

Michigan Farm to Institution Network—20% by 2020

Cultivate Michigan 2016 Data Brief

CULTIVATE MICHIGAN PROGRESS

The Cultivate Michigan campaign, launched in 2014, asks institutions¹ to commit to the Michigan Good Food Charter² goal of purchasing 20% Michigan foods by 2020 and provides tools and resources to support participating institutions in sourcing food locally and tracking progress.

As of October 10, 2016, 53 institutions across the state have signed up to participate in the Cultivate Michigan campaign, collectively serving nearly 135,000 meals every day. More than half of participating institutions (31) are schools and school districts. An additional four institutions are early childhood programs, meaning that nearly two-thirds of Cultivate Michigan institutions are serving children. Hospitals and health care systems comprise about one-fifth of participating institutions.

¹ MFIN defines institutions as K–12 schools, early childhood programs, hospitals and health care systems, colleges and universities, long-term care facilities, and other entities with a food service program.

² For more information about the Michigan Good Food Charter, see michiganfood.org



134,772[◇]

MEALS SERVED
PER DAY

53

PARTICIPATING
INSTITUTIONS

\$3,459,085* SPENT ON
MICHIGAN FOODS
SINCE 2014

31
SCHOOLS
& DISTRICTS



11
HOSPITALS
& HEALTH CARE
SYSTEMS

2
LONG-TERM
CARE
FACILITIES



4
EARLY
CHILDHOOD
PROGRAMS

2
COLLEGES
& UNIVERSITIES



3
OTHER
BUSINESSES
& ORGANIZATIONS

Data as of October 10, 2016 | [◇] n = 45 | * Based on reported overall purchases of Michigan-grown or Michigan-produced foods from January 2014 to June 2016 (n = 14)

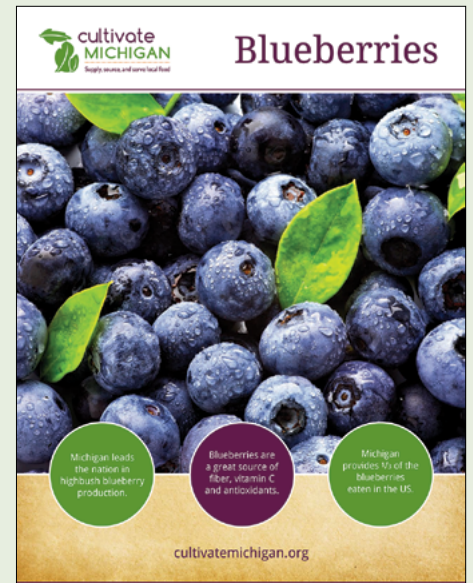
Cultivate Michigan Progress, continued

The campaign has recorded nearly \$3.5 million in spending on Michigan-grown or Michigan-produced foods since its launch. This figure reflects data reported by 14 institutions, the majority of which submitted only partial spending reports over the two and a half years of the campaign to date (January 2014 through June 2016). Therefore, the \$3.5 million reported likely only captures a small segment of the local sourcing actually occurring, not only among Cultivate Michigan institutions but also among those who have not yet pledged to participate. For example, data collected by the Michigan Department of Education shows that 54% of responding food service directors report sourcing Michigan foods for their school food program.³

Cultivate Michigan quarterly surveys ask participating institutions to report overall spending on food and overall spending on Michigan foods for the preceding three-month period. These surveys are sent to institutions that have completed a Cultivate Michigan profile and identified a contact person. Of the eight institutions that have completed their spending information, the percentage of an institution's total food budget spent on Michigan-grown or Michigan-produced foods ranged from 3.7% to 31.8%, with an average of 15.2%.

The limited data on Michigan spending is a reflection of both the minimal amount of time food service directors and buyers have available to engage in reporting and a lack of transparency throughout the supply chain in preserving source identification. The Cultivate Michigan data that does exist is solicited and tracked by the staff of the Michigan Farm to Institution Network (MFIN), which formed in May 2014 with the launch of the Cultivate Michigan campaign.

Time and transparency constraints speak to the important role of MFIN in streamlining processes for institutions to report purchasing data, documenting institutional demand, engaging agricultural commodity groups in supplying institutions, working with distributors to make reports on Michigan spending more readily available to their institutional clients, and fostering direct connections between producers and food service buyers. MFIN staff are also working to obtain campaign data waivers that would allow them to directly access purchasing reports from the distributors servicing participating institutions.



Featured Foods Progress

Each year, the Cultivate Michigan campaign features four different Michigan foods, one for each season. These featured foods have proven to be a popular way to engage institutions in local sourcing, whether they are just beginning farm to institution programs or already have years of experience. Purchasing guides, including sourcing information, and promotional materials for cafeterias and food service settings are available for each featured food.

To date, 18 institutions have reported their spending on the 2014 and 2015 Cultivate Michigan featured foods between January 2014 and June 2016. The percentage of foods these institutions were able to source from Michigan ranges from a high of nearly 97% for milk to a low of 7% for peppers. However, because many of these institutions have submitted data for only a portion of this time period, these figures do not reflect the full extent of purchases made since the launch of the campaign.

³ Thompson, M., & Matts, C. (2015). *Farm to school in Michigan: Statewide response shows widespread activity*. Retrieved from foodsystems.msu.edu/resources/2014_megs_survey_brief

SPENDING ON FEATURED FOODS

Spending on featured foods from January 2014 to June 2016, Michigan-grown and overall ($n = 18$), as reported by October 10, 2016

		MICHIGAN	ALL	PERCENTAGE MICHIGAN
2014 FEATURED FOODS	Asparagus	\$10,542	\$54,906	19.2%
	Blueberries	\$29,907	\$83,267	35.9%
	Tomatoes	\$57,701	\$323,379	17.8%
	Apples	\$229,302	\$401,875	57.1%
2015 FEATURED FOODS	Milk	\$553,471	\$572,852	96.6%
	Peppers	\$10,168	\$148,049	6.9%
	Winter Squash	\$5,266	\$24,333	21.6%
	Beans	\$13,002	\$84,454	15.4%

Much More Potential

The Cultivate Michigan campaign is currently only engaging a small fraction of the institutions in the state. Compiling public records shows that there are nearly 12,000 institutions across Michigan. The vast majority of these institutions (92%) serve young people: early childhood education sites, schools, summer food service sites, and juvenile residential centers. Early care and education settings comprise the largest number of institutions with 9,691 sites. However, many of these are small facilities. Michigan Department of Education records show that the average capacity of the early care and education sites is 36 children and the median is just 12.⁴ With more than

1.5 million K–12 students in Michigan, schools' food service programs reach a greater number of people.⁵

Institutional records were compiled from the Michigan Department of Education, the Department of Licensing and Regulatory Affairs, Wikipedia, and Internet searches. The early care and education sites include all providers participating in the federal Child and Adult Care Food Program (CACFP) but does not include providers that are not serving food. Likewise, the school records include only schools participating in the National School Lunch Program (NSLP). Although public and charter

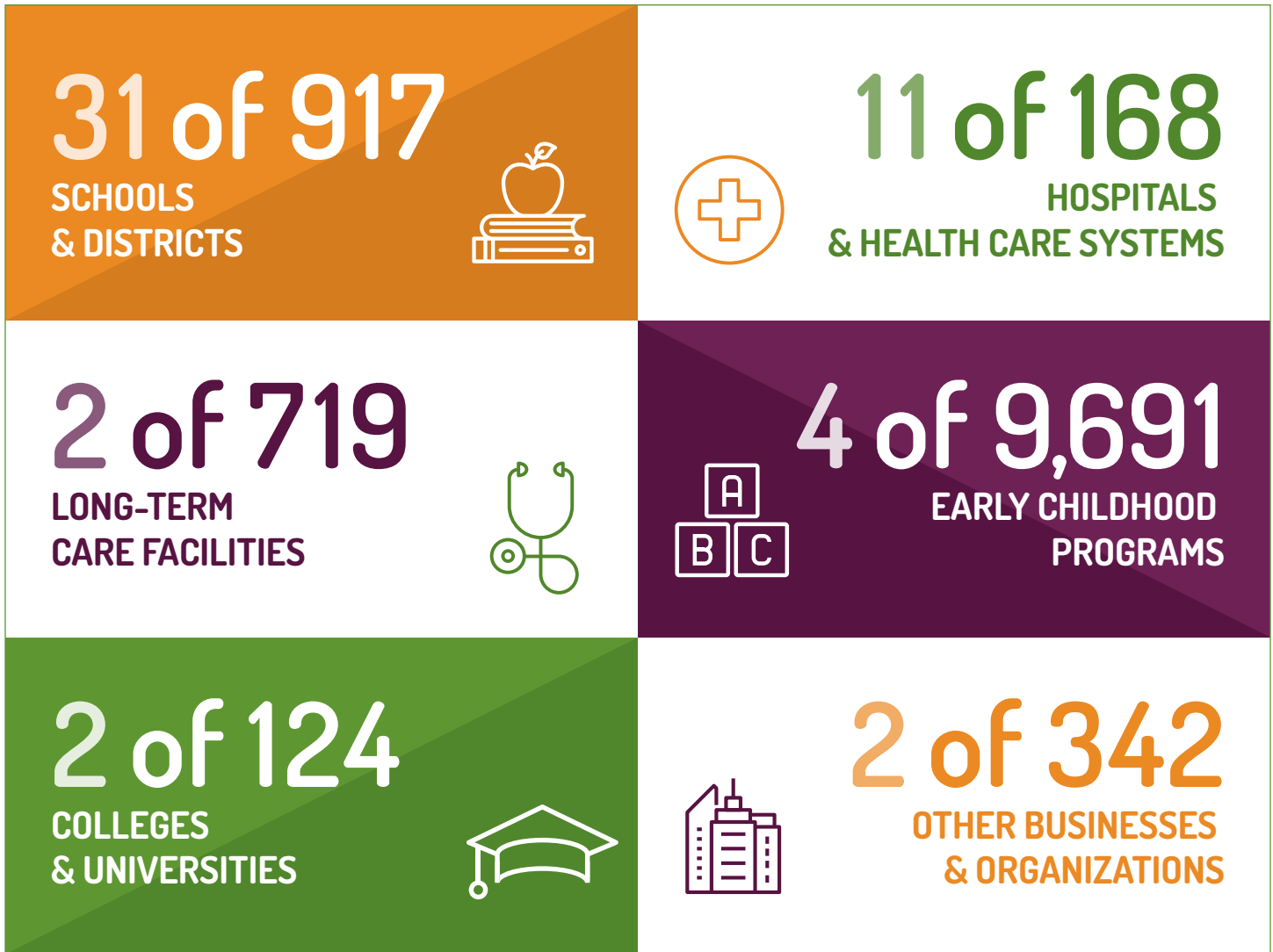
schools are required by state law to participate in NSLP unless granted an exemption, private schools can choose whether or not to participate. Many schools participate in both the NSLP and Summer Food Service Program (SFSP), but they are counted here separately in order to capture the extent of programs serving children both during the school year and during the summer months. It is possible that some of the institutions included here, such as higher education campuses, do not currently operate a food service program. However, all of these institutions have, to varying degrees, a ready customer base and could choose at any point to establish a food service program if they do not already operate one.

⁴ Average and median capacity were calculated from a database of 9,691 early childhood education sites participating in the Child and Adult Care Food Program. The database includes family homes, group homes, and centers but does not include sites that are not serving food.

⁵ Michigan Department of Education (2016). *MDE fast facts 2015–2016: Statistics for Michigan schools*. Retrieved from michigan.gov/documents/mde/MDE_Fast_Fact_379573_7.pdf

CAPTURED POTENTIAL OF MICHIGAN INSTITUTIONS

The Cultivate Michigan campaign has more than doubled the number of participating institutions since its first year. However, looking at the universe of institutions across Michigan shows that the campaign has much more potential. As Cultivate Michigan continues to engage more institutions and support participating institutions in better tracking local food purchases, we will move closer and closer to the goal of institutions sourcing 20% of their food from Michigan by 2020.



"Other businesses & organizations" include summer food service programs (292), correctional facilities (34), and juvenile facilities (16). Note that the additional Cultivate Michigan institution not reflected in the numbers above is a catering company, a business type that was not inventoried for the purposes of this report.

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, visit mifarmtoinstitution.org or contact info@cultivatemichigan.org.

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