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Showcasing Local Foods

Taking Extension to the City: New Approaches for Agriculture

Thomas G. Coon, Director

Michigan State University Extension

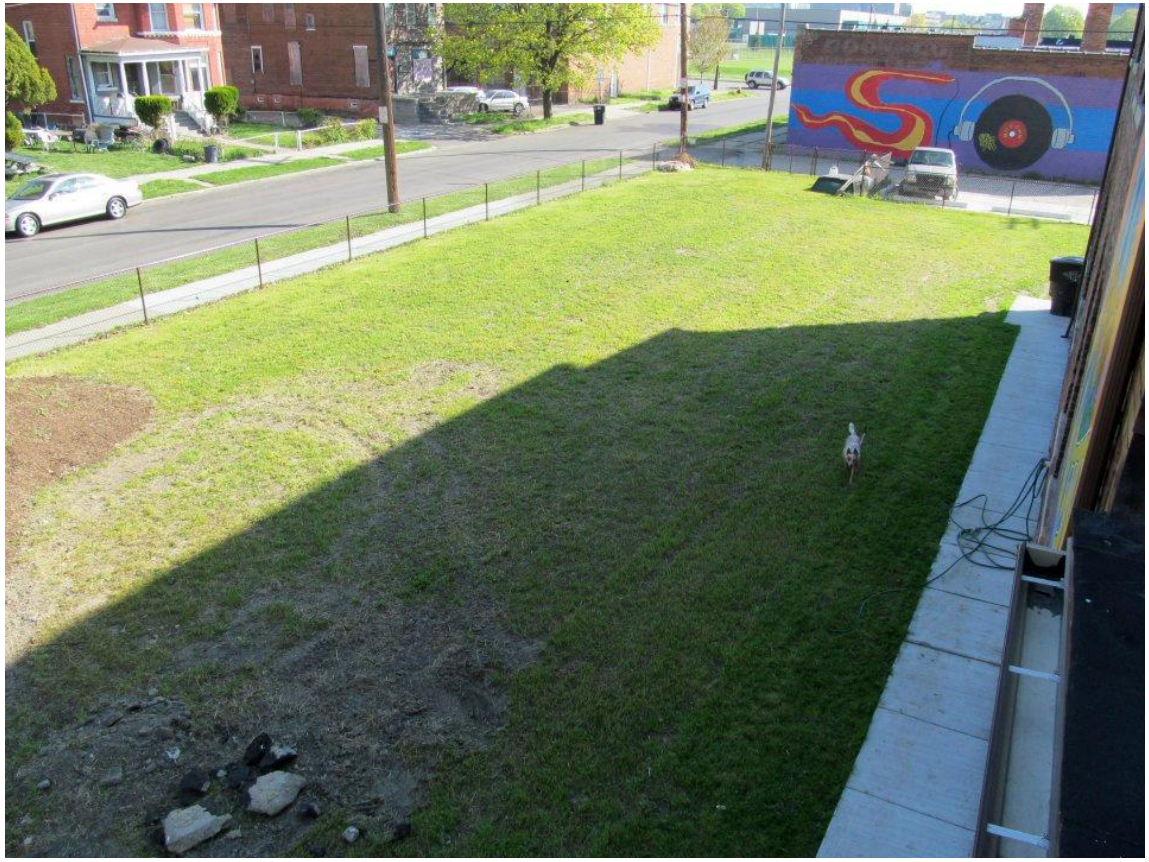
February 21, 2013

A Midwestern Perspective

- **Longworth**: *Caught in the Middle*
  - Key driver of heartland growth was a marriage between manufacturing and agriculture
  - Adaptation to global markets has faltered, affecting rural AND urban communities
- **Glaeser**: *Triumph of the Cities*
  - One of the keys to successful cities is their ability to attract, train and retain talent

Metropolitan Food Systems

- Improve health through diet
- Contribute to economic development
- Contribute to talent attraction
  - An example: what happens when you hire a millennial, **Maggie Kantola**, Nutrition Program Instructor, MSUE, Detroit



Vacant lot in Detroit, spring, 2012

Fall harvest, 2012

Sectors of Community Food Systems

The New Extension Service: Urban, Urbane – *Chronicle, Nov 26, 2012*

Three urban examples

- **Denver**: *Urban Agriculture Education Coordinator, Blake Angelo; Building Urban Farmers Program*
- **Michigan**: *vacant land in Detroit, potential for agriculture growth, innovation in urban agriculture technology*
- **Baltimore**: *Collaboration is key: Community Greening Resource Network – Parks & People Foundation, U. Maryland Extension*

North Central Region Efforts

- July, 2010: Metropolitan Food Systems a priority for program innovation, Minneapolis
- May, 2011: Metro Food Systems Symposium, Kansas City – follow-up webinars, work groups
- September, 2011: Metro Food Systems focus to fall planning conference, St. Louis

North Central Metro Food Systems Symposium

Seven priorities

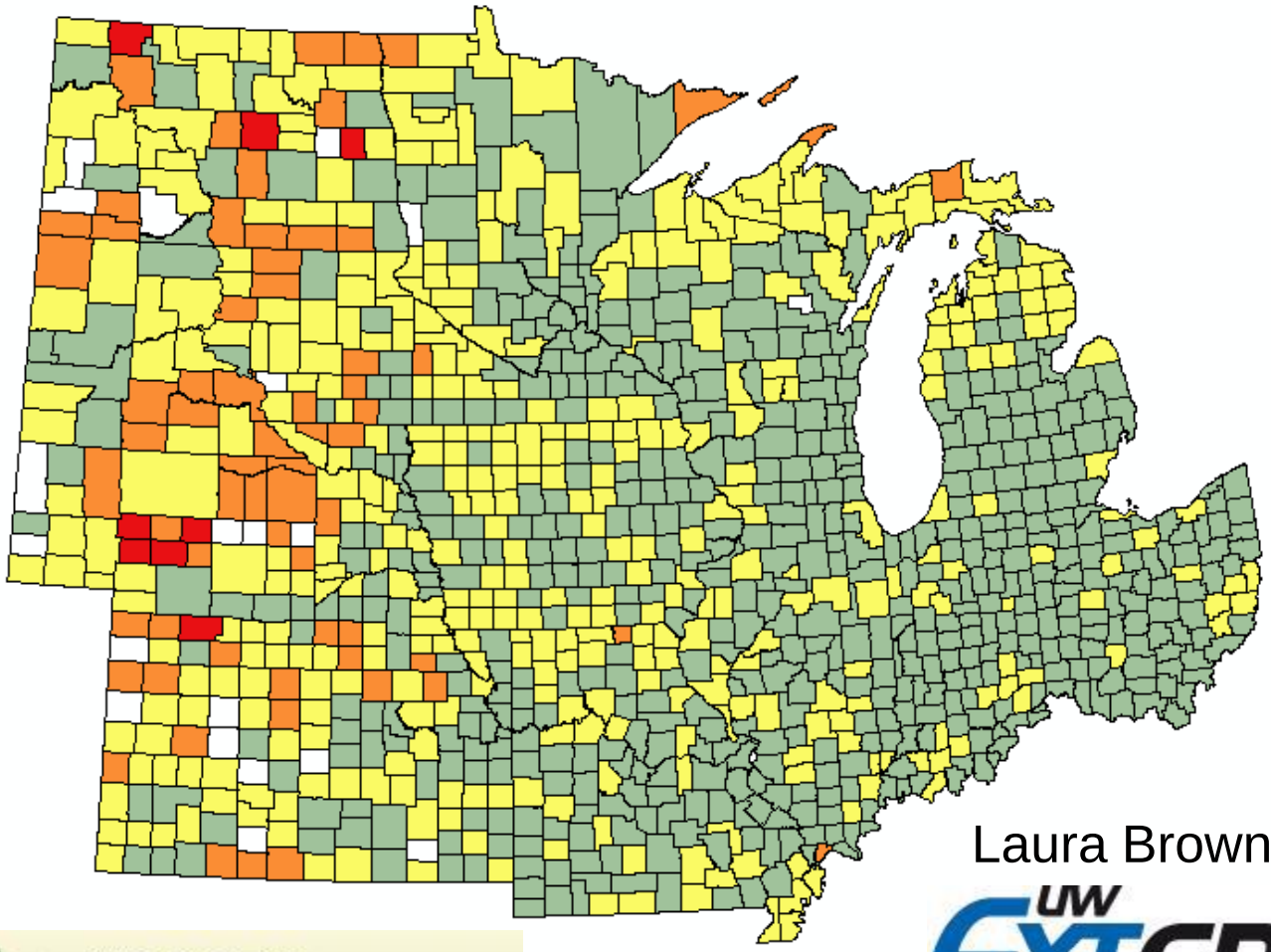
1. **Infrastructure**
2. Policy
3. Consumer-oriented information
4. Social capacity for collaboration
5. Production practices
6. Food safety challenges
7. Business planning and entrepreneurship

Technology that helps in planning

- Food System Profile Portal Project
  - Laura Brown, Anna Haines, U. Wisconsin
  - Funded by North Central Regional Center for Rural Development
  - On-line tool to help improve understanding of local food system

Number of Grocery Stores per 1K Population 2008

http://foodsystems.wisc.edu/



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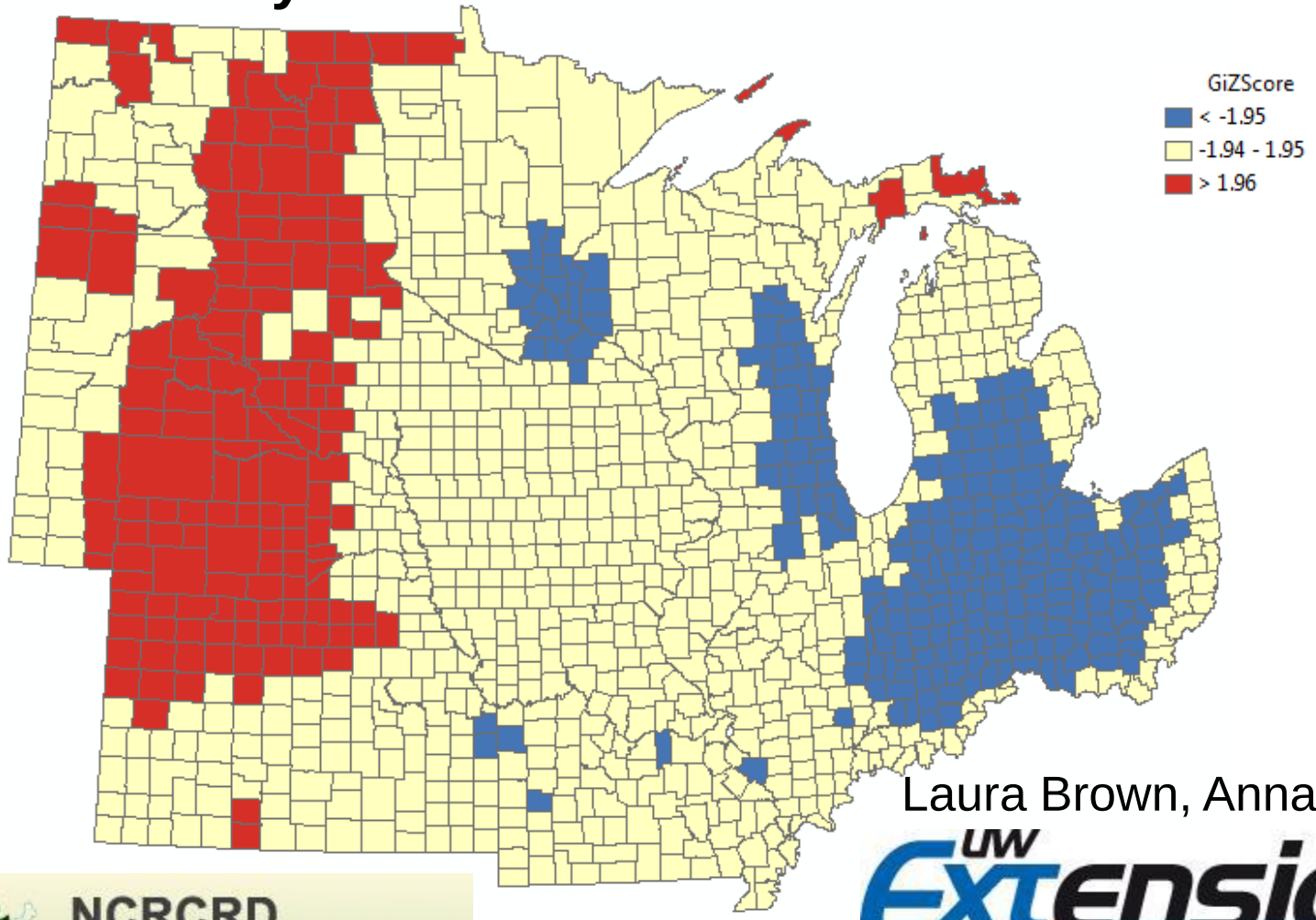
Grocery Stores Spatial Hotspot Analysis Getis-Ord Test



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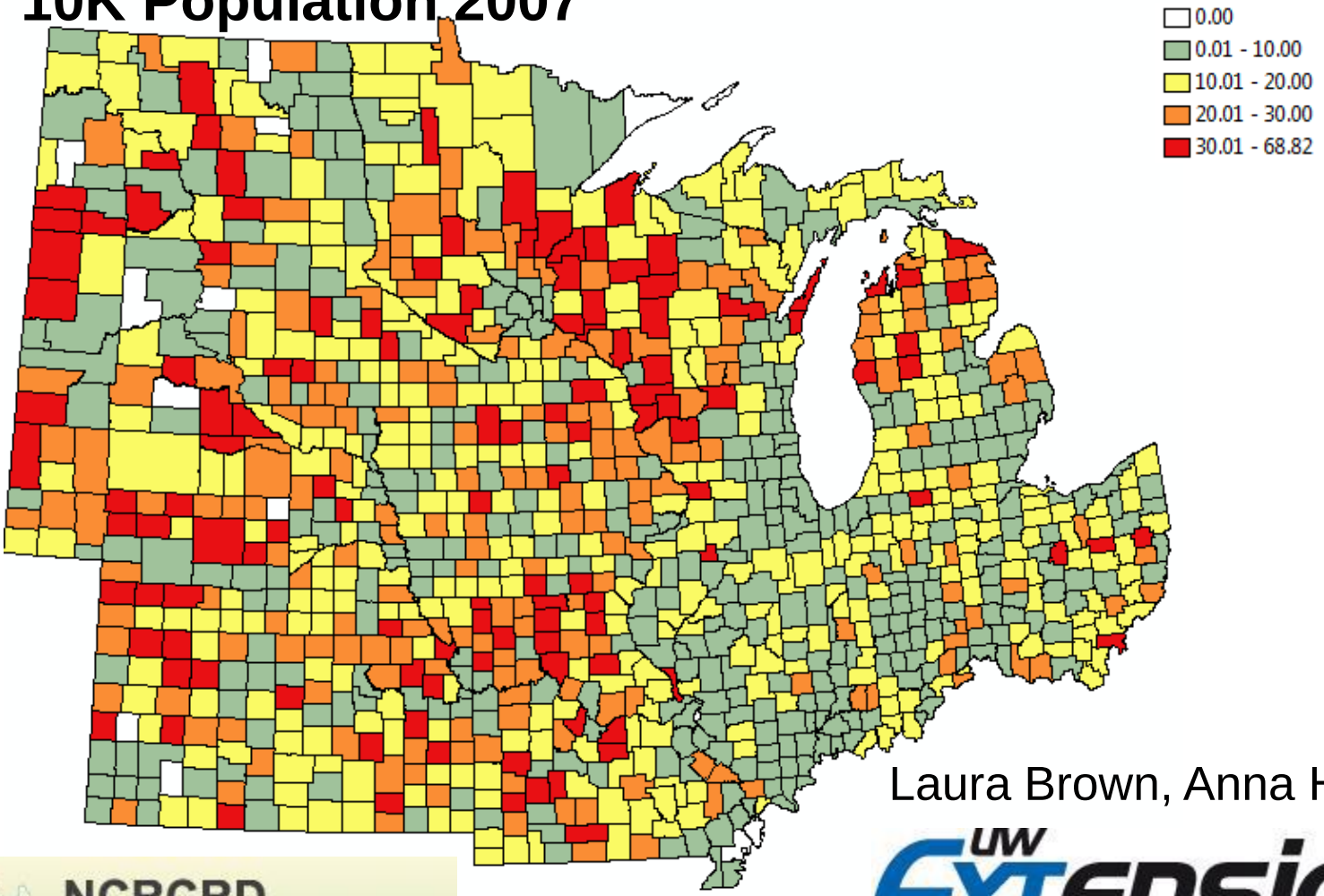
Number of Farms with Direct Sales per 10K Population 2007



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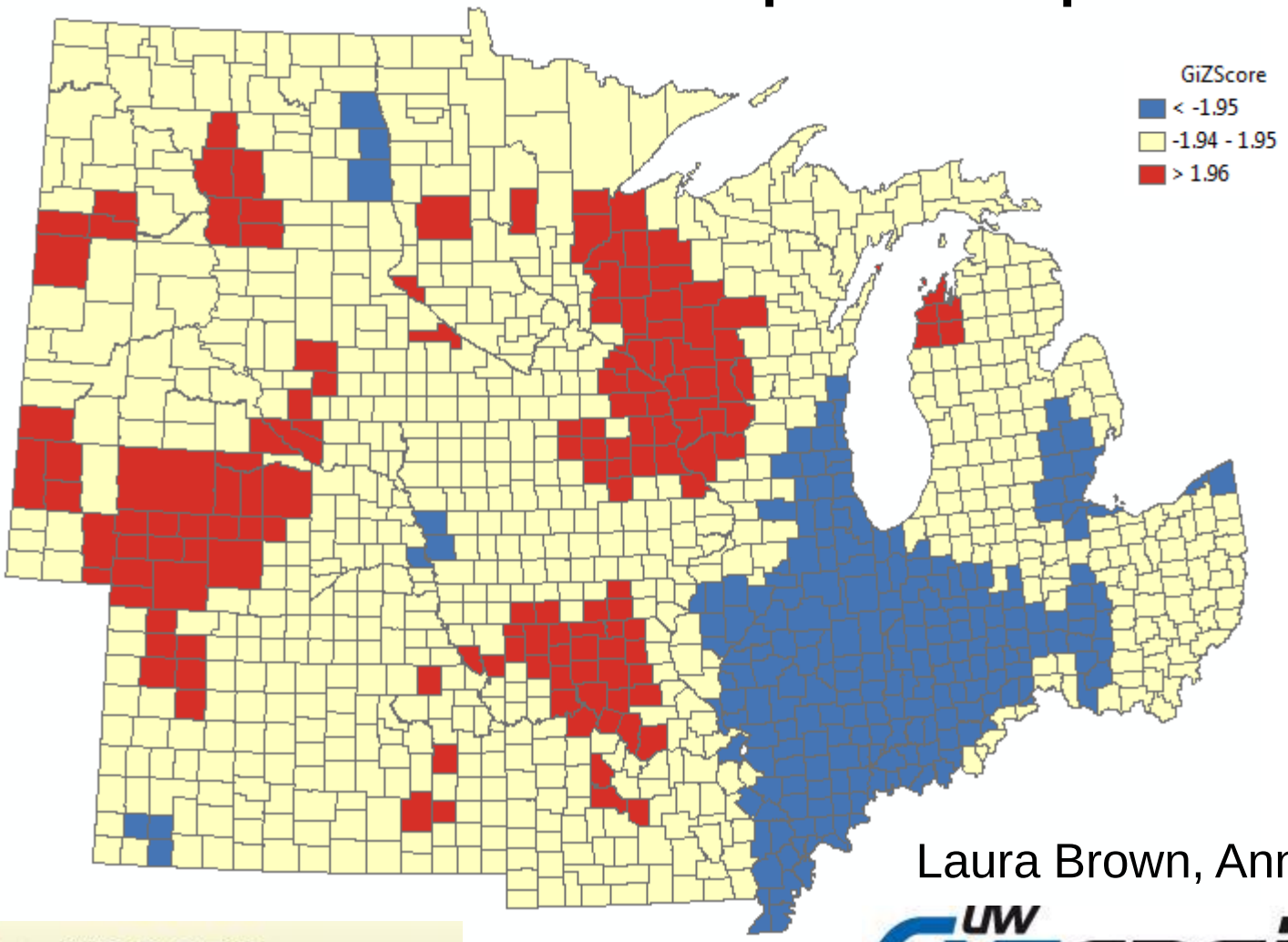
Farms with Direct Sales Spatial Hotspot Analysis



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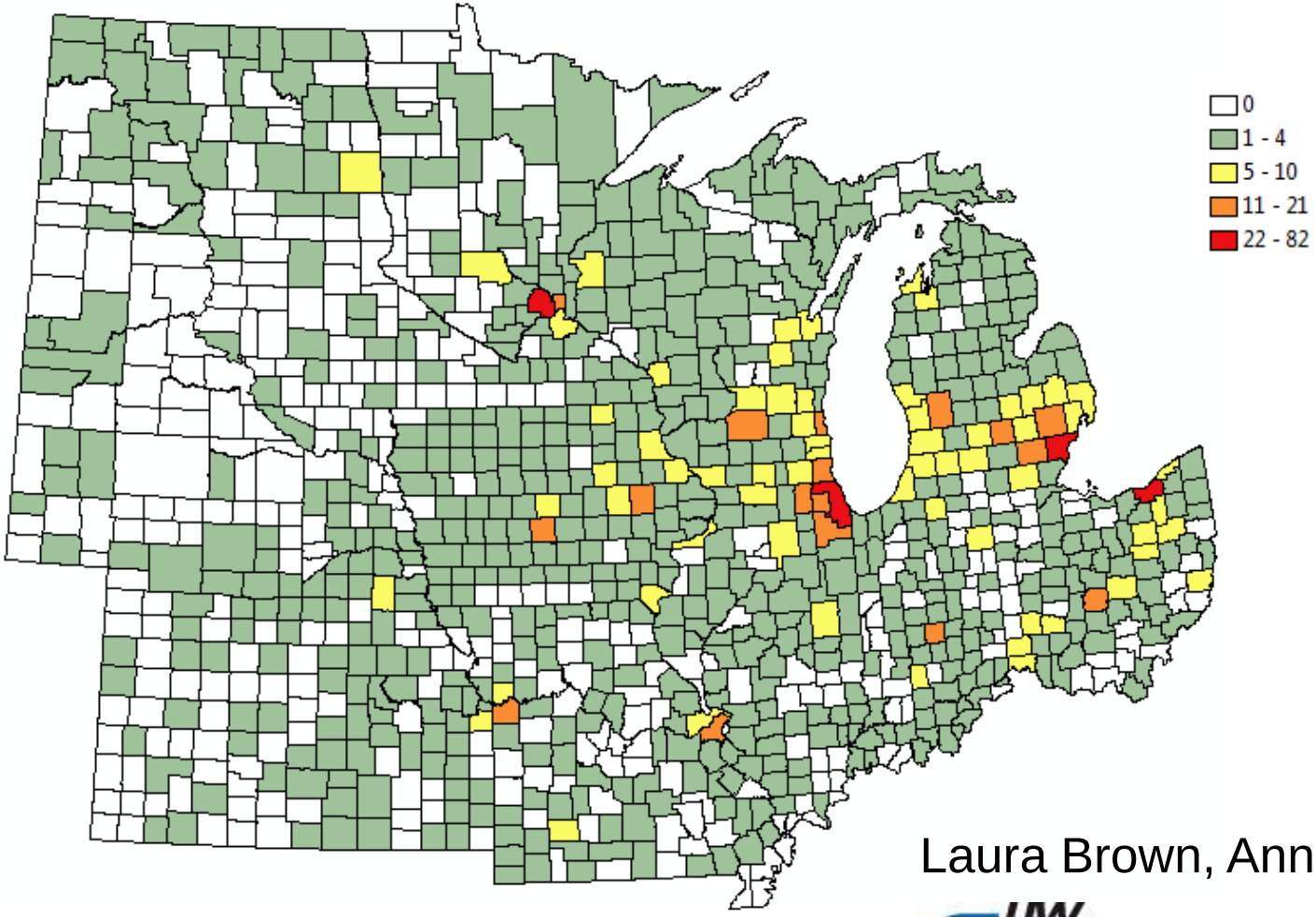
Number of Farm Markets 2010



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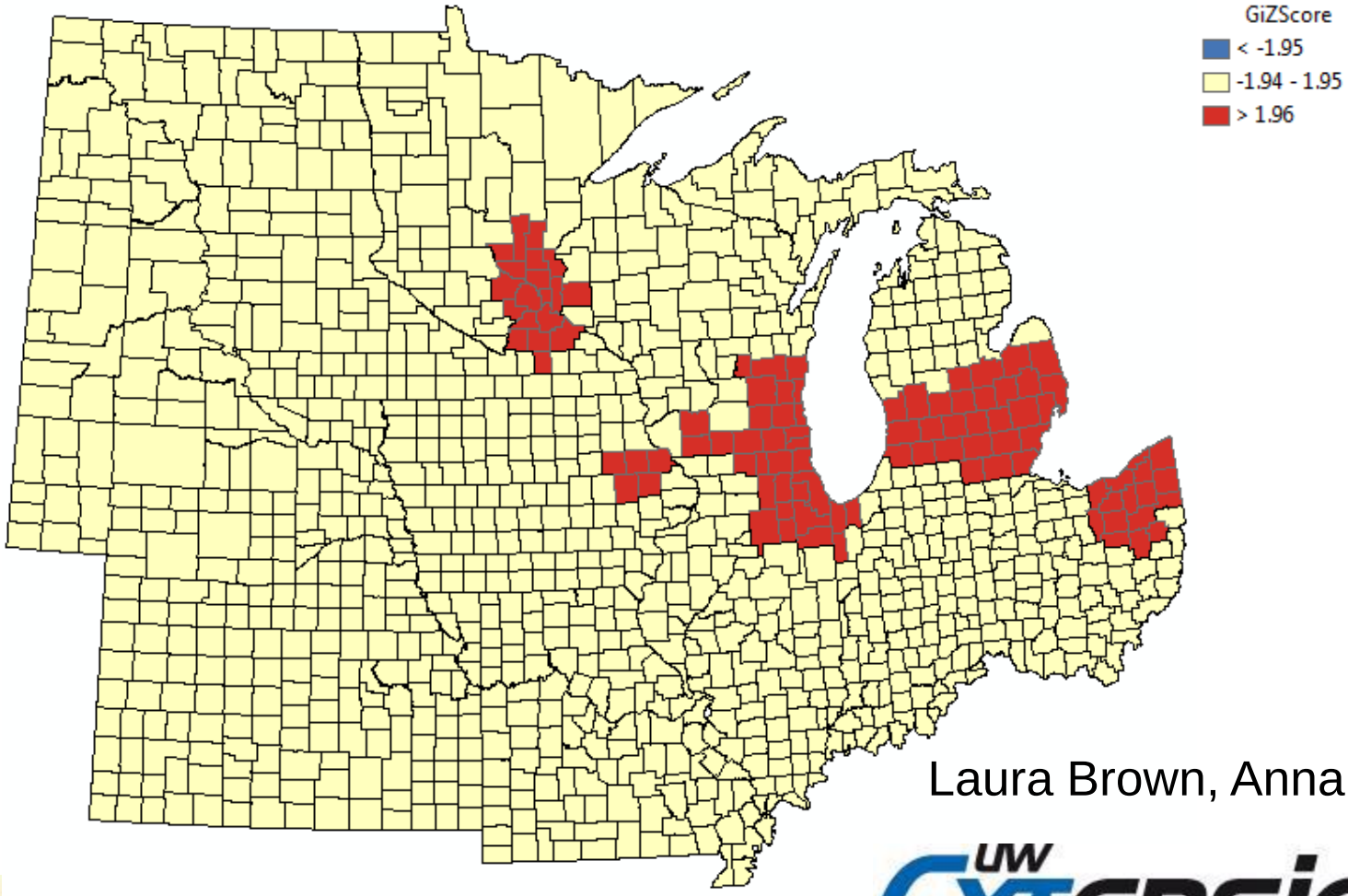
Number of Farm Markets Spatial Hotspot Analysis



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Progress in Michigan

- Good Food Summit – 2010
- MSU Extension Community Food Systems Work Group – 2010
- Governor's Summit on Production Agriculture – 2011
- Center for Regional Food Systems – 2011

Good Food Summit and Charter

Good Food means food that is:

- **Healthy -** It provides nourishment and enables people to thrive
- **Green -** It was produced in a manner that is environmentally sustainable
- **Fair -** No one along the production line was exploited for its creation
- **Affordable -** All people have access to it

Good Food Summit and Charter

Goals for 2020:

- **Institutions –** source 20% of food from MI growers
- **Producers –** profitably supply 20% of food purchases
- **Businesses –** supply 20% of food consumed

Good Food Summit and Charter

Goals for 2020:

- **Access –** 80% of MI residents have access to fresh, healthy food
- **MI Nutrition Standards** – met by 100% of school meals
- **Schools** – incorporate food & ag into curriculum

Governor's Summit on Production Agriculture:

Goals for 2016:

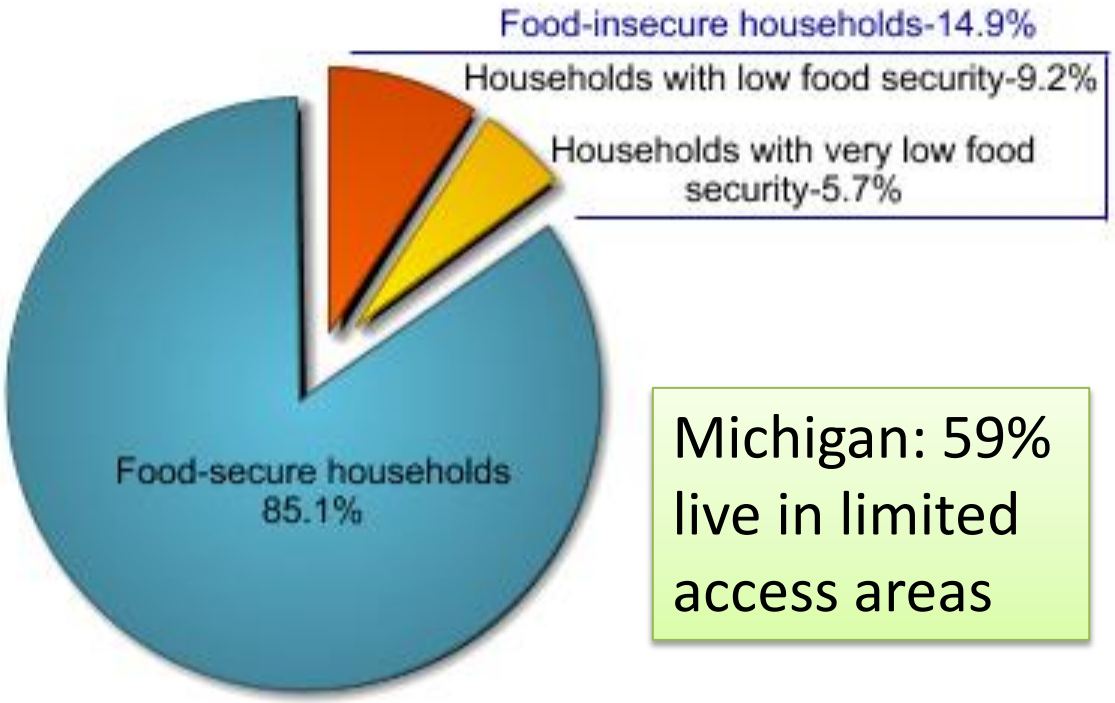
- Increase annual economic impact of food and ag sector to $100 B
- Increase jobs in food and ag sector by 20%
- Increase exports in food and ag sector by 20%
- **Expand access to nutritious food for Michigan residents**

Food secure—

Households which have access, at all times, to enough food for an active, healthy life for all household members.

•14.9 percent of U.S. households were food-insecure throughout 2011.

U.S. households by food security status, 2011



Michigan: 59% live in limited access areas

Source: Calculated by ERS using data from the December 2011 Current Population Survey Food Security Supplement.

ERS

MSU Extension Community Food Systems Work Group

- Emphasis on food systems for:
  - Economic Development
  - Improved Health
  - Helping people put land to work

Flint, MI – partnership with Ruth Mott Foundation

Focus: Good food access/health

- Edible Flint Cooperative, Farmers Market satellites
- Healthy Harvest Nutrition Education series
- Food For Change Summit

Focus: Building the local food economy/jobs

- Flint Food Hub
- Flint Incubator Kitchen

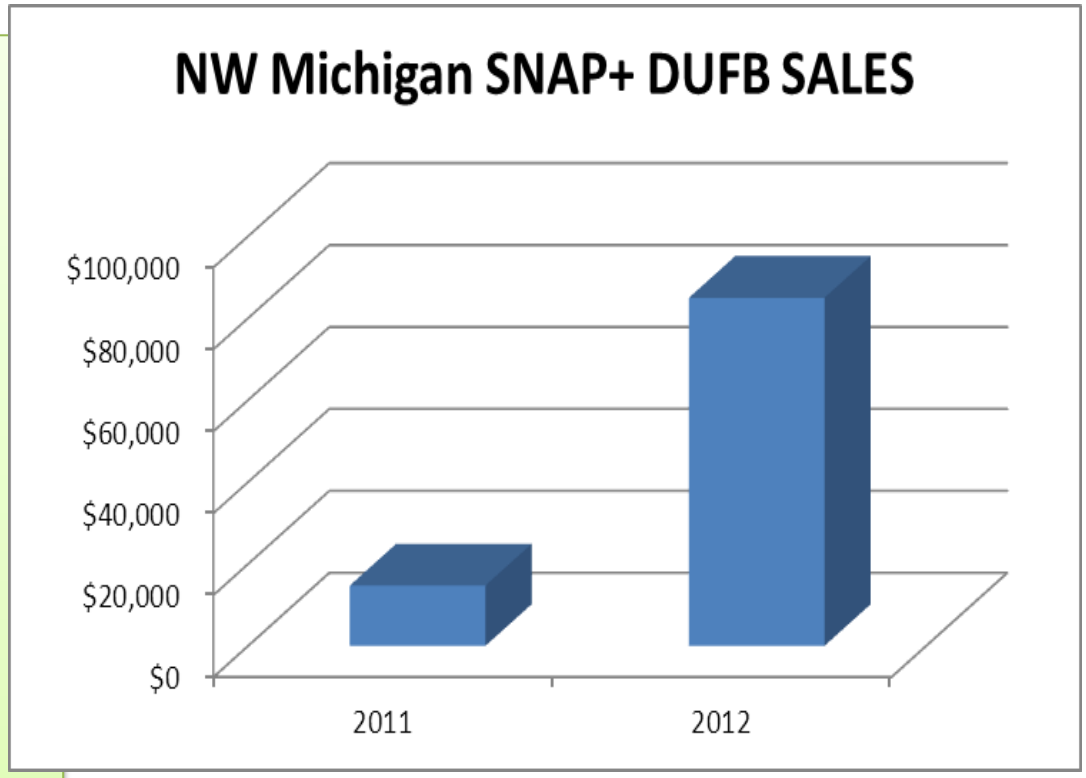
Focus: Helping people put land to work

- Gardens – 182 served
- Food Corps – In Flint –
  - 2,416 kids, 5 school gardens, 65# produce donated last year

Traverse City, MI

Increasing Food Access

- Gov. Snyder's Dashboard
- Benzie, Grand Traverse, Leelanau, and Manistee Counties
- Increase of 476% in SNAP and DUFB sales from 2011-2012



Lake City, Upper Peninsula Research & Extension Centers

Grazing study

- Switch to pasture-fed beef, rotational grazing
- SARE grant to
  - Develop market opportunities for pastured beef in local restaurants
  - Translate herd management to local producers (20)

Grand Rapids, MI

Grand Rapids Public Schools now serves Michigan dry beans thanks to a partnership created by MSUE.

MSU Extension will have an office at the new market and will offer nutrition and food production courses.

Detroit, MI – partner with Eastern Market

MSU Extension kiosk to reach Market customers; more than 4,500 consumers in first three months

Other programs at Eastern Market: *food preservation, food enterprise development, community and market gardens*

Thank you

Michigan Fresh

to inform people how to grow and consume MI agriculture products to improve the health of MI citizens

- 29 Fact Sheets developed in 2013 – 5 in Spanish
- Michigan Fresh Webpage (http://msue.anr.msu.edu/program/info/mi_fresh) added to MSU Extension Website
- As of November 1, 2012, it has had: 4,051 page views-1,205 page views from Detroit alone
- 3,605 page views from more than 200 Michigan cities

Upper Peninsula

Sault Ste. Marie FARMERS MARKET
Meet the people who grow your food.

U.P. FOOD EXCHANGE
growing local food systems

EUP LOCAL FOOD SUMMIT

Building a Local Food Economy

November 8, 2012
LSSU

Ingham County Family Center School Garden & Nutrition Program - Lansing, MI

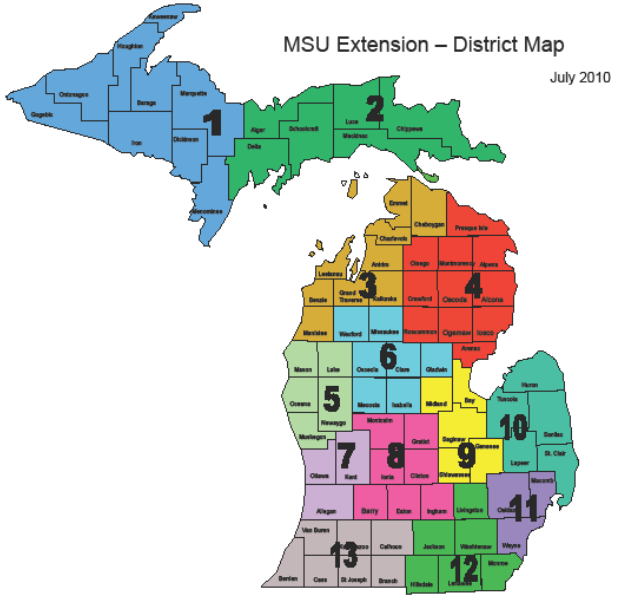
- Program for adjudicated youth ages 12-19 utilizes a large market garden, a hoop house and a flock of chickens.
- AmeriCorps members taught 105 students to grow, prepare and eat more nutritious meals in 2012.
- 52 parents learned to make tasty recipes that are also healthy and affordable.
- In a student survey, 44% know more about gardening and 38% plan to eat more fruits & vegetables.

MSUE Community Food Systems Team

Field Co-Chairs: Terry McLean & Kendra Wills

Campus Coaches: Rich Pirog & Mike Hamm –

MSU Center for Regional Food Systems



Team Members:

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Beth Clawson (13)
Julie Darnton (9)
Kristine Hahn (11) (FRTEP)
Kathe Hale (10,11)
Becky Henne (8) (3)
Mark Hitchcock (4)
Rita Klavinski (13)
Ranae McCauley (3)
Rob Sirrine (3)
Barb Smutek
Michelle Walk (1,2)
Wendy Wieland
Garrett Ziegler (5,7)