

# 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 acknowledgment to market organizers and vendors that the market manager is a trained professional.



## REGISTRATION INFORMATION:

Certificates will be awarded to individuals who complete the full program, including all course assignments.

Register online at  
[MIFMA.org/MMCP](https://mifma.org/MMCP)  
or call (517) 432-3381

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

## Program Dates & Times:

The 2021 Market Manager Certificate Program will be hosted virtually due to the ongoing pandemic. The program will run from **January 11 to February 25** with twelve webinars spread across the program's duration. Webinars are streamed live on weekday evenings. The certification process will conclude with virtual presentations from full-program participants.

## Full Program:

The full program includes 12 webinars and a final presentation for a total of 32 educational hours. Cost: \$200. Full program registration closes January 4, 2021. Scholarships may be available.

Please contact MIFMA for application details at [jenny@mifma.org](mailto:jenny@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.

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

## Technology Requirements:

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 the platform used to share class resources, engage in discussions, and complete webinar quizzes.

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## Learning Objectives

The Market Manager Certificate Program includes 12 webinars streamed live from 6:00 to 7:30 p.m. EST. on weekday evenings.

### Mission-Driven Market Management: January 11

Learn about the roles and responsibilities of a market manager and how to use a mission statement to guide your market.

### Supporting Diverse, Equitable and Inclusive Farmers Markets: January 18

Explore the tools and skills a market manager needs to lead their market in being an equitable and inclusive space that reflects the diversity of the surrounding community.

### Governance and Market Policies: January 20

Understand the different market governance structures and how to identify and engage market stakeholders. Become proficient in building enforceable market policies that support your market's mission.

### Working with Vendors: Applications, Recruitment, Mix, and Placement: January 25

Learn techniques for successfully recruiting vendors and strategies to ensure the right mix of products and vendors placed within your market.

### Conflict Management and De-escalation: January 27

Understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations, including an introduction to the concept of de-escalation and how it can be applied.

### Avoiding Market Downfalls & Planning for Success: February 1

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: February 3

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: February 8

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: February 9

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

### State-Specific Licensing, Regulations & Food Assistance Programs: February 15

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 for participating in those programs.

### Developing & Using an Annual Marketing Plan: February 17

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

### Planning for Events, Entertainment, & Volunteers: February 22

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

## LEARN MORE OR REGISTER:

<https://mifma.org/for-markets/mmcp/>

## 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 on February 24 or 25