

Michigan Farmers Market Association Advocacy

The Michigan Farmers Market Association (MIFMA) is a statewide, member-based association with a mission to advance farmers markets to create a thriving marketplace for local food and farm products. We represent more than 420 members, including more than 160 farmers and food and ag-based businesses that sell at farmers markets, as well as more than 130 farmers markets that contribute to the economic viability of more than 3,000 farmers and food and ag-based businesses.

To accomplish this mission, we must be advocates for our members. We support and advocate for policies at the local, state, and national levels that expand opportunities for direct marketing farmers and businesses, support the farmers market industry, contribute to vibrant communities, increase access to food and farm products, and sustain the environment.

We advocate for:

- Policy initiatives that advance and improve farmers markets in order to:
 - increase the awareness and consumption of value-added products that highlight Michigan's diverse agricultural industry
 - enable food entrepreneurs to use Michigan grown and produced products
 - create new opportunities for promoting farmers markets, food and ag-based businesses and Michigan grown and produced products
- Initiatives, including food assistance programs, that ensure access to fresh, nutritious, local foods available at Michigan farmers markets

We advocate by:

- Increasing member engagement with, and participation in, our advocacy efforts
- Supporting and empowering our members in their own advocacy efforts
- Providing training and technical assistance to our members that equips them with the skills they need to be effective advocates
- Working with organizations and supporting coalitions that align with our mission
- Hosting the Farmers Markets at the Capitol to raise awareness among state decision makers of the positive impacts farmers markets have all across the state

You can join our efforts by becoming a member of our Advocacy Committee, reading the monthly member newsletter for updates on our efforts, responding to requests for information and support, and making an annual donation to support our organization.

Learn more at www.mifma.org/advocacy.