

2018 Food Access Year-End Meetings

Tuesday, November 13, 2018

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

Table Health
818 Red Drive
Traverse City, Michigan 49684

Wednesday, November 14, 2018

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

Chelsea Historic Depot
125 Jackson St.
Chelsea MI 48118

10:00 a.m. Welcome & Introductions

Joe Lesausky, Michigan Farmers Market Association (MIFMA)

Introduce your neighbor:

- Name
- Market/organization
- Unique way they have reached out to food assistance customers

10:30 a.m. Food Assistance Programs: A State and National Context

Joe Lesausky & Amanda Shreve, MIFMA

A brief presentation on the status of food assistance programs on a state and national level and a discussion of any changes to take place for the 2019 market season.

11:15 a.m. Morning Break

11:25 a.m. Roundtable Discussions and Networking Session #1

In small groups, participants will discuss the following questions:

Over the past one to two years, many farmers markets throughout the state of Michigan have seen a decline in the use of food assistance benefits. What trends are you seeing at your market that are affecting food assistance usage, and what can be done in your community or at a regional level to reach food assistance clients, and invite them to your market?

12:00 p.m. Lunch and Networking

12:45 p.m. Double Up Food Bucks

Kellie Boyd, Fair Food Network

1:15 p.m. Roundtable Discussions and Networking Session #2

In small groups, participants will discuss the following questions:

One of the goals of Fair Food Network for the 2019 season is to increase Double Up Food Bucks spending at farmers markets. How do we increase spending? What resources could help your market better promote Double Up Food Bucks in your community?

1:45 p.m. 2019 Next Steps & Reminders

Joe Lesausky, MIFMA

Reminder of upcoming events, and things to look forward to in 2019. Check Out Question: What one new things are you interested in doing in 2019?

2:00 p.m. Adjourn



Michigan
**Farmers
Market**

A S S O C I A T I O N



#FarmersMarketsMI

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