



MICHIGAN FARMERS MARKET ASSOCIATION

Farmers Market at the Capitol on July 22

Celebrate the first of these two special farmers markets

This summer's "Farmers Markets at the Capitol" will take place Thursday, July 22 and Thursday, September 16, so get ready to celebrate! Michigan Food & Farming Systems (MIFFS), in partnership with the Michigan Department of Agriculture (MDA) and the Michigan Farmers Market Association (MIFMA), will be hosting these special farmers markets for the fourth year on the East lawn of the Capitol building in downtown Lansing to raise awareness about the many benefits of fresh, local food to our economy and communities.

The 2010 "Farmers Markets at the Capitol" will feature roughly 50 farmers and vendors each from across the state selling their Michigan-grown and processed goods. MIFFS and MIFMA members received their applications in advance and had the first opportunity to apply. You can recognize them by their "Proud MIFFS/MIFMA Member" signage at the markets.

This summer's markets will also accept Bridge Cards and Project FRESH for the first time, ensuring that all Michigan residents have access to the fresh, local fruits, vegetables, meats and baked goods that the markets have to offer. Thank you to the Lansing City Market for helping make this possible.

These markets are an excellent venue for getting Michigan agriculture and local food out in public eye, and especially in the eyes of legislators and media who need to recognize how important the growing agri-food industry is to this state, especially in these tough economic times.

In fact, the farmers and vendors at these farmers markets last year averaged nearly

\$700 in sales per vendor in July and \$850 in September, ringing up more than \$80,000 in total sales for the two markets held at the Capitol in 2009.

Applications for the September 16 "Farmers Market at the Capitol" will be available to MIFFS and MIFMA members in early August, again in advance. You can join MIFFS or MIFMA now at www.miffs.org or www.mifma.org respectively to get your early notice of this opportunity, first chance to apply, and a \$20 discount on vendor fees.

For more information, contact Maggie Smith, market coordinator, at 517-432-3381 or smithm833@gmail.com or visit www.mifma.org.



What's Happening?

- **July 1:** Michigan Farmers Markets Food Assistance Partnership Conference Call
 - **July 6:** MIFMA Board Meeting
 - **July 7:** Your Guide to the Michigan Good Food Charter Webinar, contact colokat@msu.edu
 - **July 12:** MIFMA Marketing Committee Conference Call
 - **July 13:** MIFMA Finance Committee Conference Call
 - **July 14:** MIFMA Policy Committee Conference Call
 - **July 15:** MIFMA Professional Development Committee Conference Call
 - **July 19:** MSU Student Organic Farm Tour, contact admontri@msu.edu
 - **July 22:** Farmers Market at the Capitol
 - **July 23:** Rapid Market Assessment at the Big Rapids Farmers Market
 - **September 16:** Farmers Market at the Capitol
- 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.

Welcome New Members

MIFMA would like to welcome its new members for the past month.

Farmers Markets

- Bath Farmers Market
- Caledonia Farmers Market
- Ypsilanti Depot Town Farmers Market

Farmer/Vendor

- Andy T's in St. Johns
- Barbara Hamm, Carmel Corners in DeWitt
- Jonathan Orr, JW Kettle Corn in DeWitt
- Brian Steinberg, Inchworm Microgreens Farm in Ann Arbor

Friends of MIFMA

Organizational:

- Real Time Farms in Ann Arbor

To join MIFMA, visit
www.mifma.org!



MIFMA Member of the Month: *Kapow Soap and Kachomp Dog Treats*

An Interview with Laura Weiss



Tell us a little bit about Kapow Soap and Kachomp Dog Treats.

Kapow Soap started as an experiment back in 1994. I passed my first batch around to friends. We were all pleasantly surprised at how good naturally moisturizing oatmeal soap was for our outdoor alligator skin. Today, the base recipe is the same, but I now have 16 varieties with ingredients like organic spearmint leaf, paprika, and citrus peel. I also now wholesale to stores around the country but still just use big pots, wooden spoons, and lots of arm muscles (my husband's).

Kapow is brewed in my kitchen on a little farm outside of Frankenmuth amidst fields of flowers and herbs.

KaChomp Dog Treats has been around for about five years. I buy my happy chicken eggs from my neighbor, my meat scraps from our local butcher, my flour from the local mill, and the organic oatmeal from our neighborhood health food store. On Fridays when I start baking, all the farm dogs magically appear on the stoop and don't leave until their owners coming looking for them. It's pretty funny.

What do you enjoy most about this part of your business?

Honestly, the money. All the happy dogs who come for their free weekly meat brownies. And the great soap compliments from happy repeat customers.

At which farmers markets do you sell?

We sell at the Frankenmuth Farmers Market on Saturdays. Also, we attend some special markets like the 4th of July Port Austin Market, and, of course, the fabulous Farmers Markets at the State Capitol.

Speaking of the Farmers Markets at the Capitol, what do you like best about these special markets?

Again the money. I love the variety of vendors.



Last year, the mushrooms were the most delicious I have ever tasted. The pomegranite olive oil I now buy by the gallon. And all the food vendors. We spend at least \$100 of our money buying products. Also, the volume of customers is staggering. They are all so appreciative and happy that we participate.

You are a farmer/vendor member of MIFMA. Why is it important to you to be involved with MIFMA?

We joined as charter members in 2006 because we strongly believe in small local commerce and a short food chain. I think as a farmer and also as a past board member for the Frankenmuth Farmers Market that farmers/vendors need to be united and have seriously dedicated people supporting us at a political level. A perfect example is the Cottage Food Bill. I didn't take the time to run down to the Capitol to speak to Congress about this important issue. But the MIFMA people did on my behalf. Bravo. Maybe soon our little market will again have homemade soups, fresh pies, etc. In addition, MIFMA can disperse effective strategies from other markets across the state helping my market become more successful which will only help my business. My dues are well spent.

What is one thing that every MIFMA member should know about Kapow Soap and Kachomp Dog Treats?

KaChomp never would have happened without participating in our local farmers market. And let me tell you, my elbows are sore from all that biscuit making.



Farmers Markets



with Dru

Q: I'm a MIFMA member, and I want to get more involved. Can you help me find a way to contribute to the organization in a way that is a good fit with my interests and skills?

A: There are a lot of ways members can get involved, ranging from a couple hours commitment to monthly conference calls. This month, I'll highlight five ways that you can get involved.

Join a MIFMA Committee

As part of MIFMA's recent strategic planning, our Board and staff worked hard to structure our committees around four Big Hairy Audacious Goals (BHAGs). Our committees and goals are as follows:

The MIFMA **Finance Committee** is charged with leading the organization in financial planning and developing a sound and sustainable organizational structure. Goal: To develop an operating budget to establish and fully support MIFMA, including one full-time staff person, or equivalent, by 2013.

The MIFMA **Marketing Committee** is charged with generating greater awareness of MIFMA, developing MIFMA materials, recruiting new members, and continuing community outreach. Goal: In three years, 75% of farmers markets in Michigan will recognize our MIFMA logo and know we exist. In five years, 90% of farmers markets will recognize our MIFMA logo and know we exist.

The MIFMA **Professional Development Committee** is charged with developing, providing and evaluating professional development opportunities for current and future MIFMA members, including conferences, field days, workshops, online trainings and others. Goal: To enhance the farmers market experience in Michigan by stimulating and supporting lifelong professional development and competency of MIFMA Board, staff, members markets, vendors and friends.

The MIFMA **Policy Committee** is charged with guiding MIFMA's involvement in food and farming policy development and review. Goal: To develop a process for determining MIFMA's policy position, role and action.

You can learn more about these committees, who serves on them and when they meet at www.mifma.org/aboutus/committees. We also post call summaries so you can browse through committee conversations. Serving on a committee requires a time commitment of one hour per month for a regular conference call and any additional time you might volunteer – you decide how much time you can commit and when during the year is best for you.

Participate in a Rapid Market Assessment

MIFMA will work with MSU and MSU Extension again this year to conduct a few Rapid Market Assessments. Assessments are currently planned in Big Rapids, Ada and Plainfield in July and August. Participating in an assessment team is a fantastic way to learn from another market, AND you pick up a lot of tools you can use at your own market – like how to count customers and tips for surveying shoppers. Call the MIFMA office at 517-432-3381 for dates and to sign-up for a team.

Volunteer for the Farmers Markets at the Capitol

MIFMA is working with MIFFS and MDA to organize two farmers markets on the Capitol lawn again this year. They are scheduled for Thursday, July 22 and Thursday, September 16. You can volunteer for the entire day (we typically work from 5 am – 5 pm) or any time you are free. We need help with parking, dot surveys, staffing the MIFMA booth, set-up and take-down. Call Maggie Smith to volunteer at 517-432-3381

or e-mail her at smithm833@gmail.com.

Help us Plan for the MIFMA Market Manager Certificate Program to Launch in 2011

Our Professional Development Committee is organizing six day-long educational programs that will be required for the certificate program. To move forward with development, we've organized six planning teams around the following topics:

1. Business planning, market growth management, recordkeeping and evaluation;
2. Human relations and conflict management;
3. Market governance, rules and enforcement;
4. Fundraising;
5. Marketing and outreach; and
6. Food safety.

All members who join a planning team and participate regularly will receive FREE attendance at all six of the Market Manager Certificate Program sessions – a \$300 value. Contact me at 517-432-3381 or dnmontri@msu.edu.

Take Some Photos

Our Marketing Committee is in the middle of loading content onto our website and updating our brochure and promotional materials. If you're a photographer who would love to see your photos included in print and online media, forward them to Emily Beutel, our communications manager, at buckhame@msu.edu.

Finally, if you still haven't found the fit you're looking for, just call us. We love new ideas and working with our members on a variety of projects. We look forward to hearing from YOU!

Classified Ads

MIFMA members can place free classified ads by contacting Maggie Smith at smith833@msu.edu.

Real Time Farms is a live, local guide that shows you what's fresh at farmers markets and farm stands near you, in real time. In this community-sourced site, everyone can contribute by adding and information and pictures to share their excitement and enthusiasm for their local market, farm, and/or vendor. We hope Real Time Farms can help market managers and communities at large spread the word of where to find fresh, local food. www.realtimefarms.com

Michigan Strawberry Sorbet



1/2 cup Michigan sparkling wine (or 1 Tbsp. sparkling juice)

Market maple- or honey-whipped cream

1/3 cup Michigan beet sugar

Frozen/canned local blueberries or preserves from last year's harvest

1 Tbsp. fresh lemon juice

2 pints Market strawberries, frozen (or cherries)

Preparation:

If using sparkling wine, reduce in saucepan on medium heat until only one flavorful tablespoon remains. Combine wine (or 1 Tbsp. juice) with sugar and lemon juice. Boil; reduce heat to low and stir until sugar dissolves. Remove from heat. In food processor with knife blade, blend frozen berries until they resemble finely shaved ice, scraping down side often. Let thaw slightly if needed—fruit must be finely shaved or sorbet will not be smooth. Keep processing while pouring in hot sugar syrup in a thin stream. Process until smooth but still frozen. Package and freeze until firm.

To serve, thaw 10-15 minutes; scoop into champagne flutes (with additional flutes of Michigan sparkling wine alongside), topping with (an optional splash of sparkling wine and) maple/honey whipped cream and blueberries for a Red, White and Blue finale to your July 4th celebration!

Recipe submitted by Dietrich Bronner



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: \$_____

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.