

# Tuesday, March 7, 2017 Breakout Sessions



	Track	Session Description
9:45 – 11:00 a.m.	<b>Beginning</b> Room A155	<b>Starting a Farmers Market in Michigan</b> ✨ <b>Cindy Paparelli</b> , <i>New Baltimore Farmers Market</i> ; <b>Matthew Lane</b> , <i>St. Charles Farmers' Marketplace</i> Farmers markets are unique, place-making entities that bring a community together around local food. If you are in the early phases of starting a farmers market, this session is for you! The session will set you up for success with planning, budgeting, operations and management.
	<b>Advanced</b> Room A149	<b>Preparing and Presenting an Annual Market Report</b> ✨ <b>Amanda Edmonds</b> , <i>Growing Hope</i> ; <b>Denise Dawson</b> , <i>Kentwood Farmers Market</i> An annual report can be a powerful tool to promote and gain support for your market. Learn in this session what data to collect and how, as well as how to identify your audience and present your report in a way that resonates with them and makes a powerful impression.
	<b>Farmer/ Vendor</b> Room A158	<b>Peppers, Cucumbers, Basil &amp; More: Summer Hoophouse Crop Options that Aren't Tomatoes</b> <b>Adam Montri</b> , <i>MSU Department of Horticulture</i> Many farmers are successfully utilizing hoophouses to extend their growing seasons, but how do you make the most of these structures when days are hot and long? Discover how to grow crops (besides tomatoes!) that thrive in a hoophouse environment during the summer months.
11:30 a.m. – 12:45 p.m.	<b>Beginning</b> Room A155	<b>Recruiting and Retaining Farmers and Vendors</b> ✨ <b>Denise Dawson</b> , <i>Kentwood Farmers Market</i> ; <b>Linda Bader</b> , <i>St. Louis Farmers Market</i> Building a strong and successful farmers market requires quality products and vendors as a foundation. In this session, panelists will share their lessons learned for recruiting vendors to a new market and keeping them engaged through those first, building years.
	<b>Advanced</b> Room A149	<b>Dollars and Sense: Basic Financial Recordkeeping</b> ✨ <b>Sarah Jennings</b> , <i>Maner Costerisan</i> Every farmers market operates differently in the way that it earns revenue and budgets expenses, but some basic recordkeeping practices are required to manage a market successfully, especially when it comes to food assistance programs and writing and managing grants. Learn practices and techniques for keeping your budget in line.
	<b>Farmer/ Vendor</b> Room A158	<b>Tour of the MSU Meat Lab</b> Take a tour of the MSU Meat Laboratory which features a state-of-the-art, USDA-inspected facility that offers teaching, research and extension opportunities, in addition to producing product for retail sales.  <i>The Meat Lab is located in Anthony Hall and requires a short walk; please dress accordingly! Closed-toe shoes are required.</i>

## Roundtable Discussion Questions:

1. How do you survey at your farmers market? Who, how, why, and what do you do with the results?
2. When do you close the market because of weather? Who is involved in making the decision and how do you communicate with vendors and shoppers? How do you deal with other emergency situations?
3. How do you make difficult decisions about which types of products/ vendors are allowed to sell at your market, and which are not? What difficult decisions have you made, and how did you justify the decision and communicate it to current and potential vendors?



# Wednesday, March 8, 2017 Breakout Sessions

	Track	Session Description
9:30 - 10:45 a.m.	<b>Beginning</b> Room A155	<b>Getting Paid What Your Worth: Results of MIFMA's Market Manager Compensation Study</b> ✨ <b>Susan Smalley</b> , <i>Digging In! LLC</i> ; <b>Joe Lesausky</b> , <i>Fulton Street Farmers Market</i> Last year, MIFMA conducted a study to learn about how market managers are compensated. Hear our findings in this session and learn how you can use professional development opportunities at MIFMA, like our Market Manager Certificate Program, to leverage this knowledge to advocate for your own compensation.
	<b>Advanced</b> Room A149	<b>Building Racial and Ethnic Diversity in Farmers Markets</b> ✨ <b>Shane Bernardo</b> , <i>Capuchin Soup Kitchen</i> ; <b>Lindsey Scalera</b> , <i>Ecology Center</i> ; <b>Lisa Oliver King</b> , <i>Our Kitchen Table</i> Farmers markets are thriving gathering places for food, people and ideas. One of MIFMA's core values is diversity and unity, working towards shared values and common goals while respecting differences. This session builds on the conversation from last year's conference and the work that MIFMA is doing as an organization to be intentional in how we embrace racial equity and ethnic diversity in our work and in farmers markets across the state.
	<b>Farmer/Vendor</b> Room A158	<b>Food Safety at Farmers Markets: Cottage Food Labeling Workshop</b> ✨ <b>Michelle Walk</b> , <i>MSU Extension</i> ; <b>Greg Zimmerman and Carolyn Rajewski</b> , <i>Ski Country Farm</i> While the Cottage Food Law allows vendors to grow their business by preparing certain types of products in their home kitchen, rules need to be followed for which products qualify and how they must be labeled. Find out how to correctly label your Cottage Food products and comply with the Law in this session. <i>Bring examples of your Cottage Food labels to have them reviewed by session facilitators for feedback and suggestions.</i>
11:15 a.m. - 12:30 p.m.	<b>Beginning</b> Room A155	<b>Food Safety at Farmers Markets: MDARD Licensing and Regulations</b> ✨ <b>Mandi Cooley</b> , <i>Michigan Department of Agriculture and Rural Development (MDARD)</i> What food safety rules and regulations apply to farmers markets? What licenses or inspections should vendors have to sell different products, and how do they get them? Hear directly from MDARD about the regulations in place to ensure food safety at farmers markets and what vendors need to do to comply with these regulations.
	<b>Advanced</b> Room A149	<b>Engaging Youth in the Future of Farmers Markets</b> ✨ <b>Rachel Bair</b> , <i>Kalamazoo Valley Community College</i> ; <b>Robert Sollman</b> , <i>Sanilac FFA</i> ; <b>Stephanie Onderchanin</b> , <i>Allen Neighborhood Center</i> Many farmers markets feature special activities to help engage their younger shoppers, but what can you do to take that to the next level? Find out what others are doing around the state to grow our next generation of farmers, chefs and food businesses.
	<b>Farmer/Vendor</b> Room A158	<b>Marketing Your Small Farm</b> ✨ <b>Mary Brower</b> , <i>Bluestem Farm</i> Beef up your in-person and digital outreach so they make sense in your life and help you get paid. Leave with basic knowledge of open-source graphic design techniques, strategies for navigating the back end of Facebook ad campaigns, and ways to get local papers to run with your press releases.
1:30 - 2:45 p.m.	<b>Boot Camp</b> Room A155	<b>Farmers Market Advocacy: Building Support for What's Important to You</b> ✨ In the past decade, MIFMA has made tremendous strides advocating for Michigan farmers markets, especially in regards to food safety, promotions, licensing and food assistance benefits. Learn how to identify advocacy areas that are important to you, how you can engage in MIFMA's advocacy work, and be empowered to engage with your legislators.
	<b>Advanced</b> Room A149	<b>Food Safety at Farmers Markets: Strategies for Conducting Cooking Demos and Food Sampling</b> ✨ <b>Mandi Cooley</b> , <i>MDARD</i> ; <b>Gaby Gerkin</b> , <i>PFC Natural Grocery &amp; Deli, Kalamazoo Farmers Market</i> Cooking demonstrations and food sampling activities are popular programs at farmers markets across Michigan, adding value to a shoppers' experience and marketing potential for market vendors. Attend this session to learn more about the licensing options for cooking demonstrations and the best practices for providing safe food samples at farmers markets.
	<b>Farmer/Vendor</b> Room A158	<b>Food Trucks, Inside and Out</b> <b>Jon Fraser</b> , <i>Good Bites</i> Food trucks are a growing trend in the farmers market scene, adding a unique dining experience and atmosphere to markets and frequently drawing in new customers. See how a food truck operates and learn more about equipment, logistics, licensing and local sourcing.