

# Market Manager Peer Mentor Program Announcement



*The Michigan Farmers Market Association's (MIFMA) Food Assistance Partnership knows that one of the most powerful and impactful opportunities it can provide is an avenue for the sharing of personal experiences. Market managers repeatedly report that the most beneficial advice they receive comes from a peer who has personal experience and advice to share. The purpose of this mentoring program is to pair a market manager who is beginning to implement SNAP Bridge Card redemption at their farmers market with an experienced mentor. Mentors help mentees more swiftly overcome obstacles and solve challenges associated with this process thus allowing farmers markets to more quickly and efficiently increase access to healthy food for underserved communities.*

**Program Capacity:** 20 Market Managers will be paired with Peer Mentors

**Application Deadline:** Monday, April 14, 2014

**Program Start Date:** March 1, 2014

**Program End Date:** October 31, 2014

Mentoring relationships will be facilitated by Amanda Shreve, Manager of Programs & Partnerships, MIFMA

## Qualifications:

Individuals wanting to be paired with a Market Manager Peer Mentor should be actively engaged in the process of helping a Michigan farmers market begin to accept SNAP Bridge Cards during the 2014 market season. The individual may be the market manager or another staff person and/or volunteer who is actively involved in the process.

## Expectations of Mentee:

- Attend a Market Manager Peer Mentor Program Meet and Greet luncheon on Wednesday, March 5 at 12:30 p.m. during the Michigan Farmers Market Conference in East Lansing, Michigan
- Actively reach out to mentor when questions and/or issues arise related to accepting SNAP Bridge Cards
- Participate in monthly conference calls (April through October) with MIFMA and other mentors and mentees to address common questions and issues that may arise
- Complete an evaluation by October 31, 2014 describing their experience with the mentoring relationship and the overall mentoring program

## What a Mentee can Expect:

- To be paired with a market manager mentor who has experience starting and sustaining a food assistance program at their farmers market(s). The mentor will be familiar with food assistance programs at farmers markets, specifically SNAP Bridge Cards and will be willing to share experiences and communicate with mentees
- To have the mentor visit their farmers market at least once to observe the redemption of food assistance benefits and advise on implementation. Additional travel beyond one trip is optional and the mentor will not be reimbursed by MIFMA for the expense
- To be able to access their mentor by phone and by email in order to ask basic questions and voice concerns about starting a new food assistance program at a farmers market
- To learn from their mentor's experience with starting and sustaining a successful food assistance program
- To be directed by their mentor to helpful resources and references for further information, especially if the mentor is unable to answer a question or address a concern

*This program is supported in part by the Michigan Department of Community Health.*

# Market Manager Peer Mentee Application

**Name:**

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**Farmers Market**

**Affiliated With:**

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**Average Number of**

**Would you describe the area where your**

**Vendors at Market:**

**market is located as urban or rural?**

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**Mailing Address:**

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**Phone Number:**

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**Alternative Phone**

**Number:**

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**Email Address:**

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**Market Website:**

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1. Describe your role with the farmers market and how you plan to be involved in starting and sustaining a food assistance program at the market.
2. Describe any experience you have with accepting other payment options including: credit/debit, WIC Project FRESH, Market FRESH for seniors or others.
3. What are your biggest concerns about starting and sustaining a food assistance program at your farmers market?
4. Explain why you would like to be paired with a Market Manager Peer Mentor.
5. Do you prefer to be contacted by email or by phone? If you prefer to be contacted by phone, what is the best time to reach you?

Submit this application by 2/29/2014 to Amanda Shreve at [amanda@mifma.org](mailto:amanda@mifma.org) or by fax at (517) 353-7961.