

# 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.

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

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

## Program Dates & Times:

The 2022 Market Manager Certificate Program will be hosted virtually due to the ongoing pandemic. The program will run from **January 12 to February 23** 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. The program will also include one to two optional in-person networking sessions for program participants at a mid-Michigan farmers market.

## Registration:

Program registration closes December 31, 2021. Scholarships may be available. Please visit [MIFMA.org/MMCP](https://mifma.org/MMCP) to register.

**Cost: \$250 for MIFMA members**

## 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 12

Learn what you can expect from the Market Manager Certificate Program and how to use a mission statement to guide your market.

### Supporting Diverse, Equitable and Inclusive Farmers Markets: January 17

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 19

Understand the different market governance structures and how to identify and engage a variety of individuals in market planning, implementation and leadership. Become proficient in building enforceable market policies that support your market's mission.

### Working with Vendors: Applications, Recruitment, Mix, and Placement: January 24

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

### Food Safety: Michigan Licensing and Regulations for Farmers Markets and Vendors: January 26

Learn state licensing and regulations that farmers markets and vendors must follow.

### Conflict Management & De-escalation: January 31

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

### Food Assistance Programs & Working with Volunteers: February 2

Learn about food assistance benefits farmers markets can accept and the process for participating in those programs. Explore successful volunteer recruitment, management, and recognition strategies.

### Earning & Managing Financial Support for Your Market: February 7

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.

### Building Market Capacity: Data Informed Decision Making and Documenting Market Operations: February 9

Learn methods for building institutional memory. Understand how data collection, Rapid Market Assessments, and standard operating procedures can set your market up to outlast changes in leadership.

### Managing Risk at the Farmers Market: February 14

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

### Lettuce Tell You About Our Market: Marketing & Outreach: February 16

Identify the different audiences that you need to communicate with about your market and explore strategies and tools to reach these audiences in a scale and budget appropriate way.

### Planning for Events & Entertainment: February 21

Learn how to plan for events and entertainment, including special licenses required for some promotions and activities.

**LEARN MORE AND REGISTER: [MIFMA.ORG/MMCP](https://mifma.org/mmcp)**

Learning objectives are subject to change at any time.

## 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 28