The Michigan Farmers Market Conference is hosted by the Michigan Farmers Market Association (MIFMA). MIFMA is a statewide, member-based association that serves farmers markets and the farmers and vendors that sell at farmers markets. MIFMA’s mission is to advance farmers markets to create a thriving marketplace for local food and farm products. Become a member at www.mifma.org.
Conference at a Glance

**Tuesday, March 8, 2016**

8:00 - 9:00 a.m.  
Registration, Atrium

9:00 - 10:15 a.m.  
**Keynote Session, Auditorium (Room 1200)**

10:15 - 10:45 a.m.  
**Morning Break, Visit Exhibitors, Atrium**

10:45 a.m. - 12:00 p.m.  
**Roundtable Discussions, Conservatory**

12:00 - 1:00 p.m.  
**Lunch, Conservatory and Visit Exhibitors, Atrium**

1:00 - 2:15 p.m.  
Breakout Sessions I

2:15 - 2:45 p.m.  
Afternoon Break, Visit Exhibitors, Atrium

2:45 - 4:00 p.m.  
Breakout Sessions II

4:00 - 4:30 p.m.  
Afternoon Break, Visit Exhibitors, Atrium

4:30 - 5:30 p.m.  
**Celebration of the 2015 Season and Kick off of the 2016 Double Up Season, Auditorium (Room 1200)**

6:00 - 8:00 p.m.  
**Michigan Farmers Market Conference Social, Allen Market Place**

**Wednesday, March 9, 2016**

8:00 - 8:30 a.m.  
Registration, Atrium

8:30 - 9:15 a.m.  
**MIFMA Annual Meeting, Auditorium (Room 1200)**

9:30 - 10:45 a.m.  
Breakout Sessions I

10:45 - 11:15 a.m.  
**Morning Break, Visit Exhibitors, Atrium**

11:15 a.m. - 12:30 p.m.  
Breakout Sessions II

12:30 -1:30 p.m.  
**Lunch, Conservatory, and Visit Exhibitors, Atrium**

12:30 -1:30 p.m.  
**Market Manager Mentorship Program Meet & Greet, Room B109**

1:30 - 2:45 p.m.  
Breakout Sessions III

2:45 - 3:00 p.m.  
Wrap-up and Closing Remarks, Atrium

3:30 - 5:30 p.m.  
**SNAP Training and On-site Authorization, Auditorium (Room 1200)**

Use #farmersmarketsmi when you share on social media!
Shane Bernardo is a lifelong Detroit resident involved in social justice and primarily food justice issues. He is currently the outreach coordinator for Earthworks Urban Farm, a program of the Capuchin Soup Kitchen. Shane is also a member of Detroit Asian Youth Project, Uprooting Racism: Planting Justice, The People’s Platform Detroit, Groundswell and the Detroit Equity Action Lab.

Shane grew up working in his family’s small, ethnic grocery store on the west side of Detroit. For 13 years, Shane’s family helped cultivate a safe, nurturing environment for the South East Asian, West African and Afro-Caribbean cultures to purchase culturally relevant foods. These transactions also allowed for the sharing of recipes, traditions, rituals and ancestral struggles linked to these foods. As a result, Shane developed a heightened awareness of social and economic conditions within the context of a racially, ethnically and culturally stratified community.

When Donita first moved to the Cleveland area in 1985, she was disappointed to discover little access to fresh, local foods.

Educated as a biologist and a chef, Donita knew that local farms are the primary source for the freshest, most nutritious foods—and the heart and soul of a farmers market. She understood that a successful market strengthens a community’s economy and culture. These guiding principles were the driving force behind Donita’s dream to start a farmers market.

Donita partnered with a core group of like-minded citizens to found the North Union Farmers Market as a 501c3 nonprofit in 1995. In 2001, the Networking Association for Farm Direct Marketing and Agritourism organization named her Farmers’ Market Manager of the Year.

North Union now operates two indoor winter markets and eight outdoor seasonal markets in Cleveland and surrounding areas, which attract 90 farmers, 100 artisans and food purveyors and more than half a million people each year.

The Flint Ingredient Company began in 2012 with co-owners Erin Caudell and Franklin Pleasant double-digging their Flint, MI front yard for garden space. After a season growing produce for a small CSA and selling at small neighborhood farmers markets, they decided to purchase more than eight acres of vacant land in the Beecher area.

Erin and Franklin have a commitment to being good stewards of the soil by not using synthetic pesticides and fertilizers. They use organic seeds, preferring heirloom varieties, whenever possible.

Because they work with farmers and producers close to home, they view each purchase as an investment into the wellbeing of the immediate community. Through prioritizing local sourcing, natural ingredients, and production processes, they foster direct relationships between their customers and the people who make the products they use daily.

They recently expanded from their stall at the Flint Farmers Market to a new storefront, The Local Grocer.

Keynote Panel:
Strengths and Opportunities for Growth in the Farmers Market Community

Donita Anderson
North Union Farmers Markets
Cleveland, OH

Erin Caudell & Franklin Pleasant
The Local Grocer, Flint Ingredient Co.
Flint, MI

Shane Bernardo
Earthworks Urban Farm
Detroit, MI

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Conference Highlights

Celebration of the 2015 Season and Kick off of the 2016 Double Up Season (Auditorium, Room 1200)
**Tuesday, March 8, 4:30-5:30 p.m.**
This session will focus on sharing impacts of the 2015 Double Up Food Bucks program season, will highlight program changes for the year ahead and will be an opportunity for participating markets to learn more about program implementation. All new and returning markets are invited to attend!

Michigan Farmers Market Conference Social (Allen Market Place)
**Tuesday, March 8, 6-8 p.m.**
The social is a fun networking opportunity being held on the first evening of the conference. The event provides a casual opportunity for attendees to mix and mingle with one another and enjoy delicious food from Teffrific and Red’s Smokehouse with a cash bar of beer from SleepWalker Ale. Live jazz music will also be a fun addition to the atmosphere! The cost is $20 to attend. Allen Market Place is located at 1611 E Kalamazoo St, Lansing, MI 48912.

SNAP On-site Authorization (Room 1050)
**All day, Tuesday & Wednesday, March 8-9**
The first step to being able to accept SNAP Bridge Cards at your farmers market or farm is to become authorized by the USDA Food and Nutrition Service (FNS). During the conference, FNS staff will be on-site to walk you through the application process and do on-site approvals. Information will also be available about merchant services providers who can equip your market with a free, wireless point-of-sale devices through the Farmers Market Coalition’s SNAP equipment grant program. If your market is not yet accepting SNAP, please stop by and sign up to get started!

Market Manager Mentorship Program Meet & Greet (Room B109)
**Wednesday, March 9, 12:30-1:30 p.m.**
Those participating in the 2016 Market Manager Mentorship Program will gather for networking, introductions and program information.

SNAP Training and On-site Authorization ✶ (Auditorium, Room 1200)
**Wednesday, March 9, 3:30-5:30 p.m.**
By accepting Supplemental Nutrition Assistance Program (SNAP) benefits, a farmers market can increase healthy food access in their community while drawing more customers to the market and increasing vendor sales. If your farmers market is interested in beginning to accept SNAP benefits, distributed via the Michigan EBT Bridge Card, during the 2016 market season, you will not want to miss this session. If you do not get a chance to work one-on-one with USDA Food and Nutrition Service (FNS) staff during the conference, attend this session to receive assistance in applying to accept SNAP benefits at your farmers market or farm and have that application reviewed and approved on-site. Information will also be shared about the Farmers Market Coalition’s SNAP equipment grant program and the merchant service providers grant recipients can choose to receive a free, wireless device from to accept SNAP at their markets. Qualifies for MMCP Professional Development Hours.

✶ Market Manager Certificate Program Continuing Education
Since 2011, MIFMA has been recognizing market managers as trained professionals through its Market Manager Certificate Program (MMCP). Market managers who have received certification through the MMCP can demonstrate their continued learning by earning Professional Development Hours towards recertification. Please look for the open MIFMA umbrella icon to indicate which conference sessions are eligible to earn Professional Development Hours for those certified market managers seeking recertification.
### Session Descriptions

<table>
<thead>
<tr>
<th>Track</th>
<th>Session Description</th>
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<tbody>
<tr>
<td>Boot Camp</td>
<td>Attracting, Managing, Engaging and Rewarding Volunteers</td>
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<tr>
<td>Room A155</td>
<td>Volunteers are a vital part of managing many farmers markets in Michigan, but coordinating schedules and retaining volunteers from market to market and year to year can be difficult. In this session, learn how keep your volunteers happy, committed and engaged for a successful, thriving market.</td>
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</tbody>
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| Advanced     | Working with Elected Officials Panel  
Kathie Dunbar, Lansing City Council; Jeff Garrity, Bath Charter Township; Jack Reed, City of Marshall Mayor  
Elected officials in your community can be some of your farmers markets' biggest advocates. Whether you're looking to increase publicity or enact positive change for local food systems, attend this session to learn how to engage officials and how to develop and maintain relationships with them that will result in positive impacts on your market and community. |
| Room A149    | Wild Mushroom Foraging and Certification  
Chris Wright, Midwest American Mycological Information (MAMI)  
Did you know that training and certification is required to sell wild foraged mushrooms at farmers markets? Learn about the certification process including overview of the program and mushrooms included, requirements for selling at a farmers market, preparation for the exam, and upcoming opportunities to get certified. |
| Farmer/Vendor| Keeping it Local: Sourcing and Procurement for Value-added Products  
Sean Gartland, Flint Food Works  
Many farmers markets feature value-added products, from baked goods to jams and jellies to hot foods. Market managers are increasingly looking for vendors who source their ingredients locally from Michigan farmers and businesses (and we're not talking about your local chain grocery store). Learn how to source local ingredients and how to develop relationships that will allow you to incorporate more local ingredients into the value-added products you sell at the farmers market. |

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**Roundtable Discussion Questions:**

1. What was your biggest success in 2015 that you hope to build on in 2016? Or, what is one new idea you have for your farmers market or business in 2016?

2. What are your most innovative ideas for creating greater awareness of farmers markets all across Michigan? What are tools or resources MIFMA could provide to you to help reach the general public with messages about your market?

3. Part of MIFMA's Vision is to ensure that all of our members receive policy support and each year MIFMA's drafts and asks its members to approve a set of Advocacy Priorities the organization will work towards in the coming year. What are the policy issues that your market/business are concerned about? How might those issues fit into MIFMA's 2016 Advocacy Priorities? How do you want to engage in MIFMA's advocacy work?
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<td>Boot Camp</td>
<td><strong>Grant Management: Basic Financial Management and Best Practices for Internal Controls</strong>&lt;br&gt;<strong>Sarah Jennings, Maner Costerisan</strong>&lt;br&gt;Opportunities are expanding for farmers markets to seek grant funding to support their ventures, as is competition for those grants. But there is more to writing and managing grants than free money! In this session, learn the basic financial management practices and internal controls you need to have in place to be ready to receive a grant and report on how the funds are used.</td>
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<tr>
<td>Advanced</td>
<td><strong>Best Practices for Implementing a Prescription for Health Program at Your Farmers Market</strong>&lt;br&gt;<strong>Sydney Debien, MIFMA; Amanda Edmonds, Growing Hope; Nicki Milgrom, Ecology Center; Ariane Reister, Washtenaw County Public Health</strong>&lt;br&gt;Prescription for Health programs help patients at a high risk of developing a diet-related disease eat more fruits and vegetables. This session will feature lessons learned from program implementers across the state and is a must for market managers and community partners looking to implement this kind of food assistance program in their community.</td>
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<tr>
<td>Farmer/Vendor</td>
<td><strong>Successful Farm Internships</strong>&lt;br&gt;<strong>Marcus Duck, MSU Department of Horticulture; Adam Montri, Ten Hens Farm; Ben Sommers, Lansing Roots</strong>&lt;br&gt;By hosting interns on your farm, you can not only attract passionate and reliable employees but also offer very valuable learning opportunities for individuals interested in farming. This session will cover how you can help create a successful farm internship, provide an overview of programs that place interns and the educational requirements of those program, and share experiences and lessons learned from farms who have hosted interns.</td>
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<tr>
<td>Boot Camp</td>
<td><strong>Marketing and Media Workshop</strong>&lt;br&gt;<strong>Samantha Collins, MIFMA</strong>&lt;br&gt;Marketing a market can be a tricky business, whether you're trying to attract new vendors, new customers or more support for your market. This session will teach you different strategies to publicize and increase traffic to your market from advertising and social media to working with local media and more.</td>
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<tr>
<td>Advanced</td>
<td><strong>Hoophouses for Health</strong>&lt;br&gt;<strong>Sharon Ostrowski, Sharkar Farm; Tyler Vuillemot, MIFMA; Myra Zyburt, Marquette Farmers Market</strong>&lt;br&gt;Hoophouses for Health is a program designed to increase access to fresh, local foods for vulnerable families while expanding the season extension capacity of Michigan farmers. Learn how more than 45 farmers are selling and paying back their hoophouse loans by accepting vouchers from vulnerable families at 16 Michigan farmers markets in this innovative program.</td>
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<td>Farmer/Vendor</td>
<td><strong>Markets in Bloom: Flower Farming</strong>&lt;br&gt;<strong>Shailah Bunce, Rock River Farm; Shelley McGeathy, McGeathy Farms; Pooh Stevenson, Owosso Organics</strong>&lt;br&gt;Selling fresh flowers at the farmers market is a great way to add visual interest, and additional income, to your setup. Learn the ins and outs of flower farming, from scheduling and planting to harvesting and choosing different varieties from seasoned flower farmers.</td>
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<td>Boot Camp</td>
<td><strong>Food Safety Regulations and Licensing</strong>&lt;br&gt;<strong>Ken Settimo, Michigan Department of Agriculture &amp; Rural Development</strong>&lt;br&gt;What food safety rules apply to farmers markets? What licenses or inspections should vendors have to sell different products, and how do they get them? Hear directly from the Michigan Department of Agriculture and Rural Development about the regulations in place to ensure food safety at farmers markets and what vendors need to do to comply with these regulations.</td>
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<tr>
<td>Advanced</td>
<td><strong>Crowdfunding 101</strong>&lt;br&gt;<strong>Amanda Edmonds, Growing Hope; Amanda Gregory, Michigan Community Resources; Kate Redman, Olson, Bzdok and Howard; Rob St. Mary, Patronicity</strong>&lt;br&gt;Interested in raising additional funds for your market, without writing a grant? Recent legislative changes have made it easier for small businesses to raise capital from the local community, and “crowdfunding” is emerging as a popular tool for farmers markets. Learn how to implement this fundraising strategy successfully at your farmers market with this session.</td>
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<tr>
<td>Farmer/Vendor</td>
<td><strong>Succession Planning for the Farm Business</strong>&lt;br&gt;<strong>Mike Fraleigh, Fraleigh Law Firm; Adam Kantrovich, MSU Extension; Brigette Leach, Avalon Farms</strong>&lt;br&gt;What happens when it's time to pass on the family farm? Many farms struggle with planning when it comes to the property and business changing hands, whether it's from one generation to the next, to a valued employee or through a sale. Attend this session to learn about succession planning for your farm and how to make sure everything is in place for that kind of transition.</td>
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MIFMA Annual Meeting

Wednesday, March 9, 8:30- 9:15 a.m.

Over the past year, MIFMA has made significant strides in pursuing its mission to advance farmers markets to create a thriving marketplace for local food and farm products. The MIFMA Annual Meeting will showcase MIFMA’s efforts over the past year and provide a context for understanding the farmers market community in Michigan.

During the Annual Meeting, MIFMA members will elect new members to the MIFMA Board of Directors. The MIFMA Board annually calls upon the membership to suggest those leaders in our community that would be ideal candidates for consideration with the next Board of Directors election. The Nominating Committee reviews nominations to determine the best candidates to include on the ballot. The MIFMA Board is instrumental in providing leadership and direction for the association. The slate of candidates was provided to MIFMA members in advance and is available at www.mifma.org.

The 2015 MIFMA Annual Report is also available for viewing or download on our website at www.mifma.org.

Meal Providers

Lunch will be provided by MIFMA member Red Haven of Okemos, Michigan whose business model focuses on utilizing locally sourced, farm fresh ingredients, prepared simply, with passion and integrity.

This conference is a Certified Local Food Event, signifying that this event is committed to a sustainable future. MIFMA has worked with Taste the Local Difference to oversee all of the food-related components of the event and to manage a number of other criteria that are weighed into the event’s certification, including community engagement and mission-driven activity, to show a sincere commitment to supporting our local food community—from farm to fork to compost and back again. At least 75% of the food served at the conference comes from Michigan farms and businesses.

Birds & Bees, LLC donated the coffee for this conference.
Exhibitors

• Advanced Insurance Markets, Ltd.
• The Culinary Studio
• Fair Food Network
• Fraleigh Law Firm, PLLC
• MarketLink/National Association of Farmers’ Market Nutrition Programs (NAFMNP)
• Merchant Source
• Michigan Academy Of Nutrition and Dietetics
• Michigan Farmers Market Association (MIFMA)
• Michigan Food and Farming Systems (MIFFS)
• MSU Center for Regional Food Systems (CRFS)
• MSU Extension
• MSU Organic Farmer Training Program
• Small Business Association of Michigan (SBAM)
• State of Michigan - Women, Infants and Children (WIC) Division
• Taste the Local Difference
• USDA Food & Drug Administration (FDA)
• USDA Food & Nutrition Service (FNS)
• USDA Rural Development (RD)

Visit the Exhibitors in the Atrium during Registration, Breaks and Lunch to learn more about opportunities for farmers markets, market managers and farmers and vendors who sell at farmers markets.

Need to update your 2016 Find a Farmers Market feature listing on the MIFMA website? Visit us in the Atrium to make live updates to your market information for the season.
**MIFMA Membership Benefits**

If you are already a MIFMA member, don’t forget to take advantage of these great membership benefits:

- **Small Business Association of Michigan (SBAM).** Full partnership benefits *(for farmers markets and farmer/vendor members).*
- **Reduced Rates.** Receive reduced rates at MIFMA and partner educational programs and events, like our annual conference and Farmers Markets at the Capitol.
- **Liability Insurance.** Special group rate and discounts on liability insurance.
- **Networking.** Learn from other members through networking and peer-to-peer learning opportunities.
- **Promotion.** Get listed the MIFMA website’s Find a Farmers Market feature, which receives more than 40,000 page views a year.
- **Technical Assistance Services.** Access to a team of farmers market practitioners to answer your questions.

See a full list of benefits at [www.mifma.org/join](http://www.mifma.org/join)

Not a member yet? Stop by the MIFMA table in the Atrium or visit to [www.mifma.org to join](http://www.mifma.org).

**Upcoming Events**

**Get a Jump Start on Your Marketing Plans Before Market Season, Farmer and Vendor Workshops**
Mondays, March 14 - April 11, 2016 from 9:30 - 11 a.m.
The Bath Farmers Market, with support of the Michigan Farmers Market Association, will be hosting workshops with practical tips and ideas on how to better prepare to market their business in 2016. Topics include branding, marketing, social media and web development.
[www.mifma.org/bathworkshops](http://www.mifma.org/bathworkshops)

**Accepting SNAP Bridge Cards at Farmers Markets Webinar**
Wednesday, March 30, 2016 from 10 a.m. - 12 p.m.
If your farmers market is not currently accepting SNAP Bridge Cards, attend this webinar to learn the steps you can implement to get started before the upcoming farmers market season.
[www.mifma.org/events](http://www.mifma.org/events)

**SNAP Farmers Market Tours**
June, 2016
Kalamazoo Farmers Market and Boyne City Farmers Market
Learn about accepting food assistance benefits at your market by seeing it in action at these two MIFMA member farmers markets.
*More information coming soon!*

**Farmers Markets at the Capitol**
Thursday, July 28, August 25 and September 22 from 10 a.m. - 3 p.m.
East Lawn of the Michigan State Capitol Building
The Farmers Markets at the Capitol provide a thriving marketplace that showcases Michigan food and agricultural products in an effort to educate our state decision makers on the importance of supporting farmers, ag-based businesses and farmers markets.
[www.mifma.org/farmers-markets-at-the-capitol](http://www.mifma.org/farmers-markets-at-the-capitol)
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Connect with MIFMA! Use #farmersmarketsmi when you tweet or post.

Free wifi is available on campus. Please use the MSU Guest 2.0 network to connect.

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