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

- Retailing
- Producing
- Preparing
- Processing
- Eating
- Distributing
- Waste Management
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/

Laura Brown, Anna Haines

NCRCRD
North Central Regional Center for Rural Development

Cooperative Extension
Grocery Stores Spatial Hotspot Analysis Getis-Ord Test

Laura Brown, Anna Haines
Number of Farms with Direct Sales per 10K Population 2007

Laura Brown, Anna Haines

NCRCRD
North Central Regional Center for Rural Development

Cooperative Extension
Farms with Direct Sales Spatial Hotspot Analysis

Laura Brown, Anna Haines
Number of Farm Markets Spatial Hotspot Analysis

Laura Brown, Anna Haines
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.

Michigan: 59% live in limited access areas.
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