



PARTNERS CREATING STRONGER FOOD SYSTEMS IN RURAL & URBAN COMMUNITIES

MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

Who we are



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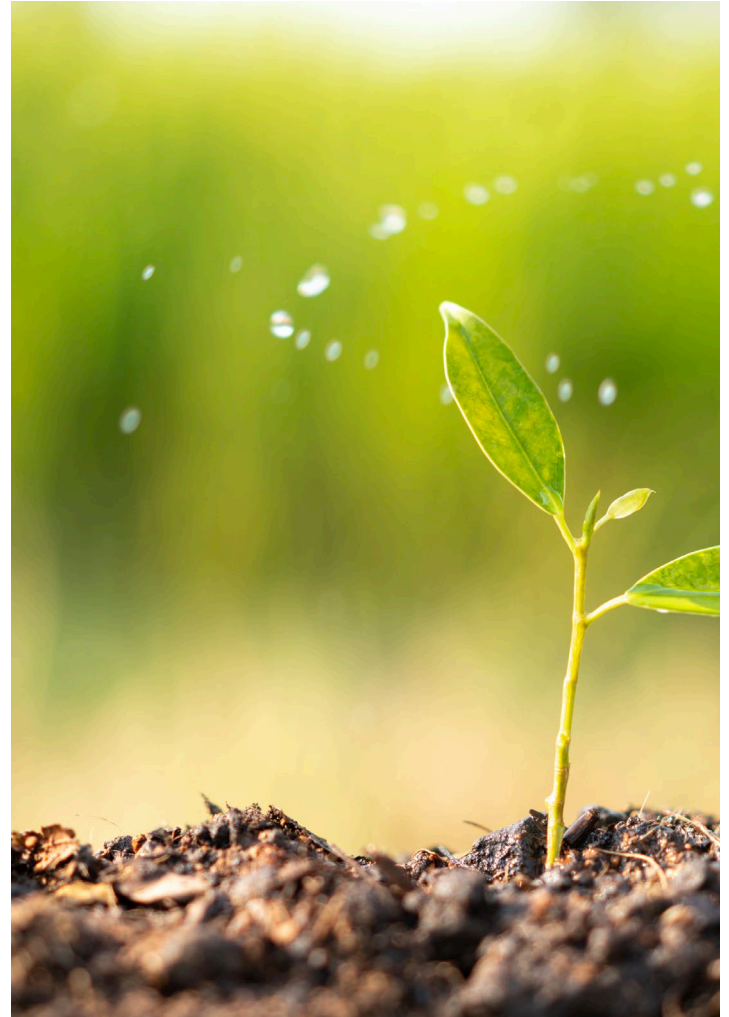
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 **Product Center**
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MSU Center for Regional Food Systems

Our vision is a thriving economy, equity and sustainability for Michigan, the country and the planet through food systems rooted in local regional and centered on food that is **healthy, green, fair and affordable.**



MSU PRODUCT CENTER

The **MSU Product Center** supports innovation and growth for business, industry and entrepreneurs in food, agriculture, and natural resource sectors.



MSU EXTENSION COMMUNITY FOOD SYSTEMS WORK TEAM



- Work locally to coordinate resources from producer to consumer
- Multi-unit work team
 - CFEI Staff: Community Food Systems, DPFLI, UPREC, Product Center
 - CRFS Staff
 - Regular visitors/collaborators from other work teams and institutes
- Main program areas:
 - **Food and Farm Business Viability**
 - **Farm to Institution**
 - **Public Food System Education**

WHAT IS A GOOD FOOD SYSTEM?

What is a good food system?

A good food system is characterized by the following conditions that support the economic, mental, and physical wellbeing of our communities (working definition)

Accessible

Everyone has the resources to access and afford healthy, culturally appropriate food where they live, work, learn, and play and the ability to share the food system(s) that impact them.

Equitable

The food system promotes just and fair inclusion in a society in which all people can participate, prosper, and make decisions to reach their full potential.

Fair

People who plant, harvest, pack, transport, prepare, serve, and sell food have living wages, benefits, safe work environments, and pathways for career advancement and leadership.

Healthy

The food system supports opportunities for everyone to be as healthy as possible, physically, mentally, socially, and spiritually.

Diverse

The food system supports a dynamic mix of local, regional, national, and global food sources that offer opportunities for food and farm businesses of all scales.

Sustainable

The food system protects air, water, and soil now and for future generations.

WHAT IS A GOOD FOOD SYSTEM?



The Michigan Good Food Charter is a roadmap for a food system that is rooted in local communities and centered on good food.

The Charter outlines a vision, a description of a good food system and six priority areas to advance the vision.

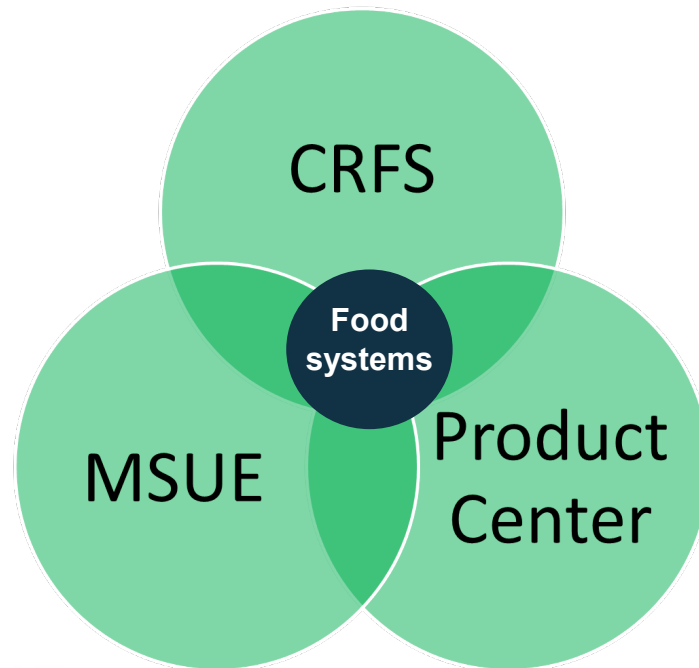
Nominate yourself or others for a committee!

- Coordinating (organizing body)
- Shared Measurement (metrics, evaluation)
- Engagement (guide strategies for policy change)

Learn more about the [Gathering](#)

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WHY ARE PROGRAMS NEEDED?

1. **Community engagement and collaboration**
2. **Inequities in ownership & access to financing**

- ✓ 31.7M small business in US
- ✓ 1M are minority-owned
- ✓ 1.1M woman-owned
- ✓ 338,000 veteran-owned

Use personal & family savings to finance their business

- ✓ 64.4% use personal and family savings
 - 16.5% use business loans from banks or other financial institutions
- ✓ 9.1% use personal credit cards
- ✓ 8.7% use money from other family members

Black-owned businesses lack access to capital

- ✓ Black-owned businesses often start with 1/3 capital than other businesses



Michigan Good Food Fund



About the Michigan Good Food Fund

Investing in Good Food Businesses in Michigan

Launched in 2015, the Michigan Good Food Fund is a statewide loan fund that supports good food entrepreneurs through **financing and business assistance**. The partners work together to increase access to healthy food and spark economic opportunity in places that need it most.



Why it Was Created: Health & Economy

Investing in Good Food Businesses in Michigan

The lack of access to healthy food has serious **health implications**:

- Diet related diseases, e.g., diabetes, heart disease.
- Disproportionately impacts communities of color.

Advancing local food resulting in more **economic benefits**:

- Keeps local dollars in the community.
- Local farmers generate more profit.
- Creates new jobs.
- Supports the goals of the **MI Good Food Charter**



Implementing Partners

Bringing Lending & Business Assistance Services to Food Enterprises



Mission-Driven Investments

Supporting Food Enterprises that Align with the Mission



Healthy Food Access
Increase access to healthy food as a means to improve the health of all Michigan residents.



Economic Development
Drive economic development and job creation to grow Michigan's economy.



Racial/Social Equity
Ensure equitable access to food, jobs, ownership, and flexible investment capital.



Local Sourcing
Increase the sourcing and supply of locally grown and regionally produced foods.

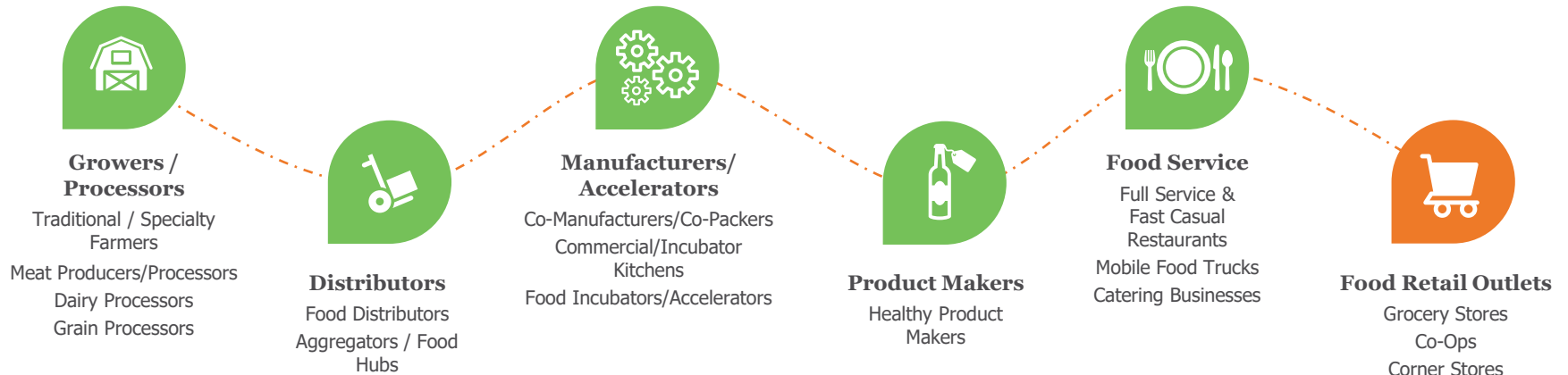


Environmental Stewardship
Encourage sustainable environmental practices.



Serving the Entire Value Chain

Supporting Businesses that Grow, Process, Distribute, and Sell Healthy Food



Business Assistance

Financing is Bolstered through Business Assistance Services



Immersive Trainings

- 3-Day Business Boot Camp
- 6-Week Intensive Brand Accelerators

Whether going deep in one community or pulling from across a multi-state region, we design immersive trainings that provide early-stage entrepreneurs the strong business foundation they need.



Industry-Specific Deep Dives

- Loan Preparation for New and Beginning Farmers
- Neighborhood Grocer Training
- Healthy Food Product Seminar

We bring together entrepreneurs for tailored learning opportunities that deliver the industry insights they need to grow.



1:1 Consulting Support

- 1:1 support from industry experts
- Long-term, high touch mentorship of high-potential entrepreneurs

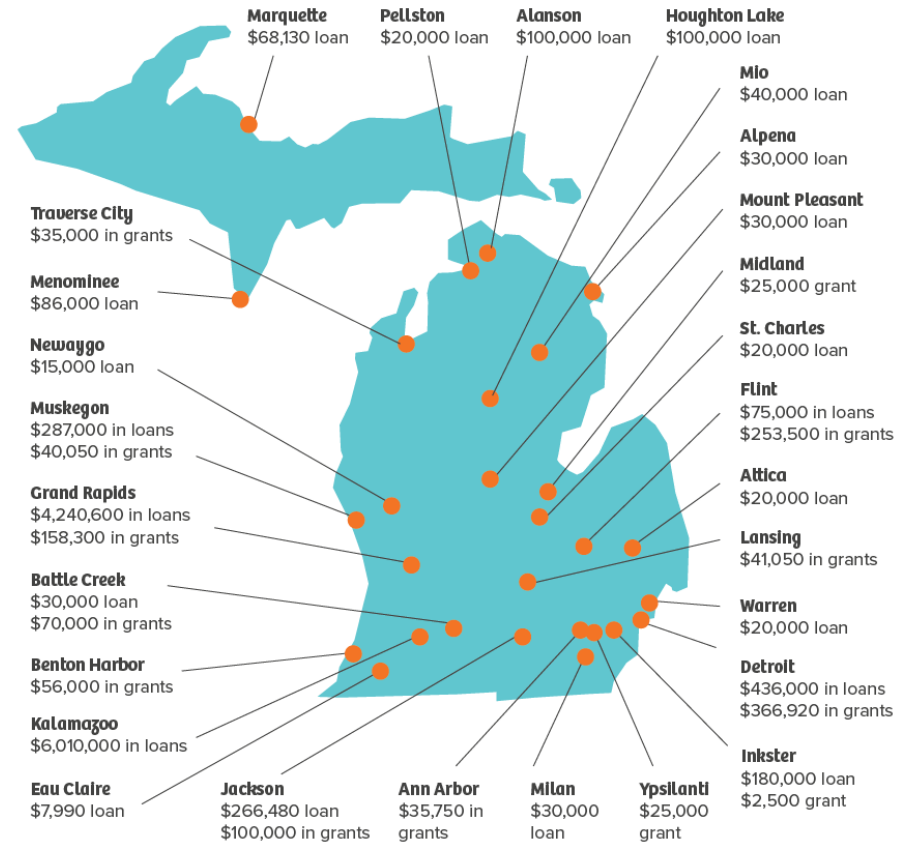
We help entrepreneurs on a path toward investment get specialized support by engaging local or national experts.

Fund Impact to Date

Growing Michigan's Good Food Future

Since 2015:

- **\$17 Million** deployed (loans, grants, TA).
- **Of the 300+ enterprises we've worked with:**
 - 53% are owned by people of color
 - 52% are led by women
 - 80% actively support local sourcing
 - 85% implemented at least one sustainable business practice
- **Together, these entrepreneurs have created or retained 1,100+ jobs in their communities.**



40 Acres

Grand Rapids

- An authentically American restaurant and bar that invites people from every culture to come together at the table to celebrate black culture, community and success.
- Financing supported build out of restaurant.
- Additional technical assistance to streamline operations and develop a growth plan.





Torti Taco

Battle Creek

- Restaurant and caterer serving up traditional Mexican food featuring local produce.
- Pre-Loan TA: Attendee of the Battle Creek Business Boot Camp.
- Post-Loan TA: Financial projections and website development.
- Financing enabled increased local produce sourcing and business expansion resulting in 3 new hires from Battle Creek's Hispanic community.



Redesign

- Advisory board
- Technical assistance
- Available capital

Questions?

Please add them to the chat!



FOOD SPICE

FOOD SYSTEMS PARTNERS INVESTING IN COMMUNITIES & ENTREPRENEURS

Food systems stakeholders working together to **strengthen the viability, resilience, and equity of Michigan local and regional food economies**. The program **connects food businesses and other food systems partners** to work together to grow equitable local economies across Michigan, with a special focus in **Southwest Michigan** and the **Upper Peninsula**.





FUNDING STRATEGY

We identified a **strong push to move foods systems**
+ add additional support for entrepreneurs in Battle
Creek & the Upper Peninsula.

USDA Regional Food Systems Partnership grant

Through **partnerships**, we accessed the **match**
needed to access the funding

- USDA Regional Food Systems Partnership
- WK Kellogg Foundation
- Match provided by MSUE (CFEI/PC) & AFRE Dept
- Statewide & local partners invested cash match



PROGRAM OBJECTIVES

The partners are working towards:

- Increasing local food and farm business **sales and customers**
- Supporting **Black, Indigenous, and entrepreneurs of color to start small food businesses**
- Building food system **capacity and collaboration**
- **Expanding local food purchasing by 20%** from food retailers, institutions and distributors
- Developing a **more collaborative effort** to better support food and farm businesses and build the local and regional food economies.

PROJECT STRATEGY

- Outreach/Extension **Specialist in both target areas.**
- Liaison with local, community-based organizations **working with Black, Indigenous, and food and farm entrepreneurs of color.**
- Facilitate communication between partners to **strengthen collaborative efforts.**
- **Identify gaps in services** for food and farm entrepreneurs and strategize with local partners to fill those gaps.
- **Connect resources, technical assistance, lending, scholarships** to local organizational pipelines.
- **Connect MSU-based resources** to those relationships, resources and pipelines including **CRFS, Product Center, and Extension skill, knowledge, and connections.**

PROJECTED OUTCOMES

Shared Measures

1. Shared forms (3) for each entrepreneur across all partner organizations.
2. Developed through Airtable with internet linked form.
3. Partner Survey collected pre- & post project

TA Provided to 120 BIPOC Entrepreneurs.

75% of food and farm enterprises will report an improvement in access to financial assistance.

50% of food and farm businesses will report an increase in sales.

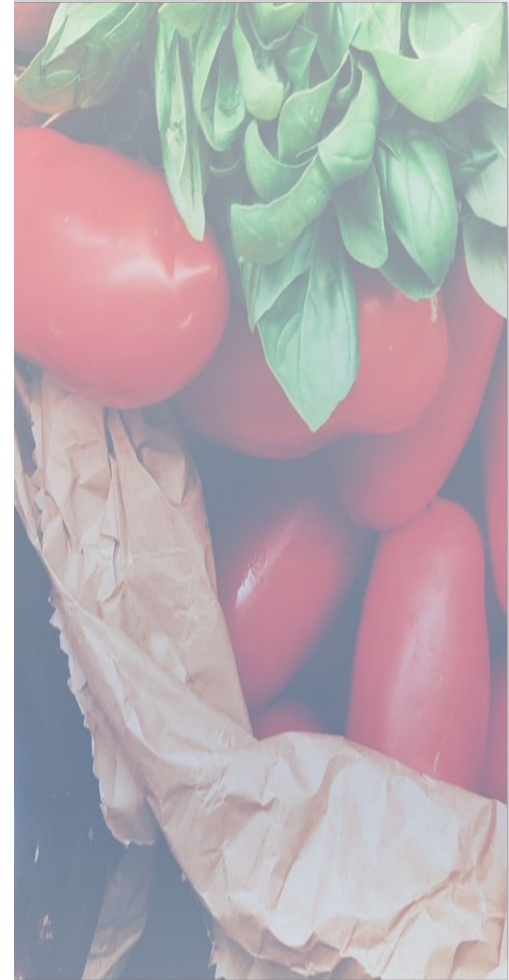
Expansion of the Michigan Incubator Kitchen Network will enable 40 new Black and Indigenous entrepreneurs to start their processing business

At least 15 partners will report an increase in capacity to deliver effective TA

20% increase in Michigan-grown and made foods due to local food entrepreneurship growth.

STATEWIDE PARTNERS

- Cherry Capital Foods (distributor)
- Northern Initiatives (lender)
- GreenStone Farm Credit Agency (lender)
- CRFS (Technical Assistance and Project Management)
- MSU Extension (Technical Assistance)
- Product Center (Technical Assistance)
- MSU Agriculture, Research, Food and Education





FOOD SPICE IN THE UPPER PENINSULA

**Parker Jones – Regional Lead
Extension Educator, Innovation Counselor**

FOOD SPICE IN THE UPPER PENINSULA

Challenges:

- Population density
- Distance between resources
- Infrastructure for food businesses

Opportunities:

- Food entrepreneurship
- Collaborative mindset
- Effective tools
- Sisu



BUSINESS SUCCESS AND ORGANIZATION

UP Team

Direct support, tailored resources

Food producer groups

- KBIC Natural Resources Dept.
- Food Start U.P.
- Wiisnadaa Mnomijim Coalition



FOOD SYSTEMS INTEGRATION

- 14 active organizations
- Cross-functional expertise
- Online marketplace
- Strengthen interconnectivity
- Increase programmatic reach



FOOD SYSTEMS INTEGRATION





INFRASTRUCTURE FOR ALL

- Michigan Food Hub Learning and Innovation Network
- Michigan Local Food Policy Council Network
- Michigan Farm to Institution Network
- Michigan Kitchen Incubator Network
- Capacity building for the members
- Incubator kitchen consultant
- Feasibility studies
- Supply chain expertise
- Marketing expertise
- Capacity building to reach objectives
- Racial equity
- Grant writing / finding grants

NEW CAPACITY





FOOD SPICE IN SW MICHIGAN

**Maria Graziani – Regional Lead
Outreach Specialist, Innovation Counselor**

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SW MICHIGAN PARTNERS

City of Battle Creek – Small Business Development Support

Battle Creek Unlimited – Real Estate Support

Morning Light Incubator – Cohort Business Ideation

Hunger Free Calhoun – Food Council for sales channel growth, policy and resources

SBDC of Western Michigan University – Business Planning

JPG Resources – technical assistance with product development, co-man and growth

Kalamazoo ValleyHUB – sales channels and incubation for farmers

Can-Do Kitchen – shared kitchen and education

Northern Initiatives – CDFI Lender

Greenstone Farm Credit – farm lender

SCORE Kalamazoo and SW Michigan - No-cost consulting and Kiva Trustees

Michigan Women Forward – small business loans with TA support.

FOOD SPICE IN BATTLE CREEK REGION

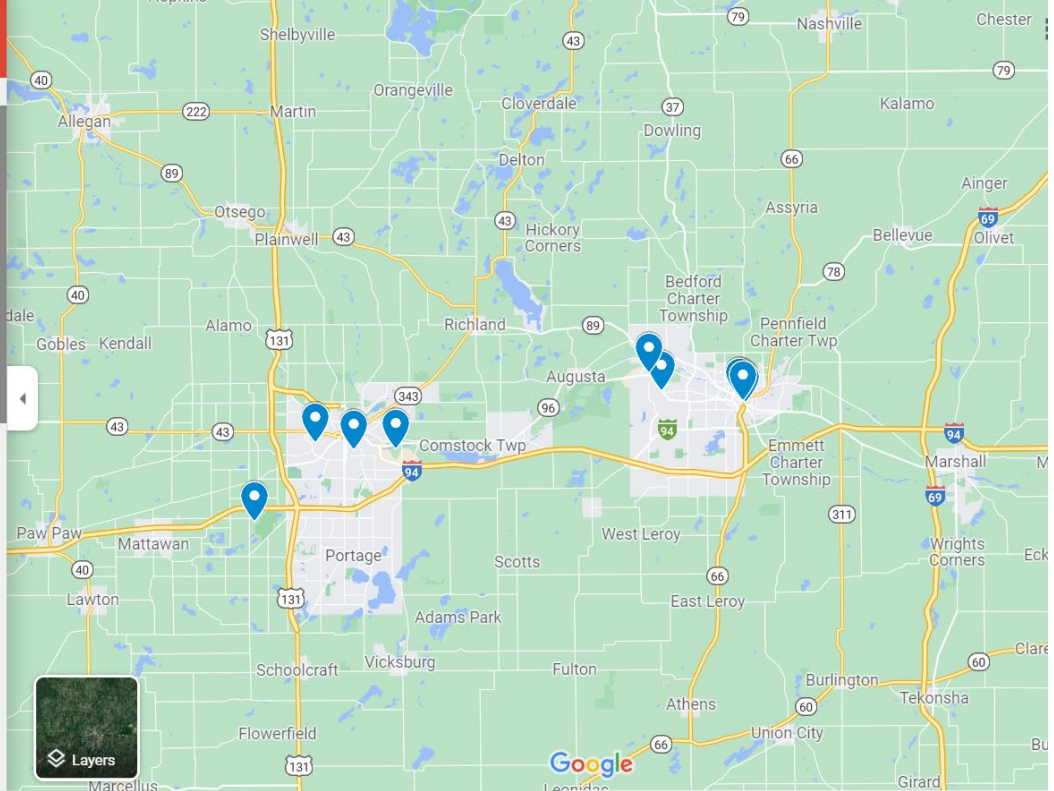
Food SPICE Partners X

Open in My Maps

SW Michigan

- City of Battle Creek
- Northern Initiatives
- Sprout
- Food Innovation Center
- Battle Creek Farmers Market
- Morning Light by SecondMuse
- Battle Creek Unlimited
- Can-Do Kitchen
- Downtown Market Grand Rapids
- Michigan Small Business Development Center
- Kitchen 242
- Kalamazoo Valley Community College

LESS



The map displays the Battle Creek region in Michigan, with several blue pins indicating the locations of food spice partners. The pins are clustered in the central and eastern parts of the region, near Battle Creek and Comstock. The map shows major roads like I-94, I-131, and I-69, as well as various townships and cities including Allegan, Martin, Orangeville, Delton, Comstock Twp, and Battle Creek. A 'Layers' button is visible in the bottom left corner of the map area.

ENTREPRENEUR CASE STUDY



Sunlight Gardens
Battle Creek, MI



1. Small scale urban farmer with 2 acres of land
2. Already producing and selling wholesale to a CSA distributor and 3 restaurants.
3. Community-based grant for \$150K could scale his farm to produce more.
4. TA Partners working together to provide business management education, one-to-one consulting, marketing assistance and small-scale grants to support growth.
5. Program Lending partners see Educator/Specialists as endorsers of the businesses financial health and potential growth – more likely to get a loan from a partner lender.
6. Farmer has higher potential to get additional \$25K in loans for working capital and to make his own season hires.



CHALLENGES AND OPPORTUNITIES

Challenges

1. Every partner organization has their own mission and project deadlines to fulfill.
2. Sharing client information across organizations requires legal NDA's/Shared Data documents.
3. Are there enough entrepreneurs ready for pre-lending TA and ready for financing and scaling?

Opportunities

1. Partner organizations have a pipeline of food and farm entrepreneurs.
2. We are working with MSU Legal and partner organization legal to have shared data.
3. We are constantly improving and responding to Technical Assistance needs of food and farm entrepreneurs and filling in gaps with financing and scaling.

CHECK US OUT

- ❖ [MSU CENTER FOR REGIONAL FOOD SYSTEMS](#)
- ❖ [MSU PRODUCT CENTER](#)
- ❖ [COMMUNITY FOOD SYSTEMS](#)
- ❖ [FOOD SPICE](#)
- ❖ [MICHIGAN GOOD FOOD CHARTER](#)
- ❖ [MI GOOD FOOD FUND](#)





QUESTIONS & STRATEGIES

1. How can we do a better job connecting our Michigan entrepreneurs and farmers of color access MSUE programs?

Food SPICE Jamboard

2. Add questions in the chat and/or head to the Jamboard to add questions, strategies for engagement and info on programs we should connect with Food SPICE.