

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, Room 320-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-9964 (voice and TDD). USDA is an equal opportunity provider and employer.



El Departamento de Agricultura de los EE. UU. (USDA, siglas en inglés) prohíbe la discriminación en todos sus programas y actividades a base de raza, color, origen nacional, género, religión, edad, impedimentos, creencias políticas, orientación sexual, estado civil o familiar. (No todas las bases de prohibición aplican a todos los programas.) Personas con impedimentos que requieren medios alternativos de comunicación para obtener información acerca de los programas (Braille, tipografía agrandada, cintas de audio, etc.) deben ponerse en contacto con el Centro TARGET de USDA, llamando al (202) 720-2600 (voz y TDD).

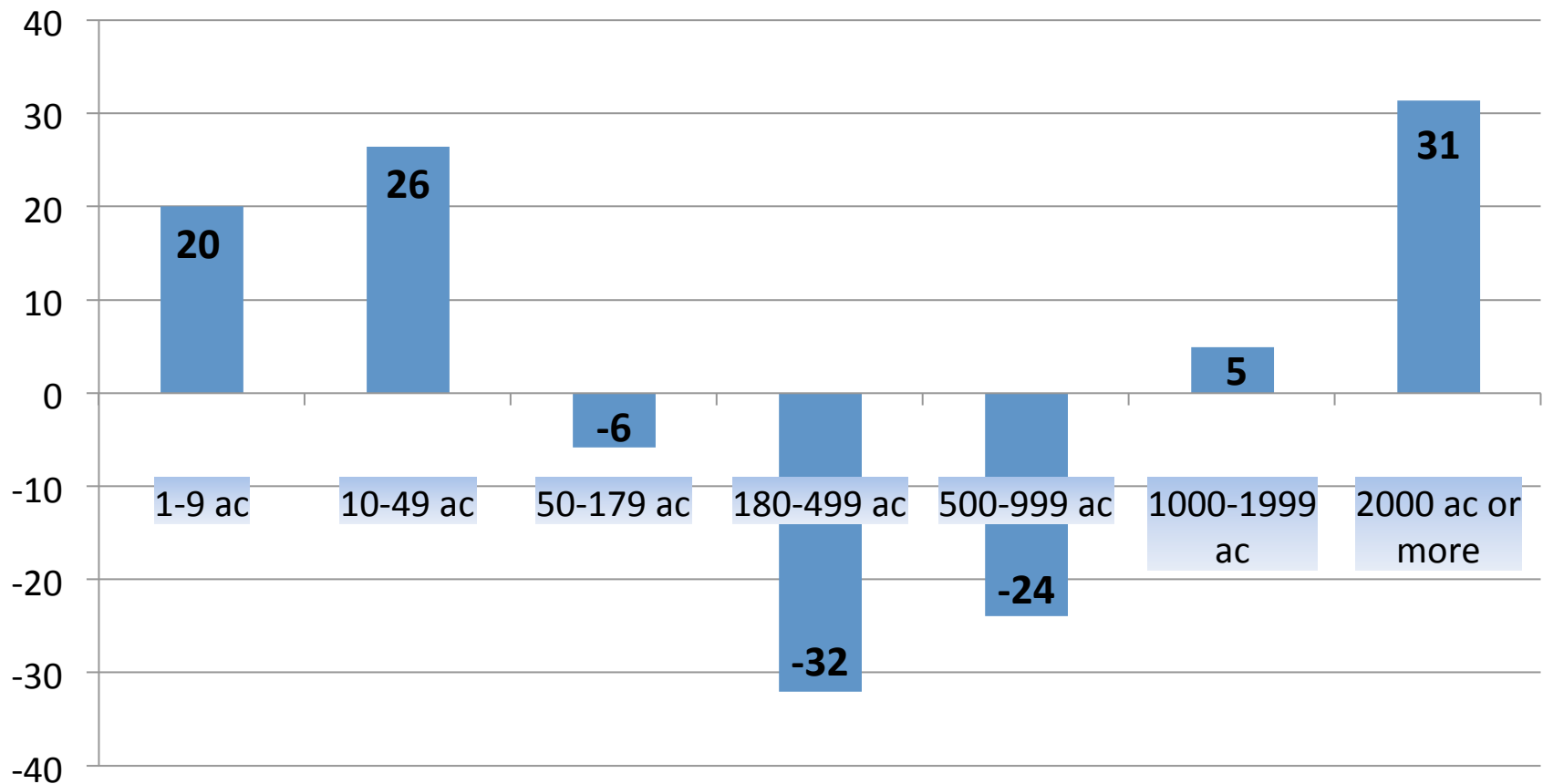
Para presentar una queja sobre discriminación, escriba a USDA, Director, Office of Civil Rights, Room 320-W, Whitten Building, 14th and Independence Avenue, SW, Washington, DC 20250-9410, o llame al (202) 720-9964 (voz y TDD). USDA es un proveedor y empleador que ofrece oportunidad igual a todos.

Grand Traverse Regional Market (Food Hub)

- Describe your food hub – what it is and what it does or will do – for some of you (like Eastern Market)
- Describe how you will use the MDARD funds to address specific challenges you have

Disappearing Middle

Percent change in Michigan Farms Based on Acreage
1997-2007 (USDA Census)



MI will lose 71% of farms 50-500 acres by 2040 if current trends continue.



Agriculture and Economic Development in the Grand Traverse Region

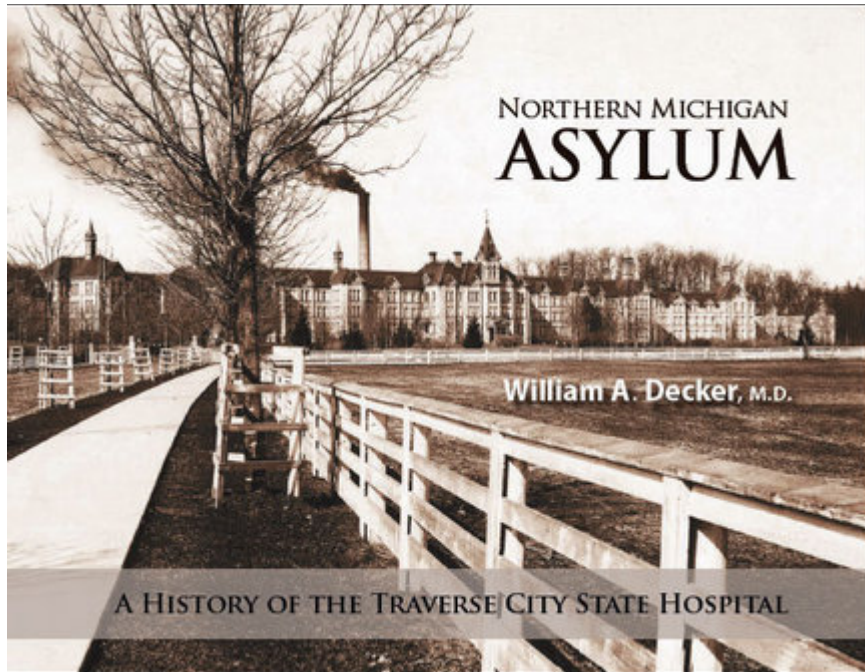
- In terms of its share of economic activity, agriculture is four times more important to Northwest Michigan than it is to the state as a whole (*Northwest Mi Farm Factor, Doug Krieger, MLUI, 2009*)

The Village at Grand Traverse Commons



Self sufficiency since 1885

- Beauty is therapy
- Work is therapy
 - Farming, construction, canning and other trades



Administration Building of the State Hospital, Traverse City, Michigan



Building 58





GTRM Timeline

2010: Rotary Charities Planning Grant \$5000

- Several stakeholder meetings (Grand Rapids Urban Market, Detroit Eastern Market, TBEDC, SBTDC, MEDC, MDARD, USDA, NWMCOG, Munson, TCAPS, and others)
- Advisory Board Established

Market Ventures Inc.
118 William Street, Portland, Maine 04103
www.marketventuresinc.com
207.721.2016 tel 800.757.1705 fax

Grand Traverse Regional Market
Feasibility Study

2011: MEDC Funding through TBEDC for \$50,000

- Preliminary design and Construction budget (Minervini Group)- completed September 2012
- Feasibility study and market analysis (Market Ventures Inc.)-completed July 2012



Prepared for: Traverse Bay Economic Development Corporation and Grand Traverse Regional Market Initiative

2012: MDARD Value-added grant, capitalization committee and more....

July 2, 2012



Study Findings

Market Ventures Inc.

118 William Street, Portland, Maine 04103

www.marketventuresinc.com

207.321.2016 tel 866.757.1705 fax

Grand Traverse Regional Market Feasibility Study



Prepared for: Traverse Bay Economic Development Corporation and Grand Traverse Regional Market Initiative

July 2, 2012

- Demand and supply for diversified agriculture product
- Need for storage and distribution functions through a centralized market location
- Magnitude of food sales in region helps ensure small market capture to be economically successful
- Region's population growth and heightened interest in local foods provides opportunities
- Building 58 facility: cluster and function

Grand Traverse Regional Market Goals

1. Raise income for the region's small and medium size farmers and food producers
2. Increase access to local foods for area consumers
3. Create a social space for the community
4. Create jobs
5. Encourage education and knowledge sharing



MVI Inc. Recommended Program Elements

- Storage/Aggregation/Distribution
- Food Production and Processing
- Farmers Market Shed
- Education and Events
- Office space





Possibilities

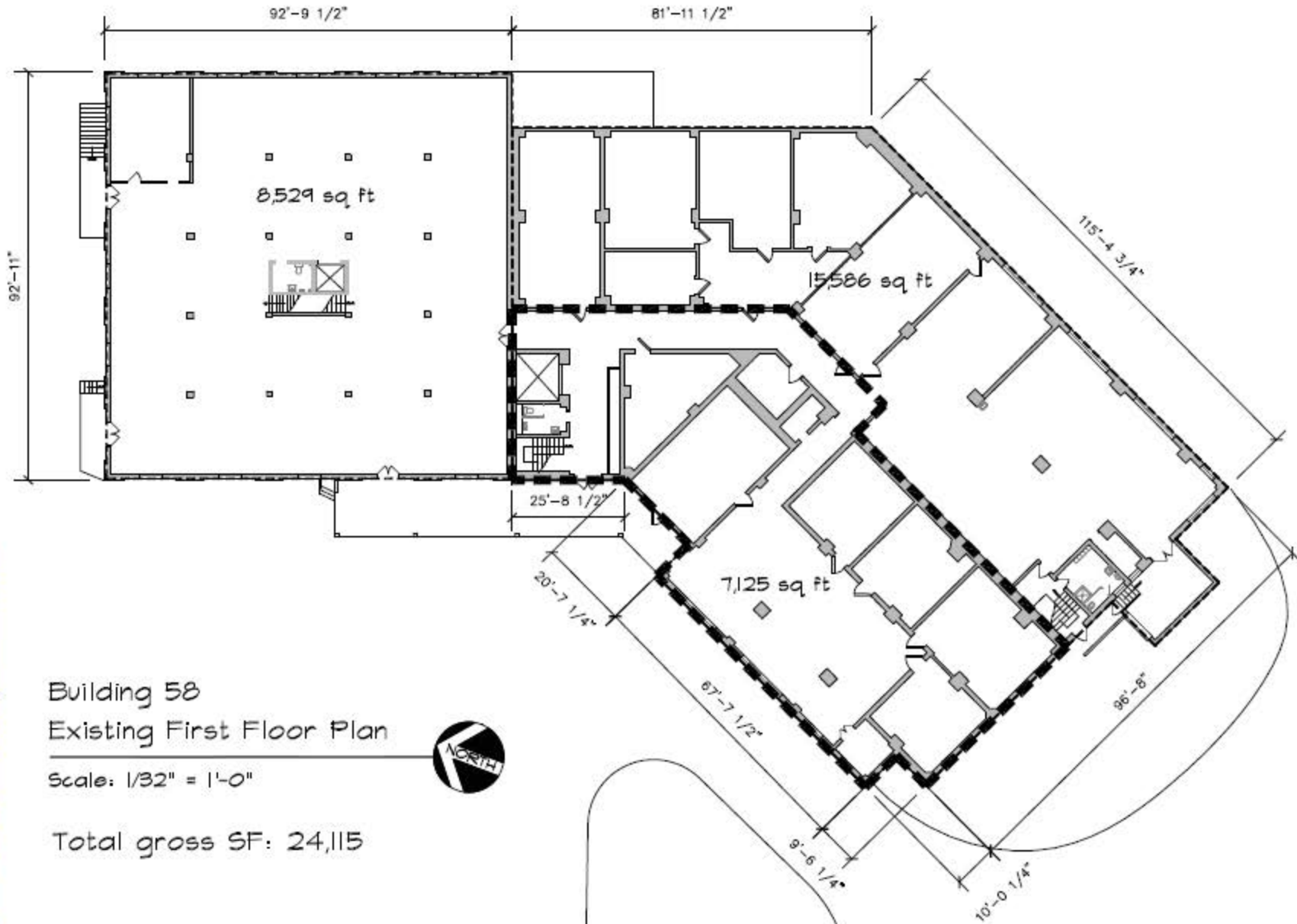
- Year-round indoor farmers market
- Nutrition Education
- Cooking demonstrations
- Incubator kitchen
- Value-added processing
- Aggregation
- Retail, restaurants
- Physical fitness-trail system
- Rooftop Greenhouses
- Aquaponics
- Barley malter



An aquaculture program centered on systems that are self-sustaining and do not rely on feeds containing ocean harvested fishmeal.



MDARD Value-added Grant



Building 58
Existing First Floor Plan

Scale: 1/32" = 1'-0"

Total gross SF: 24,115

| | |
|--|--|
| <p>© 2012 SUB-AREA 3, LLC</p> | <p>DRAWN BY: SLT July 30, 2012</p> |
| <p>850 Cottageview Drive, Suite 1011 Traverse City, MI 49684</p> | <p>Tel: (231)-941-1900 Fax: (231)-941-9713 www.thevillage3.com</p> |
| | |
| <p>BUILDING 58 ADAPTIVE REUSE</p> | <p>EXISTING FIRST FLOOR PLAN</p> |

APPENDIX B: Phase I redevelopment schematic



MDARD Value-added Grant

Phased Re-development

1. Bldg 58 Infrastructure Improvements
2. Value-added Vegetable Processing Equipment to meet demand from schools
3. Capitalization Committee





Next Steps

- Secure Funding
 - MDARD Value-added Grant: \$200,000
 - USDA Farm to School Grant: \$~30,000 of \$200,000
 - USDA Rural Business Enterprise Grant: \$10,000-\$500,000
 - MEDC Community Development Block Grants
- Refine Management Structure
 - 501c3 (non profit educational foundation) to receive donations
 - L3C
- Phased Build-Out



Thank you for your time

Rob Sirrine, sirrine@msu.edu

- Community Food Systems Educator, Greening Michigan Institute, MSU Extension
- Affiliate, MSU Center for Regional Food Systems
- Chair, Northwest Michigan Food and Farming Network
- Project Director, Grand Traverse Regional Market