



Regional Food Sector = Community Economic Development

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Goal: By 2020, the region's food and farming systems are more resilient and provide at least 20% of our region's food.

OBJECTIVES: By 2020

1. NW MI farmers supply 20% of region's institution, retail, consumer food purchases.
2. NW MI institutions source 20% food product through NW MI growers-processors.
3. NW MI generates new agri-food businesses enabling 20% regional food purchased
4. 100% of NW MI residents access ample, high-quality, healthy, and culturally diverse diet, 20% of which comes from the region.
5. NW MI farmland, water and energy resources are available and affordable, building and maintaining long-term, sustainable business environment for diverse local agriculture and food production.



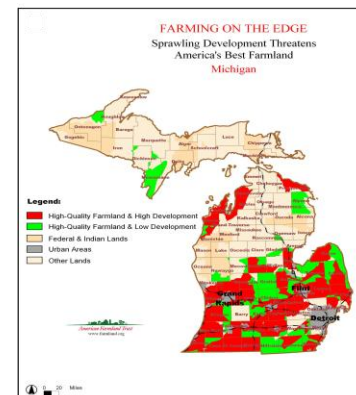
Agriculture and Food

Trends:

- Food and Eating: demand greater than supply
- Food and Health: greater awareness among consumers of food nutrients
- Food and Economic Development: direct markets flourishing

Crisis:

- Farmers aging/farms in the middle declining
- Land converting/disappearing
- Obesity epidemic



FOOD & FARMING NETWORK

Building Northwest Michigan's Agricultural Future



From Crisis to Opportunity: Localizing Food

NORTHWEST MICHIGAN'S FARM FACTOR
Economic Impacts, Challenges, and Opportunities

FEBRUARY 2009

Agriculture contributes substantially to the economy of the six-county northwest Lower Michigan region. Ample opportunities also exist to significantly expand its economic footprint.

MICHIGAN LAND USE INSTITUTE

EAT FRESH AND GROW JOBS, MICHIGAN

SEPTEMBER 2006

Determined efforts to increase sales of fresh, local foods in Michigan could significantly boost employment and personal income across the state, according to a new study by university and nonprofit researchers.

MICHIGAN LAND USE INSTITUTE

the cs.msi group

Michigan Good Food

CHARTER

Market Ventures Inc.

Grand Traverse Regional Market Feasibility Study

Prepared for: Traverse Bay Economic Development Corporation and Grand Traverse Regional Market Initiative

July 2, 2012

20% Pledge

Grand Traverse Area Regional Chamber of Commerce

Cadillac Area Chamber of Commerce



Good Food System Benefits

More farms & food businesses



Healthy children & families

New jobs in Michigan



Clean water, open spaces

Strong regions, urban to rural



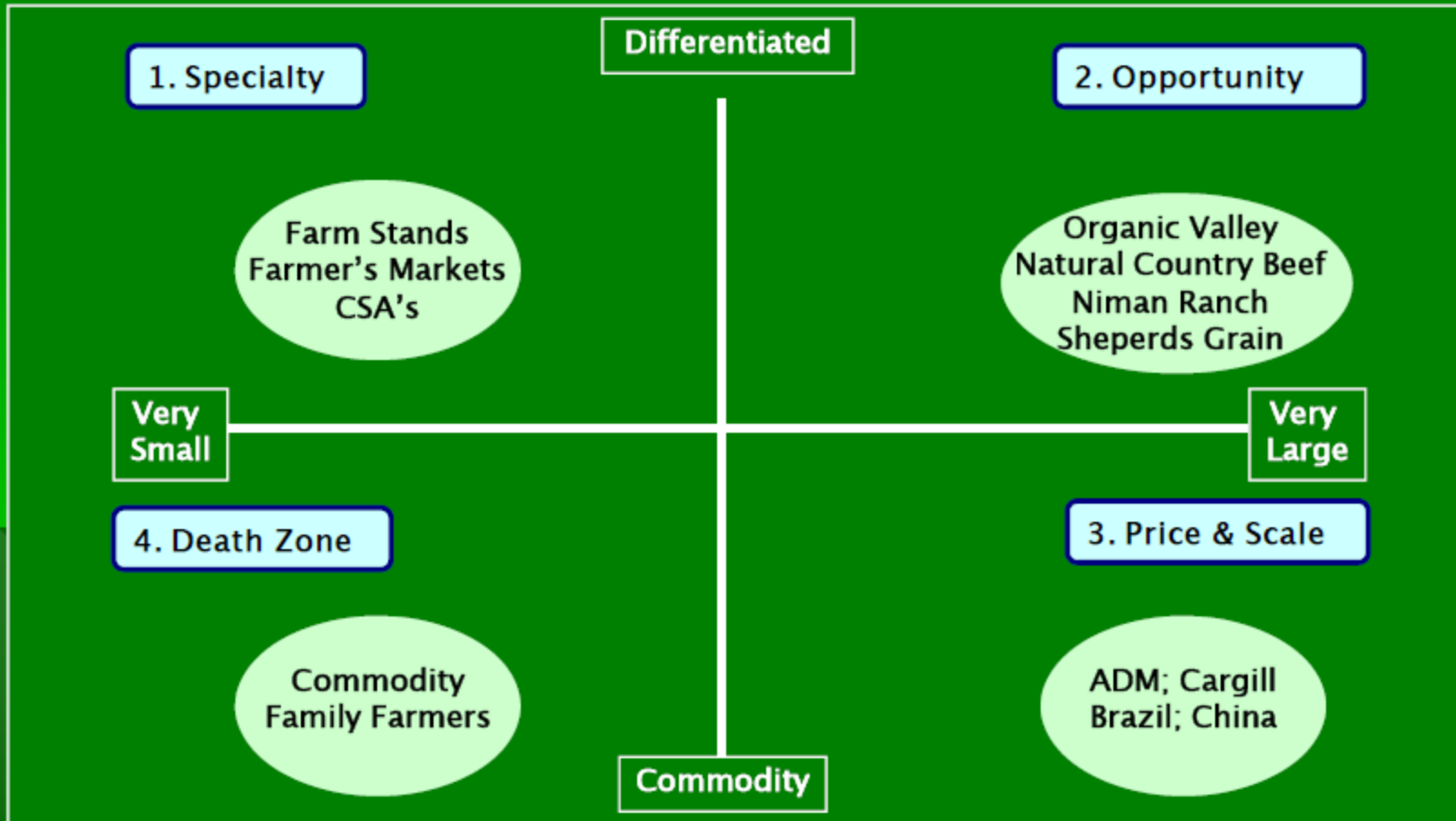
Security: Food, fuel, climate



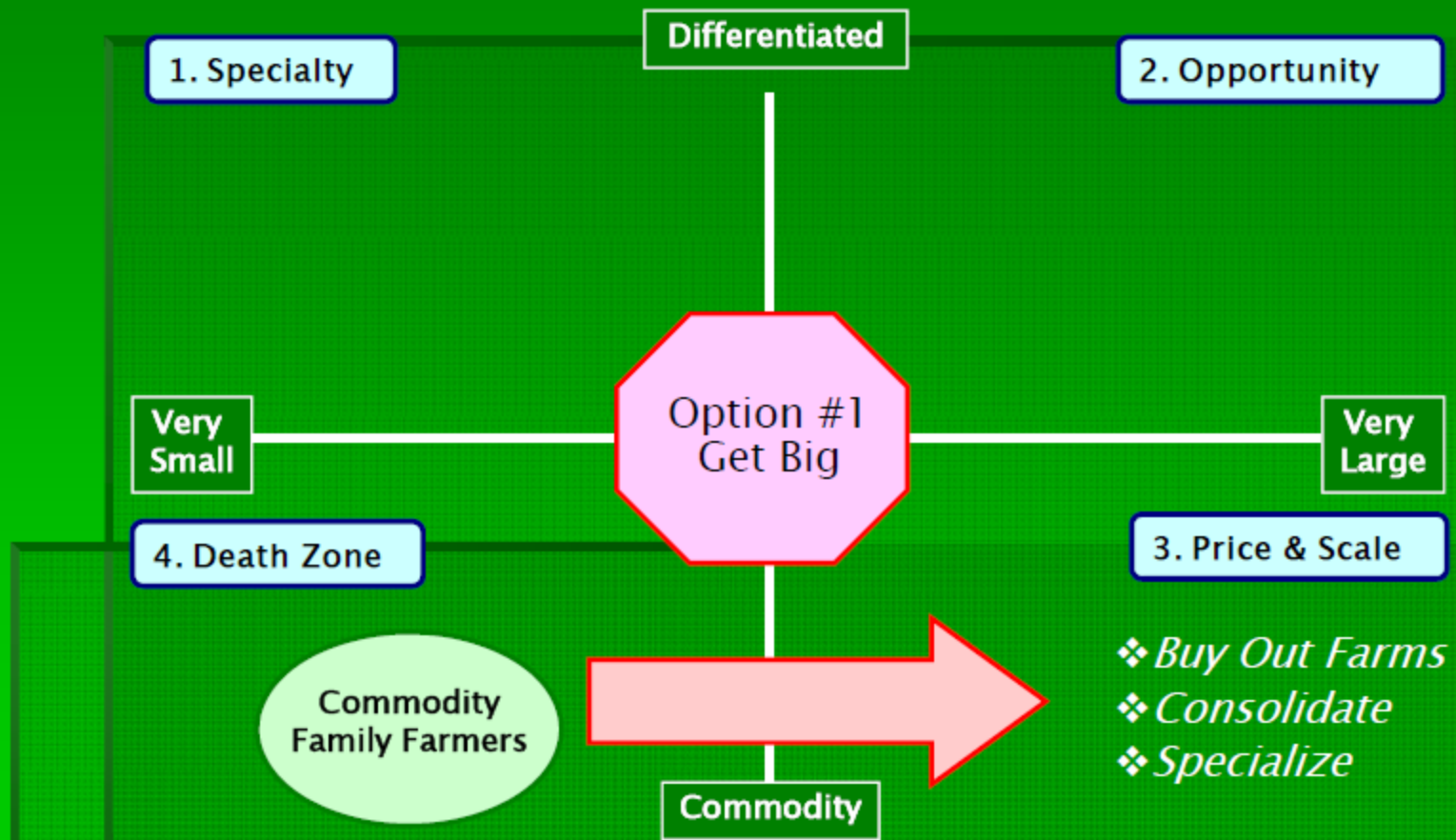
Agricultural Quadrants - Value & Scale



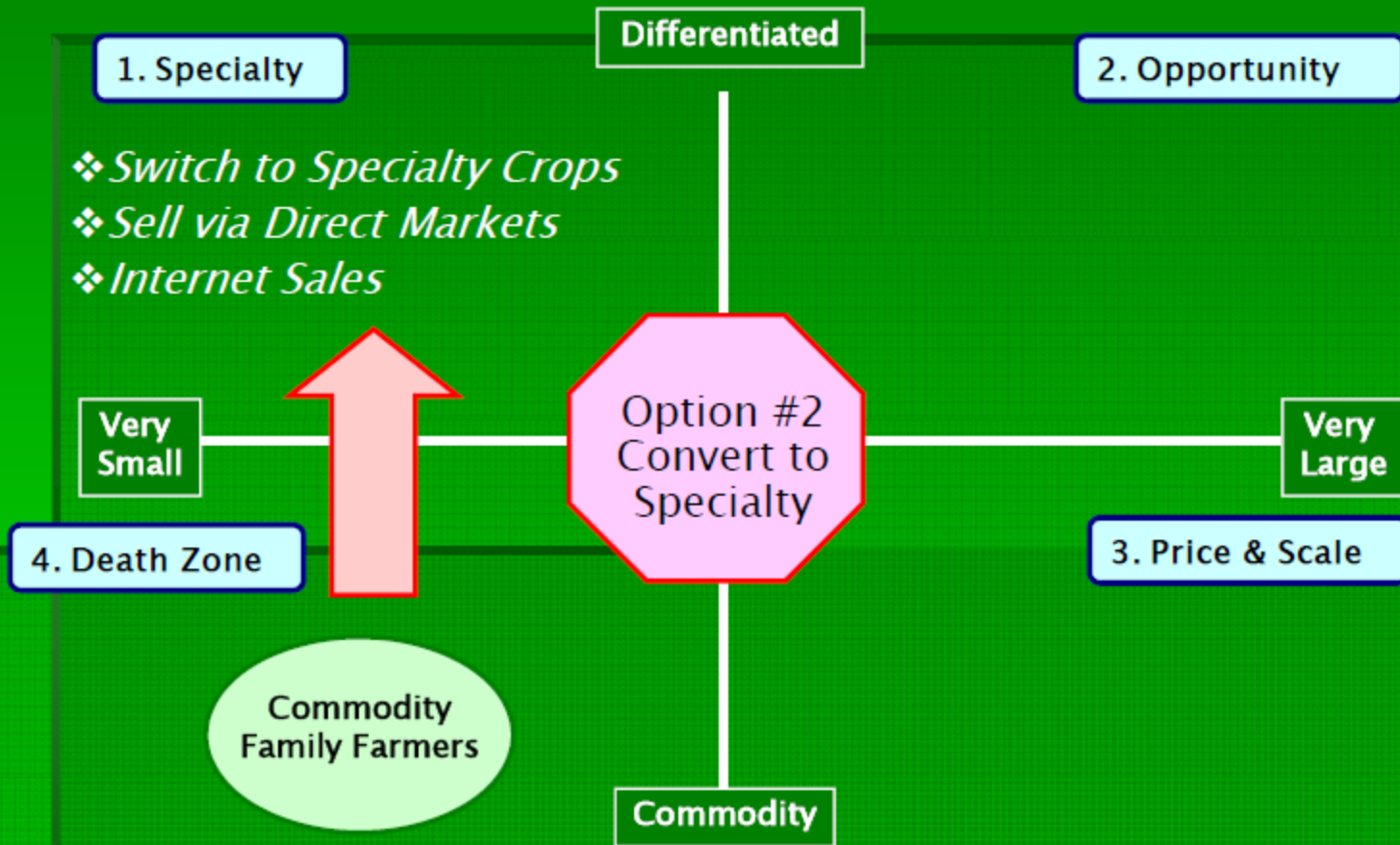
Examples of Participants



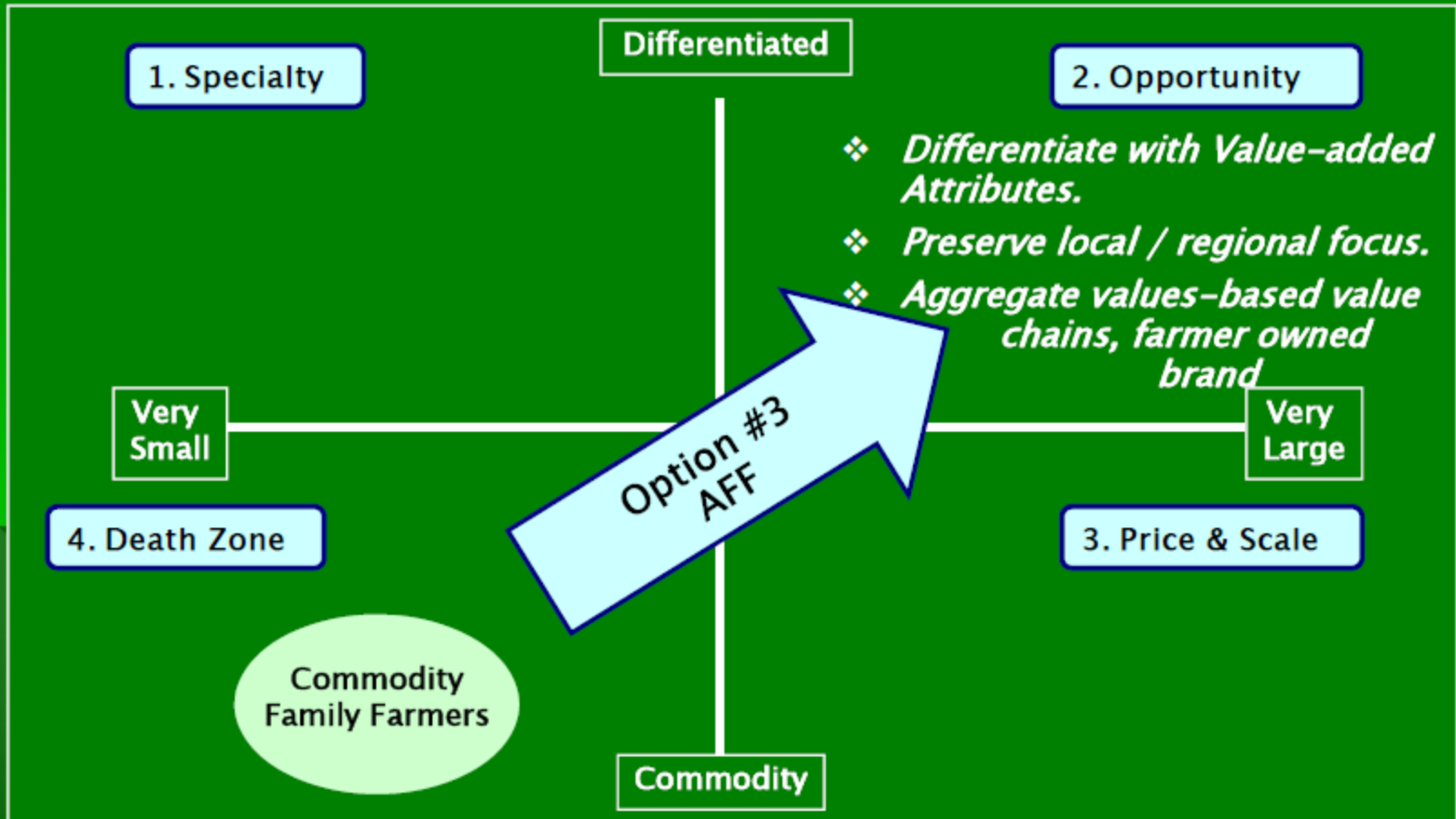
Option #1 - Get Big



Option #2 - Convert to Specialty



Option #3 - Create New Opportunity





Agriculture and Economic Development *Grand Traverse Region*

*In terms of its share of economic activity,
agriculture is four times more important to
Northwest Michigan than it is to the state as a
whole* (Northwest Mi Farm Factor, Doug Krieger, MLUI, 2009)

FOOD & FARMING NETWORK

Building Northwest Michigan's Agricultural Future



Grand Traverse Regional Market (Food Hub)

THE VILLAGE AT GRAND TRAVERSE COMMONS

POSITIONING FOR THE FUTURE

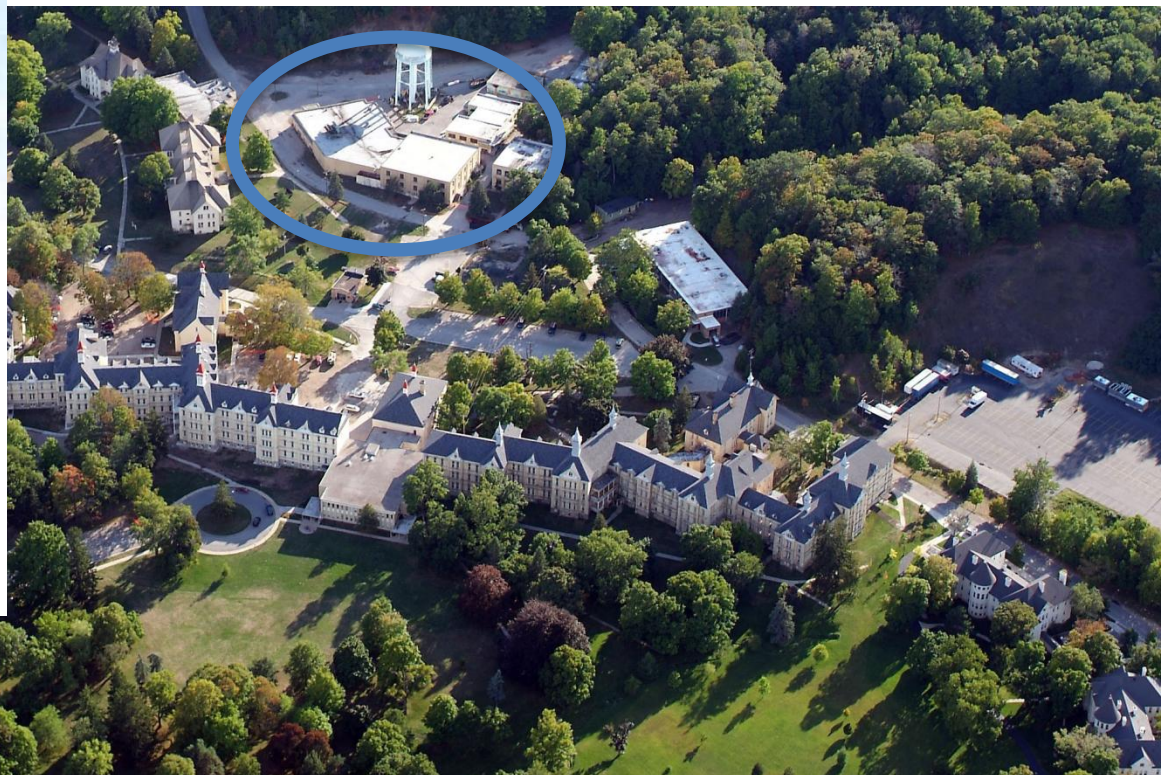


BUILDING FIFTY EIGHT



ONE OF THE LARGEST HISTORIC PRESERVATION AND MIXED-USE REDEVELOPMENT PROJECTS IN THE NATION!

TRAVERSE CITY . MICHIGAN



Food Hub Function



The Village at Grand Traverse Commons





Grand Traverse Regional Market Goals

1. Raise income for the region's farmers and food producers
2. Increase availability/access to local foods for area consumers
3. Create a social space for the community
4. Create jobs
5. Encourage education and knowledge sharing



Feasibility

Market Ventures Inc.

118 William Street, Portland, Maine 04103

www.marketventuresinc.com

207.337.2016 ext. 899.707.1708 fax

Grand Traverse Regional Market Feasibility Study



Prepared for: Traverse Bay Economic Development Corporation and Grand Traverse Regional Market Initiative

July 2, 2012

- Market analysis (quantification of supply and demand)
- Assessment of functions
- Management and operation
- Financial modeling; Economic impact; Presentation and report

- Steering Committee
- Key informant interviews/focus groups;
- Site inspection and tour of regional food offerings;
- Secondary data analysis (Censuses of Ag, Population, Economy)
- Pro forma analysis



Study Findings

- Demand and supply for diversified agriculture product
- Need for storage and distribution functions through a centralized market location
- Magnitude of food sales in region helps ensure small market capture to be economically successful
- Region's population growth and heightened interest in local foods provides opportunities
- Building 58 facility: cluster and function

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Grand Traverse Regional Market Feasibility Study



Prepared for: Traverse Bay Economic Development
Corporation and Grand Traverse Regional Market Initiative

July 2, 2012

Recommended steps

Phased Approach:

1. Feasibility
2. Pre-development
 - Functionality
 - Operations management
 - Recruitment and financing
3. Construction/Pre-opening/Opening
 - Tenants
 - Regional draw
 - Growth

MVI Inc. Recommended Program Elements

- Storage/Aggregation/Distribution
- Food Production and Processing
- Farmers Market Shed
- Education and Events
- Office space





On-Site Possibilities

- Year-round indoor farmers market
- Nutrition Education
- Cooking demonstrations
- Incubator kitchen
- Value-added processing
- Aggregation
- Retail, restaurants
- Physical fitness-trail system
- Rooftop Greenhouses
- Aquaponics
- Barley malter



An aquaculture program centered on systems that are self-sustaining and do not rely on feeds containing ocean harvested fishmeal.

Regional Implications: Food Clustering and/or Food Innovative Districts



Left Foot Charley Winery
Village at Grand Traverse Commons





Concept and Types of District Activity

Producer-oriented

- Production, gardening
- Retail and farmers' markets
- Post harvest storage, processing
- Packaging and promotion
- Loading docks and truck access
- Business incubation facilities, services

Place-oriented

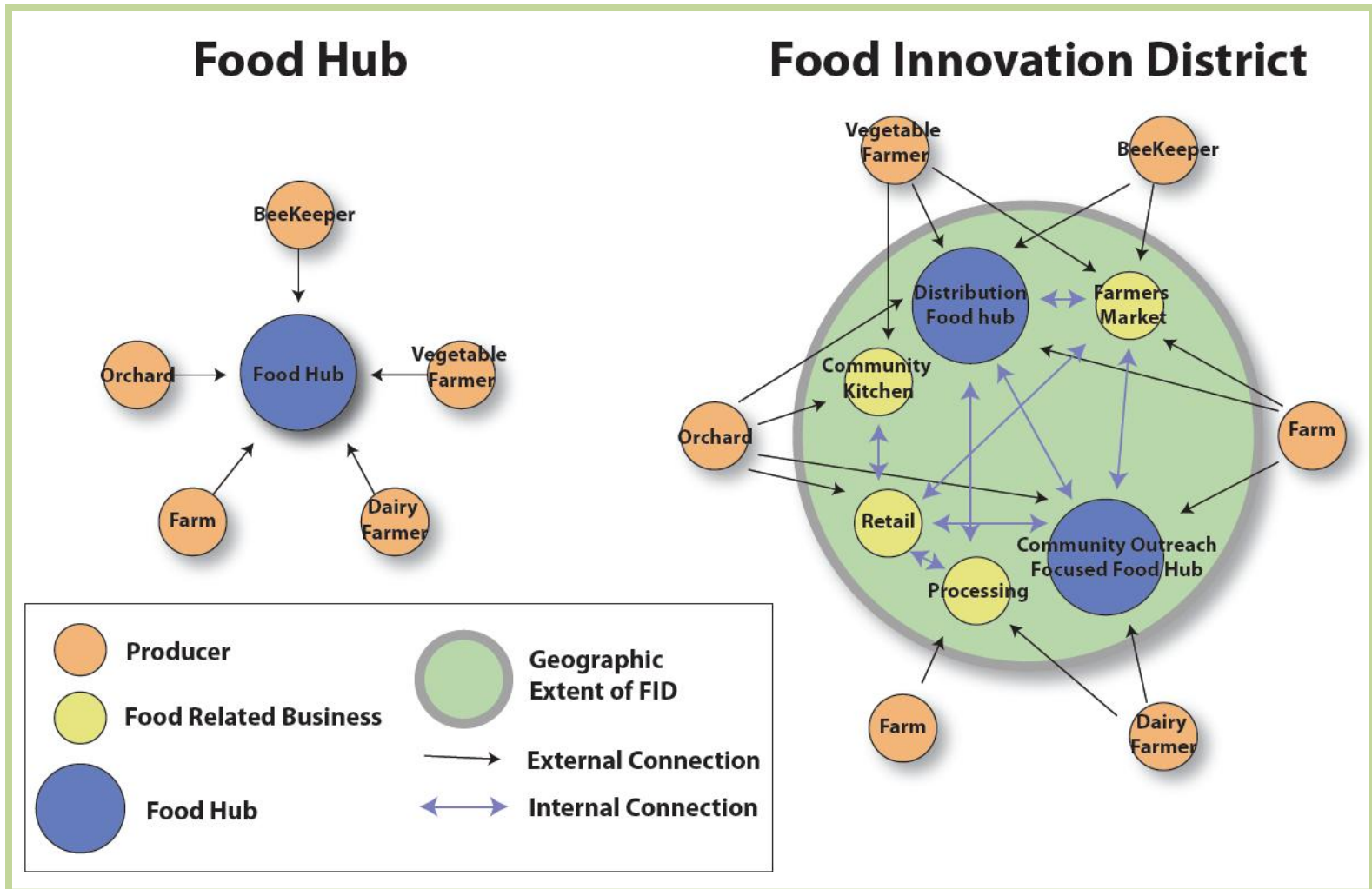
- Festivals, fairs and events
- Sidewalks and bike lanes
- Benches and bike racks
- Plazas and public art
- Pedestrian scale and traffic flow

Community-oriented

- Restaurants and eateries
- Community ovens, kitchens
- Education and nutrition outreach
- Social services
- Open space, gardens
- Harvest gleaning, food pantries



Hubs and Districts



Development Program Principles

1. Diverse and flexible – need for many different forms of processing, will change over time; meet evolving needs of regional food system
2. Phased – bring elements on-line as demand warrants and dollars become available; don't develop entire building at once
3. Operationally self-sufficient, with income from multiple sources including office rent and classes/events helping to support programs and low-costs for start-ups and farmers
4. Entrepreneurial - attract entrepreneurs as users, run by entrepreneurs
5. Increase access of fresh local food to low-income, underserved regional residents
6. Complement and not conflict with other Village uses
7. Leverage resources and partnerships

Contacts

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<http://foodandfarmingnetwork.org/>