

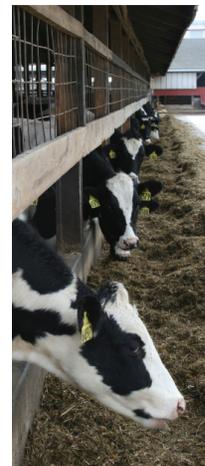
# Supporting organizations

Cherry Marketing Institute  
GreenStone Farm Credit Services  
MBG Marketing/The Blueberry People  
Michigan Allied Poultry Industries, Inc.  
Michigan Apple Association  
Michigan Apple Committee  
Michigan Aquaculture Association  
Michigan Asparagus Advisory Board  
Michigan Asparagus Growers, Inc.  
Michigan Association of Cherry Producers  
Michigan Bean Commission  
Michigan Carrot Committee  
Michigan Cattlemen's Association  
Michigan Cherry Committee  
Michigan Corn Growers Association  
Michigan Crop Improvement Association  
Michigan Dairy Food Association

Michigan Farm Bureau  
Michigan Floriculture Growers Council  
Michigan Food Processors Association  
Michigan Meat Association  
Michigan Milk Producers Association  
Michigan Nursery and Landscape Association  
Michigan Onion Committee  
Michigan Pork Producers Association  
Michigan Potato Industry Commission  
Michigan Processing Apple Growers  
Michigan Soybean Association  
Michigan State Horticultural Society  
Michigan State Millers Association  
Michigan Sugar Company  
Michigan Vegetable Council  
Michigan Wheat Program  
Potato Growers of Michigan, Inc.

# Food & Agriculture

## Strategic Growth Initiative



Michigan's food and agriculture industry's economic impact is \$91.4 billion. Michigan's 10 million acres of cropland and our diversity of agricultural commodities provide opportunities for future economic growth. Water availability, proximity to markets, and advancements in genetics and technology position Michigan to compete in the world market. Improving access to inputs and transportation of raw and finished goods are also key to our success.

## An overview

The Food and Agriculture Strategic Growth Initiative is an outcome of the Governor's Summit on Production Agriculture held in August 2011 and is in response to the recommendations from the House Agriculture Subcommittee on Agricultural Processing.

The initiative will use a competitive grant process to fund research, education, and technical assistance efforts focused on removing barriers and leveraging opportunities identified by processors, agri-business, and those in agricultural production as critical to business development and growth.

Outcomes will help increase sector profitability, aid in business expansion, and increase the overall economic impact on Michigan's economy.

\$3 million is being requested for the program to be implemented by the Michigan Department of Agriculture and Rural Development (MDARD).

## Opportunity for growth

Michigan has more than 2,000 licensed agricultural processors. However, currently we capture only a small portion of our raw product value potential as the majority of crops and livestock are shipped out of state for processing. Identifying the reasons why this happens and addressing those issues will positively impact the state's economy.

The processing industry has expressed concerns related to barriers to growth including advanced technology needs, food safety, water access and treatment, and the ability to find a trained workforce. MDARD, in concert with industry members and institutions of higher education, can serve as the necessary catalyst to further define the impediments, develop strategies to overcome the challenges, and implement best practices to expand future economic growth.

Examples:

- The Michigan dairy industry continues to grow and a new dry milk processing plant could provide \$423 million in economic activity and over 2,000 direct and indirect jobs.
- Another livestock processing plant could provide \$460 million in economic activity and more than 2,200 direct and indirect jobs and spur new livestock production.

## Issue identification

Prior to the grant application process, an advisory board consisting of food and agriculture industry representatives will identify industry barriers and outline opportunities for growth.

## The outcomes

After the advisory board determines what the industry needs to meet long-term goals, a request for proposals will be approved and distributed.

A review panel comprised of industry representatives, researchers, and MDARD staff will meet to select grant recipients, and determine their funding allotment.

Within the grant application, the grantee would be required to identify program outcomes and performance metrics to gauge the overall impact of the investment.

## How we get there

