



**FOR IMMEDIATE RELEASE**

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## NEWS RELEASE

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### **MIFMA's Farmers Market Manager Certificate Program Certifies 36 Market Managers**

EAST LANSING, MICH –The Michigan Farmers Markets Association (MIFMA) recently certified 36 farmers market managers statewide. The certification came after managers completed MIFMA's first Market Manager Certificate Program, training them in topics essential to market management.

As farmers markets grow and expand throughout the state, totaling more than 220 markets in Michigan in 2010, so do the needs of the individuals who run these markets and make them a thriving marketplace for local food and farm products.

“MIFMA was thrilled to work with and certify so many qualified farmers market managers committed to growing and improving their markets,” said Dru Montri, MIFMA Director.

Certificates were awarded to 36 farmers market managers from across the state who completed the full six-day program, offering acknowledgement to market organizers and vendors that the market manager is a trained professional.

Each market manager had the opportunity to network with other managers around the state over eight weeks and learn topics like Business Planning and Market Growth Management; Human Relations and Conflict Management; Market Governance, Rules and Enforcement; Fundraising; and Marketing and Outreach. A final manager-to-manager education and networking opportunity completed the program focusing on sharing experiences and lessons learned.

Online resources from the program sessions will become available 24/7 as condensed online learning modules at MIFMA's new CyberInstitute, which will launch in June 2011. In addition, MIFMA is already planning for next year's Certificate Program, expected to run from January to March 2012.

To learn more, visit [www.mifma.org](http://www.mifma.org) or contact Maggie Smith at [smithm833@gmail.com](mailto:smithm833@gmail.com) or (517) 432-3381.

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MIFMA was developed in 2006 to promote and grow farmers markets across the state and increase their visibility to both producers and consumers. This membership-based organization offers information, sharing and resources to farmers markets, farmers and vendors and friends of Michigan food and agriculture.

The MIFMA mission is to advance farmers markets to create a thriving marketplace for local food and farm products and to place farmers markets at the forefront of the local food movement, working to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support. To learn more, please visit [www.mifma.org](http://www.mifma.org) or call (517) 432-3381.