



MICHIGAN FARMERS MARKET ASSOCIATION

FMPP Funding Announced

On Friday, June 3, 2011 Deputy Agriculture Secretary Kathleen Merrigan announced approximately \$10 million in funding for the Farmers Market Promotion Program (FMPP) to help increase availability of local agricultural products in communities throughout the country.

"These grants will put resources into rural and urban economies to create and support direct marketing opportunities for farmers" said Merrigan. "Consumer and farmer enthusiasm for direct marketing has never been greater. This year we will place emphasis on food deserts because America's low income and underserved communities need greater access to healthy, fresh food."

In fiscal year 2011, USDA's Agricultural Marketing Service (AMS) will competitively award grants to projects that develop producer-to-consumer market outlets, including but not limited to farmers markets, community supported agriculture, and road-side stands. Priority status will be granted to those projects that expand healthy food choices in food deserts. AMS will continue to target 10 percent of grant funding toward new Electronic Benefits Transfer (EBT) projects at farmers markets.

USDA, in coordination with the Departments of Treasury, Health and Human Services, seeks to eliminate food deserts in the U.S. by increasing access to fresh, healthy and affordable food choices for all Americans while expanding market opportunities for farmers and ranchers. The federal partners are targeting food deserts, or areas with limited access to affordable and nutritious foods in urban, rural and tribal neighborhoods. Earlier this year, USDA's Economic Research Service released a Food Desert Locator tool online. The Food Desert Locator is an Internet-based mapping tool that pinpoints the location of food deserts around the country and provides data on population characteristics of census tracts where residents have limited access to affordable and nutritious foods. To use the Locator, visit www.ers.usda.gov/data/fooddesert.

Because of changes to the program in

fiscal year 2011, applicants should visit the FMPP website for full details about food deserts and assistance in applying. The "FMPP Pre-Application Guide" also helps assess your readiness for implementing a federally-funded grant project, and the "How to Apply for an FMPP Grant" tutorial will guide you through completion of the application. These and other tools can be found at <http://www.ams.usda.gov/FMPP>.

Authorized by the Farmer-to-Consumer Direct Marketing Act of 1976 and amended by the Food, Conservation, and Energy Act of 2008 (the Farm Bill), FMPP is in its sixth year of funding direct markets that benefit local and regional economies.

Since 1994, USDA has counted the number of operational U.S. farmers markets. During that time, the number of farmers markets listed in the USDA National Farmers Market Directory has skyrocketed from 1,755 to 6,132. The directory captures information about where and when farmers markets operate, if they participate in federal nutrition benefit programs, and detailed information about their seasonality and location.

This year complete applications must be received – not postmarked – by AMS no later than close of business on **July 1, 2011**. Applications received after the deadline, and incomplete applications will not be considered.



What's Happening?

- **Jun 15:** MIFMA Board Conference Call
- **Jun 15:** MIFMA Professional Development Conference Call
- **Jul 1:** FMPP Proposals due
- **Jul 11:** Food Assistance Partnership Webinar
- **Jul 11:** MIFMA Marketing Conference Call
- **Jul 11:** MIFMA Organizational Development Conference Call
- **Aug 4:** Farmers Market at the Capitol
- **Aug 7-13:** National Farmers Market Week
- **Aug 8:** On-farm Food Safety Training at Pond Hill Farm in Harbor Springs, MI
- **Aug 9:** On-farm Food Safety Training at Rock River Farm in Chatham, MI
- **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

- Amanuel Kiflu, Birmingham
- Miss Brown Toffy Chips, Detroit
- Phil Montgomery, Clinton Township
- Elson's 2 Tracks, Crystal Falls
- T-Cakes, Ann Arbor
- WgR Farms, Midland
- Mama Johnson Jams & Jellies, Troy
- Pond Hill Farm, Harbor Springs
- Richmond Farm Produce, Beliding
- Ramm Road Farms, Whitehouse, OH

Farmers Market

- Saline Farmers Market
- ACTS Farm Fresh Market, Kent City
- Main Street Calumet Farmers & Artisans Market, Calumet
- Grand Blanc City Farmers Market

Organizational Friends

- Michigan Recreation and Park Association

Household Friends

- Kim Chung

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

MIFMA Member of the Month: Eileen Miskiewicz

An interview with Eileen Miskiewicz, market manager of the Beaumont Hospital Farmers Market in Royal Oak

You currently are the market manager of the Beaumont Hospital Farmers Market in Royal Oak. Tell us a little bit about your experience managing the market. What makes the Beaumont Hospital Market special?

My experience starting and managing the hospital's first farmers market has been one of learning and satisfaction that the market has become successful. The people I have met have enhanced my life experience both professionally and personally. Our market has only 16 farmers and vendors so many of our customers have come to know the farmers and look forward to chatting with them about their produce, growing practices, etc. Our patients visit our market, sometimes in wheelchairs with their care givers or family members, and have remarked that it is such a nice experience to be able to go out and shop or just spend time at the market enjoying the atmosphere.

You were a participant in MIFMA's first ever Market Manager Certificate Program. What have been some benefits of attending these sessions. Why do you think it was important to become certified?

The benefits are too many to name here, however some of the most important ones for me are, gaining additional knowledge to help me run a successful market, sharing experiences with others involved in markets, having the prestige of being a "certified" manager and the fact that others will know you have attained a level of competence that enhances the position of market manager.

You serve on the MIFMA Marketing Committee. What have you learned about Michigan farmers markets with your experience on the committee?

I have learned that farmers markets are diverse and unique. No two markets are exactly alike. MIFMA and the marketing committee members have worked to provide all markets with opportunities and avenues to advertise and promote their markets through using the common thread of MIFMA.

Why do you think more and more hospital and health care facilities are starting farmers markets? What are some benefits of having a market there?

My professional career has been in healthcare food service and nutrition. Over the years, I have seen people become more aware and concerned about the food they eat, where it comes from, how it is grown or processed and how it can affect their health and well being. The positive effect our farmers market has on our staff, patients and visitors, is great to see on market day. People enjoy being outdoors, the fun of looking forward to see what the farmers will bring each week, music and smiles all around. At MIFMA conferences, I have had the opportunity to meet others who manage markets in hospitals around the state and have heard similar experiences.



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

Our market has benefitted by membership in MIFMA because of the resources MIFMA provides. Because I am a food service professional, I am always concerned about safe food practices and following the appropriate guidelines to ensure that the highest standards are maintained at our market.



Farmers Markets



Project FRESH

Q Across the state, WIC Project FRESH and Senior Project FRESH/Market FRESH coupons will begin to be distributed on June 1.

Can you tell me more about the program and who it serves?

Project FRESH is Michigan's name for the national Farmers Market Nutrition Program (FMNP) that serves both low-income seniors age 60 or over and participants in the Women, Infant and Children (WIC) federal nutrition program. Each participant can receive between \$20 and \$40 worth of coupons that can only be used at farmers markets and on-farm stands to purchase fresh, Michigan grown fruits and vegetables. Starting this year, Senior Project FRESH/Market FRESH participants can also purchase honey and herbs with their coupons.

Q How does a farmer or farmers market get involved in the program?

Starting this year, farmers and farmers markets must sign up separately to participate in both WIC Project FRESH and Senior Project FRESH/Market FRESH. In order to participate in WIC Project FRESH you need to contact Brittney Hiner of the Michigan Department of Community Health at 517-335-8625 or HinerB@michigan.gov before June 1st. In order to participate in Senior Project FRESH/Market FRESH you should contact Sherri King of the Michigan Office of Services to the Aging at 517-373-4064 or KingS1@michigan.gov.

Q What color will the coupons be this year?

WIC Project FRESH coupons will be neon green this year while Senior Project FRESH/Market FRESH coupons will be light blue.

Q What does FRESH stand for?

Project FRESH stands for "Farm Resources Expanding and Supporting Health" and reflects the programs' dual focus of improving the health of WIC and senior participants and enhancing farm income. For more information about accepting food assistance benefits at farmers markets, visit the Food Assistance Partnership page at www.mifma.org.

Rhubarb Strawberry Crunch

Serves : 4 -6

Recipe from the South Lansing Community Farmers Market

Saturdays, June 4- September 24, 10 am - 2 pm

Benjamin Davis Park, 5614 Pleasant Grove Rd (between Jolly & Miller)

Ingredients:

4 cups chopped fresh rhubarb
1 pint strawberries, hulled and sliced
2 tablespoons honey
2 tablespoons corn starch
1 cup rolled oats



1/2 cup packed brown sugar
1/4 cup butter
1 teaspoon ground cinnamon

Preparation:

Preheat the oven to 350 degrees F (175 degrees C).

In a medium bowl, stir together the rhubarb, strawberries, honey, and corn starch. Transfer to a shallow baking dish. In the same bowl, stir together the oats, brown sugar and cinnamon. Mix in the butter until crumbly, and spread over the top of the fruit.

Bake for 40 minutes in the preheated oven, until rhubarb is tender and the topping is toasted. Serve warm and enjoy!



Food Safety at Farmers Markets

Safe Sampling at Farmers Markets

Information from http://www.michigan.gov/documents/mda/MDA_FdSmplngFarmMkts5-09_279110_7.pdf

Vendors at farmers markets may provide food samples using the following guidelines. Critical practices to avoid foodborne illness are good personal hygiene and proper temperature control of potentially hazardous foods (meat, milk, eggs, cut melons, cut tomatoes, etc.) Farmers markets operating within permanent improved structures (i.e., pavilion, building) will be inspected using the FDA model Food Code.

Processed Food Sampling

Processed foods include bakery items, jams, jellies, canned items, etc. The best practice is to prepare samples at an approved, licensed facility prior to arriving at the market. For example, a vendor that operates a licensed bakery can cut baked goods into pieces at that bakery, place them on a tray, insert a toothpick in each piece, and keep the tray covered with plastic wrap. Similar preparation may be done for cheese and other items. Canned items (i.e., jelly, salsa, etc.) may be opened one jar at a time and supplied with a disposable utensil for customers to use. Generally, use toothpicks, wax paper, paper sampling cups, or disposable utensils to distribute samples. Temperature control must be maintained on items needing refrigeration after opening. Homecanned and home-prepared foods are not allowed. The next best practice is to bring several clean, sanitized knives and cutting boards in protective plastic containers or food storage bags, wrapped in plastic wrap, etc. Use clean equipment to cut product, taking care to store in-use items so they are protected from contamination. Replace soiled knives, cutting boards, etc. with clean items every two hours. Use single service

items whenever possible. Take soiled items with you at the end of the day.

Fresh Fruit And Vegetable Sampling

Due to quality concerns, preparation of most fruit and vegetable samples requiring cutting or slicing needs to be done on-site, immediately prior to consumption. Samples prepared ahead of time must be prepared in a licensed kitchen. No home prepared food samples are allowed. For preparation at the farmers market, the best practice is to bring several clean knives and cutting boards in protective plastic containers or food storage bags, wrapped in plastic wrap, etc. Use clean equipment to cut product, taking care to store in-use items so they are protected from contamination. Replace soiled knives, cutting boards, etc. with clean items every two hours. Use single service items whenever possible. Store soiled items in a closed bag or container to avoid attracting insects. Take soiled items with you at the end of the day. All fruits and vegetables must be rinsed thoroughly in clean water. Should a potable water supply not be available on-site, rinse products to be used for sampling in advance and store in disposable food bags. Rinsing melons in a 200 parts per million chlorine solution prior to slicing is recommended. Fruit and vegetable sample servings must be protected from contamination at all times. Serving must be done in a manner protecting the sample from any bare hand contact. Utilizing disposable gloves, single service utensils, napkins or tissues, or toothpicks are all adequate methods to avoid handling prepared samples. If preparing some samples ahead of time, wrap cut product samples

in plastic wrap. Melons and tomatoes must be stored at 41°F or below, once cut. These items have been associated with foodborne disease outbreaks in recent years. Mechanical refrigeration is recommended. Any ice used for cooling must be continuously drained to avoid wrapped items soaking in melted ice water.

Contact MDA For Assistance

MDA food inspectors are available to discuss specific questions you may have. Contact your inspector by calling the Michigan Department of Agriculture at 1-800-292-3939 or visit http://www.michigan.gov/mda/1,1607,7-125-2961_6860_7306---,00.html

Any farmers market booth that serves full meals must obtain a temporary food establishment license from the local health department. More information on temporary food licenses can be viewed at: <http://www.michigan.gov/mda/0,1607,7-125-68508--,00.html>.



This picture, taken at the Farmers Market at the Capitol, shows sampling done in a safe and correct way.

Classified Ads

- Do you have land for sale? Looking to hire a new market master?
- 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.

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