



Collaboration: Michigan Farmers Markets and SNAP Ed Programs

21 March 2019

Choices Conference

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Objectives

- 1) To better understand the planning, organizing, and operations of a Farmers Market
- 2) To better understand how to build a partnership with a market manager

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Agenda

- Introduction
- Farmers Markets 101
- Partnering with Market Managers
- Examples of Activities

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About Me

Joe Lesausky

- BS Public & Non Profit Admin
- 10 Years working as a Market Manager
- Joined MIFMA in March 2018



Food Access Manager

Projects:

- MiHOTM Food Navigator
- Double Up Food Bucks,
- SNAP Wireless Equipment Expansion

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Michigan Farmers Market Association (MIFMA)



Mission: MIFMA advances farmers markets to create a thriving marketplace for local food and farm products

Vision: MIFMA places farmers markets at the forefront of the local food movement and works to ensure all residents have access to healthy, locally grown food and the Michigan farmers markets receive policy support

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What is a farmers market?

MIFMA defines a farmers market as **a public and recurring assembly of farmers or their representatives** selling **direct-to-consumer** food and products which they have produced themselves.

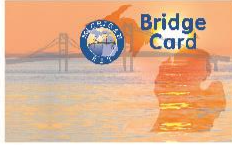
In addition, the market may include a variety of vendors as determined by market management.

A farmers market is organized for the **purpose of facilitating personal connections** that create **mutual benefits for local farmers, vendors, shoppers and communities.**

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There are more than **300 farmers markets** in Michigan! Many accept SNAP Bridge Cards and other food assistance benefits!

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**Senior Project
FRESH/
Market FRESH**

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What does a Farmers Market Look Like?

- Each market is different!
 - In a parking lot, on a closed street, in a field, in a park, on a river



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Vendor Setups

- In Tents
- Under a Pavilion
- In a building
- Out of their vehicle



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Why do Farmers Sell at Markets?

- 1) Low Overhead
- 2) History of Selling
- 3) Connection to Customers
- 4) Building of Community
- 5) Gaining Exposure
- 6) Testing Products
- 7) Potentially Higher ROI



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Who's in Charge

- Independent 501(c)3 or part of a larger non-profit
- Privately operated
- Government operated (Village, City, County, Chamber, DDA, Main Street etc.)
- Typically (in Michigan) an organization only runs 1 market

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Market Manager/Market Master

- Individual who is in charge of the operations of the Market.
- Traditional Tasks include:
 - Vendor Recruitment & Retainment
 - Market Operations (day of) (set-up & tear-down)
 - Marketing, Event Planning, Finances, and Customer Service



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Working with Market Managers

- Start with building a relationship
 - Get to know them!
- Be respectful of their management decisions and constraints
- Clarify your role and responsibilities
- Look for ways you can support them and their goals



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Compensation and Time Investment

How much time does a manager have to work on the market?

- Are they paid, or a volunteer?
 - Hourly vs. contract pay
- Is managing the market part of a larger position?
- Does the manager have a seasonal or year-round commitment to the market?
- Are they only working on the market during day-of market operations?
 - Are they available outside of operating hours?



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Examples of Partnerships

Cooking Demo's



Food Navigators

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Options for Cooking Demonstrations

	Samples Prepared On-Site	<ul style="list-style-type: none"> • Demo on-site and serve from demo • By licensed food establishment • A: Partner with business licensed for on-site prep • B: Market to apply for cooking demo license
	Samples Prepared in Licensed Facility	<ul style="list-style-type: none"> • Demo on-site without serving • Package in licensed facility • Acting under the license holder's authority • Maintain proper temperature
	No Samples	<ul style="list-style-type: none"> • Demonstration Only

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Cooking Demos & Sampling

- Prepare a market friendly recipe (bring copies)
- Use something “In Season”
- Food safety comes first!



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MiHOTM Food Navigators

- Placed at Farmers Markets to help with:
 - Food Access
 - Nutrition Education
 - Partnership Building
 - Customer Interactions



- Tasks Included:
 - Cooking Demo's
 - Handing out Nutrition Materials
 - Market Tours
 - Education Activities

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Where do I Start?

www.mifma.org/findafarmersmarket

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