

Instructions for Webinar Participation

Getting Started

- The webinar will start soon
- Audio is through your computer speakers or headset – ***you may not hear sound until webinar begins***
- If you see presenters talking but do not hear audio, use the **Questions and Answers** to indicate you are not getting sound
- Audio check - use the **Audio Settings** option to do a sound check

How to Ask Questions

1. Click on the **Questions and Answers** icon to submit a question to all panelists
2. Type your question in the box and click **Send**
3. **Raise Hand** to get Host's attention

Technical Help

- Distance Learning HelpDesk (800) 500-1554 for technical support

The webinar is being recorded and you will receive email instructions for accessing the archive.



MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, sex, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.



**“AND
JUSTICE
FOR ALL”**



In accordance with Federal law and U.S. Department of Agriculture (USDA) policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (in education and training programs and activities), age, disability, or retaliation. (Not all prohibited bases apply to all programs.)

If you require the information on this poster in alternative format (Braille, large print, audiotape, etc.), contact the USDAS TARGET Center at (202) 720-2600 (voice or TDD).

If you require information about this program, activity, or facility in a language other than English, contact the USDA agency responsible for the program or activity, or any USDA office.

To file a complaint alleging discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, S.W., Washington, D.C. 20250-9410, or call, toll free, (866) 632-9992 (voice). TDD users can contact USDA through local relay or the Federal relay at (800) 877-8339 (TDD) or (866) 377-8642 (relay voice users). USDA is an equal opportunity provider and employer.

De acuerdo con la ley Federal y con la política del Departamento de Agricultura de los Estados Unidos (USDA por sus siglas en inglés), esta institución prohíbe la discriminación ya sea por la raza, color, nacionalidad, sexo (en programas y actividades de educación y adiestramiento), edad, incapacidad de las personas, o por represalias. (No todas las prohibiciones se aplican a todos los programas.)

Si usted necesita la información de este anuncio en un formato diferente (Braille, letras grandes, o por medio de sonido, etc.), llame al Centro TARGET del Departamento de Agricultura al teléfono 202-720-2600 (voz o TDD).

Si usted necesita información sobre este programa, actividad o instalaciones en un idioma diferente del inglés, llame a la agencia del Departamento que maneja este programa o actividad, o a cualquier oficina del Departamento de Agricultura.

Para someter una queja de discriminación, escriba al USDA, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410, o llame gratis al 1-866-632-9992 (voz). Para llamadas TDD, llame al USDA al número 1-800-877-8339 o al número 1-866-377-8642. El Departamento de Agricultura ofrece oportunidades de programas y de empleo libres de discriminación.



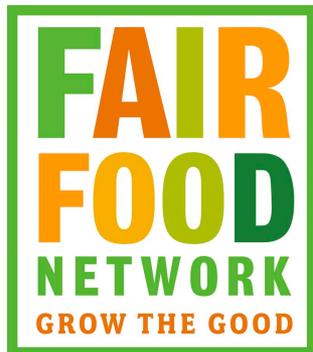
FARMERS MARKETS AS ENGINES OF ECONOMIC ACTIVITY: POWER IN NUMBERS

September 11, 2017



MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems



WEBINAR OUTLINE & SPEAKERS

OPENING COMMENTS



Rich Pirog

Director
Michigan State University
Center for Regional Food Systems



Jeff O'Hara

Agricultural Marketing Specialist
USDA Agricultural Marketing Service

FARMERS MARKETS IN MICHIGAN : WHAT DO WE KNOW?



Dru Montri

Executive Director
Michigan Farmers Market Association



Michelle Gagliardi

Special Projects Associate
Michigan Farmers Market Association

MORE ON DATA, SHARED MEASUREMENT



John Mann

Assistant Professor of Agricultural, Food,
and Resource Economics
Michigan State University



Kathryn Colasanti

Specialist
Michigan State University
Center for Regional Food Systems



Farmers Markets as Engines of Economic Activity: Power in Numbers

September 11, 2017

Dru Montri, Ph.D., Executive Director
Michelle Gagliardi, Special Projects Associate



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 that Michigan farmers markets receive policy support



Direct Marketing Farmers

\$58.8 million worth of agricultural sales are sold direct to consumers by Michigan farmers annually (up 8% since 2007)

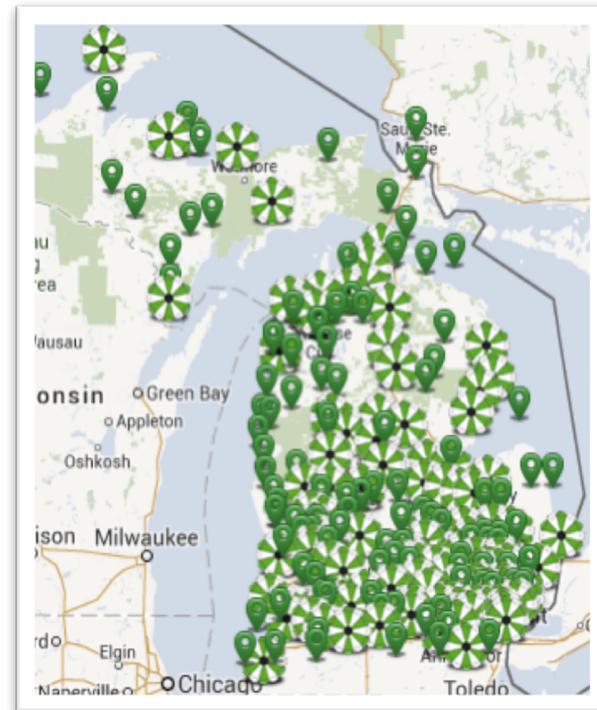
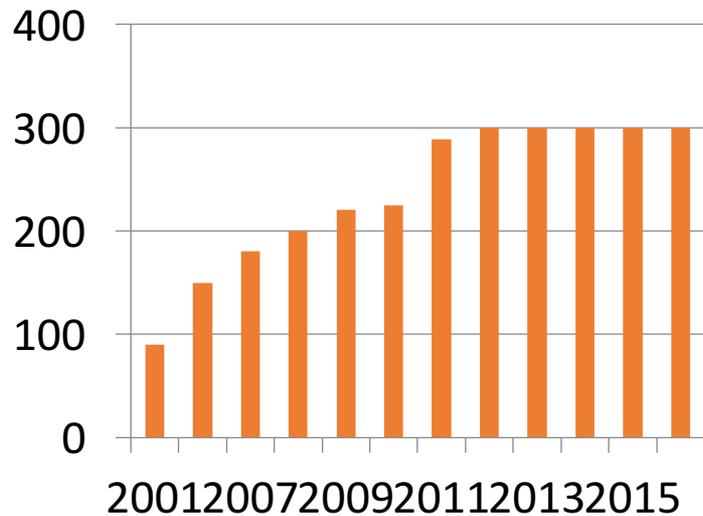
6,300+ farms direct market in Michigan



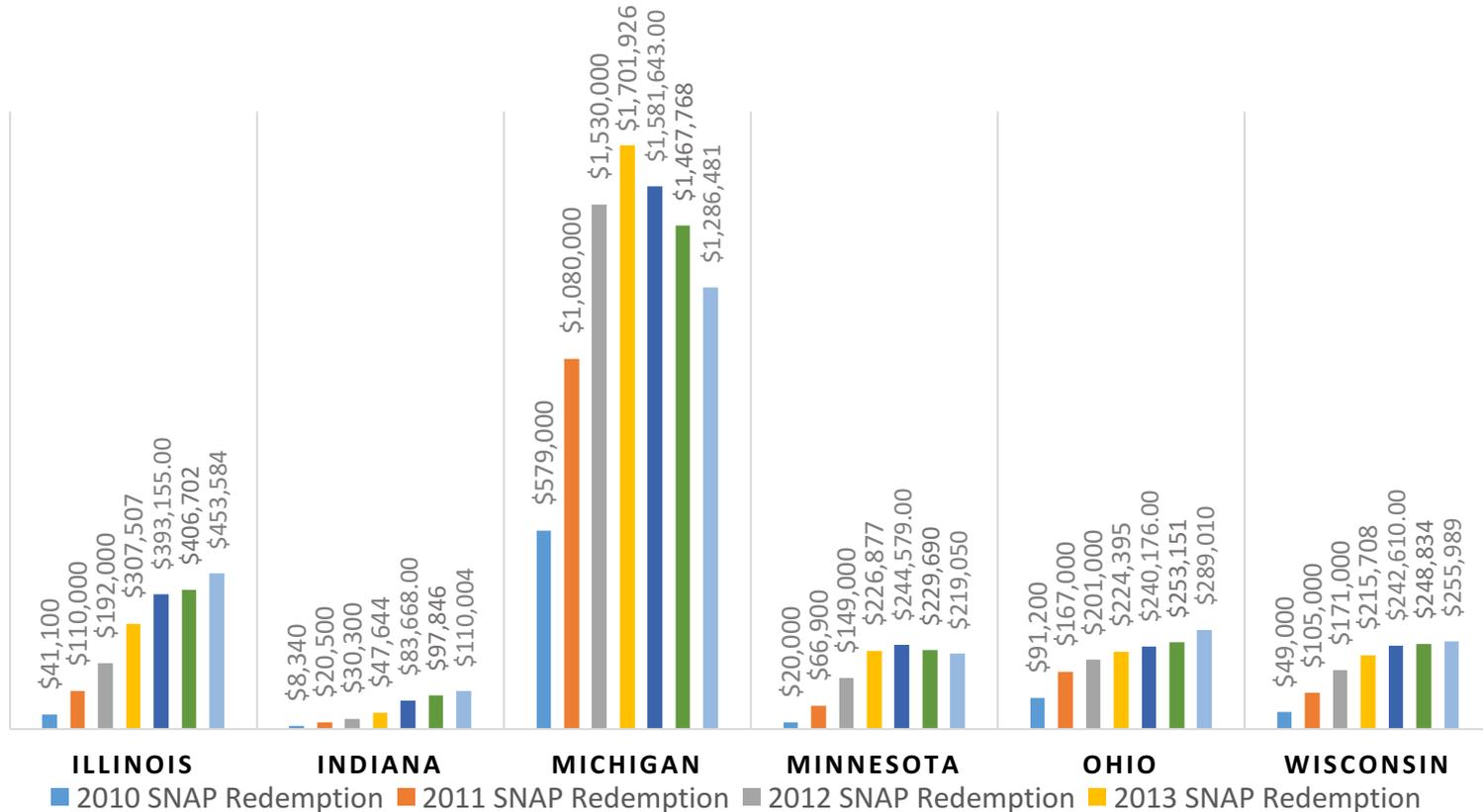
Michigan Farmers Markets



Growth in Number of Farmers Markets



SNAP Redemption at Direct Marketing Farms and Farmers Markets in the Midwest 2010-2016



Strong Data = Strong Markets



2016 Pilot Project

- 7 farmers markets in 6 rural communities
 - Marquette, Menominee, Port Huron, Traverse City, Boyne City, Munising
- www.mifma.org/reports
- USDA Rural Business Development Grant

2017 Metrics Portal

- 20 farmers markets across the state
- Operationalizing data collection
- Market managers and MIFMA have access
- Partnership with Farmers Market Coalition
- Specialty Crop Block Grant and MSU Center for Regional Food Systems



Highlights from 2016



2,190
estimated visitors

*each market day
purchasing fresh produce and other
products and supporting farms and
food businesses in their community.*



\$2,527,700
in estimated sales

*directly to the vendors' local
farms and businesses.*

*Returning 3x more of their sales to the
local economy than chain retailers.*



1,046 acres
*of farmland in production
by our vendors.*

*America loses an acre of farmland
every hour to development.*



20 miles
*average distance food travels
from farm to our market.*

That's fresh!



77%
of visitors

*plan to spend money at
neighboring businesses on
market days.*

*Local businesses benefit from
customers drawn to the area on
market days.*



265 employees
*are supported by our
vendors' businesses.*

*Small businesses create new,
meaningful employment
opportunities.*





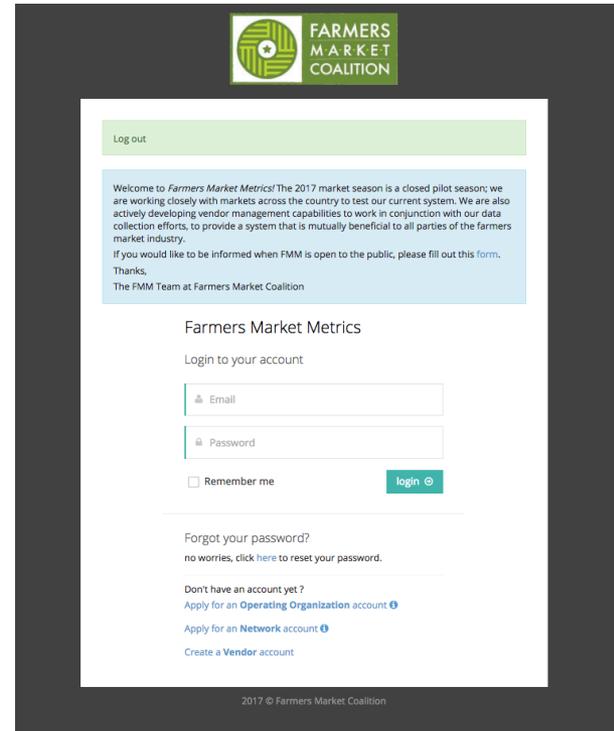
Michigan Farmers Market Metrics Portal

2017 Launch



Data Collection Expectations

1. Vendor Survey/Registration
2. Market Registration
3. Vendor Attendance
4. Visitor Counts
5. Customer Surveys
6. Market Sales
7. Vendor Information (Optional)



The screenshot shows the login interface for Farmers Market Metrics. At the top right is the Farmers Market Coalition logo. Below it is a 'Log out' link. A welcome message states: 'Welcome to Farmers Market Metrics! The 2017 market season is a closed pilot season; we are working closely with markets across the country to test our current system. We are also actively developing vendor management capabilities to work in conjunction with our data collection efforts, to provide a system that is mutually beneficial to all parties of the farmers market industry. If you would like to be informed when FMM is open to the public, please fill out this form. Thanks, The FMM Team at Farmers Market Coalition'. The main section is titled 'Farmers Market Metrics' and 'Login to your account'. It features an email input field, a password input field, a 'Remember me' checkbox, and a 'login' button. Below the login fields are links for 'Forgot your password?' (with a 'click here to reset your password' link), 'Don't have an account yet?' (with links for 'Apply for an Operating Organization account' and 'Apply for a Network account'), and 'Create a Vendor account'. A copyright notice '2017 © Farmers Market Coalition' is at the bottom.



Market Level

The screenshot shows a web application interface for the Michigan Farmers Market Association. The top navigation bar includes the logo, the text "Organization - MIFMA Farmers Market at the Capitol", and the date "SEP 5, 2017". A left sidebar contains menu items: Exports, Markets (highlighted), Metrics Report, Manage Vendors, and Training and Help. The main content area is titled "MIFMA Farmers Market at the Capitol" and features a "MARKETS" section with a "+ Add Market" button. Below this is a table with 10 records, a search box, and a table with 2 columns: "Market" and "Networks". The table lists four market entries: "Farmers Market at the Capitol August", "Farmers Market at the Capitol July", "Farmers Market at the Capitol September", and "Farmers Market at the Capitol September". The first two entries have "Michigan Farmers Market Association" listed as a network. The last two entries have a message: "Market registration needs to be completed before adding networks." The interface also shows "Showing 1 to 4 of 4 entries" and a pagination control.

Organization - MIFMA Farmers Market at the Capitol

SEP 5, 2017

Home > My markets

MIFMA Farmers Market at the Capitol

MARKETS [+ Add Market](#)

10 records Search:

Market	Networks
Farmers Market at the Capitol August	<input type="text" value="Michigan Farmers Market Association"/>
Farmers Market at the Capitol July	<input type="text" value="Michigan Farmers Market Association"/>
Farmers Market at the Capitol September	Market registration needs to be completed before adding networks.
Farmers Market at the Capitol September	Market registration needs to be completed before adding networks.

Showing 1 to 4 of 4 entries

< 1 >



Data Entry

Organization - MIFMA Farmers Market at the Capitol

Home > My markets > Farmers Market at the Capitol August > metric: Tally and Survey Data

SEP 5, 2017

Farmers Market at the Capitol August

METRIC Dashboard Metrics Reports Profile

Market Day Data Tally and Survey Data

Visitor Counts + Add Data Entry Form Guide

Visitor Surveys + Add Data Copy Link Entry Form Guide

Product Pricing (This section is under development and is not yet available) + Add Data Entry Form Guide

SNAP Eligible Goods + Add Data Entry Form Guide

Visitor Counts

10 records Search:

ID	Date	Number of Visitors	Created At	Edit
No data available in table				

Visitor Surveys

10 records Search:

ID	Date	Transport Method	Amount to spent	Visit Market	Additional Shopping	Created At	Edit
No data available in table							

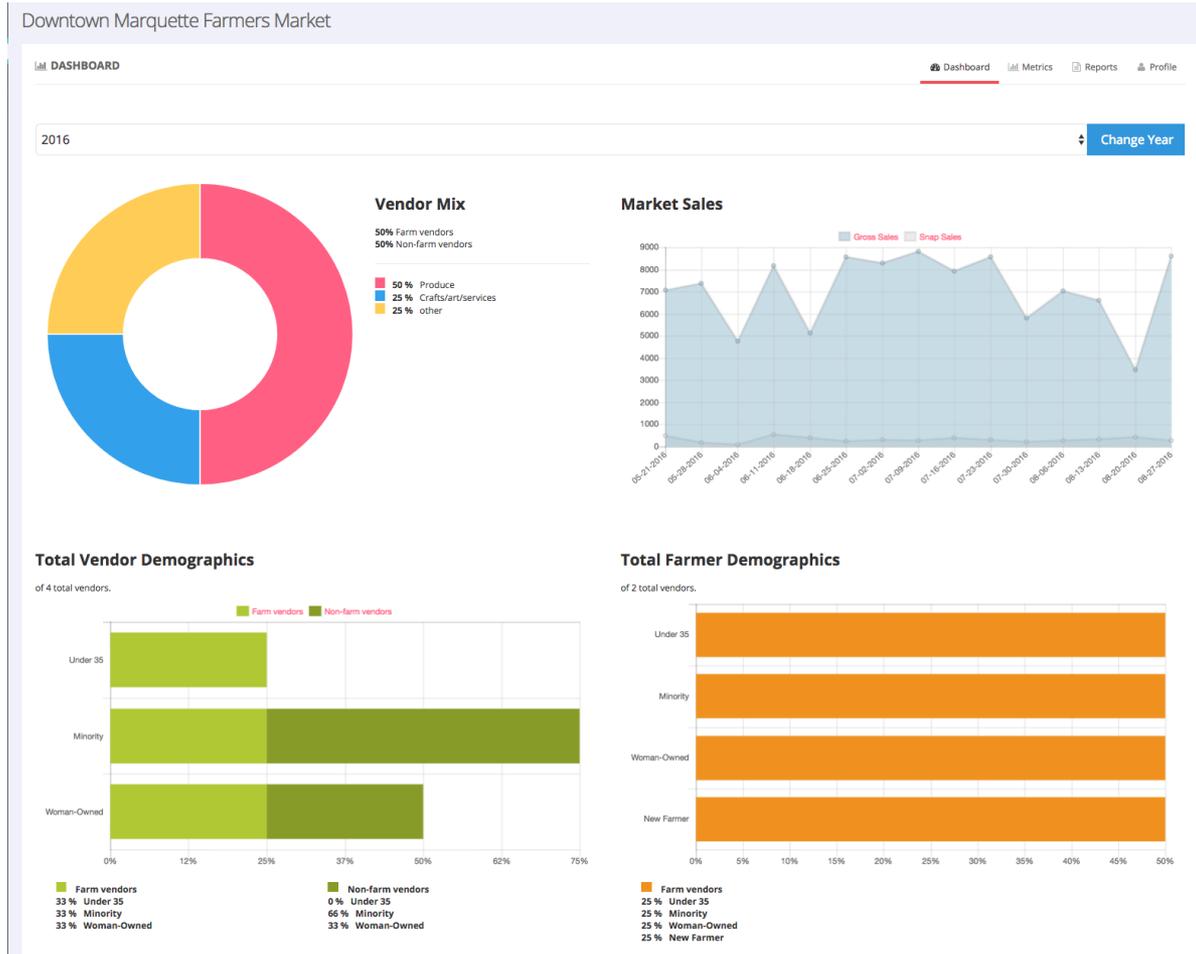
Snap Eligible Goods

10 records Search:

ID	Date	Varieties of SNAP Eligible Goods available	Number of Vendors with SNAP Eligible Goods	Created At	Edit
No data available in table					



Portal Dashboard



Customer Surveys

1. Was the farmers market the primary reason you travelled to this area today?

Circle one: Yes / No

2. What was your primary travel method to get to the farmers market today? **Circle one.**

- | | |
|------------------------------|---------------------------------------|
| a. Personal vehicle | c. Taxi / paid rideshare |
| b. Walked | d. Bus or other public transportation |
| c. Bicycle | e. Other |
| d. Two-wheeled motor vehicle | |

3. What is your home (primary residence) zip code?

4. What will you buy at the farmers market today? **Circle all that apply.**

Produce	Eggs	Prepared food
Meat and seafood	Plants and flowers	Crafts/arts/services
Dairy	Value-added food	Other

5. How much will you spend at the farmers market today? *Including cash, check, credit/debit, SNAP, Double Up Food Bucks, WIC Project FRESH, Senior/Market FRESH, Hoophouses for Health.*

\$ _____

6. Will you do additional shopping, eating, or other activities in this area today (outside of the farmers market)?

Circle one: Yes / No

If yes, how much do you intend to spend on this trip, excluding at the farmers market?

\$ _____

7. How often do you shop at this farmers market? Circle one.

- Weekly
- Monthly
- Every other Month
- Once a Year
- First Time



Network Level

The screenshot shows a web application interface for the Michigan Farmers Market Association. At the top, there is a dark navigation bar with the 'FARMERS MARKET COALITION' logo on the left and 'Network - Michigan Farmers Market Association' on the right. Below this is a breadcrumb trail: 'Home > My markets'. The main content area is titled 'Michigan Farmers Market Association' and contains a section for 'My Markets'. This section includes a dropdown menu set to '10 records' and a search input field. Below these is a table with the following entries:

Market Name
Allen Farmers Market - Indoor
Allen Farmers Market - Outdoor
Bath Farmers Market Indoors
Bath Farmers Market- Outdoors
Downtown Marquette Farmers Market
Downtown Saginaw FM - Friday
Downtown Saginaw FM - Monday
Downtown Saginaw FM - Saturday
Downtown Saginaw FM - Wednesday
East Lansing Farmer's Market

At the bottom of the list, it says 'Showing 1 to 10 of 25 entries' and a pagination control with buttons for '<', '1', '2', '3', and '>'.



Partners



- Farmers Market Coalition
- MSU Center for Economic Analysis
- MSU Center for Regional Food Systems
- MSU Extension
- Growing Hope
- Michigan Department of Agriculture and Rural Development
- Fair Food Network
- Farmers Markets





Thank You

Michigan Farmers Market Association

Phone: 517-432-3381

www.mifma.org





MORE ON FM ECONOMIC DATA: FINDINGS FROM MICHIGAN STUDY

John Mann, PhD

Center for Economic Analysis

MSU Product Center – Food-Ag-Bio

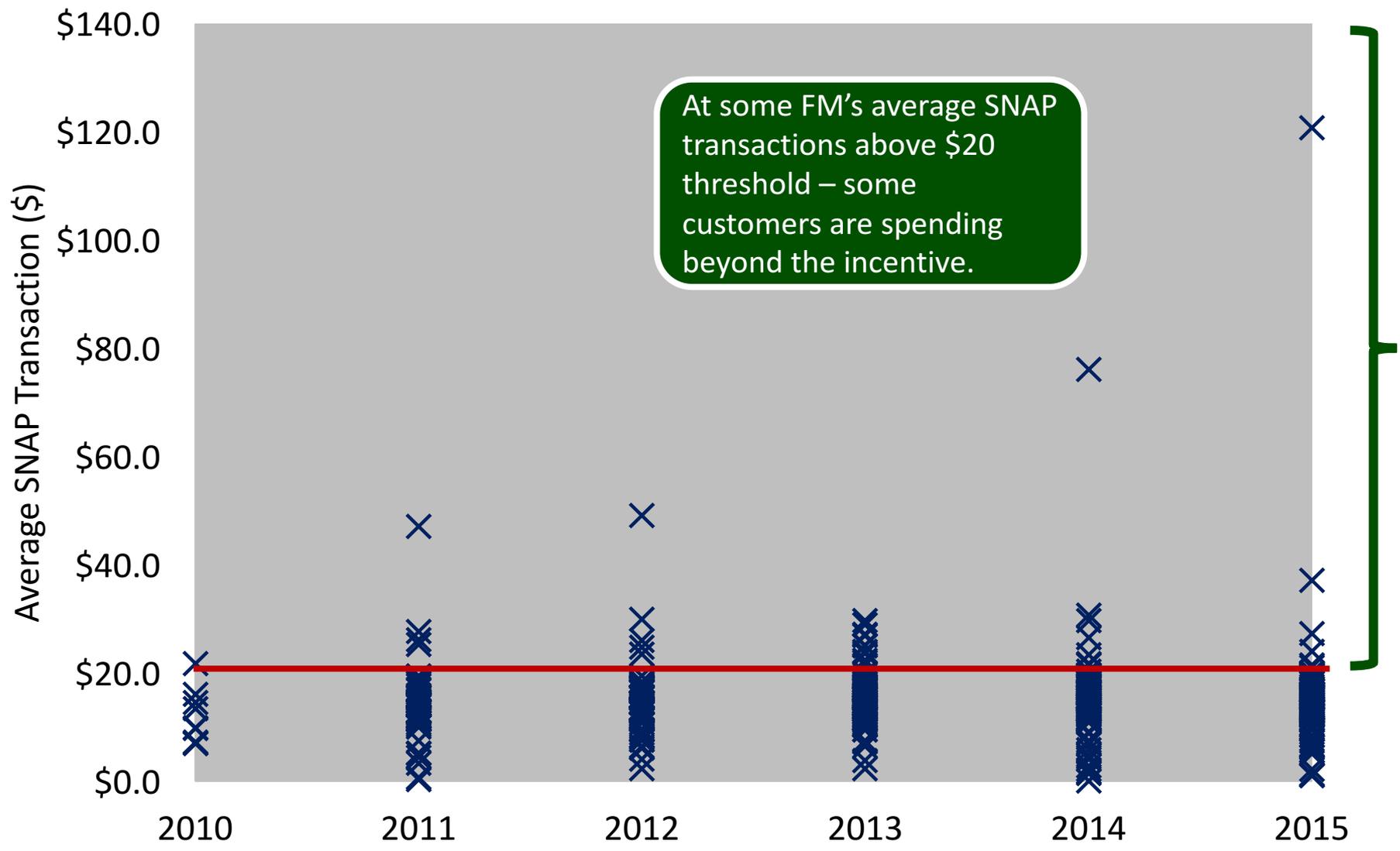
Observations in the data

Looked at (1) DUFBS/SNAP transaction data, (2) vendor surveys, and (3) DUFBS customer surveys

SNAP redemptions between 2011-2015

- Among statewide retailers: **-\$737 M (-24%)**
 - *Fewer benefits were issued statewide*
- Farmers markets: **+\$130 K (+21.5%)**
 - *Able to increase share of benefits redeemed*

#FM(Ave Tran) 10(\$21) 53 (\$16) 67 (\$11) 94(\$12) 114(\$12) 114(\$14)



DUFB Consumer Surveys

1. Prices: 2 out of 3 believe price at FM same or less than grocery store.
2. Selection & Quality: 75-80% said selection & quality better at FM.
3. Travel: 90% traveled less than 20 minutes to FM, and 65% drove own vehicles.

Vendor Surveys

1. More seasoned vendors (10+ years at FM) more likely to participate in SNAP (+10%) and DUFB (+13%).
2. Less seasoned vendors (>10 years at FM) make higher share of farm sales at FM.
3. General: about 2 out of 3 vendors reported making \$28K or less from FM

View of DUFB on Bottom Line

1. Vendors less seasoned & higher percent of sales at FM more favorable view.
2. General:
 - Year to year increase in favorable perception.
 - Higher DUFB issued correlated with more positive perceptions.
 - Vendors at FM in rural-adjacent counties most favorable view.

DUFB Transactions Study Results

- Impact: “SNAP+DUFB” nearly 2X “SNAP w/o DUFB”
- Interpretation:
 1. DUFB value is *in addition* to SNAP
 2. Supports prior work that customers receiving incentives/benefits are a market segment positively impacting FM sales.
- Additionally, preliminary statistical evidence that some DUFB & SNAP recipients spending beyond \$20 match threshold – matches observations in data.

Summary: Evidence Suggests

1. FM vendors believe DUFB customers are new base and important to their bottom line.
2. DUFB customers see value in FM.
3. DUBF program:
 - Adds sales revenue separate from/in addition to SNAP.
 - Customers appear to be spending \$ in addition to DUFB benefit.

Interpretation: DUFB consumers represent an important market segment for FM.

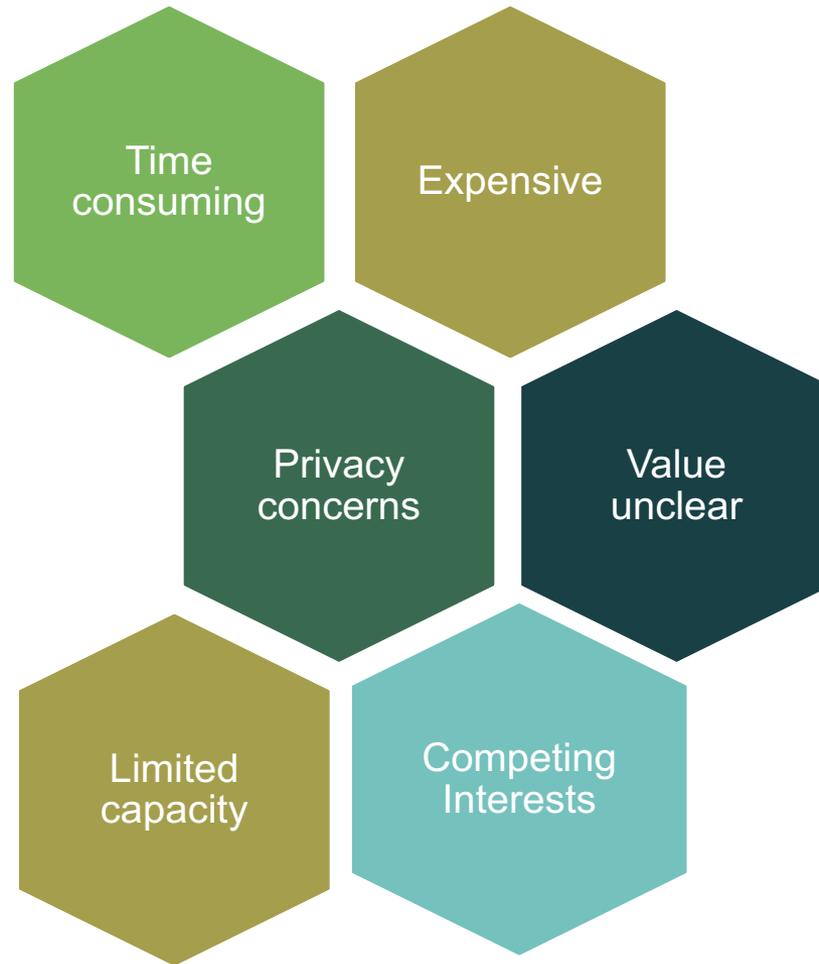


DATA COLLECTION & SHARED MEASUREMENT

Kathryn Colasanti

MSU Center for Regional Food Systems

CHALLENGES WITH DATA COLLECTION



POLL

What is the biggest challenge that you face in collecting farmers market related data?

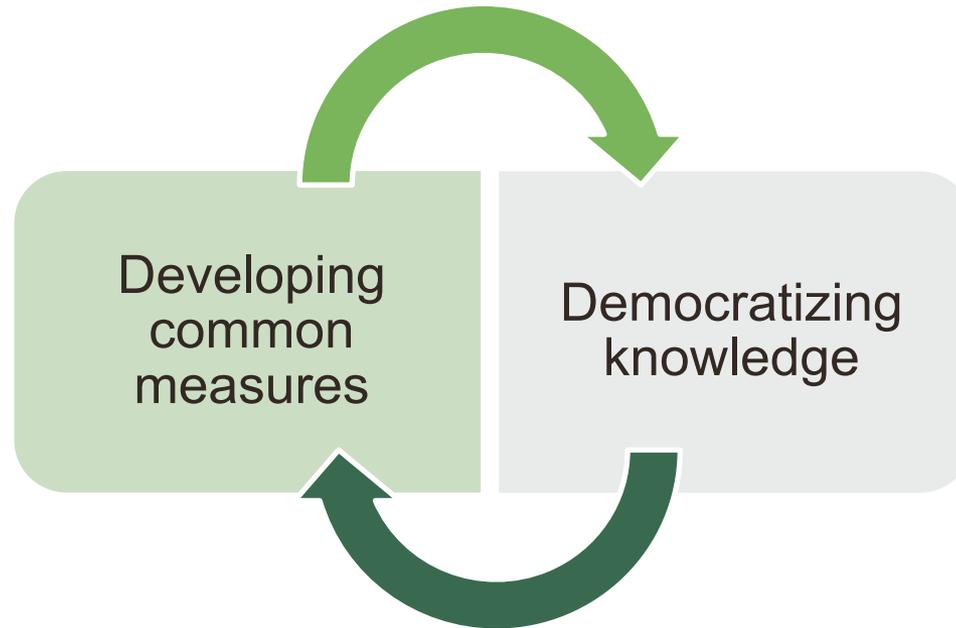
- **Time involved**
- **Expense**
- **Privacy concerns of potential respondents**
- **Difficulty conveying the value of data**
- **Limited staff capacity**
- **Competing interests around the type of data desired**
- **Other**
- **Not applicable**

POLL

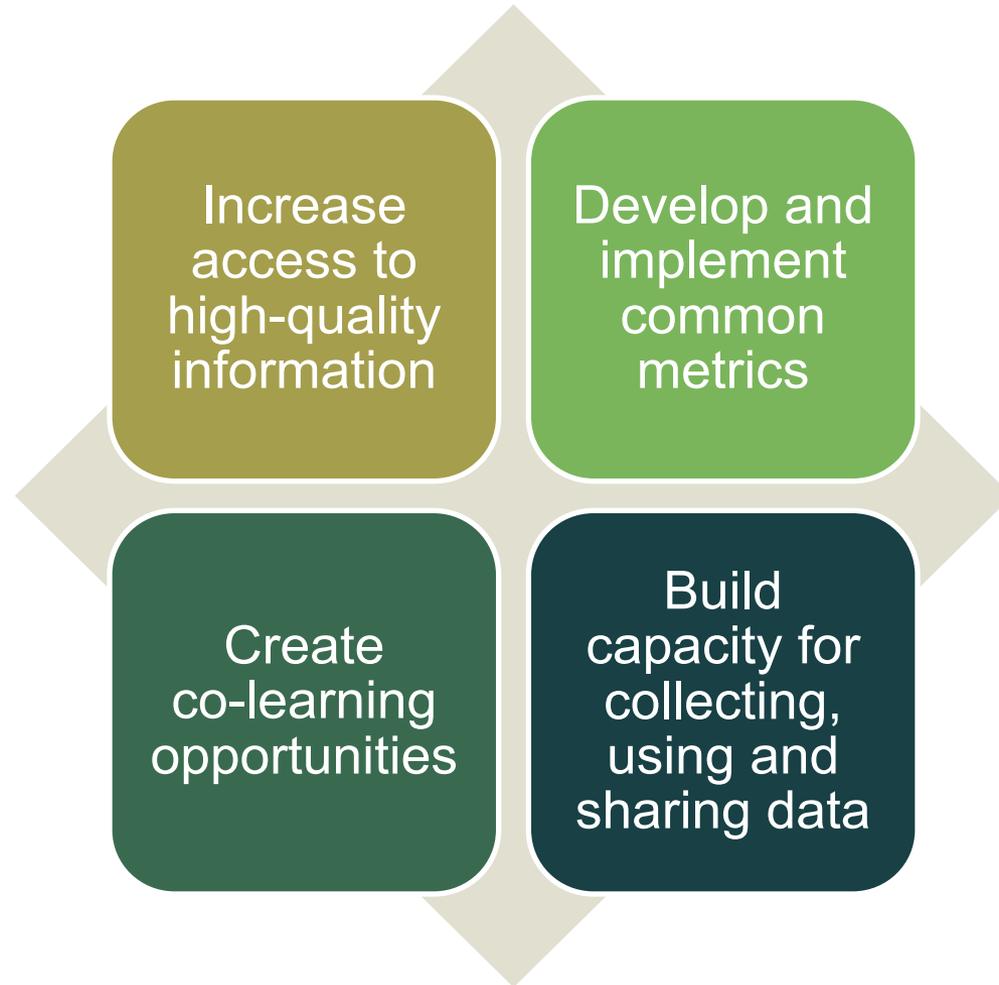
What is the primary value of farmers market related data for you?

- **Informing market management and programs**
- **Informing business practices**
- **Securing funding or other support**
- **Influencing policy**
- **General learning**
- **Other**
- **Not applicable**

SHARED MEASUREMENT



SHARED MEASUREMENT GOALS



POTENTIAL COMPONENTS

Additional
common
measures

Dashboard of
indicators

Data portal

Resource
library

Communication
platform

Access to TA &
research
services

PROJECT EVOLUTION

October 2014

Stakeholder engagement phase

Capacity building phase

Initial pilots

Next steps?

Fall 2017

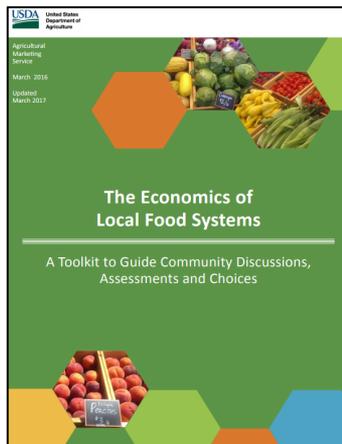
ECONOMIC IMPACT ACTIVITIES

Data Collection Support:



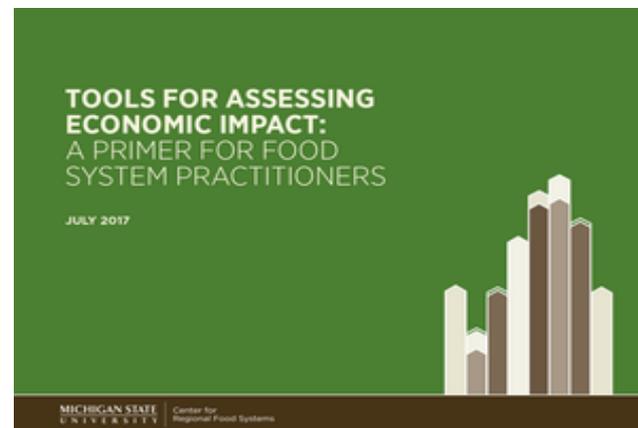
Farmers
Market
Metrics Portal

Hosting Trainings:



USDA Toolkit:
Economics of
Local Food
Systems

New Guide:



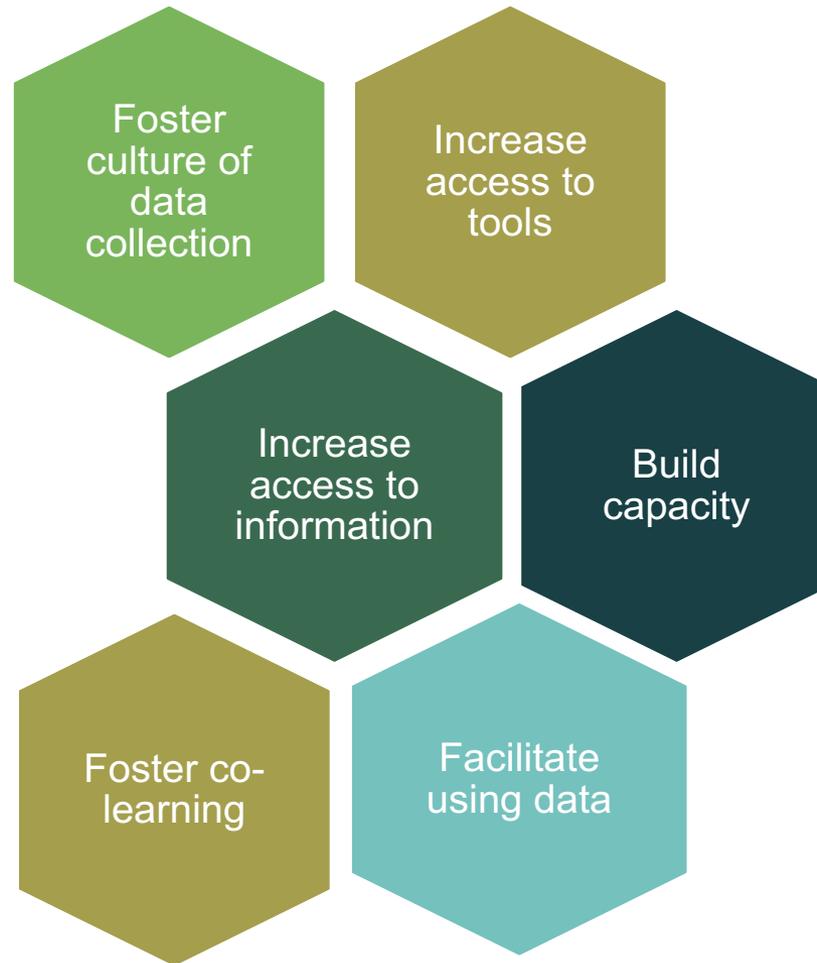
Webinar:

Tools for Assessing Economic
Impact: A Primer for Food System
Practitioners

Tuesday, September 19, 2017
3:00 – 4:00 pm ET

<http://foodsystems.msu.edu/events>

TAKE AWAYS





DISCUSSION

Please submit questions through the [Questions and Answers](#) pod.

THANK YOU FOR PARTICIPATING!



Rich Pirog

rpirog@msu.edu
517-353-0694



Jeff O'Hara

jeffreyk.ohara@ams.usda.gov
202-756-2575



Dru Montri

dru@mifma.org
517-432-3381



Michelle Gagliardi

michelle@mifma.org
517-432-3381



John Mann

mannjoh3@anr.msu.edu
517-353-2129



Kathryn Colasanti

colokat@msu.edu
517-353-0642