



MICHIGAN FARMERS MARKET ASSOCIATION

A Vision for Good Food in Michigan

By: Kathryn Colasanti

CS Mott Group for Sustainable Food Systems

As farmers market managers, vendors and advocates, you know intimately the impact that building up a local food system can have in supporting farmers and creating new opportunities for residents to find fresh, healthy food. The Michigan Good Food Charter is intended to strengthen these connections by reemphasizing our local and regional food systems and by promoting “good food” – food that is healthy, green, fair and affordable.

While Michigan grows an amazing array of fruits, vegetables and other foods, 59 percent of our residents still live in places with inadequate access to healthy food. And while there is growing interest in local foods, we are still losing too many farms and are still failing to provide a reasonable income to too many farmers, who must support themselves through off-farm work.

If we really want Michigan to be a place where our people are healthy and our communities are prosperous, we need to enact policies that assure all Michiganders have access to good food and all Michigan farmers and food businesses have opportunities to be profitable. The Michigan Good Food Charter lays out a vision, a series of goals, and a set of specific policy priorities to get us there.

Many of these policy priorities could support farmers markets, including:

Maximizing public benefit programs by supporting matching programs like Detroit’s “Double-Up Food Bucks” and encouraging foundations to assist with funding to enable more farmers markets to accept Bridge Cards.

Urging local officials to include farmers markets in comprehensive planning and zoning.

Establishing food business districts that would enable farmers markets to locate near other food-based businesses and foster a hub of economic activity connecting farmers, buyers, processors and retailers.

Committing additional resources to increasing the number of farmers markets in underserved areas.

Creating a Michigan Food and Farming Corps program, similar to Americorps, that would enable recent graduates or others interested in serving their community to help develop or expand farmers markets.

Highlighting farmers markets, and other Michigan food and agriculture places, in state marketing and tourism promotion efforts.

Ensuring that Michigan’s food- and agriculture-related laws and regulations do not create unnecessary transaction costs and regulatory burdens on low-risk businesses, like many farmers market vendors.

Whether you are a farmers market manager, market vendor or community advocate, you can advance the vision of the Michigan Good Food Charter.

You can familiarize yourself with the charter at www.michiganfood.org and then talk to candidates in your district or officials in your city about the priorities that are important to you.

You can sign the Resolution of Support form at www.michiganfood.org as an individual, farm or market. Several farmers markets have already done this!

You can register for our upcoming webinar (September 7th noon-1pm) on how to take the charter to state and local decision makers and sign-up for the FoodSpeak listserv to stay up-to-date on other opportunities. See www.michiganfood.org.

You can request copies of the Michigan Good Food charter or executive summary to hand out to customers at your market, link to www.michiganfood.org from your website or organize citizens in your community to discuss how to make the charter priorities a reality where you live.

Let’s work together to create a system based on good food in Michigan and achieve a healthier, more prosperous and more equitable state!

For more information, contact Kathryn Colasanti at 517-353-0642 or colokat@msu.edu.

What’s Happening?

- **Sept 7:** MIFMA Board Conference Call
- **Sept 8:** MIFMA Nominating Committee Conference Call
- **Sept 9:** MIFMA Professional Development Committee Conference Call
- **Sept 13:** Food Assistance Partnership Outreach Webinar
- **Sept 13:** MIFMA Marketing Committee Conference Call
- **Sept 15:** MIFMA Policy Committee Conference Call
- **Sept 16:** Farmers Market at the Capitol
- **Sept 30:** MIFFS Annual Harvest Celebration
- **Oct 26:** Making it in Michigan Conference
- **Nov 9:** Michigan Farmers Markets Food Assistance Partnership Year-end Meeting
- **Nov 10:** MIFMA’s Food Safety and Emergency Procedures at Michigan Farmers Markets
- **Nov 18:** MIFMA Professional Development Committee Meeting
- **Dec 7-8:** Great Lakes Fruit, Vegetable and Farm Market Expo
- **Dec 8:** MIFMA Annual Meeting
- **Jan 12:** MIFMA Market Manager Certificate Program Launches

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

- Kevin & Diane Bowerman, Bowermans Orchard in Washington
- Maria Carlin, Maria's Garden in Corunna
- Rita Conroy-Martin, The Sage Dish in Ann Arbor
- Randall Fogelman, Detroit Spice Company in Detroit
- Magdy & Samia Bishai, Samia's Mediterranean Gourmet in Okemos
- Kathleen Sansonettie, Joe Sansonetti's Kitchen in Holly
- Anne Sic, Piper's Peppers in Troy
- Tracey Sferlazza, Tracina's Groumet Specialities in Rochester
- Sue Spagnuolo, Greenbush Farms in St. Johns

Friend of MIFMA

Organization

- Sandra Enness, sEnness, LLC in Lansing

To join MIFMA, visit www.mifma.org!

Find MIFMA on Facebook and Twitter!

MIFMA Member of the Month: Leroy Farmers Market

An Interview with Brian Cool, one of the market's managers



Photo by Amy Sutherland

The LeRoy Farmers Market features all local farmers, producers and artisans. Tell us why you've chosen to do this and some of the other activities at your market that make it so unique.

Yes, and let's not forget our all-local musicians and demonstrators, and the committee of locals, that direct our market. The "Local Producer Only" concept to those of us who started this market was the ideal, and for good reasons. We studied the pros and cons and did what seemed right for our market and our community. It's worked for us for five years now. People can go to the supermarket if they want stuff from other lands.

Also, we have Market Masters – plural. This helps in more ways than just being able to take a day off, if needed. Joyce Richardson and I are co-Market Masters, and we are volunteers.

You serve on the MIFMA Board of Directors representing Region 4. Share with us a glimpse of your experience in this leadership role.

For me, it has been a great honor to be on the MIFMA Board, just as it is for our market to be picked as the MIFMA member of the month this month. After my term is up come December, I will always fondly remember my time in such good company, but it's time to give someone else a chance to serve Region 4. I do look forward to keeping involved through more activity on the listserv, volunteering at events, participating on the committees, and contributing to the organization any other way I can.



Photo by Mitzi Ruswick

You have been a farmers market member of MIFMA since 2006 when the Leroy Farmers Market joined as a charter member. Why is it important to you to be involved with MIFMA?

It's been exciting watching both our market and MIFMA be born and grow. It is a rare market that can go it alone. MIFMA offers many things to its members, and even nonmembers benefit from MIFMA's diligence in fighting for issues important to all of Michigan's markets and their vendors.

We just want to add our voice and support to an organization that has, in just a few years, proven that good dreams can come true.

What is one thing that every MIFMA member should know about the LeRoy Farmers Market?

This is the same thing that should be known about many many markets - That dedication and purpose, and a sense of community, are together a major part of building a fairer, more sustainable new economy.

What is the best thing to do in LeRoy besides the farmers market?

That's a hard one. Fishing, Biking, Canoeing the Pine River, Hunting, Razzascue Days; I'm sure I'm missing something. Now I'm off to enjoy my personal favorite, a walk in the woods.

Classified Ads

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



Farmers Markets



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MIFMA's Special Group Rate Liability Insurance Frequently Asked Questions:
<http://www.mifma.org/wp-content/uploads/2010/05/Liability-FAQ.pdf>

MIFMA Special Group Rate Liability Insurance

Who is eligible for the special group rate?

The Michigan Farmers Market Association's special group rate liability insurance is available to farmer/vendor and farmers market members as a member benefit. To be eligible, you must be a MIFMA member. You can join online at

Farmer/Vendor Liability Insurance

How does a vendor apply and pay for the insurance?

Once a vendor has become a member of MIFMA, they are eligible for the insurance program. MIFMA mails an enrollment form to the vendor to be completed. The enrollment form is included in the MIFMA membership packet and will be mailed within 10 business days of receiving a completed membership application. The vendor can complete the enrollment form and mail it along with a check made to Advanced Insurance Markets in the amount of \$300. (The standard premium is \$500 for non-MIFMA members, so this reflects a substantial discount.)

What is the turnaround time from enrollment to having a certificate?

From the time an enrollment form is received, a certificate should be mailed to them and the market within one week.

How many farmers market locations can a vendor add to the policy?

There is no limit or cost for certificates. It is required on the enrollment form to list all markets that a vendor will be selling at throughout the year. Advanced Insurance will provide certificates for all listed markets, if any additional are needed throughout the season a vendor only needs to call and provide the new market information. Additional market locations can be added at any time at no additional cost.

Will my premium be prorated if I do not sell all season?

No. The insurance plan is \$300 no matter how many markets you attend during the year.

What kinds of products can be covered by this policy?

The products covered include anything seen in the normal scope

of a farmers market provided that all applicable federal, state, and local permit procedures and laws are being followed. On the enrollment form, vendors will list all products intended for sale. If the products being offered are outside the scope of the program, the vendor will be contacted directly to discuss other coverage options.

What coverage is provided when purchasing the general liability policy?

The program currently is set up for \$1,000,000 per occurrence with a \$1,000,000 annual aggregate. Also included is product coverage, personal and advertising injury, \$100,000 damage to premises rented to you, and \$5,000 medical payments to others.

Will this program cover me for sales that I make from my personal farm or other location?

This insurance program is location-specific to provide coverage for vendor sales at farmers market locations where they sell their products. Any market or venue that is attended needs to be listed on the application. Sales made on the producer's farm are not part of this policy coverage and should be picked up as part of their farm policy.

Once I have purchased the insurance will it renew annually?

No. Vendors must fill out a new enrollment form annually and maintain the MIFMA membership in order to be eligible. The \$300 premium provides annual coverage from April 1 – March 31.

Farmers Market Liability Insurance

Does Advanced Insurance Markets, Ltd. and MIFMA offer a general liability policy for farmers markets?

Yes. General liability and other coverage is available through Advanced Insurance. All MIFMA member markets receive request for quote form in their membership packet. Markets are underwritten on an individual basis.

Who should I contact if I have additional insurance questions?

Steve Anderson
Advanced Insurance Markets, Ltd
www.greatagency.org
sanderson@greatagency.org
(517) 699-0467

Dru Montri
Michigan Farmers Market Association
www.mifma.org
dnmontri@msu.edu
(517) 432-3381

Grilled Eggplant and Heirloom Tomato Sandwich



- 1 large Italian eggplant
- 1 red heirloom tomato
- 1 yellow heirloom tomato
- 1 teaspoon salt
- Fresh cracked pepper
- 1 small package of goat cheese
- 1 French baguette
- Olive oil
- 1 recipe herb vinaigrette

Herb vinaigrette

- 4 tables red wine vinegar
- 3 cloves fresh peeled garlic, minced
- 4 tablespoons fresh lemon juice
- Zest of one lemon
- 6 tablespoons fresh herbs (just use your favorite)
- ½ teaspoon salt
- 2 cups olive oil
- 2 teaspoons Dijon mustard

Preparation:

Slice eggplant into ½ inch slices. Sprinkle with salt. Let sit for 20 minutes. Slice tomatoes into 1/8 inch slices, set aside. Slice baguette n1/2 horizontally. Brush each side with olive oil, set aside. Brush each side of eggplant with oil and grill over medium heat until nice grill marks appear. Place the baguette on the grill to toast.

To assemble spread the goat cheese on the bottom ½ of the baguette. Follow with slices of eggplant and top each with each color tomato. Drizzle with the herb vinaigrette (combine all ingredients and whisk, slowly drizzle in oil), cracked pepper and place the top side of the baguette on the tomatoes to complete the sandwich. Slice into 6 servings.

Recipe from the 2010 Chefs at the Market (Northville Farmers Market), Chef Sarah, Edwards Café & Caterers

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.