



# MICHIGAN FARMERS MARKET ASSOCIATION



## ANR Week 2010 Events

MICHIGAN STATE  
UNIVERSITY

### Farmers Market Vendor Panel and Roundtable

Monday, March 8, 2010 from 1 - 5 p.m. at the *Kellogg Center*

This afternoon panel and roundtable will focus on the opportunities for Michigan fruit and vegetable growers. The farmer vendor panel will include a group of farmers that have participated in a Michigan State University research project identifying the constraints on, and opportunities for mid-size fruit and vegetable growers to become successful vendors in the growing number of Michigan farmers markets. The farmer panel will discuss their successful marketing strategies. Following the panel, attendees will have the opportunity to participate in roundtable discussions about issues that matter most to farmer vendors. Outcomes will include ideas and strategies for successful farmers market sales.

Following the afternoon session, there will be open networking for farmer vendors and market managers over light refreshments and a cash bar.

**Fee:** \$5 for MIFMA members, \$15 for non-MIFMA members

**Registration:** Begins at 12:30 p.m.

### Farmers Market Manager "Boot Camp" III

Tuesday, March 9, 2010 from 9 a.m. - 4 p.m. at the *Kellogg Center, Big Ten C*

This one-day, annual "boot camp" is designed to provide a day of intensive market management training for managers from markets of all types and sizes. The day will include a mix of roundtable discussions, facilitated break-out sessions and networking opportunities. The information-packed program is intended to benefit market managers at all stages of their career.

The morning session will include an opening farmers market manager panel that leads into a facilitated in-depth conversation regarding topics that matter most to market managers. Outcomes will include ideas and strategies for better managing farmers markets.

Following lunch, there will be three afternoon breakout sessions: (1) Starting a Farmers Market in Michigan, (2) Making a Difference with Project FRESH, and (3) Volunteer Management Strategies. Fee includes educational sessions, lunch and materials.

**Fee:** \$50 for MIFMA members, \$85 for non-MIFMA members

**Registration:** Begins at 8:30 a.m.

To register for either of these events, please download and complete the form at  
<http://www.farmersmarkets.msu.edu/Portals/farmmarkets/ANRWeek2010.pdf>.

For more info, contact Dru Montri, MIFMA Manager, at (517) 432-3381 or [dmontri@msu.edu](mailto:dmontri@msu.edu).

Individuals interested in becoming members of MIFMA can find membership information online at [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu) under the "Join MIFMA" tab.

### What's Happening?

• **February 4:** MIFMA Policy Committee Conference Call

• **February 4:** Michigan Farmers Markets Food Assistance Partnership Conference Call

• **February 11:** Training Session on Accepting Bridge Cards at Farmers Markets in Kalamazoo, 1-4p

• **February 14:** MIFMA Marketing Committee Conference Call

• **February 18:** MIFMA Professional Development Committee Conference Call

• **February 22:** Training Session on Accepting Bridge Cards at Farmers Markets in Waterford, 1-4p

• **February 25:** Michigan Good Food Summit, Lansing

• **March 8:** Farmers Market Vendor Panel and Roundtable from 1-5p

• **March 9:** MIFMA's 3rd Annual Market Manager "Boot Camp"

• **March 9:** MIFFS Annual Meeting

• **March 10:** Choices Conference in East

• **March 18:** Training Session on Accepting Bridge Cards at Farmers Markets online webinar

For more information regarding these listings, call 517-432-3381.



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: *Titus Farms in Leslie, MI*

An Interview with Rebecca Titus, Titus Farms CSA Manager



## **Tell us about Titus Farms. Where are you located? What do you grow? Who's involved?**

Titus Farms is a 60 acre vegetable and cut flower farm located just south of Lansing in Leslie, Michigan. We grow a little over 40 varieties of crops, all using sustainable methods. At the markets we're well known for our haricot vert, giant heirloom tomatoes and delicious sweet corn. The farm was started by my parents Paul and Rose Titus in 1982. As the only child of the family, I have taken a leadership role in the farm, managing many of the day-to-day operations. We still employ a handful of student interns every year and one full-time employee, Amy Winchell, a theatre major from MSU.

## **Titus Farms grows for CSA members and farmers market shoppers. How do you satisfy both?**

Growing for an almost 300 family CSA requires a large diversity of crops, some of which are not "top-sellers" at farmers markets. So, we've learned to plant more of the popular crops that both CSA and farmers markets require and through many years of experience we can now estimate our yields pretty accurately. Fortunately, the two branches of the farm seem to balance each other out every year. Every so often we are still wrong though. For instance, this year we grew celeriac and it was much more popular than we had anticipated at the farmers markets. But since we have so many other crops for CSA, no one really seemed to miss celeriac once it was gone. Sometimes exactly "how" we do it every year is a mystery, often it just feels like luck!

## **Which farmers markets do you sell at? What do you like most about this part of your business?**

We are proud members of the Meridian Township Farmers Market in Okemos and the new East Lansing Farmers Market. Of course farmers markets give us the opportunity to interact with our customers, but we also enjoy meeting with other farmers and interesting food vendors. Having a chance to speak to others in the same situation as yourself is empowering; we love the exchange of ideas and advice that come from farmers markets. Overall, being part of a farmers market is like being part of a really big family. Just like a family, there are ups and downs, disagreements and arguments, but we all want each other to do well in order to create a vibrant market and community.

## **Titus Farms is a farmer/vendor member of MIFMA. Why is it important to you to be part of the statewide association?**

We chose to join MIFMA for the same reasons we love going to farmers markets. An association like MIFMA creates a community of people united by similar causes. Having the opportunity to learn and interact with others at events sponsored by MIFMA is a great help to our farm.

## **In March 2009, Rebecca was elected to serve on the MIFMA Board of Directors. Why is it important for farmers, like you, to be involved overseeing the growth of MIFMA?**

Without the voices of farmers to help shape the future of MIFMA, it may not become the strong organization pivotal to changing our food system in the next decade. Now, farmers who participate in farmers markets need to do their part and show support for an association that helps their markets thrive and to be educated and connected. When the day comes that a farmer is facing a challenge in their market related to new government regulations, for instance, they will see the value in the multitude of resources provided by MIFMA, if they don't already. Farmers markets cannot exist without farmers just as MIFMA cannot grow without the support of farmers.

## **What is one thing every MIFMA member should know about Titus Farms?**

We enjoy what we do on the farm and are excited to see our farm, MIFMA and the local food movement grow.

## Welcome New Members

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

### **Farmers Markets**

- MSU Extension Project FRESH Farm Market in Benton Harbor

### **Farmer/Vendor**

- Micheal and Julie Studier, Tower Hill Farm LLC in Sodus
- Maurine Sharp, RN, Health Matters Herbs and More in Monroe

### **Friends of MIFMA**

- Miriam Marcus in Lum

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

## Thank you, Sponsors!

### **MIFMA Sponsors**

- Lynn Ochberg, Ochberg Sugar Bush in Okemos

To become a MIFMA Sponsor, contact Dru Montri, 517-432-3381 or [dnmontri@msu.edu](mailto:dnmontri@msu.edu).

