

**MIFMA Farmers Market Conference**  
**March 4-5, 2014**

**MIFMA 2014 Policy Priorities:** <http://mifma.org/wp-content/uploads/2010/05/MIFMA-2014-Policy-Priorities-FINAL.pdf>

***Break Out Session: Place making***

MEDC Contact for Grants : Marilyn Crowley ([crowleym@michigan.org](mailto:crowleym@michigan.org), 517.803.0634)

- Crowd source matching grants (new program, email her to find out more)
- Infrastructure grants; coordinate with MEDC funding already obtained by City as entitlement community

Project for Public Spaces

- Website graphics on public space use elements

Ashley Miller Helmholtz (Market Manager, Chelsea Market)

- Comfort and Image: Green Spaces
- Sociability: Gathering Spaces
- Use and Activities: Food Education and Play Spaces
- Access and Linkages: Safe Transportation Spaces
- Community Support

Placemaking Questions for Our Market

1. Is my market connected to the rest of the community via multiple modes (walking, biking, public transportation, driving) of transportation?
2. Are there ways you can better connect your market to the rest of the community?
3. How could my market better add to the vibrancy of the downtown of my community?
4. What are barriers for people to come to my market?
5. Opportunities for my market to collaborate with the following:
  - a. Downtown Businesses
  - b. Other Markets
  - c. Schools
  - d. Community Foundations
  - e. Non-Profit Organizations
6. What amenities make my market a destination?
  - a. Benches
  - b. Bike Racks
  - c. Community Gardens
  - d. Event Space
  - e. Food Vendors
  - f. Fountains
  - g. Ice-rink
  - h. Live Music
  - i. Park
  - j. Programming
  - k. Public Art
  - l. Trails
  - m. Other\_\_\_\_\_

***Break Out Session: Regional Collaboration and Promotion***

- Sharing hours and other local market information
- Over the Back Fence Networking Group of Market Managers (run by Northville Manager)
- Refer interested applicants to other local markets
- List of partners/local organizations to ask for cross promotion

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***Break Out Session: Mobile Payment Processing Technology***

- Kent County EBT Pilot
  - 24 markets and roadside stands
  - 275 Farmers with iDevices
    - iPhone, iPod Touch or iPad
    - iMag reader
  - Online Mobile Market
    - Daily reports (farmer level and market manager level)
    - Transaction history and online receipts
    - Market Master Reconciliation Report
    - Reimbursement in 24-48 hours (deposited to market account; must still reimburse vendors)
  - Receipt Methods
    - Email
    - Text
    - No Receipt
    - Hand-Written (must include vendor name, transaction ID, Amount and Balance)
  - Transaction Types accepted
    - WIC Project Fresh
    - WIC CVB
    - Summer EBT for Children (SEBTC)
    - SNAP
    - Credit and Debit
    - Double Up Food Bucks
  - 2014 USDA Farm Bill includes funding for incentive programs like DUFB
    - Funding to be available FY15 (begins October 2014)
  - Double Up Food Bucks
    - On EBT Pilot: DUFB functions as a “Loyalty” that automatically loads when SNAP EBT card is swipped
  - Market Link or Michigan Mobile Market Plus (electronic transaction platform options)
  - 2020 WIC Mandate to move to EBT
  - USDA wanting to move to EBT entirely in the future (tokens as a an insecure payment method)

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***Break Out Session: Communicating with Shoppers about Vendor Certifications***

Organic Agriculture

- Principles of Health, Ecology, Fairness, Care
- Exemption from certification requirement for farmers marking less than \$5,000 in produce annually
- IFOAM website
- Rodell Institute
- Sustainable Agriculture (1990 Farm Bill)

Certifications

- Naturally Grown
  - o Peer review verification
- Vegan
- Kosher
- Biodynamic
- Food Alliance
- Gluten Free
- Food Justice
- Fair Trade
- MAEP
- GAPP
- BALLE ([bealocalist.org](http://bealocalist.org); [culminate.com](http://culminate.com))

Questions for customers to ask vendors about their growing practices