



MICHIGAN FARMERS MARKET ASSOCIATION

New MIFMA Web site is Live!

www.mifma.org

After many months of development, The Michigan Farmers Market Association is pleased to announce the launch of our new website www.mifma.org. The website was developed in partnership with Bonnie Bucqueroux of Newslink Associates, and Anne Shroeder. It was important for MIFMA to build a website that tells our story and presents relevant, detailed content. Our goal was to use bold, vibrant photography that really captures the essence of farmers markets.

The new MIFMA website is an important venue for us to communicate with you, our members. We also believe it is a tool that will help us grow our membership. Now, people can come to www.mifma.org and become members through simple online payment. Visit the [Membership](#) tab.

We are excited to highlight a few of the newer revamped features:

- Our brand new interactive guide allows users to [Find a Farmers Market](#) in their area. You can search by city, county, day of the week, or by using the Googlemap.
- The [Calendar of Events](#) is a feature that allows guests to browse upcoming events that MIFMA or MIFMA members are hosting. Electronic registration forms for these events allow you to register online and pay with a credit card through PayPal. Visit the [Calendar of Events](#) to register today for the Food Safety and Emergency Procedures at your Farmers Market Workshop.
- Another section of our newly developed website is for our [MIFMA committees](#). Committee members can visit our website and browse past meeting notes and review the activities of other committees.

Other key features of the new website also include:

- Regular news updates on our homepage and access to our monthly e-newsletter
- Information about the Food Assistance Partnership
- Information about the MIFMA Board of Directors
- Action buttons that will take you directly to our Facebook and Twitter accounts
- Online Volunteer application

The next phase of our website involves developing a MIFMA Cyber-institute. Where we will post videos and curriculum developed from the Market Manager Certificate Program. Our intent is to launch by summer of 2011.

Make sure you visit www.mifma.org and check out the many things it has to offer.



What's Happening?

- **Oct 5:** MIFMA Board Meeting
- **Oct 6-8:** National Association of Farmers Market Nutrition Programs Conference
- **Oct 7:** Michigan Farmers Markets Food Assistance Partnership Conference Call
- **Oct 13:** MIFMA Policy Committee Conference Call
- **Oct 15:** MIFMA Board Member Nomination Packets Due
- **Oct 20:** MIFMA Nominating Committee Conference Call
- **Oct 20:** MIFMA Finance Committee Conference Call
- **Oct 26:** Making it in Michigan Conference
- **Nov 4:** Michigan Farmers Markets Food Assistance Partnership Year-End Meeting, Register Now Online
- **Nov 5:** Michigan Downtown Association Conference including MIFMA Presentation
- **Nov 10:** Food Safety and Emergency Procedures for Your Farmers Market, Register Now Online
- **Dec 7-8:** Great Lakes Fruit, Vegetable and Farm Market Expo
- **Dec 8:** MIFMA Annual Meeting

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.

Farmer/ Vendor

- Susan Clemente, Michigan's Guide to Local Cooking in Spring Lake
- Michelle DiMercurio in Ferndale
- Mary Jones, Farmington

Friend of MIFMA Individual

- Gordie Moeller, Food Security Fund in Grand Rapids

To join MIFMA, visit
www.mifma.org/

Find MIFMA on Facebook
and Twitter!

MIFMA Member of the Month: Frank Blissett

An Interview with Frank Blissett, Sault Ste Marie



You currently are a vendor at the Sault Ste. Marie Farmers Market. Tell us a little bit about how you expanded your hobby garden to a market garden.

We started with just a little, little herb and vegetable garden in a residential Sault neighborhood, and started going to the market that year more to socialize. Fortunately, the Sault does not have booth fees as we often took in only a few dollars a week that first year. We liked going to the market though, so we expanded our garden and got some (illegal) chickens for eggs. We then needed more space, so bought 13 acres in the country. Only a couple acres are usable for gardening, but from the woods I'm getting fiddleheads, establishing ramps and growing shiitakes. The cleared land (as well as our lot in town) are becoming filled with tree- and small-fruit and perennial vegetables.



The Sault Ste. Marie Farmers Market features all local food, original art and live music. Why is this commitment to local so important, and what does it do for the community?

There are parking lots in town where you can find jobbers. I see people drive up, get a box of veggies, drive away. At the farmers' market, they linger and chat. During the heart of the season we have several hundred people come down to our market - it's a regular social event we're justly proud of. In addition, it helps the area be a bit self-sufficient, such as the recent egg recall, and keeps local money cycling through the community.

You serve on the MIFMA Board of Directors representing Region 1 and on the MIFMA Marketing Committee. Share with us a little bit about your experiences with MIFMA in these roles.

I love the MIFMA board meetings. To be honest, I have trouble keeping focused when on my own, but in a meeting I really

feel I can contribute with all the ideas that zip back and forth through my mind. It's been nice, too, meeting market masters and vendors from all over the state.

You joined MIFMA as a charter member in 2006. Why is it important to you to be involved with MIFMA?

Lylene and I believe strongly that the local market community needs a centralized voice, lest we each become just another buzz in the background. I am happy to see Dru and the rest of the staff keeping on top of state ag issues.

What is one thing that every MIFMA member should know about the Sault Ste. Marie Farmers Market?

At the Sault Farmers' Market, we are very proud of the fact that, among seasonal markets in Michigan, we are the first to start and last to end every year. We usually start in mid-April and will end Thanksgiving week. It's been that way for several years - the snow flying at both ends!

Classified Ads

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



Farmers Markets



with Dru

As this market season draws to an end, our market committee is establishing our 2011 farmers market budget. Can you tell me what professional development opportunities MIFMA plans to offer in 2011 and where you think they might be offered?

A: Whether your preparing next year's budget, or writing a grant proposal, or just interested in what MIFMA has in the hopper for 2011, October is a good month for an update. Let me start with what we have coming yet in 2010.

On **Thursday, November 4th**, the Michigan Farmers Markets Food Assistance Partnership will hold its 4th annual year-end meeting to reflect on the growth of farmers markets accepting Bridge Cards and other food assistance benefits. The meeting, which will be held in **Flint**, is open to all farmers market folks that are interested in hearing market manager stories from some of the 57 Michigan farmers markets that accept Bridge Cards. Following the peer-to-peer sharing session, the group will reflect on 2010 challenges and successes in a way that shapes plans for 2011 efforts. There is a modest fee of \$10 for MIFMA members and \$20 for nonmembers to cover lunch and resource materials. You can register today at www.mifma.org/events/.

On **Wednesday, November 10th**, MIFMA is holding a **Food Safety and Emergency Procedures for your Farmers Market** training session at the Michigan Municipal League building in **Lansing**. See the highlighted box on this page for session objectives. Registration costs are \$50 for MIFMA members or \$85 for nonmembers. You can register today at www.mifma.org/events.

On **Wednesday, December 8th**, MIFMA will hold its annual meeting in **Grand Rapids**. Members and nonmembers are welcome to attend FREE of charge.

Working in partnership with Michigan State University and the C.S. Mott Group for Sustainable Food Systems at MSU, MIFMA is pleased to announce the **Farmers Market Focus** sessions at the Great Lakes Fruit, Vegetable and Farm Market Expo on **Thursday, December 9th**. See www.glexpo.org.

Now, let's move on to 2011! MIFMA's Professional Development Committee has been keeping busy planning for the launch of **MIFMA's Market Manager Certificate Program**. Six daylong sessions will be offered in Lansing on January 12, 16, February 9, 23, and March 8 and 9, 2011. Topics will include: Business planning, human relations and conflict management, market governance, rules and enforcement, fundraising, marketing and outreach. The cost of the entire program is \$200 for MIFMA members of \$500 for nonmembers. The cost of individual sessions is \$50/session for MIFMA members or \$85/session for nonmembers. **Registration opens online on October 12th**.

MIFMA's Market Manager "Boot Camp" is being planned for **Tuesday, March 8, 2011**. More details will follow in January 2011.

Food Safety and Emergency Procedures for Your Farmers Market

Wednesday, November 10th, 2010 from 9 am - 4 pm

Michigan Municipal League Conference Room

208 N. Capitol Ave., 1st Floor
Lansing, MI 48933

After this session you will:

a. Know the legal/licensing requirements related to food safety at farmers markets and have the resources to incorporate this information into your market policy. Specific topics to be covered include:

- Safe food sampling at farmers markets
- Cottage food operations
- Policies regarding direct producer to consumer egg sales
- Regulations on ready to eat items

- Federal regulations regarding food safety
- Overview of Good Agriculture Practices (GAP)

b. Be able to identify potential risks at your farmers market and understand simple procedures to minimize risk. All attendees will receive a flip chart of emergency procedures that can be customized to your market's unique context.

c. Be familiar with people and organizations that evaluate food safety standards for farmers markets

d. Have access to resources that will help you support farmer/vendor safe food practices

Visit www.mifma.org to learn more or to register online.

Braised Leeks



- 2 bunches of leeks
- 4-5 slices of bacon
- Olive oil
- 2 cloves minced garlic
- 4 sprigs of fresh thyme
- 1 quart of quartered, fresh tomatoes
- 1 can tomato puree (if needed)

Preparation:

Trim the roots from 2 bunches of leeks and cut off the dark green tops. Wash. Halve the leeks that are greater than 1/2 inch in diameter. Throw in a dutch oven, or any type of pot that can move from the stove top to the oven. Chop 4-5 slices of bacon and add to leeks. Drizzle with olive oil and cook for 5 minutes over medium heat. Add 2 cloves minced garlic and leaves of four sprigs of thyme. Stir and cook for one minute. Cover with a quart of quartered tomatoes - red and yellow makes a nice mix. Squeeze them so they are nice and juicy. The goal is to cover the leeks with tomato juice. If you need a little more liquid, cover with a can of tomato puree. Bake for 30 minutes. Enjoy!



You can buy all of the ingredients from Ten Hens farm at the Bath Farmers Market on Thursdays.

Recipe from Ten Hens Farm, adapted from a Tyler Florence recipe

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.