



YEAR END FOOD ACCESS MEETING

MUSKEGON FARMERS MARKET

NOVEMBER 14, 2022 | 10 AM - 2 PM

10:00 AM - 10:30 AM WELCOME AND INTRODUCTIONS

Speaker: Joe Lesausky, Michigan Farmers Market Association (MIFMA)

10:30AM - 10:45 AM DOUBLE UP FOOD BUCKS UPDATES

Speaker: Ricardo Ortiz, Fair Food Network

10:45 AM - 11:00 AM WIC PROJECT FRESH UPDATES

Speaker: Pam Grove, WIC Division, Michigan Department of Health and Human Services (MDHHS)

11:00 AM - 11:15 AM SENIOR PROJECT FRESH UPDATES

Speaker: Marla Price, Aging and Community Services Division, MDHHS

11:15 AM - 11:30 AM PRODUCE PRESCRIPTION PROGRAMS

Speaker: Ashley Wenger, MIFMA

11:30 AM - 12:00 PM TELLING YOUR STORY DISCUSSION

- How are you telling the story of your market? How are you sharing the work that your market does to increase access to food in your community by accepting food assistance benefits and other initiatives?
- Consider how you are telling your story to your community, vendors, shoppers, funders, and other audiences.



12:00 PM - 12:45 PM LUNCH

12:45 PM - 1:00 PM ADVOCACY

Speaker: Alexander Steward, Westside Farmers Market and Joe Lesausky, MIFMA

1:00 PM - 1:45 PM ROUNDTABLE DISCUSSIONS

- How have you engaged in advocacy? How are you telling the story of your market to local, state, and national policy makers that impact your market?

1:45 PM - 2:00 PM MICHIGAN'S STORY IN 2022 AND COMMUNICATING WITH VENDORS

Speaker: Joe Lesausky, MIFMA

- Communicating to vendors is key to accepting food assistance benefits! How do you educate and communicate with your vendors about these programs? What tools and resources work well, and what tools/resources do you need to be more effective at this?

REMINDERS:

- WIC Project FRESH & Senior Market FRESH Coupons need to be postmarked by 11/15
- Double Up Food Bucks closeout process starts the day after your market ends for the year (or 12/31/22)
- Don't forget to update your PCI Compliance (ask Joe for help)

COVID SAFETY:

- MIFMA requests that all attendees wear a mask during the in person meeting except when presenting or while eating/drinking
- Be mindful that other attendees may have different preferences for physical contact and social distancing