

PURPOSE OF MFMA

To provide an effective and unified voice for Missouri Farmers' Markets through manager, vendor, and consumer education, legislative advocacy, joint promotions, and vendor recruitment; to provide a forum for the exchange of ideas and resources; to promote economic and community sustainability through local agriculture.

BENEFITS OF MEMBERSHIP

- ◆ Inclusion in full color market brochure distributed through state travel centers
- ◆ MFMA Newsletters
- ◆ Inclusion in the MFMA ListServe
- ◆ Reduced fee for annual managers and vendors training workshop
- ◆ Access for market members to MFMA/ Farm Bureau insurance
- ◆ Membership fee for AgriMissouri is waive
- ◆ Eligibility for Market of the year and Champion of the Year awards



MEMBERSHIP CATEGORIES

Farmers' Market membership- Open to farmers' markets. Member markets designate one individual as their contact for MFMA. Market membership does not automatically include membership in MFMA for vendors. Individual vendors must join separately.

Individual membership- Open to all vendors and friends of markets

Family membership- Open to any combination of people living together who share expenses and income, regardless of any legal or blood relationship, with at least one person 18 or older.

MISSOURI FARMERS' MARKET ASSOCIATION

President

Deb Connors, The City Market
20 East 5th Street, St. 201
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Vice-President

Ron Hale, Farmington Farmers' Market
2587 Highway 00
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Secretary - Treasurer

Eileen Nichols, Webb City Farmers' Market
One South Main
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417-673-5866



MISSOURI FARMERS' MARKET ASSOCIATION



**Farmers' Markets - Healthy,
Fresh and Fun, to Boot!**

MISSOURI FARMERS' MARKET ASSOCIATION

GOALS OF MFMA:

Promoting—

- ◆ Thriving Missouri farmers' markets which are integral parts of their community's culture
- ◆ Consumer awareness of the value and benefits of farmers' markets
- ◆ Aggressive advertising strategies of markets through print and broadcast media
- ◆ Prices at markets that reflect the true cost of production and/or value of the product
- ◆ A state health code for markets that supports the production and sale of Missouri Products

In cooperation with AgriMissouri—

- ◆ A central resource on how to start and run a successful farmers' market
- ◆ A conduit for partnerships with state and local agencies, other groups, and organizations for the advancement of farmers' markets
- ◆ Opportunities for cooperative purchasing of supplies by markets
- ◆ A website with resources for consumers and MFMA members
- ◆ A farmers' market directory

www. **AGRIMISSOURI** .com



MISSOURI FARMERS' MARKET LIABILITY INSURANCE

Members of MFMA may secure \$1,000,000 in liability coverage through Missouri Farm Bureau for a very reasonable price:

- ◆ \$25 premium
- ◆ \$30 Farm Bureau membership fee*
- ◆ \$30 MFMA annual dues*
- ◆ \$15 MFMA handling fee

Total=\$100

The insurance is limited to farmers' markets and not available to mixed markets that include flea market items for sale.

The policy runs from January 1 through December 31. A signed application is required. Application and information may be requested by calling Eileen Nichols, MFMA Secretary, by calling 417-673-5866 or by emailing eileen-nichols@sbcglobal.net.

*Markets whose dues or membership fees are current do not have to pay a second time.

A joint project of MFMA and Missouri Farm Bureau

Join Today!

MFMA MEMBERSHIP APPLICATION

_____ Farmers' Market—\$30

_____ Individual—\$10

_____ Family—\$25

*If you join MFMA, you **automatically** become a member of AgriMissouri if you fill out the AgriMissouri Membership Application (contact Lane McConnell or Sarah Gehring for a copy of the application at 866-466-8283).*

(Please print clearly)

Name of Market or Business

Contact Person

Market or Family Members

Alternate Voter

Mailing Address

City, State, Zip

Email Address

Phone Number

Vendors/Producers, please list all Farmers' Markets at which you sell:

Send my newsletter by email

Please send me information on farmers' market liability insurance

Membership runs from January 1 to December 31 annually.