

Michigan Farm to Institution Network—20% by 2020

# Cultivate Michigan 2018 Data Brief

## CULTIVATE MICHIGAN PROGRESS

Cultivate Michigan is the local food purchasing campaign of the Michigan Farm to Institution Network. When institutions join the campaign, food service professionals have an opportunity to track their food purchases through an online dashboard. This is one way to measure progress towards the Michigan Good Food Charter goal of institutions sourcing 20% Michigan foods by 2020.

Participation in the campaign continues to grow. Nearly 90 institutions and other businesses are now Cultivate Michigan members, including 14 that have joined over approximately the last year and a half.

The Cultivate Michigan campaign asks institutions to track Michigan and total spending for major food categories as well as Cultivate Michigan featured foods — Michigan agricultural products that are featured on a seasonal basis. By the end of 2018, 20 foods had been featured through Cultivate Michigan.



79

PARTICIPATING INSTITUTIONS

54

SCHOOLS  
& DISTRICTS



13

HOSPITALS  
& HEALTH CARE  
SYSTEMS

2

LONG-TERM  
CARE  
FACILITIES



7

EARLY  
CHILDHOOD  
PROGRAMS

3

COLLEGES  
& UNIVERSITIES



9

OTHER  
BUSINESSES  
& ORGANIZATIONS

Data as of October 2019.

## Cultivate Michigan Progress, continued

**Three institutions received Cultivate Michigan Awards in November 2019: two for reaching 15% and one for reaching 10% local food purchasing.**

In the 2018 calendar year, very few Cultivate Michigan members tracked their local food purchases through the online dashboard. Tracking local food purchases remains challenging for institutional food service directors and buyers of all types and sizes. This is likely due to time constraints as well as limited availability of product source information from conventional food suppliers.

Those that did supply data for at least three of four quarters all reached milestones toward the 20% by 2020 goal! Three institutions received Cultivate Michigan Awards in November 2019: two for reaching 15% local purchasing of their total food spend and one for reaching 10% local purchasing.

In order to protect the anonymity of institutions participating in Cultivate Michigan, the following information focuses primarily on the types and forms of featured foods purchased, rather than on dollar amounts for food spending.

This brief also includes information on Cultivate Michigan featured food

purchases from the 57 schools and districts that participated in the 10 Cents a Meal for School Kids and Farms Pilot (10 Cents) in the 2018-2019 school year. 10 Cents is a state-funded match incentive reimbursement program to encourage the purchase and use of Michigan-grown fruits, vegetables, and legumes in participating school food service programs.<sup>1</sup>

Based on available data, institutions are purchasing a wide range of the Cultivate Michigan featured foods. Looking at the forms of the foods purchased shows there is significant opportunity for Michigan suppliers to provide more minimally processed Michigan-grown foods.

## CULTIVATE MICHIGAN MEMBERS' REPORTED PURCHASES

All of the Cultivate Michigan members who tracked their spending in 2018 indicated that they purchased local food from both a broadline distributor and a specialty dairy distributor. Purchases of Michigan foods were also reported through a food hub, a farmer cooperative, and direct from a farm.

Collectively, these institutions purchased about 14% of their fruits and vegetables (all forms) from Michigan sources and 80% of their dairy products from Michigan sources. Very small dollar amounts were also reported for meats and dry goods/ grocery items purchased from

Michigan sources, but these amounted to less than .01% of the total dollar value spent for those categories.

Combined, the Cultivate Michigan members who reported spending indicated that they purchased all 20 of the featured foods in at least one form. Forms include "fresh," meaning whole and unprocessed; "minimally-processed," meaning forms such as dried, frozen, sliced, or chopped; and "other forms," meaning processing, such as heating or canning, that changes the inherent character of the food.

With the exception of beets, all the featured foods were at least partially sourced from Michigan suppliers. However, several of the featured foods were used infrequently. Kale, asparagus, cherries, winter squash, beets, cabbage, onions, and blueberries each represent less than 1% of the total spending on fruits and vegetables for these food service programs.

**...these institutions purchased about 14% of their fruits and vegetables (all forms) from Michigan sources and 80% of their dairy products from Michigan sources.**

<sup>1</sup> For more information, visit <https://www.tencentsmichigan.org>

# TYPE AND FORM OF CULTIVATE MICHIGAN FEATURED FOODS PURCHASED

Combined reported purchases of Cultivate Michigan members

	Cultivate Michigan featured food	Fresh, Michigan	Fresh, other source	Minimally processed, Michigan	Minimally processed, other source	Other form, Michigan	Other form, other source
SPRING FOODS	Asparagus	•					
	Eggs		•		•		•
	Kale	•	•		•		
	Milk*	•	•	•	•		
	Onions		•		•		
SUMMER FOODS	Berries**	•	•		•		
	Blueberries	•	•				
	Carrots		•		•		
	Peppers	•	•		•		
	Stone fruit***	•	•		•		•
FALL FOODS	Celery	•	•		•		
	Potatoes	•	•		•		
	Salad greens	•	•				
	Tomatoes	•	•		•	•	•
	Winter squash		•	•	•		
WINTER FOODS	Apples	•	•	•	•	•	•
	Beets						•
	Cabbage		•		•		
	Cherries	•	•	•	•		
	Dry beans			•	•	•	•

\*White milk is considered fresh and flavored milk, which has additional ingredients, is considered minimally processed.

\*\*Cultivate Michigan berries include blackberries, strawberries, and raspberries. Blueberries were featured separately.

\*\*\*Cultivate Michigan stone fruits include apricots, nectarines, peaches, and plums. Cherries were featured separately.

## MARKET OPPORTUNITIES FOR FRESH FOODS

Apples and milk were the two Cultivate Michigan featured foods purchased in the greatest amounts. They were also the foods most frequently sourced from Michigan.

About 73% of fresh, whole apples were purchased from Michigan sources, 64% of minimally processed apples (apple slices) were purchased from Michigan sources, and 35% of applesauce was purchased from Michigan sources.

For milk, 100% was purchased from Michigan sources, representing 12.5% of the aggregate overall food budget of reporting institutions. This shows that institutions purchasing large volumes of milk, such as schools, school districts, and early care and education sites, could hit a Cultivate Michigan milestone through milk purchases alone.<sup>2</sup>

For all of the most commonly purchased fresh and whole Cultivate

Michigan featured foods, there are large gaps between overall purchases and what is currently being purchased from Michigan sources. For example, of the \$6,250 spent on fresh berries (blackberries, strawberries, and raspberries), only 1% was sourced from Michigan. Likewise, of the \$9,250 spent on fresh tomatoes, only 1% was sourced from Michigan. All of these products represent market opportunities for Michigan growers and suppliers!

<sup>2</sup> Milk is a required item in many federally reimbursed food programs. However, CRFS is aware that this focus on dairy can be problematic from an equity perspective, considering the high rates of lactose intolerance among African American populations.

## MARKET OPPORTUNITIES FOR MINIMALLY-PROCESSED FOODS .....

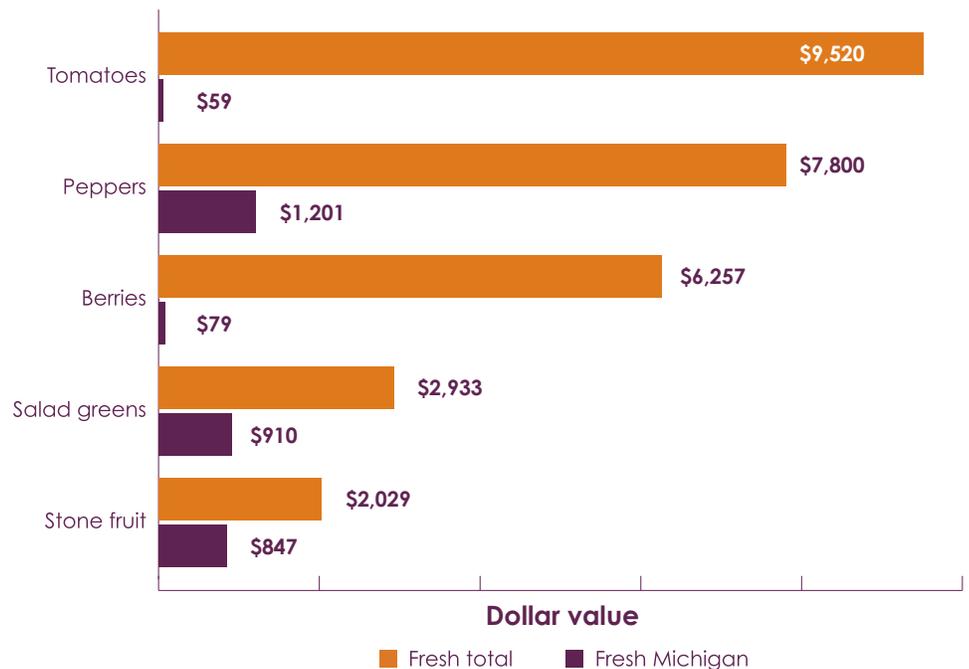
Many of the Cultivate Michigan featured foods were purchased primarily in a minimally processed form. By the USDA definition, this means processing that does not “alter the inherent character of the agricultural product” such as freezing, cutting, and drying, but excludes heating, pickling, canning, and other value-added processes.<sup>3</sup> However, few of these minimally processed items were sourced from Michigan. These purchases suggest opportunities for Michigan farmers and suppliers.

- Approximately 50% of canned legumes purchased (over \$7,500) were from Michigan sources.
- Approximately 3% of the minimally processed carrots (cut, sliced, or shredded) purchased (over \$20,000) were from Michigan sources.
- None of the frozen potato products purchased (over \$18,000) were from Michigan sources.
- None of the pre-cooked eggs purchased (over \$10,000) were from Michigan sources.
- None of the canned peaches purchased (over \$10,000) were from Michigan sources.
- None of the pre-cut celery purchased (over \$5,000) was from Michigan sources.



### THE FIVE CULTIVATE MICHIGAN FEATURED FOODS MOST FREQUENTLY PURCHASED FRESH

Michigan purchases and total purchases by dollar value.  
Excludes milk and apples.



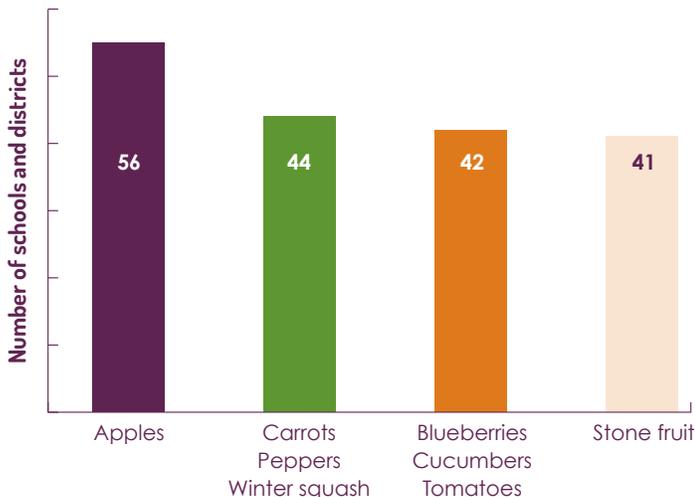
<sup>3</sup> See the USDA definition of “minimally-processed” products, as applied to Geographic Preference for Child Nutrition Programs (75 FR 20316).

## CULTIVATE MICHIGAN FOODS IN 10 CENTS SCHOOLS AND DISTRICTS .....

The 57 schools and school districts participating in 10 Cents a Meal for School Kids and Farms in the 2018-2019 school year spent more than \$1,121,500 on Michigan fruits, vegetables, and legumes, including \$1,058,600 on Cultivate Michigan featured foods.<sup>4</sup> On average, each school/district purchased about 12 of the 22 Cultivate Michigan foods eligible for the 10 Cents program.

**10 Cents schools and districts spent \$1,058,600 on Cultivate Michigan featured foods in the 2018-2019 school year!**

### EIGHT DIFFERENT MICHIGAN FRUITS AND VEGETABLES WERE PURCHASED BY AT LEAST 40 DIFFERENT SCHOOLS AND DISTRICTS



### 10 CENTS SCHOOLS' AND DISTRICTS' SPENDING ON FEATURED FOODS

Cultivate Michigan featured food	Total dollars spent	Number of schools or districts that purchased product
Apples	\$627,796	56
Blueberries	\$51,917	42
Berries	\$49,243	39
Cucumbers	\$49,047	42
Stone fruit	\$39,625	41
Salad greens	\$37,423	33
Carrots	\$34,002	44
Cherries	\$27,701	35
Tomatoes	\$23,742	42
Dry beans	\$21,874	35
Peppers	\$21,865	44
Asparagus	\$19,771	33
Winter squash	\$16,075	44
Potatoes	\$12,202	27
Broccoli	\$10,076	28
Celery	\$8,769	18
Onions	\$2,620	21
Cabbage	\$2,090	13
Beets	\$1,477	15
Kale	\$1,020	13
Garlic	\$219	2
<b>Total</b>	<b>\$1,058,557</b>	

10 Cents purchasing data is provided by Michigan Department of Education and FarmLogix.

## LOOKING AHEAD .....

Cultivate Michigan is featuring four foods in 2019: beef, cucumbers, broccoli, and garlic. As institutions continue to track their purchases of featured foods, farmers and suppliers will have more opportunities to provide institutions with the Michigan products they want in the forms they need.

Institutions interested in learning more about the Cultivate Michigan campaign, signing up to track their progress, or receiving resources for sourcing and using local foods can sign up at [cultivatemichigan.org](http://cultivatemichigan.org). Institutions that are already signed up and would like help with data collection can email [info@cultivatemichigan.org](mailto:info@cultivatemichigan.org).

<sup>4</sup> This analysis includes data for three Cultivate Michigan featured foods from 2019: cucumbers, broccoli, and garlic. Purchases of these foods are not, however, included anywhere else in this data brief. This figure does not include spending on Cultivate Michigan featured foods that were ineligible for the 10 Cents program: milk, beef, and eggs.



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The Michigan Farm to Institution Network is coordinated by the Michigan State University (MSU) Center for Regional Food Systems with support from MSU Extension. For more information about the network, visit [mifarmtoinstitution.org](http://mifarmtoinstitution.org) and [cultivatemichigan.org](http://cultivatemichigan.org) or contact [info@cultivatemichigan.org](mailto:info@cultivatemichigan.org).

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