



## **Year End Food Access Meetings**

November 17 - 18, 2021

# YEAR END FOOD ACCESS MEETING SESSION 1

## NOVEMBER 17, 2021 (OAK PARK)

## NOVEMBER 18, 2021 (VIRTUAL)

### 10 AM - 10:30 AM INTRODUCTIONS

Speaker: Joe Lesausky, MIFMA

Please be ready to share your name, market/organization name, and the most unique food you ate this year.

### 10:30AM - 10:50 AM UPDATES FROM MIFMA

Speaker: Joe Lesausky and Ashley Wegner, MIFMA

### 10:50 AM - 11:05 AM SNAP TECHNOLOGY

Speaker: Joe Lesausky, MIFMA

### 11:05 AM - 11:10 AM BREAK

### 11:10 AM - 11:55 AM ROUNDTABLE DISCUSSIONS

- 2020 and 2021 brought new customers to many farmers markets, including customers who utilize food assistance benefits. What ways have you been using to reach these customers? Do you have any ideas for your outreach efforts in 2022 to continue reaching new customers, including possible ways to encourage word of mouth outreach?
- There is a lot of interest and speculation about how being able to accept SNAP online would improve food access and impact farmers and vendors. What opportunities and challenges do you anticipate with online SNAP? If farmers and markets could accept SNAP online, how would you expect that to impact (or not impact) your operation?

### 11:55 AM - 12:00 PM CLOSEOUT

# YEAR END FOOD ACCESS MEETING SESSION 2

## NOVEMBER 18, 2021 (VIRTUAL)

### 2 PM - 2:15 PM INTRODUCTIONS

Speaker: Joe Lesausky, MIFMA

### 2:15 PM - 2:35 PM SNAP OUTREACH

Speaker: Anna Almanza, Food Bank Council of MI

### 2:35 PM - 2:55 PM DOUBLE UP FOOD BUCKS

Speaker: Cassidy Strome, Fair Food Network

### 2:55 PM - 3 PM BREAK

### 3 PM - 3:10 PM MICHIGAN FARM 2 FAMILY CSA

Speaker: Jane Whitacre, Michigan Fitness Foundation

### 3:10 PM - 3:20 PM WIC PROJECT FRESH (PROGRAM MANAGER)

Speaker: TBD

### 3:20 PM - 3:30 PM SENIOR PROJECT FRESH (PROGRAM MANAGER)

Speaker: Marla Price, Michigan Department of Health and Human Services

### 3:30 PM - 3:55 PM ROUNDTABLE DISCUSSIONS

- In the last two years there has been a shift in availability and reliance on volunteers. How can strong volunteer engagement aid in the market's ability to assist vendors in ensuring their signage is posted and visible, conducting customer counts, collecting customer feedback, accepting food assistance benefits at the market, and supporting market events, etc.?

### 3:55 - 4 PM Q&A