

MARKET MANAGER CERTIFICATE PROGRAM

The Market Manager Certificate Program is a voluntary program designed by the Michigan Farmers Market Association to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers are recognized with a certificate upon completion of the full program. This certificate offers acknowledgement to market organizers and vendors that the market manager is a trained professional.

Program Dates & Times:

The program runs annually during January and February beginning with 2 consecutive days of in-person sessions. Seven webinars are spread across the next month, and are streamed live on weekday evenings. Program presentations conclude the certification process with a final in-person session.

Registration Information:

Certificates will be awarded to individuals who complete the full program, including all course assignments. No make-up classes will be scheduled.

Full Program:

The full program includes 3 in-person sessions and 7 webinars for a total of 32 educational hours.

Cost: \$300

Full program registration closes December 31, 2018. Scholarships may be available. Please contact MIFMA for application details at office@mifma.org or by calling (517) 432-3381.

Individual Webinars:

Anyone may attend webinars. Those attending individual webinars will receive an informative program and supporting resources, but will not receive a certificate. Market managers who have already earned certification may earn one professional development hour toward recertification for each webinar attended. Learn more at www.mifma.org/continuing.

Cost: \$20 for members of MIFMA and Taste the Local Difference. \$50 for non-members.

*Registrations are fully refundable up to 14 days before the event.
No refunds will be given after that date.*



Register online at
www.mifma.org/mmcp or
call (517) 432-3381

MARKET MANAGER CERTIFICATE PROGRAM CURRICULUM

In-Person Sessions:

The Market Manager Certificate Program begins with two, back-to-back day long in-person sessions.

During these sessions, participants will explore:

- Roles and responsibilities of a market manager.
- Mission statements and how to use them to guide your market.
- Market governance structures, stakeholders, and team building to support your market.
- Market policies and tools to develop enforceable market policies that support your market's mission.
- Strategies to resolve conflict and communication styles that can help facilitate difficult conversations and have practiced those strategies.
- Successful vendor recruitment techniques and strategies to ensure the right mix of products and vendors to support your market's mission.
- Cultural competencies for working with diverse populations.

Course Assignments:

In completing the course work for this program, participants will:

- Develop a presentation on a topic relevant to their farmers market that includes a personal profile and a market profile
- Complete quizzes to evaluate comprehension of webinar topics
- Reflect on the lessons learned from this course through the use of online discussion boards
- Practice presenting to an audience about a topic of current relevance to your market

Webinars:

The Market Manager Certificate Program includes 7 webinars streamed live during weekday evenings.

Avoiding Market Downfalls & Planning for Success

Gain an understanding of common reasons why markets fail to thrive and learn the steps your market can take to be prepared for growth and transitions in leadership.

Collecting & Sharing Farmers Market Data

Learn about the critical records needed for market management and understand how to collect, analyze and share that information.

Earning & Managing Financial Support for Your Market

Become familiar with financial record keeping and accountability practices specifically related to farmers markets, learn simple strategies for writing successful grant proposals, and explore ways to earn financial support for your market including vendor fees, fundraising, and sponsorships.

Managing Risk at the Farmers Market

Understand the steps you can take to recognize and evaluate risks, and prepare for emergency situations.

State-Specific Licensing, Regulations & Food Assistance Programs

Become aware of state licensing requirements and regulations that farmers markets and vendors must follow, and learn about food assistance benefits farmers markets can accept and the process.

Developing & Using an Annual Marketing Plan

Understand how to develop and implement an annual marketing plan that will allow you to promote your market to vendors, customers, and community partners.

Developing Plans for Events, Entertainment, & Volunteers

Learn how to plan for events and entertainment, including special licenses required for some promotions and activities. Explore successful volunteer recruitment, management, and recognition.

Accessing Program Materials:

Participants need access to a computer with an Internet connection. Webinars are streamed live via Zoom and recorded for later viewing. Internet access is also required to access Google Classroom, the primary platform used to share class resources, engage in discussions, and complete webinar quizzes.