Detroit Eastern Market
Healthy Metropolitan Food Hub
MDARD Commission
Lansing
February 15, 2012
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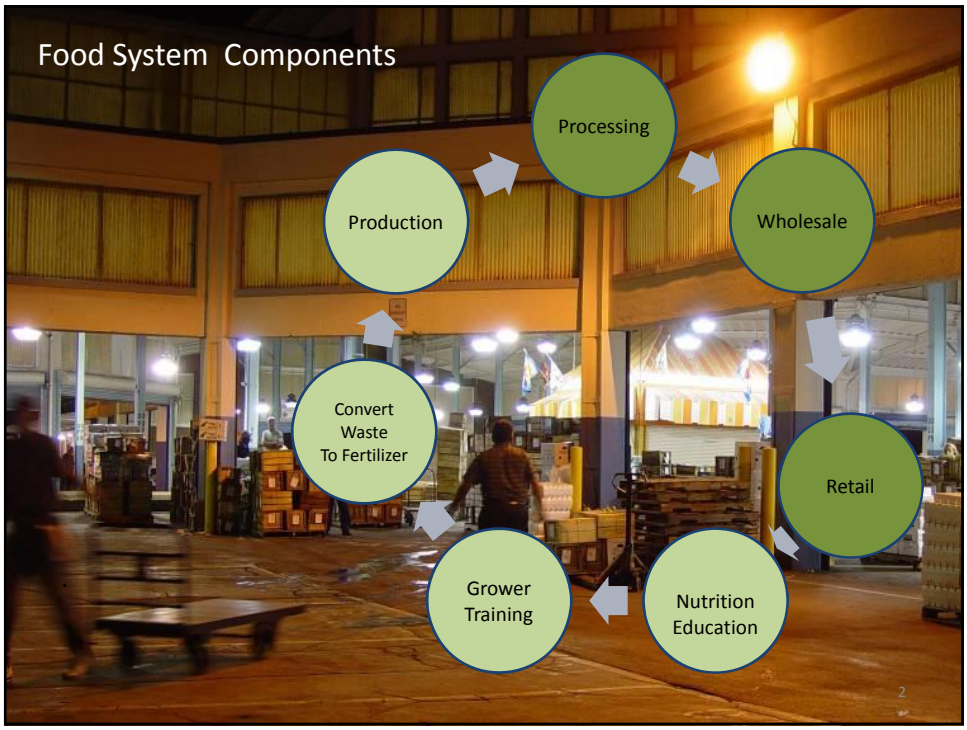
Food System Components
Processing
Wholesale
Retail
Nutrition Education
Grower Training
Convert Waste To Fertilizer
Production
2

The GRC Coop Marketing program is scaling up and graduating growers

Manage Market Operations

- ✓ **Year Round Saturday Retail Public Market**
- ✓ **Seasonal Wholesale Market for Regional Growers (Monday – Friday)**
- ✓ **Use of Market Facilities for Special Events**
- ✓ **Seasonal Tuesday Market (2011)**
- ✓ **Sunday Market (2013)**

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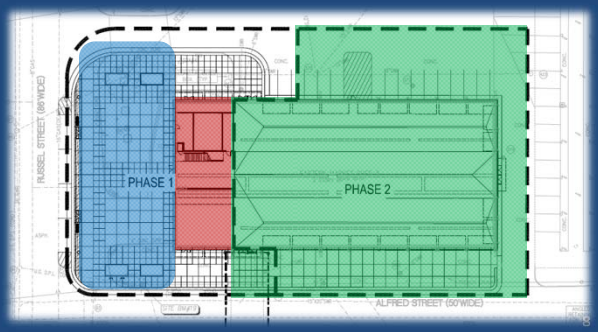
- Shed 5 will be renovated in 2012.
- The heart of the market's Plant & Flower sales.
- Community Kitchen to incubate and educate
- Expand Plaza towards Russell Street to larger plaza area.



✓ Plant and Flower Center
✓ Community Kitchen
✓ Artisan Plaza

Expand Eastern Market's role in food venture incubation

Simply Suzanne
GOOD HONEST FOOD

PPC
PEOPLE'S PIEROGI COLLECTIVE

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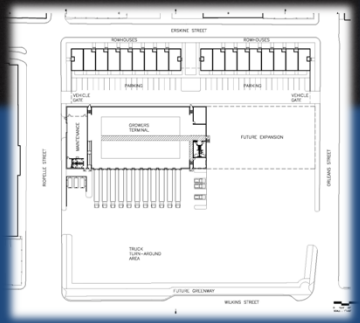
Eastern Market 360°
Facility to better serve our wholesale market



Grower's Terminal

- Refrigerated space is needed to reduce costs and meet more stringent food handling requirements and to become a more robust wholesale hub

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Building a Variety of Sales Outlets

LOcal Orb.it™

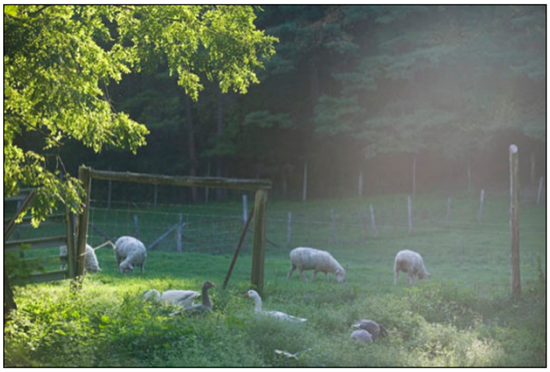
re-linking the food chain™

tools for food hubs | log in

get fresh news
stories & resources via email

Online tools that make it easy to buy from local farmers & build a better food system.

- Back Office in a Box: Smarter tools for people and organizations working to increase local food distribution.
- For Buyers: Simple online ordering from farms you know and trust.
- For Farmers: Access to new markets. More time to focus on production.
- For Everyone: A more equitable, transparent and sustainable food system.



sell food through your hub

buy food for your business

buy food for your home

Eastern Market Commissary

To support mobile food operators and street food vendors

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Commissary Opportunities
Classroom serving sizes just one niche to fill.
EMC is partnering with the Detroit Public Schools to help them convert 30% of their $16 million annual food purchases from highly processed to Michigan grown and minimally processed.
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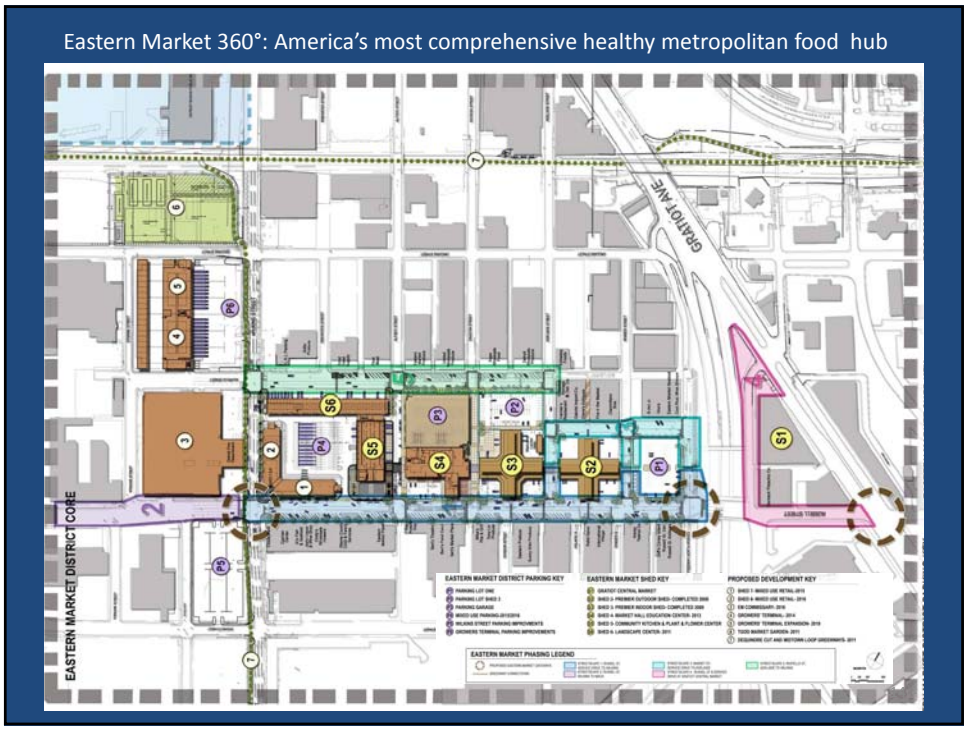

Eastern Market 360°: America's most comprehensive healthy metropolitan food hub
GRATIOT AVE
EASTERN MARKET DISTRICT CORE
EASTERN MARKET DISTRICT PARKING KEY
EASTERN MARKET SHED KEY
PROPOSED DEVELOPMENT KEY
EASTERN MARKET PHASING LEGEND

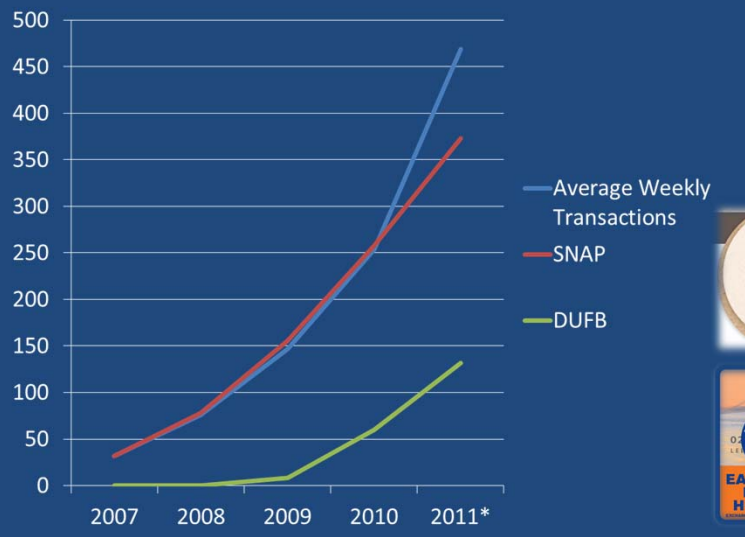
Improving Eastern Market as a retail destination does not solve food access issues for those residents without access to good transportation.
A Program of the Green Ribbon Collaborative
FRESH•FOOD•SHARE
★ Detroit ★

WAYNE STATE UNIVERSITY
Neighborhood Farmers' Markets and Eastern Market Farm Stands

Create Distinct Healthy Anchors at each end of the market that are open six days per week.

Alternative Payment Programs

Encouraging the Demand for healthy, locally grown food



DOUBLE UP FOOD BUCKS

EASTERN MARKET BRIDGE CARD HEADQUARTERS

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Detroit Ag & Food Business Network

- Government & NGO's
- MDARD
- DHS
- MEDC
- DEGC
- EMC
- SBTDC
- Work Force Development

- Growers
- Processors
- Distributors
- Suppliers

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Leverage assets to build a healthy metropolitan food system
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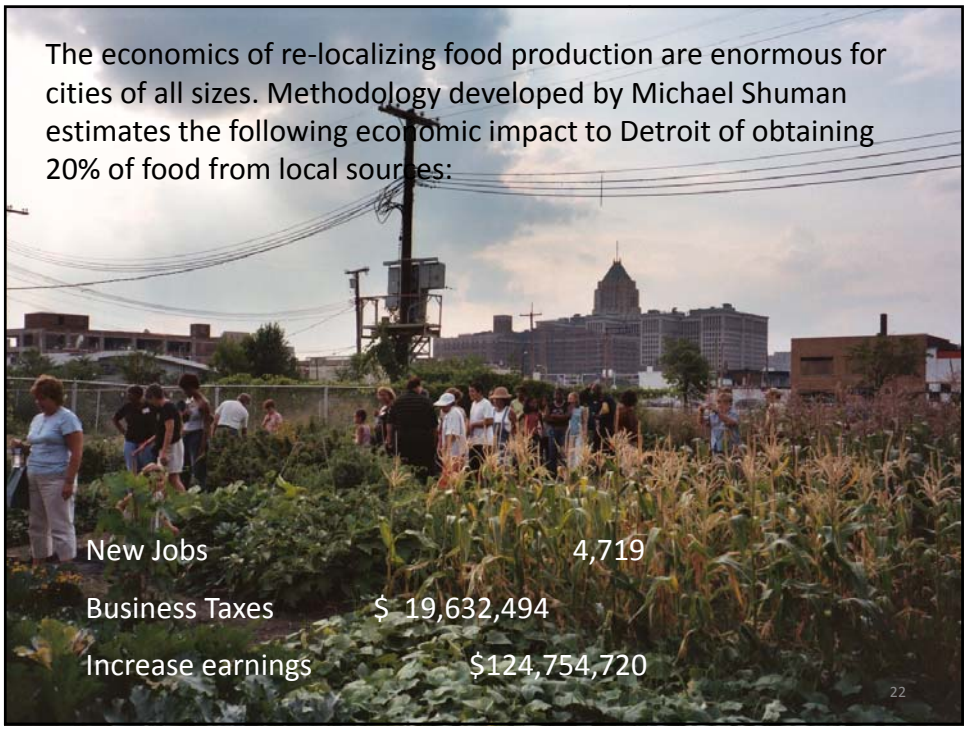
The economics of re-localizing food production are enormous for cities of all sizes. Methodology developed by Michael Shuman estimates the following economic impact to Detroit of obtaining 20% of food from local sources:
New Jobs 4,719
Business Taxes $ 19,632,494
Increase earnings $124,754,720
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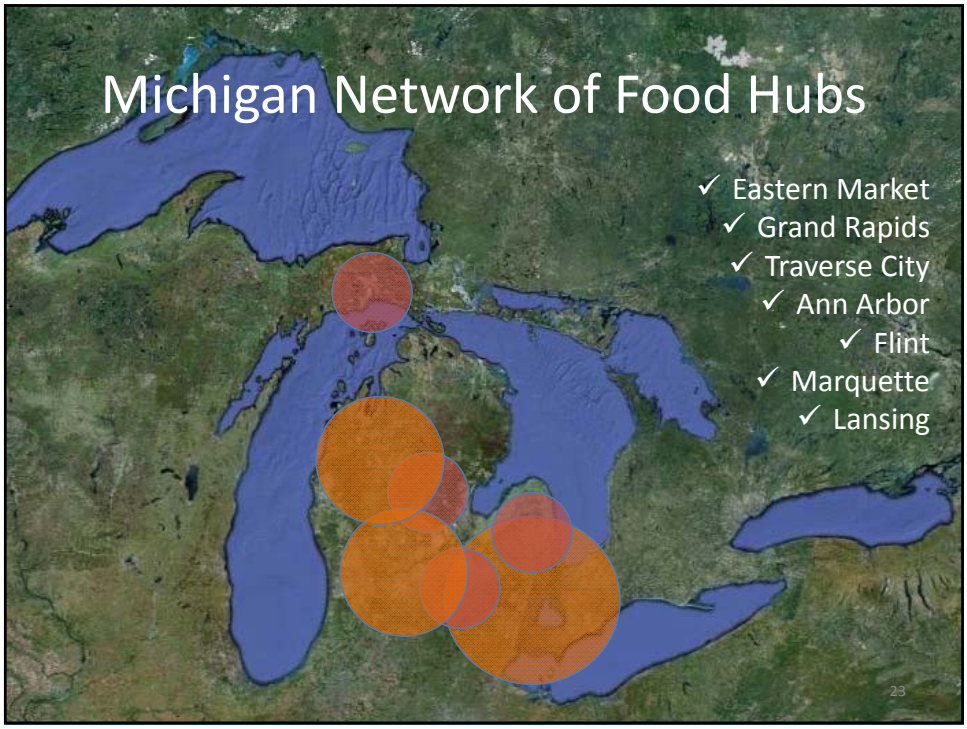
Michigan Network of Food Hubs
✓ Eastern Market
✓ Grand Rapids
✓ Traverse City
✓ Ann Arbor
✓ Flint
✓ Marquette
✓ Lansing
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EASTERN MARKET
Inventive Production
Niche Processing
Engaging Education
Innovative Distribution
Enhanced Retailing
Detroit Eastern Market
Healthy Metropolitan Food Hub
For More Information Contact
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