

# Bridging the Gap

## Connecting Vulnerable Michigan Families with Local Food and Farmers

### 2014 SNAP Bridge Card Use at Michigan Farmers Markets



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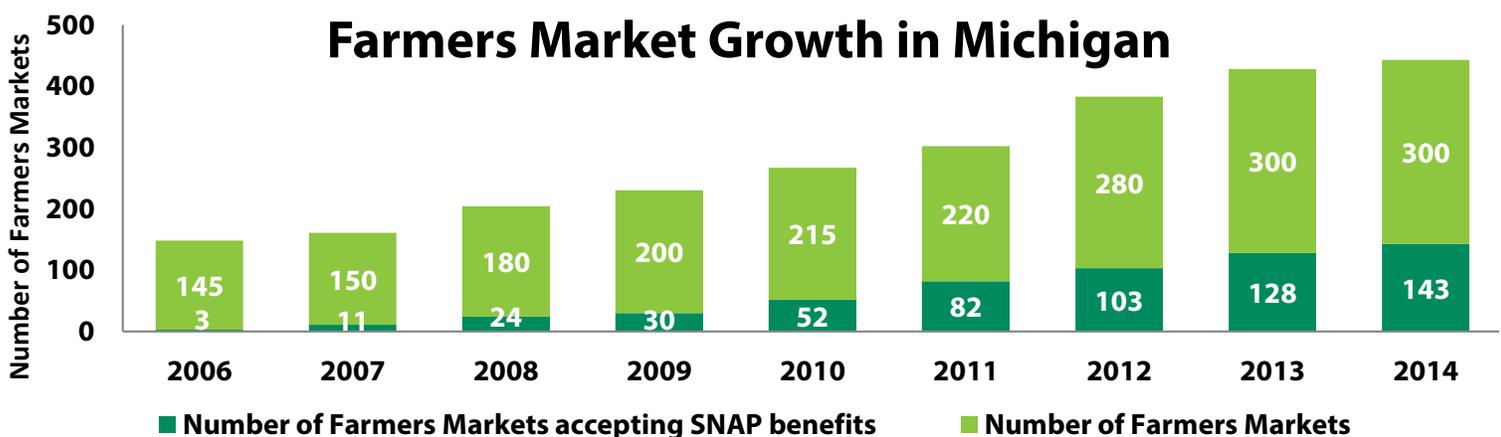


## Michigan ranks 2nd nationally in the number of farmers markets that accept SNAP.

In 2006, only three farmers markets in Michigan accepted Supplemental Nutrition Assistance Program (SNAP) Bridge Cards. In 2014, 143 farmers markets across the state welcomed SNAP benefits via the Michigan Bridge Card as payment for fresh, locally grown foods. In 2014, this effort coordinated and supported by the Michigan Farmers Market Association (MIFMA) resulted in:

- **SNAP Bridge Card transactions worth more than one million dollars**
- **Improved access to fresh Michigan foods for lower income Michigan families**
- **Increased revenue for Michigan farmers**

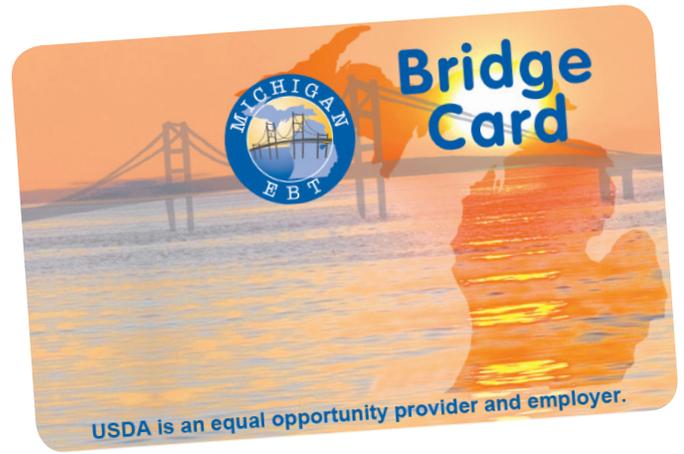
The work engaged hundreds of people across the state and contributed to goals of the Michigan Good Food Charter including that Michigan farmers will supply 20% of all Michigan institutional, retailer and consumer food purchases and 80% of Michigan residents will have easy access to affordable, fresh, healthy food, 20% of which is from Michigan sources by 2020. This report, based on a survey conducted by MIFMA, provides key statistics and illustrations of both accomplishments and challenges to farmers markets' acceptance of SNAP benefits.



## How many SNAP Bridge Card transactions occurred at farmers markets during 2014?

Most (116) respondents provided some feedback about the number of SNAP transactions at their market. **Seventy six farmers markets reported 32,701 SNAP Bridge Card transactions during 2014**, an average of 430 transactions per market and a median of 184 transactions per market. Nearly 1/3 of reported transactions occurred at one very large market. If data from that market were excluded, the average number of transactions per market would be 291 and the median number of transactions would be 136.

These figures significantly understate the number of actual SNAP transactions. Missing from the data are the numbers of transactions from 67 farmers markets including several of the state's larger farmers markets.



## Are SNAP customers new to farmers markets?

One survey question asked the number of SNAP Bridge Card customers who visited the market for the first time during 2014. About 73% of respondents reported that they tracked the number of SNAP customers new to their market, with **75 markets reporting a total of 5,376 new SNAP customers**, ranging from 0 to 706 per market. The average was 72 and the median was 41 new SNAP customers per market.

## What does that mean in dollars?

In 2014, **\$1,099,561 in SNAP Bridge Card sales took place at the 110 Michigan farmers markets** that responded. Sales at individual markets ranged from 0 sales to \$225,038. Mean sales per market were \$9,996 and the median sale figure was \$2,274. This dollar amount is somewhat understated because not all markets responded and one market does not have a centralized redemption system that allows them to track and report SNAP sales at their market. For these reasons, it is likely that 2014 SNAP sales at Michigan farmers markets were at roughly the same level as the 2013 sales of \$1.2 million.

The United State Department of Agriculture (USDA) Food and Nutrition Service (FNS) reports that farmers markets and direct marketing farmers in Michigan in 2014 redeemed a total of \$1,605,811 in SNAP benefits. The USDA FNS figure is different than what is reported by MIFMA because (1) it includes direct marketing farmers that are authorized to accept SNAP in addition to farmers markets, (2) it includes all SNAP retailers in Michigan that are categorized as a direct marketing farmer or a farmers market not just those that voluntarily report to MIFMA and (3) because USDA FNS and MIFMA have different ways of defining a farmers market.

MIFMA defines a farmers market as a public and recurring assembly of farmers or their representatives selling direct-to-consumer food and products which they have produced themselves. In addition, the market may include a variety of vendors as determined by market management. A farmers market is organized for the purpose of facilitating personal connections that create mutual benefits for local farmers, vendors, shoppers and communities.

**140+**

farmers markets  
accepted SNAP

**5,400+**

SNAP recipients used  
their Bridge Card at a  
farmers market for  
the first time

**2,100+**

farmers  
participated

**32,000+**

SNAP transactions

**\$1**

**million+**

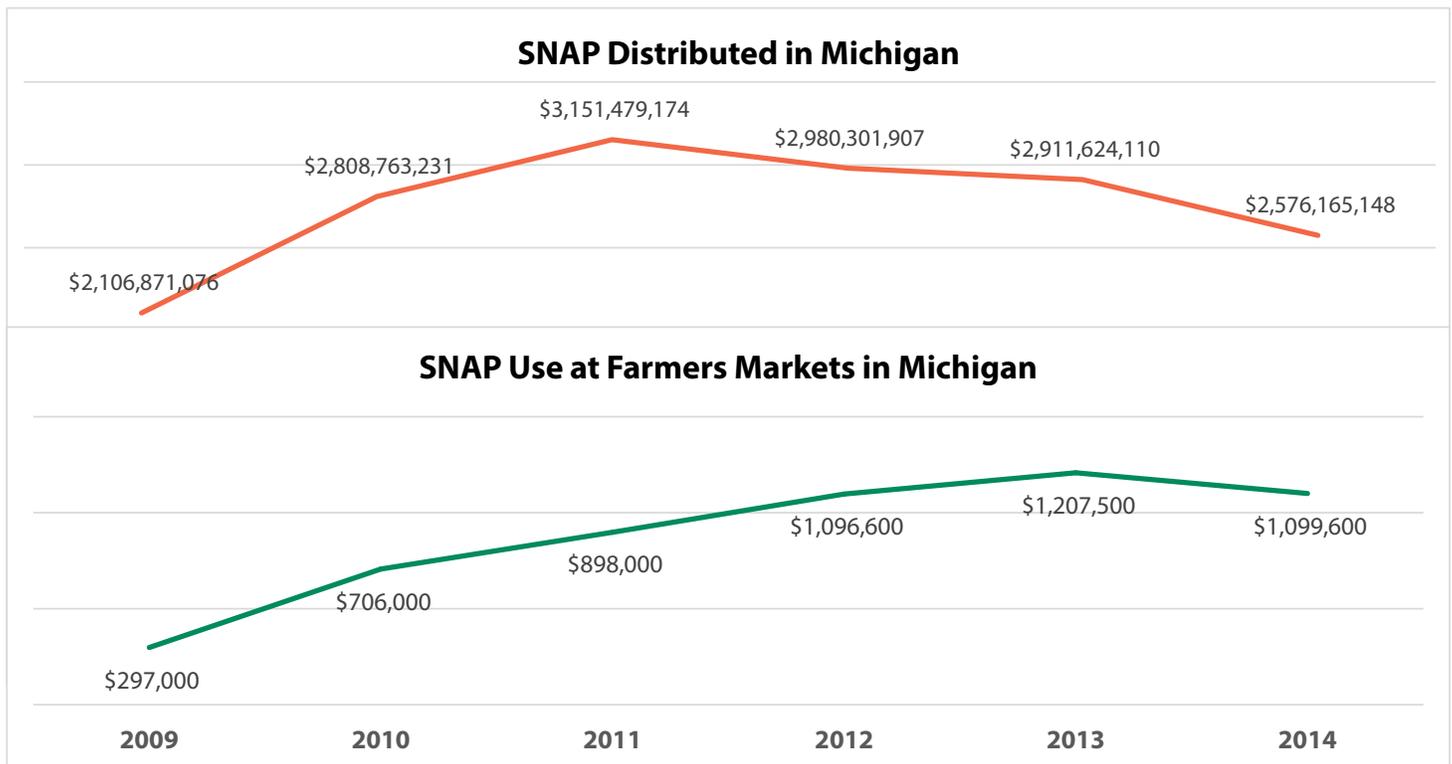
SNAP sales at Michigan  
farmers markets

## How did 2014 sales compare to the past?

Overall, SNAP sales reported by farmers markets were about level in 2014 compared to 2013. The average dollar amount per transaction was up slightly from 2013 to about \$17 per transaction. The average number of transactions per market dropped to 430, compared to 544 in 2013.

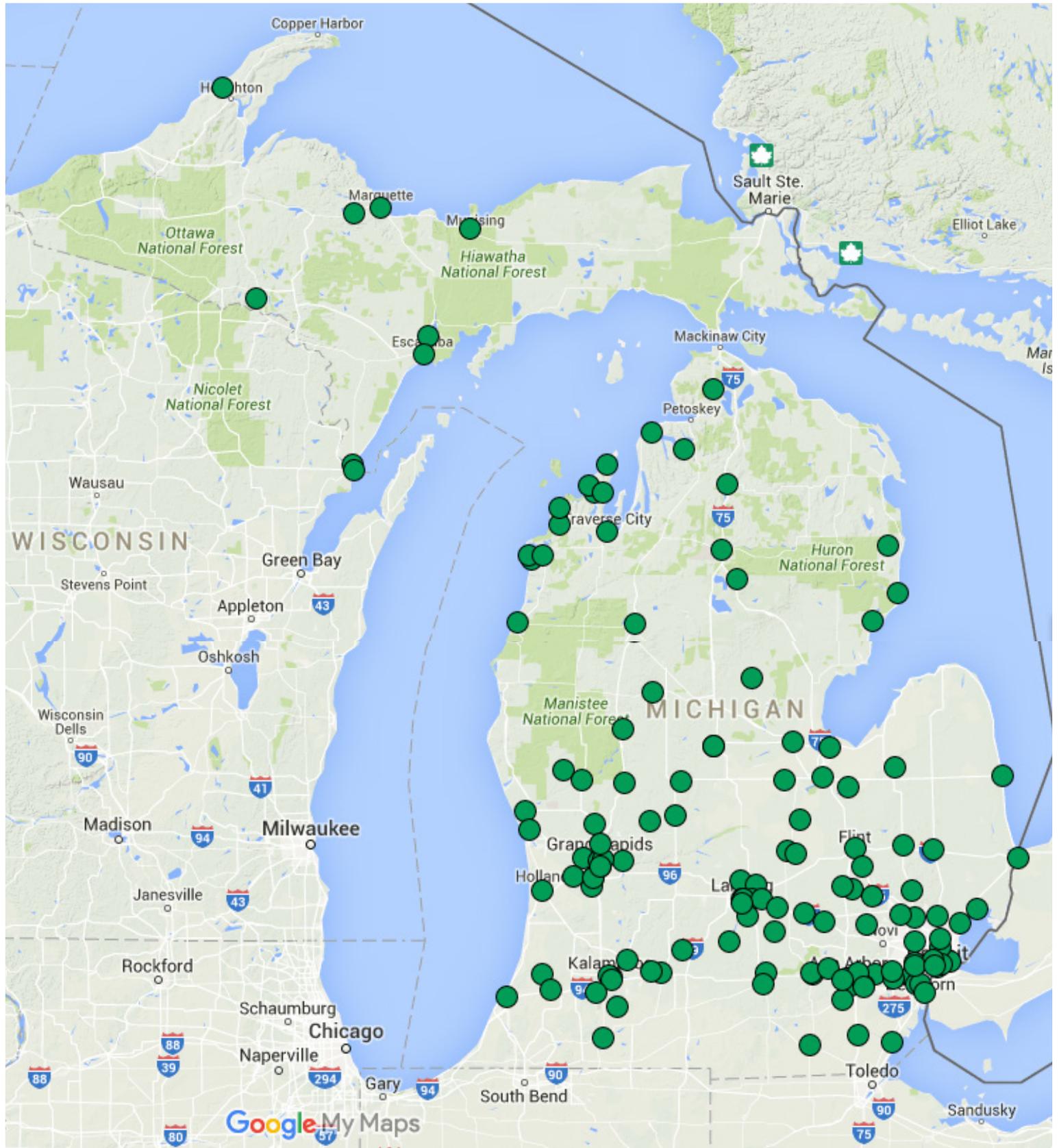
Of the 105 respondents who compared 2014 sales to 2013 sales, 42% reported that SNAP sales had increased, 33% reported that SNAP sales had decreased, 8% reported that SNAP sales had remained stable and 17% lacked data to compare sales. Respondents speculated on many possible reasons for SNAP sales increases including increased marketing and consumer awareness, the Double Up Food Bucks SNAP incentive program, better technology support/systems, effective and welcoming staff members, increased resources, more/different sites, better weather, longer season, and greater product diversity at the farmers market.

Those who reported sales declines attributed the declines to many possible causes: increased competition from other markets, inadequate marketing activity, lack of product diversity or loss of vendors, technology problems, weather, SNAP benefit reductions and construction.



## Where were the farmers markets that welcome SNAP Bridge Card sales?

In 2014, the markets that reported accepting SNAP payment were located in 47 of Michigan's 81 counties (58%) with one to 14 participating markets located in each county. SNAP sales varied greatly from county to county, with greater sales where population is higher.



## How much of the year could SNAP Bridge Card users shop at Michigan farmers markets?

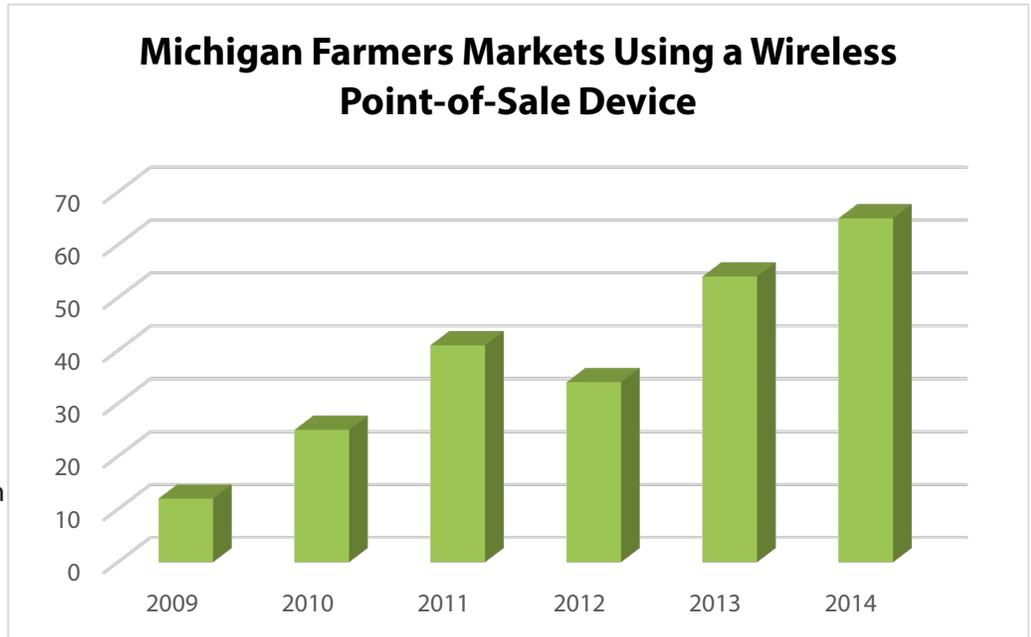
The number of weeks in 2014 during which farmers markets accepted SNAP Bridge Cards ranged from a low of ten weeks to all year long – 52 weeks. The average was 26 weeks, about two weeks longer than in 2013, with many of the state’s seasonal farmers markets open from May or June through October.

## What did farmers markets think about accepting SNAP Bridge Card benefits?

Most markets liked SNAP – a lot! When asked to rate their experience in 2014 with the SNAP Bridge Card program, 81% of the 115 respondents for this item rated their experience positive or very positive, 12% rated it neutral and only 7% rated it negative.

## How did SNAP Bridge Card sales work at farmers markets?

For 2014, 88% of markets reported used an alternative redemption system such as market scrip or tokens to assist their vendors in accepting SNAP Bridge Card payments. They were about evenly split between using central hard-wired systems (45%) and central wireless systems (43%). Ten percent of markets reported that each participating farmer/vendor in their market was equipped with an iOS device using the MobileMarket+ App (These markets, located in Kent County, are part of a pilot project\*). One market operated with each participating farmer/vendor using their own point-of-sale device (not an iOS device).



*\*The Kent County Pilot project is a collaboration between the Michigan Department of Health and Human Services WIC and SNAP Divisions, MIFMA and Fair Food Network. Markets participating in the pilot are testing technology that equips each vendor with a device that can accept multiple food assistance benefits including: SNAP, WIC Cash Value Vouchers, WIC Farmers Market Nutrition Program and electronic loyalty credits for the Double Up Food Bucks program. The pilot program will continue at the current scale for 2015.*



## Who facilitated SNAP responsibilities for farmers markets?

Both paid staff and volunteers made it possible for farmers markets to welcome SNAP Bridge Card customers during 2014. In 69% of markets, the person primarily responsible for accepting food assistance benefits at their market was paid, while in the remaining 32%, a volunteer was primarily responsible. One hundred and twelve markets reported a total of 206 paid and 209 volunteer staff members contributing 3,392 paid hours and 1,088 volunteer hours, 4,479 total hours, each month to the process of accepting SNAP benefits.

At \$23.07 per hour, the U.S. Bureau of Labor Statistics 2014 estimated value of volunteer time in the U.S., those 1,088 volunteer hours are worth \$25,100 per month. With the average market season of 26 weeks or about six months, a conservative estimate of **the value of volunteer time to facilitate SNAP Bridge Card acceptance at Michigan farmers**

**markets during 2014 is \$150,600.** Volunteers are an essential part of the mix for even the markets that pay the primary person. They come from AmeriCorps VISTA, churches, vendors and elsewhere. Such heavy use of volunteers underlines the importance of markets having uniform and written procedures available for all to follow and adequate training for each person involved.

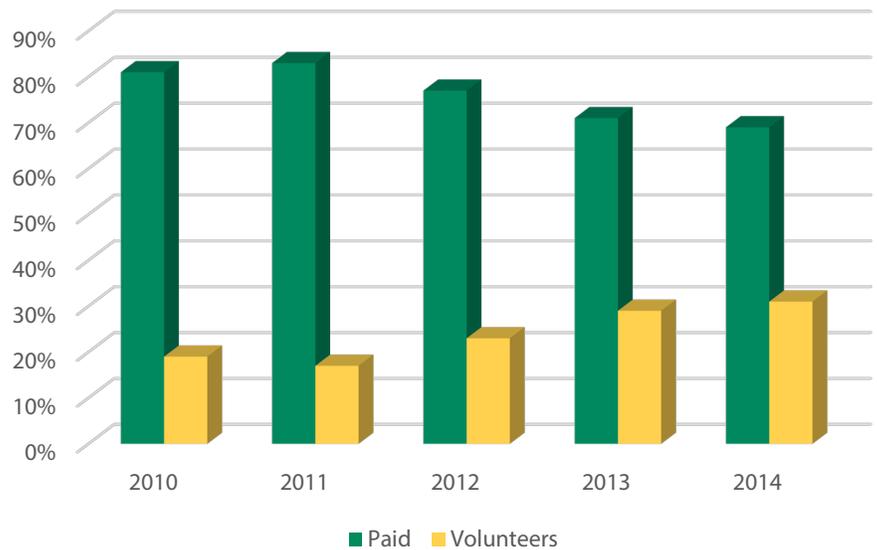
## Why did this take so much time?

For a farmers market to accept SNAP Bridge Card payments, someone(s) must learn to operate and troubleshoot a point-of-sale device, staff that device during each market day, explain to first-time users how the system works, train vendors on how to use the system, secure and manage market scrip or tokens, track each day's sales, pay vendors for their SNAP sales, develop and conduct an effective outreach program to let SNAP customers know that they are welcome, monitor third party processor charges, *and* raise money to support their work year after year. Some of the markets find that once they get past start-up challenges, they can find ways to be more efficient.

## What other forms of payment did farmers markets accept?

Most farmers markets in Michigan accepted several forms of payment beyond cash and checks during 2014. In addition to SNAP Bridge Cards, Market FRESH was most commonly accepted at 86% of the 115 markets that responded to this question. WIC Project FRESH and Double Up Food Bucks were each accepted by 85% of markets. Credit and debit cards were accepted by 44% and 42% respectively. Hoophouses for Health was accepted by 13%. Other forms of payment reported included Power of Produce (kids shopping program), Health RX, Prescription for Health, Fresh Start, Market Bucks/Market Dollars and Market gift certificates.

### Compensation for Individuals Managing SNAP Acceptance at Farmers Markets



## What difference did Double Up Food Bucks make?

Double Up Food Bucks is an incentive program matches SNAP purchases up to \$20 per day at participating farmers markets. Of the markets responding to this survey, 80% participated in Double Up, and they reported a very positive experience. Many markets credited Double Up as a key factor in their increased 2014 SNAP sales and acknowledged the program's assistance with outreach. *The average dollar amount for each consumer SNAP transaction at farmers markets that accept Double Up was \$17, nearly twice the \$9 average consumer SNAP transaction at markets not accepting Double Up.*

## What methods were most effective for markets to reach families that use SNAP?

Markets ranked their five most effective outreach strategies during 2014 as: 1) word of mouth, 2) signs and banners, 3) working with community partners, 4) flyers and posters and 5) social media. Word of mouth gains in importance as markets

develop a history with SNAP and it is no longer a new program. It is important to understand that markets cannot generate word of mouth directly or automatically. It is an outcome resulting from an effective combination of outreach methods PLUS customers' positive experiences using their SNAP benefits at the farmers market.

Signs, banners, posters and flyers provide important on-the-spot reminders, with their design, distribution and placement critical factors in determining their effectiveness. Community partners can help tremendously in generating word of mouth. Many markets have found community partners who are already connected to families who use SNAP. When respondents were asked to identify and list their new or innovative outreach strategies, the range and diversity of community partners was impressive and comprised by far the largest category of strategies. Social media is both affordable and growing in use, however there was little mention of it in the open-ended question about outreach strategies.



## Unique Outreach Ideas from Farmers Markets Accepting SNAP

“ Our market employed an Outreach Assistant from the end of May until the end of June to go door-to-door passing out flyers and to put up posters in local stores. She explained the flyers and the food assistance programs our market accepts. We feel the combination of materials and her in-person interaction worked together better than either strategy would have worked on its own. She also trained interns and volunteers in door-to-door interactions and cultural competency, making their efforts more effective as well.

- Olivia Vigiletti, Growing Hope Market Manager at the Downtown Ypsilanti Farmers Market

“ Our market created a “Dollar Menu” to show how affordable eating fresh produce can be. By using a popular media campaign, we were able to leverage the familiarity of that message to attract new customers that may not have shopped with us otherwise.

- Shane Bernardo, Market Manager, Meldrum Fresh Market in Detroit

Ranked lower were: 6) newspapers, 7) educational events at market, 8) radio 9) website, and 10) market newsletter. Newspapers may provide opportunities for feature articles and even photo coverage in addition to advertising. Newspapers and social media are likely to reach different parts of the SNAP target market, so it makes sense for markets to use both.

Respondents also listed new or innovative outreach strategies that they had tried during 2014. One of those is highlighted in the side bar. The breadth of outreach strategies described create a rich picture of what Michigan farmers markets are doing to reach out to potential SNAP customers.

## How does the Michigan Farmers Market Association (MIFMA) support farmers markets that accept SNAP?

MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support. In order to increase access to farmers markets for vulnerable families in Michigan, MIFMA supports farmers markets that accept food assistance benefits by providing training and technical assistance, facilitating networking among market managers and community partners and performing outreach to food assistance recipients that their benefits can be used at Michigan farmers markets. MIFMA also advocates at the local, state and federal level for policies that support and enhance the ability of farmers markets to increase food access.

Which MIFMA tools and resources for helping support farmers markets' acceptance of SNAP? Respondents were asked whether they had used any of the tools and resources provided by MIFMA. 81% reported using one or more of the tools:

- **43%** used MIFMA's Accepting SNAP Bridge Cards at Michigan Farmers Markets Resource Manual
- **42%** participated in the annual Accepting SNAP Bridge Cards at Michigan Farmers Markets webinar MIFMA hosted on February 14, 2014
- **42%** used MIFMA templates for SNAP Bridge Card outreach (press release, poster, banner)
- **41%** used MIFMA's telephone and/or email technical assistance
- **28%** participated in the Accepting Food Assistance Benefits training at the Michigan Farmers Market Conference hosted by MIFMA on March 4, 2014
- **13%** participated in MIFMA's Market Manager Mentorship Program

*MIFMA staff are knowledgeable and approachable, and the multitude of resources and support they offer is amazing.*

*- Market Manager who accepts SNAP*

## How was the survey conducted?

MIFMA contacted farmers markets across Michigan, inviting all those which accepted SNAP benefits during 2014 to respond to a survey. An invitation was posted on the Michigan Farmers Market listserv and one was emailed to MIFMA's list of markets accepting SNAP. The invitation explained that survey results would help tell the story of Michigan farmers markets' SNAP acceptance and its impact. A link was provided to the web-based survey developed with Qualtrics software.

## Who responded to the survey?

Representatives of 122 farmers markets participated in the survey representing 85% of Michigan farmers markets accepting SNAP. Responding markets are listed in Table 1. Although the number of responses represents most of the Michigan farmers markets that accepted SNAP benefits, many respondents did not answer all of the survey questions.

# What does all of this mean?

Michigan farmers markets are extremely diverse. For many of the indicators included in the report, means, medians and ranges are included in an attempt to show this diversity. It is nearly impossible to portray the “typical” farmers market experience with SNAP; this report attempts to provide a sense of the diversity and to identify some common themes.

Farmers markets in Michigan are national leaders in their acceptance of SNAP benefits and they have worked hard for their leadership position. As the data show, markets continue to grow the program, with benefits to Michigan families, farmers and communities. But significant challenges exist.

## COSTS

There is no question that accepting SNAP costs markets money—money that is extremely difficult for them to find. Many farmers markets in Michigan operate as non-profits or as public entities, and some are operated entirely by volunteers. As SNAP sales increase at farmers markets, the markets attract more customers, and the vendors sell more profits, but that does not translate directly into a larger budget or additional resources to manage the market. It is important to examine ways in which the market as a whole can share in its vendors’ financial success.

## LEADERSHIP

The educational support and coordination that MIFMA provides is also costly, requiring that funds be raised to continue it. Respondents’ comments illustrate how important MIFMA’s leadership has been and will be in the future. Training, one-on-one mentoring, seeking funds, developing materials, creating statewide visibility and speaking on behalf of farmers markets are just a few of the key roles that MIFMA has played to support SNAP in farmers markets.

## TECHNOLOGY

Technology is maturing, but continues to be problematic for some markets, especially those in more rural areas. It can be very expensive, it may not be reliable and most markets represent very small accounts and may find it difficult to get good service. Reliable technology is essential, not only to process customer purchases, but also to facilitate the required recordkeeping.

## STAFFING

Accepting SNAP Bridge Card payments can be a fairly complex program to provide – especially when tasks are shared across a volunteer staff and in markets that manage multiple food assistance programs, each with its own requirements and system. Although some markets enjoy stability in their manager and other helpers, many others are relatively new as markets, not just new to SNAP, and experience many staffing changes.

The paradox, of course, is that the more successful SNAP purchasing at farmers markets becomes, the greater the cost to the markets and to MIFMA in finding the time and dollars to support it. Start-up grants won’t do the trick; sustainable support is needed to continue and expand this important program.

## Table 1: SNAP at Farmers Markets by the Numbers

This chart displays many quantitative indicators that describe and measure progress over the past six years that Michigan farmers markets have accepted SNAP Bridge Cards.

Indicator	2009	2010	2011	2012	2013	2014
Farmers markets accepting SNAP Bridge Cards	26	49	77	95	128	143
Survey responses	26	48	55	90	111	122
Number of counties represented by responding markets	12	20	27	34	49	47
Markets Accepting SNAP for the first year	6	21	31	27	26	10
Year round markets accepting SNAP	6	6	10	10	9	10
SNAP sales at Michigan farmers markets	\$297,078	\$705,969	\$898,194	\$1,096,590	\$1,207,522	\$1,099,561
SNAP sales at first year markets	\$32,488	\$35,645	\$50,030	\$59,477	\$58,534	\$8,801
Percent of SNAP sales at first year markets	11%	5%	2%	5%	5%	1%
Range of SNAP sales per market	\$50 - \$100,000	\$50 - \$246,791	\$17 - \$327,674	0 - \$323,682	0-\$296,404	0 - \$225,038
Average SNAP sales per market	\$12,378	\$17,219	\$11,665	\$12,593	\$10,977	\$9,996
Median SNAP sales per market	\$3,334	\$1,146	\$1,713	\$1,815	\$2,102	\$2,274
Average SNAP sales at first year markets	\$5,4145	\$2,228	\$1,614	\$2.203	\$2,251	\$1,257
Average SNAP sales at experienced markets	\$13,229	\$23,940	\$21,632	\$16,462	\$13,678	\$7,266
Markets reporting a decrease in SNAP sales from previous year	0	3	3	16	39%	33%
Total SNAP transactions	7,335	22,560	51,816	51,399	42,540	32,701
Range of number of transactions per market	33 - 4,175	2 - 11,816	3 - 16,160	0 - 15,953	0 - 14,496	0-10,834
Average number of transactions per market	489	683	1,080	734	544	430
Average number of SNAP transactions at first-year markets	136	134	160	136	151	81
Average number of SNAP transactions at experienced markets	617	1,149	1,631	762	698	449
Average SNAP consumer transaction	\$18	\$16	\$16	\$21	\$16	\$17
Average SNAP consumer transaction at first-year markets	\$16	\$20	\$17	\$18	\$15	\$18

Indicator	2009	2010	2011	2012	2013	2014
Average SNAP consumer transaction at experienced markets	\$18	\$14	\$16	\$22	\$16	\$17
Average SNAP consumer transaction at markets participating in DUFB		\$15	\$16	\$16	\$16	\$17
Average SNAP consumer transaction at markets not participating in DUFB		\$17	\$18	\$20	\$15	\$9
Average number of eligible vendors/market	31	22	27	24	26	22
Percent of eligible vendors participating at responding markets	86%	95%	87%	91%	95%	Did not ask
Total number of eligible vendors at responding markets	517	913	1,405	1,792	2,584	2094 at responding markets
Range of number of eligible vendors/market	10 - 100	2 - 125	5 - 120	2 - 132	2 - 100	1-100
SNAP sales vendor reimbursement frequency						
Weekly	58%	43%	38%	29%	30%	
Every two weeks	26%	20%	32%	28%	32%	27%
Monthly	16%	17%	23%	21%	21%	29%
On demand	5%	11%	4%	10%	4%	21%
Daily	--	--	--	--	5%	4%
Other				10%	8%	3%
						17%
Markets that accept debit and credit in addition to SNAP	58% credit 53% debit	43% credit 48% debit	43% credit 46% debit	45% credit 45% debit	46% credit 43% debit	44% credit 42% debit
Markets using wireless point-of-sale devices	47%	51%	53%	36%	42%	45%
Total time per month reported for accepting SNAP at MI farmers markets		1,715 hours per month	2,947 hours per month	4,065 hours per month: 2891 hours by paid staff 1174 by volunteers	5,635 hours per month: 3960 hours by paid staff 1405 by volunteers	4,479 hours per month 3391 hours by paid staff 1088 by volunteers
Average hours/market spent facilitating SNAP Bridge Card acceptance		43 hours per month	61 hours per month	50 hours per month	48 hours per month	41 hours per month
Range of time/market spent facilitating SNAP Bridge Card acceptance		3 – 280 hours per month	2 – 500 hours per month	2 – 217 hours per month	0 – 420 hours per month	1 – 599 hours per month

Indicator	2009	2010	2011	2012	2013	2014
Percent of people who have primary responsibility for managing SNAP Bridge Card sales who are paid (employees, contractors, etc.)		81%	83%	77%	71%	69%
Average number paid staff/market who help facilitate SNAP Bridge Card sales		1.7	1.9	1.7	1.6	1.8
Average number of volunteers/market who help facilitate SNAP Bridge Card sales		1.4	1.5	1.5	1.5	2.0
Range of paid staff/market who help facilitate SNAP Bridge Card sales		0 - 5	0 - 6	0 - 7	0 - 6	0 - 13
Range of volunteer staff/market who help facilitate SNAP Bridge Card sales		0 - 25	0 - 6	0 - 20	0 - 32	0 - 48
Average time/market spent by paid staff to facilitate SNAP Bridge Card sales		17 hours per month	24 hours per month	35 hours per month	36 hours per month	31 hours per month
Range of time/market spent by paid staff to facilitate SNAP Bridge Card sales		1 - 80 hours per month	1 - 105 hours per month	1 - 175 hours per month	0 - 400 hours per month	0 - 391 hours per month
Average time/market spent by volunteers to facilitate SNAP Bridge Card sales		9 hours per month	14 hours per month	15 hours per month	13 hours per month	10 hours per month
Range of time/market spent by volunteers to facilitate SNAP Bridge Card sales		1 - 60 hours per month	2 - 96 hours per month	1 - 80 hours per month	0 - 200 hours per month	0 - 208 hours per month
Value of volunteer hours spent accepting SNAP Bridge Cards at Michigan farmers markets		\$49,649	\$156,577	\$155,952 (based on \$22.14 * 50 hours/month * 6 months)	\$190,096 (based on \$22.55 * 1405 hours * 6 months)	\$150,600 (based on \$23.07 * 1088 hours * 6 months)
Most effective outreach strategies ranking	1. Signs 2. Word of mouth 3. Newspapers 4. Flyers 5. Working with community partners	1. Signs 2. Working with community partners 3. Word of mouth 4. Flyers 5. Newspapers	1. Signs 2. Word of mouth 3. Working with community partners 4. Print media 5. Newspapers	1. Word of mouth 2. Signs & banners 3. Working with community partners 4. Print media 5. Social media	1. Word of mouth 2. Signs & banners 3. Working with community partners 4. Print media 5. Newspapers	1. Word of mouth 2. Signs & banners 3. Working with community partners 4. Print media 5. Social media

Thanks to the following farmers markets for responding to the MIFMA survey!

**APPENDIX 1: FARMERS MARKETS THAT PROVIDED FULL OR PARTIAL RESPONSES TO MIFMA's 2014 SNAP SURVEY**

Ada Farmers Market	Downtown Saginaw Farmers' Market, Inc.	Kalamazoo Farmers' Market and the 100-Mile Market	Roscommon Village Market
Adrian Farmers Market	Downtown Ypsilanti Farmers Market	Lake Orion Farmers' Market	Saline Farmers Market
Allen Street Farmers Market (Lansing)	Dundee Farmers Market	Lansing City Market	Sara Hardy Farmers Market (Traverse City)
Ann Arbor Farmers Market	East Lansing Farmer's Market	Lapeer Farmers' Market	Shelby Farmers Market
Auburn Hills Farmers Market	Eastside Farmers Market (Detroit)	Lathrup Village Farmers Market	Sheridan's Farmers Market
Bath Township Farmers Market	Eaton Rapids Medical Center Farmers Market	Lincoln Park Farmers Market	South Lansing Farmers Market
Battle Creek Farmers Market Association (Battle Creek & Bellevue)	Edmore Farmers Market	Linden Farmers Market	Southeast Area Farmers' Market (Grand Rapids)
Benton Harbor Farmers Market	Elberta Farmers Market	Manistee Farmers Market	Sowing Seeds Growing Futures Farmers Market (Detroit)
Boyne City Farmers Market	Escanaba Farmer's Market	Menominee Historic Downtown Farmers Market Association	Sparta Farmer's Market
Byron Farmers Market	Evart Farmers' Market	Meridian Township Farmers Market	Spectrum Health Medical Center Farmers Market (Grand Rapids)
Cadillac Area Farmers Market	Fenton Farmers Market	Metro Health Farm Market (Wyoming)	Springfield Farmers Market
Canton Farmers Market	Flint Farmers' Market	Midland Area Farmers Market	Springfield Farmers Market (Davisburg)
Caro Farmers Market	Frankenmuth Farmers Market	Milford Farmers Market	Leelanau Farmers Market Association (Suttons Bay & Lake Leelanau)
Charlevoix Farmers Market	Frankfort Farmers Market	Monroe Farmers Market	Sweetwater Local Foods Market (Muskegon)

*Without their cooperation and support, this report would not have been possible.*

<b>Chelsea Farmers Markets</b>	<b>Fremont &amp; Newaygo Farmers Markets</b>	<b>Mount Clemens Farmers Market</b>	<b>Texas Township Farmers' Market</b>
<b>City of Grand Blanc Farmers Market</b>	<b>Fulton Street Farmers Market (Grand Rapids)</b>	<b>Munising Farmers Market</b>	<b>The Green Market at Allegiance Health (Jackson)</b>
<b>Dearborn Area Chamber/ Dearborn Farmers &amp; Artisan Market</b>	<b>Gaylord Farmers Market</b>	<b>Muskegon Farmers Market</b>	<b>Vantage Point Farmers Market (Port Huron)</b>
<b>Depot Town Farmers Market (Ypsilanti)</b>	<b>Gladwin Farmers Market</b>	<b>New Baltimore Farmers Market</b>	<b>Vicksburg Farmers Market</b>
<b>Detroit Eastern Market</b>	<b>Grand Rapids Downtown Market</b>	<b>NE MI Regional Farm Market (East Tawas &amp; Oscoda)</b>	<b>Warren Farmers Markets</b>
<b>Dexter Farmer's Market</b>	<b>Greenville Farmers Market</b>	<b>Northwest Detroit Farmers' Market</b>	<b>Wayne Farmers Market</b>
<b>Dixboro Farmers Market</b>	<b>Grow Benzie Farmer's Market</b>	<b>Oakland Avenue Farmers Market (Detroit)</b>	<b>Wayne State University Farmers Market (Detroit)</b>
<b>Douglass Farmers' Market (Kalamazoo)</b>	<b>Hemlock Farmers Market</b>	<b>Oakland County Market</b>	<b>Westland Farmers Market</b>
<b>Downtown Allen Park Farmers' Market</b>	<b>Holland Farmers Market</b>	<b>Owosso Original Farmers Market</b>	<b>Westside Farmers Market (Lansing)</b>
<b>Downtown Bay City Farmers Market</b>	<b>Holt Farmers Market</b>	<b>Pellston Farmers Market</b>	<b>Westside Farmers Market (Ann Arbor)</b>
<b>Downtown Big Rapids Farmers Market</b>	<b>Howell's Sunday Farmers' Market</b>	<b>Plainfield Township</b>	<b>Williamston Farmers Market</b>
<b>Downtown Jackson Farmers Market</b>	<b>Hudsonville Farmers Market</b>	<b>Porter School Library Farm Market (Alpha)</b>	<b>Wyandotte Farmers Market</b>
<b>Downtown Marquette Farmers Market</b>	<b>Imlay City Farmers Market</b>	<b>Richland Farmers' Market</b>	<b>YMCA Farmers Market (Grand Rapids)</b>
<b>Downtown Owosso Farmers Market</b>	<b>Jackson Mine Farmers' and Crafters' Market (Negaunee)</b>		

## About the Michigan Farmers Market Association

The Michigan Farmers Market Association (MIFMA) was started in 2006 as a statewide association to promote local food consumption in Michigan by connecting more farmers to consumers through farmers markets. Today, MIFMA works with its membership to maintain its mission and attain its vision.

**Mission:** MIFMA advances farmers markets to create a thriving marketplace for local food and farm products.

**Vision:** MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and that Michigan farmers markets receive policy support.

MIFMA defines a farmers market as a public and recurring assembly of farmers or their representatives selling direct-to-consumer food and products which they have produced themselves. In addition, the market may include a variety of vendors as determined by market management. A farmers market is organized for the purpose of facilitating personal connections that create mutual benefits for local farmers, vendors, shoppers and communities.

MIFMA focuses its efforts in five areas: organizational development, policy advocacy, professional development, marketing and increasing food access.

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