

Michigan Farm to Institution Network—20% by 2020

Cultivate Michigan 2017 Data Brief

CULTIVATE MICHIGAN PROGRESS

The Cultivate Michigan campaign of the Michigan Farm to Institution Network (MFIN) seeks to help farm to institution programs grow and track progress. The campaign has now entered its fifth year and is making progress towards the Michigan Good Food Charter goal of institutions sourcing 20% Michigan foods by 2020. But with 2020 just around the corner, we are asking institutions to jump in and update their local purchasing records to help measure our collective progress toward this goal.

As of January 2018, 65 institutions and seven other organizations and businesses have signed up as Cultivate Michigan members. This entails a commitment to track local spending and complete an institutional profile on the Cultivate Michigan website. K–12 education tops the list of participating institution types, with 42 schools and school districts signed on to the campaign. Other participating institutions include 13 hospitals, five early childhood programs, three colleges and universities, and two long-term care/senior care facilities.



65

PARTICIPATING INSTITUTIONS

\$4,041,007*

SPENT ON MICHIGAN FOODS SINCE 2014

42

SCHOOLS & DISTRICTS



13

HOSPITALS & HEALTH CARE SYSTEMS

2

LONG-TERM CARE FACILITIES



5

EARLY CHILDHOOD PROGRAMS

3

COLLEGES & UNIVERSITIES



7

OTHER BUSINESSES & ORGANIZATIONS

Data as of April 10, 2018 | *Based on reported overall purchases of Michigan-grown or Michigan-produced foods from January 2014 to December 2017 (n = 14)

Cultivate Michigan Progress, continued

Participating institutions reported over \$4 million (\$4,041,007) in spending on Michigan products between 2014 and 2017. This total is over a half a million dollar increase in reported Michigan spending since the 2016 Cultivate Michigan Data Brief! At that time, recorded Michigan spending totaled \$3,349,085. Most of the increase is from institutions catching up on reporting past quarters, but \$188,259 of the increase came from reported spending on Michigan food in 2017.

Participating institutions reported \$4,041,007 in Michigan spending from 2014-2017.

As 2020 approaches, a major strategy of campaign staff is to continue to support institutions' data tracking efforts, as well as to work with vendors and distributors to improve the availability of local purchasing data. The \$4 million in Michigan spending reflects the recorded purchases of just 14 institutions through quarterly

surveys, and most of these institutions do not have full information for the first four years of the campaign. Nine institutions have completed more than one quarterly survey, and just three have completed over half of all available quarterly surveys (at least seven out of the 13 available surveys). Only three institutions have reported any data for 2017 at this point. Given that only a small subset of institutions have reported spending on Michigan foods, it is clear that institutions statewide are spending much more on Michigan foods than what has been recorded through the campaign.

Among four reporting institutions, the percentage spent on Michigan products ranged from 5% to 15% of total reported spending for the year.

Seven institutions provided some purchase information in either 2016, 2017, or both years, but not all of

these completed enough quarterly surveys in this time to give a clear picture of their overall purchasing. Two institutions completed at least three of the four available quarterly surveys in both years, and two completed at least three of the four quarterly surveys for 2016. Among these four institutions, the percentage spent on Michigan products ranged from 5% to 15% of total reported spending for the year. If we look at percentages of Michigan spending on individual quarterly surveys, we find a range from 3% to 50% of total spending.

Looking across all institutions in all years (2014-2017), spending on Michigan products accounts for 14% of total food spending reported during this time. If participating institutions, with the support of the campaign, are able to keep purchasing Michigan products, as well as fully track and report their spending, the goal of 20% by 2020 could be in sight.

FOUR INSTITUTIONS REACHED AT LEAST 5% SPENDING ON MICHIGAN FOOD, AVERAGED OVER AT LEAST THREE QUARTERS

Average Percentage Spending on Michigan Foods by Select Institutions

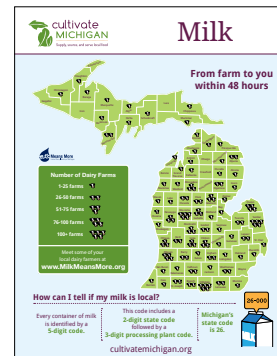
	2016 (quarters reported)	2017 (quarters reported)
INSTITUTION 1	5.2% (4)	8.9% (4)
INSTITUTION 2	6.5% (4)	
INSTITUTION 3	10.2% (4)	12.8% (3)
INSTITUTION 4	14.7% (3)	

SPENDING ON FEATURED FOODS

Since launching in 2014, the Cultivate Michigan campaign has featured 16 different seasonal Michigan-grown foods and will put four new foods in the spotlight in 2018. Based on current data, milk is the featured food that is most frequently sourced from Michigan. Since milk was introduced as a featured food in 2015, 97% of the milk purchased by participating institutions was from Michigan. Apples are another popular food for farm to institution programs in Michigan—58% of institutions' reported spending

on apples went towards Michigan apples. These two products alone account for almost \$1 million of reported Michigan spending since the start of the campaign. For institutions seeking to increase their purchases of Michigan foods, focusing first on these items—milk in particular—may provide an “easy win.” They are used in large quantities in many institutional food service settings and are readily available from Michigan sources.

Since 2014, institutions have reported almost \$1 million in spending on milk and apples from Michigan.



LOOKING AHEAD

Data collection has proved to be a significant challenge to the campaign. Local purchasing data is not always easy for institutions to get from their vendors and the process of collecting and reporting purchase data can be time-consuming for institutional food service buyers. But measuring this progress is not only an important part of telling the statewide story of local food purchasing efforts in Michigan, it also allows institutions to share their work with their

stakeholders and community members, helps food service staff set priorities and goals for local spending, and provides valuable information for grant applications and reports.

As farm to institution programs continue to grow in Michigan, we hope that vendors will keep improving their local food offerings and making sourcing information more readily available. And we hope that institutions will be able

to build tracking into their local purchasing routines. Institutions interested in learning more about the Cultivate Michigan campaign, signing up to track their progress, or receiving resources for sourcing and using local foods can sign up at cultivatemichigan.org. Any institutions that are already signed up and would like help with data collection can contact MFIN Data Manager, Drew Kuhlman, at Kuhlma10@anr.msu.edu or 517-432-0307.

The Michigan Farm to Institution Network is coordinated by 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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