

EXECUTIVE DIRECTOR NOTE

When reflecting back on 2019, I'm thinking of a sign displayed in my favorite local deli growing up reminding the reader "Life's journey is not to arrive at the grave safely, in a well-preserved body, but rather to skid in sideways, totally worn out, shouting 'Woo hoo, what a ride!'" As we approached the end of a decade, we did not rest on our laurels with comfortable pride in the programs and services MIFMA has provided over the past 13 years; we continued delivering our core services to our members while also speeding through the year trying new things, building momentum, and looking ahead while shouting, "Here we come!"

Some things, like the challenging growing season and our continuous work as proactive leaders for the

Michigan farmers market community, kept us on our toes. Others gave us reasons to celebrate, such as being nationally recognized for our expertise in implementing food assistance programs and connecting our members with 23 different Michigan legislators in one day!

Whether through feast or famine, we jolted toward the end of the decade with passion and enthusiasm for farmers markets and the local food system. Our work is not done, but we turned an important corner at the end of the decade and are excited to run head-on into the next 10 years!

Amanda Shreve
Executive Director

The Michigan Farmers Market Association (MIFMA) represents nearly 500 members, including more than 140 farmers markets and more than 210 farmers and food and ag-based businesses who sell at farmers markets.

OUR MISSION | MIFMA advances farmers markets to create a thriving marketplace for local food and farm products.

2019 MIFMA HIGHLIGHTS

FIRST LEGISLATIVE EDUCATION DAY

Twenty-seven representatives from farmers markets across Michigan gathered in Lansing on May 14, 2019, to meet with legislators and discuss the positive impact that accepting food assistance benefits at farmers markets has on healthy food access throughout the state. During the event, 23 meetings were conducted with legislators from both chambers and both parties. After the event, 88% of participants said they intend to engage with their legislators again. This event was funded by the American Heart Association's Voices for Healthy Kids program and marks the first time MIFMA has received external funding to support our advocacy efforts.

CONFERENCE HIGHLIGHTS RACIAL EQUITY

Since 2015, MIFMA has worked to apply a lens of racial equity and inclusion to all our work. Building the awareness, capacity and aptitude of our board, staff and all of our members to do this work in an authentic way has been a focus of our efforts to date. A plenary session entitled "Welcoming Diversity at Michigan Farmers Markets" was held at the 2019 Michigan Farmers Market Conference and presented by Dr. Quentin Tyler and Katusha Galitzine of the Office of Diversity, Equity and Inclusion within the MSU College of Agriculture and Natural Resources. Over 100 MIFMA members and partners participated in the session, which was the most highly rated component of the 2019 conference.



JULIA A. DARNTON SCHOLARSHIP AWARDED

The first scholarship from the Julia A. Darnton Scholarship fund was awarded in 2019. The scholarship program supports participation in the Market Manager Certificate Program by managers from high-need markets – those who cannot afford the registration fee from their operating budget, and who have been unable to secure local support to attend the training. The program is named in honor of Julia Darnton, an MSU Extension educator who has supported the program since its inception in 2011 and has invested countless hours and immeasurable energy in helping this program become the premier professional market manager certification program in the nation.

APPRECIATION FOR BOARD MEMBER SERVICE

Every great team needs a great coach to provide guidance and encouragement. For MIFMA, that coaching comes from an 11-member board of directors that consists of farmers market representatives, farmers and professionals who serve the farmers market community. This year, tremendous gratitude is owed to the following people for their service to the MIFMA Board of Directors: Lisa Oliver-King, Ruthy Shemanski, Shane Bernardo, Sharon Ostrowski and Stephanie Willette. In particular, we recognize Sharon Ostrowski for six years of dedication to our organization. Sharon has expertly guided our services and programs through her lens as a lifelong family farmer and market vendor, and she has provided unwavering support worthy of her MVP status!



THANK YOU TO OUR 2019 FUNDERS:

- American Heart Association Voices for Healthy Kids
- Capital Crossroads Special Improvement District
- Fair Food Network
- Ohio Farmers Market Management Network
- Michigan Department of Agriculture and Rural Development
- Michigan Department of Health and Human Services
- Michigan State University Center for Regional Food Systems
- National Kidney Foundation
- USDA Agricultural Marketing Service



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mifma.org



2019 BY THE NUMBERS

\$293,980
worth of services provided

42
site visits to Michigan farmers markets

17,440
miles traveled within Michigan

142
Michigan Farmers Market Conference attendees

57
Market Managers certified through the Market Manager Certificate Program

146 Michigan farmers markets accepted SNAP

47 no-cost wireless devices distributed to farmers markets and farmers accepting SNAP

20,300
shoppers attended Farmers Markets at the Capitol



102 vendors attended Farmers Markets at the Capitol

\$2,040 SNAP spent at Farmers Markets at the Capitol



\$10,730 worth of food delivered to schools and early childhood food programs by Hoophouses for Health farmers

9 farmers graduated from the Hoophouses for Health by completing loan repayment

\$72,020 of food sold to families shopping with Hoophouses for Health Market Cards

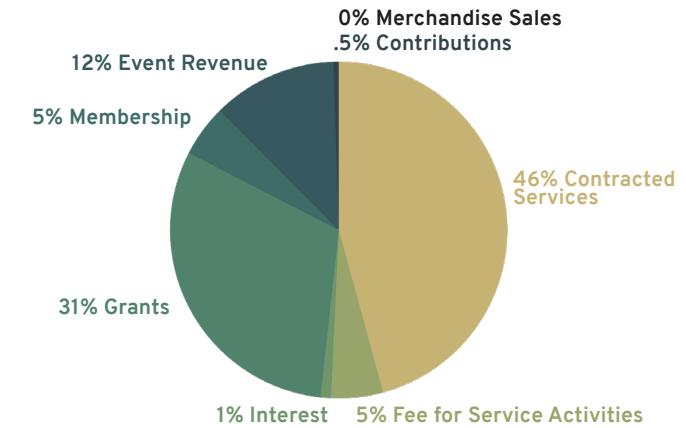


2019 Annual Report



2019 ANNUAL FINANCIAL REPORT

Revenue: \$577,061



Expenditures: \$515,210

