



2023 Annual Report

OUR MISSION

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.

LETTER FROM THE EXECUTIVE DIRECTOR

At this point in my life, I find myself reflecting often on the concept of energy. Like a character in a video game with a meter overhead, I'm constantly checking in about the level of energy I have. I also use energy as a decision making tool-asking myself will this add energy to my cache or detract from it?

If I reflect on the energy level that MIFMA had at the beginning and end of 2023, I can quickly recognize that the year reinvigorated our organization in many ways. After all of the energy depletion of a global pandemic, the past year restored energy by:

Allowing us to be physically present with our members, partners, and with each other. Whether it was working together in the office on Mondays, resuming in-person programming, or traveling to markets, events, and conferences across the state and country, being present with each other in these spaces brought energy to our work.

Working collectively towards the goals in our 2023-2025 strategic plan. Prioritizing and focusing our collective work in four main goal areas and celebrating achievements and milestones along the way generates new energy.

Spotlighting our work to new and expanded audiences. Whether it was advocating for changes to the Cottage Food law with new Michigan legislators, speaking at the Nutrition Incentive Hub National Convening in Washington DC, or sending staff to conferences and events in Philadelphia, Toronto, Columbus, Santa Fe, Madison, Chicago or Kansas City, expanding the awareness of MIFMA and the high quality, impactful work that we do brings both recognition and energy in.

Hiring new staff including two new student employees and a new Director of Technical Assistance brings new life, ideas, and energy to our team. Our staff team now outnumbers our board 12 to 11 for the first time in our organization's history!

With our energy meters now in the green, we also have more energy to give to our members, our partners, and to our team members- especially when they need a boost! We are ready to move beyond survival mode and return to envisioning how we can thrive together.

With energy,
Amanda Shreve,
Executive Director

BY THE NUMBERS

9,000+ 

Shoppers visited the three summer Farmers Market at the Capitol events

80 

Attendees of the Michigan Farmers Market Conference

5,700+ 

Miles travelled by staff to provide onsite guidance and technical assistance to markets

44,000+ 

Visits to our Find a Farmers Market Tool

27 

New farmers and markets sites accepting SNAP Bridge Card benefits

56 

Farmers and vendors participated in our 2023 Farmers Markets at the Capitol

21 

Market Managers certified through the Market Manager Certificate Program



MIFMA's Investment in Racial Equity Work

- Staff and Racial Equity committee members attended Soul Fire Farm's Uprooting Racism training and began using their equity rubric to assess our progress and create plans for future actions
- Started developing a market manager racial equity cohort program with the goal to offer a space for managers to implement antiracist policies and practices at their markets

- At the 2023 Michigan Farmers Market Conference, Joe Van Alstine of Ziibimijwang Farm led a plenary session about the path to food sovereignty in Indigenous communities (pictured)
- Convinced MDHHS to stop using the language 'market master' in the WIC Project FRESH and Senior Market FRESH program materials
- Added a line item in our budget to earmark general funds to support our racial equity work for the first time

2023 MIFMA HIGHLIGHTS



FOOD SAFETY AT THE FARMERS MARKET

MIFMA invited Michigan farmers markets to apply to receive funding and support to host the food safety education programming of their choice to take place during the 2023 market season. Once a week, markets also reshared posts from MIFMA's Facebook page that featured seasonally relevant food safety information for farmers market shoppers.

Over **\$16,500** was distributed to **17 markets** who hosted food safety giveaway distributions, cooking demonstrations, and more for their communities. The social media campaign earned over **250,000 impressions** on Facebook and Instagram.

PRODUCE PRESCRIPTION LEGISLATIVE EDUCATION DAY

On November 8th, 2023, MIFMA hosted the first Legislative Education Day for Produce Prescription Programs in Michigan. In total, twenty-nine legislative meetings were held throughout the day representing districts across the state. The focus of these conversations was on raising awareness of the programs and educating legislators on how and why they should support these programs in the future.

MIFMA Produce Prescription Program Manager Bella Pagogna explains, "It is important to start the conversation now so we can start to build those relationships and familiarize legislators with programs operating in their district and the impacts those programs are having on their constituents so that they can be prepared to support future policy asks."

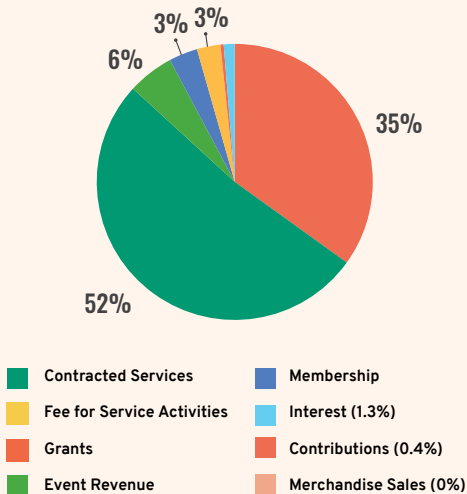


As of December 2023, there were approximately **20 Produce Prescription programs operating in Michigan and serving residents in over 40 counties.**

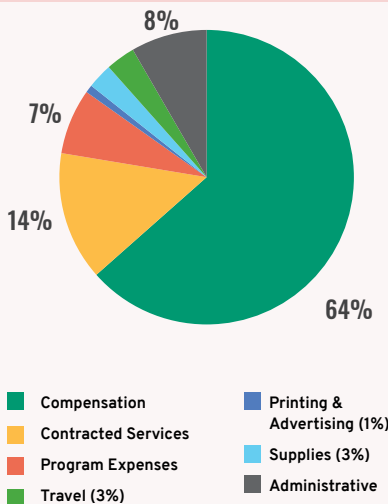


Annual Financial Report

Revenue: \$866,725



Expenditures: \$832,985



Thank You to Our 2023 Funders:

- Fair Food Network
- Farmers Market Coalition
- Michigan Department of Agriculture and Rural Development Food Safety Education Fund
- Michigan Department of Health and Human Services
- Michigan Enhancement Grant
- Michigan Health Endowment Fund
- Michigan State University Extension
- Oakland University
- USDA Agricultural Marketing Service Farmers Market Promotion Program



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mifma.org



#MIFarmersMarkets
#KnowYourMarket

