

2018 Annual Report



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.

BY THE NUMBERS

Embracing Change and Growth to Strengthen Our Members

It has been said that change is the only constant. In my first year as Executive Director of the Michigan Farmers Market Association, change has felt like our constant companion and driving force. While some changes were expected, others were surprises that tested our resolve and resiliency. All of the changes in 2018 led us to becoming a stronger, forward-thinking organization focused on meeting the needs of our members and embracing our role as a pioneering statewide farmers market association.

Some changes have been quite visible—new faces on our team, new titles reflecting new job descriptions for all our staff, and a refreshed brand and logo. We consider these changes outward signs of our internal adaptation and growth.

Other changes have been happening behind the scenes to build our capacity and guide our direction. In 2018, efforts by the Board of Directors focused on

building our organization's capacity in two key areas: (1) embracing our core value of diversity and unity and examining how that manifests in our work and our programs; and (2) increasing financial sustainability through tangible fund development strategies. These efforts are just getting started and will continue to evolve.

We know our members—especially farmers market managers and the farmers and small businesses that sell at farmers markets—are no strangers to change. We also recognize the change and evolution happening in the food system as local food expands as a focal point for the industry. We embrace these changes and look forward to working with our members to advance farmers markets and keep them at the forefront of the local food movement.

Amanda Shreve,
Executive Director



On average

7,200

shoppers attended each Farmers Markets at the Capitol

To generate more than

\$84,000

in sales per market

For

80

farmers and small businesses that produce Michigan food and farm products

156

attendees of the Michigan Farmers Market Conference

4,350

food safety materials printed and distributed to consumers

12

Prescription for Health programs engaged in a Statewide Learning Network

15,790

miles driven to support MIFMA programs

49

No-cost wireless devices distributed to farmers markets and farmers accepting SNAP

160

Farmers markets in Michigan accepted SNAP benefits via the Michigan Bridge Card

25

market managers recognized by MIFMA, newly certified through the continuing education component of the Market Manager Certificate Program.

2018 MIFMA Highlights



BUILDING THE MIFMA TEAM

Amanda Shreve, Executive Director
Emily Syria, Operations Director
Michelle Gagliardi, Programs Director
Diane Huhn, Communications & Membership Manager
Joe Lesausky, Food Access Manager
Josh Prusik, Professional Development Manager
Lee Ann Viera, Hoophouses for Health Student Assistant
Jenny Radon, Operations Student Assistant
Chris Merchant, Professional Development Student Assistant

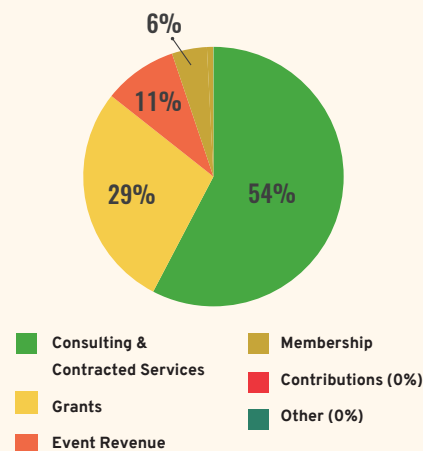
Farmers participating in Hoophouses for Health collectively delivered **9,264 pounds of food valued at \$34,170** to schools and early childhood food programs and sold **\$91,282** worth of food to families shopping at farmers markets with incentives distributed by community partners.

From June to October, Food Navigators interacted with over **8,200 customers in five markets across the state** in order to welcome them to markets and help them feel comfortable utilizing food assistance benefits to increase healthy food access for their families.

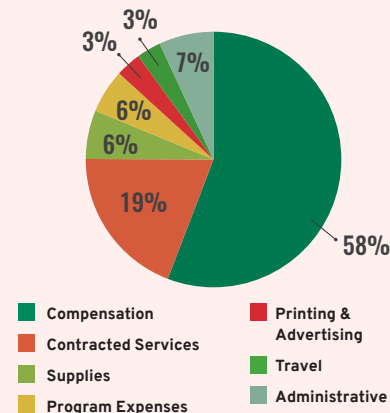


Annual Financial Report

Revenue: \$570,445



Expenditures: \$537,037



Thank You to Our 2018 Funders and Sponsors:

FUNDERS

- Fair Food Network
- Michigan Department of Agriculture and Rural Development (MDARD) Food Safety Training and Education Grant
- MDARD Specialty Crop Block Grant
- Michigan Department of Health and Human Services
- Michigan Fitness Foundation
- Michigan State University (MSU) Center for Regional Food Systems and the W. K. Kellogg Foundation

SPONSORS

- Advanced Insurance Markets, Ltd.
- Blue Cross Blue Shield of Michigan and Blue Care Network
- Capital Area Transportation Authority (CATA)
- Capital Region International Airport
- Fair Food Network
- Greater Lansing Convention and Visitors Bureau
- GreenStone Farm Credit Services
- Lansing State Journal
- Lansing Symphony Orchestra

- Manage My Market
- Market Wurks
- McLaren Health Plan
- Michigan Agritourism Association (MATA)
- MDARD
- Michigan Department of Environmental Quality
- Michigan Department of Natural Resources
- Michigan Fitness Foundation
- Michigan Grape & Wine Industry Council
- Michigan Municipal League
- Michigan State Horticultural Society
- MSU Center for Regional Food Systems



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