

Food Hubs in Michigan: Economic Development and Food Security

Rich Pirog
Senior Associate Director,
Center for Regional Food Systems
Michigan State University

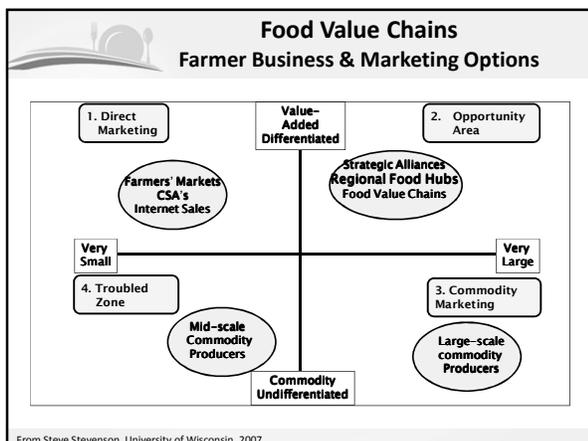
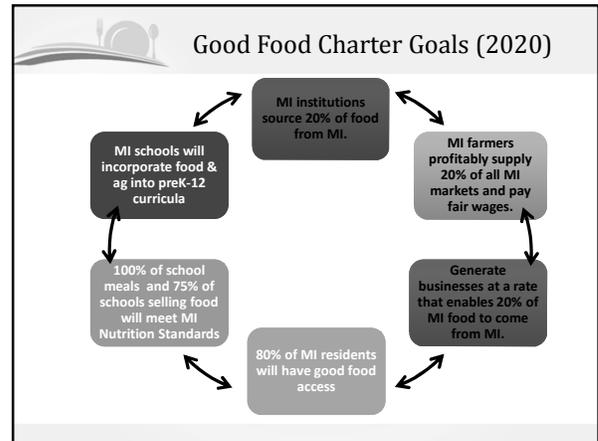
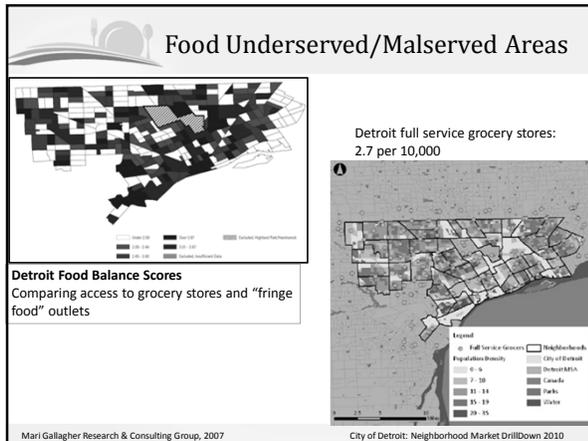



Maximum crop acreage adjustments

implied by full adoption of select recommendations from the 2005 Dietary Guidelines for Americans

| Crop | Average harvested area, 1999-2003 | Adjustments in acreage | Acreage needed to meet Guidelines |
|----------------------------------|-----------------------------------|------------------------|-----------------------------------|
| | | <i>Million acres</i> | |
| Fruit | 3.5 | 4.1 | 7.6 |
| Vegetables: | 6.5 | 8.9 | 15.3 |
| Dark green | 0.3 | 0.5 | 0.8 |
| Orange | 0.2 | 0.4 | 0.6 |
| Legumes | 2.0 | 8.8 | 10.8 |
| Starchy | 2.3 | -0.8 | 1.5 |
| Other | 1.7 | -- | 1.7 |
| Wheat (example for whole grains) | 22.6 | -5.6 ² | 17.04 |
| Dairy ³ | NA | NA | NA |
| Total ⁴ | 32.6 | 7.4 | 39.9 |

J. C. Butby, M. Farah Wells, and G. V. Possible Implications for U.S. Agriculture From Adoption of Select Dietary Guidelines (ERS Report #31, 2006)



- ### Regional Food Hub - Defining Characteristics (adapted from USDA-AMS)
- ✓ Carrying out or coordinating the aggregation, distribution, and marketing of locally/regionally produced product **from multiple producers to multiple markets.**
 - ✓ **Committed to buying from small to mid-sized local producers** whenever possible and considers these producers as core to their business model.
 - ✓ **Utilizing one or more product differentiation strategies** (e.g. identity preservation, group branding) to ensure that producers can get a good price for their products.
 - ✓ **Working closely with producers** to ensure they can meet buyer requirements by either **providing direct technical assistance** or finding partners that can provide this technical assistance.
 - ✓ **Focus on financial viability and positive economic, social, and environmental impacts** within their respective communities



| MI Food Hub Challenges | MI Food Hub Community of Practice |
|--|--|
| <ul style="list-style-type: none"> • Quality, consistency, volume • Administrative burden • Infrastructure, scalability • Financing • Supplying healthy food to insecure populations • Coordinated, quality technical assistance | <ul style="list-style-type: none"> • Work in pre-competitive space • Build trust and collaboration • Build business capacity • “Co-opetition” model • Build financing capacity • Accelerate innovation through co-learning |



Achieve positive benefits faster
Regional Food Hub Community of Practice

| Economic | Social | Environmental |
|--|--|---|
| Increased sales and profitability | Low income citizens trained-employed | Reductions in energy use |
| New investments | Increased healthy food access | Reductions in fuel use |
| New enterprises started | Inclusivity and diversity | Reduced pesticides |
| New jobs | Leadership and innovation | Recycling wastes - composting |
| Increased competitiveness - innovation | Help beginning farmers and new entrepreneurs | Preserving genetic diversity – heirloom varieties |
| New markets | Building effective networks | Green institution growth and innovation |
| Governor’s dashboard | Increased social and intellectual capital | Preserving farms |



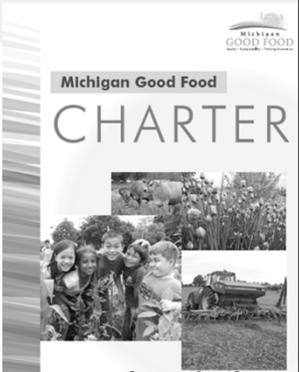
National Food Hub Collaboration

- Wallace Center for Sustainable Agriculture
- USDA – AMS
- Function as a community of practice
- Rich Pirog – Center for Regional Food Systems and Marty Gerencer (Morse Marketing LLC) part of core team for this national effort
- Provide technical assistance to hubs across U.S.



For more information:

Rich Pirog – Senior Associate Director
 rpirog@msu.edu
 517-353-0694-1611
www.michiganfood.org



Michigan Good Food
CHARTER

www.michiganfood.org