

MFMA Annual Report 2022

MFMA provides services, programs, and leadership that support and promote farmers' markets across Minnesota.

MFMA Annual Report 2022

We envision a community of vibrant, profitable, and professionally-managed Minnesota Farmers' Markets that:

- Allow local food producers to thrive and grow
- Provide accessibility to local farm fresh foods to all
- Cultivate, nourish, and inspire a vibrant local foods community

MFMA Annual Report

2022 in Review

- 1st ever all-inclusive farmers' market map:
<https://mfma.org/farmers-markets>
 - YOU need to 'claim' and update your market: ↑shoppers ↑sales ↑thrivability
↑community
- [MinneAg Network](#): 1st ever effort to pull together everyone in “Little Ag”
- 1st ever fundraiser - Lakes & Legends :-)
- 1st ever \$1.5 million in House & Governor's budget ≠ not funded
- \$1,000 sponsor Emerging Farmers' Conference

MFMA Annual Report

2022 in Review

- ERME grant - insurance for small scale farmers - crop, livestock, combi
- FMC FMPP grant - metrics & NFMW
- RTC FMPP - farmers' market food hubs
- Staffing -
 - Jesse Davis officially resigned
 - Maeve Mallozzi-Kelly in last 10 weeks as Americorps VISTA
 - Kim Guenther transitioning to UME
- NEW hires: 3rd-year VISTA, new Communications Director, tax accountant

MFMA Annual Report

2022 in Review

- Facilitating FFRC - Farm Finance Resources Collaboration
 - 10 organizations committed to helping farmers develop farm financial records >>> profitability
- Offered more zoom trainings
- Created new training - coming in 2023
- Sunsetting monthly Open Forums
- Paused Field Reporters project

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2022 in Review

- Steering Committee LFAC Local Foods Advisory Group
- MDA FSDTF Food Innovation Team
- Cottage Foods Law
- Meat Processing Working Group
- Specialty Crops Working Group
- MISA Sustainers Coalition
- MDA Statewide Cooperative Partnership

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2023 Plans - Anti-Racism Toolkit Work

- If MFMA member = FMC member
 - Send an email to get our code
- Support a cohort of markets that want to tackle this work
 - Discuss in tomorrow's Mgr Networking session

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2023 Plans - Insurance

- 1st ever claim: wind event caused damage
- MN Farmers Union Insurance Agency quotes
 - Ineligible items (kombucha, body care products)
 - Farmers who sell at both FM and other sales channels
 - Farmers who are doing on-farm poultry & rabbit processing
- MFMA Insurance Premium Rates Adv 1
 - ↑ 3.035% overall
-

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2023 Plans - Insurance

- MFMA Insurance Premium Rates Adv 1
 - ↑ 3.035% overall
 - All policies include \$70 membership + \$35 admin fee = \$105

Hazard	Last Year	2023	Total
Market	\$165	\$176	\$281
<i>Vendor 1</i>	\$65	\$62	\$167 ↓
Vendor 2	\$95	\$96	\$201
Vendor 3	\$135	\$142	\$247

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2023 Plans - Insurance

- Alternatives to ineligible items
 - Advantage 1 policies outside of MFMA's group policy
 - Fliprogram.com - **Food Liability Insurance Program** - RTE foods
 - Soap Guild: <https://www.soapguild.org/member-benefits/insurance/compare-options/>
- Unsure of any THC edibles plans

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2023 Plans - Farmers' Market Academy

Minnesota Farmers' Market Association  MFMA
FARMERS' MARKET ACADEMY

Minnesota Farmers' Market Association  MFMA
FARMERS' MARKET ACADEMY

Training for market managers

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2023 Plans - Farmers' Market Academy

- **Managing Basics:** Designed for market managers who are new to the role. Learn all about licensing, taxes, food safety laws, budgeting for your farmers' market, and more! One 3-hour training held on three different dates in January before the market season starts. (Same session repeated)
 - January 9th from 1pm - 4pm
 - January 19th from 5pm-8pm
 - January 28th from 10am-1pm

Minnesota Farmers' Market Association  MFMA
FARMERS' MARKET ACADEMY
Training for market managers

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2023 Plans - Farmers' Market Academy

- **Advanced Managing: Refresher and Beyond.** Designed for experienced managers or new managers who already took the January training. Learn about how your market can engage more effectively with food access programs, online platforms, marketing, and more! One 3-hour training held on three different dates in February before the market season starts: (same session repeated 3 times)
- - February 6th from 1pm-4pm
 - February 16th from 5pm-8pm
 - February 18th from 10am-1pm



Minnesota Farmers' Market Association  MFMA
FARMERS' MARKET ACADEMY
Training for market managers

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2023 Plans - Blazing Trails training

- Blazing Trails Through the Jungle of Food Regulations
- Monthly through April
- \$10 for 4 hours - zoom
- Vendors primary audience



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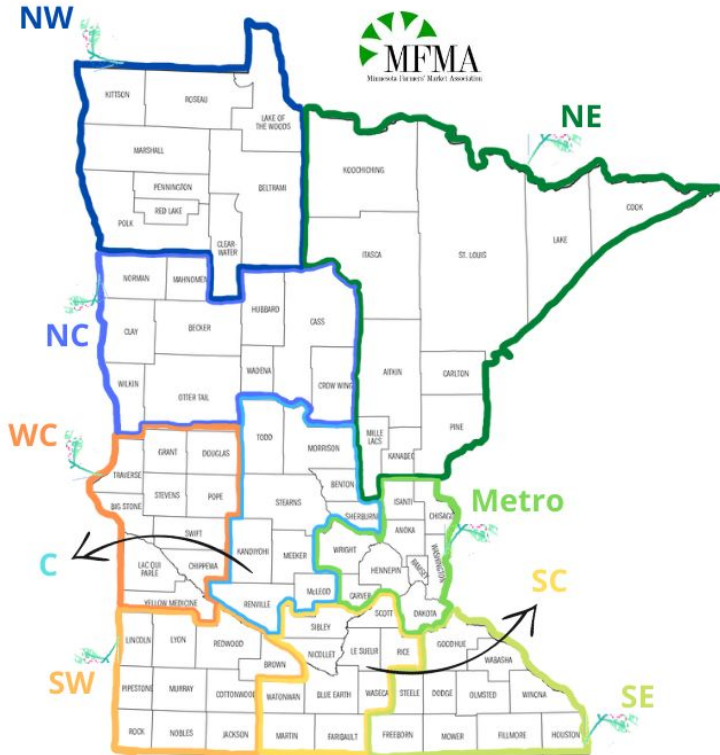
2023 Plans - MFMA Board Elections

- **11 Directors needed from 9 regions**
 - **1 per region, except 3 in Metro Region**
- **Must be current members - vendor or market**
- **3-year terms**
- **Voting in January via email ballot**
- **4 zoom meetings a year**
- **Eventually 2 in-person meetings: mileage, hotel, meals**

MINNESOTA FARMERS' MARKET ASSOCIATION

Board of Directors Regional Map

9 regions including 11 tribal nations



Northeast - 35 farmers' markets

Northwest - 16 farmers' markets

Northcentral - 22 farmers' markets

West Central - 17 farmers' markets

Central - 28 farmers' markets

Metro - 122 farmers' markets

Southeast - 34 farmers' markets

South Central - 35 farmers' markets

Southwest - 28 farmers' markets



MFMA Board of Directors

1. **Northwest -**
2. Northeast - Gail Olson, Carlton FM
3. **North Central -**
4. West Central - Ron Branch, Alexandria ('23)
5. **Central -**
6. Metro - Ruth White ('23), Sarah Larsen, Eagan Market Fest; Bonnie Hanna-Powers, Richfield FM; Tom Nechodomu, Cedar River FM
7. Southwest - Kim Guenther
8. **South Central -**
9. **Southeast -**

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2023 Plans - Legislative Session

- **Historic \$17.6B budget surplus**
- **Trifecta**
- **House Ag Chair: Rep. Samantha Vang, Brooklyn Park**
- **Senate Ag Chair: Sen. Aric Putnam, St. Cloud**
- **Other committees...?**

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2023 Plans - Legislative Session - Issues

- **Market Bucks funding**
 - **Expansion to DMFs?**
- **Transitional Business Food License**
 - **Stepping stone from CF to full licensure**
 - **Home kitchen inspected**
 - **Sales, food items - more than CF**
- **Define 'community event' in law**

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2023 Plans - Legislative Session - Issues

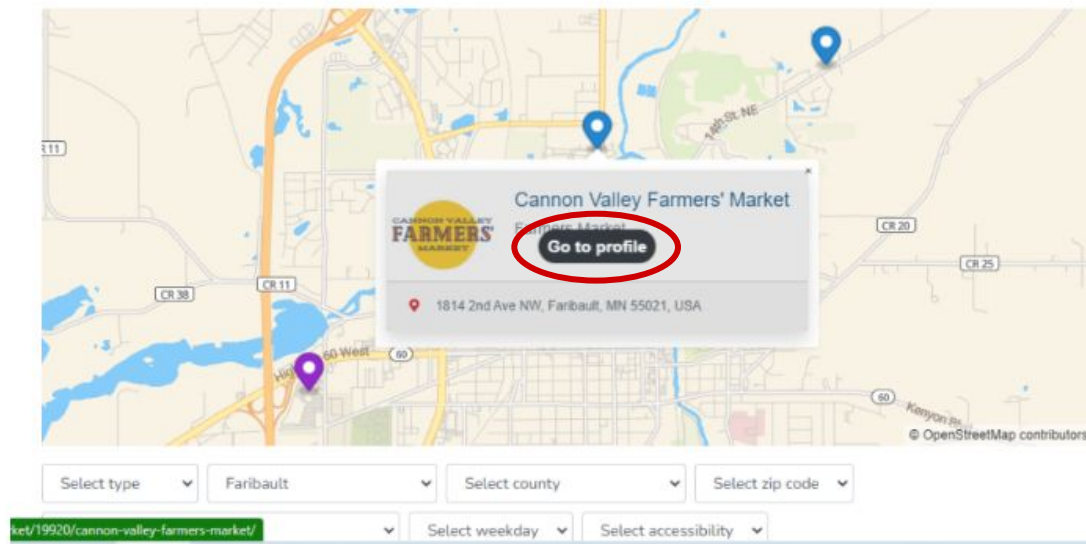
- **Allow CF shipping - 35 states do - caution**
- **Pursue permanent funding for FM360**
- **Pursue pilot funding for:**
 - **Community farmers' market food hubs**
 - **Community commercial kitchens**
 - **Community cold storage & transportation**
- **Revise sales tax on food items - 2024 / 2025**
- **Anything else?**

Claim Your Market!

- Go to the map on the MFMA website (mfma.org), find your market and select **Go to profile**.

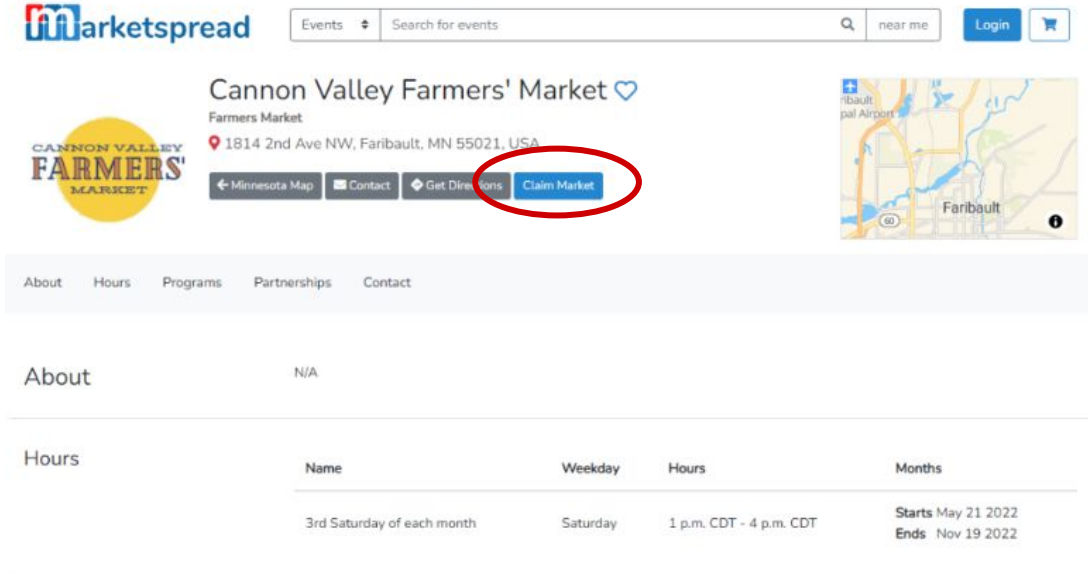
Find Your Farmers' Market!

Wait for it! Map takes a moment to load.




Claim Your Market!

- Once in your market profile, select **Claim Market** shown highlighted in blue in the picture.



Marketspread

Events Search for events near me Login

Cannon Valley Farmers' Market 

Farmers Market
 1814 2nd Ave NW, Faribault, MN 55021, USA

← Minnesota Map Contact Get Directions **Claim Market**

Faribault Airport
Faribault

About Hours Programs Partnerships Contact

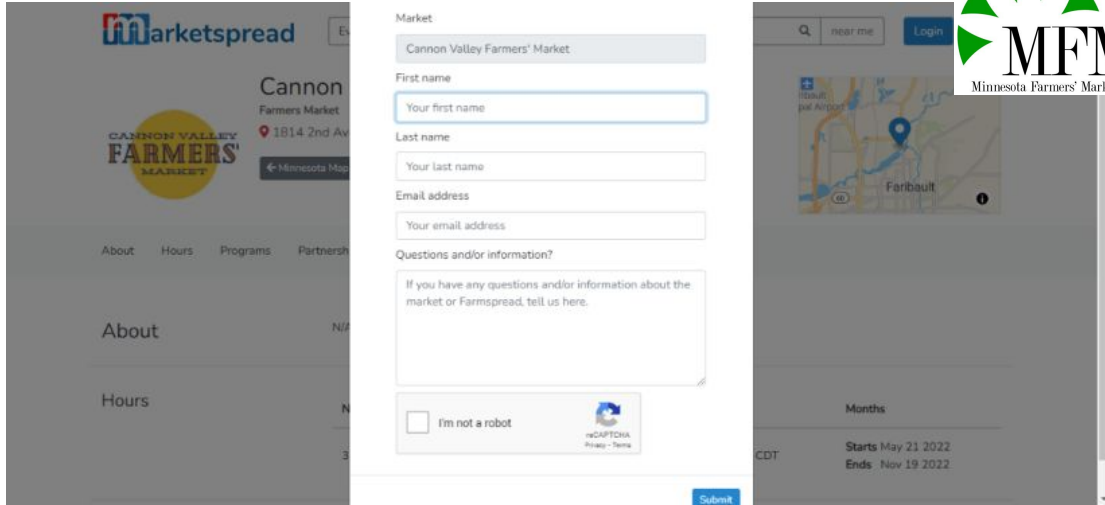
About N/A

Hours

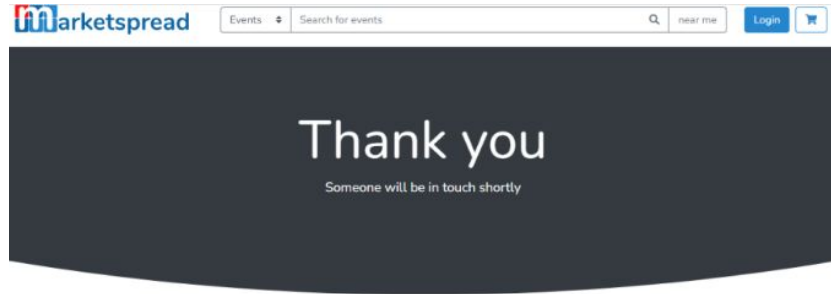
Name	Weekday	Hours	Months
3rd Saturday of each month	Saturday	1 p.m. CDT - 4 p.m. CDT	Starts May 21 2022 Ends Nov 19 2022

Claim Your Market!

- Then you will be prompted to submit your name and contact information.



- After you submit your information the Thank You page will show.



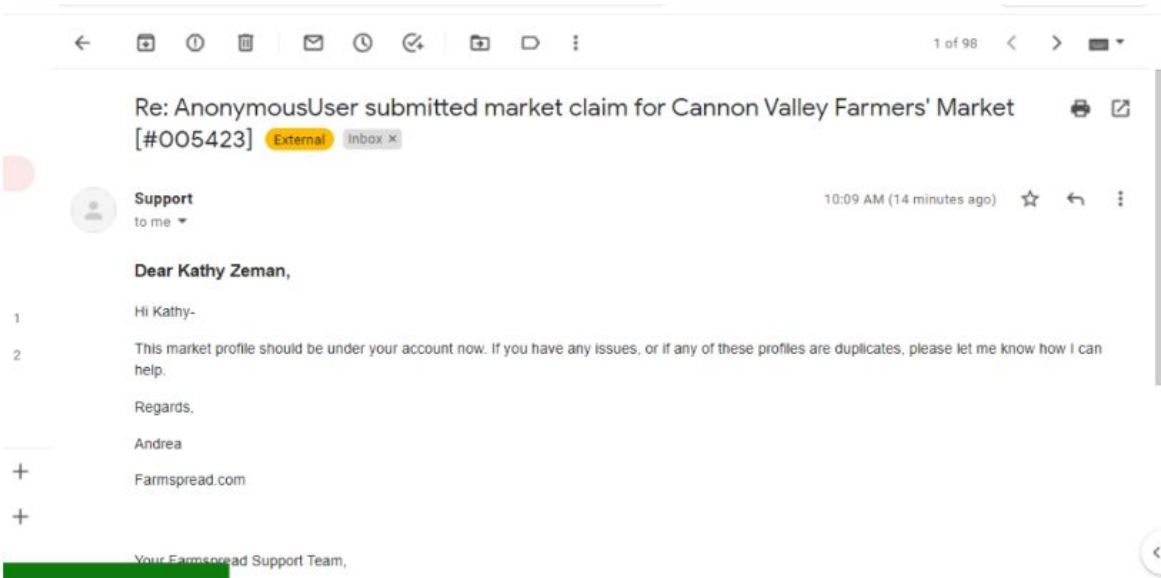
Thank you Kathy Zeman for submitting information to start the claim your market process for Cannon Valley Farmers' Market.

Someone from Farmspread will review the provided information and get in touch with you shortly to finish the process.

Until then learn about the benefits of using Farmspread to manage your market. [View the details](#)

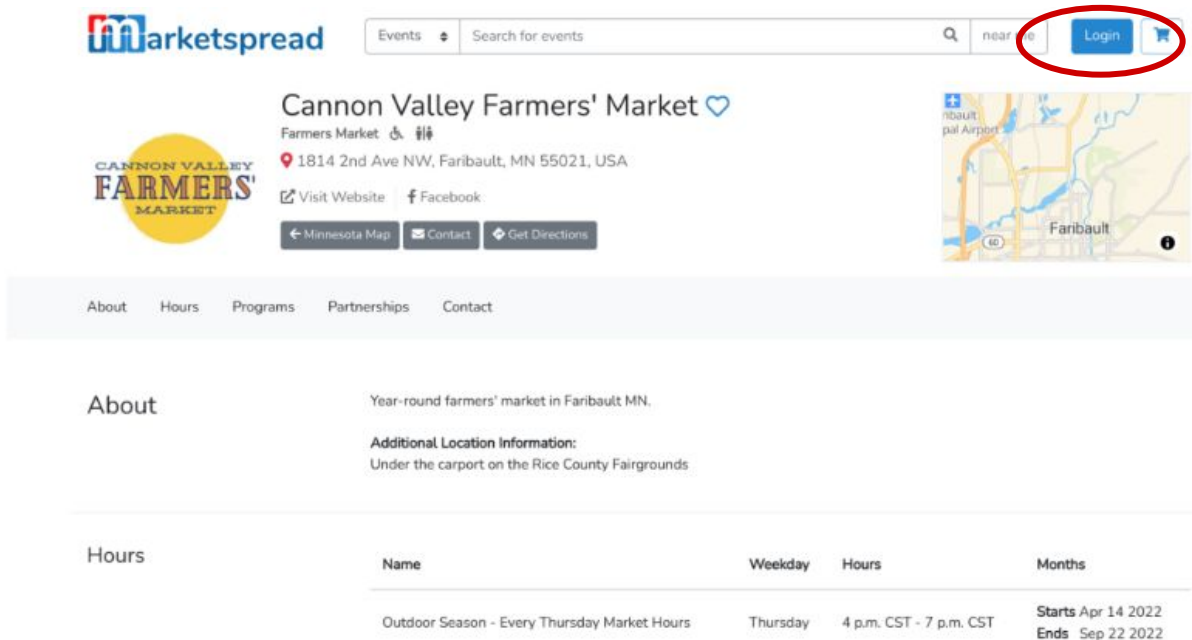
Claim Your Market!

- In 2-3 business days you will receive an email from **AnonymousUser**. Do not worry, this is a safe address.
- Email text reads: “This market profile should be under your account now...”






Claim Your Market

- Then you can go back to your farmers' market profile and create a login by clicking on the blue highlighted **Login** button in the top right-hand corner of the page.




Marketspread Events Search for events near **Login**

Cannon Valley Farmers' Market 

Farmers Market  

1814 2nd Ave NW, Faribault, MN 55021, USA

 Visit Website Facebook

Minnesota Map Contact Get Directions

Faribault pal Airport Faribault

About Hours Programs Partnerships Contact

About Year-round farmers' market in Faribault MN.

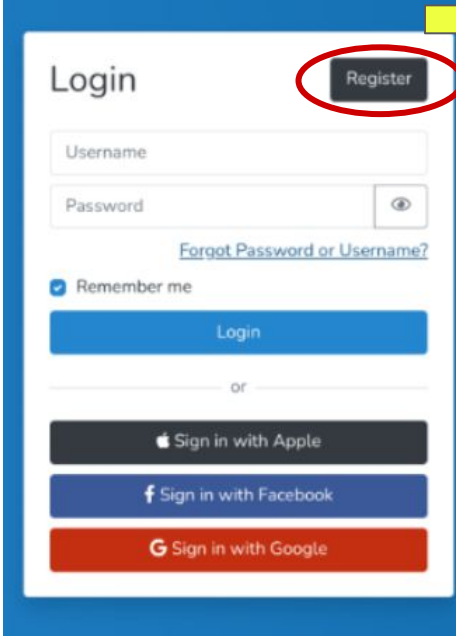
Additional Location Information:
Under the carport on the Rice County Fairgrounds

Hours

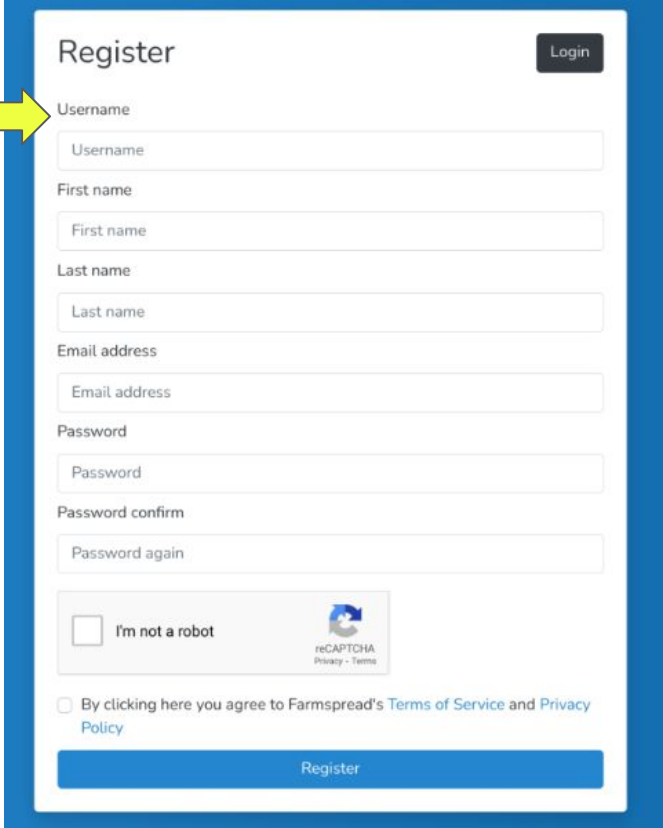
Name	Weekday	Hours	Months
Outdoor Season - Every Thursday Market Hours	Thursday	4 p.m. CST - 7 p.m. CST	Starts Apr 14 2022 Ends Sep 22 2022

Claim Your Market!

- Select the black **Register** button in the top right-hand corner
- When filling out the register information make sure you use the same name and email address you used when you first claimed your market.



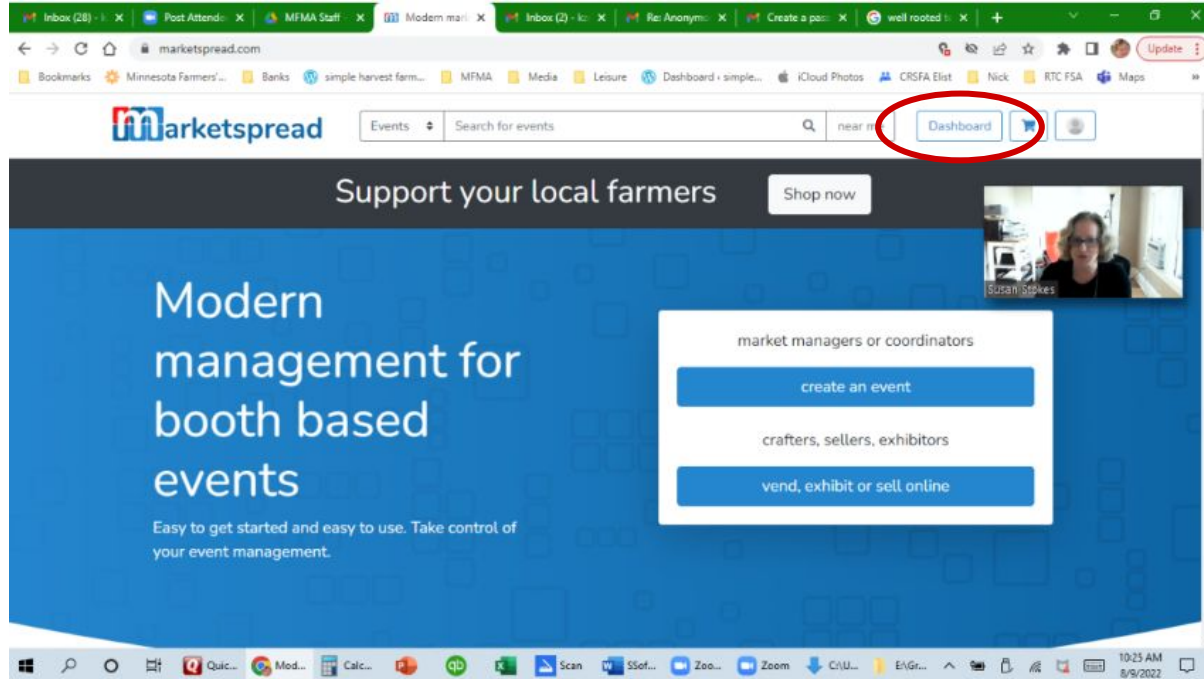
The image shows a login page with a white background and a blue border. At the top left is the word "Login". Below it are input fields for "Username" and "Password" with a visibility toggle. A link for "Forgot Password or Username?" is below the password field. There is a checked "Remember me" checkbox and a blue "Login" button. Below the login button is an "or" separator and three social login buttons: "Sign in with Apple", "Sign in with Facebook", and "Sign in with Google". A black "Register" button is located in the top right corner, circled in red. A yellow arrow points from this button to the right.



The image shows a register page with a white background and a blue border. At the top left is the word "Register" and a black "Login" button in the top right corner. The form contains several input fields: "Username", "First name", "Last name", "Email address", "Password", and "Password confirm". Below the password fields is a reCAPTCHA widget with the text "I'm not a robot" and a checkbox. At the bottom, there is a checkbox for "By clicking here you agree to Farmspread's Terms of Service and Privacy Policy" and a blue "Register" button.

Claim Your Market!

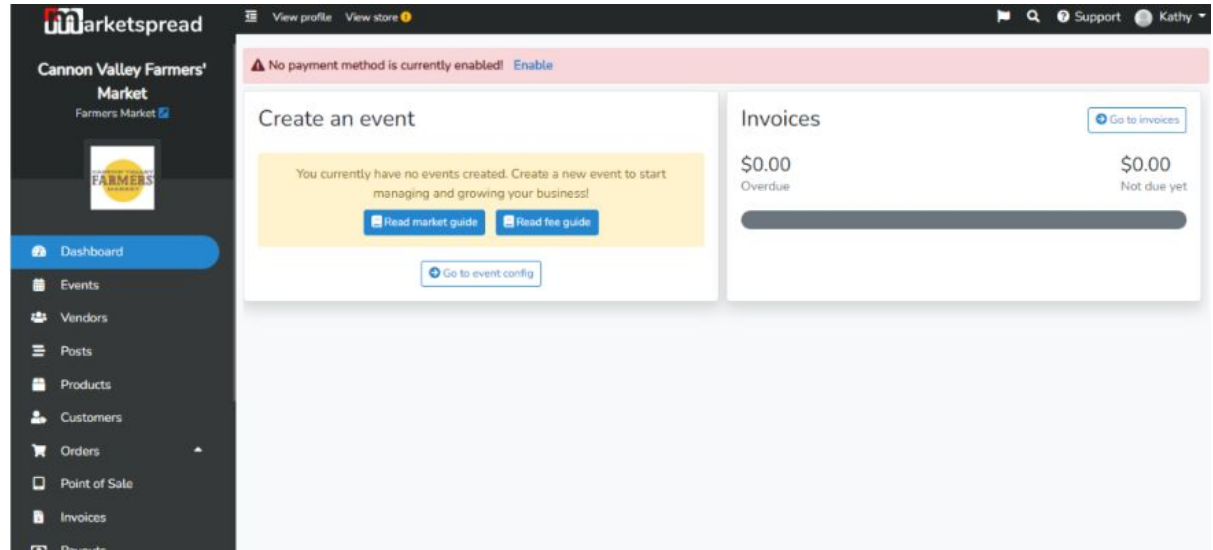
- Once you are registered and logged-in, it will take you to the Marketspread webpage. To update your farmers' market information select **Dashboard** in the top right-hand corner where the login button used to be.



The screenshot shows a web browser window displaying the Marketspread website. The browser's address bar shows 'marketspread.com'. The website header includes the Marketspread logo, a search bar for events, and a 'Dashboard' button circled in red. Below the header, the main content area features the text 'Support your local farmers' and 'Shop now'. The central message reads 'Modern management for booth based events' with the subtext 'Easy to get started and easy to use. Take control of your event management.' A white box on the right contains three blue buttons: 'create an event', 'crafters, sellers, exhibitors', and 'vend, exhibit or sell online'. A small video feed in the top right corner shows a person named Susan Stokkes. The Windows taskbar at the bottom shows the time as 10:25 AM on 8/9/2022.

Claim Your Market!

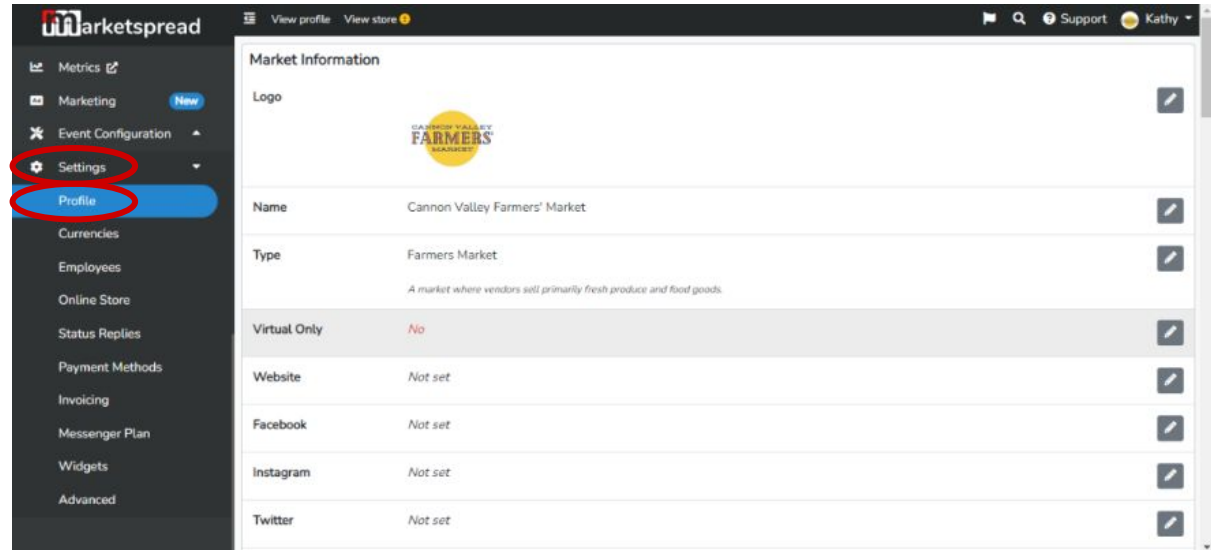
- This is what your dashboard will look like. There are many services Marketspread provides to managers, but to simply keep your farmers' market information updated on our map, scroll down in the black column on the left-hand side until you see **Settings**. Select **Settings** and then select **Profile**.




The screenshot shows the Marketspread dashboard for Cannon Valley Farmers' Market. The left sidebar contains a navigation menu with the following items: Dashboard (highlighted), Events, Vendors, Posts, Products, Customers, Orders, Point of Sale, Invoices, and Payments. The main content area features a top navigation bar with 'View profile' and 'View store' links. Below this is a red warning banner: 'No payment method is currently enabled! Enable'. The main content is divided into two panels. The left panel is titled 'Create an event' and contains a yellow box with the text: 'You currently have no events created. Create a new event to start managing and growing your business!'. Below this text are two buttons: 'Read market guide' and 'Read fee guide'. At the bottom of this panel is a button: 'Go to event config'. The right panel is titled 'Invoices' and contains a 'Go to invoices' button. Below the button, it shows '\$0.00 Overdue' and '\$0.00 Not due yet' with a progress bar below.

Claim Your Market!

- Once in your profile you can add your market logo and edit all of the information that will show up in your profile on our map, including:
 - Manager contact information
 - Food access programs you provide,
 - Market location.
- You can access your market profile anytime by either logging-in directly from Marketspread or by finding your market on our map and logging-in with your profile information.



The screenshot shows the Marketspread interface. On the left is a dark sidebar menu with the following items: Metrics, Marketing (with a 'New' badge), Event Configuration, Settings (circled in red), Profile (highlighted in blue), Currencies, Employees, Online Store, Status Replies, Payment Methods, Invoicing, Messenger Plan, Widgets, and Advanced. The main content area is titled 'Market Information' and contains a table of market details. The 'Settings' and 'Profile' menu items are circled in red, indicating the path to the profile page. The table below shows the current market information for Cannon Valley Farmers' Market.

Market Information	
Logo	
Name	Cannon Valley Farmers' Market
Type	Farmers Market <small>A market where vendors sell primarily fresh produce and food goods.</small>
Virtual Only	No
Website	Not set
Facebook	Not set
Instagram	Not set
Twitter	Not set



Wheel of Names!

\$50 Gift Basket from Kindlmarkt

