MIFMA represents more than 400 members, including more than 200 farmers and small 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, small 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
- 33 Market Manager Mentorship Program participants to strengthen beginning market managers and new SNAP markets
- 145 market managers have been certified since the program’s inception in 2011

**Farmers Markets at the Capitol**
- 10 years of Farmers Markets at the Capitol
- $255,600 total sales reported by vendors
- 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
- $78,409.71 in Hoophouses for Health vouchers redeemed by vulnerable families at farmers markets and through farm to school sales
- $1,350 in Prescription for Health tokens distributed to 30 individuals in Adrian Pilot program
2015 MIFMA Highlights

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, 1 student intern (unpaid), 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).

A Policy Voice

• 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 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 and other direct-marketing outlets.

MIFMA thanks its 2015 Funders and Sponsors:

Funders

• Fair Food Network
• 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 via the W. K. Kellogg Foundation

Sponsors

• Advanced Insurance Markets Ltd.
• Birds & Beans, LLC
• Blue Care Network
• Capitol Area Recycling
• 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
• Mouse Trap Mobile
• 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
• Sparrow Health Systems
• USDA Rural Development

#farmersmarketsmi

Visit www.mifma.org to see the full MIFMA 2015 Annual Report