









2018 Michigan Farmers Market Conference Schedule Cultivating Community at Farmers Markets






Tuesday, March 7

Time	Room	Topic	
8:00 – 9:00 a.m.	Atrium	Registration	
9:00 – 9:30 a.m.	Auditorium (Rm 1200)	Conference Welcome	
9:30 – 10:30 a.m.	Auditorium (Rm 1200)	Keynote Speaker and Title TBA	
10:30 – 10:45 a.m.	Atrium	Morning Break	
Time	Room	Track	Topic
10:45 – 12:00 p.m.	A155	Beginning Market Managers	Starting a Farmers Market in Michigan
	<i>Session Description:</i> Farmers markets are unique, place-making entities that cultivate community connections around local food. If you are in the early phases of starting a farmers market, this session is for you! The session will set you up for success with planning, budgeting, operations and management.		
	A149	Advanced Market Managers	Farmers Market Metrics and Economic Impact Studies
	<i>Session Description:</i> Farmers markets are universally acknowledged as economic generators for a local community, but how do we begin to quantify and report on their economic impact? Join this session to learn about MIFMA's efforts to create a culture of data collection in Michigan and how an online metrics portal is being piloted to support this strategy.		
 <i>Qualifies for Market Manager Certificate Program (MMCP) Professional Development Hours</i>			
12:00 – 1:00 p.m.	Conservatory	Lunch	
<p>MIFMA is committed to supporting businesses that source ingredients grown, produced and/or processed in Michigan. We believe our food should reflect our mission of supporting thriving local food systems and have chosen food providers to reflect that mission.</p>			
Time	Room	Track	Topic
1:00 – 2:15 p.m.	A155	Beginning Market Managers	SNAP Point of Sale Devices and State Funding
	<i>Session Description:</i> Technology to process EBT Bridge Card transactions is imperative to a market's ability to accept Supplemental Nutrition Assistance Program (SNAP) benefits, but accessing this technology can often be confusing and expensive. Attend this session to learn about a new opportunity to access wireless equipment to process SNAP transactions at no cost to your market, funded by dollars allocated in the 2018 State of Michigan budget which MIFMA secured through its advocacy work.		
 <i>Qualifies for MMCP Professional Development Hours</i>			

	A149	Advanced	Market Management Software Options Panel
	<p><i>Session Description:</i> Vendor applications, market layout, and documenting paid vendor fees – oh my! As a market manager with a wide array of responsibilities, you may be seeking tools to streamline market management and record keeping. Join this session for an overview and comparison of a few of the most popular software tools for managing farmers markets.</p> <p> <i>Qualifies for MMCP Professional Development Hours</i></p>		
2:15 – 2:45 p.m.	Conservatory & Atrium	Break	
2:45 – 4:00 p.m.	Conservatory	Roundtable Discussions	
<p><i>Discussion Questions:</i></p> <ol style="list-style-type: none"> 1) Recycling and Composting at Farmers Markets- <i>What has your market tried? What has worked and what has not?</i> 2) Pop-Up Storms and Emergency Procedures in Practice- <i>In practice, how and when do you make decisions about cancelling the market? What tools and/or training do you need to be more confident in making these decisions?</i> 3) Food Trucks- <i>When, where and how many? How do you respond to local restaurants that see Food Trucks as competition?</i> 			
4:00 – 4:15	Atrium	Afternoon Break	
4:15 – 6:00 p.m.	Atrium	<p>Engagement and Networking Session</p> <p>Visit with conference exhibitors and network with other attendees, MIFMA staff and resource professionals during this session.</p>	
6:00 – 8:00 p.m.	Conservatory	<p>Conference Social</p> <p>Join MIFMA for networking and dinner in the Conservatory. This open-house-style event is open to all conference attendees, MIFMA members and guests. Registration is required.</p>	

Wednesday, March 8

Time	Room	Topic	
8:00 – 8:30 a.m.	Atrium	Registration	
8:30 – 9:15 a.m.	Auditorium (Rm 1200)	MIFMA Annual Meeting	
9:15 – 9:30 a.m.	Atrium	Morning Break	
Time	Room	Track	Topic
9:30 – 10:45 a.m.	A155	Beginning Market Managers	Food Safety at Farmers Markets: MDARD Licensing and Regulations
	<p><i>Session Description:</i> What food safety rules and regulations apply to farmers markets and/or vendors? What licenses or inspections should vendors have to sell different products, and how do they get them? Hear directly from the Michigan Department of Agriculture and Rural Development (MDARD) about the regulations in place to ensure food safety at farmers markets and what vendors need to do to comply with these regulations.</p> <p> <i>Qualifies for MMCP Professional Development Hours</i></p>		
	A149	Advanced	Developing an Evaluation Strategy and Crafting Useful Surveys
<p><i>Session Description:</i> Evaluation results can be invaluable to long-term planning and informing growth strategies for your farmers market, but how do you get those results? Attend this session for evaluation 101 including how to develop an evaluation strategy and craft a survey that gathers data to meet your needs and what to do with the data once you have it. Have an evaluation tool you have or are considering using? Bring it with you for discussion and feedback!</p> <p> <i>Qualifies for MMCP Professional Development Hours</i></p>			
10:45 – 11:15 a.m.	Atrium	Morning Break	
Time	Room	Track	Topic
11:15 – 12:30 p.m.	A155	Beginning Market Managers	Managing Your Time: Strategies for Market Managers
	<p><i>Session Description:</i> When you wear multiple hats and have a variety of responsibilities, how you manage your time in a way that prevents you from being buried? Spend a few minutes with an expert to learn strategies for managing your time as a market manager for maximum efficiency and personal and professional sustainability.</p> <p> <i>Qualifies for MMCP Professional Development Hours</i></p>		
	A149	Advanced	MDARD Inspector Visits: Findings and Next Steps
<p><i>Session Description:</i> MDARD Food Safety Inspectors visit a large number of farmers markets each year. Attend this session to hear reflections on the common observations from these inspections and strategies for addressing emerging issues in managing food safety at Michigan farmers markets. Take what you learn back to your market to review through a food safety lens and to prepare for your next inspection.</p>			

	 <i>Qualifies for MMCP Professional Development Hours</i>		
12:30 – 1:30 p.m.	Conservatory & Atrium	Lunch	
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12:30 – 1:30 p.m.		Market Manager Mentorship Program Meet & Greet	
		Those participating in the 2018 Market Manager Mentorship Program will gather for introductions and program information.	
Time	Room	Track	Topic
1:30 – 2:45 p.m.	A155	Beginning Market Managers	Conducting Food Demonstrations at Farmers Markets
	<i>Session Description:</i> Cooking demonstrations have emerged as a favorite strategy for implementing nutrition education at farmers markets. This session will elevate best practices for conducting a cooking, freezing or canning demonstration and provide an overview of how to conduct safe, properly licensed cooking demonstrations.		
	 <i>Qualifies for MMCP Professional Development Hours</i>		
	A149	Advanced	Visual Story-telling
	<i>Session Description:</i> If a picture is worth a thousand words, how can you use visual tools to tell the story of your farmers market and the farmers and small businesses it supports? Exploring visual story-telling in this session will help prepare you to harness the impact of this emerging marketing strategy.		
	 <i>Qualifies for MMCP Professional Development Hours</i>		
2:45 – 3:15 p.m.	Auditorium (Rm 1200)	Afternoon Break	
Time	Room	Track	Topic
3:15 – 4:30 p.m.	A155	Beginning Market Managers	Partnering to Host Creative Activities at Farmers Markets
	<i>Session Description:</i> One of the best ways to showcase how community is cultivated at farmers markets is by engaging partners in implementing activities at your market. Stop reinventing the wheel when it comes to activities at your farmers markets and put partnerships in the driving seat!		
	 <i>Qualifies for MMCP Professional Development Hours</i>		
	A149	Advanced	Crafting Public Comments
	<i>Session Description:</i> At all levels of government and throughout many institutions, the opportunity for constituents to provide comments during the decision making process is a cornerstone of civic engagement. When you're passionate and informed about an issue, how do you craft and deliver public comment, either written or verbally, that will be most effective in conveying your message. Before you take your 3-5 minutes in the spotlight, join this session to illuminate these important strategies.		
	 <i>Qualifies for MMCP Professional Development Hours</i>		

4:30 – 5:00 p.m.		Conference Closing
3:30 – 6:30 p.m.		<p style="text-align: center;">Visit the Allen Farmers Market</p> <p>The Allen Farmers Market has moved into the Allen Market Place space for the colder months. Before you leave the Lansing area, we encourage you to visit the market, shop from local vendors and observe the food hub space including the commercial kitchen. The market is located at 1629 E. Kalamazoo in Lansing.</p>