



Michigan & National Food Access

19 December 2024

**Joe Lesausky
Food Access Director**

Michigan Farmers Market Association (MIFMA)



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.

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.

About Me

Joe Lesausky

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



Food Access Director Projects:

- TA Partner: Nutrition Incentive Hub
- Support All Food Assistance Programs in MI
- Distribute Equipment for SNAP & WIC

My Visit to Washington!



Welcome to Michigan!

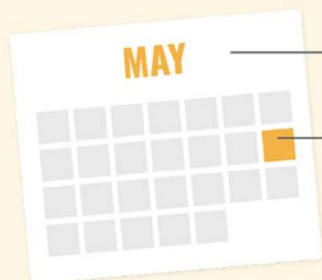
- Home to about 300 Markets
- 2nd most agricultural state
- Population: 10.02 million
- Recommended by 4 of the 5 Great Lakes!

>70%

of Michigan
markets



When do Michigan Farmers Markets Operate?



Most popular months
May - October

Most popular day
Saturday

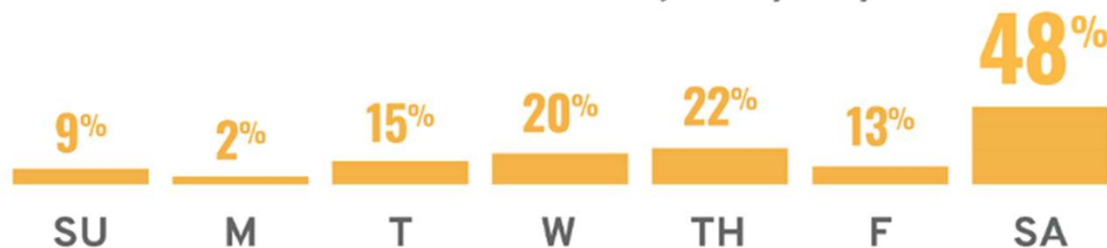
Peak season
June - October

Daily Foot Traffic

337
median daily
visitor count

75%
have 1,000 or
fewer visitors

Percent of Markets Open by Day



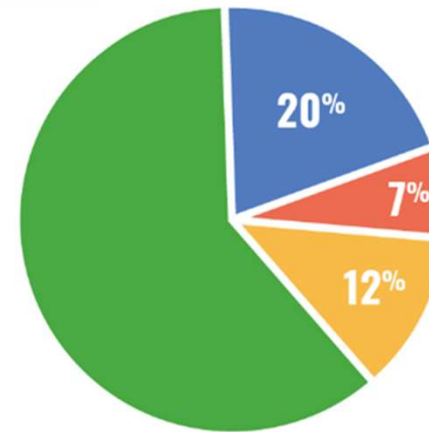
Michigan Farmers Market Profile

SIZE

Market size is categorized by the number of vendors. Markets range in size from 2 to 229 vendors on an average market day.

Half of these markets began in 2010 or later.

61%
Small
9-30
vendors

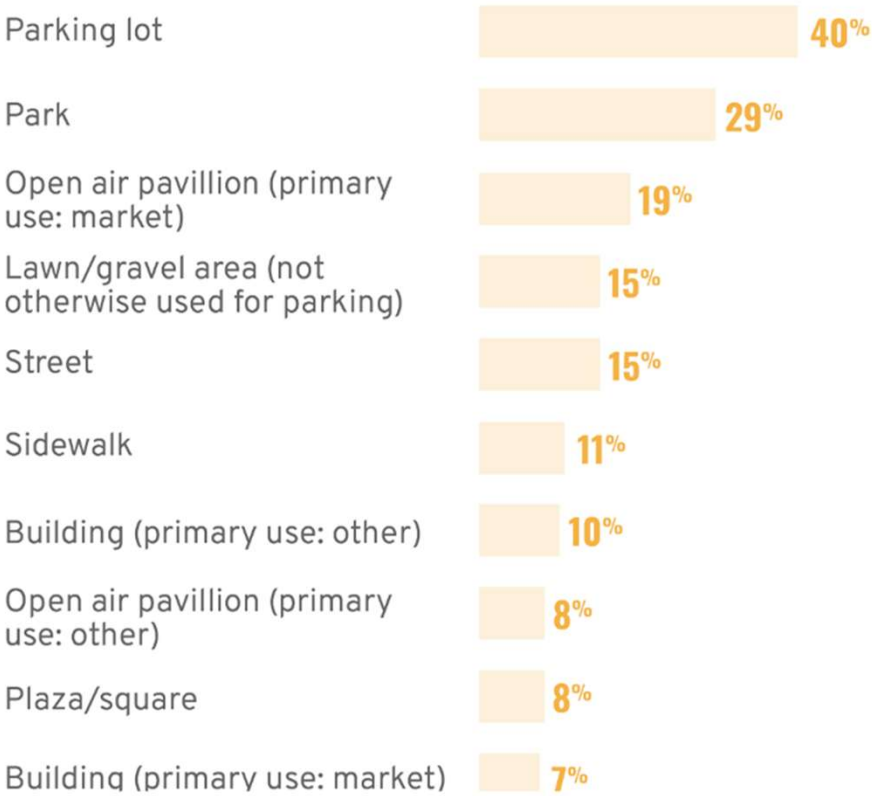


Micro
5-8 vendors

Large
56+ vendors

Medium
31-55 vendors

Markets Are Located in a...



Where we set up!

During the 2019 season, Michigan shoppers chose from:

4,900+
vendor stalls
statewide¹

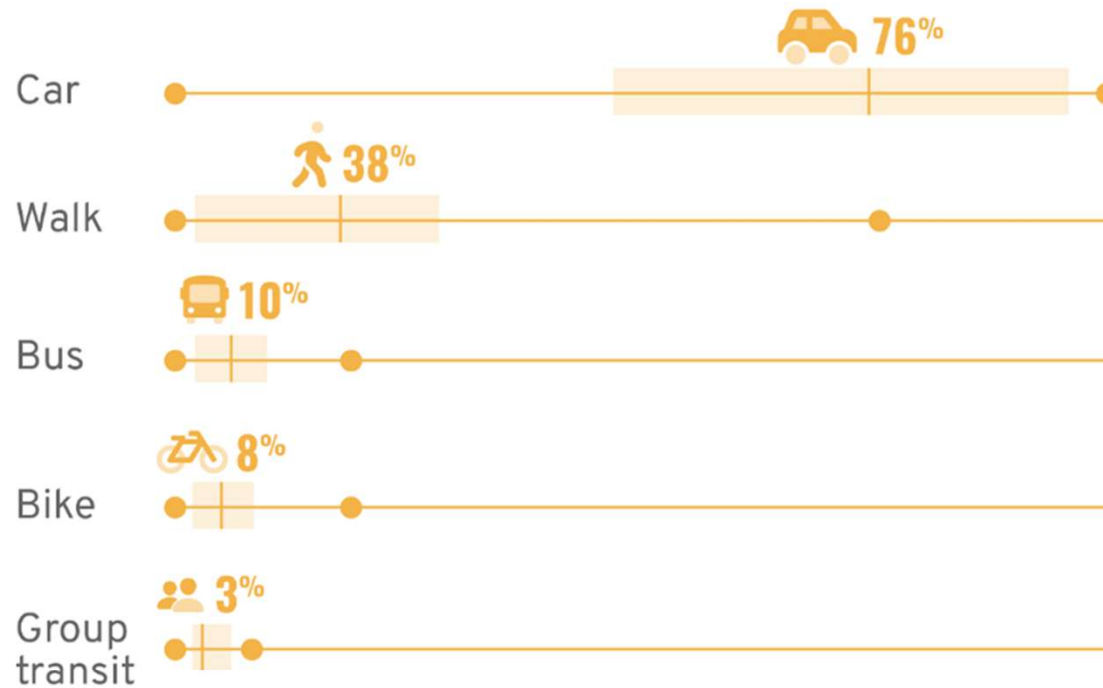


18
vendors
average per market

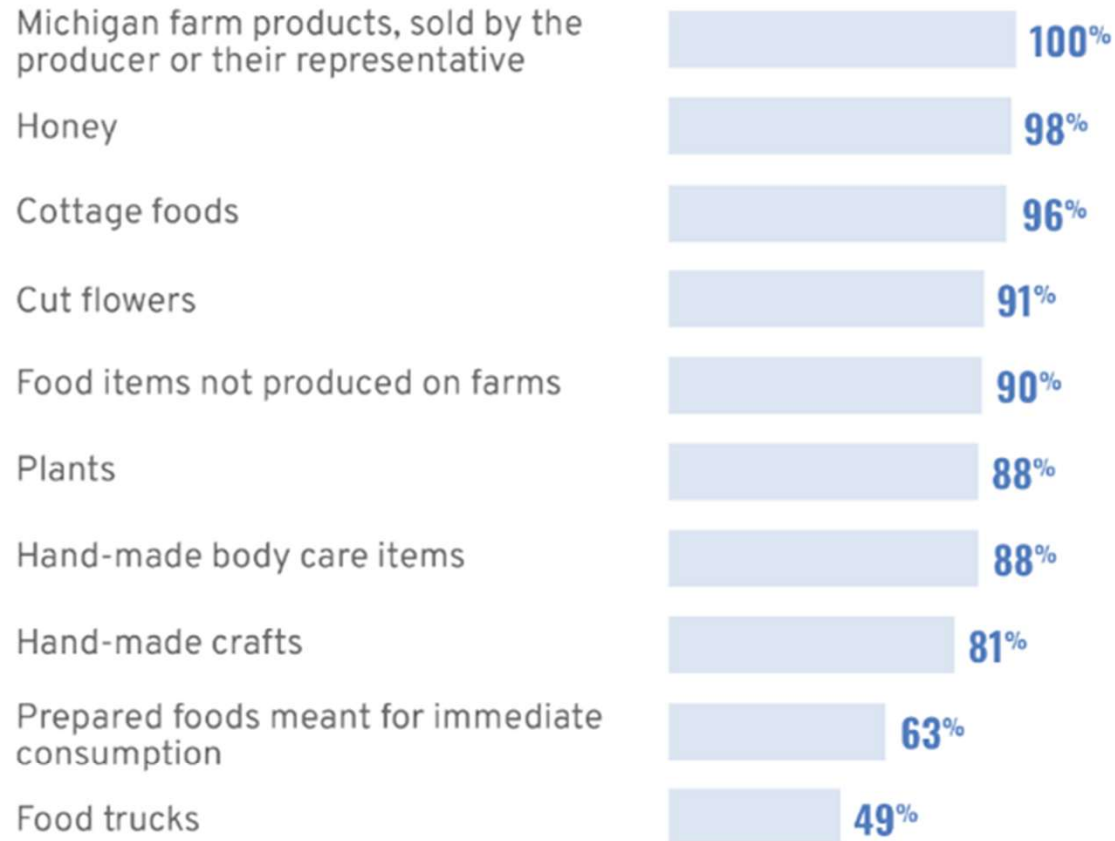


Getting to Market

Customers Who Arrive by...

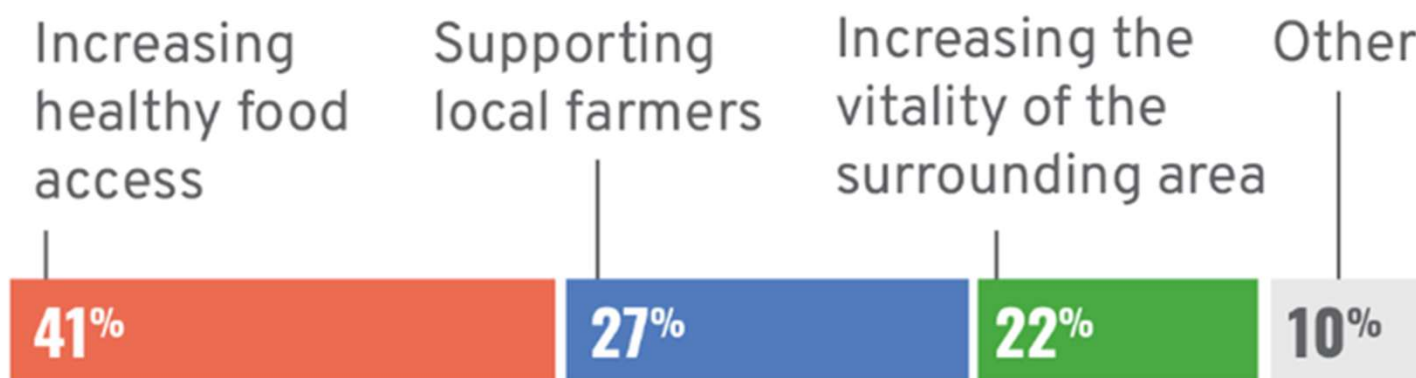


Share of Markets Offering Eligible Products in 2019



ARE MISSION-DRIVEN

Markets exist for a variety of reasons, and address many issues in their communities. Their top goals are:

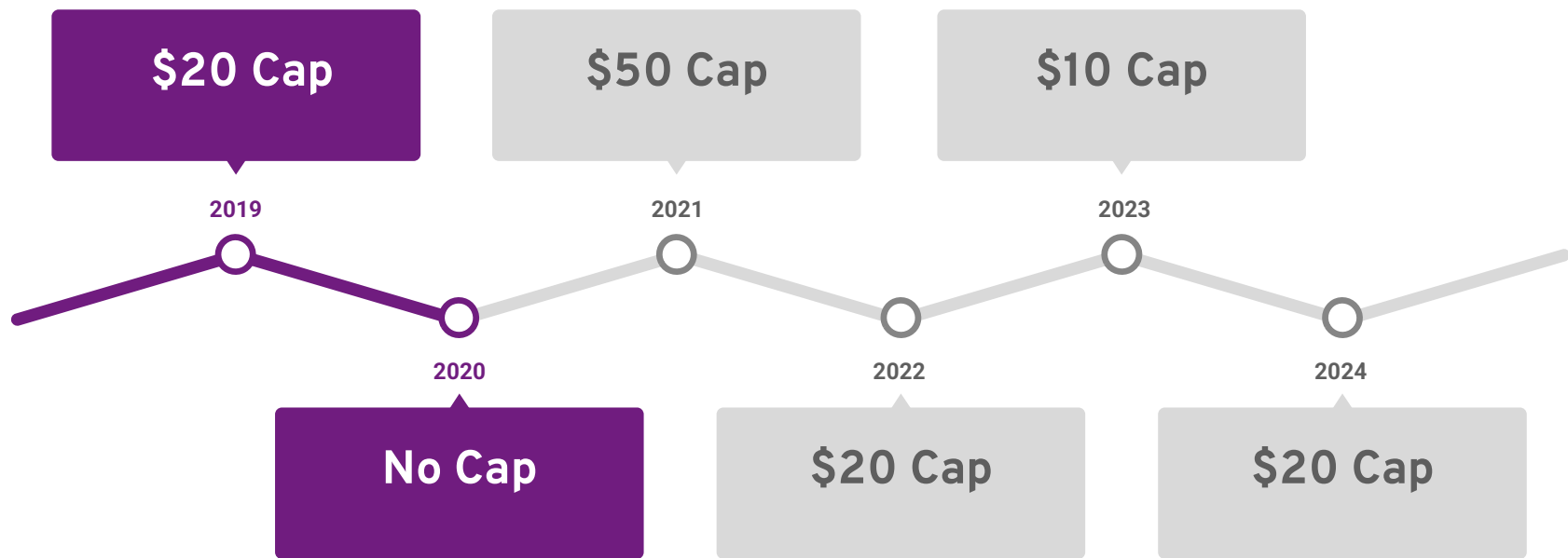


Most Offered Food Assistance Programs

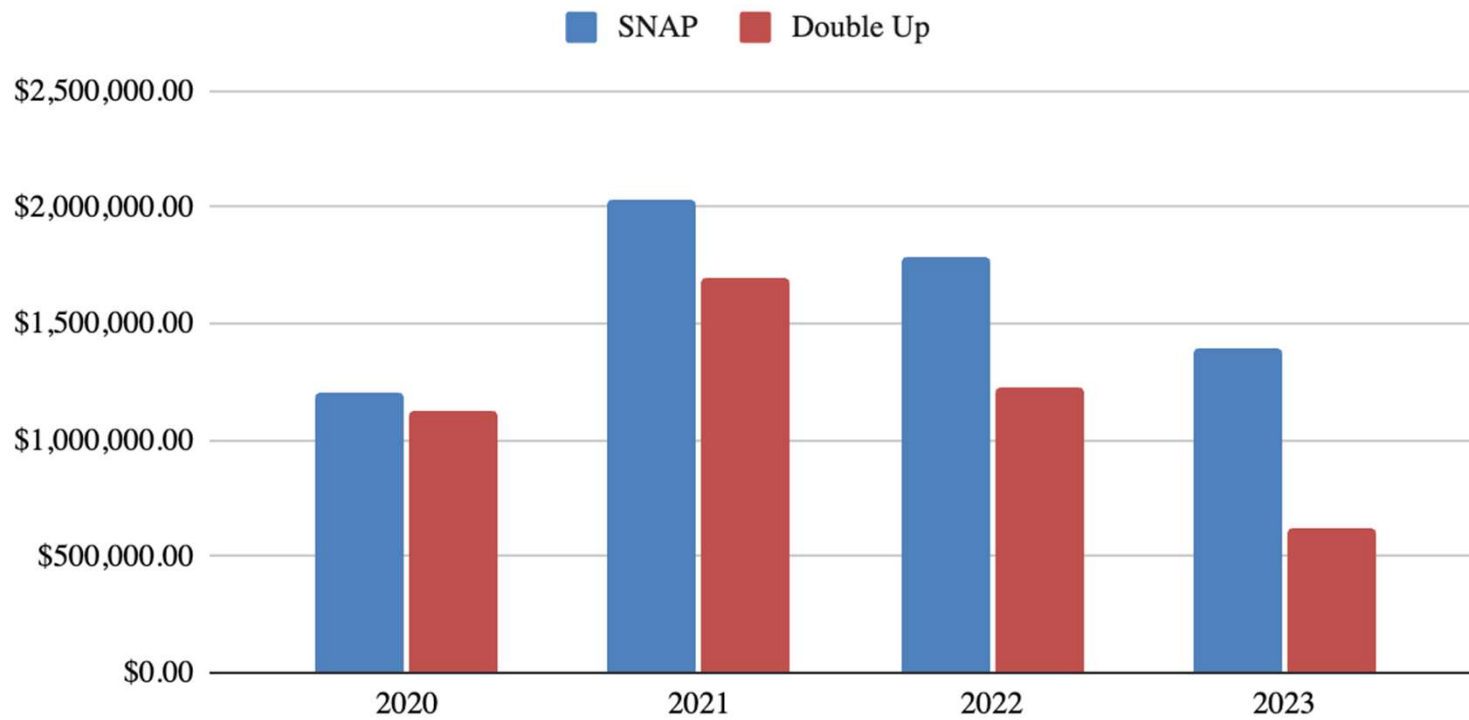
Program	MI % accepting	National % accepting
Any form of federal food assistance	71%	50%
Senior Farmers Market Nutrition Program (Project FRESH in MI)	64%	29%
WIC Farmers Market Nutrition Program (Project FRESH in MI)	60%	29%
Supplemental Nutrition Assistance Program (SNAP)	58%	39%
Nutrition Incentive Program (Double Up Food Bucks in Michigan)	54%	27%
Produce Prescription	13%	3%

¹ U.S. Department of Agriculture Agricultural Marketing Service, 2019 National Farmers Market Manager Survey: Federal Nutrition Programs (2020). Retrieved from <https://www.ams.usda.gov/sites/default/files/media/FederalNutritionPrograms.pdf>.

Double Up Match Cap by Year



SNAP and Double Up



Information provided by Fair Food Network (Double Up accepting sites only)

What makes the difference!

- 1 In Person Experiences
- 2 Outreach & Marketing
- 3 Word of Mouth

Nutrition Education

What MI is Doing, and Why it Matters!

What we struggle with!

1 Market Manager Turnover

2 Consistent Funding

3 Vendor Retention & Recruitment

What we're Watching

FMNP

- Modernization is inconsistent
- FNS is only hearing from Stage Agencies
- Challenges across the Nation!

Technology

- SNAP Online
- Smart Chips in SNAP Cards
- POS Equipment

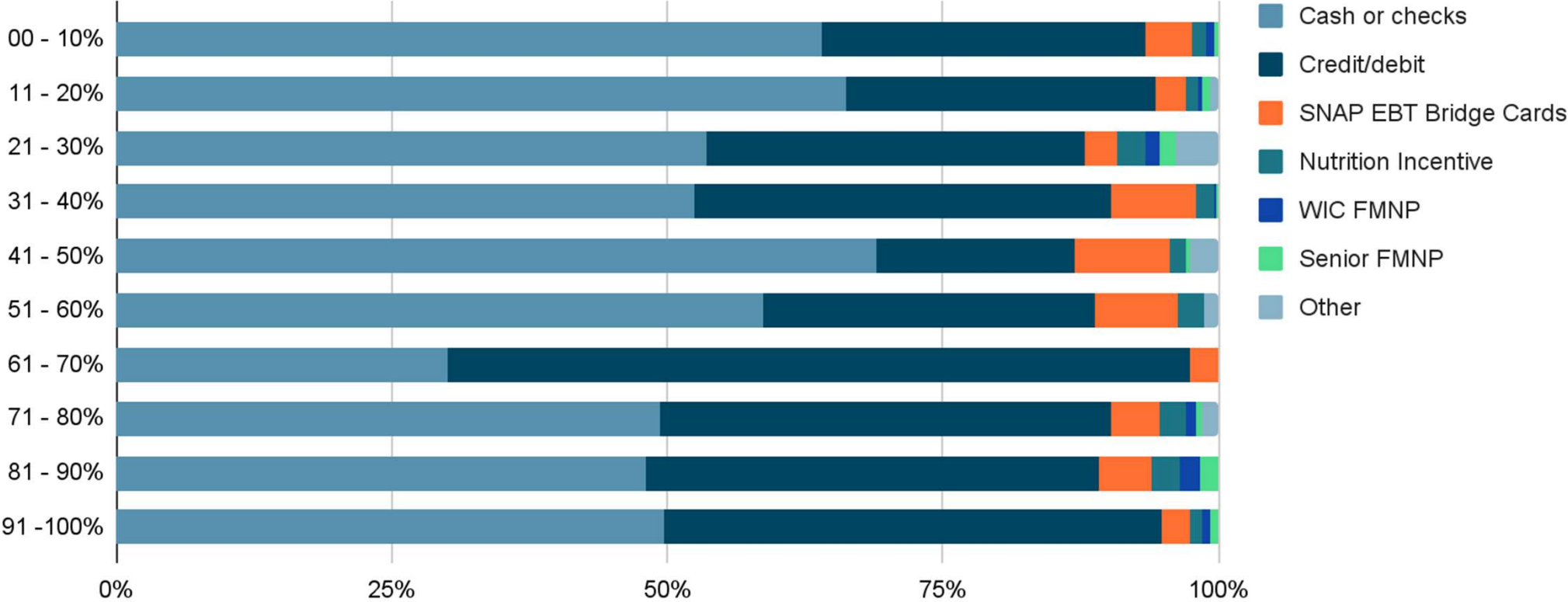
FNS

- Policy's
- Future Expectations
- Grant Opportunities



QUESTIONS

Sales by Currency





M I C H I G A N
F A R M E R S M A R K E T
A S S O C I A T I O N



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