



Market Manager Certificate Program

Hosted by the Michigan Farmers Market Association (MIFMA)

Program Highlights:

239 individuals certified since the program was started in 2011

The **first program** of its kind established in the country

The full program of 3 in-person sessions and 7 webinars totals **32** educational hours



How this Program Benefits Communities:

- Helps create a stronger, more accessible food system in your community
- Supports the ongoing education of a community organizer – your farmers market's manager
- Strengthens community development and prosperity
- Stands behind the entrepreneurs and small businesses who seek to thrive within a farmers market setting
- Professionalizes the role of a market manager and encourages active leadership and retention of this important community position

How this Program Benefits Market Managers:

- Creates peer-to-peer networking opportunities, allowing market managers to learn from one another and other experts from across Michigan
- Encourages market managers to pursue leadership skills and professional development on topics essential to market management
- Acknowledges participants who complete all objectives with a certificate and gives them the opportunity to continue earning professional development hours that go toward achieving re-certification

How to Support a Market Manager in Your Community:

Market managers need support for the following costs associated with participating in the full Market Manager Certificate Program:

MIFMA Membership for the Farmers Market	\$75 - \$250 annually depending upon number of vendors
Full Program Registration	\$300
Travel Expenses	May include mileage reimbursement to program location and overnight lodging
Support through MIFMA's Market Manager Mentorship Program	\$300 to compensate a Peer Mentor

Your sponsorship can be designated to support the farmers market in your community, or it can allow MIFMA to select a market manager to support from a pool of qualifying candidates. Scholarships designated for your community can be customized to support the needs of your market's manager. Scholarships provided for MIFMA to distribute should be made at the cost of \$375 per scholarship.

Donor Recognition

Individuals and/or organizations that help support a market manager's participation in the Market Manager Certificate Program will be recognized in the following ways:

By MIFMA	By the Farmers Market They Support
<ul style="list-style-type: none"> Name listed in statewide press release announcing certified market managers Listed as a donor at www.mifma.org Social media recognition to MIFMA's 8,000+ followers 	<ul style="list-style-type: none"> Highlighted in local press release announcing the certification of the market manager from that community Recognition on the website of the farmers market Social media recognition to the market's followers

To receive full recognition, support should be committed by January 8, 2018.

We welcome sponsorships from organizations that support our mission to advance farmers markets to create a thriving marketplace for local food and farm products. All sponsorships will be reviewed and approved by MIFMA. Sponsorships are non-refundable.

For questions about additional MIFMA sponsorship opportunities, please contact Amanda Shreve, Program Director, at 517-432-3381 or amanda@mifma.org.

Visit www.mifma.org/sponsor to learn more.

"I feel supported as a market manager and appreciate the opportunity to learn from and connect with others who are experiencing the same struggles and successes. Because of MIFMA's network of vendors and market managers and the educational opportunities it presents, our market continues to grow each year, making it more vibrant and successful."



480 Wilson Road
 Room 172 Natural Resources Bldg
 East Lansing, MI 48824
 Ph: 517-432-3381
www.mifma.org



#FarmersMarketsMI