



2025 MICHIGAN FARMERS MARKET CONFERENCE AGENDA AT A GLANCE



Monday, March 3

REGISTRATION 8:00 – 9:00 AM

CONFERENCE WELCOME 9:00 – 9:15 AM

KEYNOTE: What is “Local”? ☆

9:15 – 10:15 AM

MORNING BREAK 10:15 – 10:30 AM

BREAKOUT SESSIONS I 10:30 AM – NOON ☆

MDARD FOOD SAFETY

WIC/SENIOR MODERNIZATION

CREATING VIDEO CONTENT

LUNCH NOON – 1:00 PM

PLENARY: THE FUTURE OF FOOD ASSISTANCE 1:00 – 2:30 PM ☆

AFTERNOON BREAK 2:30 – 3:00 PM

POSTER SESSION 3:00 – 3:45 PM

ROUNDTABLE DISCUSSIONS 3:45 – 4:45 PM

CONFERENCE SOCIAL AND HAPPY HOUR 6:00 - 8:00 PM

CONTINUED ON BACK

Tuesday, March 4

REGISTRATION 8:00 – 9:00 AM

ANNUAL MEETING 9:00 – 11:00 AM

MORNING BREAK 11:00 – 11:15 AM

NETWORKING AND CONSULTING 11:15 AM – NOON

LUNCH NOON – 1:00 PM

BREAKOUT SESSIONS II 1:00 – 2:30 PM 

ASSESSING YOUR MARKET THROUGH AN EQUITY LENS

EDUCATION TO ACTION

TAILORING CONTENT TO YOUR AUDIENCE & USING ACCESSIBILITY TOOLS

AFTERNOON BREAK 2:30 - 3:00 PM

BREAKOUT SESSIONS III 3:00 – 4:30 PM 

BYOB: BUILD YOUR OWN BUDGET

GRANTS 101

TIMESAVING COMMUNICATIONS AND MARKETING TOOLS

CLOSING REMARKS AND AWARDS 4:30 - 5:00 PM