



MICHIGAN FARMERS MARKET ASSOCIATION

National Farmers Market Week

August 7 - 13, 2011

This year marks the 12th annual National Farmers Market Week, which is scheduled for August 7-13. Since the USDA began declaring National Farmers Market Week in 2000, the number of farmers markets has grown from 2,863 markets to 7,175. According to the USDA, there are approximately 7,175 farmers markets operating in the country in 2011. There are more than 250 markets operating in Michigan.

The Michigan Farmers Market Association is celebrating National Farmers Market Week by co-hosting a farmers market on the Capitol on August 4, 2011. We have more than 70 vendors and non-profits signed up to help kick off the celebration! We also invited our MIFMA members to share with us the events that they have planned for the week. You can check out those events and others at our Calendar of Events page on our website www.mifma.org.

At this Farmers Market at the Capitol, we're also holding a press conference to talk about how farmers markets have grown in Michigan and how vital they are to our economy and communities. The Union of Concerned Scientists will be releasing their report, "Market Forces: Creating Jobs through Public Investment in Local and Regional Food Systems," examining the economic benefits of local and regional food systems. The market will also accept Bridge Cards, Double Up Food Bucks, WIC Project FRESH and Market FRESH (formerly Senior Project FRESH) to ensure that all Michigan residents in every community have access to fresh, local food.

This year, the Farmers Market Coalition (FMC) invites you to celebrate with specific themes throughout that week, which they will be highlighting each day in separate press releases that mention the accomplishments of specific markets. Michigan's own Fulton Street Farmers Market will be mentioned in the nationwide coverage!

The themes for each day are outlined below:

- **Sunday, August 7th:** Farmers markets and community education: innovative partnerships that allow market to serve as hubs of information

- **Monday, August 8th:** Farmers markets and public health: promoting good nutrition and healthy habits
- **Tuesday, August 9th:** Farmers markets as economic engines: business incubation, job development, and local spending
- **Wednesday, August 10th:** Farmers at the center of the system: governance and policies that put farmers first
- **Thursday, August 11th:** Farmers markets and food equity: improving access to healthy foods in underserved neighborhoods
- **Friday, August 12th:** Farmers markets and civic engagement: growing social capital and engaging volunteers
- **Saturday, August 13th:** Farmers markets and rural renewal: supporting agricultural diversity and farm viability, while inspiring a new generation of producers

Learn ways to celebrate National Farmers Market Week and download tools like press release templates, "social media cheat sheet" and talking points at <http://farmersmarketcoalition.org/membership/fm-week-press-release-template>. MIFMA is a proud member of the Farmers Market Coalition.



What's Happening?

- **Aug 1:** MIFMA Marketing Committee Call
- **Aug 1:** Voting begins for Hemlock Farmers Market in the Great Barn Give-a-way.
- **Aug 4:** Farmers Market at the Capitol
- **Aug 7-13:** National Farmers Market Week
- **Aug 8:** On-farm Food Safety Field Day at Pond Hill Farm in Harbor Springs, MI
- **Aug 9:** On-farm Food Safety Field Day at Rock River Farm in Chatham, MI
- **Aug 15:** On-farm Food Safety Field Day at Uhlianuk Farm in North Branch, MI
- **Aug 17:** MIFMA Board Meeting
- **Aug 18:** MIFMA Professional Development Committee Call
- **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

- Country Mill Farms, Charlotte
- Cheeky Monkey Foods, Royal Oak
- The Garden Gate CSA Farm, Snover
- Bon-A-Rose, New Hudson
- Detroit Youth Food Brigade, Detroit
- Bearboy Gourmet, Holland
- Native Kitchen, Detroit
- Achatz Handmade Pie Co., Chesterfield
- Chestnut Growers, Leslie
- Ron's Pure Maple Syrup, Rose City
- Along the Fence Daylilies, Dansville
- Spartan Country Meats, Fowlerville
- Peckham Farms, Lansing
- Trailer Park'd, Lansing
- Ma Ma C's, Laingsburg

Household Friends

- Josh Scaeding

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: Hemlock Farmers Market

An interview with Dan Keane, Hemlock Farmers Market Board member

Congratulations! The Hemlock Farmers Markets is in the running for the Great Barn Giveaway. What will winning this do for your market?

If Hemlock does win the barn, it is hard to imagine the level of excitement surrounding that level of success. Even being a finalist is just incredible. The word is going around town this week and it is creating a fantastic positive Buzz (sorry, beekeeper talk). Winning will no doubt foster a high level of attention on the farmers market within our community as well as the surrounding Hemlock area. Thank you to everyone who is helping with their vote for Hemlock.

How can MIFMA members vote for your market?

MIFMA members, non members, friends, family members along with their friends and family members can vote by simply going to <https://www.surveymonkey.com/s/GreatBarnGiveawayVote>

You have served on the MIFMA Board since 2007. What have you learned about Michigan farmers markets with your experience on the Board?

Being on the Board has reinforced what I think I've known about many farmers for quite a while. They are almost always hard working, great people with great families and

those involved in farmers markets often have a very high level of involvement and caring about their respective communities and the people that make them up.

What are some things every member should know about the Hemlock Farmers Market?

This is our sixth season. We are growing each year and while not a large market we are making a difference in our community. We have a strong vision to do what we can to keep growing the market. That means we want more local farmers and vendors, more interesting activities and products; we want to continue to see support for the market and our customer base grow.

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

Being a member of MIFMA, both the market and personally (Keane's Wee Bee Farms), is helping just as MIFMA was designed. It helps us to be more professional as a market along with important training to help us consider ways to focus on the market being a sustainable organization. Not the least of which is accomplished through partnering with other markets and key programs that make the market work for everyone.

You also are the coordinator of the Market Bench fundraiser for MIFMA? How did you come up with the idea?

The idea grew from seeing so many trees that were going to be lost to emerald ash borer and other pest problems. I'm an absolute wood nut and I wanted to help with something to try and utilize some of our beautiful native species so it isn't all lost to chipping and fire wood. Because it takes a lot of effort to get these logs and then have them cut into lumber and dried, I knew it would require help. As my activities were increasing with MIFMA, it seemed like a natural opportunity to develop a partnership and use this great wood to make something practical and also enduring. With MIFMA Board support and some very generous private funding to have the logs cut, we started moving ahead. The benches, each individually numbered, help celebrate MIFMA's role in supporting local food at farmers markets "Bench Marking Local Foods". They are great at markets. They make great fundraising prizes and some have been used to celebrate local community events. For more information on purchasing a bench for your market, your community or just for yourself personally, contact Maggie Smith at the MIFMA office. More than ten benches are on hand and ready to be sold right now.





Farmers Markets



National Farmers Market Week

Q: What can my market do to help celebrate National Farmers Market Week?

This year National Farmers Market week will be held August 7 - 13, 2011. Farmers markets across the state can offer a wide variety of events to join in the celebration.

Events can range from cooking demos using farmers market ingredients to community booths and entertainment. It's completely up to you!

To provide a framework for communication, the Farmers Market Coalition has identified seven daily themes inspired by the many accomplishments of its members, and offered to the farmers market community as suggested points of focus. See the article on page 1 for "Seven Days, Seven Ways to Celebrate Farmers Markets".

Q: How can I get the local media involved in promoting National Farmers Market Week and events at my market?

It is a great idea to contact the local media in your town to promote your market. Try calling local radio stations, TV stations and newspapers. The Farmers Market Coalition has some great tools to help you get started, including a press release template.

Check out the "Markets Are Up!" Campaign page at <http://farmersmarketcoalition.org/membership/markets-are-up-campaign> to see the full list of tools available.

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FARMERS MARKET COALITION

Market Managers FAQs
Tips, Videos, and Resources For Success

EXPLORE THE MARKETS ARE UP! STORE

FMC Tools

- Resource Library
- Information Marketplace Webinars
- State Associations
- Listserv
- Newsletter
- Events

FMC & You

- Become a Member
- Donate
- Show Your Pride

PROUD MEMBER FARMERS MARKET COALITION

- Follow Us
- Markets in the Media

'Markets Are Up!' Campaign

"Markets Are Up!" is a campaign designed to help market managers effectively communicate the importance of markets in their communities. In tough economic times, farmers markets thrive because they offer precisely what people crave: freshness, authenticity, value, and meaningful connections to farmers and to their communities. Below, you'll find links to talking points, press release template, advertisements, and frequently asked questions about farmers markets, all of which are free resources. We invite you to use them as you see fit in your state, your region, or your neighborhood. Please note that National Farmers Market Week (NFMW) 2011 is August 7th-13th.

- FMC Week Talking Points 2011
- NFMW 2011 Press Release Template
- Farmers Market Glossary Brochure (Updated!)
- Ads & Other Downloads
- Farmers Market Q&A
- NFMW 2011 Proclamation from USDA

In 2011, FMC identifies seven daily themes inspired by the many accomplishments of its members, and offers to the farmers market community as suggested points of focus:

- Sunday, 8/7:** Farmers markets and community education
innovative partnerships that allow market to serve as hubs of information
- Monday, 8/8:** Farmers markets and public health
promoting good nutrition and healthful habits
- Tuesday, 8/9:** Farmers markets as economic engines
business incubation, job development, and local spending
- Wednesday, 8/10:** Farmers at the center of the system
governance and policies that put farmers first
- Thursday, 8/11:** Farmers markets and food equity

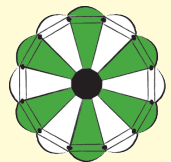
Blueberry Rhubarb Cake

Recipe from the Hemlock Farmers Market
Richland Township Park, Mid-July-Sep, Thur 4pm-7pm.

Ingredients:

1/2 cup sugar
 1 t baking soda
 1/2 softened margarine
 1/4 t baking powder
 1 egg
 2 cups whole wheat pastry flour

1 cup buttermilk
 1 t vanilla
 1 cup chopped rhubarb
 1 cup fresh blueberries



Preparation:

Grease and flour a 13 x 9" pan. Pre-heat oven to 350 F. Blend first 8 ingredients well. Spread batter evenly into baking pan and top with fruit. Bake for 30 minutes. While cake is still warm, top with 1/2 cup brown sugar mixed with 1 T cinnamon.

Food Safety at Farmers Markets

On-Farm Food Safety Field Days

This summer, MIFMA with funding from the Michigan Department of Agriculture and Rural Development will be hosting three on-farm field days for Michigan farmers, market managers and market stakeholders to discuss how to ensure food safety on the farm from production to the market. More information about the farms hosting the on-farm food safety field days are listed below.

Pond Hill Farm

5581 South Lake Shore Drive
Harbor Springs, MI 49740
Phone: 231-526-FARM
Email: farm@pondhill.com
www.pondhill.com



Pond Hill Farm in Harbor Springs, MI is owned and operated by the Spencer family, including Sharon, her son Jimmy and his wife Marci, and their two small children, Emma and JJ, along with student interns. The Spencers grow mostly vegetables with some fruits including rhubarb, strawberries, raspberries and blackberries on their 156 acres. Pond Hill is unique in that they also sell their own canned goods that are canned on site and raise animals for meat. They try to provide the "community with clean produce and meats that are chemical and hormone free."

Pond Hill was started in 1996 with a roadside stand that included eggs and vegetables. As the stand continued to grow, it was deemed a traffic hazard, so the family decided to build the store. The canning side of the business started when the Spencers found themselves with excess produce and started canning. The Spencers started direct marketing soon after they opened and now also sell at the Petoskey Farmers Market. Most of their products are sold directly, but they also do some wholesale to local stores and restaurants.

Rock River Farm

N6302 Rock River Rd.
Chatham, MI 49816
Phone: 906-439-5233
Email: rrfarms@tds.net



Rowan Bunce is the owner of a small scale market farm in Chatham, Michigan known as Rock River Farms. All major vegetables are grown at Rock River Farm, including broccoli, tomatoes, greens, beets, potatoes, corn and others, altogether about 100 different varieties. "We farm smart. We try to rotate, time, cycle, and recycle our crops and animals as sustainably as possible," Rowan said of his farming philosophy. "We are not Certified Organic, though we are organic in practice. We do not use pesticides, and we use Integrated Pest Management systems.

Rock River has operated a small vegetable and perennial greenhouse selling plugs since 1995. In 2008, they purchased 100 chickens and 5 turkeys and prepared garden beds. Since then, Rock River has grown to 17 acres and added more garden beds, hoop houses, one large hoop style building with a farm kitchen for processing, a seed starting heated greenhouse, and four one-acre rotational pastures for chickens, turkeys and pigs. Rowan operates the farm with his fiancé Shailah Pelto and his partner Erik Blackburn.

Uhlianuk Farm

3781 Hutchinson Rd.
North Branch, MI 48461
Phone: 810-688-4034
Email: leeuuhlianuk@aol.com



Lee and Laura Uhlianuk own and operate Uhlianuk Farm in North Branch, Michigan, growing perennial flowers, fruits and vegetables and specializing in heirloom varieties. They grow more than 100 varieties of heirloom tomatoes and grow heirloom squash and pumpkins in the fall in their hoop houses and fields. Lee bought the 97-acre farm and woods in the mid 1990s after he left the automotive industry and decided to return to farming and furniture building. He and Laura married in 2002 and now farm together, along with their skeleton crew to keep costs on the farm down.

"Our farming philosophy is to maintain natural growing techniques," said Laura. They diversify with other products such as jams, Lee's furniture, and holiday decor to supplement what they grow.

The Uhlianuks have several hoop houses which they began last year, one with mostly tomatoes and a few other vegetables, one with peppers and one with asparagus. In the fields, they grow a full range of vegetables, including heirlooms when possible.

They have established themselves as the "heirloom tomato people" at farmers markets, where they sell 100% of their produce.

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.

The Hemlock Farmers Market is one of the final three for the Great Barn Giveaway contest. Voting begins August 1st. You can vote using Facebook link - <https://www.facebook.com/home.php#!/event.php?eid=258373224180182> or on-line at www.surveymonkey.com/s/GreatBarnGiveawayVote.

Your support is really appreciated. Share with anyone you can. On behalf of the Hemlock Farmers Market and our entire community, Thank you!

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