MICHIGAN FARMERS MARKET ANNUAL CONFERENCE

Envisioning the Next Generation of Thriving Farmers Markets

March 3-4, 2020 | Michigan State University | East Lansing, MI

www.mifma.org
Welcome to the 2020 Michigan Farmers Market Annual Conference: *Envisioning the Next Generation of Thriving Farmers Markets!* We’re excited to see and connect with you. Find a MIFMA team member if you need help or have any questions while you’re here.

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**SOCIAL MEDIA & WI-FI**

If you don’t already, please follow MIFMA on Facebook, Twitter, and Instagram, and use the hashtags #MIFarmersMarkets and #MIFMAConference when sharing your experiences while at the conference!

Free Wi-Fi is available. Connect using MSU Guest 3.0 network.

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**CONTINUING EDUCATION**

Sessions with the star symbol qualify for 1 Professional Development Hour for MIFMA’s Continuing Education program for Certified Market Managers. Learn more at [www.mifma.org/continuinged](http://www.mifma.org/continuinged).

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**NURSING MOTHERS**

We have a space in the MIFMA offices to accommodate nursing mothers. A MIFMA team member will be happy to help you access the space.

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**PRONOUNS**  

She/her/hers, he/him/his, they/them/theirs

You’ll notice something new at the check-in table this year — we’ve created a handy sticker system to indicate what gender pronouns people should use when they refer to you. Common examples include she/her/hers, he/him/his, and they/them/theirs. For more information, please contact MIFMA Operations Director Emily Syrja or visit [lgbtrc.msu.edu/educational-resources/pronouns](http://lgbtrc.msu.edu/educational-resources/pronouns).

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**REFRESHMENTS**

Morning refreshments, afternoon refreshments, lunch, water, tea, and coffee will be provided to registrants on both Tuesday and Wednesday in the lobby.

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**FEEDBACK**

Share your feedback! Take the conference evaluation at [www.mifma.org/conference](http://www.mifma.org/conference).
CONFERENCE SOCIAL EVENT
6:00 – 8:00 PM | Tuesday, March 3 | Red Cedar Spirits

Join us following the last session of the day on Tuesday at Red Cedar Spirits for our annual social event! Michigan-made local food and drinks will be available for purchase.

Red Cedar Spirits is located at 2000 Merritt Road in East Lansing, Michigan. Learn more about Red Cedar Spirits at www.redcedarspiritsdistillery.com. This free event is open to the public, conference registration is not required, and no reservations are required.

ROUNDTABLE DISCUSSION QUESTIONS
10:30 AM – NOON | Wednesday, March 4 | Room 221

Please refer to the following questions during our roundtable session:

1. Has market manager compensation changed for your market in the past year? What factors have influenced these changes? Have the expectations for roles and responsibilities for the market manager changed in conjunction with changes in compensation?

2. What did market managers do in response to the difficult 2019 growing season that helped markets retain and support their farmer vendors?

3. Are your market policies welcoming to new and beginning farmers and ranchers and/or people of color-led small businesses? Has your market done any successful outreach to these groups?

ANNUAL MEETING
1:00 PM – 2:30 PM | Wednesday, March 4 | Auditorium, Room 158

The MIFMA annual meeting will showcase our work over the past year and provide a context for understanding the farmers market community in Michigan. During the meeting, members will elect new members to the MIFMA Board of Directors and vote to determine our 2020 state and national advocacy priorities. The board is instrumental in providing leadership and direction for the association, and our advocacy efforts are driven by this priority-setting process. The slate of candidates and possible advocacy priorities were provided to our members in advance of the meeting by email.
Tuesday, March 3

REGISTRATION 8:00 – 9:00 AM Lobby

CONFERENCE WELCOME 9:00 – 9:30 AM Auditorium, Room 158

KEYNOTE: ENVISIONING THE NEXT GENERATION OF THRIVING FARMERS MARKETS

9:30 – 10:30 AM Auditorium, Room 158

Our panel of experienced statewide leaders chat about what the next 10 years of farmers markets look like and how they plan to move markets forward in the changing food system landscape.

MORNING BREAK 10:30 – 10:45 AM

BREAKOUT SESSIONS I 10:45 AM – NOON

BUILDING A PERMANENT MARKET STRUCTURE  Auditorium, Room 158

Speaker: Ronald Batcher, USDA Agricultural Marketing Service

Ronald Batcher, an architect with the USDA Agricultural Marketing Service, talks about the benefits and pitfalls of building a permanent structure for your farmers market. Learn about resources the USDA can offer markets looking to build a new structure, where markets should look for funding, and why building a structure may not always be your best option.

MEETING WITH PUBLIC OFFICIALS  Room 225

Speakers: Rep. Abdullah Hammoud, Michigan House of Representatives, and Eric Schertzing, Ingham County Treasurer

Who are the public officials in your community and how can you meet with them about your market? Hear from Ingham County Treasurer Eric Schertzing and State Rep. Abdullah Hammoud and learn their perspectives on who to meet with and how to talk to your public officials effectively.

CONSUMER ENGAGEMENT  Room 223

Speaker: Noelle Nachreiner, Michigan Ag Council

Consumer trends show that Michiganders are interested in purchasing locally grown food. This interactive session will discuss how farmers markets can benefit from these trends and provide ways to engage with consumers to enhance their purchasing experience.
LUNCH NOON – 1:00 PM Room 221

MICHIGAN FARMERS MARKETS IN 2020 AND BEYOND 1:00 – 2:30 PM Auditorium, Room 158 ★
Speakers: Amanda Shreve, MIFMA, and Julie Darnton, MSU Extension
As we kick off this new decade, join MIFMA in envisioning what the next generation of farmers markets can/will be like in our state. In this participatory workshop, MIFMA will share information about trends and potential challenges and opportunities and facilitate activities that will help us envision together where the farmers market community in Michigan is headed next!

AFTERNOON BREAK 2:30 – 2:45 PM

LIGHTING ROUND 2:45 – 3:15 PM Auditorium, Room 158
Speakers: Joe Lesausky, MIFMA; Emily Lyons, Midland Area Farmers Market; and Veronica Gracia-Wing, Wolfbrick Farm + Flower Truck
A lightning round is a series of short, exciting presentations about creative things and new ideas in the farmers market sector. Join us to learn how a communications expert tested business and branding ideas to found her own cut-flower business, how the Midland Area Farmers Market has partnered with a bank to process food assistance transactions, and how to build a Legacy Binder for your market.

ASK AN EXPERT: NETWORKING AND CONSULTING 3:15 – 4:30 PM Lobby
Visit with exhibitors, session speakers, and other professionals at our Ask an Expert session! Meet one-on-one with other members of the local food system, get feedback on your marketing materials, update your Find a Farmers Market feature, exchange SNAP tokens, recruit Farmers Market metrics, and learn about other opportunities available to you and your market. Pick up a Networking Passport and collect stamps for an opportunity to win prizes!

HAPPY HOUR 6:00 – 8:00 PM Red Cedar Spirits, 2000 Merritt Road, East Lansing
Join MIFMA staff and board members at Red Cedar Spirits in East Lansing for an informal happy hour. Market managers, farmers and vendors, community partners, speakers and market supporters will be able to meet and network. Locally sourced foods and beverages will be available for purchase.

Wednesday, March 4

REGISTRATION 8:00 – 9:00 AM Lobby

BREAKOUT SESSIONS II 9:00 – 10:15 AM

FRIENDS OF THE FARMERS MARKET Room 216 ★
Speakers: Michelle Primmer, Muskegon Farmers Market, and Sabrina Edgar, Grass Lake Farmers Market
Cultivating consistent financial contributions and volunteer support for your farmers market can be difficult. Some markets have developed “Friends of the Market” groups to help with these important tasks. Come to this session to learn about the different structures and systems markets are using to engage their community as friends of the market.

FARM STRESS: 2019 GROWING SEASON STRESSORS AND RESPONDING TO THEM Room 223 ★
Speakers: Theresa Sisung, Michigan Farm Bureau, and Joanne Davidhizar, MSU Extension + MSU Product Center
This past season presented numerous weather and financial challenges for farmers market growers. As Michigan looks to another unpredictable year, market managers can be a central resource for those looking for support. Michigan Farm Bureau and MSU Extension are here to provide information about the 2019 season, its impacts in the coming year, and how managers can respond to farmers experiencing stress.

HEMP, CBD, AND MARIJUANA AT THE FARMERS MARKET Room 225 ★
Speakers: Gina Alessandri, MDARD Industrial Hemp Program, and David Revore, Revore Law Firm, P.L.C.
With the passage of the 2018 Farm Bill and the legalization of recreational marijuana in Michigan, many farmers markets are wondering if and how hemp, CBD, and marijuana products may be introduced into their market stalls. Come to this session to learn from experts more about these products and the regulations you need to be aware of.
MORNING BREAK 10:15 – 10:30 AM

ROUND TABLES 10:30 AM – NOON Room 221
See page 3 for this year’s roundtable questions.

LUNCH NOON – 1:00 PM Room 221

MIFMA ANNUAL MEETING 1:00 – 2:30 PM Auditorium, Room 158
The MIFMA annual meeting will showcase our work over the past year and provide a context for understanding the farmers market community in Michigan. During the meeting, members will elect new members to the MIFMA Board of Directors and vote to determine our 2020 state and national advocacy priorities. The board is instrumental in providing leadership and direction for the association, and our advocacy efforts are driven by this priority-setting process. The slate of candidates and possible advocacy priorities were provided to our members in advance of the meeting by email.

AFTERNOON BREAK 2:30 – 2:45 PM

BREAKOUT SESSIONS III 2:45 – 4:00 PM

INTRODUCTION TO SYSTEMIC RACISM Room 223
Speakers: Jennifer Douglas, ERACCE (Eliminating Racism & Creating/Celebrating Equity), and Rachelle N. Yeaman, ERACCE
This session will develop shared language for thinking about and discussing systemic racism. We will establish a Community Agreement, explore a Definition of Racism, and then use that lens to look at our own institutions. This session is for people who are new to the ideas of systemic and institutional racism.

ADDRESSING AN INEQUITABLE FOOD SYSTEM:
2020 MICHIGAN GOOD FOOD CHARTER Room 225
Speaker Info: Lindsey Scalera, MSU Center for Regional Food Systems
In this interactive session led by the MSU Center for Regional Food Systems, participants will explore the proposed updates to the Michigan Good Food Charter through two questions: 1. What are the opportunities, questions and challenges markets face in creating equitable and inclusive spaces for shoppers and vendors? 2. How can we shape the charter to support markets, shoppers and vendors in this work?

CLOSING REMARKS AND AWARDS 4:00 – 4:30 PM Auditorium, Room 158
Join us as we wrap up the 2020 Michigan Farmers Market Conference, honor a number of dedicated individuals and look ahead to planned activities throughout the year.
Need help? Look for the directional signs around the building or stop by the registration table in the lobby to ask for directions.
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