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1. Farmers markets bring many potential benefits to farmers and their communities.
2. Farmers markets are an increasingly important part of Michigan’s food and agricultural system and more groups and communities are working to foster them.
3. Rapid Market Assessments have helped many markets understand their customers.
4. Hoop houses can provide fresh products earlier and later in the season.
5. Focus groups: perceived lack of high quality produce, convenience and welcoming atmosphere are key obstacles.
6. Statewide telephone survey, fall 2008
7. Extended season markets
8. Recommended marketing practices
9. Increase the number and diversity of farmer-vendors
10. Roles for agricultural professionals
For More Information

- www.mottgroup.msu.edu
- www.farmersmarkets.msu.edu
- www.msuorganicfarm.org
- www.glexpo.com
Thank you!

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