



# MICHIGAN FARMERS MARKET ASSOCIATION

## 2010 Michigan Farmers Market Directory

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

**Please register your market today.** If you are a market manager who manages less than 5 markets, or are new to the Directory, you won't need a password. Just visit [www.usdadirectoryupdate.com](http://www.usdadirectoryupdate.com) and you can easily and quickly add your market(s) to the 2010 count. If you manage more than five markets and have not received a special email indicating the process by which you can update the information, email [farmmkt@msu.edu](mailto:farmmkt@msu.edu).

Simply visit [www.usdadirectoryupdate.com](http://www.usdadirectoryupdate.com) and read through the brief instructions, which include where to go if you have questions. Click "Continue" at the bottom to begin filling out the form, which even includes a map so that you can be sure your market appears in the correct location. Complete the form, and click on the "Submit" button. Providing the information will take you no more than 10 minutes. You will receive verification that your information has been included in the USDA National Farmers Market Directory. Please double check that your email address is current and correct as it will be included in the USDA Market Managers Database.

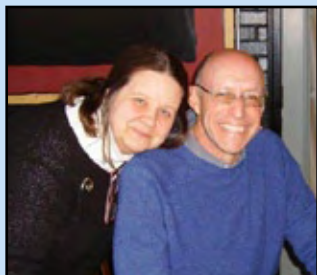
As of April 29, only 96 markets had registered their markets, which is less than half of the estimated 250 farmers markets in Michigan. That means we

have about 150 left to go! You must register your market by **May 14, 2010** to make sure yours is included, so please register today.

The 2010 Michigan Farmers Markets Directory will be released in June. The 2010 USDA National Farmers Market Directory will be released in late summer/early fall 2010.

### What's Happening?

- **May 3:** MIFMA Marketing Committee Conference Call
  - **May 4:** MIFMA Finance Committee Conference Call
  - **May 4:** MIFMA Board Conference Call
  - **May 5:** MIFMA Policy Committee Conference Call
  - **May 6:** Michigan Farmers Markets Food Assistance Partnership Conference Call
  - **May 10:** MSU Student Organic Farm Tour
  - **May 14:** Farmers Market Directory registration deadline
  - **May 15:** Soil Testing and Composting Workshop. [www.miffs.org](http://www.miffs.org).
  - **May 20:** MIFMA Professional Development Committee Conference Call
  - **June 1:** Farmers Market at the Capitol vendor applications available to MIFMA, MIFFS members
  - **June 14:** Farmers Market at the Capitol vendor applications available to all
  - **July 22:** Farmers Market at the Capitol
  - **September 16:** Farmers Market at the Capitol
- For more information regarding these listings, call 517-432-3381.



**LJ Kehm, MIFMA member and manager of the Frankenmuth Farmers Market, and Michael Pollan, local food systems advocate and author of The Omnivore's Dilemma, at a book signing at Zingerman's in Ann Arbor.**

Have photos like this? Send them in to be featured in future e-newsletters.



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.

# MIFMA Member of the Month: Lansing City Market

An Interview with John Hooper, Lansing City Market Manager



**This month on April 24, Lansing City Market (LCM) celebrated its move into a new building with a Grand Opening celebration. Tell us about your new space and the reasons for celebration.**

We are celebrating the rebirth of a great Michigan public market in a gorgeous, airy, energy efficient structure on a multi-tiered outdoor plaza situated on the banks of the Grand River in the heart of your capitol city. The celebration centers on finally after three years of tireless work arriving at full occupancy with an incredibly diverse selection of product offerings. But we also hold a vision of our limitless potential to serve all in mid-Michigan as a community destination for education, entertainment and of course great local food.

**At the same time as the Grand Opening, you are also breaking ground for a LCM Children's Garden. Where did the inspiration for a children's garden come from, who's involved, and why is it important for the market to support activities for children?**

We have a blank canvas, and although the site is not large, the first thought was creating a space to grow - and what an opportunity to involve the children of the market! The Greening of Detroit and the Greater Lansing Food Bank's Garden Project have been very inspirational as models for urban agriculture. The garden will become a regular Saturday morning activity with daily attention given whenever an occasion to involve a young person occurs.

**How does the new marketplace coincide with broader community development efforts and fostering new businesses?**

Coinciding with the new market is a resurgence

of downtown Lansing; it is an extremely exciting time to witness the movement back to the urban core. Within ½ mile of the Market every day we have 35,000 people. The City market is all about local entrepreneurs; providing opportunity to individuals, partnerships and families to generate a livelihood from their creative enterprises. We encourage our businesses to carve out a niche within the parameters of our market guidelines to foster diversity and greater chance of economic success. As we all know, markets enhance and benefit the surrounding community businesses, not the opposite as is often assumed.

**Last year, LCM partnered with other area farmers markets on promotions and outreach to individuals using food assistance programs. Why has it been a priority for LCM to accept Bridge Cards and to collaborate regionally to get the word out?**

The City Market considers it the single most important aspect of our operation to provide an easily accessible, wholesome educational shopping experience for all. To that end we offer and promote the EBT and Project Fresh programs religiously in collaboration both with other Ingham Co. Markets, and the Ingham Co. Health Dept. Another fantastic partnership exists with the Greater Lansing Food Bank and a voucher system they have created for both fresh fruits and veggies and egg/dairy products. All vendors at the market, if eligible, are required to participate in all our programs, and we are always seeking innovative ways to become people's first choice for a downtown full-service grocery source.

**Your market is a member of MIFMA. Why is it important for you to be involved in MIFMA?**

MIFMA is, and continues to evolve, into the standard for regional partnerships. It is a vehicle for passionate folks to communicate, share ideas and answer each others questions. The friendships it has fostered are countless. The value of the information disseminated is boundless and the creative access to food programs constantly in the works is most impressive. One only has to harken back three years ago before MIFMA's existence to understand the importance and scope of the work. Beyond all else though, the wonderful relationships that have sprung forth from membership in MIFMA are what I cherish the most.

## Welcome New Members

MIFMA would like to welcome its new members for April 2010.

### Farmers Markets

- Dundee Farmers Market
- The Green Market of Jackson

### Farmer/Vendor

- Chai Vang, Chai Family Farms in Roseville
- Randy, Shirley, Amalie and Brandon Hampshire, Hampshire Farms in Kingston
- Gary Delmotte, Gary Delmotte Inc. in Dundee
- Thomas Rumple, Valentine Farms in Whitmore Lake
- Greg Willerer, Brother Nature Produce in Detroit

### Friend of MIFMA Individual:

- Jennifer Fike and Jon Cioffi of Ann Arbor
- Julie Darnton of Saginaw
- Michael Porto of Tipp City, OH
- John and Sue Spreeman of Saginaw

To join MIFMA, visit [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu)

