

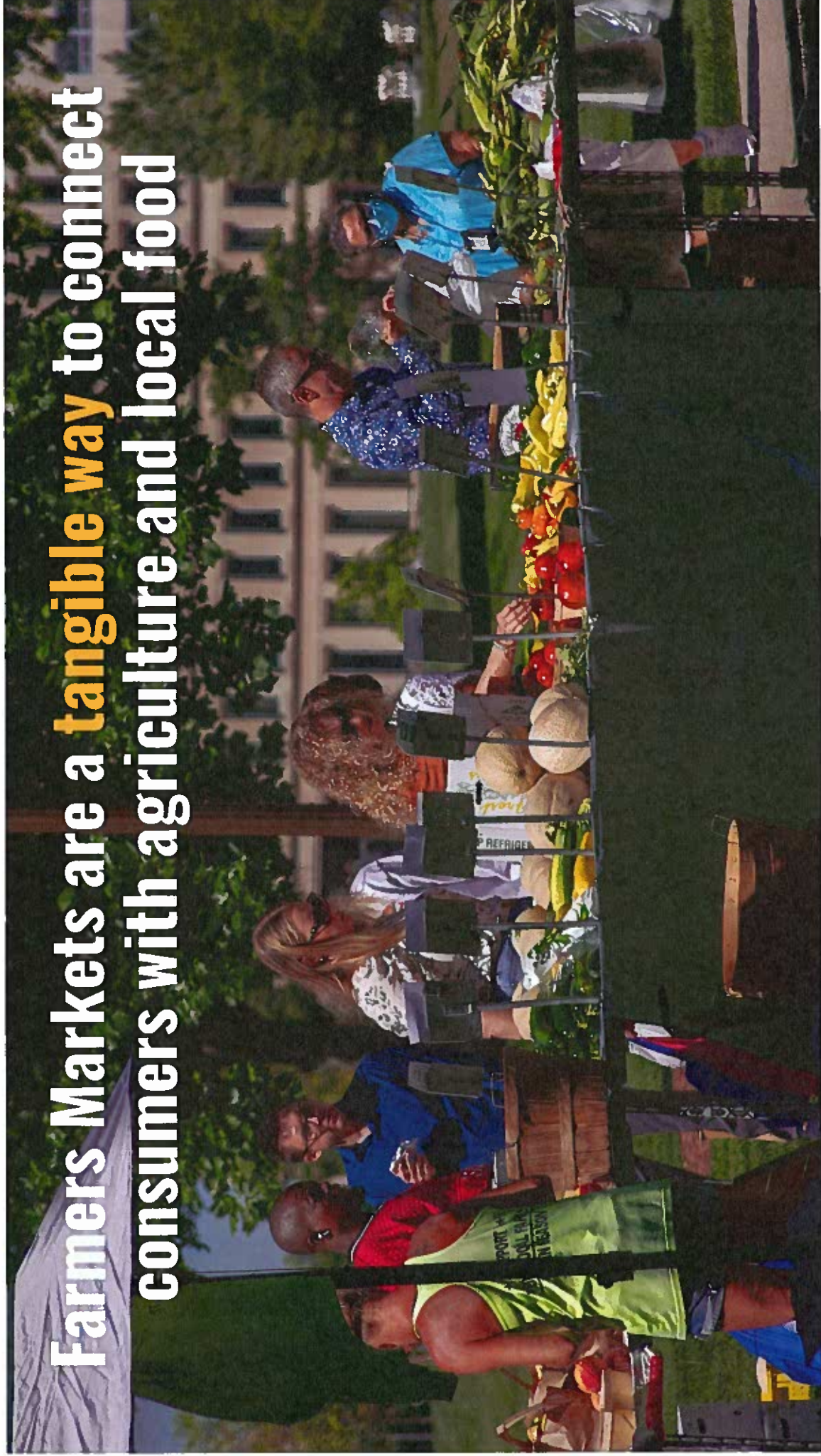


Michigan Farmers Markets

**Michigan House
Agriculture Committee**

May 10, 2023

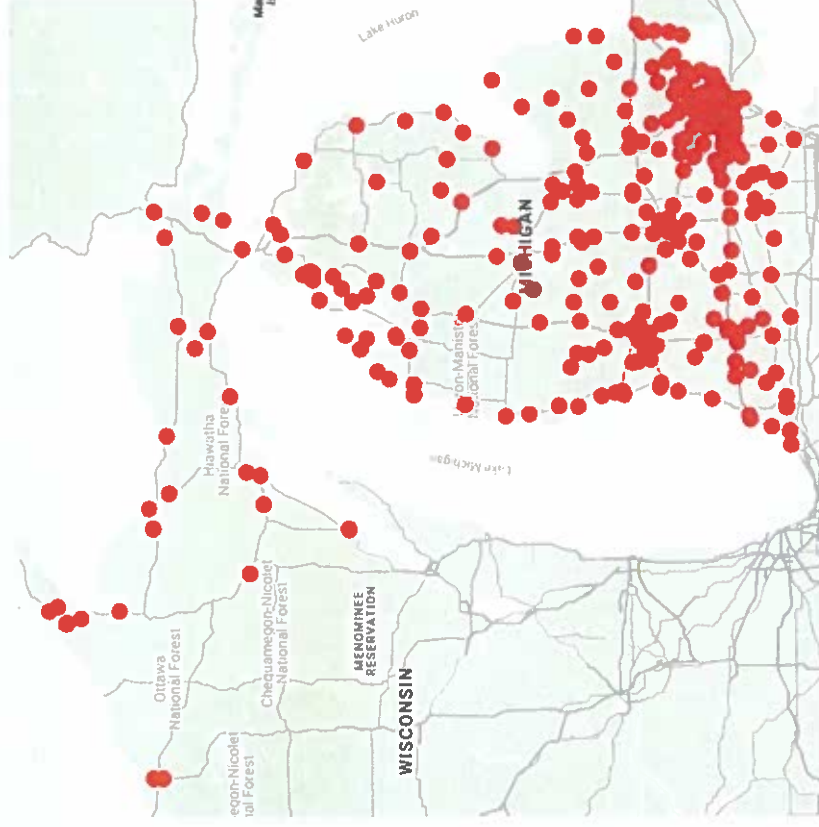
Farmers Markets are a **tangible way** to connect consumers with agriculture and local food



Farmers Markets are important to Michigan Agriculture



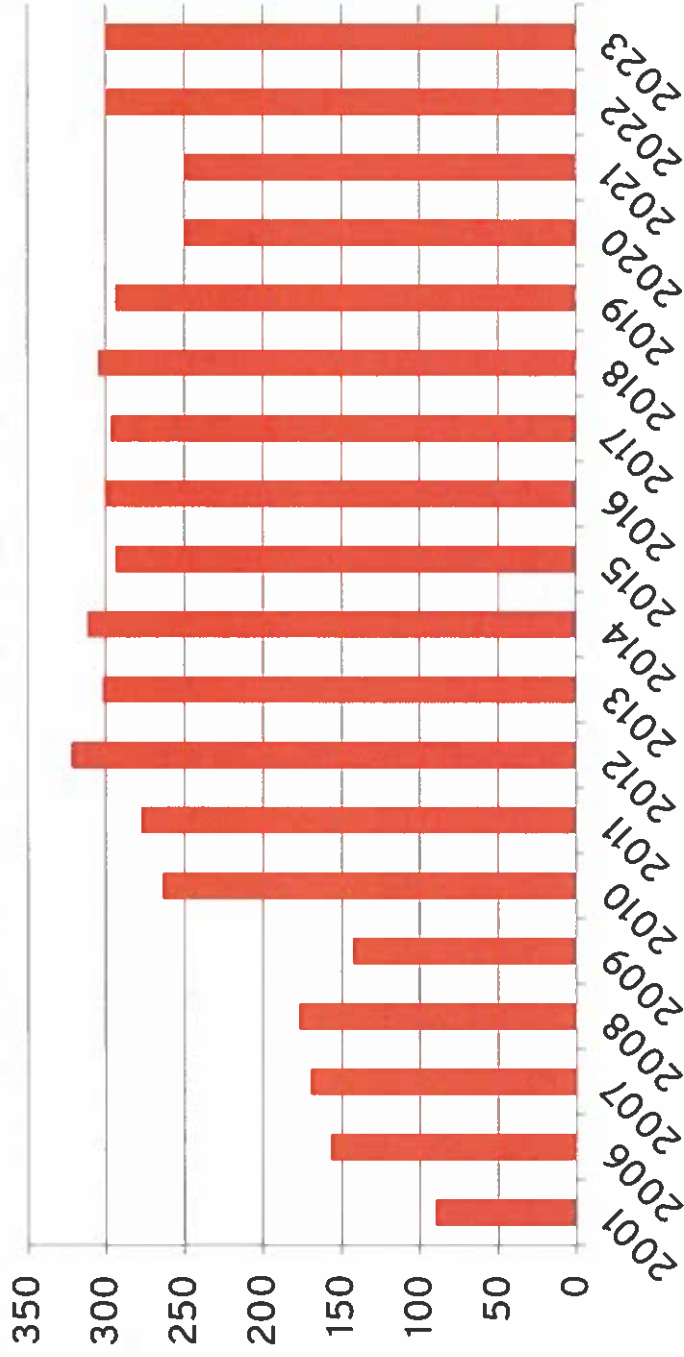
Farmers Markets Thrive in Michigan



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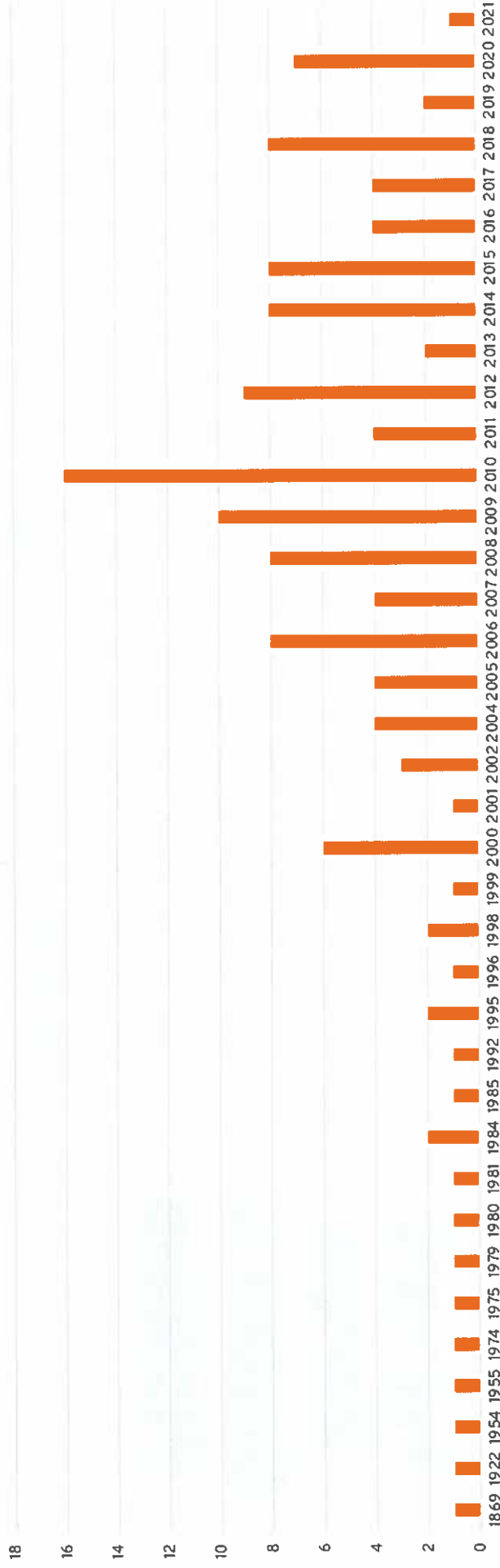
Farmers Market Growth in Michigan

Growth in Number of Farmers Markets



Michigan Farmers Markets

Year When Markets Began to Operate

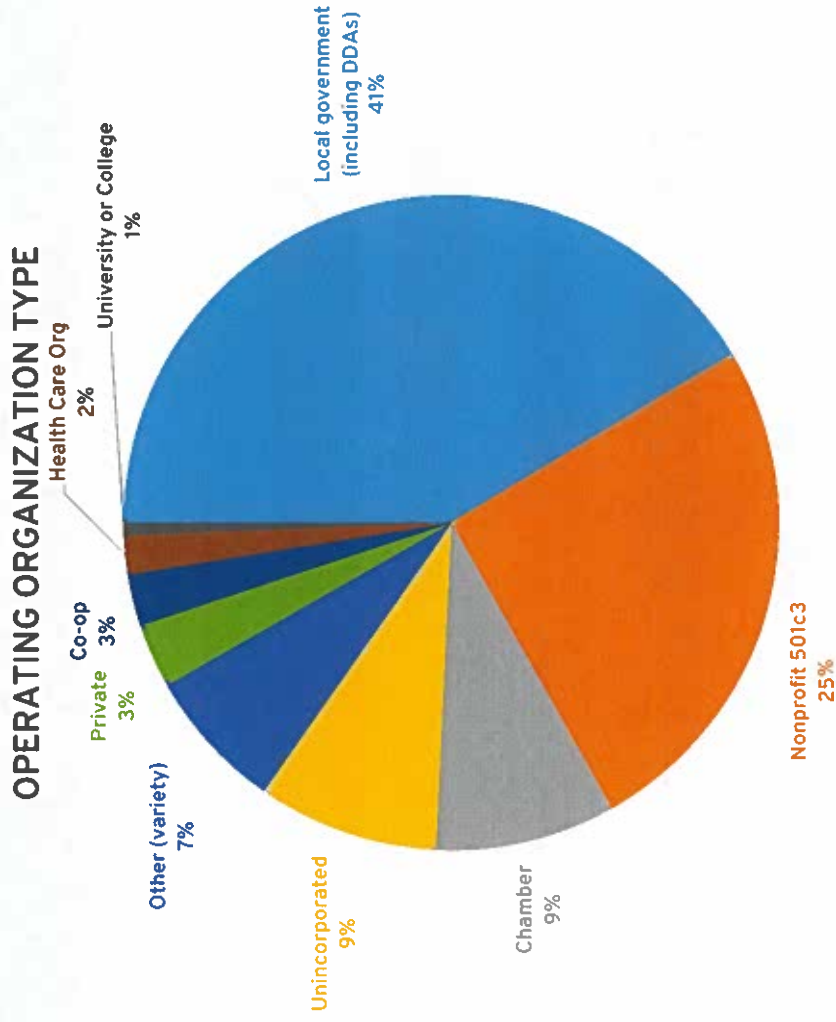


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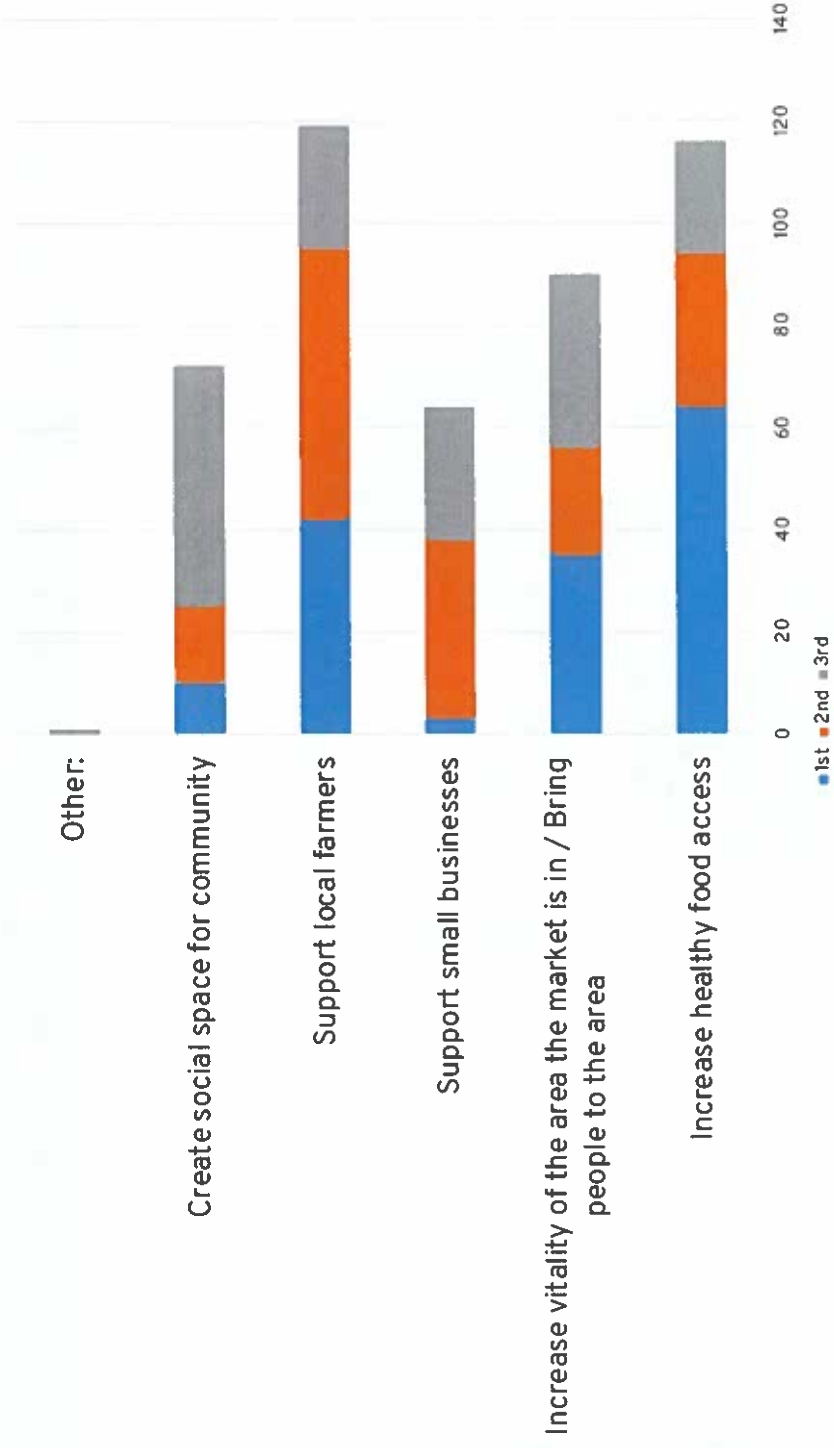
Data from MIFMA's 2020 Census of Michigan Farmers Markets



Who Operates Farmers Markets in Michigan



Why Markets Operate



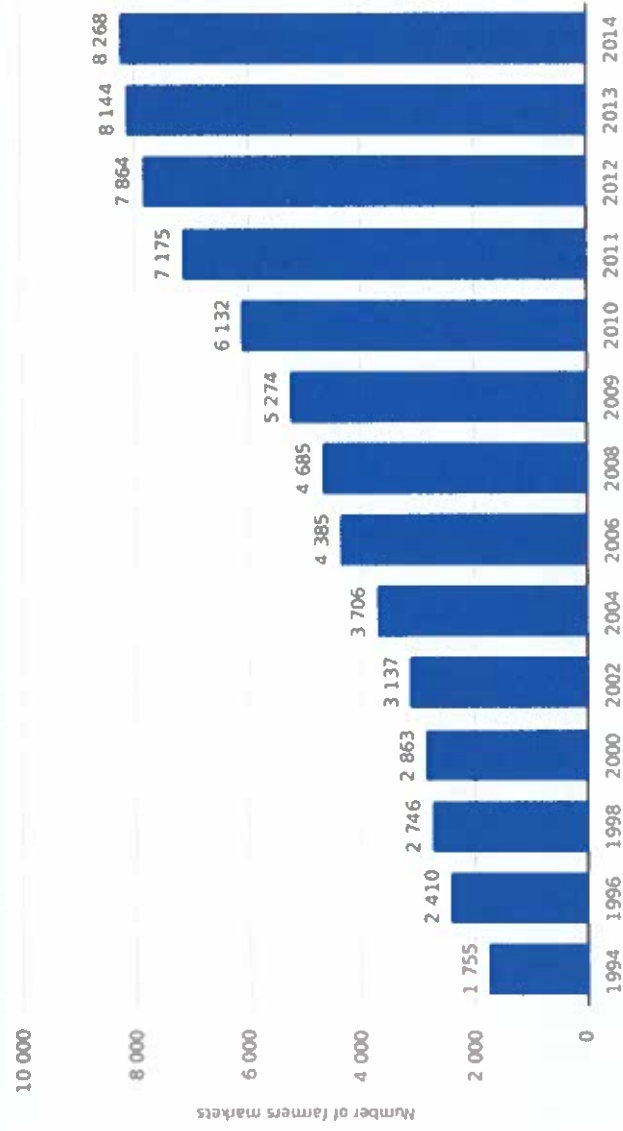
Why do farmers markets thrive in Michigan?

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Farmers Markets thrive throughout the Country

Total number of farmers markets in the United States from 1994 to 2014*



Source
US Department of Agriculture
© Statista 2018

Additional Information:
United States; US Department of Agriculture



Michigan's Agriculture is Diverse

Michigan is
the **second**
most
agriculturally
diverse state
in the **country**



We produce
more than
300
commercial
agricultural
products

Michigan is a Leader in Food Assistance Acceptance

Supplemental Nutrition Assistance Program (SNAP)

Food Assistance Program

SNAP Bridge Card

Double Up Food Bucks

Electronic Credits OR
Silver Tokens

WIC Farmers Market Nutrition Program (FMNP)

WIC Project FRESH

Paper Vouchers

Senior FMNP

Market FRESH

Paper Vouchers

Produce Prescription Programs

Program Names Vary

Paper Vouchers, Tokens
OR Prepaid Gift Cards

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Direct Marketing Farmers Can Thrive in Michigan

\$554 million worth of agricultural sales are sold direct to consumers by Michigan farmers annually
(4th largest state)

5,300+ farms direct market in Michigan (7th highest state)

Organic

Conventional

Small to Mid-Size

Diversified

Specialty Crops

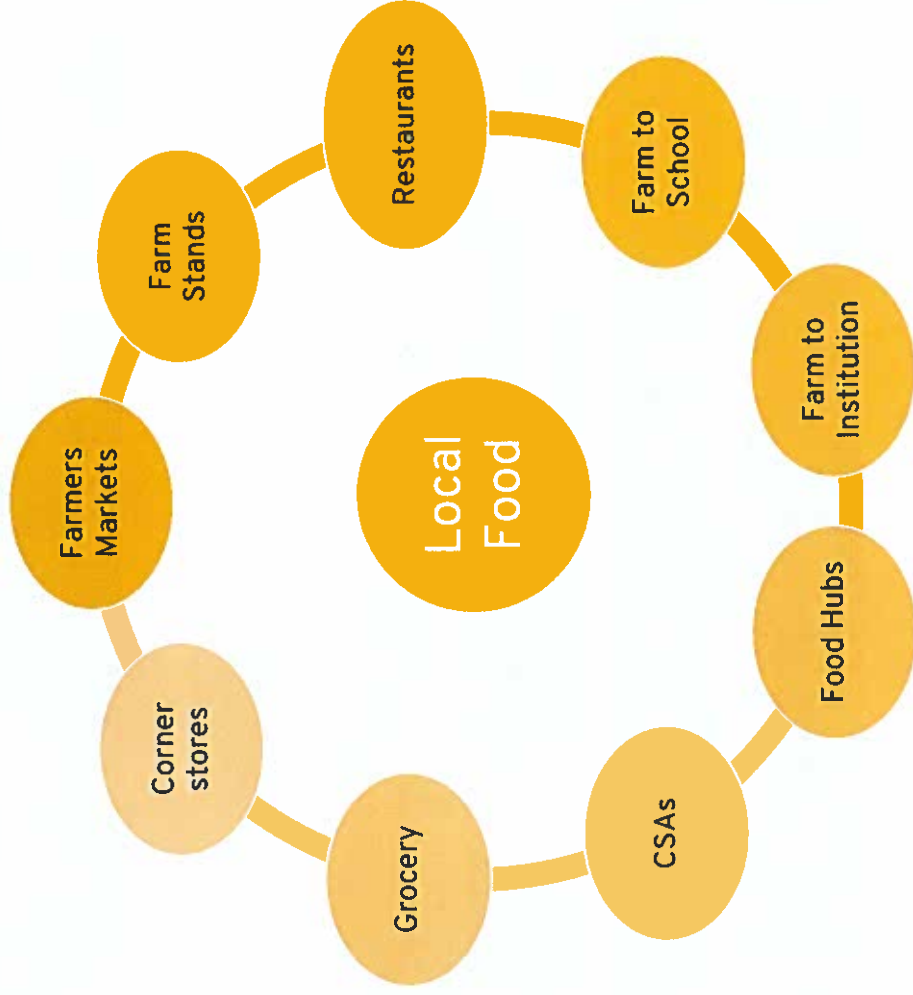
Value Added Products

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Dollar value of direct to consumer agricultural sales reported in 2017 Ag Census including value added products. Number of direct marketing farmers reported in 2017 Ag Census. www.quickstats.nass.usda.gov



Marketing models for local food have expanded greatly.



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Michigan Farmers Market Association (MIFMA)

NEW Mission: 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.

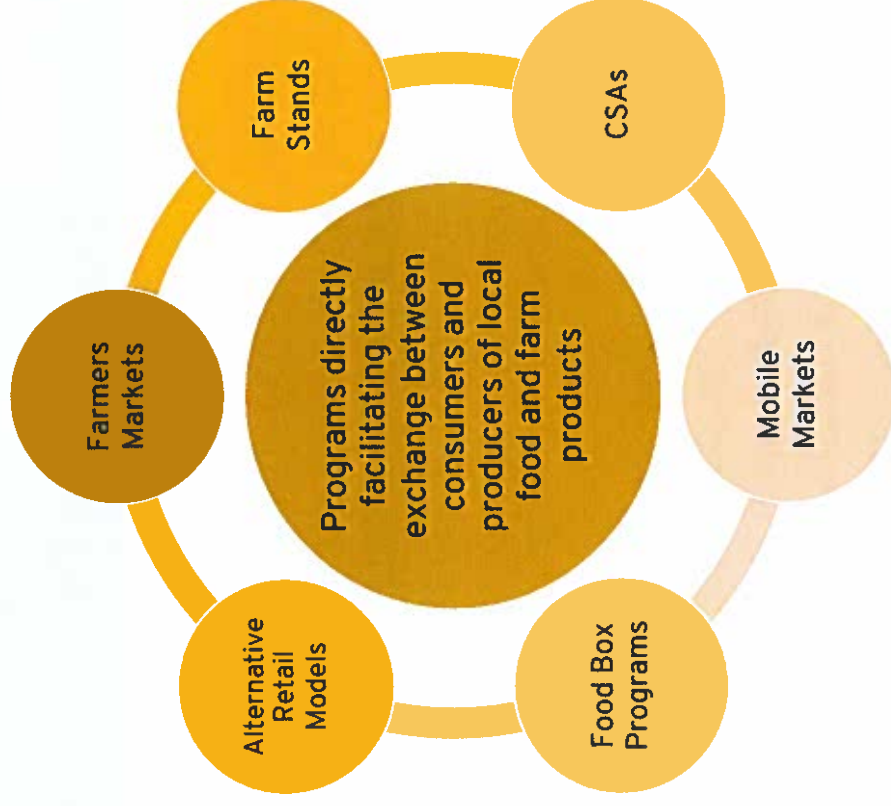


NEW Vision: Community-driven marketplaces are pillars of thriving communities where everyone has equitable access to and feels connected to products grown and produced in Michigan.

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Community- driven Marketplaces are...





We advocate for policies that place community-driven marketplaces at the forefront of the local food movement to:

(1) increase awareness and consumption of the state's diverse agricultural products and

(2) to ensure equitable access to fresh, nutritious, local foods.

2023 Policy Priorities

Advancing Produce Prescription Programs (PPR) in Michigan

- Produce Prescription Programs (PPR) are ready to be a healthcare expense covered by private insurance and/or Medicaid/care.

Preparing to modernize WIC and Senior Project FRESH

- Decisions being made to modernize these programs should be well informed and take into account how program participants and retailers alike interact with these programs.

State Funding Support for the Double Up Food Bucks Program

- State funding is necessary to sustain this program and fully utilize the available federal funding for program now and in the future

Updates to the Cottage Food Law

- Update should be made to allow online sales of Cottage Food items, to increase the gross annual sales cap for Cottage Food businesses, and to protect the privacy of producers through a voluntary registration process. Changes proposed in HB 4333



M I C H I G A N I
FARMERS MARKET
A S S O C I A T I O N



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