

MARKET MANAGER CERTIFICATE PROGRAM

The Market Manager Certificate Program is a voluntary program designed by the Michigan Farmers Market Association to encourage farmers market managers to pursue leadership skills and professional development on topics essential to market management. Market managers are recognized with a certificate upon completion of the full program. This certificate offers acknowledgment to market organizers and vendors that the market manager is a trained professional.



CERTIFICATE INFORMATION:

Certificates will be awarded to individuals who complete the full program, including all course assignments.

Participants or their affiliated organization must be MIFMA members to register for the full program.

Registration fees are fully refundable up to 14 days before the event. No refunds will be given after that date.

Learn more and register at
MIFMA.org/MMCP

Full Program Dates & Times:

The program will begin with two in-person sessions on January 16 and 17 from 10 AM to 4:00/4:30 PM in Grand Rapids, followed by seven webinars streamed live on weekday evenings. The program concludes with virtual presentations from full-program participants on Monday, February 16. Live attendance is mandatory for both in-person sessions and presentations.

Program Cost:

The full program includes a total of 32 educational hours. Cost: \$500. Full program registration closes January 9, 2026. Scholarships may be available.

MIFMA acknowledges that the cost of this program may create a financial barrier to participation for some individuals and organizations. We are open to discussing **alternative and/or reduced payment options** for this program with anyone who contacts us by Jan 6, 2026 at office@mifma.org or 517-432-3381. If you're looking for a full scholarship option, please visit [MIFMA.org/Scholarship](https://mifma.org/Scholarship).

Individual Webinars:

Anyone may attend webinars. Those attending individual webinars will receive an informative program and supporting resources, but will not receive a certificate. Cost: \$20 for members of MIFMA and Taste the Local Difference. \$50 for non-members.

Technology Requirements:

Participants need access to a computer with an Internet connection. Webinars are streamed live via Zoom and recorded for later viewing. Internet access is also required to access the platform used to share class resources, engage in discussions, and complete webinar quizzes.

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Mission-Driven Market Management: January 16 (in-person)

Learn about the roles and responsibilities of a market manager and how to use a mission statement to guide your market.

Farmers Market Governance: January 16 (in-person)

Understand the different market governance structures and how to identify and engage market collaborators.

Food Safety: Michigan Licensing & Regulations for Farmers Markets & Vendors: January 16 (in-person)

Learn state licensing requirements and regulations that farmers markets and vendors must follow.

Conflict Management & De-escalation: January 17 (in-person)

Understand strategies to resolve conflict and communication styles that can help facilitate difficult conversations, including an introduction to the concept of de-escalation and how it can be applied.

Market Policies & Working with Vendors: Applications, Recruitment, Mix, & Placement: January 17 (in-person)

Become proficient in building enforceable market policies that support your market's mission. Learn techniques for

successfully recruiting vendors and strategies to ensure the right mix of products and vendors placed within your market.

Supporting Diverse, Equitable, & Inclusive Farmers Markets: January 19

Explore the tools and skills a market manager needs to lead their market in being an equitable and inclusive space that reflects the diversity of the surrounding community.

Learning Objectives

The Market Manager Certificate Program includes 2 in-person sessions and 7 webinars. Webinars are streamed live from 6:00 to 7:30 p.m. EST. on weekday evenings.

Data-Informed Decision Making & Documenting Market Operations: January 21

Learn methods for building institutional memory. Understand how data collection, Rapid Market Assessments, and standard operating procedures can set your market up to outlast changes in leadership.

Earning & Managing Financial Support for Your Market: January 26

Become familiar with financial record keeping and accountability practices specifically related to farmers markets, learn simple strategies for writing successful grant proposals, and explore ways to earn financial support for your market including vendor fees, fundraising, and sponsorships.

Managing Risk at the Farmers Market: January 28

Understand the steps you can take to recognize and evaluate risks, and prepare for emergency situations.

Food Assistance Programs at the Market: February 2

Learn about food assistance benefits farmers markets can accept and the process for participating in those programs. Explore successful volunteer recruitment, management, and recognition strategies.

Farmers Market Outreach & Marketing: February 4

Identify the different audiences that you need to communicate with about your market and explore strategies and tools to reach these audiences in a scale and budget appropriate way.

Planning for Events & Entertainment: February 9

Learn how to plan for events and entertainment, including special licenses required for some promotions and activities.

Participant Presentations: February 16

Practice presenting to an audience about a topic of current relevance to your market.

LEARN MORE AND REGISTER:

<https://mifma.org/for-markets/mmcp/>

Course Assignments:

In completing the course work for this program, participants will:

- Develop a presentation on a topic relevant to their farmers market that includes a personal profile and a market profile
- Complete quizzes to evaluate comprehension of webinar topics
- Reflect on the lessons learned from this course through the use of online discussion boards
- Practice presenting to an audience about a topic of current relevance to your market on February 16