



TURN UP THE VOLUME

GROWING OPPORTUNITIES IN LOCAL FOOD

THE FOOD SUPPLY CHAIN IS LOCALIZING. COULD YOUR FARM BENEFIT?

America's ever-adaptive produce delivery system is coming to grips with a local food movement that has more traction than meets the eye. A new USDA study shows nearly \$5 billion in local food sales nationally. That's *four times previous estimates*, with three times as much moving through intermediated channels as through direct-marketing channels.

In Michigan, food service companies are offering more varieties of fruits and vegetables from more farms. Distributors are seeking growers who can brand their story. "Food hubs" are emerging to aggregate products for regional sale.



Schools, hospitals, and universities are leading large-volume buyers, with food manufacturers and retailers seeking Michigan products as well. State agencies are stepping up to help Michigan farms

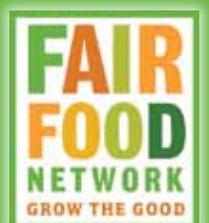
seize such opportunities, including the public health need to get more fruits and vegetables to more people.



Mid-scale farms in particular and smaller farms expanding to wholesale can offer the reliable supply and local stories these markets want. Success for farms in this sector spells economic development, farmland preservation, and quality of life for rural and urban Michigan.



TURN UP THE VOLUME provides an overview of Michigan's changing food supply chain and a "go to" list of people and organizations that can help you connect to emerging local food markets.



Fair Food Network

205 E. Washington St., Suite B
Ann Arbor, MI 48104

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Organization
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IT'S TIME!

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FROM GROWER TO BUYER, NEW BUSINESS RELATIONSHIPS ARE FORMING

PRODUCERS

For example, George DeBruyn of Macomb County is trying farm-to-school sales in 2011 as another outlet for his third-generation, urban-edge operation.

FACT: Since 2004 Michigan has gone from zero to 60 farm-to-school procurement programs; nationally, nearly 10,000 schools are involved.



BUYERS

In addition to schools and hospitals, food manufacturers and retailers increasingly want local supply.

FACT: "We cannot fulfill enough local demand today," says Mike DiBernardo of the Michigan Department of Agriculture & Rural Development.



DISTRIBUTORS

Christina Foods of Chicago and Sysco Grand Rapids are among many distributors ramping up a broader supply network to meet new demand for Michigan foods.

FACT: More than half of the hospitals in Michigan have pledged since early 2011 to obtain 20 percent of their food locally by 2020.



Regional Food Hubs A STARTER LIST

Detroit Eastern Market

Christine Quane, 313.833.9300, cquane@detroiteasternmarket.com

Grand Traverse Regional Market

Rob Serrine, 231.256.9888, serrine@msu.edu

Upper Peninsula Food Hub Cooperative

Matt Gougeon, 906-225-0671, gm@marquettefood.coop

Washtenaw County Food Hub

Kim Bayer, 734-277-1017, kimbayer@gmail.com

Four Seasons Produce Cooperative

Jane Bush, 517-231-2240, bushj@fsepmichigan.org

Go-To List IS LOCAL MARKETING PART OF YOUR FARM'S FUTURE?

Here are some contacts for connecting to new local and regional opportunities.

Michigan Farm to School — mifarmtoschool.msu.edu
Colleen Matts, 517.432.0310, matts@msu.edu

Healthy Food Hospitals — healthyfoodhospitals.org
Hillary Bisnett, 734.369.9282, hillary@ecocenter.org

Michigan Food Policy Council — michigan.gov/mfpc
Jane Whitacre, 517.243.3987, whitacrej@michigan.gov

Marketing Guide — michigan.gov/mdamarketingguide
A comprehensive resource from the Michigan Department of Agriculture & Rural Development.
Jeanne Hausler, 517.373.9790, hauslerj@michigan.gov

TURN UP THE VOLUME is a project of the nonprofit Fair Food Network, with Specialty Crop Block Grant support from the Michigan Department of Agriculture & Rural Development. More at fairfoodnetwork.org/whatwedo/projects/TUV