



# 2022 Annual Report

## OUR MISSION

MIFMA places equity at the forefront of supporting the viability of community-driven marketplaces so that they can connect ALL consumers to local farms and businesses.

## LETTER FROM THE EXECUTIVE DIRECTOR

It felt very intentional and necessary to make 2022 a year of refreshed energy and change for MIFMA. Coming off of two of the most challenging years we've faced this century and embarking on a strategic planning process to guide the next three years of our work provided the ideal opportunity for reflection and renewal.

Our strategic planning process resulted in a new mission and vision as well as the creation of 4 audacious goal categories. Our new mission and vision acknowledge the growth and expansion of retail models at work in local and regional food systems by using the new, all encompassing term of "community-driven marketplaces" to describe who we endeavor to support. A community-driven marketplace directly facilitates the exchange between consumers and producers of local food and farm products.

While farmers markets will remain at the heart of our work, we also believe in the

power of new and additional strategies to increase fresh, local food access to an even greater population. Our vision for a future state where MIFMA's mission is achieved will showcase community-driven marketplaces as pillars of thriving communities where everyone has equitable access to and feels connected to products grown and produced in Michigan.

I'm very proud of the path that our Board of Directors and staff partnered together to chart and look forward to sharing our new mission, vision, and strategic goals with our members, partners, and supporters. We hope that no matter how you engage with community-driven marketplaces across Michigan that you will find new foundations and new energy for this work in the years ahead, and we look forward to walking alongside you in that journey!

*Amanda Shreve,*  
Executive Director

## STRATEGIC PLAN

Throughout the year, staff and board members worked together to chart a course for MIFMA over the next three years through a strategic planning process. The process created the following audacious goals to center our work around:

- **Refining our Core Services** including our food access work, the Michigan Farmers Market Conference, Market Manager Certificate Program, and our Farmers Markets at the Capitol
- **Developing Emerging Services** including our work to advance Produce Prescription Programs and to create relevant and valuable resources for our members
- **Increasing Engagement** through modifications to our membership structure and developing strategies for more active engagement with those we serve
- **Updating our Organizational Structure** to ensure our board and staff are ready and equipped to do our work

## BY THE NUMBERS

9,000+ 

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

113 

Attendees of the Michigan Farmers Market Virtual Conference

6,000+ 

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

29,600+ 

Visits to our Find a Farmers Market Tool

27 

New farmers and market sites accepting SNAP Bridge Card benefits

62 

Produce Prescription Programs and support organizations that engaged in our Statewide Learning Network



Market Managers certified through the Market Manager Certificate Program



# 2022 MIFMA HIGHLIGHTS



## PROMOTING MICHIGAN MARKETS

With support from a Farmers Market Promotion Program (FMPP) grant, we continued to promote farmers markets across Michigan in the third year of our statewide outreach campaign. Accomplishments of the campaign included producing 6 promotional videos in partnership with Taste the Local Difference, a wide variety of print and digital advertisements, and creating and distributing 22+ tools and templates for market managers to promote their own markets.

We also expanded our National Farmers Market Week celebrations with over 15 earned media articles and greatly increased traffic to our website and social media content during that week.

## FOOD SAFETY EDUCATION AND TRAINING



**\$6,500**

Distributed to nine markets statewide to host the program of their choice



**3,000+**

Giveaway items distributed, including thermometers and cutting boards



**100,000+**

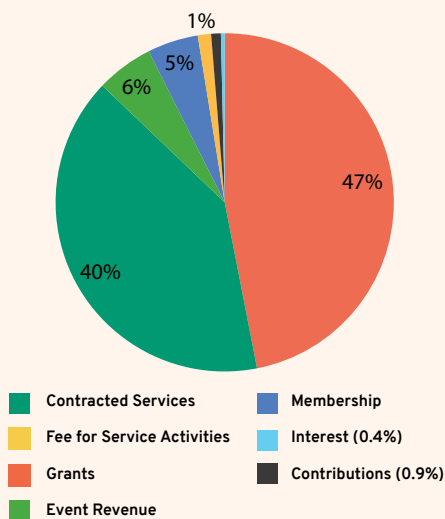
Views on digital campaign content on Facebook, Twitter, and Instagram

Through a Food Safety Training and Education grant provided by the Michigan Department of Agriculture and Rural Development, we were able to offer small grants to farmers markets across Michigan to host a food safety educational event of their choosing during the 2022 market season. Participating markets also reshared posts from our Facebook page that featured seasonally relevant food safety information for farmers market shoppers in our "Friday Food Safety" post series.

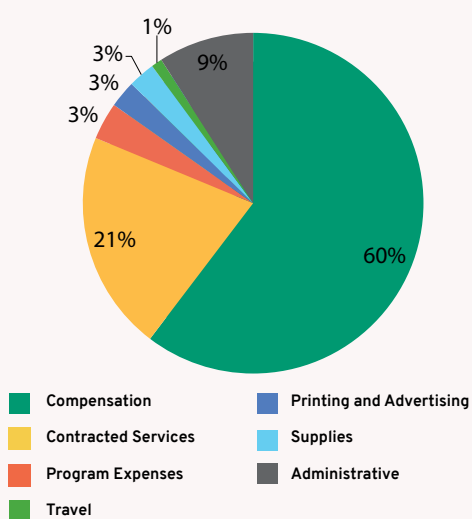


## FINANCIAL REPORT

Revenue: \$701,800



Expenditures: \$637,808



## Thank You to Our 2022 Funders:

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



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