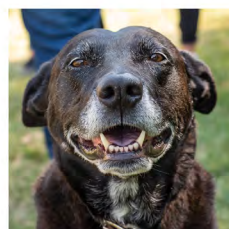
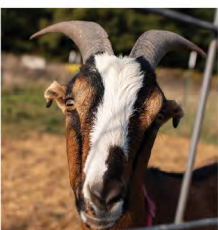
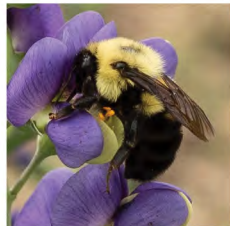


MICHIGAN
FARMERS MARKET
ASSOCIATION




2025 MICHIGAN FARMERS MARKET CONFERENCE


CONFERENCE DETAILS & HIGHLIGHTS


Welcome to the 2025 Michigan Farmers Market Annual Conference! 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

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.

 **COMMUNICATIONS**
Best for those wishing to take their digital communications to the next level- all with a food safety spin!

 **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, March 3 | 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. Reflect for a moment on your role in Michigan's local food system. What is one thing you'd like to celebrate? What is one challenge that has been difficult to resolve?
2. The number of direct marketing farmers in Michigan has not grown at the same rate as the number of farmers markets in Michigan, with the number of specialty crop farmers being particularly concerning. What are you/have you been doing to combat this issue? What would you like to see MIFMA and others do to combat this issue?
3. If you are a MIFMA member, what do you find most valuable about your membership? If you are not a MIFMA member, what has prevented you from joining?

ANNUAL MEETING

9:00 AM - 11:00 AM | Tuesday, March 4 | 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 2025 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, March 3

REGISTRATION 8:00 – 9:00 AM Lobby

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



ONE WORD, MANY MEANINGS: DEFINING “LOCAL” FOOD ★

9:15 – 10:15 AM Auditorium, Room 1200

Presented by Hilary Brooks King, Emory University and Dr. Andrea Rising, Arizona State University

What does the term “local” actually mean? Join us as we take an interactive look into the many different definitions of “local” and how concepts of geography, place, labor, growing methods, and race affect what we mean when we say “local food”.

MORNING BREAK 10:15 – 10:30 AM

BREAKOUT SESSIONS I 10:30 AM – NOON ★

SNAP, EDIT, SHARE: MAKING VIDEOS CONTENT Room A155

Speaker: Jenny Berggren, Wondergold Pictures; Hailey Lamb, MIFMA

Learn how to craft compelling videos using any clips filmed on your phone- or even without any footage at all! As a group, we'll practice filming and editing a short food safety focused video from start to finish. Attendees will have a chance to win a content creation kit to help keep the momentum going!

THE ABCS OF MDARD: THE ESSENTIALS OF FOOD AND PRODUCT LICENSING Auditorium, Room 1200

Speakers: Violet Lombard, MDARD; Amanda Shreve, MIFMA

Product licensing requirements and regulations can be complicated for market staff and vendors to understand, but you don't have to do it alone! This session will dive into the basics of farmers market licensing and regulations, what MDARD support and resources are available, and how to help your vendors work with their MDARD inspector.

THE ROADMAP TO FARMERS MARKET NUTRITION PROGRAMS IN 2025 AND BEYOND Room A155

Speakers: Suzie Genyk, Michigan Department of Health and Human Services; Joe Lesausky, MIFMA

Increasing food access is one of the primary goals of most Michigan marketplaces. In this session, we'll learn what's to come with Farmers Market Nutrition Programs in 2025, how to help farmers and vendors participate in these programs in time for the upcoming market season, and how MIFMA will be there to support you every step of the way.



Caterer Spotlight: Tantay Peruvian Cuisine

Tantay is mid-Michigan's only Peruvian restaurant and food truck. They source from numerous Lansing-area urban farmers for their menu items, which include veggie saltado, soups and stews, and grain and vegetable salads. Gluten free, vegan, and omnivore options will be served.

Founder Jose Aste says, "My vision is to create an environment where individuals and families not only gather amongst each other, but with each other. I see this happening by providing a genuine Peruvian experience-- one that is full of dreams, passion, food, and conversation. By sharing these Peruvian principles and the cuisine that brings us together, we will embark on the same journey-- if only for just a moment in time."

LUNCH NOON - 1:00 PM Conservatory

PLENARY: TRENDS, TRANSFORMATION, AND THE FUTURE OF FOOD ASSISTANCE PROGRAMS

1:00 - 2:30 PM Auditorium, Room 1200

Speakers: Sharon Ostrowski, Sharkar Farm; Suzie Genyk, Michigan Department of Health and Human Services; Fair Food Network; MIFMA

The future is now! Food assistance programs and community-driven marketplaces seem to be changing faster than ever and showing no signs of slowing down anytime soon. We'll explore trends in the sector and what they may mean for the future of these programs, what may be around the corner, and how MIFMA can help your market keep moving in the right direction.

AFTERNOON BREAK AND POSTCARD ACTIVITY 2:30 -3:00 PM Atrium

ROUNDTABLE DISCUSSIONS 3:00 - 4:45 PM

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

HAPPY HOUR 6:00 - 8:00 PM Phillips Cider Bar and Market, 3000 Vine St, Lansing, MI 48912

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. We'll also have the grand opening of the Swag Swap Shop!

Phillips Cider Bar is located approximately three miles northwest of the conference venue, just outside of the Frandor Shopping Center. Michigan made hard ciders, pizza, and desserts will be available for purchase, and we'll also host the grand opening of the Swag Swap! Free parking is available outside of the restaurant, and no conference registration is required to attend the Happy Hour.



What's a Swag Swap?

Show off your love for Michigan markets by participating in the first annual Michigan Farmers Market Swag Swap! Attendees are encouraged to bring their own market's "swag" to swap with others. Shirts, hats, beanies, posters, umbrellas... if it's branded to your market or business, we want to see it! Here's how it works:

- After you check in at the Welcome table on **Monday morning**, take your items to the Swag Swap table to **exchange for MIFMA Moolah**. Exhibitors, sponsors, and speakers are encouraged to participate, too!
- Each participant can **trade up to five items** for MIFMA Moolah. **Large items** (like apparel) will be worth **\$5 in MIFMA Moolah**, and **smaller items** (like decals) will be worth **\$1**.
- The Swag Swap Shop will **open at 6 PM sharp** at the Happy Hour and available for 'shopping' throughout.
- Swag Swap Shop will also be open for shopping during **Tuesday morning break and networking time**.
- Any remaining items will be available to any participant at no cost during the afternoon break on Tuesday, and any unclaimed items left at 5 PM will be donated.



CONFERENCE SCHEDULE

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#MIFMAConference
Free Wi-Fi: MSU Guest 3.0 network

Tuesday, March 4

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 2025 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, review innovative projects from state partners, and learn about other opportunities available to you and your market. Complete a Networking Bingo Card 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 YOUR AUDIENCE & CREATING ACCESSIBLE CONTENT** Room A155

Speaker: Megan Stefl and Bridgette Bauer, Bellweather Public Relations; Kait Bibb, Digital Marketing Specialist

Social media isn't just about "going viral"—it's about reaching the right audience with the right content. In this beginner-friendly session, we'll show you how to access and understand Facebook and Instagram analytics so you can plan posts that align with your market's goals. While we're there, we'll also learn best practices for creating accessible digital content and why it's important to do so. One lucky attendee will also win a content creation kit to put these skills in action!

 **ASSESSING YOUR MARKET THROUGH AN EQUITY LENS** Room A149

Speakers: Phil Warsaw, Michigan State University; Michael Astley, Disability Network Capital Area

Although we all need food, accessing it can be a challenge. Learn how to identify and understand barriers that may exclude neighbors and community members from your market. Gain practical insights into the options available to address these challenges, ensuring a more inclusive, equitable, and accessible market experience for all.

 **FROM EDUCATION TO ACTION** Auditorium, Room 1200

Speaker: Karla Forrest-Hewitt

No need to sit down- this session is all about action! Attendees will use the Anti-Racist Farmers Market Toolkit to identify an action step they can take at their market and create a plan to make it happen.

AFTERNOON BREAK 2:30 – 3:00 PM Atrium

Chair Yoga with Jenny Wagemann

Join Michigan Farmers Market Manager and Yoga Instructor Jenny Wagemann for an optional, all-levels chair yoga activity. Learn self care techniques that are easy to incorporate in your busy schedule and depart for the afternoon breakout sessions focused and ready to learn!

CONFERENCE SCHEDULE

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Free Wi-Fi: MSU Guest 3.0 network

BREAKOUT SESSIONS III 3:00 – 4:35 PM

EASY, FAST, EFFECTIVE: STRATEGIES AND SOLUTIONS FOR MARKET OUTREACH Room A155

Speakers: Erika Tebbens, Taste the Local Difference

Explore the software and tools available to streamline your content planning and creation, save time, and maintain a consistent online presence. Attendees will also be entered to win a content creation kit to enhance their market's communication strategies.

BYOB: BUILD YOUR OWN BUDGET Room A149

Speakers: Jenny Wagemann, Allen Farmers Market; Amanda Shreve, MIFMA

In this session, participants will learn how to create and manage a farmers market budget, including key best practices for financial planning and sustainability. We'll also explore how a market operating under a larger operating organization can determine their specific budget and why it's important to do so.

CRACKING THE CODE: GRANTS 101 FOR COMMUNITY-DRIVEN MARKETPLACES Auditorium, Room 1200

Speakers: Dayna Popkey, Growing Hope; Ashley Wenger, MIFMA

The grant application process can seem daunting to market managers who have never experienced it before, but grant funding can open many doors for programming, sustainability, and the long term success of your market. We'll explore what application and reporting requirements look like at the local, state, and national levels, including the new FMPP turnkey application.

CLOSING REMARKS AND AWARDS 4:30 – 5:00 PM Auditorium, Room 1200

Join us as we wrap up the 2025 Michigan Farmers Market Conference, honor our 2025 Market Manager Certificate Program graduates, and look ahead to planned activities throughout the year. We'll also celebrate market managers who qualified for recertification this year and award Networking Bingo prizes!

CONGRATULATIONS TO OUR 2025 MARKET MANAGER CERTIFICATE PROGRAM GRADUATES!

Alec Williamson	Erin Ulko	Molly Henderson
Allyson Leach	Gary Shepherd	Nick Martinez
Barbie Dunn	James Seaton	Perry Youngs
Beca Welty	Jeniece Freeman-Holt	Rae Nims
Brenda Keith	Jenn Brown	Raquel Valverde
Carla McClure	Karissa Ingalls	Leah Crossley
Claire Austin	Katie Jedrzejczak	Sara Mayo
Colleen Armitage	Kira Bixel	Sarah Schroeder
Colleen Hagerty	Laurie Szczesny	Takunia Collins
Dara O'Regan	Lunia Oriol	Tonya Roe
Diane Burk	Maeve Feindt	
Erin Foley	Michael Benson	

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WONDERGOLD PICTURES

POSTERS

HEATHER BORDEN,
MSUE MI ON-FARM PRODUCE SAFETY

KARLA FOREST-HEWITT,
ANTI-RACIST TOOLKIT

EMILY LYONS,
MIDLAND AREA FARMERS MARKET

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.