

Why Join the Missouri Farmers Market Association?

The **Missouri Farmers Market Association (MFMA)** is a member-driven organization dedicated to empowering markets, vendors, and local food advocates across the state. We exist to **support, connect, and strengthen** farmers markets.

What You Gain with MFMA Membership:

1. Tuesday Talks: Weekly Peer Support & Learning

- Join our popular **Tuesday Talks**, where market managers, vendors, and experts across Missouri come together virtually to share ideas, solve problems, and offer encouragement.
- Real-time discussions on marketing, vendor management, food safety, community engagement, and more.
- A space to feel supported, heard, and inspired.

2. Statewide Community of Support

- Connect with other market managers, vendors, and food system allies across Missouri.
- Share best practices and resources to grow stronger together.
- Learn what's working in other markets and bring fresh ideas home.

3. Tools, Resources & Templates & DISCOUNTS!!!

- Access sample policies, vendor applications, signage guides, and more.
- Save time and avoid reinventing the wheel with ready-to-use tools tailored for Missouri markets.
- Connect to a nearby market for some mentorship on beginning a new market, or for problem solving as needed.
- MFMA Members have a discounted rate to Manage My Market software - 20% off
- A free account Farmers Market Coalition (valued at \$40 per year). Farmers Market Coalition is a national nonprofit dedicated to strengthening farmers markets across the United States so that they can serve as community assets while providing real income opportunities for farmers. You'll have access to all of their resources and discounts: <https://farmersmarketcoalition.org/education/member-resources/>
- MFMA members are eligible to receive a \$50 lodging scholarship for the conference. The next conference will be held in February.
- *New! Access to the MFMA listserv. MFMA's new listserv is an open forum for Missouri farmers markets, farmers market operators, vendors, and farmers market community to freely share their knowledge and questions about farmers market management, promotion, and other topics. Anyone can join. Just send an email to MissouriFarmersMarketAssociation+subscribe@googlegroups.com to get added.

4. Vendor & Manager Education

- Training sessions and webinars throughout the year on topics like:
 - SNAP/EBT & incentive programs
 - Risk management & insurance
 - Vendor recruitment & retention
 - Legal and liability basics for markets

5. Advocacy & Representation

- MFMA serves as a voice for Missouri farmers markets in state-level discussions and policy conversations.

- We help ensure that markets are recognized and supported as key parts of local economies and food systems.

6. Promotional Opportunities

- Get featured in statewide social media.
- Help shoppers and partners find your market with MFMA's directory and promotions.

7. Low-Cost Membership for High Impact

- MFMA offers affordable memberships with **huge returns in community, support, and resources**—whether you're a small rural market or a bustling city hub.

What MFMA Is *Not*:

- We are **not a regulatory agency**.
- We do **not enforce rules or require compliance**.

What We are:

- We **support** you through a statewide community network
- We **connect** you and your market to resources and education
- We **strengthen** you with advocacy and partnerships around the state.