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
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
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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
● Sunsetted 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
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
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

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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
2023 Plans - Farmers’ Market Academy
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
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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
2023 Plans - Blazing Trails training

- Blazing Trails Through the Jungle of Food Regulations
- Monthly through April
- $10 for 4 hours - zoom
- Vendors primary audience
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
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.
Claim Your Market!

- Once in your market profile, select Claim Market shown highlighted in blue in the picture.
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.
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.
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.
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.
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.
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.
Wheel of Names!

$50 Gift Basket from Kindlmarkt