



# cultivate MICHIGAN

Supply, source, and serve local food

**Cultivate Michigan** is designed to help Farm to Institution programs grow and track progress. It is a campaign of the Michigan Farm to Institution Network (MFIN), a group of practitioners, supporters and advocates sharing common goals.

Each year, Cultivate Michigan features four seasonal foods. By highlighting these foods, we hope to increase demand for them and institutions' access to them.

Toolkits for each of the featured foods make it easy for institutions to find, buy and use them. Learn how to **purchase** featured foods from farmers and distributors, **prepare** recipes that have been tested in institutions, and use the marketing materials to **share** your efforts with staff, eaters and communities. Then **track** your local purchases through the Cultivate Michigan dashboard as we work towards reaching the goal of **institutions purchasing 20% Michigan foods by 2020**.

## ..... Get started today!

1. **Join Cultivate Michigan** by sourcing and serving local food. Institutions can pledge to reach the 20% by 2020 goal.
2. **Purchase** foods grown, raised and/or processed in Michigan.
3. **Track** your local food purchases and witness the statewide impacts on the economy grow.
4. **Promote** your efforts by using the marketing materials available for the featured foods.

[www.cultivatemichigan.org](http://www.cultivatemichigan.org)  
[info@cultivatemichigan.org](mailto:info@cultivatemichigan.org)

## Why Join?

The timing is right to address challenges of reaching the good food future outlined in the Michigan Good Food Charter.

Through good food partnerships, we can help Michigan institutions purchase 20% Michigan foods by 2020 and support Michigan farmers working to profitably supply this local food to Michigan institutions.

## Did you know?

- › A survey of **Michigan vegetable farmers** showed that **half (50%)** were interested in selling their products to schools, hospitals and/or colleges.
- › The majority of **school food service directors (82%)** reported interest in purchasing local foods in the future.
- › **69% of Michigan Great Start staff members** showed interest in connecting their program with a local farmer in the future.
- › More than **100 hospitals** have committed to purchasing **20%** of their food from Michigan sources.

## Visit:

[www.cultivatemichigan.org](http://www.cultivatemichigan.org) for more information or to sign up today!





# Michigan Farm to Institution Network

## 20% by 2020



### VISION & GOALS

The Michigan Farm to Institution Network is a space for learning, sharing and working together to get more local food to institutions in Michigan.

We aim to meet the goal of the Michigan Good Food Charter that institutions purchase 20% Michigan foods by 2020.

We help:

- › Farmers and food suppliers provide the local foods institutions want in the forms they need;
- › Institutions such as hospitals, schools, early childhood programs and colleges find, purchase and use local foods; and
- › Eaters at institutions identify, value and enjoy local foods.

For more information about the network, visit:

[www.farmtoinstitution.org](http://www.farmtoinstitution.org)

Or, contact:

[info@cultivatemichigan.org](mailto:info@cultivatemichigan.org)



### Become a member of the statewide Michigan Farm to Institution Network (MFIN)!

**Help take local food purchasing at Michigan's institutions to the next level.**

With so many meals eaten away from home, we seek new approaches to food purchasing in which Michigan institutions make local, good food available to eaters and expand markets for food grown, raised and processed in the state. In turn, we can support our farms, our economy and the well-being of the people of Michigan.

**Network membership** is available to food service professionals, farmers, food suppliers, advocates, supporters and researchers. MFIN has three subcommittees to share best practices, guide members toward success, and better understand opportunities and limits of Farm to Institution programs.

#### Contact a subcommittee chair to learn more about participating!

**Outreach & Engagement** shares good food stories and best practices and secures pledges to the local food purchasing campaign.

- › **Michaelle Rehmann, Consultant**  
[michaelle.rehmann@gmail.com](mailto:michaelle.rehmann@gmail.com)

**Technical Assistance & Education** shares resources and provides trainings for farmers, food suppliers and food buyers to develop and sustain local food programs at institutions.

- › **Garrett Ziegler, MSU Extension**  
[zieglerg@msu.edu](mailto:zieglerg@msu.edu)

**Research & Impacts** tracks progress and impacts while learning more about opportunities and limits of Farm to Institution programs.

- › **Kathryn Colasanti, MSU Center for Regional Food Systems**  
[colokat@msu.edu](mailto:colokat@msu.edu)

MFIN is co-coordinated by the Ecology Center and the Michigan State University Center for Regional Food Systems.