

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

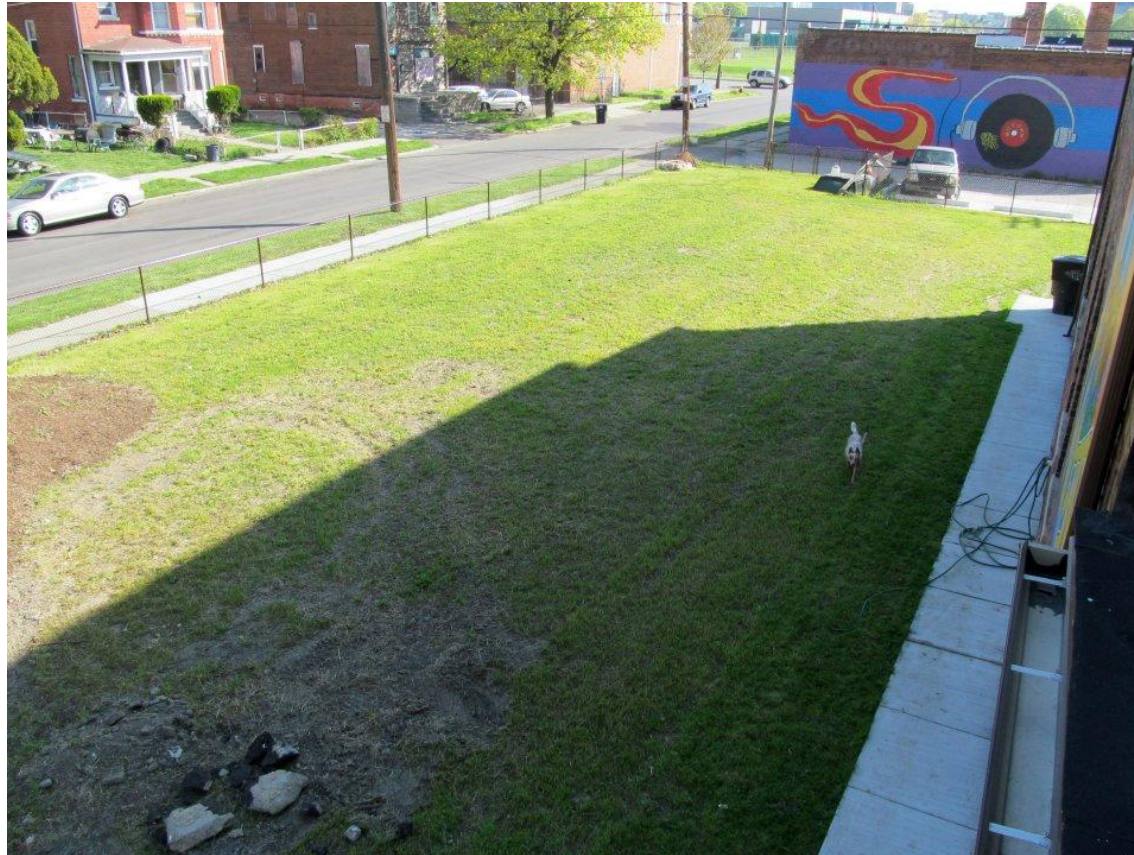
- **Longworth:** *Caught in the Middle*
 - Key driver of heartland growth was a marriage between manufacturing and agriculture
 - Adaptation to global markets has faltered, affecting rural AND urban communities
- **Glaeser:** *Triumph of the Cities*
 - One of the keys to successful cities is their ability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









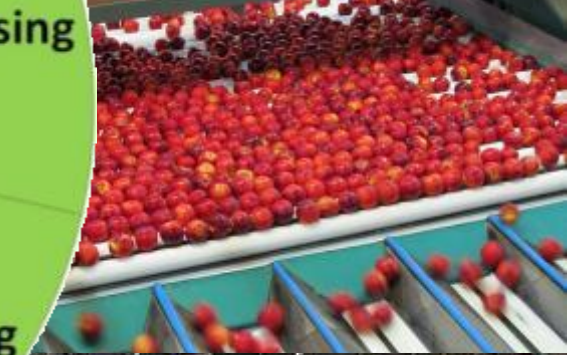




Fall harvest, 2012



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

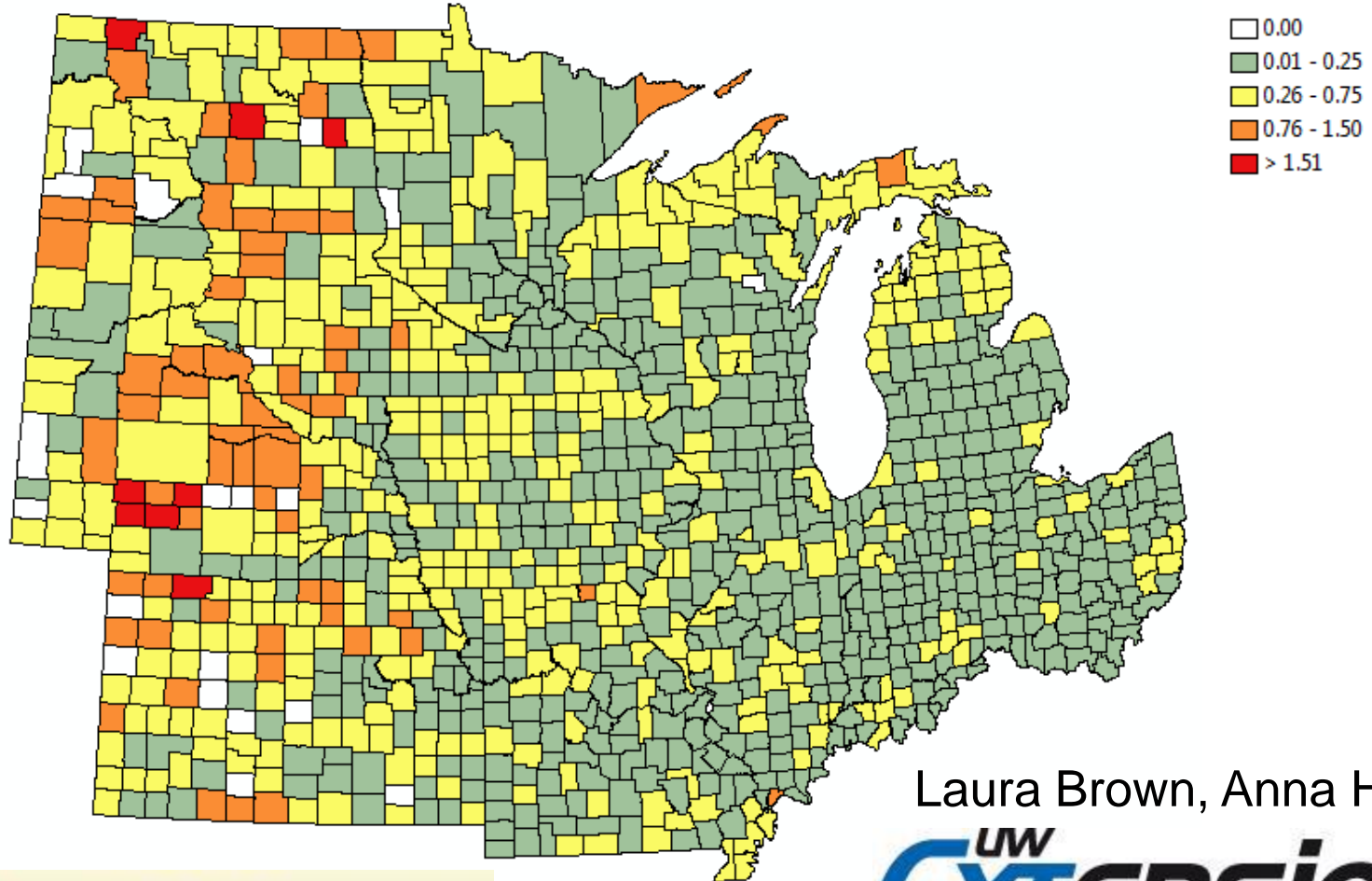
Technology that helps in planning

- 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/>



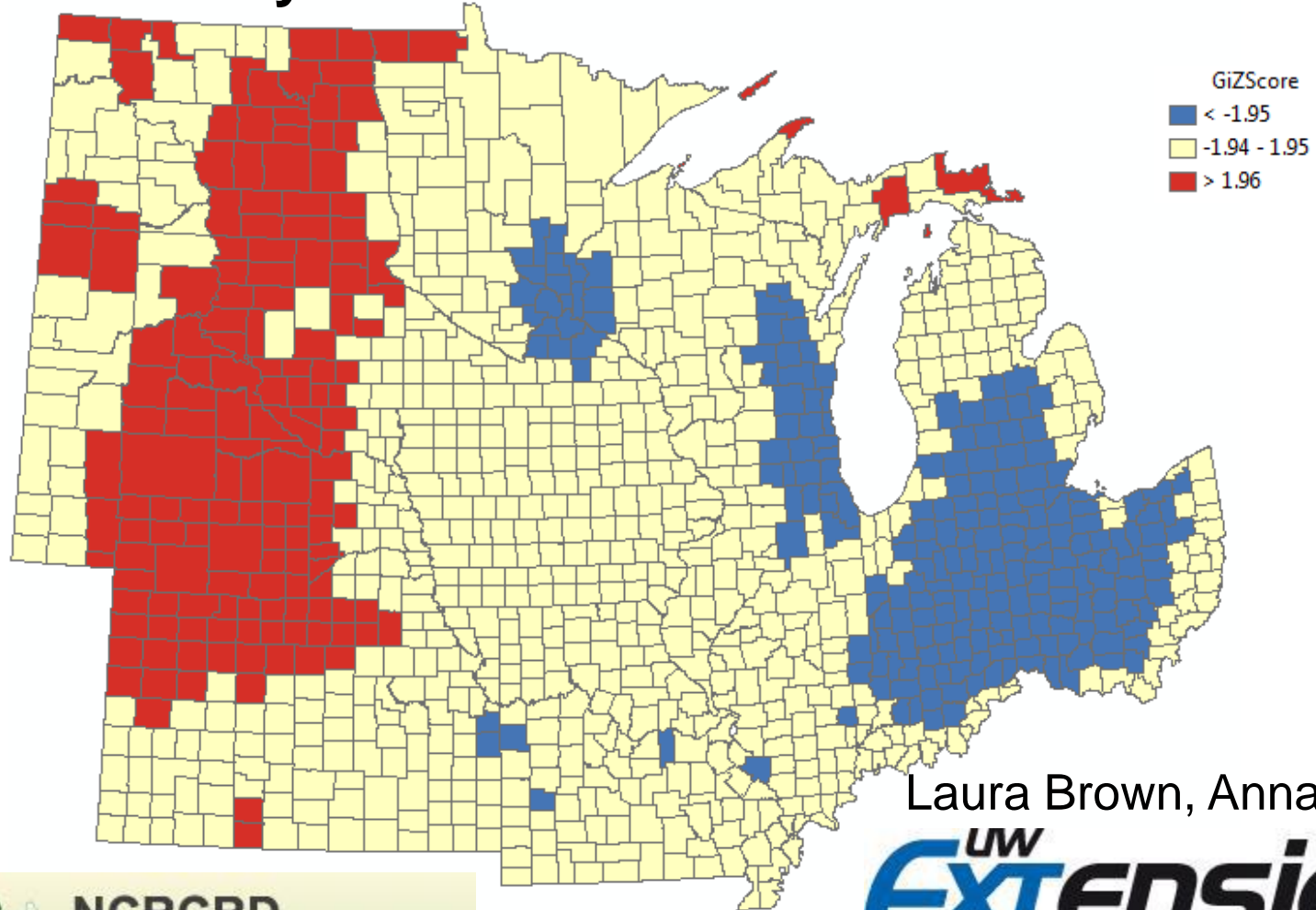
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Grocery Stores Spatial Hotspot Analysis Getis-Ord Test



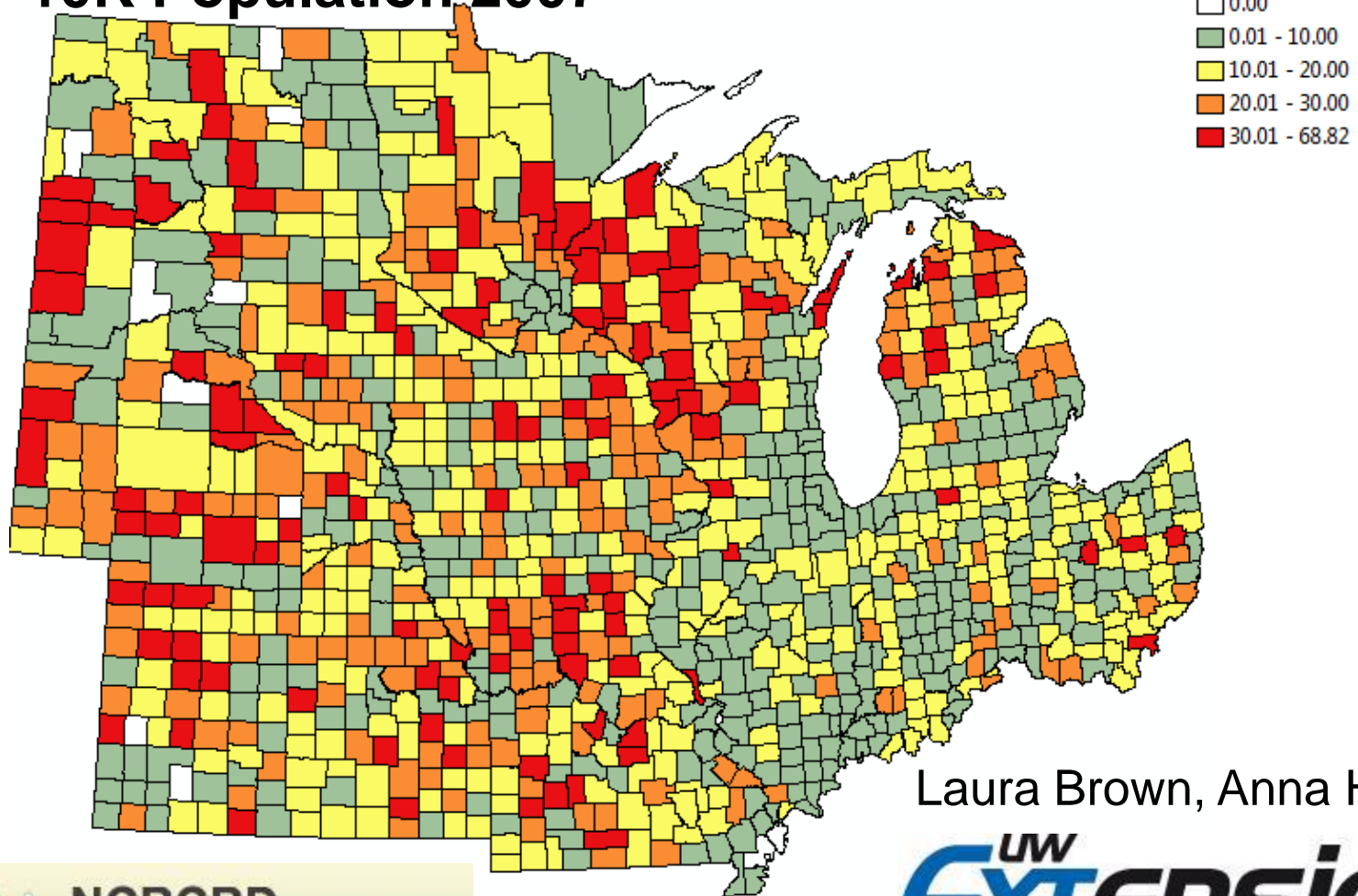
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Number of Farms with Direct Sales per 10K Population 2007



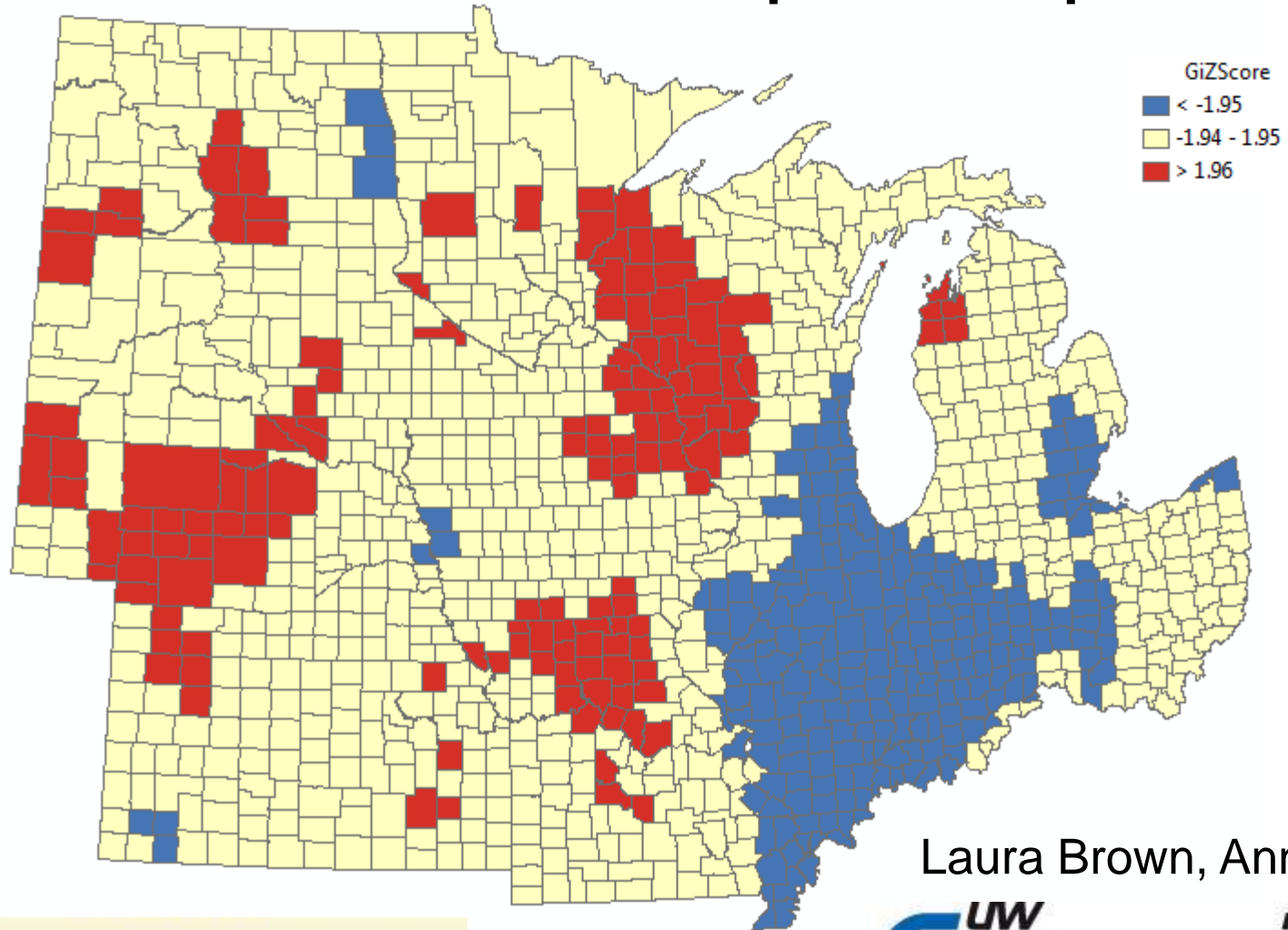
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Farms with Direct Sales Spatial Hotspot Analysis



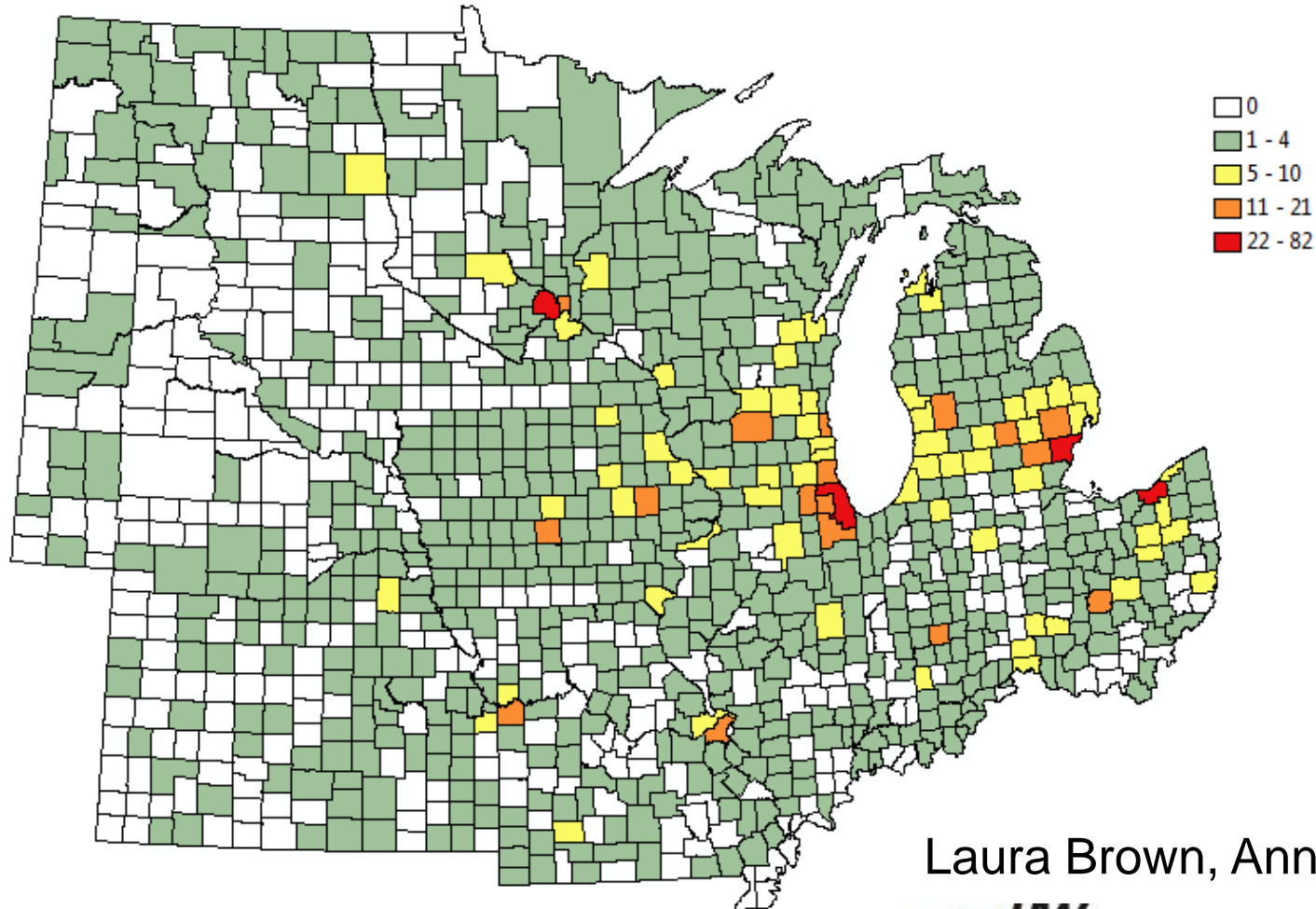
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Number of Farm Markets 2010



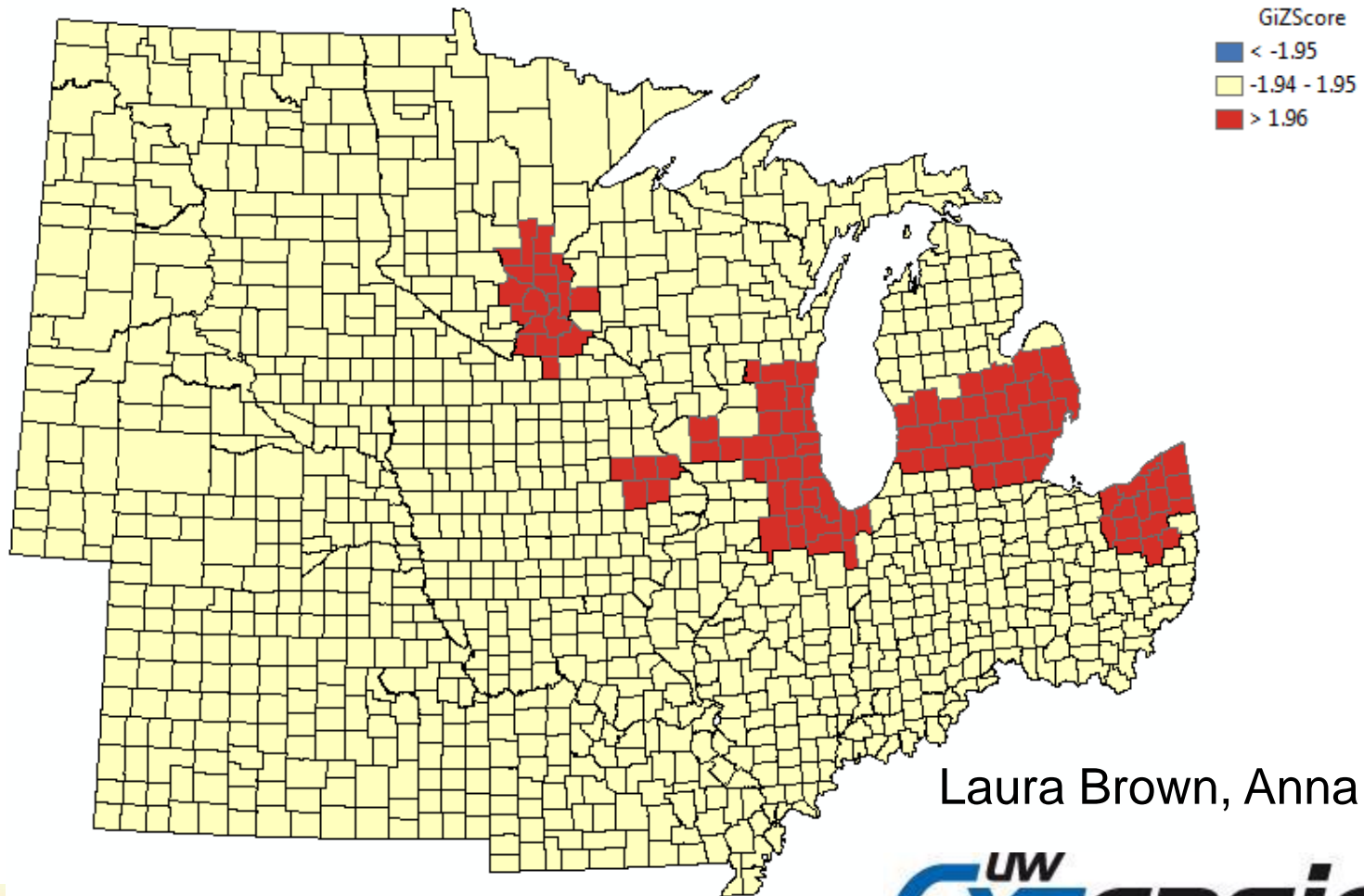
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Number of Farm Markets Spatial Hotspot Analysis



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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:

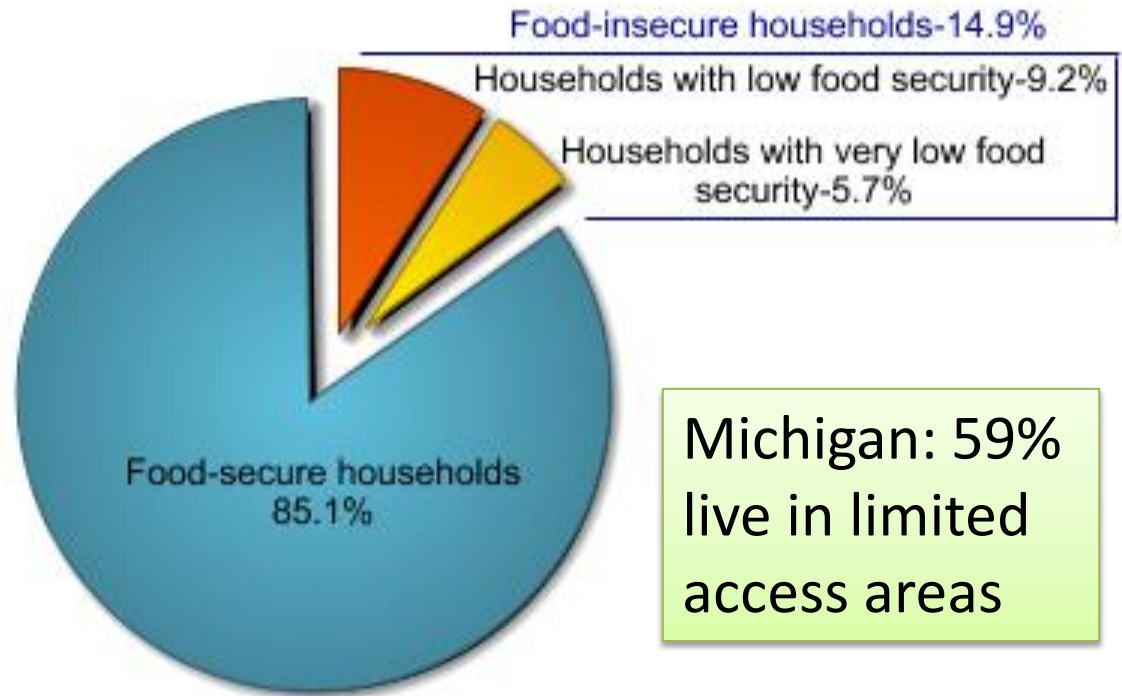
- Increase annual economic impact of food and ag sector to \$100 B
- Increase jobs in food and ag sector by 20%
- Increase exports in food and ag sector by 20%
- **Expand access to nutritious food for Michigan residents**

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



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

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

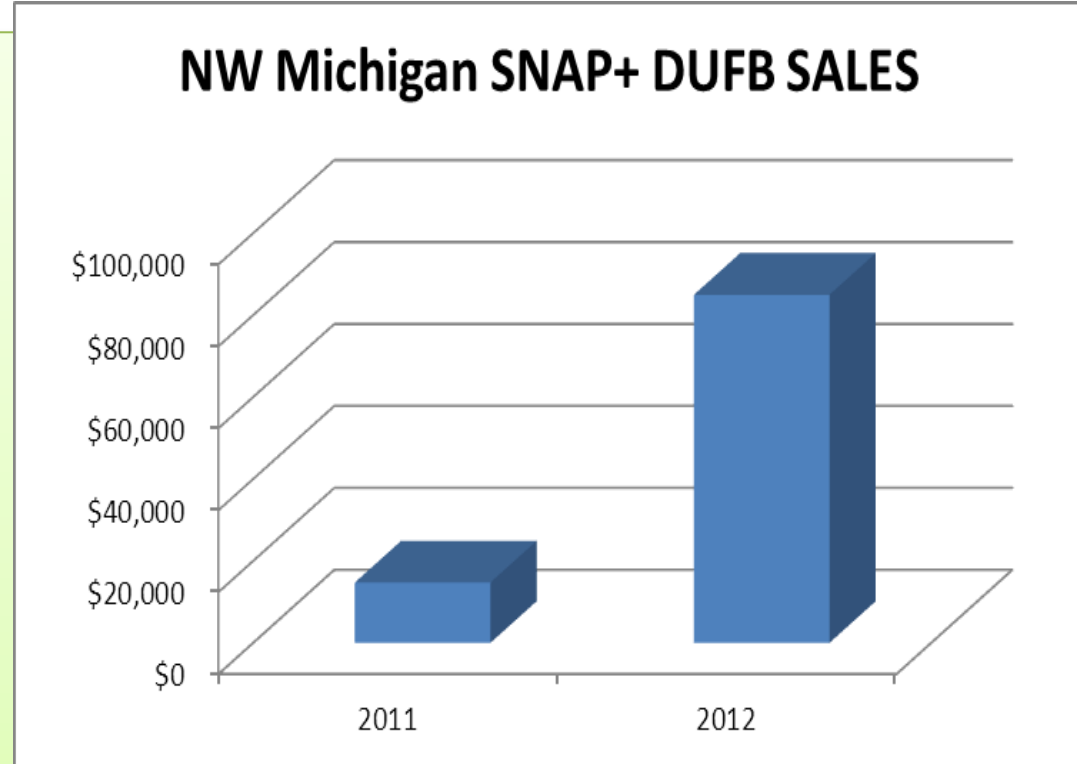
- Gardens – 182 served
- Food Corps – In Flint –
 - 2,416 kids, 5 school gardens, 65# produce donated last year



Traverse City, MI

Increasing Food Access

- Gov. Snyder's Dashboard
- Benzie, Grand Traverse, Leelanau, and Manistee Counties
- Increase of 476% in SNAP and DUFEB 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.

**DOWNTOWN
MARKET
GRAND
RAPIDS**



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

