



MICHIGAN FARMERS MARKET ANNUAL CONFERENCE

New Foundations

March 6-7, 2023 | Michigan State University | East Lansing, MI

www.mifma.org

CONFERENCE DETAILS & HIGHLIGHTS

Welcome to the 2023 Michigan Farmers Market Annual Conference: New Foundations! We're so excited to see you & connect with you. If you need help or have any questions while you're here, just find a MIFMA team member!

COVID POLICIES AND PROCEDURES

Please be prepared to take a COVID test prior to the conference. We require a negative test at least 24 hours in advance of the event. If your test produces a positive result and/or if you are experiencing any symptoms of COVID-19, please stay home. All attendees must remain masked unless eating or drinking. MIFMA will have masks available on sight if needed. Thank you for your cooperation & helping us maintain the health and safety of all attendees!

SOCIAL MEDIA & WI-FI #MIFarmersMarkets and #MIFMAConference

If you don't already, please follow MIFMA on Facebook, Twitter, and Instagram, and use the hashtags #MIFarmersMarkets and #MIFMAConference when sharing your experiences while at the conference! Free Wi-Fi is available. Connect using MSU Guest 3.0 network.

CONTINUING EDUCATION

Sessions with the star symbol qualify for 1.5 Professional Development Hour for MIFMA's Continuing Education program for Certified Market Managers. Learn more at www.mifma.org/continuinged.

NURSING MOTHERS

We have space in Room 1075 to accommodate nursing mothers. A MIFMA team member will be happy to help you access that space.

AFTERNOON ACTIVITIES

You'll notice something new during our afternoon breaks this year – we're incorporating some energizing activities familiar to farmers markets to help fight the afternoon slump. Join us in the atrium for some refreshing afternoon yoga on Monday & an activity led by Henry Ford Health on Tuesday!

REFRESHMENTS

Morning refreshments, lunch, water, tea, and coffee will be provided to registrants on both Monday and Tuesday in the atrium.

FEEDBACK

Share your feedback! Take the conference evaluation [here](#).

ROUNDTABLE DISCUSSION QUESTIONS

2:45 PM - 4:15 PM | Monday, March 6 | Auditorium, Room 1200

Please refer to the following questions during our roundtable session, and use the space provided to take notes or jot down your thoughts ahead of time.

1. How is your farmers market adapting to this stage of the COVID-19 pandemic? Which adaptations seem temporary and which appear to be permanent?
2. What types of conflict have you observed at your market? (vendor to vendor, vendor to customer, customer to customer, etc.) What strategies have you used to resolve that conflict?
3. What successes has your market had with vendor recruitment? What challenges have you faced with vendor recruitment? What strategies do you use to recruit and retain vendors at your market?

ANNUAL MEETING

9:00 AM - 11:00 AM | Tuesday, March 7 | Auditorium, Room 1200

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 2023 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 possible advocacy priorities were provided to our members in advance of the meeting by email. We'll also discuss a membership engagement proposal.

To review these documents and access voting, please visit MIFMA.org/AnnualMeeting.

CONFERENCE SCHEDULE

Connect with us on social:
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#MIFMAConference
Free Wi-Fi: MSU Guest 3.0 network

Monday, March 6

REGISTRATION 8:00 – 9:00 AM Lobby

CONFERENCE WELCOME 9:00 – 9:15 AM Auditorium, Room 1200

KEYNOTE: BUILDING NEW FOUNDATIONS IN AN EVOLVING FOOD SYSTEM ★

9:15 – 10:15 AM Auditorium, Room 1200

Anna Almanza
Food Bank Council
of Michigan



Alex Ball
Old City Acres



Lindsey Scalera
Center for Regional
Food Systems



Jen Schaap
Groundwork
Center for Resilient
Communities



In this engaging panel discussion, local food experts will share emerging trends in the sector and how farmers markets fit into the ever-changing food systems landscape.

MORNING BREAK 10:15 – 10:30 AM

BREAKOUT SESSIONS I 10:30 AM – NOON ★

EDUCATING VENDORS ON FOOD ASSISTANCE PROGRAMS Auditorium, Room 1200

Speaker: Joe Lesausky, MIFMA; Lisa Potter, Muskegon Farmers Market

With so many different types of food assistance benefit programs in the state, it can be hard for new and returning vendors to keep up! This interactive session will help prepare market managers to assist their vendors about how to accept food assistance benefits for the 2023 market season.

UTILIZING LOCAL FUNDING SOURCES TO SUPPORT YOUR MARKET Room A149

Speakers: Nancy Morales, César E. Chávez Farmers Market; Amy Brower, Roosevelt Park Neighborhood Association; Jan Delatorre and Laurie Solotorow, Michigan Health Endowment Fund

Every market is as unique as the communities they serve. In this session, a market manager that has secured local funding for their market will share their experience with their fund development successes and challenges.

VENDOR PERSPECTIVES: HOW FARMERS MAKE DECISIONS ABOUT MARKETING CHANNELS & HOW YOU CAN APPEAL TO THEM Room A155

Speaker: John McCarthy, Michigan Food and Farming Systems; Lance Kraai, New City Neighbors; Emily Verbeke, Albion Farmers Market

Join this discussion with farmers, vendors, and market staff to discuss recent trends in farmer attendance at markets, how farmers make decisions about marketing, and discover innovative ways that market managers are recruiting and retaining producers at their markets.

LUNCH NOON – 1:00 PM Atrium

ADVANCING FOOD SOVEREIGNTY IN INDIGENOUS COMMUNITIES 1:00 – 2:30 PM Auditorium, Room 1200

Speakers: Joe Van Alstine, Ziibimijwang Farm

Join this plenary session for a conversation about the path to food sovereignty in indigenous communities and how we can work independently and together to support these shared values and common goals.

AFTERNOON BREAK AND YOGA 2:30 – 2:45 PM Atrium

Join Gloria Treviño, of TheraPLAYoga for an afternoon break yoga session featuring accessible breathing and movement tools that can be used to create calm or energy during busy market days.

About TheraPLAYoga:

“Gloria Treviño is a solo-Mom, Inclusion and Compassion Activist, Therapeutic Yoga Teacher, and owner of TheraPLAYoga in Lansing, Michigan. Founded on the virtues of inclusion and accessibility, TheraPLAYoga is Mid-Michigan’s premier adaptive yoga studio where diverse bodies, brains, and abilities are welcome in private and group environments. Optimized for kids, teens, adults, and parent-caregivers with complex needs, diverse abilities, and backgrounds; Gloria teaches trauma-sensitive, sensory-integrated, and adaptive yoga as resources for physical, mental, and emotional wellness and engagement for individuals and families.” Learn more at theraplayoga.com.



ROUNDTABLE DISCUSSIONS 2:45 – 4:15 PM Auditorium, Room 1200

See page 3 for this year’s roundtable discussion questions.

NETWORKING AND CONSULTING 4:15 - 5:00 PM Atrium

Visit with exhibitors, session speakers, and other farmers market professionals! Meet one-on-one with other members of the local food system, update your Find a Farmers Market feature listing, and learn about other opportunities available to you and your market. Pick up a Networking Bingo Card and get a bingo for an opportunity to win prizes at our Closing Remarks & Awards!

Tuesday, March 7

REGISTRATION 8:00 – 9:00 AM Atrium

MIFMA ANNUAL MEETING 9:00 - 11:00 AM Auditorium, Room 1200

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MORNING BREAK 11:00 – 11:15 AM

LIGHTNING ROUNDS 11:15 AM – NOON Auditorium, Room 1200

Speakers: Teresa Zwemer, Michigan Fitness Foundation; Paige Swem, Ingham County Health Department Americorps; Carol Moody, Mt. Pleasant Farmers Market; Michelle Gagliardi, Public Sector Consultants; Noelle Nachriener, Michigan Ag Council

Lightning rounds are a series of short, exciting presentations about creative things and new ideas in the farmers market sector. Join us for a handful of super quick and engaging presentations from your fellow Michigan farmers market fanatics!

LUNCH NOON – 1:00 PM Atrium

CONFERENCE SCHEDULE

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BREAKOUT SESSIONS I 1:00 PM – 2:30 PM ★

PRODUCE PRESCRIPTION PROGRAMS: WHAT ARE THEY & WHAT STEPS CAN YOU TAKE TO START ONE AT YOUR MARKET Room A149

Speaker: Ashley Wenger and Bella Pagogna, MIFMA; Linda Bader, St. Louis Farmers Market; Rex Hoyt, MidMichigan District Health Department

Are you interested in starting a Produce Prescription Program at your farmers market, but don't know where to start? Join us in this session as we discuss what Produce Prescription Programs look like in Michigan and the steps you should take to ensure you're ready to implement a program at your market.

IMPROVING DATA COLLECTION & UTILIZATION AT FARMERS MARKETS Room A155

Speakers: Phil Warsaw, MSU CSUS; Jenny Radon, MIFMA; Carol Moody, Mt. Pleasant Farmers Market

In this session, we'll compare the benefits and challenges of different data management software options. Attendees will also hear the results of a 2020-2021 study about how farmers market vendors and managers perceived their markets contributing to the social, environmental, and economic wellbeing of their communities, and the extent to which these contributions were tracked and communicated to the public.

2022 FOOD SAFETY TRENDS & WHAT TO EXPECT IN 2023 Auditorium, Room 1200

Speaker: Violet Currier and Aubriana Bonnau, MDARD; Joe Lesausky, MIFMA

Join us in this session to discuss food safety trends at farmers markets in 2022, what to expect in 2023, and potential updates to Michigan's Cottage Food Law.

AFTERNOON ACTIVITY WITH HENRY FORD HEALTH 2:30 – 2:45 PM Atrium

BREAKOUT SESSIONS III 2:45 – 4:15 PM ★

USING SHORT VIDEOS ON SOCIAL MEDIA TO HIGHLIGHT YOUR MARKET Room A149

Speakers: Emily Row and Karey Stid, Taste the Local Difference

It can be tough to keep up with social media trends on top of all of your other market manager responsibilities. In this session, we'll discuss why short videos are so effective in online promotions, how to use them to highlight your market, and practice creating a short video!

CARING FOR YOUR MENTAL HEALTH, FIGHTING BURNOUT, & SUCCESSION PLANNING Room A155

Speakers: Julia Kramer, MIFMA; Jenny Wagemann, Allen Farmers Market; Remi Rice, MSU Extension

What would happen if you needed to step away from your work to care for yourself or a loved one? What is a succession plan and how do you create one? In this session, we'll discuss strategies to care for your mental health during the market season, what a succession plan is, and how to start creating one.

ADVOCACY 101: WHAT DOES ADVOCACY LOOK LIKE & HOW YOU CAN USE IT TO ADVANCE YOUR MARKET Auditorium, Room 1200

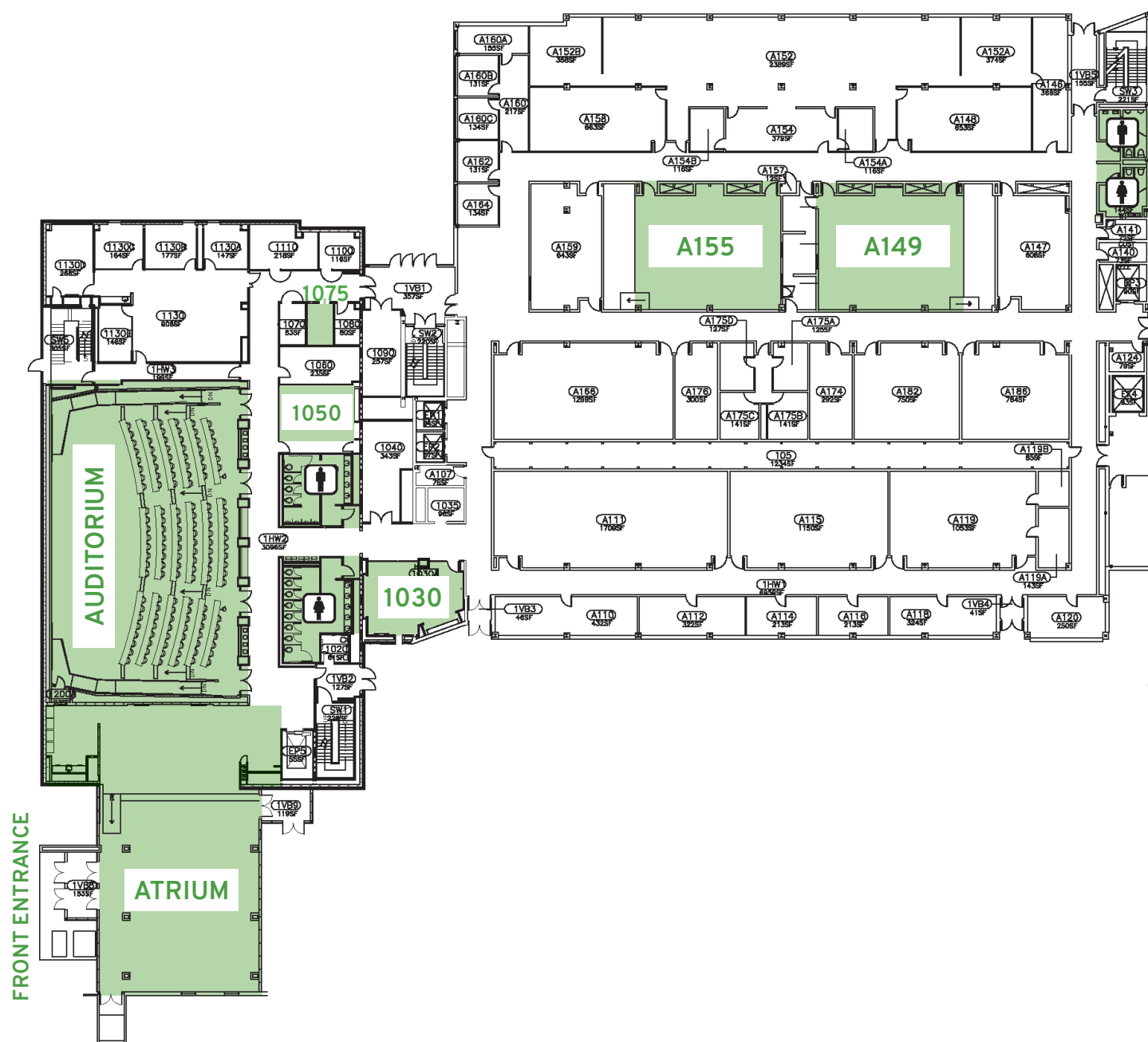
Speakers: Nathan Medina, Fair Food Network; Alexander Steward, Westside Farmers Market; Emily Lyons, Midland Area Farmers Market

Michigan farmers markets come in all different shapes and sizes- and advocacy needs! In this session, we'll discuss what advocacy can look like and different ways to advocate for your market. We'll wrap up this session by putting advocacy into action and start building relationships with your market's legislators.

CLOSING REMARKS AND AWARDS 4:15 – 5:00 PM Auditorium, Room 1200

Join us as we wrap up the 2023 Michigan Farmers Market Conference, honor a number of dedicated individuals, and look ahead to planned activities throughout the year.

PLANT AND SOIL SCIENCES BUILDING MAP



Need help? Look for the directional signs around the building or stop by the registration table in the atrium to ask for directions.

THANK YOU TO OUR EXHIBITORS!

MSU EXTENSION FOOD SAFETY

MICHIGAN AG COUNCIL

MDHHS WIC PROJECT FRESH

FOOD AND DRUG ADMINISTRATION

TASTE THE LOCAL DIFFERENCE

MICHIGAN FITNESS FOUNDATION
MICHIGAN FARM TO FAMILY: CSA

FOOD BANK COUNCIL OF MICHIGAN

UPCOMING MIFMA EVENTS

DOUBLE UP FOOD BUCKS TRAININGS

Thursday, March 16 and 23 | 1:00 PM - 2:30 PM | Zoom Webinar

Join MIFMA and Fair Food Network to learn more about what's in store for Double Up Food Bucks in 2023. Both first time and returning market managers are welcome to attend either session. Registration is free but required at [MIFMA.org/Events](https://mifma.org/Events).

The Michigan Farmers Market Association (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.