



2020 Annual Report

OUR MISSION

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

LETTER FROM THE EXECUTIVE DIRECTOR

When 2020 began, no one could have predicted that it would be a year full of division and violence, cancellations and chaos, isolation, and the first global pandemic of most of our lifetimes. Out of so many trials and tribulations, a few silver linings did reveal themselves. In response to the pandemic, many states, including Michigan, intentionally declared farmers markets as essential food retail and acknowledged the instrumental role markets play in safely and securely feeding our communities. This acknowledgement was well-deserved and will serve our farmers market community well in the future. Times of crisis also allow leaders to emerge and recognition to be extended to individuals and organizations that provide support and guidance during challenging times. We have heard from many of our members just how valuable

MIFMA's support was to them this past year and how committed they are to remaining engaged in our organization for years to come because of the support they received. 2020 was not an easy year, but we know that farmers, market managers, and MIFMA staff and board members are no strangers to hard work and to overcoming challenges. Together as a farmers market community we remain strong and resilient!

Amanda Shreve,
Executive Director



THANK YOU CHRIS!

We would like to thank Chris Broadbent (far right) for his service on the MIFMA Board of Directors. Chris just completed his sixth and final year. We are grateful for your years of service, and we'll miss you!



BY THE NUMBERS

60+

Farms and vendors from the Farmers Markets at the Capitol promoted virtually

166

Attendees of the Michigan Farmers Market Conference

3 5

Virtual Farm Field Days hosted

New Farm Field Day Guides published

3

Hemp and Marijuana resources published

152

Farmers markets accepted SNAP

41

Farmers and markets requested wireless devices funded by the State of Michigan

36

Market Managers certified through the Market Manager Certificate Program

2020 MIFMA HIGHLIGHTS



550

Hours spent by MIFMA staff helping farmers markets respond to the pandemic



25

New sites supported in the process of accepting SNAP Bridge Card benefits



250+

Registrants for our COVID-19 town hall webinars



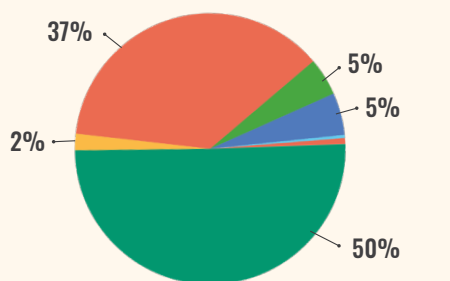
NEARLY

50,000

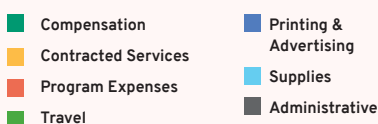
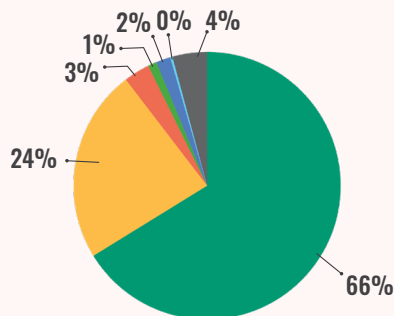
Individuals reached with our "Shop Safely" video campaign across social media platforms and our website

Annual Financial Report

Revenue: \$585,762



Expenditures: \$546,266



Thank You to Our 2020 Funders:

- Fair Food Network
- Farmers Market Coalition
- Michigan Department of Agriculture and Rural Development (MDARD) Food Safety Education Fund Grant
- MDARD Specialty Crop Block Grant
- Michigan Department of Health and Human Services
- Michigan Health Endowment Fund
- National Kidney Foundation of Michigan
- Portage Health Foundation
- USDA Agricultural Marketing Service Farmers Market Promotion Program



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mifma.org



#MIFarmersMarkets
#KnowYourMarket

