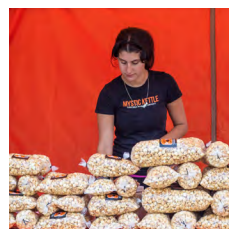
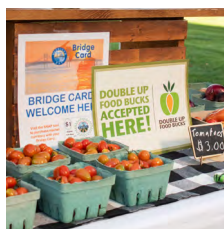
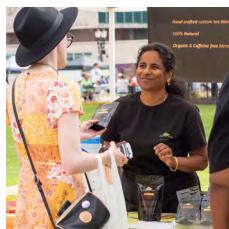




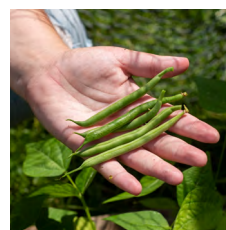
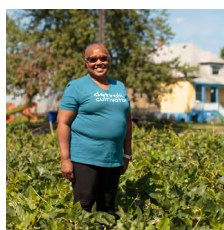
HARVESTING CHANGE



**FEBRUARY
26 - 27**



**MICHIGAN
STATE
UNIVERSITY**



2024 MICHIGAN FARMERS MARKET CONFERENCE

Nourishing Communities Together

CONFERENCE DETAILS & HIGHLIGHTS

Welcome to the 2024 Michigan Farmers Market Annual Conference, Harvesting Change: Nourishing Communities Together! We're so excited to see you and connect with you. If you need help or have any questions while you're here, just find a MIFMA team member.

CONFERENCE TRACKS

New for the 2024 conference, we've implemented a track system to help you connect with the sessions and topics that are the best fit for you! Tracks are noted throughout the schedule with the following symbols.



FOOD SAFETY

Best for those who plan to host cooking demonstrations at the market or who produce food



FUNDAMENTALS

Best for those approaching their first season or looking to brush up on the basics



INNOVATIONS

Best for those who are ready to take their market to the next level or are seeking new ideas

The tracks are suggestions, not requirements. Everyone is welcome to attend any session they'd like!

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 Hours for MIFMA's Continuing Education program for Certified Market Managers. Learn more at www.mifma.org/continuinged.

LACTATION ROOM



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

REFRESHMENTS

Morning refreshments, lunch, water, tea, and coffee will be provided in the atrium.

FEEDBACK

Share your feedback! Please complete the conference evaluation that will be emailed to you Tuesday.

ROUNDTABLE DISCUSSION QUESTIONS

3:45 - 4:45 PM | Monday, February 26 | 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. What trends did you observe at your market last year (visitor attendance, vendor attendance, sales, etc.)? How were those trends measured and documented?
2. How are you currently soliciting financial support for your market? What ideas do you have to earn financial support? What area(s) of your budget do you have the most trouble with/feel the most limited by?
3. What excites you about food assistance technology modernization? What worries you about new technology modernization for food assistance programs? How do you feel about food assistance programs being shifted to a vendor-led model and why do you feel that way?

ANNUAL MEETING

9:00 AM - 11:00 AM | Tuesday, February 27 | 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 and on potential bylaw changes. 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.



Visit MIFMA.org/AnnualMeeting or scan the QR code to access voting and view the materials!

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

Panelists: Jae Garehart, Trinity Health; Jerry Ann Hebron, Oakland Avenue Urban Farm; Bill Brinkerhoff, Argus Farm Stop

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 – 10:30 AM

BREAKOUT SESSIONS I 10:30 AM – NOON ★

FARMERS MARKET LICENSING 101 Auditorium, Room 1200

Speaker: MIFMA staff; Josh Felsk, MDARD

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; Ben Rathburn, Rathburn Insurance

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; Hailey Lamb, MIFMA

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 Bear Schneider, Anishinaabe Farmer and Seed Keeper; Shane Bernardo, Food as Healing

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

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 ★

Speakers: Pam Gove, MDHHS

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."



CONFERENCE SCHEDULE

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Free Wi-Fi: MSU Guest 3.0 network

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 and potential bylaw changes. 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 are available by scanning the QR code on page 3 or by visiting MIFMA.org/AnnualMeeting.

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 Auditorium, Room 1200**

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 A149**

Speakers: Tasha Oliver, McLaren Health Plan; Karla Forrest-Hewitt, East Lansing Farmers Market; Jenny Wagemann, Allen Farmers Market

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 A155**

Speaker: Bella Pagogna and Ashley Wenger, MIFMA; Laurel Stevenson, MPH, PhD, Oakland University; Maralee Rosemond, Oak Park Farmers Market

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 BREAK 2:30 – 3:00 PM Atrium

CONFERENCE SCHEDULE

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

BREAKOUT SESSIONS III 3:00 – 4:35 PM ★

COOKING DEMONSTRATION CONSIDERATIONS AND SAFE SAMPLING Auditorium, Room 1200

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

Cooking demonstrations can be an incredibly valuable educational addition at 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 A149

Speakers: Joe Lesausky, MIFMA; Fair Food Network

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 A155

Speakers: Linda Bader, MIFMA Board of Directors; Roxanne White, MSU Extension

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 4:30 – 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. We'll also celebrate market managers who qualified for recertification this year!

Congratulations to our 2024 Market Manager Certificate Program Graduates!

Abigail Wittkopp

Clarice Shepherd

Lauren Windsor

Sandy Hodges

Becca Pleiman

Erica Duckett

Leanne Claxton

Sarah Pushies

Brian Shier

Hannah Bradshaw

Marisa Romano

Sherry Barnum

Brianna Wurtsmith

Heather Wight

Melissa Majchrzak

Yeli Romero

Carol Trowell

Julie Bensinger

Rachel Plankenhorn

Chelsea Salame

Katie Bush

Renee Wise

Claire Austin

Krysta James

Rudy Youssef

Congratulations to the following individuals for earning recertification through the Market Manager Certificate Program!

This recertification represents their continued investment in professional development and acknowledges that they remain a professional trained farmers market manager.



LINDA
BADER



LORENE
LAURENCE



CAROL
MOODY

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EXHIBITORS

10 CENTS A MEAL FOR
MICHIGAN'S KIDS & FARMS

FOOD BANK COUNCIL OF
MICHIGAN

MICHIGAN CSA NETWORK

FAIR FOOD NETWORK

MSU EXTENSION FOOD
SAFETY

MICHIGAN FOOD AND
FARMING SYSTEMS

FOOD AND DRUG
ADMINISTRATION

MICHIGAN AG COUNCIL

STATE OF MICHIGAN
WIC DIVISION

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.

