensed kitchen.

But how do you know what can and can not be produced in your home kitchen? The Michigan Department of Agriculture and Rural Development (MDARD) recently updated their Cottage Food Law Information and Frequently Asked Questions online, offering a more comprehensive resource for

market managers and vendors.

This resource has an in-depth guide to labeling Cottage Food products, along with a sample label, as well as a list of what can and can not be produced in a home kitchen under the law. The key thing to remember is time and temperature control – potentially hazardous foods that require time and/or temperature control for safety are NOT ALLOWED to be produced in a home kitchen and must be produced in a licensed kitchen.

Visit <http://tinyurl.com/3mjueut> for more information, or visit www.michigan.gov/mdard and search “Cottage Foods”.

What food products meet the requirements for Cottage Foods?

Non-potentially hazardous foods (time and/or temperature controls not required to assure food safety - meaning foods can safely be kept at room temperature and do not require refrigeration) meet the requirements for cottage foods and can be prepared in a home kitchen and sold directly to consumers without a license.

Examples include breads, cakes, sweet breads, muffins, fruit pies, cookies, dry herbs and mixes, dry baking and soup mixes, dehydrated vegetables or fruits, and popcorn.

What food products are NOT ALLOWED to be produced in my home?

Potentially hazardous foods that require time and/or temperature control for safety are NOT ALLOWED to be produced in a home kitchen and must be produced in a licensed kitchen.

Examples include meat and meat products like fresh and dried meats (jerky), fish and fish products like smoked fish, raw seed sprouts, canned fruits or vegetables like salsa or canned peaches, canned pickled products like corn relish, pickles or sauerkraut, cream pies, milk and dairy products, beverages, salad dressings, and pet food or treats.

Farmer Rancher Grant Call for Proposals is now available

Farmers and ranchers in the North Central Region are invited to submit grant proposals to explore sustainable agriculture solutions to problems on the farm or ranch. Proposals should show how farmers and ranchers plan to use their own innovative ideas to explore sustainable agriculture options and how they will share project results. Sustainable agriculture is good for the environment, profitable, and socially responsible.

Projects should emphasize research or education/demonstration. New this year, there are three types of competitive grants: individual grants (\$7,500 maximum), partner grants for two farmers/ranchers from separate operations who are working together (\$15,000 maximum), and group grants for three or more farmers/ranchers from

separate operations who are working together (\$22,500 maximum). NCR-SARE expects to fund about 45 projects in the twelve-state North Central Region with this call.

Interested applicants can find the call for proposals online as well as useful information for completing a proposal at <http://www.northcentralsare.org/Grants/Types-of-Grants/Farmer-Rancher-Grant-Program>.

Proposals are due on Friday, December 2nd, 2011 at 4:30 p.m. at the NCR-SARE office in Jefferson City, MO.

Potential applicants with questions can contact Joan Benjamin, Associate Regional Coordinator and Farmer Rancher Grant Program Coordinator, at benjaminj@lincolnu.edu or 573-

681-5545 or 800-529-1342. A hard copy or an emailed copy of the call for proposals is also available by contacting Joan Benjamin. We make slight revisions to our calls for proposals each year, which means it is crucial to use the most recent call for proposals.

NCR-SARE has funded more than 800 farmer rancher grants worth more than \$4,800,000 since the inception of this program.



Classified Ads

Place a classified ad in our monthly e-newsletter. The service is free to MIFMA members. Contact Maggie Smith at smith833@msu.edu to place an ad.

South Lansing Community Development Association seeking Health Initiatives Coordinator & Farmers Market Manager

Position Overview

Manage all aspects of the South Lansing Community Development Association's Health Initiatives Program, including nutrition and garden education program, community gardens, and South Lansing Community Farmers Market.

Responsibilities:

- Coordinate nutrition education program
- Manage grants
- Supervise AmeriCorps members, nutrition interns and volunteers
- Oversee South Lansing Urban Gardens program
- Set year-long garden education class schedule
- Develop strategic plan for community garden outreach
- Manage South Lansing Community Farmers Market

Position starts: October 1, 2011. This is a part-time position (25-30 hours per week). Salary will be commensurate with experience. Please send cover letter, resume, and 3 references to Kathie Dunbar at Kathie@southlansing.org by September 9. Call Kathie at 517-374-5700 with questions. For more information about SLCD and our programs, please visit www.southlansing.org

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