The Michigan Good Food Charter

Michael W. Hamm

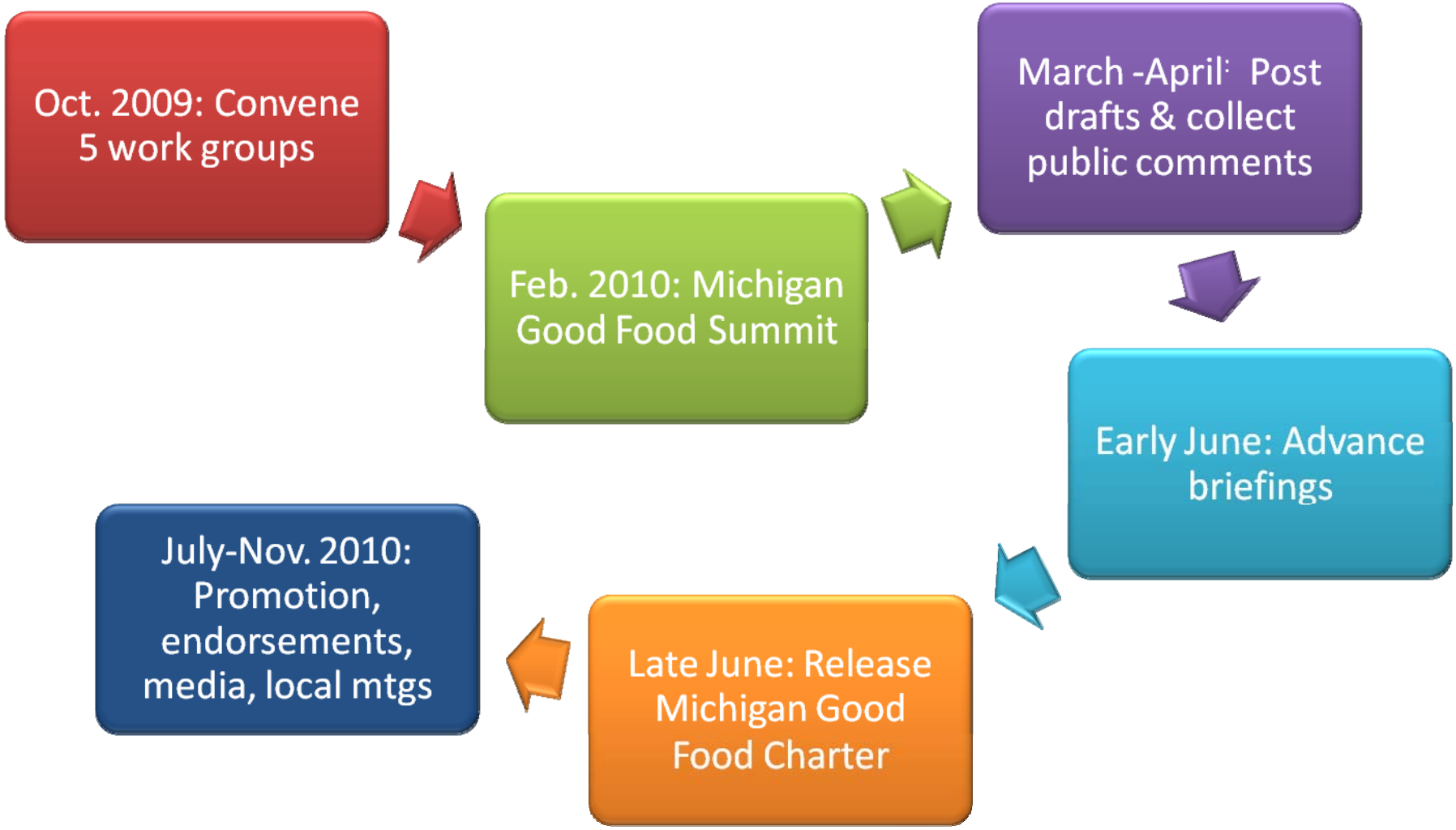
C.S. Mott Professor of Sustainable Agriculture

Michigan State University

Michigan GOOD FOOD

Equity • Sustainability • Thriving Economies

Process to the Good Food Charter



Economic Development Potential

12 Billion Pounds Needed in Mich.

Opportunity: Good Food

WHAT IF… 10 Million Michigan Residents Had Good Food Daily?

- **Healthy** -It provides nourishment and enables people to thrive
- **Green** - It was produced in a manner that is environmentally sustainable
- **Fair** - No one along the production line was exploited for its creation
- **Affordable** - All people have access to it

Michigan Would Be the Place To Be

The Time Has Come

To Develop a Locally-Integrated Food System in Michigan

A dynamic blend of local direct; local indirect; regional; national and global

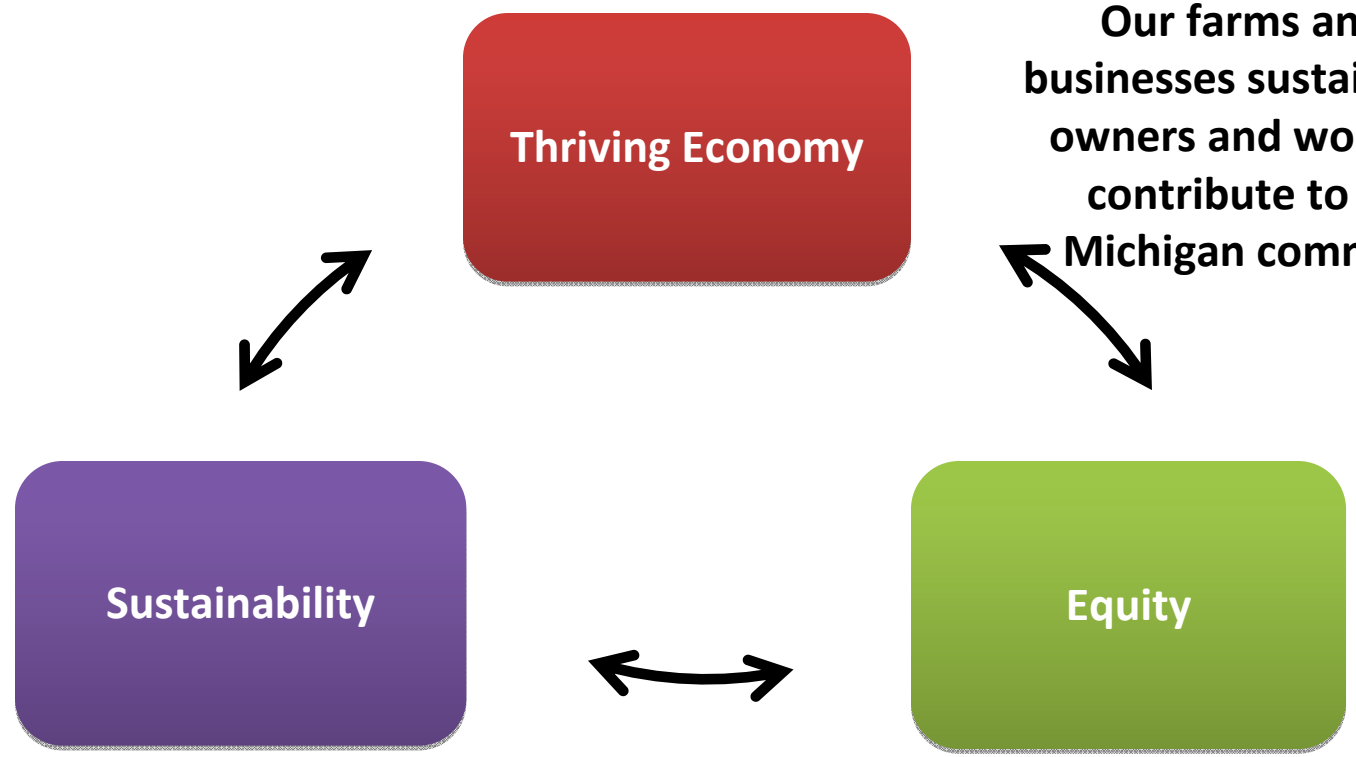
With criteria for “local”

- If we can we should

Michigan in the 21st Century

We envision
a thriving economy, equity and sustainability
for all of Michigan and its people
through a food system rooted in local communities
and centered on Good Food—
food that is healthy, green fair and affordable.

Michigan in the 21st Century

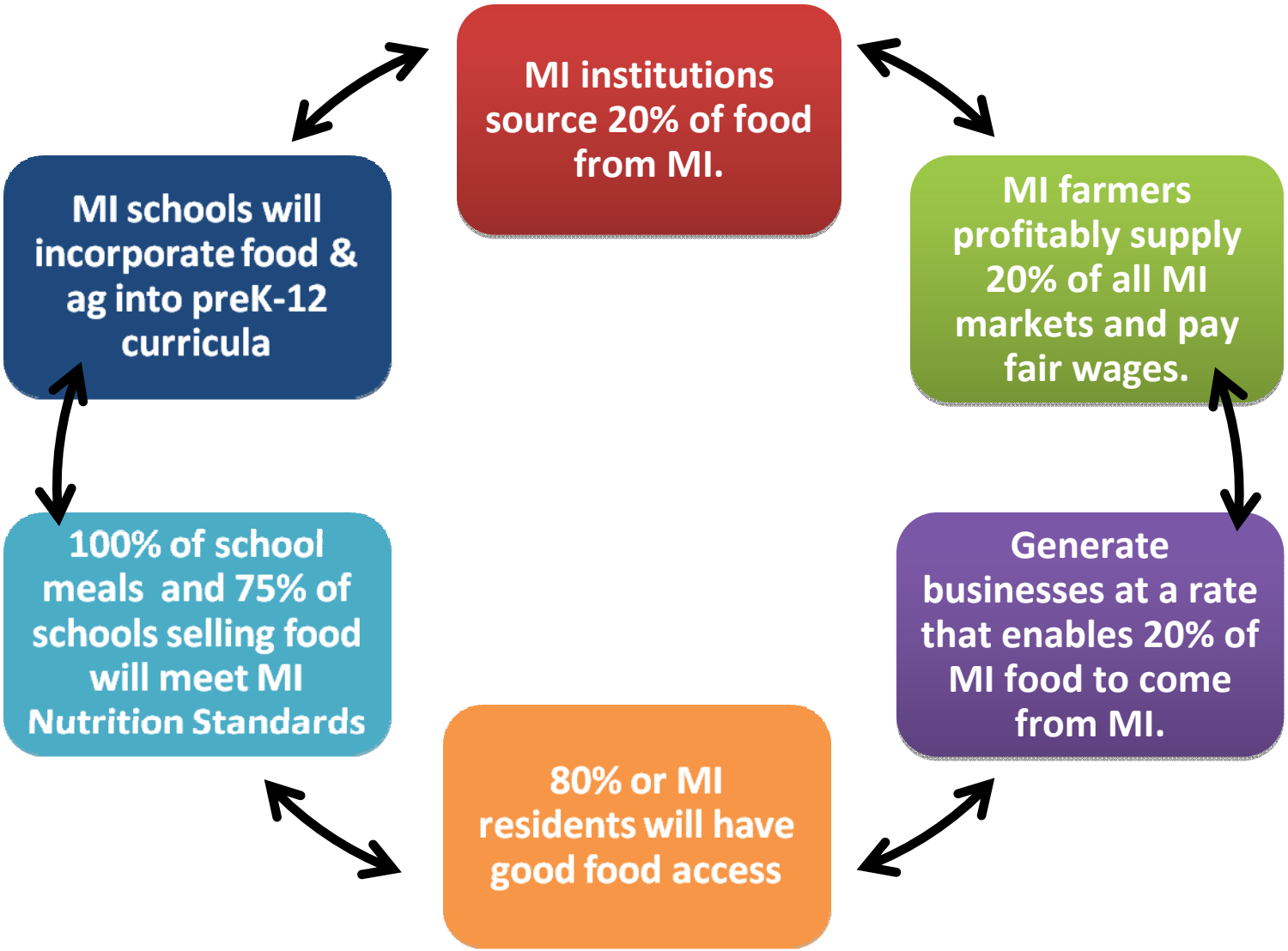


Our farms and food businesses sustain farmers, owners and workers and contribute to vibrant Michigan communities.

We have a diverse and resilient food system that protects our cultural, ecological and economic assets.

All people have access to good, Michigan-grown food, and our young people can thrive.

Goals for the Next Ten Years



Where do we start?

We can create new economic opportunities

- Open new market channels
- Support Michigan food & farm entrepreneurs
- Reduce regulatory hurdles

We can bring good food to where people live

- Enable easier access to healthy, Michigan-grown food

We can bring good food into the mainstream

- Cultivate a culture that values good food

The Food System: All Components Work Together

Supporting Michigan Farmers

- Promote farmland preservation through land use policies
- Maximize capital access for new and beginning farmers
- Include farming and agriculture in economic development programs
- Exempt on-farm renewable energy installations from property taxes
- Use policy and planning strategies to increase access to healthy food
- Ensure food safety audits account for farm scale

Incentivizing Michigan Markets

- Harness institutional purchasing power to promote "good food" in the supply chain
- Supplement existing school funds with an additional ten cents for purchasing Michigan produce.
- Set targets for state-funded institutions to purchase Michigan foods
- Develop a farm-institution grant program
- Provide financial incentives for farmers and businesses selling to local institutions
- Contingent upon market assessment, establish a state meat and poultry inspection program

Prioritizing Michigan Eaters

- Expand and increase farmers markets and other neighborhood access strategies
- Reduce school sales of unhealthy foods
- Maximize public benefit programs by linking them with models for healthy food access
- Provide training and technical assistance to launch new grocery stores in underserved areas

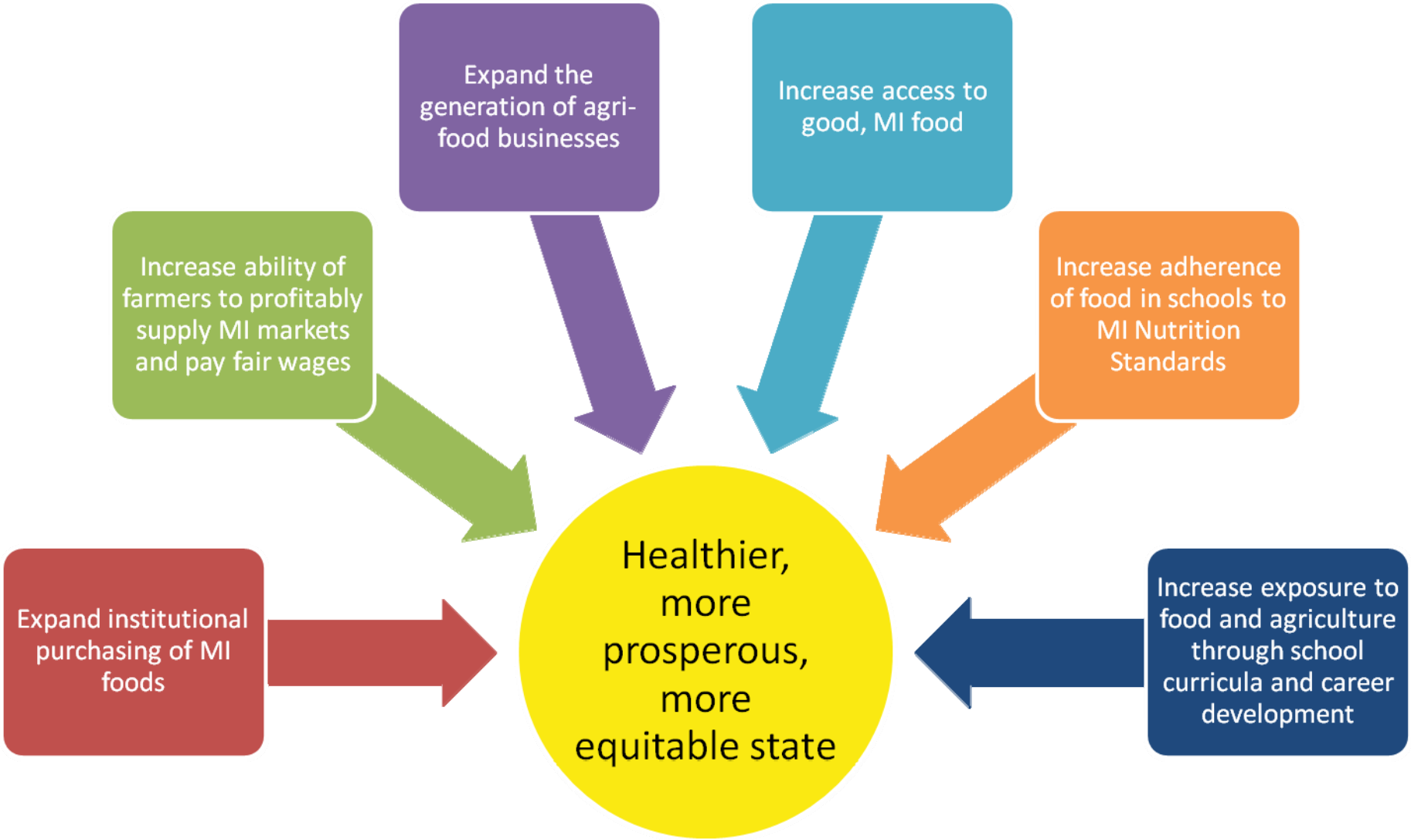
Realizing Economic Development through the Food System

- Establish food business districts
- Include Michigan food and agriculture in state marketing
- Charge business support entities with identifying needs of food and agriculture businesses
- Ensure food and ag laws are applied in a way that acknowledges production practice diversity
- Collect and share production and market data
- Invest in regional food supply chain infrastructure

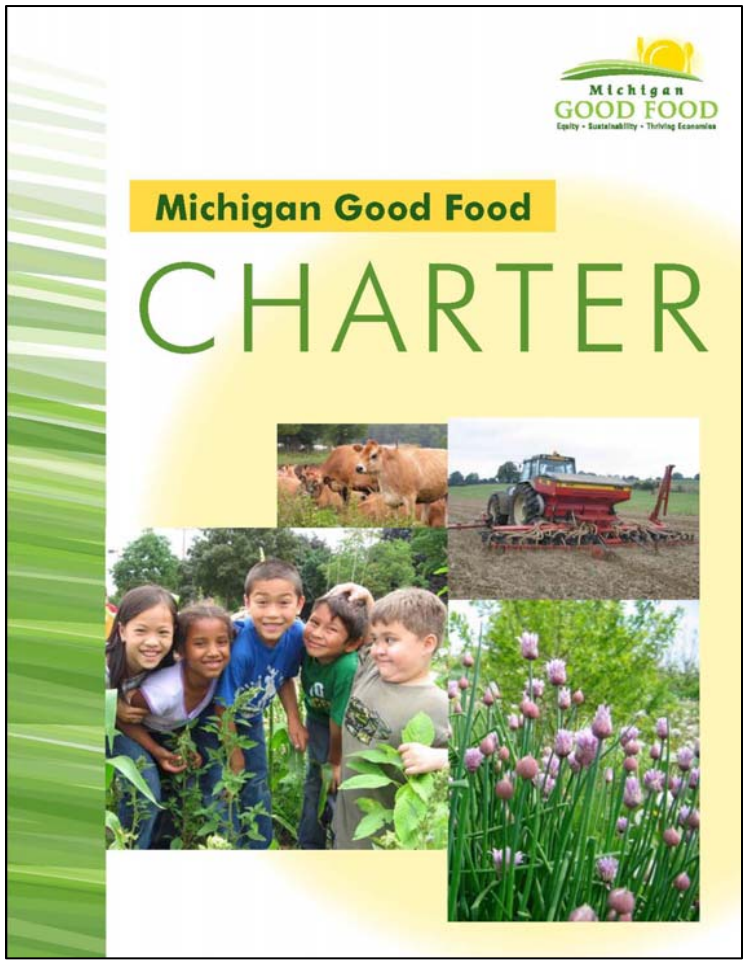
Cultivating a Good Food Culture

- Expand opportunities for youth to develop entrepreneurship skills and learn about career opportunities
- Establish Michigan as the place to be for good food
- Incorporate good food education into the pre-K – 12 curriculum for all Michigan students

By 2020, we want to….



Moving Forward



- Mail letters to candidates
- Host webinar highlighting charter
- Have booths at Ag Expo, Capital Farmers Markets
- Seek endorsements
- Sponsor regional meetings

Special Thanks to Our Sponsors

Sponsors

Food Bank Council of Michigan

Michigan Food Policy Council

the c.s. mott group for Sustainable Food Systems at MSU

W.K. Kellogg Foundation Food & Community Program

USDA Rural Development
Committed to the future of rural communities.

Investing in People. Investing in Places.
MSHDA
MICHIGAN STATE HOUSING DEVELOPMENT AUTHORITY

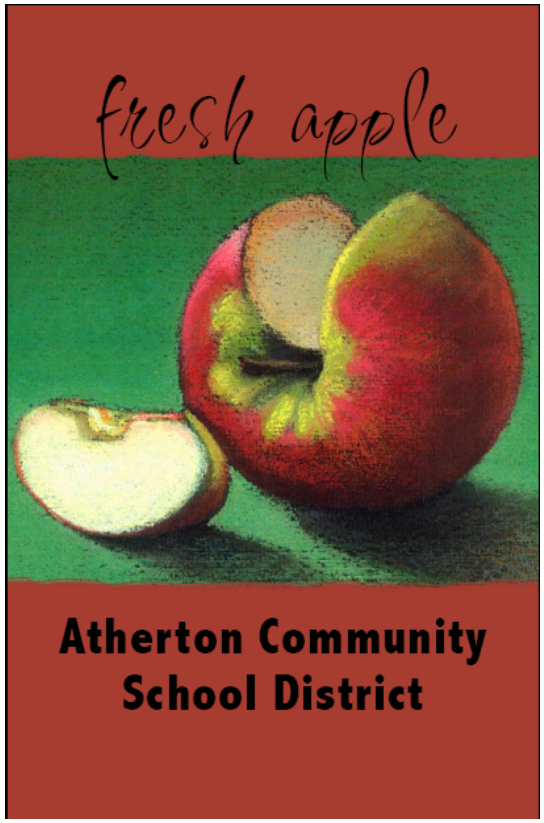
LAND POLICY INSTITUTE

Planning Committee

- Kathryn Colasanti
- Cheryl Danley
- Julie Hales-Smith
- Mike Hamm
- Lisa Oliver King
- Jane Marshall
- Kirsten Simmons
- Jim Sluyter
- Susan Smalley

Honorary Advisory Committee Members

- **Soji Adelaja**, Director, MSU LPI
- **Ismael Ahmed**, Director, MDHS
- **Chris Bedford**, President, Ctr for Econ Sec
- **Andrea Brown**, Exec Dir, MI Assoc Planning
- **Elaine Brown**, Exec Dir, MIFFS
- **Rob Collier**, Pres & CEO, Coun. of MI Fdn
- **Noreen Clark**, Dir, UofM Ctr for Managing Chronic Dis
- **Katharine Czarnecki**, Mgr, Com Asst Team, MEDC
- **Rep John Espinoza**, 83rd Dist, MI House of Rep.
- **Linda Gobler**, Pres & CEO, MI Grocer's Assoc
- **Paige Hathaway**, Green Health Care Com, MI Health & Hospital Assoc
- **Sen. Mark Jansen**, 28th District, MI State Senate
- **Donald Koivisto**, Dir, MDA
- **Rep. Kim Meltzer**, 33rd District, MI House of Rep.
- **Janet Olszewski**, Dir, MDCH
- **Ted Schettler**, Science Dir, Sc. and Env. Health Net.
- **Sen. Martha Scott**, 2nd District, MI State Senate
- **Lou Anna Simon**, Pres., MSU
- **Donna Stine**, Policy Advisor, Office of Gov. Granholm
- **Malik Yakini**, Chair, Detroit Black Comm. Food Security Net.
- **Paul Yettaw**, Nutr. Com. Chair, SNA
- **Tahirih Ziegler**, Exec. Dir., Michigan Local Initiatives Support Corp.



Thank you!

Michigan
GOOD FOOD
Equity • Sustainability • Thriving Economies