



2021 Annual Report

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

LETTER FROM THE EXECUTIVE DIRECTOR

If I had to choose one word to describe the work of MIFMA in 2021, I would choose intentionality- defined as the act of being deliberate or purposeful. It can be second nature during uncertain times to derive purpose and meaning from the things that you can control or impact. As uncertainty continued to be a global theme in 2021, MIFMA focused on the ways in which we can be more intentional about carrying out our work to achieve our mission and vision.

We focused internally on an assessment of where our board is being most effective and where there is room for improvement, and invested in an in-depth assessment with the Michigan Nonprofit Association to gauge where we are at now and how we want to hold ourselves accountable to the work we are doing to apply a racial equity lens to all MIFMA programs, services, policies, and structures.

We also launched our first ever Census of Michigan Farmers Markets- a massive data collection effort that aimed to benchmark where the Michigan farmers market community was before the pandemic in 2019, how the pandemic affected our

markets, and how MIFMA can be more responsive in supporting this community moving forward.

Finally, in perhaps our biggest act of intentionality, we have launched a 2022 Strategic Planning effort that will guide us in being deliberate and purposeful as we lead our organization for the next three years.

I have also learned this year that in the medical field the word intention is defined as the healing process of a wound. Here's hope that the intentionality we brought to our organization in 2021 has healing qualities and inspires continued resilience that we can carry forward into the next chapter for MIFMA.

Amanda Shreve,
Executive Director



Investments Secured to Support Michigan Farmers Markets

- **\$350,000** Michigan Enhancement Grant to support the equipment needs of farmers markets and farmers accepting SNAP
- **\$134,500** Farmers Market Promotion Program grant to mitigate the impact that market manager turnover has on market sustainability
- **\$55,000** MDARD Food Safety Training and Education Fund grant to support food safety educational events and programs across Michigan farmers markets

BY THE NUMBERS

3,600+ 

Shoppers joined us to celebrate the return of Farmers Market at the Capitol

90 

Attendees of the Michigan Farmers Market Virtual Conference

4,500+ 

Miles travelled by staff to markets to provide onsite guidance and technical assistance

21,000+ 

Visits to our Find a Farmers Market Tool

20 

New farmers and markets sites accepting SNAP Bridge Card benefits

92 

Sites able to replace obsolete or damaged SNAP point-of-sale equipment

21 

Market Managers certified through the Market Manager Certificate Program

2021 MIFMA HIGHLIGHTS



PANDEMIC RESPONSE AND FOOD SAFETY



28

Handwashing stations distributed free of cost to Michigan markets



350

Reusable MIFMA cloth face masks provided to markets statewide



150+

Registrants for our COVID-19 town hall and food safety webinars

PROMOTING MICHIGAN MARKETS

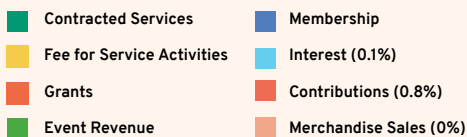
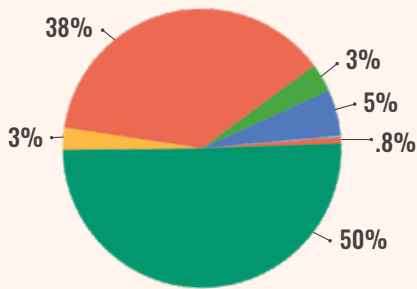
In 2021, MIFMA distributed 24 marketing tools and templates to Michigan market managers to use to promote their markets. These included a fully developed content calendar, 13 fully customizable Canva templates, 6 ready to use social media graphics, and a customizable press release all centered around National Farmers Market Week.

The Find a Farmers Market Feature continued to provide up-to-date information to Michigan shoppers, with 228 markets updating their profiles for the 2021 season.

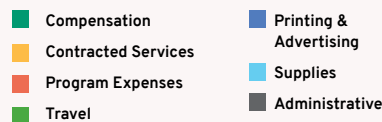
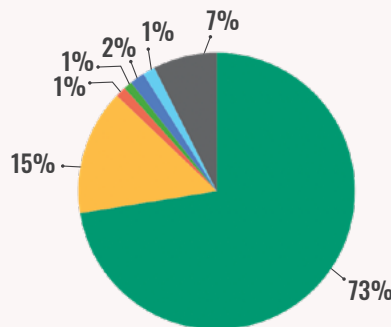


Annual Financial Report

Revenue: \$583,198



Expenditures: \$533,495



Thank You to Our 2021 Funders:

- Fair Food Network
- Farmers Market Coalition
- Michigan Department of Agriculture and Rural Development Food Safety Education Fund
- Michigan Department of Health and Human Services
- Michigan Health Endowment Fund
- Michigan State University Center for Regional Food Systems
- USDA Agricultural Marketing Service Farmers Market Promotion Program



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mifma.org



#MIFarmersMarkets
#KnowYourMarket

