



## Michigan Farmers Market Conference Agenda at a Glance

### Tuesday, March 8, 2022

8:00 - 9:00 a.m.	Registration, <i>Atrium</i>
9:00 - 9:30 a.m.	Conference Welcome, <i>Auditorium</i>
9:30 - 10:30 a.m.	Keynote Session: Marketing, <i>Auditorium</i>
10:30 - 10:45 a.m.	Morning Break
10:45 a.m. - 12:00 p.m.	Breakout Sessions <ul style="list-style-type: none"><li>• <i>MIFMA's Racial Equity Committee, A149</i></li><li>• <i>Online SNAP and E-Tokens Panel, A155</i></li><li>• <i>Accessibility at the Market, A148</i></li></ul>
12:00 - 1:00 p.m.	Lunch, <i>Atrium</i>
1:00 - 2:30 p.m.	Plenary Session: Racial Equity Panel, <i>Auditorium</i>
2:30 - 2:45 p.m.	Afternoon Break
2:45 - 3:30 p.m.	Lightning Round: Partner Updates, <i>Auditorium</i>
3:30 - 4:15 p.m.	Networking, <i>Atrium</i>
3:30 - 4:15 p.m.	Metrics Consulting Appointments, <i>A155</i>

### Wednesday, March 9, 2022

8:00 - 9:00 a.m.	Registration, <i>Atrium</i>
9:00 - 10:15 a.m.	MIFMA Annual Meeting, <i>Auditorium</i>
10:15 - 10:30 a.m.	Morning Break
10:30 a.m. - 12:00 p.m.	Roundtable Discussions, <i>Auditorium</i>
12:00 - 1:00 p.m.	Lunch, <i>Atrium</i>
1:00 - 2:15 p.m.	Breakout Sessions <ul style="list-style-type: none"><li>• <i>Creative Ideas for Community Impact, A149</i></li><li>• <i>Advocacy Session, A155</i></li><li>• <i>Market Policies &amp; Conflict Resolution, A148</i></li></ul>
2:15 - 2:30 p.m.	Afternoon Break
2:30 - 3:45 p.m.	Breakout Sessions <ul style="list-style-type: none"><li>• <i>Vendor Perspectives, A155</i></li><li>• <i>Data-Driven Decision Making, A149</i></li><li>• <i>Marketing is More Than Facebook!, A148</i></li></ul>
3:45 - 4:30 p.m.	Closing Remarks and Awards, <i>Auditorium</i>

Learn more and register at [MIFMA.org/conference](https://mifma.org/conference) or call (517) 432-3381.  
Sessions are subject to change at any time.



517-432-3381



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