The Michigan Farmers Market Association (MIFMA) represents nearly 500 members, including more than 140 farmers markets and more than 210 farmers and food and ag-based businesses who sell at farmers markets.

Annual Report

The tenth birthday of the Michigan Farmers Market Association (MIFMA) in April of 2017 created a celebratory and reflective atmosphere for the association which lasted all year long. Our board, staff, members and partners joined the celebration to acknowledge past and present accomplishments and to explore future opportunities.

The Michigan Farmers Market Association (MIFMA) advances farmers markets to create a thriving marketplace for local food and farm products.

Our team also travelled across the country to states such as Colorado, Hawaii, Indiana, Kentucky, and Oregon to spread the word about MIFMA’s programs and accomplishments and to gather with national partners to advocate for policies that support our work and our members.

All of the miles and hours are worth it when you consider the successes we were able to achieve in 2017, including securing $500,000 in the State of Michigan budget to provide no-cost, wireless point of sale devices to farmers markets and direct marketing farmers accepting SNAP, simultaneously expanding seasonal extension technology for farmers and access to Good Food for vulnerable Michigan families, and highlighting the connection between health and farmers markets, among many others.

We want to thank all of our members, partners, funders and supporters for helping us to celebrate how far we have come in our first ten years and we invite all of you to join us for the next ten years!

By the Numbers

| 17,500 | More than | shoppers attended the Farmers Markets at the Capitol |
| 240,000 | To generate more than | in sales |
| 83 | For | farmers and small businesses that produce Michigan food and farm products |
| 52 | Individuals from Michigan, Indiana and Illinois recognized by the Market Manager Certificate Program as professionally trained market managers |
| 160 | Farmers markets in Michigan accepting SNAP benefits via the Michigan Bridge Card |
| 200 | Attendees joined the Michigan Farmers Market Conference to celebrate farmers market milestones and learn the latest information about operating farmers markets in Michigan |

FOR THE FIRST TIME

MIFMA recognized two market managers renewing their certification through the continuing education component of the Market Manager Certificate Program.
MIFMA received the 2017 Key Partner Award from Michigan State University Extension in recognition of our help in creating, improving, supporting and/or promoting MSU Extension programs.

Nine experienced market managers served as peer mentors for 14 market managers during their first year managing a market and/or accepting SNAP.

MIFMA partnered with the national Farmers Market Coalition to launch the innovative online Michigan Farmers Market Metrics Portal and piloted data collection and entry across 14 farmers markets.

The Hoophouses for Health program funded construction of 18 new hoophouses on 10 Michigan farms and increased participation in the program to a total of 61 farmers.

Farmers participating in Hoophouses for Health collectively delivered 10,823 pounds of food valued at $44,470 to schools and early childhood food programs and interacted with 1,300 families shopping at farmers markets with vouchers distributed by community partners.

From June to October, Food Navigators interacted with over 7,300 customers in seven markets across the state in order to welcome them to markets and help them feel comfortable utilizing food assistance benefits to increase healthy food access for their families.

Thank You to Our 2017 Funders & Sponsors:

**FUNDERS**
- Fair Food Network
- Michigan Department 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

**SPONSORS**
- Advanced Insurance Markets, Ltd.
- Blue Cross Blue Shield of Michigan and Blue Care Network
- Capital Area Transportation Authority (CATA)
- Capital Region International Airport
- Costco Wholesale
- Fair Food Network
- Foster Swift Collins and Smith PC
- GreenStone Farm Credit Services
- Lansing State Journal
- McLaren Health Plan
- Michigan AgriTourism Association (MATA)
- MDARD
- Michigan Department of Environmental Quality
- Michigan Department of Natural Resources
- Michigan Farm Bureau
- Michigan Fitness Foundation
- Michigan Restaurant Association
- Michigan Vegetable Council
- MSU Center for Regional Food Systems
- MSU Extension
- MSU Federal Credit Union
- Shelving.com
- Small Business Association of Michigan

**Annual Financial Report**

**Revenue:** $786,467

- Consulting & Contracted Services: 9%
- Grants: 58%
- Event Revenue: 1%

**Expenditures:** $726,619

- Compensation: 35%
- Program Expenses: 59%
- Fundraising (0%): 6%