

What's in it for schools and early childhood programs?

Accelerating farm to school efforts
with Cultivate Michigan



What is Cultivate Michigan?

› www.cultivatemichigan.org

› **Local purchasing campaign**

- 20% Michigan foods to institutions by 2020
- Part of Michigan Farm to Institution Network (MFIN)
 - Cosponsored by MSU Center for Regional Food Systems and the Ecology Center
- Promote local purchasing (esp. featured foods) + help track purchasing



Benefits to you!

- › Way to see your local purchasing info
- › Access to statewide network
- › Posters and printed materials
- › Purchasing guides & supplier info
- › Recipe ideas





137,944 meals served
per day

55 PARTICIPATING
INSTITUTIONS

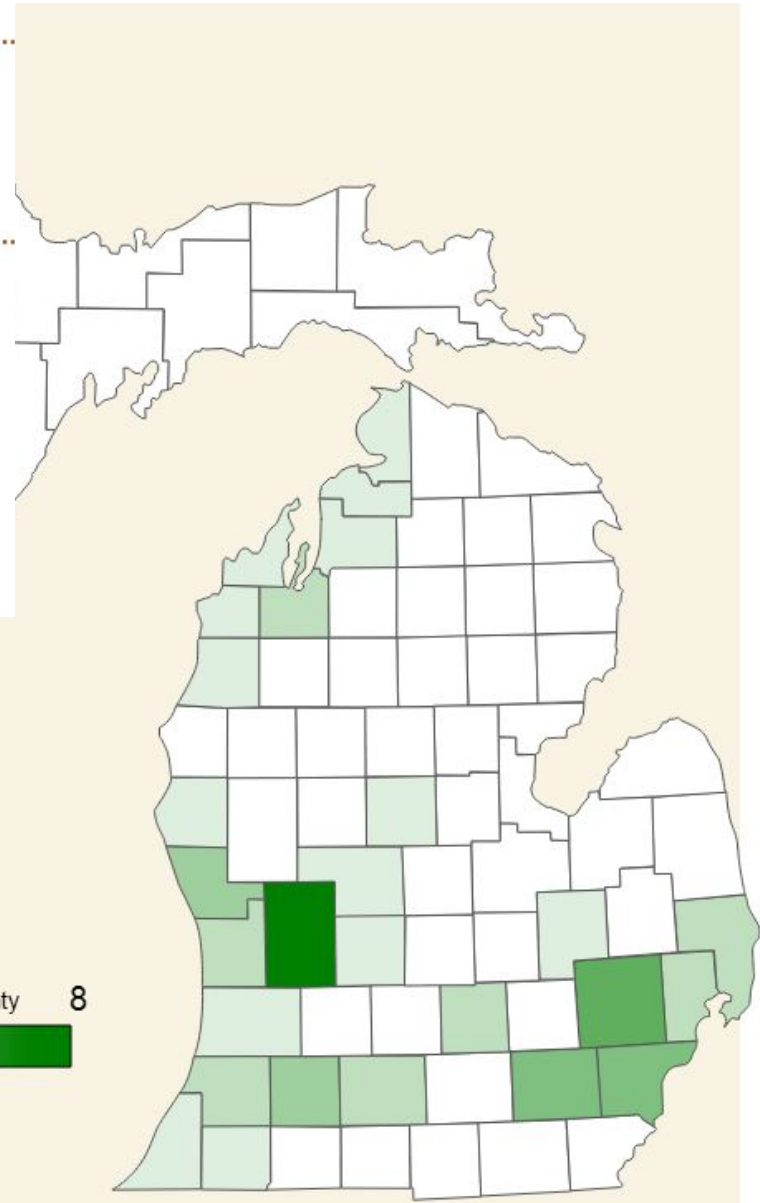
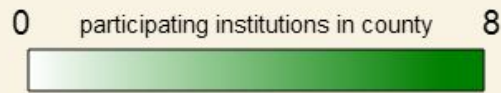


12 hospitals

2 long term care facilities



and **4** other businesses or organizations





2  16

FEATURED FOODS

WWW.CULTIVATEMICHIGAN.ORG



Kale Varieties

Bumpy, Curly

Kale can be found in a variety of different attributes and colors. The most commonly grown varieties are:

Variety
Curly Kale (Common Kale)
Lacinato Kale (Dinosaur or Tuscan Kale)
Red Russian Kale (Ragged Jack Kale)

Which Kale is Best?

Pictured from left to right:



Full Service (Broadline) Distributors

Several broadline distributors provide Michigan institutions with Michigan-produced kale. Listed below are distributor names and contact information and the products offered by each.

Gordon Food Service

Please call 800.968.4164 and provide an item/produce number to receive pricing and purchasing information. You may also visit www.gfs.com for more details.

Sysco (Grand Rapids)

Be sure to contact your Sysco representative for all Michigan Produce Items (MIPRO). You may also visit www.syscogr.com for more information.

Item	Pack	Item Code	Availability
Kale	12-Count	6672523	June – November
Kale	24-Count	6672517	June – November

Van Eerden Foodservice

Call 800.833.7374 for pricing/purchasing information or visit www.vaneerden.com for more details.

Item	Pack	Item Code	Availability
Kale	24-Count	005005	May (Seasonal)

US Foods

Contact your sales representative or visit www.usfoods.com for more information.

Item	Pack	Item Code	Availability
Kale	24-Count	8010597	June – November



Michigan-produced kale. Listed below are

and purchasing information.

MIPRO). You may also visit

Availability
November
November

for more details.

Availability
Seasonal)

n.

Availability
November



Cultivate Michigan in Action



How can I tell if my milk is local?

Every container of milk is identified by a **5-digit code**.

This code includes a **2-digit state code** followed by a **3-digit processing plant code**.

Michigan's state code is 26.



Montague School District



Photo courtesy of Dan Gorman

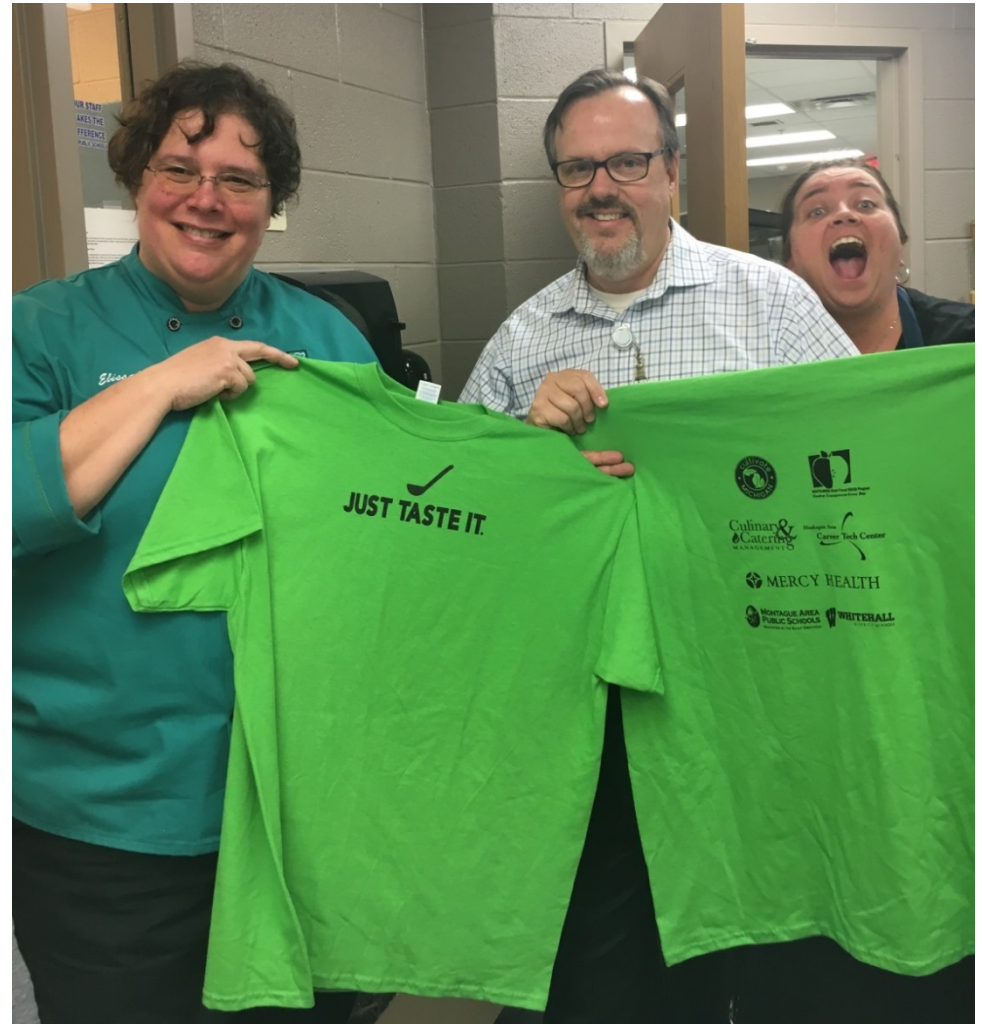


Photo courtesy of Abby Harper

Data Tracking

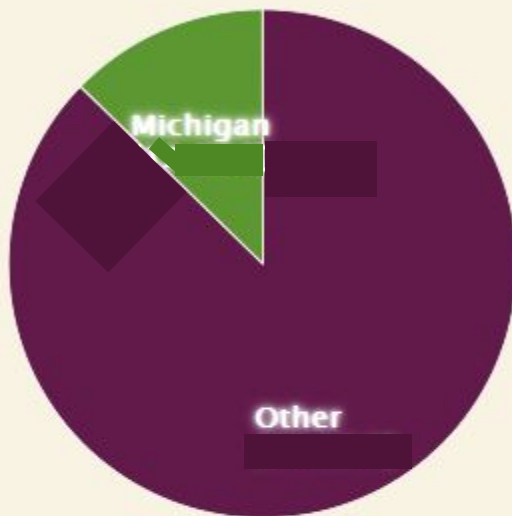
- › Quarterly surveys
 - Purchasing of featured foods
 - MI and total, separated by form
 - Overall purchasing
 - MI and total, separated by category
- › Baseline survey
 - Past purchasing of new batch of featured foods
 - Updates to budget, size of meal program



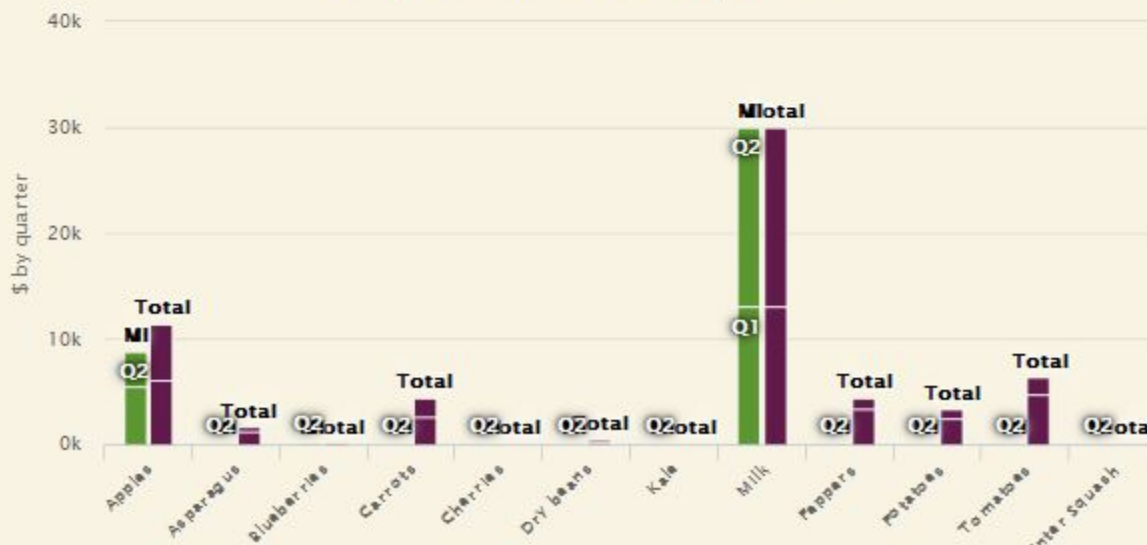
Your dashboard is your personal tool to help you track how much your institution is spending on Michigan food. Each quarter we'll ask you to report out how much you've spent on all food and all Michigan food. We'll also ask how much you spent on the seasonal featured foods. As you send us this information, new charts will be created to show your progress.

Questions? Feel free to [contact us](#).

Michigan Dollars Spent



Michigan vs. Overall Spend by Product



Quick Facts

Your annual food budget:

\$300,000

Spent on Michigan products in 2016:

\$40,000

Percentage of Michigan products:

13.3%

Available Surveys

[2016 Featured Foods Baseline Survey](#)

[2014 Quarter 1 through Quarter 4 survey](#)

[2015 Featured Foods Baseline Survey](#)

[2015 Quarter 1 survey](#)

[2015 Quarter 2 survey](#)

[2015 Quarter 3 survey](#)

Completed Surveys

[2016 Quarter 2 survey](#)

[2016 Quarter 1 survey](#)

[2015 Quarter 4 survey](#)

[Profile](#)

[Add an institution](#)



134,772^o

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

Getting Purchasing Data

- › Quarterly purchase reports from distributors
 - Items purchased & product codes
 - *including item categories/subgroups*
 - Dollar value of items
 - Purchase dates
 - Geographic source (if it's available)
- › Invoices from farmers/direct suppliers
- › Data waivers
 - Submit a form for each vendor
 - We request purchase data from vendors and enter it into Cultivate MI site
 - Log in and see all your info



Sign up!

- › Create an account at www.cultivatemichigan.org
- › Log in and complete your profile
- › Now you're in!
 - Appear on the map & be counted in the # of participating institutions
 - Get featured food posters and purchase guides in the mail
 - Access to surveys and Dashboard for tracking!



Cherry Slurp!

- › February 14, 2017
- › Institutions sign up
- › SLURP a Cherry Smoothie (or a different cherry snack!)



Photo courtesy of Lindsey Scalera



Questions?

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