

TRAVERSE CITY TOPS THE LIST!

Top 10 Summer Trips for 2012
National Geographic

The Most Beautiful Place in America:
Sleeping Bear Dunes National Lakeshore
Good Morning America Viewers

Top 5 Foodie Towns in America
Bon Appetit

Top 3 Emerging Beer Towns in the USA
Draft Magazine

Top 10 Place to Enjoy Local Wines
USA Today

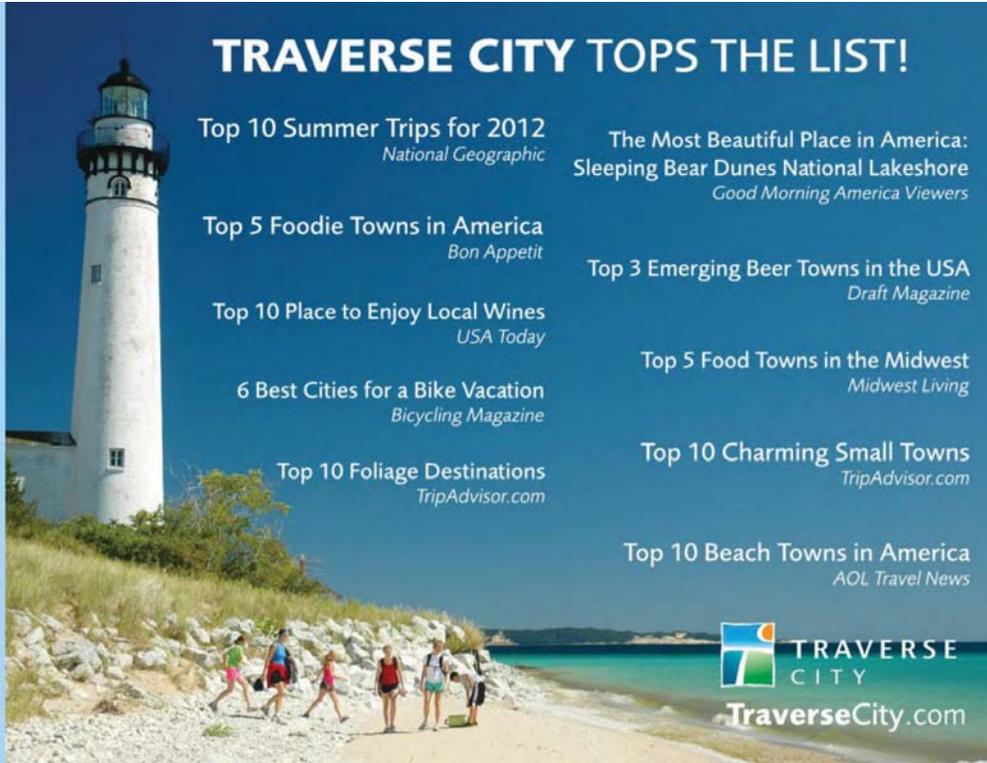
Top 5 Food Towns in the Midwest
Midwest Living

6 Best Cities for a Bike Vacation
Bicycling Magazine

Top 10 Charming Small Towns
TripAdvisor.com

Top 10 Foliage Destinations
TripAdvisor.com

Top 10 Beach Towns in America
AOL Travel News



Regional Assets

Environment



History



Social



Agriculture



Economic Development in the Agri-Food Sector: A Case Study from the Grand Traverse Region

Michigan Commission of Agriculture NWMHRC December 2013



Global Food System vs. Community Food System

Supply Chain

Economy of Scale
"Efficiency"



Value Chain

Equity & fair pay
Transparency
Health & Food Access
Ecological Sustainability
Community Capacity



Trends



2011 Food dollar: Marketing bill (nominal)



Source: USDA, Economic Research Service, Food Dollar Series.

WHAT'S HOT 2013 Chef Survey

Top 20 TRENDS

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids' meals
4. Environmental sustainability
5. Children's nutrition
6. New cuts of meat (e.g. Denver steak, pork flat iron, ternis major)
7. Hyper-local sourcing (e.g. restaurant gardens)
8. Gluten-free cuisine
9. Sustainable seafood
10. Whole grain items in kids' meals
11. Farm/estate branded items

OTHER FOOD ITEMS/INGREDIENTS

1. Farm/estate branded items
2. Artisan cheeses
3. Ethnic cheeses (e.g. queso fresco, paneer, lebneh, halloumi)
4. Non-wheat flour (e.g. peanut, millet, barley, rice)
5. Ancient grains (e.g. kamut, spelt, amaranth)

CULINARY THEMES

1. Environmental sustainability
2. Children's nutrition
3. Hyper-local sourcing (e.g. restaurant gardens)
4. Gluten-free cuisine
5. Health/nutrition

PRODUCE

1. Locally grown produce
2. Organic produce
3. Superfruit (e.g. acai, goji berry, mango-steen)
4. Heirloom apples
5. Exotic fruits (e.g. rambutan, dragon fruit, paw paw, guava)



All 198 Items Ranked by "HOT" Responses

Item	HOT	NEW	RENEW	SHINY
1. Locally sourced meats and seafood	82%	8%	8%	10%
2. Locally grown produce	81%	4%	1%	15%
3. Healthful kids' meals	78%	8%	8%	15%
4. Environmental sustainability	77%	9%	1%	14%
5. Children's nutrition	72%	7%	1%	17%
6. New cuts of meat (e.g. Denver steak, pork flat iron, ternis major)	70%	17%	1%	1%
7. Hyper-local sourcing (e.g. restaurant gardens)	71%	14%	1%	1%
8. Gluten-free cuisine	54%	14%	1%	15%
9. Sustainable seafood	72%	1%	1%	15%
10. Whole grain items in kids' meals	72%	1%	1%	14%
11. Farm/estate branded items	68%	12%	1%	13%

"Strategic co-opetition: The value of relationships in the networked economy"

The traditional concept of business as a "winner takes all" contest is giving way to a realization that in the networked economy, companies must both cooperate and compete. Termed "co-opetition," this new perspective requires companies to create business strategies that capitalize on relationships in order to create maximum value in the marketplace.

Julie Bowser, IBM Global Services Consultant

Global Food System vs. Community Food System

Supply Chain

Economy of Scale
"Efficiency"



Value Chain

Transparency
Equity & fair pay
Health & Food Access
Ecological Sustainability
Community Capacity



"The success of most businesses is dependent on the success of others, yet they must compete to capture value created in the market and protect their own interests." Brandenburger and Nalebuff, professors at the Harvard Business School and the Yale School of Management.

Strategic Cooperation



But,

many leaders believe networks of strategic collaboration and shared risk are the best way to ensure food system resilience and sustainability. "Strategically coordinated knowledge networks" are "local collaboration".



A local innovation project is a grassroots, community-driven initiative that identifies, nurtures, and sustains promising startups and ideas, often supported through local planning and execution. The projects can often, can promote positive economic, social, and environmental, and increase access to local food.

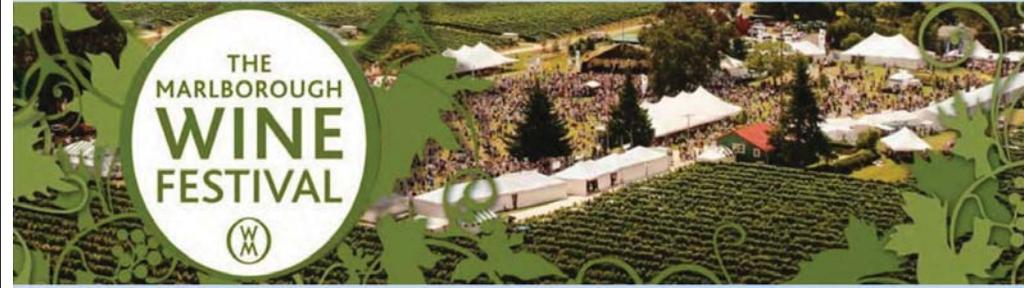


Thomas Nelson, Director of Farm Programs - tnelson@theconservancy.com

Key Elements of the Program

- 10-year Farm Conservation Agreements—similar to P.A. 116 but more farmer-friendly
- Cost-sharing for GAP audits.
- Cost-sharing for estate or tax planning, with the professional of your own choosing, to help position the farm for the next generation of farmers when the time comes.
- Cost-sharing for workshops and seminars by sponsoring organizations designed to advance farming practices and enhance profitability

- Annual cash payments of \$10 per acre of active ag land; \$5 per acre for woodlots, wetlands, other acreage with conservation value; first annual payment April 2010



THE
MARLBOROUGH
WINE
FESTIVAL
WM



Double Up Food Bucks Program

For every \$2 Bridge Card \$ that families spend, they get \$2 in DUBs for fresh produce (up to \$20/visit)

Who benefits?

Families receiving Bridge Card (Food Stamp) assistance from SNAP
> 22,000 people in Benzie, GT, Leelanau, and Manistee Counties

>40% are kids



On the Horizon



Contact Information

Rob Surrine
MSU Extension
surrine@msu.edu
251-256-9888



literacy
business
ing
ship

Farm to School

Farm to School: Increasing consumption of local fruits and vegetables in schools

Partners

MLUI, TBAISD, MSUE, 9 Bean Rows, Blackstar Farms, other farmers, TCAPS, LPS, SB, NPT, Benzie Consolidated, Central Lake



Schools serving food grown by NW MI farmers
2004 2010



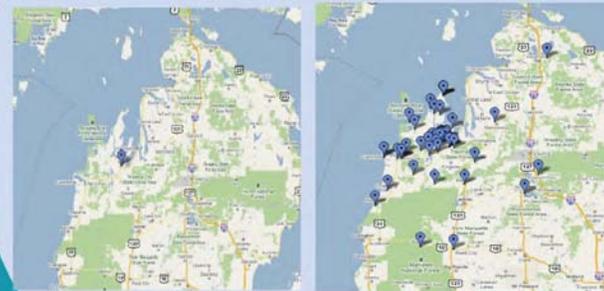
Triple Bottom Line



A lesson from microbreweries



Schools serving food grown by NW MI farmers 2004 2010



A lesson from microbreweries

<http://www.sierranevada.com/brewery/about-us/sustainability>



<http://www.newbelgium.com/sustainability/Stories.aspx>

<http://www.breweryvivant.com/index.php/sustainability/goals/>

Contact Information

Rob Sirrine
MSU Extension
sirrine@msu.edu
231-256-9888

