



# MICHIGAN FARMERS MARKET ASSOCIATION

## Senior Project FRESH 2011

**By: Sherri King**

*Project FRESH Coordinator*

Preparations are underway for the 2011 season of Senior Project FRESH! The program will have a new look this year including more allowable food items, in addition to fresh, Michigan grown fruits and vegetables, and a new state agency to submit coupons to for reimbursement: the Michigan Office of Services to the Aging.

Starting this year, qualified older adults will have the opportunity to purchase herbs, spices and honey for the first time. These new items will give older adults a chance to sample alternatives to salt without having to purchase large quantities at high cost in a grocery store, only to find out they don't like the taste. As we age, our taste buds get less sensitive, so the fresher the herb and spice, the better!

Also new this year, farmers and market masters will submit the coupons they collect directly to the Michigan Office of Services to the Aging instead of the Michigan Department of Community Health's WIC Division. The Office of Services to the Aging will sort and batch the coupons and reimburse market masters on a regular basis.

The program will continue to issue paper coupons worth

\$2.00 each to older adults who are at least 60 years of age, live in the county of issuance, and have a total household income of at or below 185% of poverty. This is approximately \$20,000 per year for 1 person and \$27,000 per year for two people. Charts will be available for applicants to review when they sign up to receive Project FRESH.

Data collected over the last few years regarding Senior Project FRESH participants shows that the average participant was a female, living alone, aged 72 or older. Most do use food pantries for emergency food; however, the majority do not take advantage of the free senior dining sites in their area. Also, about half of all senior participants have food benefits on the Bridge Card. Chronic disease information collected in prior years shows that the three most common conditions are as follows: (1) arthritis, (2) high blood pressure, and (3) diabetes. This is the same result we get from other health and wellness programs across the state.

As you prepare for the 2011 season, you may want to consider developing some messages, handouts or displays that target folks with these health conditions, letting them know that Michigan-grown products are a great way to help them manage their health.

A new Web site is planned for this year with a launch date planned for May. It will have sections for both farmer/vendors and participants with nutrition info, recipes and other useful information.

For more information about Senior Project FRESH, please contact: Sherri King at: [kings1@michigan.gov](mailto:kings1@michigan.gov) or 517-373-4064.

Changes are also in store for WIC Project FRESH this year. Stay tuned to all MIFMA correspondence for information about these changes as they become available.



### What's Happening?

- **Feb 9:** Market Manager Certificate Program: Market Governance, Rules & Enforcement
- **Feb 17:** Good Agricultural and Good Handling Practices Workshops, Lapeer
- **Feb 23:** Market Manager Certificate Program: Fundraising
- **Feb 25:** Good Agricultural and Good Handling Practices Workshops, On-Farm Mock Audit (location TBA)
- **Mar 4-12:** Agriculture and Natural Resources Week (ANR Week) at MSU. <http://anrweek.canr.msu.edu/>
- **Mar 8:** Market Manager Certificate Program: Marketing and Outreach
- **Mar 9:** Market Manager Certificate Program: Manager to Manager Education and Presentations

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.

## Farmer/ Vendor

- Richard Raynor, Ypsilanti
- Applegarth Honey, Fowerville
- Cookie Crumbs, White Lake
- Jim Salvatore, Armada
- Krow Acres, Marine City

## Farmers Market

- City of Allegan, Allegan
- Fulton Street Farmers Market, Grand Rapids
- YMCA of Greater Grand Rapids, Grand Rapids.

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

Find MIFMA on Facebook and Twitter!



# MIFMA Member of the Month:

## Cara Rosaen

An Interview with Cara Rosaen, Real Time Farms

### How did you come up with the idea for Real Time Farms?

The idea was my husband's, Karl Rosaen. Karl and I were living in California, and he was working as a Senior Engineer for Google on the team to launch Android. I was working on my own company, Sweet Plum Vintage, designing vintage button jewelry. He was itching to start something of his own, always with a love for fresh ingredients, cooking and a burgoening understanding of the failings of our food system, wanted to start something that would move us all to live more sustainable, healthy lives.

Many months, many ideas, and a lot of meetings later, he found there was a need for one comprehensive guide that could hold, collect and succinctly present all the information on where our food comes from. Whether people were eating in, shopping at their local farmers market, or eating out and ordering their favorite Cobb salad at their neighborhood restaurant, people now have a tool we can use to trace our food back to the farm it came from. Now, there are eight of us, and we are about to bring on a team of 32 interns to map the farms, markets, and locally-sourcing restaurants across the country.

### How does Real Time Farms help Farmers Markets in Michigan?

Real Time Farms is a free promotional tool for markets and their vendors (farmers and food artisans). Market managers upload content about their market all over the web, but Real Time Farms takes local food guides to a whole new level, providing real-time information on what your market and each vendor is offering each week.

- 1. It's Free Publicity for Your Market!** It's absolutely free to add your market to Real Time Farms, and everyone can contribute photos to build your market's profile. Encourage others to post their pictures to your market page - you can get others promoting for you!
- 2. You Can Share REAL-TIME Information About What's At your Market Now.** Your market changes with the season: it's asparagus time, and then, in the blink of an eye, people are pulling out the acorn squash. Keep your customers up to date by posting current photos of what's going on at your market.
- 3. Bring New Customers to Your Market.** People can find out where and when your market is and see real-time photos of the goods they can buy! They can search for your market wherever they are across the country.
- 4. Advertise for Your Vendors.** By creating a market page on Real Time Farms and



uploading and tagging images of your vendors, you are introducing them to a nationwide audience. (Not to mention, it can save you the time of creating new vendor profiles on your own website!)

- 5. Save Time Marketing. Free Tools!** You can embed a slideshow of all the photos taken at your market (and posted to Real Time Farms) directly to your own website. Save time - upload them in one location, and see them on two!

### Real Time Farms joined MIFMA in 2010. Why is it important to you to be involved with MIFMA?

MIFMA offers an immense variety of tools for its members and is a resource for organizations such as ours; it's a connection point. It sponsors great events and educational classes that allow us to connect with farmers and market managers across Michigan. I volunteer my time with MIFMA on their Marketing Committee because I know that the more we can work to strengthen each other and connect, the more impact we can have in our communities.

### What is one thing that every MIFMA member should know about Real Time Farms?

Know Farms. Know Food. Real Time Farms is the one location where people can learn about where their food comes from, whether eating in or eating out, so they can feel confident in their food purchasing decisions.

### What do you have planned for 2011?

We will be launching a completely revamped site this Spring, taking on 32 interns, and madly mapping out our regional food systems nationwide! We will be launching highly detailed farmer profiles on the site that will allow users and farmers alike to share detailed information on how our food is grown/raised. Our job is to collect all of this data and present it to our visitors in an easy-to-understand format. Help us build the most comprehensive food guide! Add your favorite farm/market now!



# Farmers Markets



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## Farmers Markets Grievance Policy

**Q: What is a farmers market grievance policy, and do we need one?**

**A:** We found out during our MIFMA Farmers Market Manager Certificate Program that very few of the more than 40 market managers attending had a grievance policy in place for their market. When asked why, most market managers replied that they hadn't needed one yet. In most market situations, that's the case. Many times, a grievance policy isn't written or a process outlined until a situation arises where you need one. Writing a simple grievance policy might save you a lot of sleepless nights if it is in place before a fist fight breaks out in the market. Okay, that example may seem a little extreme, but it has happened. Additionally, a grievance policy can be used in less extreme instances like vendor disputes, claims that farmers are misrepresenting their products, or complaints about market management.

A grievance policy is a simple written statement that identifies the process for submitting complaints and the process for how complaints will be resolved, including who makes those decisions.

Why write a grievance policy?

- You may not be neutral. In many cases, market managers have a stake in how things get resolved, and you should. However, this doesn't always put you in the best position to solve grievances. Your grievance policy will indicate who makes decisions in these situations. For example, it may be your Board of Directors, the Board of the organization you operate under, or a special advisory committee.
- You may not have the authority to resolve disputes, and you need to clearly indicate to your market stakeholders who does.

- Having a written policy gives you a process to turn to – the same process for everyone.
- Having a grievance policy in place may actually cut down on the number of grievances you receive, especially if there is a cost for submission. Some markets charge between \$25 and \$100 for individuals to submit a grievance. In most cases, that fee is returned if the claim is validated. If the claim is determined to be invalid, the fee covers the cost of investigating.

If you are interested in seeing some sample grievance policies, see the websites for the Bath Farmers Market at [www.bathtownship.us](http://www.bathtownship.us), Meridian Township Farmers Market (see Vendor Code of Conduct and their Suggestion Form) at [www.meridian.mi.us](http://www.meridian.mi.us) and the Portland Farmers Market in Oregon at [www.portlandfarmersmarket.org](http://www.portlandfarmersmarket.org).

### Market Manager Certificate Program

#### Market Governance, Rules & Enforcement

Wednesday, February 9<sup>th</sup>, 2011 from 9 am - 4 pm  
Michigan Municipal League Conference Room  
208 N. Capitol Ave., 1st Floor, Lansing, MI 48933

After this session, you will:

- Understand why it is so important to clearly state the purpose of your farmers market.
- Understand how to design a market governance structure with appropriate parties represented.
- Have tools and examples to develop market policy or market rules that support the market

purpose and can be enforced.

- Be able to develop and practice due process for enforcement of rules.

### Market Manager Certificate Program

#### Fundraising

Wednesday, February 23<sup>th</sup>, 2011 from 9 am - 4 pm  
Michigan Municipal League Conference Room  
208 N. Capitol Ave., 1st Floor, Lansing, MI 48933

After this session, you will:

- Be aware of simple money management techniques that you can use
- Know of possible farmers market funding sources and where to find information about funding sources
- Have begun developing an outline for a future grant proposal

- Be aware of markets that use sponsorship as a funding stream and understand how they successfully manage market sponsorships
- Have learned about successful farmers market fundraising activities from other market managers across the state and leave inspired to implement a fundraiser for your 2011 market season

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

### Classified Ads

Contact Maggie Smith at [smith833@msu.edu](mailto:smith833@msu.edu) to place an ad.

#### D'Viine Wines at the Flint Farmers' Market Job Opening

Job opening at d'Viine Wines at the Flint Farmers' Market is a part time position requiring knowledge of wine, sales experience, and a great attitude. Send resume to [mariacarin1711@gmail.com](mailto:mariacarin1711@gmail.com).

# Sausage and Lentils with Spinach



## Ingredients:

- 3 tablespoons olive oil
- 1 pound kielbasa sausage, cut crosswise into 1/2-inch-thick slices
- 1 large onion, chopped
- 2 6-ounce mushrooms
- 3 garlic cloves, pressed
- 2 teaspoons dried thyme
- 1 pound dried brown lentils, rinsed
- 2 bay leaves
- 6 cups (or more) low-salt chicken broth
- 2 5-ounce packages fresh baby spinach leaves

## Preparation:

Heat oil in heavy large pot over medium-high heat. Add sausage and sauté until browned, about 5 minutes. Using slotted spoon, transfer to plate. Add onion and mushrooms to pot; sprinkle with salt and sauté until mushrooms are soft, stirring occasionally, about 7 minutes. Add garlic and thyme; stir 1 minute. Add lentils and bay leaves; stir to coat. Add 6 cups broth; bring to boil. Reduce heat to medium-low, cover with lid slightly ajar, and simmer until lentils are tender, stirring occasionally, about 18 minutes. Return sausage to pot. Add spinach in 2 batches, stirring until wilted. Season with salt and pepper.

[http://www.bonappetit.com/recipes/quick-recipes/2009/11/sausage\\_and\\_lentils\\_with\\_spinach](http://www.bonappetit.com/recipes/quick-recipes/2009/11/sausage_and_lentils_with_spinach)

Recipe by the Bon Appetit Test Kitchen

## 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

#### Farmers Markets

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:

\$\_\_\_\_\_

**Total amount enclosed**

**\$\_\_\_\_\_**

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.