

Permit wine sampling and sales at farmers' markets

Michigan's alcohol producers have several ways to access Michigan's alcohol market, including sales at licensed retailers, tastings at retail establishment (including off-premise licensees), on-site tasting rooms, off-site tasting rooms and direct shipping for wineries. The LCARC and ORR recommend extending direct shipping to beer. With about 16,000 outlets selling alcohol, finding alcohol products is NOT a problem for adult consumers in Michigan.¹ In fact, a staggering 94 percent of Michiganders believe that there are enough outlets in their communities to purchase alcohol.

According to the Michigan Farmers Market Association's web page, Michigan has approximately 280 farmers markets. Farmers markets are traditionally family friendly events, held on weekend mornings that cater to adults and children. By allowing sales at farm markets, Michigan is creating an additional alcohol outlet and unnecessarily expanding access to alcohol at family friendly venues. These licenses will increase the density of alcohol availability and compete with licensees that have made brick-and-mortar investments in their communities.

As with other LCARC/ORR recommendations, this new class of license is a risk to local businesses and community interests. Alcohol does not need to be present at every location and event in this state. Families should have a place where they can enjoy time together without having to deal with alcohol producers pitching their products.

¹⁸ Public Opinion Strategies & Greenberg Quinlan Rosner Research statewide poll of likely Michigan voters 1/31-2/2/2012.