

# MICHIGAN GOOD FOOD CHARTER SUMMARY



Equity – Sustainability – Thriving Economies

Across Michigan, people and organizations are coming together to provide and promote good food – food that is healthy, green, fair and affordable.

By focusing on these values in our food system, we can build a healthier, more prosperous and more equitable state.

## WHAT IS THE MICHIGAN GOOD FOOD CHARTER?

The Michigan Good Food Charter is a vision and a roadmap to:

- Advance Michigan’s food and agricultural contributions to the economy.
- Protect our natural resource base.
- Improve our residents’ health.
- Enable generations of Michigan youth to thrive.

## WHAT IS GOOD FOOD?

### HEALTHY

It provides nourishment and enables people to thrive.

### GREEN

It was produced in a manner that is environmentally sustainable.

### FAIR

No one along the production line was exploited for its creation.

### AFFORDABLE

All people have access to it.

## VISION AND GOALS

We envision a thriving economy, equity and sustainability for all of Michigan and its people through a food system rooted in local communities and centered on good food.

By 2020, we believe we can meet or exceed the following goals:

1. Michigan **institutions will source 20 percent of their food products from Michigan** growers, producers and processors.
2. Michigan farmers will **profitably supply 20 percent** of all Michigan institutional, retail and consumer food purchases and will be able to **pay fair wages** to their workers.
3. Michigan will **generate new agri-food businesses** at a rate that enables 20 percent of food purchased in Michigan to come from Michigan.
4. Eighty percent of **Michigan residents** — twice the current level — will have **easy access to affordable, fresh, healthy food, 20 percent** of which is **from Michigan** sources.
5. **Michigan Nutrition Standards will be met** by 100 percent of school meals and 75 percent of schools selling food outside school meal programs.
6. Michigan **schools will incorporate food and agriculture into the pre-K through 12th-grade curriculum** for all Michigan students, and **youth** will have access to **food and agriculture entrepreneurial opportunities**.

# We envision

## A Thriving Economy · Equity · Sustainability



### Michigan Good Food is **supporting Good Food entrepreneurs.**

Priority 15: Develop regional food supply chain infrastructure | **State agency-based**

The Michigan Good Food Fund (MGFF) is a \$30 million loan fund that provides financing and business assistance to businesses that grow, process, distribute and sell affordable, healthy food that reaches those who need it most.

Since June 2015 the fund has invested more than \$11 million in 28 food businesses across the state, creating or supporting more than 420 jobs. It is a collaboration between Capital Impact Partners, Fair Food Network, Michigan State University Center for Regional Food Systems and the W.K. Kellogg Foundation.

Placita Olvera is a new mixed-use development of Hispanic businesses in Grand Rapids that the fund supports. In January 2018, the fund provided a working capital loan to support the first phase of the \$2 million project, which will feature a business incubator space, multiple restaurants and an outdoor farmers market. The farmers market will serve as the only fresh food retail site for residents in the primarily Hispanic neighborhood.

In Inkster, FEAST is an entrepreneur-owned commercial kitchen and processing center. FEAST is a home base for three established companies and provides food manufacturing services such as processing, co-packing, recipe development and cooperative buying to local food entrepreneurs. The owners received an MGFF loan in 2017 to purchase processing equipment in order to help more local food businesses. FEAST currently produces for 11 small businesses and is in the process of adding three additional businesses to its list of clients.

"FEAST is designed to fill a void in the local food manufacturing ecosystem," says Amit Makhecha, co-founder and managing director of FEAST.

"We help small businesses effectively scale up from shared/incubator kitchens without the burden of large 'minimum order' requirements. By actively looking at local supply chains for all our needs, we are contributing to the growth of the craft food-processing industry in Southeastern Michigan."

Inkster, MI | Photo courtesy of FEAST.



### Michigan Good Food is **influencing state and regional planning.**

Priority 6: Use policy and planning to increase healthy food access | **Land use-based**

Local food councils across Michigan are impacting state and regional planning. One example is the Capital Area Food Council, which led the effort to amend existing urban agriculture policies in Lansing in 2017.

The council, formerly the Food Systems Work Group, changed these policies in two important ways. First, the changes allow gardening to be the primary use of a lot, even without a house on the property. This legitimizes acres of lots without a residential structure, including more than 75 Ingham County Land Bank gardens and many community gardens.

Second, the changes allow accessory structures – such as storage sheds and hoopouses – on residential lots without a primary structure such as a house. A hoopouse is a clear plastic structure that farmers use to extend their growing season.

The amendment allows both the construction of new structures and the preservation of existing structures. Since 2017, two farmers have built hoopouses to grow food for sale at Lansing farmers markets and through a collaborative CSA.

The amended urban agriculture policies are helping increase Lansing residents' access to fresh produce. Resident families, including many new Americans, grow fruits and vegetables on now-legitimate lots. Some grow culturally significant foods that are sold neither at local markets nor commercially. The Greater Lansing Food Bank coordinates a "grow a row" program, which encourages community gardeners to produce an extra row of vegetables to donate, supplying many pantries in the area.

The policy also legitimizes the 11 urban farms that are part of Lansing Grown, a local branding effort. The farms sell produce at farmers markets and farm stands across the city, through collaborative CSAs and through the Allen Market Place's Veggie Box, which prices CSA shares on a sliding scale.

The Capital Area Food Council consulted with other local food councils in Michigan as it worked to adjust these urban agriculture policies. It did so through the Michigan Local Food Council Network, a space for councils to connect and build capacity for their work on food and food policy issues. The network is coordinated by the MSU Center for Regional Food Systems and Carlisle Wortman Associates.

## A BRIEF HISTORY OF THE MICHIGAN GOOD FOOD CHARTER



## Michigan Good Food is **piloting models to create change.**

**Priority 12: Provide an additional 10 cents per school meal for local food  
Legislation-based**

The 10 Cents a Meal for School Kids & Farms pilot program provides schools with matching incentive grant funds – up to 10 cents per meal – to purchase and serve Michigan-grown fruits, vegetables and dry beans.

In 2018, the State of Michigan increased funding for 10 Cents a Meal from \$375,000 to \$575,000. The legislature and governor also expanded program eligibility, adding Prosperity Regions 6 and 8, for a total of five regions. Michigan has 10 prosperity regions — groupings of counties designed to encourage regional collaboration and spur economic growth.

During the 2017-2018 school year, 95,000 students in 32 districts benefited from the pilot funding. 112 farms in 34 counties — plus 19 businesses such as processors, distributors and food hubs. By December 2017, students were served 65 new Michigan-grown vegetables, fruits and legumes for the first time, including Brussels sprouts, red and green cabbage, sweet cherries and pinto beans, according to the Michigan Department of Education 2017-2018 *10 Cents a Meal for School Kids & Farms* Legislative Report.

The 10 Cents pilot program has made it easier for food service directors to buy local foods and meet their schools' needs. It has also increased sales for participating farms and businesses.

The 10 Cents program is a great opportunity for farmers to move some additional produce locally and help our young students," said Steve Bardenhagen of Bardenhagen Berries farm. "We sold 10,000 pounds through Leelanau Fruit to Farm to Freezer for schools. It's just a great deal all around."

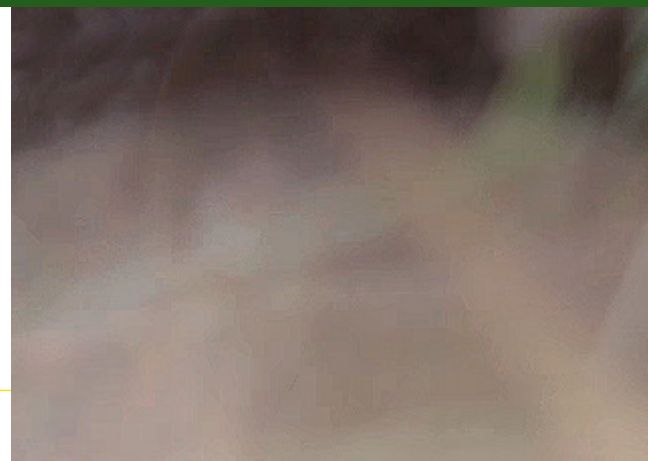
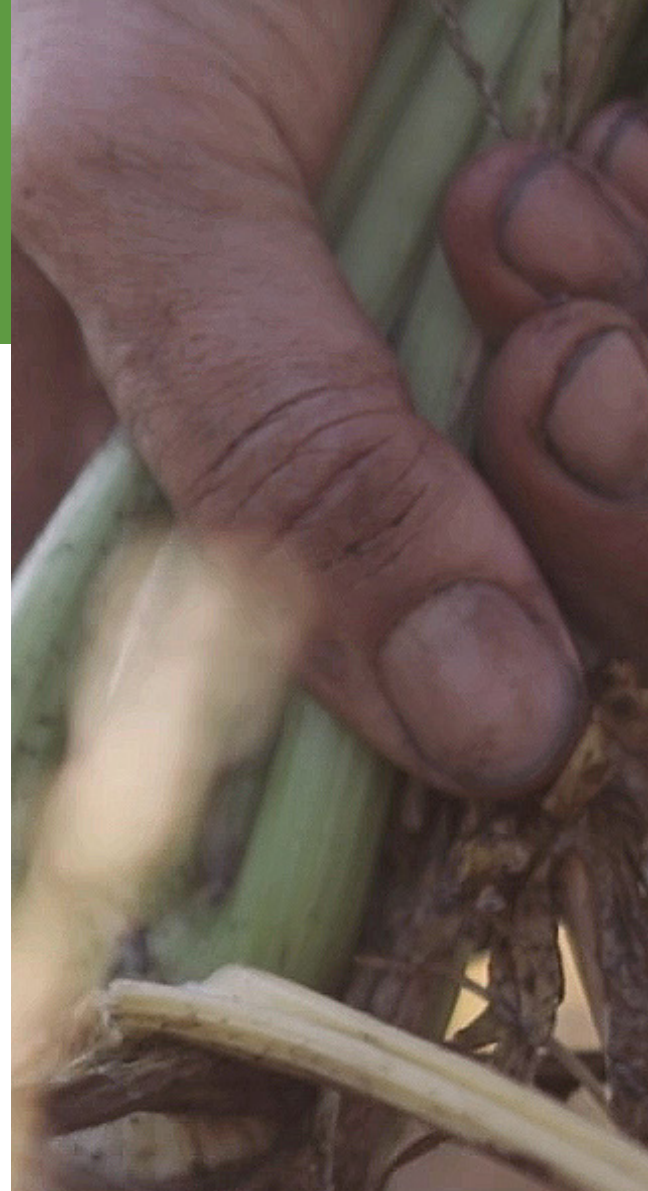
The charter was developed in 2010 through the collaboration of hundreds of people across the state and with leadership from the Michigan Food Policy Council, the Food Bank Council of Michigan and the Michigan State University Center for Regional Food Systems.

Michigan Good Food is a statewide effort to promote, implement and track progress toward the goals of the Michigan Good Food Charter. The initiative is coordinated by staff at Michigan State University Center for Regional Food Systems and guided by the Michigan Good Food Steering Committee.

### **Be Part of Michigan Good Food:**

- Send us your good food stories – we'll help spread the word!
- Buy, eat and ask your local grocers and restaurants to supply more Michigan-grown foods.
- Connect with a local group working on food system change.

**More info at [michiganfood.org](http://michiganfood.org)**





## Michigan Good Food is **inspiring innovation in healthy food access.**

Priority 1: Expand innovative methods to bring healthy foods to underserved areas  
**Community-based**

Food hubs, kitchen incubators, mobile farm stands and other innovative business models have expanded across Michigan. Many are aiming to increase access to healthy foods for residents in underserved communities.

Sprout Battle Creek is one example. Sprout recently expanded its operation to become a farm incubator, a wholesaler and a food hub. The expansion includes a commercial kitchen and a retail grocery store, Sprout Grocery + Kitchen. It also houses Sprout Box, a year-round local food subscription program with an average of 175 customers per week.

Sprout's commercial kitchen is an incubator kitchen — a space for small food entrepreneurs to make products and grow their businesses. Currently, it serves six regular users. The kitchen coordinator is helping three more start-up businesses with licensing.

Sprout's new grocery store focuses on affordable, healthy food options, including ready-made healthy meals for customers on the go. Sprout partners with Kalamazoo Valley Community College and Cherry Capital Foods to source many local products for Sprout Grocery.

Sprout's food hub buys from about 20 local farmers. Food hubs manage the aggregation, storage, processing, distribution and/or marketing of regional food products, allowing small and mid-sized producers the opportunity to connect to new and harder to reach markets and increase sales. Beyond supplying products for Sprout Box and Sprout Grocery + Kitchen, the food hub sells affordable, healthy foods to food service institutions at workplaces, restaurants and the local hospital.

Sprout's incubator farm fills a once-vacant city block near downtown Battle Creek. Sprout previously used the space for growing and education. It shifted to an incubator farm as a more sustainable use of the space and as a part of its mission to help other farms without competing. With reduced lease cost and built-in resources such as cold storage, store front, water and season-extension infrastructure, Sprout helps young farmers get a kick-start on their businesses.



**Top: Traverse City, MI** | Photo by Gary Howe, courtesy of Groundwork Center for Resilient Communities.

**Middle: Lansing, MI** | Photo by Ben Linsemier, Half Barn Farm

**Bottom: Battle Creek, MI** | Courtesy of Brennan Dougherty, Sprout BC



## Michigan Good Food is **collaborating to measure success.**

Priority 25: Collect and share regional food supply chain development data | **Research-based**

Farmers markets' economic contributions can be substantial and far-reaching. There are direct benefits such as job creation and indirect benefits like enhancing quality of life.

To document farmers markets' impact and economic contributions, the Michigan Farmers Market Association developed the Michigan Farmers Market Metrics (MFMM) program in 2016. Visitor surveys, vendor surveys and visitor counts are used to gather information about production, sales, spending and other geographic and economic metrics.

Farmers market managers enter data into the Farmers Market Metrics Portal, created in partnership with the Farmers Market Coalition (FMC). Managers use the portal to assess their market's economic contribution and share data with community members and stakeholders.

The Downtown Marquette Farmers Market has been participating in the MFMM program since 2016. The popular seasonal market draws vendors from all over the Upper Peninsula. In 2017, the market averaged 51 vendors and 2,121 visitors each market day. It hosted an estimated 65,750 visitors who spent an estimated total of \$1,721,810 in direct transactions with market vendors.

A 2017 summary of 15 markets indicated that markets had an average of 40 vendors, market visitors spent an average of \$25 and the markets accepted more than nine forms of payment – including Double Up Food Bucks and federal food assistance benefits. While the summary represents only a fraction of over 300 farmers markets in Michigan, the results are encouraging more markets to participate in similar data collection and creating a clearer picture of farmers markets' impact in Michigan.

### THE MICHIGAN GOOD FOOD STEERING COMMITTEE REPRESENTATION 2018-2019

AM Edmonds, LLC  
Eastern Market Corporation  
Economic Justice Alliance of Michigan  
edible flint  
Food Bank Council of Michigan  
FoodCorps  
Good Food Battle Creek

Greater Grand Rapids Food Systems Council  
Julian Samora Research Institute,  
Michigan State University  
Marquette County Planning  
Michigan Department of  
Agriculture and Rural Development  
Michigan Department of Health and Human Services  
Michigan Farmers Market Association

Michigan Fitness Foundation  
Michigan Food and Farming Systems  
Michigan Public Health Institute  
Michigan State University  
Center for Regional Food Systems  
Michigan State University Extension  
Midwest Independent Retailers Association  
Taste the Local Difference

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#### MORE INFORMATION

Explore the Michigan Good Food Charter and read more stories of Michigan people and organizations making good food progress at:

**michiganfood.org**