"AND
JUSTICE
FOR ALL"

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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
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
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

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

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

- 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
MDARD Value-added Grant

Building 58
Existing First Floor Plan

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

Total gross SF: 24,115
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: $\sim$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

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