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

Institutions play an active role 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.

Network membership is available to food service directors and buyers, farmers, food suppliers, advocates, supporters and researchers.

The Network has three subcommittees to share best practices, guide participants toward success, and better understand opportunities and limits of Farm to Institution programs. Contact a subcommittee chair to learn more about how you can be part of the Michigan Farm to Institution Network.

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

› Julia Darnton, Michigan State University (MSU) Extension
darntonj@msu.edu

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, MSU Extension
zieglerg@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
colokat@msu.edu
Cultivate Michigan is designed to help ramp up Farm to Institution programs and track progress. It is a campaign of the Michigan Farm to Institution Network, a group of participants, supporters and advocates sharing common goals to help Farm to Institution programs grow.

Each year, Cultivate Michigan will feature four foods available seasonally. By highlighting these foods, we hope 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 and distributors, try recipes that have been tested in institutions, and use the marketing materials to share your 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** by supplying, sourcing and serving local food. Institutions can pledge to reach the 20% by 2020 goal.
2. **Purchase or sell** foods grown, raised and/or processed in Michigan.
3. **Track** your local food purchases and sales and witness the statewide impacts on the economy grow.
4. **Promote** your efforts by using the marketing materials available for the featured foods or downloading the media kit!

Visit: www.cultivatemichigan.org for more information or to sign up today!

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

www.cultivatemichigan.org
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