

GOOD FOOD REPORT CARD:

GOALS

Have we made progress towards the six goals?

Goal 1: Michigan institutions will source 20 percent of their food products from Michigan growers, producers and processors.

- As of May 2012, 117 of Michigan's 143 acute care hospitals had pledged to purchase 20% of their food from Michigan by 2020 through the Healthy Food Hospitals initiative. Nine hospitals have already reached this mark.
- Approximately 85% of school food service directors responding to a 2012 survey reported purchasing local foods (including direct from farmers and through distributors), more than double the percent reporting purchasing local foods in 2009 (42%).
- Six Michigan universities are linked into the Real Food Challenge but none have yet signed the Real Food Campus Commitment, pledging to source 20% "real" (including local) food by 2020.

Goal 2: Michigan farmers will profitably supply 20 percent of all Michigan institutional, retailer and consumer food purchases and be able to pay fair wages to their workers.

The MSU Center for Regional Food Systems (CRFS) is exploring interviewing processors, modeling supply chain transactions, and surveying growers to estimate how much of the food sold in Michigan comes from Michigan. Survey tools to assess fairness of farm workers' wages have been developed elsewhere, but funds would need to be generated to conduct a similar survey in Michigan.

Goal 3: Michigan will generate new agrifood businesses at a rate that enables 20 percent of food purchased in Michigan to come from Michigan.

- Michigan's food and agriculture system accounts for a total of \$91.4 billion in total economic activity (2010 data), up 52% from 2004, according to the MSU Product Center.

Michigan Business One Stop appears to be the best source of information on the number of agrifood businesses created annually. The next step is to work with them to access this data and to determine which business industry codes should be included.

Goal 4: Eighty percent of Michigan residents will have easy access to affordable, fresh, healthy food, 20 percent of which is from Michigan sources.

- In 2009, 77.8% of Michigan adults consumed inadequate fruit and vegetable servings.

This goal was based on a one-time study for PA231 legislation. Now, CRFS and the Michigan Food Policy Council are working with the Michigan Department of Community Health on including questions on food access in a biennial survey of Michigan residents. This same survey (Behavior Risk Factor Surveillance System) can be used to track consumption of fruits and vegetables as an indicator of whether people are eating healthy foods.

Goal 5: Michigan Nutrition Standards will be met by 100 percent of school meals and 75 percent of schools selling food outside school meal programs.

- New federal requirements are very similar to the Michigan Nutrition Standards and will effectively ensure all schools participating in the national school lunch and breakfast programs meet the majority of the standards for meal programs.
- According to the Center for Disease Control, in 2010, 65.9% of Michigan schools sold unhealthy foods outside the school meals program, down slightly from 66.5% in 2008.

Goal 6: Michigan schools will incorporate food and agriculture into the preK through 12th grade curriculum for all Michigan students and youth will have access to food and agriculture entrepreneurial opportunities.

There are no central data collection mechanisms to track the incorporation of agrifood concepts into curricula or youth agrifood entrepreneurial opportunities. New data collection mechanisms are needed.

GOALS

Detailed data on the six goals is hard to come by so we do not yet have a complete picture of progress. Strategies for how to assess our food system against these goals are being developed.

AGENDA PRIORITIES

What is the status of the 25 agenda priorities?

<i>Being Implemented:</i>	8 priorities x 3 points = 24
<i>Gaining Momentum:</i>	5 priorities x 2 points = 10
<i>Slow Progress:</i>	8 priorities x 1 points = 8
<i>Minimal Action:</i>	4 priorities x 0 points = 0
42 points out of 75 possible	

Being Implemented

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#1 – Expand and increase innovative methods to bring healthy foods to underserved areas

The numbers of farmers markets and community garden programs are growing and numerous communities are developing community or incubator kitchens.

#2 – Improve school food environments

More schools are paying attention to the food available outside the national school lunch and breakfast programs. The Michigan Department of Education is providing training on the Michigan Nutrition Standards, which offer guidelines for schools wanting to make changes.

#3 – Link public benefit programs to healthy food access

Supplemental Nutrition Assistance Program (SNAP) sales at farmers markets continue to grow each year, reaching \$1,076,611 in 2011, more than ten times average SNAP sales at farmers markets in other Midwest states. The Double Up Food Bucks program, which matches what SNAP users spend at farmers markets with up to \$20 of tokens for Michigan-grown fruits and vegetables, will expand to over 70 farmers markets in 2012.

#5 – Establish food business districts

The Michigan Department of Agriculture and Rural Development (MDARD) and the MSU Center for Regional Food Systems (CRFS) have launched the Michigan Food Hub Learning and Innovation Network, state funding for food hubs has been allocated and many communities are working to develop food hubs or districts.

#6 – Use policy and planning strategies to increase healthy food access in underserved areas

Many communities have formed or are forming food policy councils (or similar) in order to address this issue, among others.

#15 – Direct \$10 million to regional food supply chain infrastructure

State lawmakers added agricultural processing to the list of activities eligible for support from Michigan's 21st Century Jobs Fund in 2010 and in 2012 worked in a bipartisan fashion with the Governor to provide nearly \$2 million for a new rural development value-added grant program.

#20 – Ensure that all state and higher education business, work force and economic development programs include farming and agriculture in their target audiences

The Snyder administration has been supportive of Michigan agriculture and state agencies have been working together more closely to identify ways to support the agri-food sector. MDARD is also expected to hire a staff person to provide technical assistance for food businesses.

#22 – Include Michigan food and agriculture in state marketing efforts

The Pure Michigan campaign featured Michigan agriculture in one of its advertisements and now guidelines are being developed for using the brand as a label for Michigan foods.



Gaining Momentum

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#8 – Encourage institutions to use their collective purchasing power to influence the food supply chain to provide healthier food and more foods from Michigan

Thanks to the work of the Ecology Center and the Michigan Hospital Association, hospitals are helping to drive suppliers to offer healthy food from Michigan sources. School food purchasing consortia worked with schools and districts to coordinate a purchase of Michigan asparagus in May 2012, spurred on by the Governor's declaration of May as Michigan Asparagus Month.

#12 – Implement a reimbursement program to provide an additional 10 cents per school meal

The Michigan Land Use Institute and many other partners in northwest Lower Michigan are working to secure funding for a pilot program of this type. The intention is that a regional pilot would lay the groundwork for a statewide program. Governor Snyder was briefed on the program in March 2012 and showed interest.

#18 – Develop a farm-to-institution grant program

CRFS is running a farm-to-institution grant program for the second year. While small in scale, it provides a model for a larger program.

#19 – Direct state agencies to maximize capital access for farm financing

The Michigan Economic Development Corporation established a Passive Solar System Revolving Loan Program to support farmer purchases of hoop houses. The Michigan State Housing Development Authority has, for the first time, proactively included funding for agriculture by making food hubs eligible for their community economic development programs.

#25 – Develop systems for collecting and sharing production and market data

Companies, such as AgSquared, are beginning to respond to the need for software geared towards smaller, diversified farms and state agencies and universities are increasingly recognizing their role in supporting regional food systems with robust data and information.

Slow Progress

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#4 – Training and technical assistance to launch new and improve existing grocery stores

Great work is occurring in a few locations across Michigan, for example Detroit, Grand Rapids and Lake, Manistee and Missaukee counties, but there isn't yet any coordinated effort or strong networking across the state.

#9 – Expand opportunities for youth to develop entrepreneurship skills and learn about good-food related career opportunities

There are numerous effective programs across the state, such as Future Farmers of America, agriscience classes at Springport High School and the Mr. Rogers "Say No" Program in Flint, but also many youth who don't have access to any of them. CRFS has convened a group of faculty to coordinate research and outreach efforts related to youth opportunities in the food system.

#10 – Establish Michigan as "the place to be" for good food

Michigan has implemented a FoodCorps program with 6 members in 2011-2012 that will continue next year; but it remains a small program and other strategies have not been pursued.

#13 – Amend Michigan’s General Property Tax Act to exempt certain on-farm renewable energy installations

While the debate over changes to the state’s “personal” property tax is far from over, there have been preliminary discussions addressing renewable energy installations on farms. Stay tuned!

#16 – Implement a food safety audit cost-share or reimbursement program

The current budget climate leaves little opportunity for funding this strategy. However, Michigan is piloting a “Safe Food Risk Assessment” tool designed for small farmers that provides a certificate of completion and helps educate about the process of completing a formal audit.

#21 – Contingent upon further market assessment, establish a state meat and poultry inspection program

CRFS is bringing together faculty from across the university, and other stakeholders, to look at the niche livestock sector in Michigan. Planning is also underway to develop a comprehensive strategy for a niche beef supply chain in northwest Michigan.

#23 – Incorporate food and agriculture into local economic development plans

More and more communities are looking at the food system as an economic development strategy; yet as a state we still focus on manufacturing and high-tech industries and haven’t leveraged the resources of our M-Tec Centers to support the agri-food sector.

#24 – Examine all of Michigan’s food- and agriculture-related laws and regulations for provisions that create unnecessary transaction costs and regulatory burdens

Michigan’s Food Law was updated by the legislature this year and recently signed into law. The new law includes many positive changes, including an increase in the annual gross sales limit of cottage foods products.

Minimal Action

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#7 – Preserve farmland

With the economic downturn, it became more difficult to convey the urgency of this issue.

#11 – Incorporate good food education into the pre-K-12 curriculum

While numerous groups have developed and are developing curriculum resources, there seems to be little appetite for new curriculum requirements.

#14 – Set targets for state funded institutions to procure Michigan foods

This risks being perceived as an unfunded mandate and consequently rejected out of hand.

#17 – Provide financial incentives for farmers for development of food system infrastructure to support institutional local food purchasing programs

The current budget climate leaves little opportunity for funding this strategy.

Michigan Good Food is a policy initiative centered on the Michigan Good Food Charter, which was developed with input from hundreds of people across Michigan. The 2012 report card is intended to assess progress made on the goals and agenda priorities of the charter, which was released in June of 2010.

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