Michigan Farmers Market Association

Annual Report

Advancing farmers markets to create a thriving marketplace for local food and farm products.
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Since I was hired in 2006, I have had the great privilege of working with a diverse, dedicated and compassionate group of farmers, market managers and partners. This year was no exception. We are a growing organization in nearly every way. Let me recap just a few of our major accomplishments.

On June 17, 2015, the Michigan Farmers Market Association (MIFMA) received confirmation of our IRS 501(c)(3) federal designation. Since our inception, we have been operating under the umbrella of Michigan Food and Farming Systems (MIFFS). MIFFS has a history of incubating new ideas and organizations, and MIFMA is forever grateful for the support during our formative years. On July 1, we formally separated from MIFFS but continue to work side-by-side and to partner to strengthen each of our organizations’ missions.

Our Board of Directors and committee chairs also spent time focused on strategic planning. With support from a USDA Farmers Market Promotion Program grant, we revisited and updated our 2010 strategic plan. We are proud of MIFMA’s growth over the last five years. Our greatest impacts have been in the areas of education and networking, leadership and professionalism, policy advocacy, and increasing food access.

Our leadership team also identified some of the greatest opportunities for MIFMA: increasing our membership, continuing to focus on strengthening innovative programs like Hoophouses for Health, studying the economic impact of Michigan farmers markets (USDA Rural Development grant funding was secured at the end of 2015 to support this work in 2016), building upon our successful Farmers Markets at the Capitol events to bolster our advocacy efforts, and growing our efforts to increase access to fresh, healthy foods through farmers markets. To do this, we also need to build our organizational capacity. In 2015, we welcomed to our team Tyler Vuillemot, our new Hoophouses for Health Program Manager, and Sydney Debien, our new Food Access Coordinator. We also developed a succession plan and continue to work on cross-training across positions.

Throughout this annual report, you will see the impacts our programming has on farmers, farmers markets and families across the state. There is a lengthy list of passionate people who contribute to these efforts in so many different ways. I want to acknowledge and thank all of the individuals and organizations directly mentioned in this report – our funders, sponsors, donors, partners, board, committee members and staff – as well as the countless others who support us all, including our growing membership, volunteers and shoppers. Our mission is to advance farmers markets to create a thriving marketplace for local food and farm products.

Thank you for your support and collaboration!

Dru Montri,
Executive Director
The Michigan Farmers Market Association (MIFMA) represents more than 400 members, including more than 200 farmers and food and ag-based businesses who sell at farmers markets. Our membership also consists of more than 130 farmers markets that contribute to the economic viability of more than 3,000 farmers and food and ag-based businesses in Michigan.

### Professional Development
- 154 attendees at the Michigan Farmers Market Conference
- 42 Market Manager Certificate Program participants - the largest cohort yet
- 145 market managers have been certified since the program’s inception in 2011
- 33 Market Manager Mentorship Program participants to strengthen beginning markets and markets new to SNAP

### Farmers Markets at the Capitol
- 10 years of Farmers Markets at the Capitol
- $255,600 total sales reported by vendors in 2015
- 579 Michiganders employed by market vendors
- 22,600 estimated total shoppers
- 15 cooking demo recipes with food safety tips developed in partnership with MSU

### Food Access Work
- 51% of Michigan farmers markets accepted SNAP (155 of 300 markets)
- $2,770 total SNAP and Double Up sales at the Farmers Markets at the Capitol
- $78,400 in Good Food distributed to vulnerable families through Hoophouses for Health at farmers markets and through farm to school sales
- $1,350 in Prescription for Health tokens distributed to 30 individuals in Adrian pilot program
By the Numbers

We’re Growing!

- On June 17, 2015, MIFMA received confirmation of our IRS 501(c)(3) federal designation.
- MIFMA welcomed Tyler Vuillemot, Hoophouses for Health Program Manager, and Sydney Debien, Food Access Coordinator, to our team, which now consists of 4 full-time staff, 2 part-time staff, 2 student assistants and 3 regular contractors.
- MIFMA hosted a strategic planning session with staff, board and committee members to plan for its next 3-5 years.

New Programs

- A Continuing Education program was added to the Market Manager Certificate Program to recertify market managers who continue to pursue professional development.
- MIFMA and partners initiated a Prescription for Health program at the Adrian Farmers Market.
- Several trainings were held with partners to educate vendors on the new Wild Foraged Mushroom Certification.
- MIFMA received funding to identify and recognize the economic contribution farmers markets make to Michigan’s rural communities (work to be completed in 2016).

Advocacy Efforts

- MIFMA Executive Director, Dru Montri, was elected to the national Farmers Market Coalition Board.
- MIFMA joined the National Sustainable Agriculture Coalition (NSAC), which advocates for federal policy reform for the sustainability of food systems, natural resources, and rural communities.
- MIFMA Program Director, Amanda Shreve, traveled to Washington DC to represent farmers markets in meetings with technology experts, USDA Food and Nutrition Service staff and Secretary of Agriculture Tom Vilsack’s staff members to explore ways to overcome barriers to increasing SNAP benefits spent at farmers markets.

MIFMA Thanks its 2015 Funders, Sponsors and all of our Members:

Funders
- Fair Food Network
- United States Department of Agriculture (USDA) Farmers Market Promotion Program (FMPP)
- Michigan Department of Agriculture and Rural Development (MDARD) Food Safety Training and Education Grant
- Michigan Department of Health and Human Services
- Michigan State University (MSU) Center for Regional Food Systems and the W. K. Kellogg Foundation

Sponsors
- Advanced Insurance Markets Ltd.
- Birds & Beans, LLC
- Blue Care Network
- Capitol Area Recycling
- Capital Area Transit Authority (CATA) Clean Commute
- Greenstone Farm Credit Services
- Fair Food Network
- Just B Yoga
- Lambert, Edwards and Associates
- Lansing City Pulse
- Lansing Parks and Recreation
- Lansing State Journal
- McLaren Greater Lansing
- Michigan Agriculture Council
- Michigan Community Action
- Michigan Department of Agriculture and Rural Development
- Michigan Department of Environmental Quality
- Michigan Department of Natural Resources
- Michigan Economic Development Corporation
- Michigan Farm Bureau
- Michigan Fitness Foundation
- Michigan Municipal League
- Michigan State Horticultural Society
- MSU Center for Regional Food Systems
- MSU Department of Community Sustainability (W.K. Kellogg Chair in Agriculture, Food and Community Ethics – Paul B. Thompson)
- MSU Extension
- MSU Federal Credit Union
- Mouse Trap Mobile
- Sparrow Health Systems
- USDA Rural Development
The Michigan Farmers Market Association (MIFMA) saw continued growth in the Market Manager Certificate Program as it increased from two satellite locations in 2014 to three in 2015, with one of the three being held in Waukesha, Wisconsin. The program remains a voluntary program designed to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management.

**Program Successes**

- **42** market managers were awarded certificates on February 28, 2015, making it the largest cohort to date to complete the program and become certified.
- **32** market managers from Michigan and **10** from Wisconsin were certified. These market managers join the **103** market managers that were certified between 2011 and 2014.
- A total of **145** market managers have been certified since the program’s inception in 2011.

**Scholarship Support**

MIFMA acquired two generous full program scholarships from the Michigan Economic Development Corporation and Michigan State University Center for Regional Food Systems, valued at $300 each. Two individuals were awarded the scholarships after filling out an online application that provided proof of financial need and anticipated program impact on their farmers market.

I believe the scholarship I received for the Farmers Market Manager Certification program was extremely beneficial to me and the Marshall Area Farmers Market. The scholarship was crucial to our success this year as we transitioned to a city entity and to a new location. I have a background in agriculture and natural resources but I had never been involved in managing a farmers market before. MIFMA has experienced speakers and market managers to focus on market management issues.

— Catherine “Kitty” Knoll
Program Highlights

The primary location was held in Oakland, MI, which served as the “classroom” from which speakers presented. The presentations were then streamed to the two satellite locations.

MIFMA partnered with the Wisconsin Farmers Market Association to host the first out-of-state satellite location, which was held in Waukesha, WI. A second satellite location was held in Traverse City, MI and facilitated with support from Michigan State University Extension (MSUE).

MSUE also provided webinar support for all seven webinars. A chat box feature allowed participants to interact with one another and ask the speakers questions about the specific topic being presented.

Participant and Market Snapshot

8 program participants identified as Hispanic, Latino, African American, Alaskan Native or American Indian and Asian.

35 participants identified as female while 7 identified as male.

11 participants were first year market managers.

7 participants have been managing a farmers market for more than five years.

24 of the markets represented in the program operate in an urban setting, with 8 in a suburban setting and 3 in a rural setting.

Program Contributors

Feedback from Participants:

“There is a wealth of information offered by each individual who took the time to impart his or her experience and knowledge. Not only will the information help you but also the community of people who you learn from and with broadens your support. Continue to learn!”
– Melissa Thorndill

“Even if you are an experienced market manager, this program will give you resources and tools to help you become a more confident market manager. I think the most valuable part of the program was the opportunity to meet and connect with other managers around the state. It’s great to touch base with people in comparable roles and see what they are doing the same or differently.”
– Emily McElwee

“The program is a good overview of the different tasks you will need to perform to manage a market, and can relate to all types and sizes of markets. It also helps connect with other managers to bounce ideas off of and build lasting relationships.”
– Nathaniel Kermiet

Continuing Education

MIFMA has designed continuing education opportunities for individuals who have successfully completed the Market Manager Certificate Program and would like to further pursue leadership skills and professional development in topics essential to market management. In order to maintain a professional level of acknowledgement in the field, certified market managers are now able to earn professional development hours toward recertification.

• Individuals need to earn 20 professional development hours within three years in order to be recertified.
• To earn recertification, individuals must be a current MIFMA member and have completed the full Market Manager Certificate Program. An application form is available at www.mifma.org with submission of a $30 processing fee. After application review, participants will receive acknowledgement of recertification.
• Professional development hours will be earned at educational events and during webinars approved by MIFMA. There is no fee to earn professional development hours beyond the registration fee for those events. Once the 20 professional development hours are earned, there will be a $30 processing fee for confirming recertification.
The 2015 Michigan Farmers Market Conference was held on Tuesday, March 10 and Wednesday, March 11 at the Plant and Soil Sciences Building on the campus of Michigan State University in East Lansing, MI. The two-day conference hosted more than 150 participants who attended the conference for the latest information about operating and selling at farmers markets in Michigan.

Conference Highlights

154 participants attended the conference, which included staff, speakers, volunteers, exhibitors and registrants.

MIFMA held its annual meeting on Wednesday, March 11. Four new members joined to the Board of Directors for a total of 11 members.

15 breakout sessions were held throughout the two-day conference, 6 sessions were held on Tuesday and 9 on Wednesday.

5 breakout sessions were held for each of the 3 tracks: Market Manager Boot Camp, Advanced Market Manager and Farmer/Vendor.

$1,000 was raised through the silent auction to support future educational events.

Richard McCarthy, Executive Director of Slow Food USA and former founding president of the Farmers Market Coalition, kicked off the conference as the keynote with a presentation titled “Pioneers and Settlers”. The presentation focused on the return of farmers markets in our communities, a source of direct marketing that was once considered an “ancient mechanism”. The presentation also addressed how farmers markets will continue to grow together and be more creative as food hubs, supermarkets, and online options are becoming increasingly available for consumers.

Feedback from Participants

“As with every MIFMA event, the networking is invaluable. I always make great connections with new people, as well as seeing old friends, and there is so much that we learn from one another when we’re all together.”

“The most valuable part of the conference was meeting other market managers and talking to them about their experiences, getting inspiration from them, and getting that feeling of solidarity that comes from commiserating about the difficult parts of the job.”

“At each conference session, I was able to take away several key things that I am able to and have already begun to implement at my market this season. The roundtable discussions were a great opportunity to network and see how many markets address similar ideas.”
Conference Snapshot

154 participants

Breakout Sessions

**Bootcamp:** Starting a Farmers Market in Michigan, Integration of Social Media and Web-based Marketing, Using Your MIFMA Membership to Enhance Your Market’s Success, Food Safety Regulations and Licensing, Management FUNdamentals

**Advanced:** Farmers Market Placemaking Accomplishments and Lessons Learned, Building a partnership with SNAP Ed Programs in Your Community, Preparing for Managing Transitions in Market Leadership, Wine Sales at Michigan Farmers Markets: Successes and Lessons Learned from the First Season of Implementation, Licensing Cooking Demonstrations and Providing Safe Food Samples at Farmers Markets

**Farmer/Vendor:** Tips for Growing Fresh Berries, The Farmers Market: A Brand Experience, Hoophouse Tomato Production for Early Season Sales, MIFMA Needs You!, Turning Online Fans Into Market Customers

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<th>Bushel Sponsors</th>
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<th>Pint Sponsors</th>
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<td>FAIR FOOD NETWORK</td>
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<td>Michigan State University Extension - Community Food Systems</td>
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The Michigan Farmers Market Association (MIFMA) hosted three farmers markets on the lawn of the Michigan State Capitol in Lansing. The markets were held on Thursday, July 30, August 27 and September 24 from 10:00 a.m. - 3:00 p.m. This year marked the 10th anniversary of Farmers Markets at the Capitol.

Program Highlights

Funding from a Michigan Department of Agriculture and Rural Development Food Safety Training and Education Grant supported cooking demonstrations. The featured recipes were created and demonstrated by Kurt Kwiatkowski, Chef for Michigan State University Culinary Services. Chef Kurt used products available from vendors at the market to create delicious and simple meals. Recipe cards were developed to include food safety tips and are available for download at www.mifma.org/recipe-cards.

The markets also featured physical activity demonstrations sponsored by Lansing Parks and Recreation which included Zumba, belly dancing and hoola-hoops. Just B Yoga provided complimentary yoga lessons at the final market day in September.

Market attendees enjoyed performances from CATA Acts of Culture sponsored by the Capitol Area Transportation Authority (CATA). Performers included Big Boss Blue Band, John Dale Smith Band, and Root Doctor.

Feedback from a Vendor:

“The best part about these markets is the customer appreciation! People commented how they can’t wait for our return. We are proud of our affiliation with MIFMA, and appreciate the commitment and hard work that is made to organize these markets. We appreciate the workshops, information, and special business offers that are extended to us as members.”
Event Snapshot

**July Market**
- 69 vendors
- 14 non-profits and government representatives
- 15 sponsors
- 7,800 shoppers
- $92,000 vendor sales

**August Market**
- 69 vendors
- 12 non-profits and government representatives
- 17 sponsors
- 7,200 shoppers
- $77,000 vendor sales

**September Market**
- 66 vendors
- 13 non-profits and government representatives
- 20 sponsors
- 7,600 shoppers
- $86,600 vendor sales

- **5,794**
  - Michigan residents employed by vendors at the 2015 Farmers Markets at the Capitol

- **$255,600**
  - Estimated vendor sales

- **$20**
  - Average purchase reported by shoppers per market

- **$1,250**
  - Average sales per vendor per market

- **80%**
  - Of vendors rated their sales as above average

- **96%**
  - Of vendors would recommend this event to another vendor

- **57**
  - Miles on average vendors travel to participate

- **2,770**
  - SNAP benefits and Double Up Food Bucks spent at 2015 Farmers Markets at the Capitol

- **22,600**
  - Shoppers

- **$92,000**
  - Vendor sales

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- **2,770**
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The Michigan Farmers Market Association (MIFMA) Market Manager Mentorship Program pairs a market manager new to managing markets or new to accepting Supplemental Nutrition Assistance Program (SNAP) at their market with an experienced mentor. Mentors help mentees overcome obstacles and solve challenges, which can allow farmers markets to more quickly and efficiently increase access to healthy food in underserved communities.

How the program works:

Pairing
Each mentee is paired with an experienced mentor who they can actively reach out to with questions in regard to food assistance programs and/or general market management.

Connections
Mentees have access to their mentor via email or phone to ask basic questions or to discuss concerns and ideas.

Resources
Mentors provide feedback to mentees sharing their own personal experiences and lessons learned and point to helpful resources and references for further information.

Engagement
Mentors and mentees engage in monthly conference calls, hosted and facilitated by MIFMA, to discuss common concerns and questions that arise throughout the season.

Feedback
Mentors visit each mentee’s farmers market at least once to observe the market and provide helpful feedback.

The program has two focus areas and is supported by two funding sources:

• With funding from a USDA Farmers Market Promotion Program grant, the mentorship program supports new farmers market managers with fewer than 3 years of market management experience;

• With funding from the Michigan Department of Health and Human Services, the mentorship program supports farmers market managers in their first year of accepting SNAP benefits at their farmers markets.
Program Highlights

11 market manager served as mentors.

21 mentees were paired with a mentor; 16 in their first year as a market manager and 13 accepting SNAP for the first time.

7 informative monthly conference calls were held from April – November to discuss common questions and issues that arose during market season.

1 Meet and Greet luncheon was held at the Michigan Farmers Market Conference in March to introduce mentors and mentees face-to-face; an important opportunity for building report between market managers in the program.

Feedback from Participants

Half of the mentees believed that the program was very important to their market, while the other half thought it was nice to have as a resource.

Mentees felt that some of the most beneficial parts of the program were having the mentor available to answer questions when they arose and when they shared documentation to use as a template.

72% of mentees would highly recommend the Mentorship Program to a friend or colleague.

One mentor said she felt she helped best by walking her mentee through the day-of-market process and by providing suggestions on organizing and tracking data.

Market managers, including mentors and mentees, share experiences and lessons learned during the 2015 Michigan Farmers Market Conference.

Mentors and mentees meet at the 2015 Michigan Farmers Market Conference Mentorship Meet & Greet Luncheon.
Part of the vision of the Michigan Farmers Market Association (MIFMA) is to ensure that all Michigan residents have access to the fresh, healthy food available at farmers markets. To work toward this vision, MIFMA engages in efforts each year to increase the number of farmers markets that accept food assistance benefits and to support market that do.

In 2015, MIFMA provided the following services to support farmers markets accepting food assistance benefits:

- **Answered questions by phone or email** related to accepting food assistance benefits.
- **Visited farmers markets to observe accepting food assistance benefits and offer feedback.**
- Held an annual webinar titled “Accepting SNAP Bridge Cards at Michigan Farmers Markets” in February with 38 registrants. Members can access a recording of the webinar at www.mifma.org throughout the year.
- Held a **SNAP training and on-site authorization event** at the Michigan Farmers Market Conference in March. As a result of this first-time event, 5 farmers markets and 1 direct-marketing farmer were authorized to accept SNAP.
- Hosted a webinar titled “Supporting Food Assistance at Farmers Markets: Costs, Barriers, Needs and Opportunities” in April with 129 registrants from 26 states. The webinar highlighted results from a study conducted by Growing Hope of Ypsilanti regarding the administrative costs of implementing food assistance programs at farmers markets.
- Included an “Overview of Food Assistance Programs” webinar in the Market Manager Certificate Program.
- Facilitated a **Market Manager Mentorship program** to support farmers market managers who were accepting SNAP benefits at their market for the first time.
- Maintained access to a printed resource manual titled “Accepting SNAP Bridge Cards at Michigan Farmers Markets”.
- Created and distributed **outreach templates** markets can use to promote that their market accepts food assistance benefits.

We could not have done much of this work without the support of the Michigan Department of Health and Human Services (MDHHS). Their support and continued partnership is greatly appreciated.
With support from MDHHS, MIFMA worked in partnership with the Adrian Farmers Market and Promedica Bixby Hospital to plan for and implement a Prescription for Health program during the 2015 farmers market season. This program helped build and strengthen the relationship between health care providers and the local food sector.

The goal was to develop and implement a Prescription for Health program that resulted in the redemption of prescriptions for fresh fruits and vegetables, therefore increasing access and consumption of fresh fruits and vegetables for patients at risk for diet-related diseases.

Overall, $1,350 worth of Prescription for Health tokens were distributed to 30 individuals. Those individuals were referred to Prescription for Health for pre-diabetes, overweight/obesity, and high blood pressure. Nine different health care providers and community partners made referrals to the program.

### Program Highlights

- The Adrian Farmers Market increased its capacity for data collection and began using data to understand trends and customer behaviors. This will be helpful in communicating impact and gaining further community buy-in for the market.
- Prescription for Health had a positive economic impact on market vendors, constituting new sales, and at times making up a significant portion of the market’s daily total sales.
- Participants’ self-ratings of their health between the pre and post surveys increased.

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**Prescription for Health**

With support from MDHHS, MIFMA worked in partnership with the Adrian Farmers Market and Promedica Bixby Hospital to plan for and implement a Prescription for Health program during the 2015 farmers market season. This program helped build and strengthen the relationship between health care providers and the local food sector.

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**Number of Farmers Markets Accepting SNAP Bridge Cards Compared to the Total Number of Farmers Markets in Michigan from 2006 to 2015**

<table>
<thead>
<tr>
<th>Year</th>
<th>Number Accepting SNAP</th>
<th>Total Number</th>
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<tbody>
<tr>
<td>2006</td>
<td>3</td>
<td>150</td>
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<td>2008</td>
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<td>300</td>
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<tr>
<td>2014</td>
<td>150</td>
<td>300</td>
</tr>
<tr>
<td>2015</td>
<td>155</td>
<td>300</td>
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Sydney Debien, MIFMA Food Access Coordinator, and Stacie Dubin, Adrian Farmers Market, talk about the Prescription for Health Program with participants at the program kick-off meeting in August.
Hoophouses for Health is a program designed to increase access to fresh, local fruits and vegetables for vulnerable families while at the same time expanding the season extension capacity of Michigan farmers. The program provides participating farmers with funding to build a new hoophouse on their farm. Farmers “repay” their loan by accepting Hoophouses for Health vouchers from participating families or by providing produce to qualifying schools.

**How It Works**

**Step 1:** Farmers apply to the Michigan Farmers Market Association (MIFMA) to receive funding to build a new hoophouse.

**Step 2:** MIFMA works with community partner organizations, such as Head Start and Great Start Readiness Program agencies, to distribute vouchers to vulnerable families participating in their programming. The Michigan State University Center for Regional Food Systems (MSU CRFS) helps establish a Farm to School relationship between a qualifying school and a participating farmer if desired.

**Step 3:** Families use the vouchers to buy produce from participating Hoophouses for Health farmers at local farmers markets, while farmers also provide produce to schools.

**Step 4:** Farmers submit their vouchers and Farm to School sales records to MIFMA to pay off their “loan.”

**The Result:** Families get access to fresh, healthy, Michigan foods, and farmers get a new hoophouse through a zero-interest, five year “loan” that they pay back in produce instead of cash.

**Hoophouses for Health Benefits:**

- **Farmers**
  - Receive capital for a new hoophouse, inputs and tools
  - Extend their growing seasons
  - Build farm infrastructure, debt-free

- **Families**
  - Receive vouchers to purchase locally-grown produce
  - Gain access to multiple food assistance benefits at farmers markets

- **Farmers Markets**
  - Earn new customers
  - Increase awareness and use of other food assistance benefits

- **Childcare, Preschool, K-12**
  - Receive food assistance vouchers to distribute to families, increasing their healthy food access
  - Receive financial incentives to purchase and serve fresh, local foods
<table>
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<th><strong>Program Snapshot</strong></th>
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<tbody>
<tr>
<td><strong>43</strong></td>
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<tr>
<td>participating farmers</td>
</tr>
<tr>
<td><strong>3</strong></td>
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<tr>
<td>paid off loans</td>
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<td><strong>7</strong></td>
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<tr>
<td>hoophouses built on</td>
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<td><strong>6</strong></td>
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<tr>
<td>farms</td>
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<td><strong>15</strong></td>
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<td><strong>participated</strong></td>
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<td><strong>$78,400</strong></td>
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<td>in total payback achieved in 2015, meaning that the equivalent value of local foods was distributed to vulnerable families in Michigan</td>
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<tr>
<td><strong>$24,400</strong></td>
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<tr>
<td>The total value of Farm to School sales in 2015 was totalling 9,175.5 lbs of food</td>
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<td><strong>$54,000</strong></td>
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<td>in vouchers were redeemed by families at farmers markets</td>
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<td><strong>1,430</strong></td>
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<td>families received vouchers</td>
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<td><strong>22</strong></td>
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<td>in loans distributed to farmers in 2015 to build hoophouses</td>
</tr>
<tr>
<td><strong>11,160</strong></td>
</tr>
<tr>
<td>square feet of growing space, making the total for the life of the program 131,736 square feet</td>
</tr>
</tbody>
</table>

Hoophouses for Health is a collaborative effort between the Michigan Farmers Market Association, Michigan State University Center for Regional Food Systems, and Michigan State University Department of Horticulture. The project is funded by the W.K. Kellogg Foundation.
2015 Annual Revenue = $309,446.84

- Consulting Services: 43%
- Contributions: 1%
- Event Revenue: 25%
- Grants: 21%
- Membership: 10%
- Other: 0%

2015 Annual Expenses = $310,157.31

- Administration and Member Services: 16%
- Fundraising: 0%
- Program Services: 84%

Reflects full 2015 calendar year for all MIFMA activities, including January 1 - June 30 when operating under the fiscal sponsorship of Michigan Food and Farming Systems and from July 1 - December 31 when operating as an independent 501(c)(3) organization.
2015 BOARD OF DIRECTORS

President: Christine Miller, Spartan Country Meats, Fowlerville
Vice-President: Julie Darton, Downtown Saginaw Farmers Market
Secretary: Rebecca Titus, Titus Farms, Leslie
Treasurer: Melissa Harrington, Fulton Street Farmers Market
Chris Broadbent, People’s Food Co-op of Kalamazoo
Michael Finagen, Saline
Randall Fogelman, Detroit Eastern Market
Sharon Ostrowski, ShArKar Farm, China
Lindsey Scalera, Canton
Treasa Sowa, Munising Farmers and Artisans Market and Treasa’s Treasures
Rachel Yeaman, Kalamazoo

STAFF

Dru Montri, Executive Director
Amanda Shreve, Manager of Programs and Partnerships
Samantha Collins, Communications and Events Manager
Emily Beutel, Design and Branding Specialist
Tyler Vuillemot, Hoophouses for Health Program Manager
Sydney Debien, Food Access Coordinator
Yadira Perez, Administrative Assistant

Susan Smalley, Program Evaluator
Dan Hartley, Videographer
Brooke Bauer, Student Assistant
Alexandra Cross, Student Assistant
Lee Ann Viera, Hoophouses for Health Program Student Assistant

COMMITTEE MEMBERS

Advocacy
Chair: Chris Broadbent
Sydney Debien
Nadia Freeman
Cousin Don Hobson
Marcy Bishop Kates
Christine Miller
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Michelle Walk
Kendra Wills

Marketing & Membership
Chairs: Dietrich Bronner & Sher Watkins
Emily Beutel
Samantha Collins
Laura Gillis
Tina Lloyd
Dru Montri
Sharon Ostrowski
Yadira Perez
Joan Reed
RoseAna Twitchell
Lindsey Scalera
The Michigan Farmers Market Association (MIFMA) represents more than 400 members, including more than 200 farmers and food and ag-based businesses who sell at farmers markets. Our membership also consists of more than 130 farmers markets that contribute to the economic viability of more than 3,000 farmers and food and ag-based businesses in Michigan.