

MIFMA SUPPORTS FARMERS MARKETS SO THEY CAN BE THRIVING MARKETPLACES FOR LOCAL FOOD AND FARM PRODUCTS BY:

ENSURING ACCESSIBILITY FOR THE ENTIRE COMMUNITY

Markets should be easy to get to and navigate within. Choosing and/or creating a location that is accessible by multiple forms of transportation and easy to move throughout ensures access for the entire community.

INCREASING FOOD ACCESS

Markets are key access points for fresh, nutritious, locally grown foods. MIFMA provides essential advocacy, training, and technical assistance to ensure that access extends to recipients of food assistance and nutrition incentive programs.

GIVING VOICE TO FARMERS MARKETS

MIFMA serves on several statewide and national coalitions, advisory boards, and industry groups. Our advocacy ensures that local, state, and federal policies help farms, food businesses, and farmers markets thrive.

CONNECTING MARKETS

Creating a network of markets yields significant results for markets. These powerful connections result in the sharing of information, best practices, resources, data, and the creation of a true farmers market community.

IMPROVING HEALTH

Farmers markets promote active, healthy lifestyles and are venues that strengthen the connection between what we eat and how healthy we feel. Market programs, outreach, and partnerships support the health of Michigan communities.

INCREASING FARM AND BUSINESS VIABILITY

Markets incubate and accelerate businesses. MIFMA advocates for policies that help businesses excel, provides training to be successful in a market setting, and helps markets connect farms and businesses to resources they need.



CELEBRATING PLACEMAKING

Markets serve as gathering places where a community's physical, cultural, and social identities can come together. MIFMA helps markets amplify this sense of place with physical features, events, outreach, and partnerships.

SUPPORTING MARKET MANAGERS

Professionally trained market managers are essential. Through conferences, workshops, webinars, and more, MIFMA provides training and technical assistance to ensure market managers have the skills and capacity they need.

CONTRIBUTING TO THE LOCAL ECONOMY

Thriving marketplaces undoubtedly contribute to the local economy. Measuring and communicating the extent of this impact requires MIFMA to collect and report data and to empower markets to do the same.

PROMOTING INCLUSIVITY

We work to support farmers markets in making authentic connections with diverse cultures and communities. Genuine inclusivity is reflected in welcoming markets that represent the diversity of their communities.