



# MICHIGAN FARMERS MARKET ASSOCIATION

## 2010 Year in Review

The year is coming to an end, and now is the time to reflect on the growth of MIFMA in 2010. Here is a look at the monthly activities of MIFMA in the past year.

On January 19-20, MIFMA's Board and staff held a strategic planning retreat to define the association's core ideology and set goals that will guide future efforts. MIFMA staff also prepared and conducted a direct market food safety needs assessment survey at the Michigan Family Farms Conference on January 16 and Northern Michigan Small Farms Conference on January 30.

Dru Montri, MIFMA director, presented at the Michigan Family Farms Conference on January 16.

In February, Dan Keane, MIFMA's vice-chair, spearheaded a new benchmarking local foods project. The project is a partnership between MIFMA and the Saginaw County Conservation District.

In March, Dru attended the Ohio Farmers Market Conference on March 4 and 5 and made two presentations, one on Rapid Market Assessments and another on MIFMA's development. MIFMA also organized a Farmer Vendor Panel and Roundtable (50 attendees) on Monday, March 8 and MIFMA's 3rd annual Market Manager "Boot Camp" (81 attendees) on Tuesday, March 9. We raised more than \$999 from our silent auctions during these events.

Dru also presented at the CHOICES Conference on March 11 about the Michigan

Farmers Markets Food Assistance Partnership and MIFMA's efforts to increase the number of farmers markets accepting Bridge Cards.

In April, Dru spoke at the Michigan Department of Human Services Welfare 101 news conference April 1. She highlighted MIFMA's work with accepting Bridge Cards at farmers markets. MIFMA celebrated its 3rd birthday with a membership drive week, April 19-25.

In May, the MIFMA staff designed and expanded our monthly MIFMA e-newsletter from a 2-page newsletter to a 4-page newsletter. MIFMA members have space for a free classified listing, which began in July.

MIFMA submitted testimony to the House Committee on Agriculture regarding the cottage food bills on May 5th and joined the cottage foods subcommittee meetings on May 11, 17 and 24 to draft language for a substitute bill. MIFMA distributed the direct market food safety needs assessment to a pilot group of direct market farmers with plans to launch with the release of the May/June MIFMA e-newsletter.

In July, MIFMA, along with MIFFS and the MDA, hosted the Farmers Market at the Capitol on July 16. The market had 49 vendors and 8 non-profits at the event with 5,886 customers attending. A conservative estimate for the total market sales for the day is \$44,840, – an increase of nearly \$10,000 from the previous year.

In September, MIFMA secured free meeting space at the Michigan Municipal League for MIFMA's future professional development sessions. MIFMA signed the Michigan Good Food Charter resolution of support.

MIFMA, in partnership with MIFFS, MDA and Lansing City Market, coordinated the Farmers Market on the Capitol on September 16th. This market had 60 vendors and 12 non-profits/sponsors attend the event. Although the weather was less than ideal, 3,480 customers attended the market. A conservative estimate for the total market sales for the day is \$35,860.

In October, MIFMA held a Communications Workshop on October 5 for Board, Committees and staff as part of the strategic planning process.

In November, MIFMA held a one-day workshop on Food Safety and Emergency Procedures for Your Farmers Market.

The first few weeks of December will be busy ones for MIFMA. We will be at the Great Lakes Fruit, Vegetable and Farm Market Expo in Grand Rapids. Come see us at booth #1248.

We enter 2011 with big plans for growing the association and building our capacity to support farmers market growth and development across the state. We appreciate your continued support in advancing farmers markets across the state to create a thriving marketplace for local food and farm products.

## What's Happening?

- **Dec 6:** MIFMA Marketing Committee Conference Call
- **Dec 7-9:** Great Lakes Fruit, Vegetable and Farmers Market Expo, Booth #1248
- **Dec 8:** MIFMA Annual Meeting 4:30 to 6 pm in the Grand Gallery Room D at the DeVos Center in Grand Rapids
- **Dec 9:** Farmers Market sessions at Expo
- **Dec 16:** MIFMA Professional Development Committee
- **Jan 10:** Creating Michigan Culinary Destinations Conference
- **Jan 12:** Market Manager Certificate Program: Business Planning and Managing Market Growth
- **Jan 15:** Michigan Family Farms Conference
- **Jan 22:** Northern Michigan Small Farms Conference
- **Jan 26:** Market Manager Certificate Program: Human Relations and Conflict Management
- **Feb 9:** Market Manager Certificate Program: Market Governance, Rules & Enforcement

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

## Farmers Markets

- Southfield Farmers Market, Southfield
- Holt Farmers Market, Holt

## Farmer/ Vendor

- Stefanie Stauffer, Ypsilanti

## Friend of MIFMA Organization

- Michigan Downtown Association

To join MIFMA, visit [www.mifma.org](http://www.mifma.org)!

Find MIFMA on Facebook and Twitter!

# MIFMA Member of the Month: Emily Beutel

## An Interview with Emily Beutel, Communications Manager, Michigan Food and Farming Systems (MIFFS)

**When you were a student at MSU, you worked for MIFFS. Why did you want to continue to work in food and farming systems after you graduated?**

I earned my degree from MSU in Agricultural and Natural Resources Communications, which let me dive into and pursue two of my greatest passions – writing and farming. My internship with MIFFS as a student, which turned into a career after I graduated, lets me exercise those passions professionally and actually work with farmers.

Promoting family farms, sustainable agriculture and local food has become more than a job for me. Coming from a five-generation family farm myself, it's in my heart. I can't imagine doing anything else but working in the field I love and helping, in my own small way, make a brighter future for our food system.

**What do you like most about your job and working with MIFMA?**

Farmers markets are such vibrant, living faces for local food. They build communities in a way that transcends tents and structures and goes straight to the heart of what a food system should be – a relationship between growers and consumers. With MIFMA being a statewide organization of markets, we get to see that dream become a reality for communities across the state and watch them grow. They are



Emily and her father, George Buckham, selling at the Texas Township Farmers Market

living proof of the power of good food, and MIFMA helps to make those markets and relationships stronger. I love being a part of that.

**Why is it important to you to be a member of MIFMA?**

I truly value my food and farmers who grew it. Besides spending my money at the farmers market on that good food and talking with those growers, what better way can I spend my money to support them and help farmers and markets grow than by being a MIFMA member? My membership makes me not only a part of this wonderful organization but a part of the network of markets, farmers, vendors and supporters who value local food as much as I do.

**You are also a vendor at the Texas Township Farmers Market. What do you love about farmers markets? What is your favorite thing about being a vendor?**

I love that our farmers market is so much more than a marketplace for fruits, veggies, baked goods, meats, etc. It's a gathering of neighbors and friends. I think I spend just as much time chatting as I do digging through our coolers for lamb and beef. Being a vendor and seeing the same faces come back week after week and sharing the fruits (well... meats) of our labors is such a rewarding experience. It really helped to remind me and my family about the importance and value of what we do – there's a stronger sense of pride now in what we do that we get to share with others.

## Classified Ads

MIFMA members can place free classified ads by contacting Maggie Smith at [smith833@msu.edu](mailto:smith833@msu.edu).



# Farmers Markets



with Dru

## MIFMA's Market Manager Certificate Program Frequently Asked Questions: <http://www.mifma.org/wp-content/uploads/2010/05/FAQ.pdf>

### **What is the Market Manager Certificate Program?**

The Market Manager Certificate Program is a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development in topics essential to market management. Market managers will be recognized with a certificate upon completion of the full program.

### **Where and when will the Market Manger Certificate Program be held?**

The six day-long sessions will be held from 9:00 a.m. to 4:00 p.m. on January 12, 26, February 9, 23 at the Michigan Municipal League conference room in downtown Lansing. The March 8 and 9 sessions will be at the Kellogg Hotel and Conference Center.

### **What topics will be covered during the program?**

Topics include Business Planning and Market Growth Management; Human Relations and Conflict Management; Market Governance; Rules and Enforcement;

Fundraising and Marketing and Outreach.

### **What is the fee to attend the program?**

The fee is \$200 for all six sessions for MIFMA members and \$500 for all six sessions for non-MIFMA members. Single sessions will be \$50 for MIFMA members and \$85 for non-MIFMA members. The cost is per person.

### **When do I have to register to attend?**

Program registration closes December 31, 2010. Individual session registration closes two weeks before the session.

### **Does a person need to attend all six sessions to earn the certification?**

Yes. People can attend individual sessions but won't receive a certificate. If a market manager is unable to attend a session, they can send another representative in their place, and they will still receive a certificate.

### **Will there be make-up classes?**

There will not be make-up classes. We are videotaping all of the sessions, and content

will be available online at [www.mifma.org](http://www.mifma.org).

### **When will the online resources be available?**

We are developing a CyberInstitute that will have online learning modules based on the Market Manager Certificate Program. The CyberInstitute will be launched in May of 2011.

### **Where can I find more information about the Market Manager Certificate Program?**

More information is being updated weekly on the MIFMA Calendar of Events page at [www.mifma.org](http://www.mifma.org).



## Market Manager Certificate Program

### **Business Planning and Managing Market Growth**

**Wednesday, January 12<sup>th</sup>, 2010 from 9 am - 4 pm**

**Michigan Municipal League Conference Room**

208 N. Capitol Ave., 1st Floor

Lansing, MI 48933

After this session, you will:

- a. Have learned the components of a business plan and the steps you can take for developing a plan for your farmers market.
- b. Have begun developing a business plan for starting or enhancing your farmers market.
- c. Be able to determine critical records needed for market management and how to collect that information

- Financial record keeping and financial accountability
- Developing workable surveys
- Tracking customer traffic and sales volumes
- d. Know where you can go with a business plan to garner outside support for your market.

Visit [www.mifma.org](http://www.mifma.org) to learn more or to register online.

# Twice-Baked Butternut Squash

Serves 6

## Ingredients:

- 6 butternut squash (about 9 pounds total)
- 1 1/2 teaspoons salt, plus more to taste
- 1/2 teaspoon freshly ground black pepper, plus more to taste
- 1/2 cup sour cream plus 1 tablespoon nonfat sour cream
- 2 teaspoons paprika
- 6 fresh chives, cut into 1/8-inch pieces
- 3 tablespoons fresh breadcrumbs, lightly toasted



## Preparation:

Heat oven to 450 degrees with the rack in center. Halve squash lengthwise, and remove seeds and fibers. Sprinkle squash with 1/2 teaspoon salt and 1/4 teaspoon pepper. Fill a roasting pan with 1/4 inch water. Place squash in pan. Cover with aluminum foil and bake until squash is tender when pierced with the tip of a knife, 35 to 45 minutes. Remove from oven, transfer squash to a cool surface, and let cool enough to handle. Reduce oven temperature to 425 degrees. Use a spoon to scoop baked flesh out of each half into a large bowl, leaving a 1/4 inch border around 6 of the halves so they will keep their shape. To the bowl, add sour cream, paprika, chives, and remaining teaspoon of salt and 1/4 teaspoon pepper. Fill six squash halves with mixture (discard remaining six empty halves). Sprinkle tops with toasted breadcrumbs. Bake until golden brown and warm throughout, 20 to 30 minutes. Serve.

[http://www.marthastewart.com/recipe/twice-baked-butternut-squash?backto=true&backtourl=/photogallery/butternut-squash-recipes-1#slide\\_19](http://www.marthastewart.com/recipe/twice-baked-butternut-squash?backto=true&backtourl=/photogallery/butternut-squash-recipes-1#slide_19)

Recipe by Martha Stewart

## Become a New Member of the Michigan Farmers Market Association



Name: \_\_\_\_\_

*For farmers markets as an entity, this is the individual who will serve as the representative of the market.*

Title: \_\_\_\_\_

Name of Organization or Farmers Market: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Would you like to be added to the MIFMA e-mail listserv?  Yes  No

Would you like to be listed in the MIFMA membership directory?  Yes  No

All farmers markets applying as an entity must also attach a market farmer and vendor list. Please feel free to include any other materials such as your market rules and regulations, vendor application, and/or promotional materials.

A farmers market is defined as a venue where multiple farmers come together to sell their products to the public. Dues for farmers markets as an entity are determined on a sliding scale based on the average total number of farmers and vendors that sell at the farmers market during peak season. The number should be determined from the previous year's farmer and vendor attendance.

### Membership Category

First year markets and markets with less than nine farmers and vendors	\$75	_____
10 – 25 farmers and vendors	\$150	_____
26 – 75 farmers and vendors	\$250	_____
76 or more farmers and vendors	\$350	_____
Farmers and vendors who sell at farmers markets	\$50	_____
Friends of MIFMA: Organization or business	\$100	_____
Individual or household	\$30	_____
Voluntary donation:	\$	_____
<b>Total amount enclosed</b>	<b>\$</b>	<b>_____</b>

Please mail this form with your check payable to Michigan Food and Farming System (indicate MIFMA in the memo line) to: MIFFS, 172 Natural Resources, East Lansing, MI 48824.