



**Michigan
Food Policy
Council**

Michigan Food Policy News

Volume 1, Issue 1

November, 2011

About MFPC:

The MFPC was created by executive order 2005-13. It brings diverse, food-related stakeholders together to recommend programs and policies to the Governor. It gives stakeholders a forum to identify policies that harness the potential of Michigan's food system to aid in communities' economic development, provide children and those in need greater access to fresh and healthy foods, and support stewardship of our finite land and water resources.

Vision

Michigan is a state with a thriving food system and industry, well-nourished, healthy people and strong, diverse food economy.

Mission

The Michigan Food Policy Council cultivates a safe, healthy and available food supply for all residents while building on the state's agricultural diversity to enhance economic growth.

Unique purpose

The purpose of the MFPC is to focus on the role of government, at all levels, in supporting and improving Michigan's food system through education, policy change, public engagement, innovative problem solving and private-public sector partnerships.

Good Food Charter is Good for MFPC

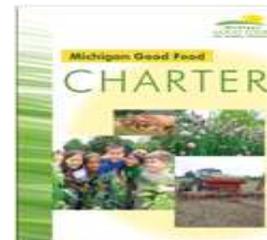
The Michigan Food Policy Council recently adopted the goals of the Michigan Good Food Charter as its primary focus for 2012. The initiative aims to promote policy changes that will advance "good food" in Michigan - food that is healthy, green, fair and affordable. The Michigan Good Food Charter presents a vision for Michigan's food and agriculture system and outlines 25 agenda priorities for the next 10 years. At a time when organizations have more to do, but with limited resources, it makes wise strategic sense for the MFPC and other food policy councils in Michigan to collaborate, adopt and support the goals identified in the Good Food Charter. A concentrated effort on a few big goals at all levels will likely result in good policy and steps forward for Michigan's food system.

Jane Whitacre, Director of the

Michigan Food Policy Council, says "it makes our work more effective when we rally around a few big goals instead of spreading our efforts over lots of them."

The Primary Goals for MFPC from the Good Food Charter (The Big Four) are:

- ◆ **Michigan Institutions will source 20%** of their food product from Michigan growers, producers, and processors
- ◆ **Michigan Farmers will supply 20%** of all Michigan institutional, retailer, and consumer food purchases
- ◆ Michigan will generate new agri-food businesses at a rate that enables **20% of food purchased in Michigan to come from Michigan**
- ◆ **80% of Michigan residents will have easy access** to food, 20% of which is from Michigan sources



www.michiganfood.org

- ◆ In addition to the Good Food Charter goals, "Michigan will have a thriving network of local food policy councils or other relevant structures to address local food policy issues / barriers" is also an important undertaking for MFPC in 2012.

Has your organization adopted the goals of the Michigan Good Food Charter? Check www.michiganfood.org and learn about this initiative. There are local, individual and organizational ways you can help advance "good food" in Michigan.

New Director at MFPC Headquarters

In early September, 2011, Jane Whitacre took on the role of Director of the Michigan Food Policy Council.

Jane, who served for 18 years as Executive Director of the Food Bank Council of Michigan, was one of the founders and creators of MFPC. She has been an appointee on the council and has served on the MFPC steering committee. She brings a

wealth of knowledge, experience and partners to her work for the Council.

"This job is an exciting opportunity for me to be able to work on food policy and advance the great work being done in Michigan to strengthen our food system and economy" says Whitacre.

"We are delighted to have

Jane's leadership on the MFPC" stated Keith Creagh, Director of the Michigan Department of Agriculture and Rural Development, where MFPC is housed.



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Local Food Policy Council Highlight— Southern Clinton County Farm and Food Action Council

Jeff Garrity of the Southern Clinton County Farm and Food Action Council provided this information about this emerging local food group.

SCCFFAC Mission Statement:

The SCCFFAC mission is to serve as a catalyst to create partnerships and explore opportunities that support healthy food from the farm to the plate.

When formed?

The Southern Clinton County Farm and Food Action Council is still in the process of forming. The structure has been agreed upon and bylaws drafted. The final approval for these items took place Oct. 25. Four committees have already formed and will be meeting regularly to work on specific issues.

Priorities

Over the past 10 months through public meetings and focus groups, four issues have been identified as most important to the communities involved.

- Farm to School
- Community Gardens/Food Security
- Licensed Community Kitchen
- Marketing and Distribution of Local Foods

How Started

A few people involved in the new Bath Farmers Market (opened July 15, 2010) began to look into the idea of creating a licensed community kitchen that would be available to entrepreneurs. The group soon realized that a community kitchen would only be useful if it was a part of a larger system that we felt did not exist. So the group began to broaden its approach in both scope and geography. Through Bath Charter Township's involvement in MSU's Creating Entrepreneurial Communities program, the township was already working with Dewitt Charter Township, Watertown Charter Township and the City of Dewitt on economic development issues and those connections led to a four-jurisdiction approach to food issues. Partly be-

“Overall, the SCCFFAC will be successful if it serves as a useful sounding board for ideas and an effective platform for action.”

cause these connections already existed, and partly because of proximity and similarities between communities, the Southern Clinton County Farm and Food Coalition was formed with representatives from each jurisdiction to plan and administer the formation of a food policy council for southern Clinton County. We felt that the communities forming the southern tier of Clinton County (and the northern tier of Greater Lansing) had many characteristics in common and faced similar issues so it seemed natural to unite under one umbrella to work on food issues.

Success

The SCCFFAC has already achieved some successes. We have engaged more than 150 people directly on food issues and have developed a growing list of contacts throughout the region. Through public meetings and focus groups we have fostered connections between people with similar interests and ideas, and we have energized people who have joined committees to begin working on the four major issues above.

A common feature of our meetings and focus groups has been to provide networking opportunities and we feel this is very important to any future success. For example, simply putting producers and buyers in the same room has the potential to create business arrangements that will help the local food system grow.

Medium term success will be to organize effective action plans and begin to implement them. That process has started. To keep the organization's members energized and to bring public awareness to the group's efforts, early successes will be important. It will be

essential to identify and put into place projects with a high likelihood of success.

Long term success will be gauged by the group's progress on the four main issues, and any others that arise. Overall, the SCCFFAC will be successful if it serves as a useful sounding board for ideas and an effective platform for action. The main goal is to create an environment where all people have access to locally grown and produced food, and quality growers and producers are able to thrive.

Advice

Make all efforts community based. A bottom up approach takes longer and can be frustrating, but it is the best way to build an effective organization dealing with issues that affect us all. Communication is also vital to keep people informed on activities and plans, and to seek input. Too often during the past year of work we have left interested people uninformed and wondering what's happening. We have addressed that issue, but doing a good job of communicating right from the start is very important.

For more local information, you can contact Jeff Garrity -

jgarrity@bathtownship.us



Governor's Health and Wellness Message—A Conversation with Keith Creagh



Governor Rick Snyder with Keith Creagh, MDARD Director and Rodney Stokes, MDNR Director

In Mid-September, Governor Rick Snyder released a special message about health and wellness. This broad message indicates the importance he places on a healthier state as a pathway to reinventing Michigan.

So where does food play into this priority for the Governor? We asked Keith Creagh, Director of the Michigan Department of Agriculture and Rural Development and Chair of the Michigan Food Policy Council for his insight.

Question:

Does the Food Policy Council have any connection to the Governor's Health and Wellness Message? If so, how?

K.C.:

The MFPC is fundamental to the long term success of the priorities of the Governor's message including health, wellness and obesity. MFPC can identify

opportunities and help remove impediments, in gaining access to healthy foods.

Question:

It will take a long time to show progress toward reducing obesity and the BMI average in Michigan. What can we do to affect a declining obesity rate for people in the short term?

K.C.: "Michigan's obesity challenge happened over time; therefore the "fix" will also take time. But in the short term, we can:

- engage the healthcare community and raise awareness of the important role of healthy food.
- work with processors and retailers to develop the interconnectedness of health, wellness and food.
- Emphasize the importance of nutrition and wellness for young children.

Question: What is your vision for the MFPC related to Health and Wellness?

K.C.:

"To make a difference, one of the most important things MFPC can do is to take what's been done at the state level, the good ideas, the innovation, the collaboration, and connect with local food policy

groups. This alignment is essential in order for us to identify opportunities and make progress toward our mission.

One of the goals for MFPC for 2012 is to create a Michigan Local Food Policy Council network. This will be a mechanism for connecting and sharing, and problem solving. It is also a way to carry out the priorities of the Michigan Good Food Charter. "

For a download of the Governor's full health and wellness message, go to:

<http://www.michigan.gov/snyder/0,4668,7-277--262254--,00.html>

*"Building a healthier Michigan will be no easy task, but the benefits will be real and substantial if we seize the opportunity."
Gov. Rick Snyder*

MFPC TO RELEASE LOCAL FOOD POLICY COUNCIL GUIDE

In an attempt to provide some basic information and resources for emerging local food policy councils, the MFPC will soon be releasing a "how-to" guide book.

The down-loadable, 60 page guide covers topics such as "Getting Started", "Framework and Process", and examples of organizational structure and links to resources that are available nationally and from state sources.

Check the MFPC website for the guide, coming in mid-November.

Contact Jane Whitacre for more information - whitacrej@michigan.gov.



Michigan Food Policy Council

Our Mission:

Michigan Food Policy Council cultivates a safe, healthy and available food supply for all residents while building on the state's agricultural diversity to enhance economic growth

Meet the Michigan Food Policy Council Members:

As defined in Executive Order 2005-13, and 2007-44, The Michigan Food Policy Council is comprised of the directors of the Michigan Departments of Agriculture and Rural Development, Community Health, Environmental Quality, Human Services, Education, Corrections, Technology Management and Budget, Licensing and Regulatory Affairs, and the Michigan Economic Development Corporation and the following members appointed by the governor:

- **Auday P. Arabo, Sr.** of West Bloomfield: president of Associated Food and Petroleum Dealers, Representing Food Retailers
- **Eugene H. Barnes** of Detroit: board member of Detroit Black Community Food Security Network, Representing Sustainable Agriculture
- **Elaine Brown** of Laingsburg: executive director of Michigan Food and Farming Systems, Representing Food System Organizations
- **Patricia Cantrell** of Beulah: owner of Regional Food Solutions, Representing Sustainable Agriculture
- **Edward Deeb** of Bloomfield Hills: president Michigan Food & Beverage Assn Representing Restaurant Sector
- **Amanda M. Edmonds** of Ypsilanti: executive director of Growing Hope, Representing Community-based Urban Development
- **Lydia Gutierrez** of Dearborn: owner of Hacienda Mexican Foods, Representing Food Processors
- **Michael Hamm** of Mason: chair of C.S. Mott Group for Sustainable Food Systems at Michigan State University, Representing Higher Education Institutions
- **James Herbert** of Lansing: CEO/chair of Neogen, Representing Non-food Manufacturers
- **Kenneth Nobis** of Saint Johns: president of Michigan Milk Producers Association, Representing Michigan Agricultural Organizations
- **Todd Regis** of Lansing: vice president of United Food and Commercial Workers 951, Representing Organized Labor
- **Michael Rowe** of Portage: food service director for Bronson Methodist Hospital, Representing Hospitals, Healthcare Systems, and Public Health Organizations
- **Dennis West** of Marquette: president of Northern Initiatives, Representing Rural Development
- **Wayne Wood** of Marlette: president of Michigan Farm Bureau, Representing Michigan Agricultural Organizations

Upcoming MFPC Meeting dates

Tuesday, 11/22/11, 10 a.m. until 12 noon

Monday, 2/6/12, 10 a.m. until 12 noon

Monday, 6/21/12, 10 a.m. until 12 noon

Monday, 10/8/12, 10 a.m. until 12 noon

Meetings to take place at Greenstone Farm Credit Services Office, 3515 West Rd, East Lansing, MI 48823.

Contact: Jane Whitacre, Director

Phone: 517-243-3987 Email: whitacrej@michigan.gov We are on the web at: www.michigan.gov/mfpc

