



Michigan Food Policy News

Michigan Food Policy Council sets Targets on policy priorities

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.



Michigan Food Policy Council task forces identified 18 policy issues as targets for future MFPC focus

The Michigan Food Policy council met on June 21, 2012 to receive the recommendations of the five council task forces (that have been convening since January 2012) to identify statewide issues and strategies to address the MFPC Good Food Charter goals.

The report identifies 18 policy issues that address the issues of; 1) food access, 2) increasing institutional food purchases of Michigan produced food, 3) farmer capacity to grow more local food, 4) expanding businesses so that more Michigan food can be produced and consumed in our state, 5) the formation of a statewide local food policy council network.

Of the 18 issues identified, the MFPC selected four of them to recommend for future action and leadership at the state level. Those four include:

1. **Healthy Food Financing Initiative**- explore and create options for a coordinated financing program for healthy food initiatives that benefit retailers, processors, farmers and businesses, and lead to improved access to local, fresh and healthy food by helping provide access to financial capital.

2. **Measuring "Healthy Food Access"** – work on policy levers that can address the need to define and measure healthy food access.

3. **Improving Supply Chain Expertise** – find policy opportunities to support Michigan food purchasing, particularly in the leading demand sector of institutional food service by increasing communication, efficiencies and knowledge; reducing cost and encouraging business

4. **Statewide Local Food Policy Council Network** – strengthen policy support of efforts of local and regional groups working to carry out the goals of the Michigan Good Food Charter and contribute to statewide efforts of MFPC. This work will be in partnership with the Michigan State University Community Food Systems work group and the Center for Regional Food Systems.

In addition to creating a guidance and implementation plan or the big four priority issues, the existing MFPC task forces will be convening each month and working to complete some of the strategies and tasks that they identified to address their specific task force goal.

A copy of the MFPC report is available for download at the MFPC website and the chart of task force members at: www.michigan.gov/mfpc

Task forces are still looking for volunteers who may want to join in the work. If you'd like to get involved, please contact Jane Whitacre using the on-line contact form at the MFPC website or email whitacrej@michigan.gov.



The complete list: Michigan food policy issues identified

1. Understand and be able to measure “healthy food access”; collaborate among agencies, universities, & nonprofits to develop clear measures of healthy food access, including baseline and data collection/assessment tools and timeline.
2. Optimize access to and utilization of food assistance programs; remove barriers to participation through improving outreach and customer service in both enrollment and ongoing participation, Ensure technology is useful & efficient in accessing these programs, utilize all options available (such as federal waivers), to help expand access and simplify procedures for benefit eligibility and enrollment. Program eligibility should enable families to receive optimal support.
3. Optimize access to healthy food through farmers market and direct market settings; support expansion of SNAP, WIC, Project Fresh, Market Fresh, and Double Up Food Bucks at farmers’ markets and other direct-market retail (e.g. farm stands, CSAs), ensure technology is available and helpful for increasing access to healthy food for consumers; removing barriers to producers, businesses, and consumers in participating in food assistance programs.
4. MAXIMIZE volume of healthy, Michigan-produced food in the statewide emergency food system; channel Michigan-grown surplus agricultural crops to food banks and food pantries to build the supply of healthy food available, increase planned food production to help supply good food through the emergency food network.
5. Increase healthy food access in retail environments; understand and document food availability statewide in retail settings; developing baseline metrics from which to measure change, adopt and expand model programs from across the country that encourage healthy food availability and access through retail settings.
6. Leverage impact through partnerships; partner with such statewide efforts including No Kid Hungry Campaign and Healthy Kids/Healthy Michigan and Pure Michigan F.I.T., to build synergy and effectiveness where shared goals exist, encourage the sourcing of local food with program sponsors when working to expand participation in childhood nutrition programs, encourage creative use of technology for outreach and promotion.
7. Mitigate financial risk in underdeveloped market channels
8. Lack of market data for assessment and planning.
9. Need for farmer-to-farmer networks and efficient communication.
10. Challenges differentiating and promoting local products through the supply chain.
11. Access to land and finance, particularly for the next farm generation.
12. Lack of specific statewide inventory or data base of “Michigan-made Food Products”.
13. Optimize and expand the Pure Michigan Brand for food and agriculture.
14. Lack of access to financial capital for new, emerging or expanding food businesses.
15. Procurement processes, rules and regulations at state and federal levels need to place a priority on local procurement and investment.
16. Improve Supply Chain processes and expertise; Price points for local food are sometimes higher due to supply and demand and logistics, meeting nutrition standards while meeting meal reimbursement rates is sometimes difficult, need for processing for local food to be available during the entire year.
17. Farm-to-institution programs need more state level support; Connect agricultural commodity groups, producers and buyers, provide financial incentive for planned production and processing to help supply good food throughout the production calendar.
18. Increase participation in school breakfast by schools and students, increase purchasing and consumption of locally produced foods.

Download the full report from www.michigan.gov/mfpc

Task forces will continue to meet regularly and take action to address these issues in the next 18 months.

Michigan Food Policy Council Thanks Director Creagh... Welcomes New Council Leader

Governor Rick Snyder announced the appointment of state Department of Agriculture and Rural Development (MDARD) Director **Keith Creagh** as director of the state Department of Natural Resources (DNR), and state Department of Environmental Quality's Policy and Legislative Affairs Director **Jamie Clover Adams** as MDARD director.

"Keith is a natural choice to become our next DNR director," Snyder said. "He has a strong understanding of Michigan's conservation, economic and environmental needs, vast experience and ability to bring people together, and a love of our state's great outdoors that will make for a seamless transition.

meet Gov. Snyder's goals for agriculture," Clover Adams said. "We will strive to double our exports, work to significantly increase farm verifications and help grow the value chain from farm to fork."

Clover Adams has decades of experience both in working with the agriculture industry and in legislative policy development, notably serving as secretary of the Kansas state Department of Agriculture from 1999-2003. Before joining DEQ, she was deputy chief of staff to Senate Majority Leader Randy Richardville, and served as director of the Senate Majority Policy Office before that. Clover Adams was raised on a farm in Michigan, and holds a master's in public policy from Georgetown University and a bachelor's in general studies from the University of Michigan.



"Jamie has great vision and leadership capacity," Creagh said. "Her experience makes her well suited to become MDARD's next director."

"It is bitter sweet to say farewell to Keith Creagh, who has served as MFPC Chair since 2010. He has been a wise and inspirational leader and friend, and we are grateful for his service as our Chair. However, we are excited to forge ahead under the leadership of Director Clover Adams ", said Jane Whitacre, MFPC Director.

"It is bitter sweet to say farewell to Keith as the MFPC Chair. He has been a wise, inspirational leader and friend. However, we are excited to forge ahead under the leadership of Director Clover Adams "
Jane Whitacre, MFPC Director

Clover Adams replaces Creagh, after having served as the state Department of Environmental Quality's Policy and Legislative Affairs director since 2011. She said it's a great opportunity to support the governor's agriculture agenda.

"I am honored to serve the people of Michigan and am anxious to get to work to

MDARD Announces New Value Added/Regional Food System Grant Opportunity Proposals for the new program will be accepted through July 31, 2012

The Michigan Department of Agriculture and Rural Development (MDARD) announced a new competitive grant program to promote and enhance Michigan's \$91.4 billion food and agriculture industry. The Value Added/Regional Food Systems Grant Program will accept proposals through July 31, 2012.

In the MDARD fiscal year 2013 budget, signed by Governor Snyder, \$1.95 million was appropriated for Rural Development Value Added Grants. **MDARD will host a webinar on July 12, 2012 at 1:30 p.m. to assist** potential applicants in developing proposals and answer questions. Eligible applicants include agricultural cooperatives, producer networks, producer associations, local governments, nonprofit corporations, business entities, economic development organizations, and regional farmers market authorities.

MDARD will accept proposals intended to establish, retain, expand, attract and/or develop value added agricultural processing and/or develop regional food systems by enhancing or facilitating aggregation and distribution of Michigan grown agricultural products.

Those interested in participating in the webinar and any additional communications concerning this **Request for Proposal should be sent to mda-grants@michigan.gov**. For the grant specifics and application visit www.michigan.gov/mdagrants.



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

Governor Appointed members of the Michigan Food Policy Council

- Aday Arabo 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 Urban Agriculture
- 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
- Marty Gerencer, Principal, Morse Marketing, Representing Sustainable Agriculture
- 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: 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

Thank You!



Michigan Food Policy Council

[WWW.MICHIGAN.GOV/MFPC](http://www.michigan.gov/mfpc)

Find Out More at the Michigan Food Policy Council web site :

- Policy Issues Report
- Meeting summaries
- Schedule of task force meetings
- Task force membership chart
- Helpful links
- Documents and materials to download
- An electronic contact form for speedy reply if you need something you can't find
- Newsletters
- Link to the Michigan Good Food Charter

Upcoming MFPC Meeting dates

-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 (thank you!)

Contact: Jane Whitacre, Director
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WEB: www.michigan.gov/mfpc



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