



2022 MICHIGAN FARMERS MARKET CONFERENCE

Viewing the Big Picture: How Farmers Markets Fit Into an Ever-Changing National Food System

MARCH 8-9, 2022 | ONLINE



Learn more at mifma.org. Follow on social media:    #MIFarmersMarkets #MIFMAConference

CONFERENCE DETAILS AND HIGHLIGHTS

Welcome to the 2022 Michigan Farmers Market Conference!

We're excited to see you and connect with you. Due to the ongoing pandemic, the 2022 Michigan Farmers Market Conference will be an entirely virtual experience.

SOCIAL MEDIA

Follow MIFMA on Facebook, Twitter, and Instagram for conference updates and news. Use the hashtags #MIFarmersMarkets and #MIFMAConference to share your conference experience!

CONTINUING EDUCATION

Sessions with the star(*) symbol qualify for 1 Professional Development Hour for MIFMA's Continuing Education Program for Certified Market Managers. Learn more at www.mifma.org/for-markets/continuing-education/.

FEEDBACK

Share your feedback! An evaluation will be sent to you via email after the last session March 9, or you can find the link at mifma.org/Conference.

TECHNOLOGY FAQ

WHERE IS THE CONFERENCE HUB?

The conference hub is located here: <https://hopin.com/events/michigan-farmers-market-conference>.

DO I HAVE TO ATTEND EVERY SESSION LIVE?

All sessions will be recorded and available for future viewing for all registrants.

DO I NEED TO DOWNLOAD OR INSTALL ANYTHING TO PARTICIPATE?

The conference hub is supported by Hopin, a website that will only need to use your internet browser. Using a webcam is optional but encouraged.

WHERE CAN I GET TECH SUPPORT?

You can contact Communications Manager Hailey Lamb at hailey@mifma.org or Professional Development Manager Jenny Radon at jenny@mifma.org.

CONFERENCE SCHEDULE

Connect with us on social:
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CONFERENCE WELCOME: 9 – 9:15 AM

Join us as we kick off the 2022 Michigan Farmers Market Conference!

KEYNOTE: MAKING LEMONADE OUT OF LEMONS: 9:15 AM – 10:30 AM



DEBRA TROPP

How To Manage and Promote Farmers Markets in an Uncertain Environment

It's no secret that the landscape of our food systems is constantly evolving, and it can be hard to see past new challenges (such as supply chain disruptions and food price inflation) as they arise. However, as we'll explore in this keynote address, it may actually be these events that put farmers markets in a more competitive position relative to other food retail outlets. Learn how to position your farmers market for success despite these challenges, and what marketing strategies are a good fit for our current world.

Debra Tropp spent more than 26 years at the USDA Agricultural Marketing Service's Transportation and Marketing Program, retiring from Federal service in early 2019.



BREAKOUT SESSION I: 11 AM – 12:00 PM

Panel Discussion: Online SNAP and E-Tokens

Emily Case, Fair Food Network

SNAP Bridge Cards are taking the next steps in the digital revolution! Join this panel as we look at the two biggest questions that are currently being asked: What's the difference between e-tokens and online SNAP sales? And how can these technologies impact my market?



BREAKOUT SESSION I: 11 AM – 12:00 PM

Farm Bill Listening Session

Ben Feldman, Farmers Market Coalition

Every 4 to 5 years, members of congress pass the largest piece of legislation to set food and farming policy at the federal level, known commonly as the Farm Bill. Discussions are ramping up for a potential 2023 Farm Bill and we want to know what your priorities are for the farmers market sector! Join MIFMA and the national Farmers Market Coalition for this interactive session where we want to hear from you about your priorities and how you want to engage in national advocacy efforts.



PLENARY: ENVISIONING EQUITY IN THE FARMERS MARKET SECTOR: 1 - 2 PM

As racial equity becomes more and more frequently discussed among farmers market professionals, many may ask: what would a truly equitable farmers market sector look like, and what can we do to get there? In this plenary panel, food and farming professionals of color will discuss the work they are doing to support their local communities, the challenges and opportunities that farmers markets present, and insight into the road ahead.

LIGHTNING ROUND: PARTNER UPDATES: 2:30 - 3:15 PM

Kara Lynch, MSU Extension; Kelly Wilson, Taste the Local Difference; Noelle Nachreiner, Michigan Ag Council; Jane Whitacre, Michigan Fitness Foundation; Mykalee McGowan, Farmers Market Coalition

Join us for a series of quick presentations from a few of our many partners. Hear the latest updates from their work and ways that you can interact with their programs, projects, and services.

15-MINUTE METRICS CONSULTING APPOINTMENTS: 3:30 PM – 5 PM

Maggie Tomashek and Nadia Alber, Farm 2 Facts

MIFMA and Farm2Facts representatives will be available by appointment for market managers participating in MIFMA's Metrics Program. Set up an appointment to get your questions answered, strategize best practices, and setup your data collection plan for the 2022 season. **Note:** this time is reserved for those participating in the F2F Metrics project. MIFMA will reach out directly to those who are eligible.



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MIFMA ANNUAL MEETING: 9 – 10:30 AM

MIFMA Board of Directors and Staff

The MIFMA annual meeting will showcase our work over the past year and provide a context for understanding the farmers market community in Michigan. During the meeting, members will elect new members to the MIFMA Board of Directors and vote to determine our 2022 state and national advocacy priorities. The board is instrumental in providing leadership and direction for the association, and our advocacy efforts are driven by this priority-setting process. The slate of candidates and potential advocacy priorities were provided to our members in advance of the meeting by email.

ROUNDTABLE DISCUSSIONS: 11 AM – 12:00 PM

Please refer to the following questions during our roundtable session:

- Has your market done any food safety related programming in the past? What kind of programming would be most beneficial to your market and/or community?
- What are some ways you fought burnout and stayed engaged during the 2021 market season? How do you intend to be proactive about preventing and/or fighting fatigue in the 2022 season? Are there any tools or resources that would be helpful for keeping you engaged?
- What kind of support do you get at your market (such as volunteers or financial support)? Is the support you receive sufficient? What kind of support have you been or will you be seeking out and from whom?



BREAKOUT SESSION II: 1 - 2 PM

Creative Ideas for Community Impact

Angela Hunter, Ewart Farmers Market

Join us to hear from a panel of speakers who have used different approaches to making their markets more visible and dynamic community resources.



BREAKOUT SESSION II: 1 - 2 PM

Market Manager Panel: Lessons in Enforcing Market Policies

Stephanie Frye, Midland Farmers Market; Sara Johnson, Marquette Farmers Market

Learn from a panel of market managers about their experience developing and enforcing market policies at their market. From new managers to veterans, they'll share their strategies, stories, and approach to creating market policies and working with vendors and customers to create a safe and smooth running market.



BREAKOUT SESSION III: 2:30 - 3:30 PM

Vendor Perspectives

In this session, we'll hear directly from vendors about the variation in motivations for selling at markets; hear what they're looking for (and might avoid) in markets; and how to engage and retain vendors for the long haul.



BREAKOUT SESSION III: 2:30 - 3:30 PM

Marketing is More Than Facebook!

Maralee Rosemond, Oak Park Farmers Market; Debra Williams, New Baltimore Farmers Market

Facebook can be an easy and cost-effective way to reach an audience, but it certainly isn't the only way! In this session, we'll cover many ways to spread the word, and how to keep shoppers engaged once they're on site.

CLOSING REMARKS: 3:45 - 4:30 PM

HAPPY HOUR: 4 - 5 PM

CONFERENCE SCHEDULE

Connect with us on social:
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HAPPY HOUR: 4 - 5 PM

Join us virtually following the last session on Wednesday for our annual social event! This informal networking time is reserved comraderie, relationship building, and celebrating the 2021 farmers market season. Grab your favorite relaxing beverage and help us toast to the next farmers market season!

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