



2016 Food Access Year-End Meetings

Monday, November 14, 2016

10:00 a.m. to 2:00 p.m.

University Center Gaylord

80 Livingston Blvd, Gaylord

Thursday, November 17, 2016

10:00 a.m. to 2:00 p.m.

Griswold Auditorium

401 Hubbard St, Allegan

- 10:00 a.m.** *Welcome & Introductions*
Check In Question: What were your market's greatest accomplishments this year and/or what market milestones did you celebrate in 2016?
Sydney Debien, *MIFMA*
- 10:30 a.m.** *Food Assistance Programs: A State and National Context*
Amanda Shreve, *MIFMA*
A brief presentation on the status of food assistance programs on a state and national level and discussion of any changes to take place for the 2017 market season.
- 10:45 a.m.** *Increasing the Number of Farmers Markets Accepting SNAP: An Assessment of Barriers, Needs and Opportunities*
Michelle Gagliardi, *MIFMA*
- 11:00 a.m.** *Morning Break*
- 11:15 a.m.** *Overview of the Food Navigator Pilot*
Sydney Debien, *MIFMA*
- 11:30 a.m.** *Double Up Food Bucks: 2016 Impacts & Lessons Learned*
Elissa Trumbull, *Fair Food Network*



12:00 p.m. *Lunch and Networking*

12:45 p.m. *Networking and Roundtable Discussions*

In small groups, participants will discuss the following questions:

- **MIFMA's assessment of farmers markets not yet accepting SNAP identified main barriers: (1) time to implement, (2) budget for resources and (3) perceived lack of customer demand.**
 - How did your market overcome these barriers?
 - What can be done to help other markets overcome these barriers?
- **Since 2009, the Double Up Food Bucks program has been expanding the buying power of SNAP recipients shopping at farmers markets, and in turn has helped grow markets all across the state.**
 - In what ways has Double Up helped your market grow?
 - How can we ensure that the Double Up program continues to operate at your market and grow food access in your community?
- **Consumer outreach continues to be vital to growing SNAP redemption at farmers markets.**
 - What can MIFMA and other partners do at a statewide level to promote farmers markets that accept SNAP?
 - What tools and/or resources do you need to promote within your own community that your farmers market accepts SNAP?

1:45 p.m. *Check-Out Question*

In 2017, what can MIFMA do to help further your market's food access initiatives?

2:00 p.m. *Adjourn*

2:00–2:30 p.m. *Technology Options for Managing the Double Up Food Bucks program*

Optional Discussion for Double Up Food Bucks Participants

Markets participating in the Double Up Food Bucks program are welcome to stay to participate in additional discussion about some of the challenges and opportunities with transitioning from token-based implementation to electronic incentives, including updates about existing pilots in the state and questions, ideas, and concerns about how technology meets the needs of your market, vendors, and customers.



[#FarmersMarketsMI](#)



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