

# CONFERENCE SCHEDULE

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

## Monday, February 26

**REGISTRATION** 8:00 – 9:00 AM Lobby

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

### **KEYNOTE: TELLING THE STORY OF COMMUNITY-CENTERED FOOD** ★

9:15 – 10:15 AM Auditorium, Room 1200

Panelist information to come!

Join us for an inspiring keynote session featuring stories from key community food systems innovators and their powerful work bringing community food to their communities.

**MORNING BREAK** 10:15 – 10:45 AM

**BREAKOUT SESSIONS I** 10:30 AM – NOON ★

 **FARMERS MARKET LICENSING 101** Auditorium, Room 1200

*Speaker: TBA*

Navigating the world of farmers market licensing and regulations can be complicated and time-consuming. This interactive session will dive into the basics of farmers market licensing and regulations and includes an activity for participants to be entered for a chance to win a free handwashing station for their market!

 **INSURANCE ESSENTIALS FOR ADDRESSING LIABILITY & INCREASING ACCESSIBILITY**  
Room A149

*Speakers: Disability Network Capital Area; TBA*

Is your marketplace prepared to respond to emergencies? This session will cover insurance considerations for Michigan community-driven marketplaces, strategies for addressing liability concerns, and how we should consider accessibility when addressing liability.

 **MARKETING MOMENTUM: ATTRACTING NEW CUSTOMERS THROUGH SOCIAL MEDIA**  
Room A155

*Speaker: Amanda Makela, 2nd Sandbar Productions; TBA*

In this session, we'll explore ways to maintain a consistent brand and voice across different forms of media, followed by an exploration of how to attract new customers to the farmers market using social media.

**LUNCH** NOON – 1:00 PM Conservatory

## PLENARY: A CONVERSATION ABOUT FOOD SOVEREIGNTY AND RACIAL EQUITY 1:00 – 2:30 PM ☆ Auditorium, Room 1200

*Speakers: Shakara Tyler, Detroit Black Farmer Land Fund; Rosebud Schneider, Keep Growing Detroit; TBA*

Join this plenary as we delve into a conversation on current food sovereignty work happening in Black and Indigenous communities and examine the role community food plays in achieving food sovereignty for all.

## AFTERNOON BREAK 2:30 – 3:00 PM Atrium

More info to come!

## LIGHTNING ROUNDS 3:00 – 3:45 PM Auditorium, Room 1200

*Speakers: Lindsey Scalera, Center for Regional Food Systems; Noelle Nachriener, Michigan Ag Council; Heather Borden, MSU Extension & Morgan Anderson, Ottawa County Conservation District; Suzie Genyk, MDHHS; Emma Hardy, University of Michigan PhD Student*

Lightning rounds are a series of short, exciting presentations about creative ideas and recent updates in the community food sector. Join us for a handful of super quick and engaging presentations from your fellow community-driven marketplace fanatics!

## ROUNDTABLE DISCUSSIONS 3:45 - 4:45 PM

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

## WIC PRODUCE CONNECTIONS Q&A SESSION 5:00 - 6:00 PM Auditorium, Room 1200

Join us in this optional Q&A session to hear 2024 updates from WIC Produce Connections and ask questions about upcoming technology updates.

## HAPPY HOUR 6:00 - 8:00 PM Red Cedar Spirits, 2000 Merritt Rd in East Lansing, MI

Join MIFMA staff and board members for an informal happy hour. Market managers, farmers and vendors, community partners, speakers, and market supporters will be able to meet and network.

Directions from the Plant and Soil Sciences Building at MSU: Take Wilson Rd. east to Hagadorn Rd. Continue on Hagadorn Rd for just over two miles, then turn right onto Haslett Rd. Turn left onto Merritt Rd and from there, you'll see Red Cedar Spirits on your right. There are road signs indicating the location of Red Cedar Spirits.

### About Red Cedar Spirits:

"Red Cedar Spirits is one of the oldest distilleries in Michigan with its beginnings dating back to 1998. Our skilled distillers create artisan spirits from scratch— grain and fruits— to the bottle in our East Lansing distillery.

Red Cedar Spirits gets rave reviews for its vodka, gin, whiskey, bourbon and brandy. Our artisan approach involves using artisan stills to make uniquely crafted spirits. The production of our spirits from the grain (or fruit) to the bottle takes place in the Red Cedar Spirits Distillery."



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## Tuesday, February 27

**REGISTRATION 8:00 – 9:00 AM** Atrium

**MIFMA ANNUAL MEETING 9:00 - 11:00 AM** 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 2024 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 will be provided to our members in advance of the meeting by email.

**MORNING BREAK 11:00 – 11:15 AM**

**NETWORKING AND CONSULTING 11:15 AM – NOON** Atrium

Visit with exhibitors, session speakers, and other community-driven marketplace 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!

**LUNCH NOON – 1:00 PM** Conservatory

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

 **UNDERSTANDING THE BASICS OF MICHIGAN COTTAGE FOOD LAW** Room A149

*Speaker: Karen Fifield & Kellie Jordan, MSU Extension*

Michigan Cottage Food Law can provide valuable opportunities for Michigan small businesses but carries a certain amount of risk. In this session, we'll dive into the details of Michigan Cottage Food Law to help marketplace professionals be prepared to offer safe cottage foods to their communities. Join the activity in this session to be entered to win a free handwashing station for your marketplace!

 **BUILDING A BETTER BUDGET: FUND DEVELOPMENT BASICS FOR COMMUNITY-DRIVEN MARKETPLACES** Room A155

*Speakers: TBA*

Join us in this interactive session to learn more about building relationships with potential funders and understand how to create and manage an operating budget!

 **UNLOCKING THE POTENTIAL IN PRODUCE PRESCRIPTION PROGRAMS THROUGH COMMUNITY PARTNERSHIPS** Auditorium, Room 1200

*Speaker: TBA*

Produce Prescription Programs are continuing to advance in Michigan. In this session, we'll explore where we're at, where we're going, and how to get there through community partnerships, as well as strategies to overcome challenges.

**AFTERNOON ACTIVITY 2:30 – 2:45 PM** Atrium

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

### COOKING DEMONSTRATION CONSIDERATIONS AND SAFE SAMPLING Room A149

*Speakers: Carol Moody, Mt. Pleasant Farmers Market & Kara Lynch, MSU Extension*

Cooking demonstrations can be an incredibly valuable educational addition at the farmers markets, but there are important considerations to ensure safety. Join us in this session to hear a first-hand perspective on the licensing process and safe sampling regulations. Join the activity in this session to be entered to win a free handwashing station for your market!

### APPLYING SKILLS FOR SUCCESSFUL FARMERS MARKET FOOD ASSISTANCE PROGRAMS Room A155

*Speakers: TBA*

In this workshop-style session, we'll get back to the basics of food assistance programs and have the opportunity to get firsthand practice facilitating food assistance transactions at the farmers market.

### PANEL DISCUSSION: STRATEGIES FOR BUILDING STRONG COMMUNITY PARTNERSHIPS Auditorium, Room 1200

*Speakers: Linda Bader, MIFMA Board; TBA*

Community partnerships have the potential to advance marketplaces in Michigan but can be challenging to navigate. This panel session will examine firsthand experience from both marketplace managers and community partners about securing and maintaining partnerships, and motivations for both parties to get involved.

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

Join us as we wrap up the 2024 Michigan Farmers Market Conference, honor a number of dedicated individuals, and look ahead to planned activities throughout the year.