

Michigan Good Food Charter Shared Measurement Webinar

MSU Center for Regional Food Systems

January 27, 2015

Webinar Summary

The Michigan Good Food Charter Shared Measurement Project held a webinar on January 27, 2015 to share the findings of the key informant interviews, as well as to discuss the next steps of the project with webinar attendees. The [Shared Measurement Project](#) is a collaborative project to build the case for collectively measuring statewide food systems change in Michigan and measuring successes and progress toward achieving the [six goals of the Michigan Good Food Charter](#).

Sixty-three participants, with 90% based in Michigan, gathered to learn more about the project and to listen to the results from the 44 key informant interviews that were conducted from November 2014 through January 2015 by Courtney Pinard with the Gretchen Swanson Center for Nutrition. These interviews helped to gather what organizations are measuring, categories of current measurements, and 'wish-lists' for shared measurement needs. After sharing the key informant interview results with webinar participants, polling questions were asked to help inform ideas about the Shared Measurement Project Pilot.

Participant Polling

When asked which [Good Food Charter goals](#) their work most addresses:

- 65% are concentrating on Goal 4 (80% of Michigan residents will have access to healthy food)
- 48% are addressing Goal 1 (institutions will source 20% locally)
- 39% were focusing on Goal 2 (farmers will supply 20% of food purchases and be able to pay fair wages)

To webinar participants, the top priorities in a shared measurement pilot were:

- 23% - access to good food at point of purchase (change in good food purchase options)
- 23% - economic impacts (increase in jobs, multiplier effects, reduced unemployment)
- 15% - consumer behavior (knowledge, aspiration, purchase, consumption changes)
- 15% - institutional purchasing (dollars in purchases or volume of product)

The top training opportunities participants would be interested in receiving were:

- data collection methods and best practices (48%)
- making program level decisions based on data (24%)
- the use of technology for data-driven collection (19%)

Questions and Discussion

Q: Did you ask questions about the size of organizations or of the population served?

Yes. Organizations interviewed varied both in size and in mission. Overall, many were working with low-income, racially diverse populations. Groups were selected for interviews based both on a diverse array of missions and their locations throughout the state.



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Q: How, if at all, did racial and social equity arise as a priority among any of the people and organizations interviews?

It arose in the sense of the mission of the organizations and the populations that their work impacts. Race and equity issues go beyond food system work, and while not explicit in the Michigan Good Food Charter goals, are often addressed through organizational work.

Q: Under 'Consideration and Next Steps,' "eating" was included as a component of the "good food system." The measurement project seems very focused on production/retail. Will changes in consumer demand/consumption be included in the shared measurement project?

Yes, this is certainly something that would be included in the possibility of shared measurement going forward. With access as the number one goal both interviewees and webinar attendees are addressing in their work, it is important that all levels of food access be addressed.

Q: How will you prioritize which measures to choose first?

Measurement priorities for the pilot project will be determined from the webinar polling, a follow up survey to individuals and organizations interested in the project, and counsel from the Shared Measurement Advisory Committee.

For more information about the Michigan Good Food Charter Shared Measurement Project, contact:

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