



Food Safety at Michigan Community-Driven Marketplaces Request for Proposals

Background

MIFMA is inviting Michigan community-driven marketplace¹ managers to apply for funding to support a food safety-themed consumer-focused program of their choice for the 2024 market season. These projects can range from an in-person cooking demonstration, food safety kitchen tool distribution event, and other community-driven marketplace-focused projects.

15-20 marketplaces will be chosen and will receive up to six hundred dollars to execute the program of their choice and a five-hundred-dollar stipend. MIFMA will actively support the selected marketplaces throughout the duration of their projects. Accompanying this support to marketplaces implementing food safety programming will be a social media campaign focusing on consumer food safety at community-driven marketplaces. Marketplaces selected will be required to share these posts on Facebook.

Application Process Timeline

Proposal	
Release Request for Proposals	December 1, 2023
Proposals Due	January 15, 2024
Proposal Evaluation and Selection	
MIFMA Staff Receives and Reviews Proposals	January 2024
MIFMA Staff Selects Proposals for Funding	January 2024
Award Announcement	
Announcement of Award Funding	February 1, 2024

¹ **Community-Driven Marketplaces** are defined as farmers markets and programs directly facilitating the exchange between consumers and producers of local food and farm products. Examples of Community-Driven Marketplaces may include farmers markets, CSA programs, mobile markets, food box programs, and more.



Proposal Considerations and Eligibility Requirements

Applicants should consider the following when submitting a proposal:

- The project proposal's primary focus should be centered on food safety for a consumer audience
- All event data and receipts for reimbursement are due August 30, 2024, or 2 weeks following the final event, whichever occurs first. Events should not be planned for after August 30. MIFMA is not able to reimburse any program expense or provide any stipend after the grant period ends.
- Marketplaces must be current MIFMA members in good standing to be selected
- Events must take place at the marketplace
- For more information, see [Food Safety at Michigan Community-Driven Marketplace Best Practices](#)

Partnership and Collaboration Opportunities

Proposals that utilize partnerships with food safety experts and organizations tend to see the most success, both in the selection process and in executing their projects. The following organizations are interested in partnering with applicants on their Food Safety at Michigan Community-Driven Marketplace proposals:

- [Michigan Conservation District Produce Safety Technicians](#)
The Michigan Conservation District Produce Safety Technicians specialize in food safety regarding fresh, raw produce including growing, harvesting, and packing. Technicians have performed consumer food safety education around [proper produce cleaning](#) and [food safety at U-pick farms](#) and could be valuable partners on projects with similar themes or marketplaces who want to highlight what their growers are doing and how consumers can continue those food safety practices at home. Use this [Produce Safety Technician Coverage Map](#) to connect with your Produce Safety Technician about your project proposal!
- [MSU Extension](#)
MSU Extension Food Safety Experts can provide programmatic support and resources for Food Safety at Michigan Community-Driven Marketplace applicants. Experts specialize in food safety education and outreach including food preservation (canning, freezing, and



dehydrating) and general food safety and food handling education. Events that could benefit from MSU Extension support might include food preservation or thermometer demonstrations, information about food preservation, food safety tools, proper time and temperature control information, and much more. Use this [MSU Extension Coverage Map](#) and connect with your local expert to partner together and provide food safety education and outreach at your events.

If you have questions, please contact the MIFMA team at office@mifma.org or by calling 517-432-3381.

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