



Michigan Farm to Institution Network

20% by 2020

VISION & GOALS

The Michigan Farm to Institution Network is a space for learning, sharing and working together to get more local food to institutions. We aim to meet the 20% by 2020 goal of the Michigan Good Food Charter.

We help:

- › Farmers and food suppliers provide the local foods institutions want in the forms they need;
- › Institutions such as hospitals, schools, preschool programs and colleges find, purchase and use local foods; and
- › Eaters at institutions identify, value and enjoy local foods.

The Michigan Farm to Institution Network is co-coordinated by the Ecology Center and the Michigan State University Center for Regional Food Systems with support from MSU Extension. For more information about the network, contact info@cultivatemichigan.org



Become a member of the Michigan Farm to Institution Network to help take local food purchasing at Michigan's institutions to the next level!

Institutions play an active role for each generation: our kids eat school lunches; college students find healthful meals in dining halls; and our friends and family members receive care at hospitals. In 2012, Americans spent almost half of their \$1.3 trillion total food bill on food away from home.

With so many meals eaten away from home, we seek new approaches to food purchasing in which Michigan institutions make local, good food available to eaters and expand markets for food grown, raised and processed in the state. In turn, these new approaches can support our farms, our economy and the well-being of the people of Michigan.

Join the Network!

- Network membership is available to food service directors and buyers, farmers, food suppliers, advocates, supporters and researchers.
- Three subcommittees work to share our stories, guide participants toward success, and better understand opportunities and limits of Farm to Institution programs. Contact a subcommittee chair to learn more and sign up.

Outreach & Engagement: shares news and best practices and secures pledges to the local food purchasing campaign.

- › **Lindsey Scalera, Ecology Center**
lindsey@ecocenter.org

Technical Assistance & Education: shares resources and provides trainings for farmers, food suppliers and food buyers to develop and sustain local food programs at institutions.

- › **Garrett Ziegler and Kaitlin Koch Wojciak, MSU Extension**
zieglerg@msu.edu, kaitwoj@msu.edu

Research & Impacts: tracks progress and impacts while learning more about opportunities and limits of Farm to Institution programs.

- › **Kathryn Colasanti, MSU Center for Regional Food Systems**
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cultivate MICHIGAN

Supply, source, and serve local food

Cultivate Michigan is designed to help Farm to Institution programs grow and track progress. It is a campaign of the Michigan Farm to Institution Network, a group of practitioners, supporters and advocates sharing common goals to help get more local food to institutions.

Each year, Cultivate Michigan features four foods available seasonally. By highlighting these foods, we seek to increase demand for them and, in the long run, institutions' access to them.

Toolkits for each of the featured foods make it easy for institutions to find, buy and use them. Learn how to purchase featured foods from farmers, food hubs and distributors, and try recipes that have been tested in institutions. Use the marketing materials to share efforts with staff, eaters and communities. Then track your local purchases through the Cultivate Michigan Dashboard as we work towards reaching the goal of **institutions purchasing 20% Michigan foods by 2020**.

Get started today!

1. **Join Cultivate Michigan** and pledge to reach the 20% by 2020 goal.
2. **Purchase and serve** foods grown, raised and/or processed in Michigan.
3. **Track** your local food purchases and witness the statewide impacts on the economy grow.
4. **Promote** your efforts by using the marketing materials available for the featured foods!

www.cultivatemichigan.org
info@cultivatemichigan.org

Why Join?

The time is right to address challenges of reaching the good food future outlined in the Michigan Good Food Charter. Through good food partnerships, we can help Michigan institutions reach the goal of purchasing 20% of their food locally by 2020 and support Michigan farmers working to profitably supply this local food to Michigan Institutions.

Did you know?

- > A survey of **Michigan vegetable farmers** showed that **half (50%)** were interested in selling their products to schools, hospitals and/or colleges.
- > The majority of **school food service directors (82%)** reported interest in purchasing local foods in the future.
- > **Sixty-nine percent of Michigan Great Start staff members** showed interest in connecting their program with a local farmer in the future.
- > More than **100 hospitals** have committed to purchasing **20%** of their food from Michigan sources.

Visit:

www.cultivatemichigan.org

for more information or to sign up today!

