



STATE OF MICHIGAN
DEPARTMENT OF AGRICULTURE
LANSING

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FINAL REPORT – Updated (1/28/2011)
2008 USDA SPECIALTY CROP BLOCK GRANT
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Michigan Department of Agriculture
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PROJECT TITLES:

- #1 GOOD AGRICULTURAL PRACTICES (GAP) and GOOD HANDLING PRACTICES (GHP) CERTIFICATION PROGRAM - Final**
- #2 GUIDE TO MARKETING FOOD AND AGRICULTURE PRODUCTS IN MICHIGAN - Final**
- #3 FOUR SPECIAL FARMERS MARKETS – Final**

PROJECT #1 TITLE: *GOOD AGRICULTURAL PRACTICES (GAP) and GOOD HANDLING PRACTICES (GHP) CERTIFICATION PROGRAM*
STATUS: Final

Project Summary

In recent years, food safety has become a major concern for buyers and shippers of fresh produce all over the USA and internationally. The USDA National School Lunch Program, as well as many of the major food retailers, now requires that fresh produce providers be GAP certified. To meet the ever-increasing need for third-party, USDA GAP audits, MDA needed to train additional staff to conduct the audits.

The purpose of educating industry partners (food retailers) about GAP and GHP was to give them an understanding of the different types of GAP and GHP audits available in the marketplace and encourage them to accept a variety of audits rather than simply requiring a specific type (USDA vs. Primus, etc.). [Farmers often have to undergo multiple types of GAP audits in order to source ingredients to different retailers since retailers require specific types of audits. The hope was if the retailers were educated on the different types of audits, they would accept multiple types of audits, thereby reducing the financial burden on the farmers.]

The project increased the number of Michigan inspectors/auditors certified to perform USDA third party Good Agricultural Practices and Good Handling Practices (GAP & GHP) audits through training funded by this grant program. In addition, education of industry on GAP & GHP was ongoing throughout 2009 with our partners at Michigan Integrated Food and Farming Systems (MIFFS), MSU Extension, Expos, retailers, etc.

Project Approach and status:

USDA traveled to Michigan and provided classroom training to 19 MDA staff on GAP and GHP third party audits in June of 2009. Staff began hands-on training during the 2009 harvest on various farms with licensed auditors. Most of the training occurred during the summer and fall, however, some of the new auditor training was not able to be completed due to the short, cool, wet 2009 growing/harvest season. Additional training will need to be provided throughout 2010, along with the annual required refresher training of all auditors.

Additional training was provided throughout 2010. Inspectors need to undergo a minimum of three supervised field audits before they can be certified to conduct audits on their own. The harvest season in the fall of 2009 was rainy and short and did not allow for all of the trainees to complete their required supervised audits, so the field training had to be carried over into 2010.

Goals and Outcomes

The first outcome was to have up to 20 MDA seasonal and/or permanent staff trained and certified to conduct USDA GAP & GHP audits. Nineteen staff attended a 3-day classroom training, of which, nine are now fully certified, seven need additional training, and three it was determined that being an auditor was not a job fit. The additional training of the seven will occur in 2010.

Six MDA employees received additional training in 2010. One employee did not continue training due to workload conflicts during the harvest season.

The second outcome was that an additional 64 GAP and GHP audits would be conducted by the newly certified auditors. During this period 133 farm GAP audits were conducted by the newly certified auditors. Nine new auditors performed the 133 farm GAP audits.

Beneficiaries

Michigan farmers, processors and retailers were the beneficiaries. With an additional nine certified auditors MDA was able to accommodate the USDA GAP and GHP audit needs of Michigan farmers enabling them to meet the requirements of their processors and retailers.

Lessons learned

The season was challenging due to the wet weather and canceling of audits by farmers. Each time an audit was canceled it required rescheduling of training which couldn't always be accommodated by staff. Having only one lead auditor was also a challenge as we attempted to review audits and certify trainees. Therefore, the lesson learned was that it takes much longer to get auditor trainees through the entire training and certification process than was originally projected.

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PROJECT #2 TITLE: *GUIDE TO MARKETING YOUR MICHIGAN FOOD AND AGRICULTURE PRODUCTS.*

STATUS: Final

Project Summary:

This "Growing Michigan's Future – A Guide to Marketing Your Michigan Food and Agriculture Products" was developed as a resource for Michigan farmers, processors, distributors and food groups to learn about opportunities for marketing their specialty crop products and to learn from other entrepreneurs in the food and agriculture industry through examples of their successes.

Learning the ins and outs of marketing can be daunting to those just starting in the food and agriculture business and those expanding beyond their traditional farming operations. This guide, which focuses on specialty crop food and agriculture marketing opportunities, is meant to serve as a one-stop resource, and covers, among other things, market selection, food safety regulations, Good Agricultural Practices/ Good Handling Practices (GAP/GHP), licensing requirements, pricing, market development and federal, state and local resources available. This guide helps connect producers and companies who want to capitalize on the opportunities to start or expand their specialty crop businesses with the resources and tools they need to be successful.

The project included research, writing and editing of content, and the development, design and layout of a print-ready guide. The guide is available for statewide distribution via the Michigan Department of Agriculture's website. Additional funding allowed for the printing of 400 copies of the guide and plans are in place to develop and distribute CDs of the guide to expand its reach and use.

Project Approach:

Information and expertise for the content of this guide was garnered through research and guidance provided by existing publications and reports, and from experts in the industry. Regulatory staff at the Michigan Department of Agriculture assisted with information on food safety regulations, licensing requirements and state and federal resources. Industry partners were tapped for information on the benefits and challenges of local foods production and marketing, market opportunities available in Michigan, identification of businesses and producers who have shown innovation and success in various market segments to be profiled in the guide, and industry and university resources available for specialty crop food and agriculture marketing.

Additional information was gathered through one-on-one interviews and attendance at industry conferences and training sessions. A Project Manager, Project Team, and Content Development Assistants were established to assist in the development of the guide. MDA's graphic artist and advertising agency were tapped to assist in design and layout. A Project Review Team reviewed and edited the final draft for content accuracy, flow, and clarity.

Goals and Outcomes Achieved:

The goal of this project was to develop a one-stop marketing reference guide for Michigan producers, processors, distributors and local food groups, and for those interested in starting or expanding their local foods operations in Michigan. With the development and production of "*Growing Michigan's Future – A Guide to Marketing Your Michigan Food and Agriculture Products*," this goal has been met.

Specifically, the project goal was to have the guide available for statewide distribution as a PDF file and electronically via the Michigan Department of Agriculture's website and on partner organization websites. This goal has also been achieved within the timeframe and budget outlined in the grant. The guide can be found at www.michigan.gov/mdamarketingguide.

Additional funds also made it possible to print 400 copies of the guide for distribution at industry conferences, to MDA staff who regularly work with Michigan food and agriculture businesses and to partner organizations.

The marketing guide has been marketed to the specialty crop industry by presenting the guide to many of the industry education breakout sessions at the Great Lakes Fruit and Vegetable Expo. This is one of the nations largest industry shows for the Specialty Crop industry. We offered a free CD with the guide on it, with the complication of a contact card. We are also presenting the guide at other industry in-state conferences. We have notified our industry partners of the guide and the many ways you can obtain it, through the Web, a CD, and a printed hard copy.

We have received many positive comments from producers/processors on the guide and how it was helpful to find all the information in one reference document.

Beneficiaries:

Michigan farmers, processors, distributors and food groups are the beneficiaries of this project as it has allowed for the creation of a marketing guide to help them learn about opportunities for marketing their specialty crop products and to learn from other entrepreneurs in the food and agriculture industry through examples of their successes.

MDA staff, MSU Product Center staff and others who serve as resources for people interested in starting or expanding a food and agriculture business in Michigan will also benefit from this one-stop guide when they seek to provide assistance to these businesses.

Lessons Learned:

The readily available assistance from industry partners during the creation of this guide and the response to the final project have taught us that this is a much needed tool for Michigan specialty crop producers and others who seek to start or expand their businesses in Michigan.

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PROJECT #3 TITLE: FOUR SPECIAL FARMERS MARKETS
STATUS: Final

We conducted four Special Farmers Markets events which are each listed below.

*Within the Project Summary, please address the following questions **once** before the market descriptions in this section:*

- Could you please provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project?

Project Summary

A goal of this project was to increase awareness of local Michigan foods and create new markets for growers. Local food is fresher, tastes better and comes from family farms near you. Local Michigan farmers can offer produce varieties bred for taste and freshness. Many fruits and vegetables can lose up to 50% of their nutrients in just five days time. Buying Michigan locally grown food is a healthier choice. Food travels an average 1,500 miles from farm to table and accounts for fifty percent of the trucks on our interstate system. Buying Michigan locally grown food is a fresher choice. Each of these events created great awareness of the variety of Michigan foods and gave consumers many choices to consider.

We conducted four Special Farmers Markets events which are each listed below.

1. *May 21, 2009*

Michigan Food Retailers Summit

Select Michigan and Michigan State University Product Center planned and executed a summit for Michigan food retailers and processors to inform them about food safety issues and third party audits for producers. Keeping the processors informed of the latest food safety issues allows them to prepare for potential changes in the marketplace and to better serve the changing needs of consumers/customers.

2. *July 23, 2009*

Select Michigan Farmers Market

State Capitol, Lansing, Michigan

MDA, Michigan Farmers Market Association (MIFMA), and Michigan Food & Farming Systems (MIFFS) sponsored a Select Michigan Capitol Lawn Farmers Market on the State Capitol lawn in Lansing on July 23, 2009. Staff recruited Michigan specialty crop companies for this farmers market to give them an opportunity for new growth. Recruiting was done through a press release from MDA, a press release from MIFFS & MIFMA, and to an extensive Michigan farmers' market company database. Staff organized the market to fill the entire east lawn sidewalks. Applications, biography forms, general liability insurance, and food licenses (if required) were compiled to prove participation. Event details were given to all vendors prior to the market. Finally, evaluations were handed out to all vendors at the market and were gathered following the end of the market. Evaluation answers were compiled into a word document through open-ended questions and charts. Capitol area workers were the target audience for this very successful event.

3. *August 20, 2009*

Detroit Eastern Market

Detroit, Michigan

MDA, Michigan Farmers Market Association (MIFMA), Michigan Food & Farming Systems (MIFFS), Slow Food Detroit, and Detroit Eastern Market sponsored a Select Michigan Farmers Market at Eastern Market in Detroit on August 20, 2009. MDA and Eastern Market Staff recruited Michigan specialty crop companies for this farmers market to give them an opportunity to create more awareness and profits for their company. Recruiting was done through a press release from MDA, MIFFS, MIFMA, Detroit Eastern Market, and it was sent to an extensive Michigan farmers market company database. Staff organized the market to fill Shed 2 at Eastern Market. Applications, biography forms, general liability insurance, and food licenses (if required) were compiled to prove participation. Event details were given to all exhibitors prior to the market. Finally, evaluations were e-mailed to all vendors after the market ended. Evaluation answers were compiled into a word document through open-ended questions and charts.

4. *September 17, 2009*

Buy Fresh- Buy Local Select Michigan Farmers Market

State Capitol, Lansing, Michigan

MDA, Michigan Farmers Market Association (MIFMA), and Michigan Food & Farming Systems (MIFFS) sponsored a Select Michigan Capitol Lawn Farmers Market on the State Capitol lawn in Lansing on September 17, 2009. Staff recruited Michigan specialty crop companies for this farmers market to expand knowledge of their company and products. Recruiting was done through a press release from MDA, a press release from MIFFS & MIFMA, and through an extensive Michigan farmers' market company database. Staff organized the market to fill the

entire east lawn sidewalks of the State Capitol. Applications, biography forms, general liability insurance, and food licenses (if required) were compiled to prove participation. Event details were given to all vendors prior to the market. Finally, evaluations were handed out to all vendors at the market and were gathered following the end of the market. Evaluation answers were compiled into a word document through open-ended questions and charts.

- Also, could you please establish the motivation for this project by presenting the importance and timeliness of the project?

Buying locally grown produce and goods benefits and strengthens our communities by boosting the local economy and preserving farmland. Buying Michigan keeps your food dollars circulating in our communities and keeps farm families on the land.

The popularity of Farmers Markets has grown a great deal in recent years. Conducting two events during the work week at the State Capitol created a unique opportunity for area workers and vendors from across the state that participated. The special market at the Eastern Market created a heightened awareness about buying local/Michigan produce and gave vendors the opportunity to see an increase in marketing and sales. The support and promotion of these Farmers Markets was a key strategy in increasing the awareness of state and local government officials.

The Food Retailers Summit ensured that producers and growers of Michigan produce had the latest tools and information on food safety and handling in addition to having information about the third party audit process.

Project Approach

1. May 21, 2009

Michigan Food Retailers Summit

The concept of the program was to engage Michigan food retailers and processors and inform them about the importance of good, clean, fair foods. The summit focused on third party audits by featuring auditors from eight different firms.

2. July 23, 2009

Select Michigan Farmers Market

State Capitol, Lansing, Michigan A press release was sent to encourage Michigan specialty companies to sign up for the Select Michigan Capitol Lawn Farmers Market in Lansing. This press release was sent out to all companies in the database, MIFFS & MIFMA members, and through Michigan Department of Agriculture's media department. Event information and forms were sent to all vendors. The forms were collected and organized to place vendors in certain locations along the sidewalks.

To market the event, staff placed advertisements the week prior in Lansing State Journal newspapers and the City Pulse. Posters, flyers and postcards were created by MIFFS and distributed around the Lansing area and MSU campus by MDA and MIFFS staff. Broadening the amount of awareness all MDA staff were sent a "Save the Date" e-mail, which they were encouraged to send to friends and family across the state. MDA also posted the "Save the Date" to their twitter and Facebook accounts.

3. August 20, 2009

Detroit Eastern Market

Detroit, Michigan

A press release was sent to encourage Michigan specialty companies to sign up for the Select Michigan Farmers Market at Eastern Market in Detroit. This press release was sent out to all companies in the database, MIFFS & MIFMA members, Eastern Market database, and through Michigan Department of Agriculture's media department. Event information, and forms were

sent to all vendors. The forms were collected and organized to place vendors in each stall of Shed 2.

To market the event, posters, flyers, and postcards were created by MIFFS and distributed around the Detroit area by Eastern Market staff. Broadening the amount of awareness, all MDA and Eastern Market staff were sent a "Save the Date" e-mail, which they were encouraged to send to friends and family across the state. "Save the Date" was also posted on MDA's and Eastern Market's *Facebook* page.

4. *September 17, 2009*

*Buy Fresh- Buy Local Select Michigan Farmers Market
State Capitol, Lansing, Michigan*

A press release was sent to encourage Michigan specialty companies to sign up for the Select Michigan Capitol Lawn Farmers Market in Lansing. This press release was sent out to all companies in the database, MIFFS & MIFMA members, and through Michigan Department of Agriculture's media department. Event information and forms were sent to all vendors. The forms were collected and organized to place vendors in certain locations along the sidewalks.

To market the event, posters, flyers and postcards were created by MIFFS and distributed around the Lansing area and MSU campus by MDA and MIFFS staff. Broadening the amount of awareness, all MDA staff were sent a "Save the Date" e-mail, which they were encouraged to send to friends and family across the state. MDA also posted the "Save the Date" to their twitter and *Facebook* accounts.

The market gained more exposure by being part of the Select Michigan Week as proclaimed by Governor Granholm. Along with the proclamation, she sent out a mass e-mail to all state employees to encourage them to stop by the Select Michigan Capitol Lawn Farmers Market.

Goals and Outcomes Achieved

- More specifically, why was it necessary to develop these four special farmers markets?
*Within the Goals and Outcomes Achieved, please address the following questions **once** before the market descriptions in this section:*

With each local Michigan food purchase, you ensure that more of your money spent on food goes directly TO our growers. Growers provide beautiful and productive open spaces and habitat, generate revenue for local, county and state taxes, and employ local labor in communities where they farm. They're concerned about our communities because they also live and raise their families here.

At the Michigan Food Retailers Summit, a pre-survey and post-survey were completed by the participants. They included a series of questions to investigate the knowledge of the participants before and after the Summit. Seventy two percent of the participants reported a better understanding of GAP/GHP as a result of the Summit. However, 61% felt the information reinforced information they already had. Only three percent felt they did not gain any new knowledge as a result of attending the Summit, and 45% said they need more information about GAP/GHP.

The purpose of the Summit was to inform the Michigan food retailing and processing industry about emerging issues in food safety at the farm level to help them make informed decisions about food safety and third party audits. As a result of surveys taken before and after the Summit, this goal was achieved.

- *At the Select Michigan Farmers Market, State Capitol, Lansing, Michigan, the goal was to create more awareness of farmers markets and the importance of buying locally from specialty crop companies. This goal was achieved.*

The Select Michigan Capitol Lawn Farmers Market included 50 vendors, 42 of which were specialty crop companies (84%). Total sales for the day were \$34,692.25 with average sales of \$693.85 for each vendor. These sales were increased by 25% from the previous year.

This event introduced attendees to more Michigan specialty crop companies, and taught them the benefits of using their products. Increasing the awareness of buying fresh and locally grown specialty crops sparked interest in the attendees, which in turn created a highly trafficked farmers market.

- *Detroit Eastern Market, Detroit, Michigan, the goal was to create more awareness of farmers markets, and the importance of buying locally from specialty crop companies. This goal was achieved.*

The Select Michigan Farmers Market at Eastern Market included 35 vendors. Total sales for the day were \$12,303 with average sales of \$351.51 for each vendor. This was the first Thursday market for Eastern Market and gave the management of that market a good indication of what could be done in the future.

To achieve more awareness of this special farmers market, Jim Harper of Magic radio aired his morning broadcast from the event, while students from the Culinary Institute created dishes made from Michigan products. Once the market started, Chef Paul Penney, along with Slow Food of Detroit, prepared samples of dishes made with foods from Eden Foods. FOX 2 News Detroit heard of the event, and came to broadcast live with features on a few of the vendors.

This event introduced attendees to more Michigan specialty crop companies, and taught them the benefits of using their products. Increasing the awareness of buying fresh and locally grown specialty crops sparked interest in the attendees, which in turn brought more people to the market than normal.

Buy Fresh- Buy Local Select Michigan Farmers Market, State Capitol, Lansing, Michigan
The goal was to create more awareness of farmers markets and the importance of buying locally from specialty crop companies. This goal was achieved.

The Select Michigan Capitol Lawn Farmers Market included 57 vendors, 45 of which were specialty crop companies (79%). Total sales for the day were \$48,884 with average sales of \$857.61 for each vendor.

This event introduced attendees to Michigan specialty crop companies, and taught them the benefits of using their products. Increasing the awareness of buying fresh and locally grown specialty crops at farmers markets sparked interest in the attendees, which in turn created a highly trafficked farmers market.

- It is stated in the approved state plan that “This project will reach a total of approximately 100 individual specialty crop producers and at least 10,000 consumers of fresh and/or processed Michigan specialty crops on the market days. At least 50,000 state employees alone will receive the

market information including reasons to buy Michigan specialty crops via e-mail. Consumer Dot surveys and Vendor Evaluation surveys will be again be used to collect sales data, obtain input and to collect other reportable evaluation data.” Did this happen? Could you please elaborate on this?

- *Eastern Market 2009* - To market the event, posters, flyers, and postcards were created by MIFFS and distributed around the Detroit area by Eastern Market staff. Broadening the amount of awareness all MDA and Eastern Market staff were sent a “Save the Date” e-mail, which they were encouraged to send to friends and family across the state. Flyers were also distributed to local legislators to encourage their attendance and participation in the event. “Save the Date” was also posted on MDA’s and Eastern Market’s Facebook page.

Finally, evaluations were e-mailed to all vendors after the market ended. Evaluation answers were compiled into a word document through open-ended questions and charts.

- *July 2009* - To market the event, staff placed advertisements the week prior in Lansing State Journal newspapers and the City Pulse. Posters, flyers and postcards were created by MIFFS and distributed around the Lansing area and MSU campus by MDA and MIFFS staff. Broadening the amount of awareness all MDA staff were sent a “Save the Date” e-mail, which they were encouraged to send to friends and family across the state. Flyers and postcards were distributed to all legislators and staff and an email was sent to state employees from the Governor encouraging their participation. MDA also posted the “Save the Date” to their Twitter and Facebook accounts.

Finally, evaluations were e-mailed to all vendors after the market ended. Evaluation answers were compiled into a word document through open-ended questions and charts.

September 2009 - To market the event, posters, flyers and postcards were created by MIFFS and distributed around the Lansing area and MSU campus by MDA and MIFFS staff. Flyers and postcards were distributed to all legislators and staff and an email was sent to state employees from the Governor encouraging their participation. Broadening the amount of awareness all MDA staff were sent a “Save the Date” e-mail, which they were encouraged to send to friends and family across the state. MDA also posted the “Save the Date” to their Twitter and Facebook accounts.

Event information and forms were sent to all vendors. The forms were collected and organized to place vendors in certain locations along the sidewalks.

The purpose of the Summit was to inform the Michigan food retailing and processing industry about emerging issues in food safety at the farm level to help them make informed decisions about food safety and third party audits. As a result of surveys taken before and after the Summit, this goal was achieved.

1. *May 21, 2009*

Michigan Food Retailers Summit

A pre-survey and post-survey were completed by the participants. They included a series of questions to investigate the knowledge of the participants before and after the Summit. Seventy two percent of the participants reported a better understanding of GAP/GHP as a result of the Summit. However, 61% felt the information reinforced information they already had. Only three percent felt they did not gain any new knowledge as a result of attending the Summit, and 45% said they need more information about GAP/GHP.

The purpose of the Summit was to inform the Michigan food retailing and processing industry about emerging issues in food safety at the farm level to help them make informed decisions about food safety and third party audits. As a result of surveys taken before and after the Summit, this goal was achieved.

2. *July 23, 2009*

Select Michigan Farmers Market

State Capitol, Lansing, Michigan The goal was to create more awareness of farmers markets and the importance of buying locally from specialty crop companies.

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This event introduced attendees to more Michigan specialty crop companies, and taught them the benefits of using their products. Increasing the awareness of buying fresh and locally grown specialty crops sparked interest in the attendees, which in turn created a highly trafficked farmers market.

3. *August 20, 2009*

Detroit Eastern Market

Detroit, Michigan

The goal was to create more awareness of farmers markets, and the importance of buying locally from specialty crop companies.

The Select Michigan Farmers Market at Eastern Market included 35 vendors. Total sales for the day were \$12,303 with average sales of \$351.51 for each vendor. This was the first Thursday market for Eastern Market and gave them a good idea of what could be done in the future.

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This event introduced attendees to more Michigan specialty crop companies, and taught them the benefits of using their products. Increasing the awareness of buying fresh and locally grown specialty crops sparked interest in the attendees, which in turn brought more people to the market than normal.

4. *September 17, 2009*

Buy Fresh- Buy Local Select Michigan Farmers Market

State Capitol, Lansing, Michigan

The goal was to create more awareness of farmers markets and the importance of buying locally from specialty crop companies.

The Select Michigan Capitol Lawn Farmers Market included 57 vendors, 45 of which were specialty crop companies (79%). Total sales for the day were \$48,884 with average sales of \$857.61 for each vendor.

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Beneficiaries

2. July 23, 2009

Select Michigan Farmers Market

State Capitol, Lansing, Michigan Thirty-one of the vendors at the farmers market reported that their product sales met their expectations, which is 62% of vendors. These vendors were able to make sales and increase awareness of their company to new and old customers. This market helps improve the growth of their company outside the market.

Attendees at the show also benefited from the Select Michigan Capitol Lawn Farmers Market, as they found many great items to purchase from the Michigan specialty crop companies. This allowed them to have the freshest Michigan grown or processed food at home, thereby helping the local economy.

3. August 20, 2009

Detroit Eastern Market

Detroit, Michigan

Product sales met the expectations of 18 vendors, which is 51% of the total participants. These vendors were able to make sales and increase awareness of their company to new and old customers. This market helps improve the growth of their company outside the market.

Benefits of the Select Michigan Farmers Market at Eastern Market allowed new vendors of Eastern Market to learn of other market opportunities. Some vendors gained new customers, such as restaurants, hotels, and hospitals from their participation. Attendees were able to buy the freshest Michigan grown or processed food for their household, while helping the local economy.

4. September 17, 2009

Buy Fresh- Buy Local Select Michigan Farmers Market

State Capitol, Lansing, Michigan

Of vendors at the farmers market, 46 reported that their product sales met their expectations, which is 80% of vendors. These vendors were able to make more profits and increase awareness of their company to new and old customers. The market is beneficial to vendors as it helps improve growth of their company.

Attendees at the show also benefited from the Select Michigan Capitol Lawn Farmers Market as they found great Michigan specialty crop companies from which to purchase products. This allowed them to have the freshest Michigan grown or processed food at home, while helping the local economy.

Lessons Learned

2. July 23, 2009

Select Michigan Farmers Market

State Capitol, Lansing, Michigan The Select Michigan Capitol Lawn Farmers Market allowed these Michigan companies to see how much people want to buy locally, and how important it is to our economy. The desire and need for more Michigan grown and processed food is increasing. This event was a different venue from their normal markets, and it helped them gain new customers. These vendors were able to sell fresh Michigan specialty crops to the public to show how buying locally is not just important, but delicious.

3. August 20, 2009

Detroit Eastern Market

Detroit, Michigan

The Select Michigan Farmers Market at Eastern Market allowed these Michigan companies to see how much people want to buy locally, and how important it is to our economy. The desire

and need for more Michigan grown and processed food is increasing. This event was a different venue from some of their normal markets, and it helped them gain new customers. These vendors were able to sell delicious, fresh Michigan specialty crops to the public to show how buying locally is very important to Michigan's economy.

4. *September 17, 2009*

*Buy Fresh- Buy Local Select Michigan Farmers Market
State Capitol, Lansing, Michigan*

The Select Michigan Capitol Lawn Farmers Market allowed these Michigan companies to see how much people want to buy locally, and how important it is to our economy. The desire and need for more Michigan grown and processed food is increasing. This market is a highly desired farmers market by vendors, as well as attendees who wait all year for it. These vendors were able to sell fresh Michigan specialty crops to the public to show how buying locally is not just important, but delicious.

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