The Michigan Farmers Market Association (MIFMA) represents more than 500 members, including more than 140 farmers markets and more than 230 farmers and food and ag-based businesses who sell at farmers markets.

### Professional Development
- **181** attended the Michigan Farmers Market Conference
- **41** Market Manager Certificate Program participants, resulting in **186** certified market managers since 2011
- **64** Market Managers joined MIFMA webinars to learn market management strategies
- **28** Market Manager Mentorship Program participants to strengthen beginning markets and markets new to accepting the Supplemental Nutrition Assistance Program (SNAP)

### Farmers Markets at the Capitol
- **25** Michigan counties represented by vendors
- **21,500** estimated total shoppers
- **431** acres cultivated by farm-based businesses selling at these events
- **$225,000** estimated total vendor sales
- **84%** of shoppers surveyed said it was very important to them to support Michigan businesses and products at these markets

### Food Access at Farmers Markets
- **157** of Michigan’s 300 farmers markets accepted SNAP
- **55** Michigan farmers markets visited by MIFMA staff to observe and advise on accepting food assistance benefits
- **$118,100** in Good Food distributed to vulnerable families through Hoophouses for Health at farmers markets and through Farm to School sales
- **7** Food Navigators at 6 Michigan farmers markets helped shoppers use SNAP with participating vendors
2016 MIFMA Highlights

Our Growing Team

- MIFMA welcomed six new team members: Emily Syrja, Office Administrator; Rebekah Faivor, Hoophouses for Health Program Manager; Amy Freeman, Hoophouses for Health Outreach Coordinator in Flint; Rebecca Pena, Food Access Student Assistant; Michelle Gagliardi, Special Projects Associate; and Chuck Grinnell, Farmers Market at the Capitol Manager.
- Our team included 4 full-time staff, 2 part-time staff, 2 student assistants and 11 regular contractors, increasing our capacity as an organization to create a thriving marketplace for local food and farm products.

Innovative Programs

- An innovative new Food Navigator Pilot placed 6 Food Navigators in 7 farmers markets located in communities with a large portion of families using food assistance.
- Hoophouses for Health explored electronic distribution and redemption through a pilot in Flint.
- Food safety education promotion through social media reached nearly 500,000 consumers through a partnership with 12 farmers markets around the state.

National Exposure

- MIFMA staff presented on MIFMA and our work at the following events:
  - Missouri Farmers Market Conference
  - National and regional USDA FNS partner meetings
  - National Farm to Cafeteria Conference in WI
  - Women in Sustainable Agriculture Conference in OR
- Dru Montri, MIFMA Executive Director, continued to serve on the Farmers Market Coalition Board, participating in farmers market conversations at a national level.

Thank You to Our 2016 Funders, Sponsors and Members:

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

Sponsors
- Advanced Insurance Markets, Ltd.
- Birds and Beans, LLC
- Blue Care Network
- Capital Area Transportation Authority (CATA) Clean Commute Options Program
- Fair Food Network
- Food Bank Council Of Michigan
- Fraleigh Law Firm, PLLC
- Goldman Sachs 10,000 Small Businesses
- GreenStone Farm Credit Services
- Intu Speciality Teas
- Lambert, Edwards & Associates
- Lansing State Journal
- Michigan AgriTourism Association
- Michigan Department of Agriculture and Rural Development
- Michigan Department of Environmental Quality
- Michigan Department of Natural Resources
- Michigan Farm Bureau
- Michigan Fitness Foundation
- Michigan Restaurant Association
- Michigan Townships Association
- Michigan Vegetable Council
- Michigan State University (MSU) Center for Regional Food Systems
- MSU Extension
- MSU Federal Credit Union
- Reverie
- Shinberg Insurance
- Small Business Association of Michigan
- Sparrow
- Taste the Local Difference

Visit www.mifma.org to see the full MIFMA 2016 Annual Report

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