



# MARKET MANAGER CERTIFICATE PROGRAM

The Market Manager Certificate Program is a voluntary program designed by the Michigan Farmers Market Association to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers are recognized with a certificate upon completion of the full program. This certificate offers acknowledgment to market organizers and vendors that the market manager is a trained professional.



## Full Program Dates & Times:

The program will begin with two in-person sessions on January 19 and 20 in Flint, followed by seven webinars streamed live on weekday evenings. The program concludes with presentations from full-program participants the last full week of February.

## Program Details:

The full program includes a total of 32 educational hours. Cost: \$350. Full program registration closes January 2, 2024. Scholarships may be available.

Please contact MIFMA for application details by visiting [MIFMA.org/Scholarship](https://mifma.org/Scholarship), or by calling (517) 432-3381.

## REGISTRATION INFORMATION:

Certificates will be awarded to individuals who complete the full program, including all course assignments.

Registrations are fully refundable up to 14 days before the event. No refunds will be given after that date.

Register online at  
<https://mifma.org/for-markets/mmcp/>  
or call (517) 432-3381

## Individual Webinars:

Anyone may attend webinars. Those attending individual webinars will receive an informative program and supporting resources, but will not receive a certificate.

Cost: \$20 for members of MIFMA and Taste the Local Difference.  
\$50 for non-members.

## Technology Requirements:

Participants need access to a computer with an Internet connection. Webinars are streamed live via Zoom and recorded for later viewing. Internet access is also required to access the platform used to share class resources, engage in discussions, and complete webinar quizzes.

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## Learning Objectives

The Market Manager Certificate Program includes 2 in-person sessions and 7 webinars. Webinars are streamed live from 6:00 to 7:30 p.m. EST. on weekday evenings.

### Mission-Driven Market Management: January 19 (in-person)

Learn about the roles and responsibilities of a market manager and how to use a mission statement to guide your market.

### Governance & Market Policies: January 19 (in-person)

Understand the different market governance structures and how to identify and engage market collaborators. Become proficient in building enforceable market policies that support your market's mission.

### Conflict Management & De-escalation: January 20 (in-person)

Understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations, including an introduction to the concept of de-escalation and how it can be applied.

### Working with Vendors: Applications, Recruitment, Mix, & Placement: January 20 (in-person)

Learn techniques for successfully recruiting vendors and strategies to ensure the right mix of products and vendors placed within your market.

### Supporting Diverse, Equitable, & Inclusive Farmers Markets: January 20 (in-person)

Explore the tools and skills a market manager needs to lead their market in being an equitable and inclusive space that reflects the diversity of the surrounding community.

### Data-Informed Decision Making & Documenting Market Operations: January 22

Learn methods for building institutional memory. Understand how data collection, Rapid Market Assessments, and standard operating procedures can set your market up to outlast changes in leadership.

### Earning & Managing Financial Support for Your Market: January 24

Become familiar with financial record keeping and accountability practices specifically related to farmers markets, learn simple strategies for writing successful grant proposals, and explore ways to earn financial support for your market including vendor fees, fundraising, and sponsorships.

### Managing Risk at the Farmers Market: January 29

Understand the steps you can take to recognize and evaluate risks, and prepare for emergency situations.

### Food Safety: Michigan Licensing & Regulations for Farmers Markets & Vendors: January 31

Learn state licensing requirements and regulations that farmers markets and vendors must follow.

### Food Assistance Programs at the Market: February 5

Learn about food assistance benefits farmers markets can accept and the process for participating in those programs. Explore successful volunteer recruitment, management, and recognition strategies.

### Farmers Market Outreach & Marketing: February 7

Identify the different audiences that you need to communicate with about your market and explore strategies and tools to reach these audiences in a scale and budget appropriate way.

### Planning for Events & Entertainment: February 12

Learn how to plan for events and entertainment, including special licenses required for some promotions and activities.

## LEARN MORE AND REGISTER:

<https://mifma.org/for-markets/mmcp/>

## Course Assignments:

In completing the course work for this program, participants will:

- Develop a presentation on a topic relevant to their farmers market that includes a personal profile and a market profile
- Complete quizzes to evaluate comprehension of webinar topics
- Reflect on the lessons learned from this course through the use of online discussion boards
- Practice presenting to an audience about a topic of current relevance to your market on February 15 or 18