Cultivate Michigan: Reflections and Lessons

A NATIONAL FARM TO INSTITUTION METRICS COLLABORATIVE WEBINAR
MICHIGAN Farm to Institution Network 20% by 2020

Cultivate Michigan - Reflections and Lessons
Michigan Farm to Institution Network

Purpose – Space for learning, sharing and working together to help farm to institution programs grow
Michigan Good Food Charter

› Six goals set in 2010 for 2020
  – Michigan institutions will source 20% of their food products from Michigan growers, producers and processors.
PUMP UP THE BEETS!
Beets have great nutrition and health benefits. They can be roasted, steamed, fried, pickled, juiced, boiled, eaten raw on salads or with dips. Plus their greens can be braised or added to salads too! MORE INFO

NEWS & EVENTS

Macomb County Pilots Regional Directory to Promote Local Food Purchasing In Schools
Farm to School Directory helps Macomb County Schools access local food!

Cultivate Michigan Farm Tour: Food Safety and Season Extension
This tour will teach about on-farm food safety and the steps growers take to keep food safe from the field to distribution.

WHO HAS JOINED?

Gobles Public Schools
Pennfield Schools
West Michigan Academy of Environmental Science

STAY INFORMED

SIGN UP!
Cultivate Michigan Membership

74 participating institutions

- 13 hospitals
- 2 long term care facilities
- 50 schools & districts
- 6 early childhood programs
- 3 colleges & universities
- 8 other businesses or organizations
PARTICIPATING INSTITUTIONS

Wayne County
5 participating institutions

- Beaumont Hospital - Grosse Pointe
- Calumet Detention Center
- City of Detroit
- Detroit Service Learning Academy
- Henry Ford Wyandotte Hospital
Michigan Farm to Institution Network—20% by 2020

Cultivate Michigan 2017 Data Brief

Average Percentage Spending on Michigan Foods by Select Institutions

<table>
<thead>
<tr>
<th>Institution</th>
<th>2016 (quarters reported)</th>
<th>2017 (quarters reported)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSTITUTION 1</td>
<td>5.2% (4)</td>
<td>8.9% (4)</td>
</tr>
<tr>
<td>INSTITUTION 2</td>
<td>6.5% (4)</td>
<td></td>
</tr>
<tr>
<td>INSTITUTION 3</td>
<td>10.2% (4)</td>
<td>12.8% (3)</td>
</tr>
<tr>
<td>INSTITUTION 4</td>
<td>14.7% (3)</td>
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65 Participating Institutions

$4,041,007 spent on Michigan foods since 2014
Cultivate Michigan Awards
Cultivate Michigan Featured Foods

Sourcing Guide

cultivatemichigan.org

Supply, source, and serve local food

Beef

There are around 8,000 beef farms in Michigan with an average herd size of 31 head (2012 USDA Farm Census).

The beef lifecycle takes 2-3 years from pasture to plate.

The primary source of ground beef is the chuck, which makes up about one-quarter of a beef carcass.

cultivatemichigan.org
<table>
<thead>
<tr>
<th>City</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Petoskey</td>
<td>Feb 13</td>
<td>4-6 PM</td>
</tr>
<tr>
<td>Ann Arbor</td>
<td>Feb 22</td>
<td>4-6 PM</td>
</tr>
<tr>
<td>Flint</td>
<td>Feb 28</td>
<td>4-6 PM</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>Mar 01</td>
<td>4-6 PM</td>
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# Network Structure 2019

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>One coordinator</td>
<td>- MSU Center for Regional Food Systems (CRFS)</td>
</tr>
<tr>
<td>Management team</td>
<td>- 8 members, CRFS and MSU Extension staff</td>
</tr>
<tr>
<td>Advisory Committee</td>
<td>- 14 farm to institution practitioners</td>
</tr>
<tr>
<td>Leadership team</td>
<td>- MI Depts of Education and Ag &amp; Rural Development</td>
</tr>
<tr>
<td>General membership</td>
<td>- Over 600</td>
</tr>
<tr>
<td>Cultivate Michigan membership</td>
<td>- 74 institutions + 8 businesses</td>
</tr>
</tbody>
</table>
Lessons & Opportunities

- Tracking local food purchases is still hard, **AND**
- Members provide important information
Lessons & Opportunities

› Members help spark food systems development

Beans on the Menu: A Surprising Twist on Traditional Fare

With a little creativity, we can remix our recipes with beans!

Michigan Farm to Freezer makes local produce available all year long!

Michigan Farm to Freezer helps meet the demand for Michigan fruits and veggies in the off-season by flash freezing produce!

Cracking the Code: Bronson Healthcare’s Journey to Local Eggs

Bronson Healthcare has taken on the challenge of sourcing all local eggs. Find out how!
Lessons & Opportunities

› Members tell the FTI story

Fresh, local sourcing at the YWCA of Kalamazoo’s Children’s Center

The director and food service team are making changes to use more local foods and help kids learn about them.

Local Greens in Local Schools

Salad greens are a key ingredient to a successful farm to school partnership!

Cultivate Michigan Cabbage Tour

October tour highlighted cabbage's importance to farmers and its versatility and value to institutional buyers.
Lessons & Opportunities

Relationships between buyers and sellers take time to establish and maintain,

AND we can help by providing:
- Sourcing information for larger, conventional sources
- Regional spaces for personal connections to happen, including for smaller scale farmers and vendors
- Different ways to learn about the food system and engage with partners
- Longer-term, local TA through partners around the state, including MSU Extension
Lessons & Opportunities

Funding for tracking and network development are hard to get, AND partners help make things happen.

EVENT PARTNERS

This Cultivate Michigan Marketplace Events is brought to you by the Michigan Farm to Institution Network (MFIN) along with the MSU Center for Regional Food Systems, MSU Extension, Southwest Michigan Planning Commission, and the People’s Food Co-op of Kalamazoo. Translations services are provided by Michigan Food and Farming Systems (MFFS).

To learn more about MFIN’s local food purchasing campaign, Cultivate Michigan, visit cultivate michigan.org.
Making Michigan Recipes Work
Beyond 2020

Michigan Good Food

Healthy
Good Food
Green
Fair
Affordable
MICHIGAN
Farm to Institution Network
20% by 2020
Thank you!
Questions and Answers

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hannah@farmtoinstitution.org
- or -
http://dashboard.farmtoinstitution.org/national-metrics-collaborative
Next NFTIMC webinar

Tue, July 23 @ 3pm ET / noon PT

FINE’s 2018 Campus Dining Survey

Hannah Leighton
Research & Evaluation Manager, Farm to Institution New England

• Registration posted at:
  http://ngfn.org/webinars