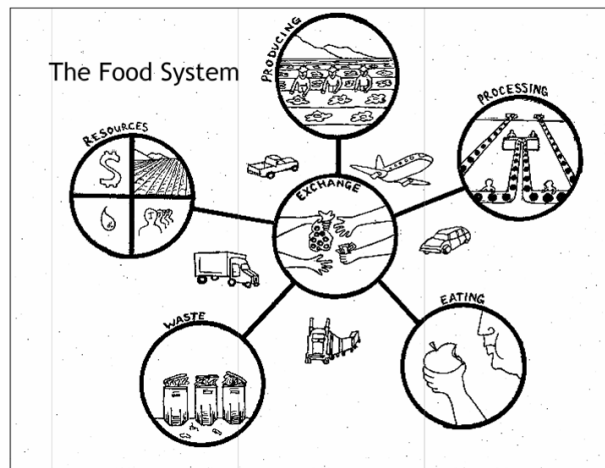




Developing a Local Food System

Cary M. Junior, SouthEast Michigan Producers Association



The Issue

- Underserved/small producers not successful in the business of farming
- Food insecurity in the Metro Detroit area
- Identifying local producers to supply the “local” demand, including community farmer’s markets
- Reemphasize the importance of healthy eating (produce)

SouthEast Michigan Producers Association (SEMPA)

OBJECTIVES

- Create, identify and direct resources that will enhance the production, promotion, capacity and stability of producers;
- Create or identify specific programs to encourage the interest of farming and minimize land loss, and;
- Collaborate with organizations with similar objectives and those that help complete a local food system.

Why Develop a Local Food System?

MACRO

- Agriculture \$92 million #2 industry in Michigan (mostly commercial contract farms)
- Michigan #2 in US with most diverse agriculture products
- Major processing of Michigan produce is done out of State

MICRO

- Small producers not fully utilized (overlooked)
- Food insecure areas (many urban) still lack access to fresh produce
- Local produce in demand

Producer Characteristics

ADVANTAGES

- Produce a quality product, all natural (no pesticides)
- Available acreage
- Good reputation as producers

CHALLENGES

- Age
- Idle land
- Transportation
- No real market – road side, word of mouth
- Land loss due (taxes, sold, no transitional plan)
- Skeptical of cooperatives/organization

The Food System

The activities involved in producing, processing, transporting, storing, selling, eating, and disposing of food.



Production



Processing



Distribution



Consumption/Retail



Waste Management/Resource Recovery

Producer Capacity Strategy

Address Producer Needs

Assessment

- Farm and Food safety planning
- Business, Financial and Transition Planning
- Labor
- Certifications – Naturally Grown/MEAEP/GAP
- COLLABORATION

Marketing Strategy – Phase 1

- Restaurants, Caterers
- Small Grocers, Food Co-ops
- CSAs
- Mobile Markets
(Senior/Multifamily Housing,
Neighborhood Corner)

Marketing Strategy – Phase 2

- Public School Systems/Districts
- Charter Schools (Management Companies)
- Private Schools
- Hospital Systems
- Independent Hospitals
- Hospice, Assisted Living, Adult Day Care
- Other Meal Programs (Meals on Wheels, Child Summer/After School)

Food service provider; consistency and conditions required; provide stability

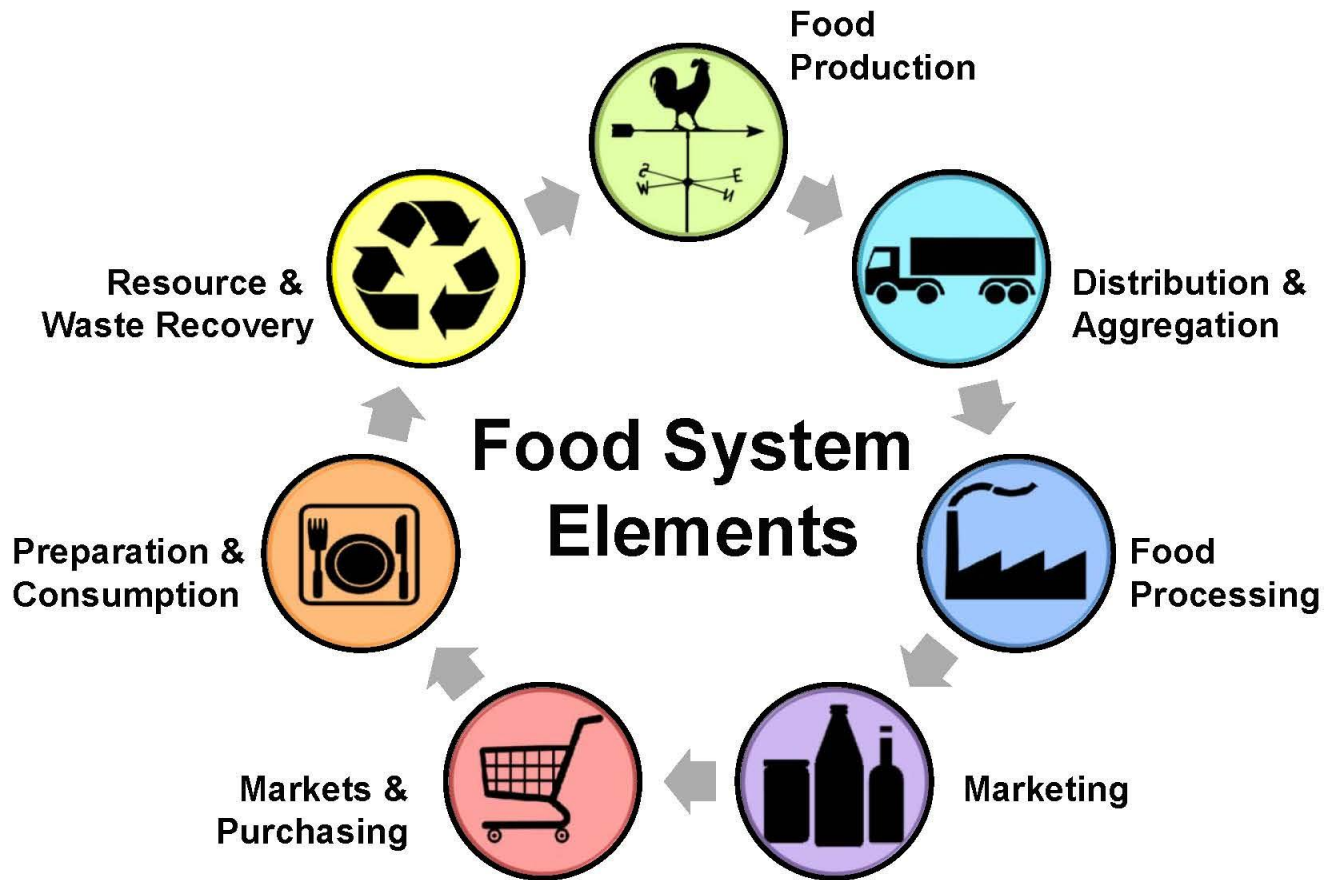
Core Food Hub Components

- Aggregation (unprocessed and packaged)
- Distribution
- Full Processing and Packaging
- Storage (Dry and Cold)

Two or more core components.

Model Food System

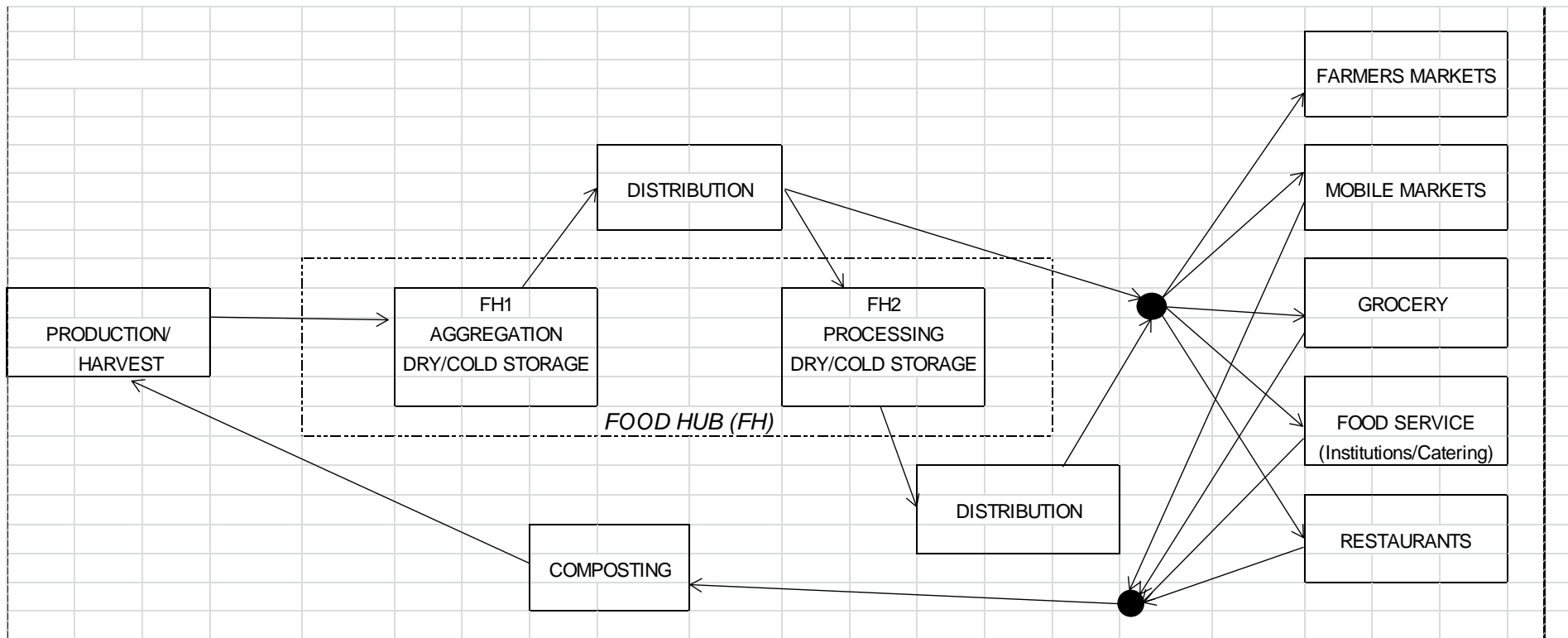




Adapted by Christy Shi, Center for Environmental Farming Systems.

*From: Wilkins, J. and Eames-Sheavly, M. *Discovering the Food System*; An experiential learning program for young and inquiring minds. Cornell University, Departments of Nutritional Science and Horticulture. <http://www.discoverfoodsys.cornell.edu/>*

Detroit Local Food System (Proposed)



SEMPA Organization

Board of Directors

Michael Berry	John Davis	Perry McCall	John Presley
Sumpter Twp	Maybee	London Twp	Sumpter Twp
Hakim Rashid		Norris Stephens	
Detroit		London Twp	

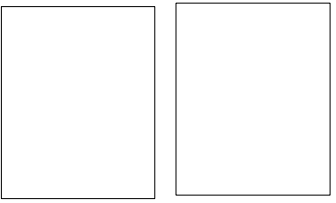
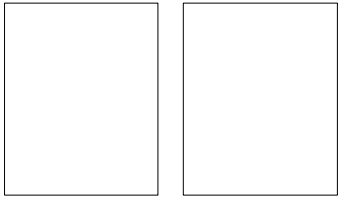
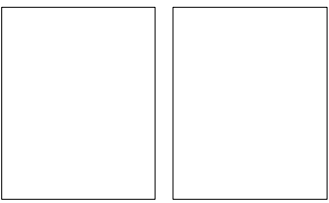
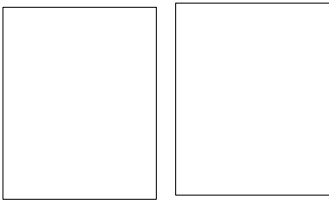
Cary Junior
General Manager

Communications

Administration

Finance

Field Operations



Where SEMPA Has Been

Professional Agricultural Workers Conference (PAWC) Dec 2012-15

Homegrown Summit February 2013

National Farm to School Conference April 2014

Pure Michigan Agriculture Summit March 2014

Northern MI Small Farm Conference January 2015

Family Farm Conference January 2013, 2014, 2015

Black Farmers Conference February 2014

Minority Landowners Conference March 2014

Farm to Institution Network March 2014

Detroit Food Forum April 2014

MI Agriculture Expo July 2013, 2014

Where SEMPA Is Going

Homegrown Summit February 2015

Macomb Farm to Fork February 2015

Black Farmers Conference February 2015

Pure Michigan Agriculture Summit March 2015

Detroit Food Forum April 2015

Minority Landowners Conference February 2015

National Women In Agriculture Association April 2015

MI Agriculture Expo July 2015

Great Lakes Expo 2015

Professional Agricultural Workers Conference (PAWC) Dec 2015

Local Food System Projections

To address the issues of local economic vitality and sustainability by:

- building capacity of the underserved/small farmer while enhancing food security
- empowering the community with entrepreneurial and job opportunities
- improve the understanding of significance of healthy eating regardless of economic status

Local Food System Model



Local Food System Objective

Our objective is to

- 1) *Improve* **FOOD SECURITY** - The measure of the ability to insure access to nutrition;
 - 2) *Define* **FOOD JUSTICE** - The ability to insure that the benefits and risks of where , what and how food is grown, produced, transported, distributed accessed and eaten are shared fairly; and
 - 3) *Declare* **FOOD SOVEREIGNTY** - The right of the community to define its own food system
- in our communities by supporting local food economic efforts.*

ISSUE

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VISION

*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.*

*Top Photo: Producer Isiah Tabb
on his farm in Sumpter
Township, MI*

*Photo right: From left to right
Isiah Tabb (fruit and vegetable
producer), Shakara Tyler (MSU
Center for Regional Food
Systems), Hakim Rashid (SEMPA
Cooperative)*

monthly updates from

Michigan Good Food



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2014: A Year of Food in Kalamazoo p.3

"Living the Good Food Life" : p.4

Daniel Marbury

A Rural Haven in Southeast Michigan

By Jude Barry

Isiah Tabb flicks through the seed catalogue seeking the best corn variety to plant next year and declares "I am very proud of my 'garden'". Isiah worked for Chrysler for 43 years, but has always had a passion for growing food. "I have farmed all my life and since I retired, I have leased 73 acres where I grow tomatoes, peppers, sweetcorn, beans, root vegetables and peas". His daughters and teenage grandchildren help him plant, weed and harvest the beautifully maintained plot in Sumpter Township, Michigan. The food Isiah grows feeds him, his wife and his daughter's families and he also sells produce from a roadside stand at the end of his driveway, which feeds many in the neighborhood. He grows to meet the needs of his neighbors and friends – when they ask for something he is not growing he is likely to be planting it the following year! "I could grow more" he says, "but I don't want to turn it back into the ground."

Isiah is one of many African-American farmers in a rural tri-county area of Wayne County, Monroe and Washtenaw, who are farming fresh fruits and vegetables to feed the local population.

Cary Junior, a MSU CRFS food hub consultant who resides in Oakland and co-founding member of the South Eastern Michigan Producer's Association (SEMPA) says institutional and restaurant buyers are seeking locally grown products. In contrast many of the fruit and vegetable growers in Wayne and surrounding counties have the ability to grow much more produce, but are unable to access larger markets to sell their product. Cary Junior and



his colleagues, including John Presley and Hakim Rashid, producers and distributors for over 25 years, hope to help connect the need for good locally grown food in the Detroit area with the need of farmers for new markets through the SEMPA cooperative model.

The SEMPA cooperative, based in Sumpter Township, was created to support underserved farmers in serving underserved communities. Cary says "SEMPA is a group of producers and distributors that are cooperatively working together to aggregate and distribute to urban markets, especially where there is limited food access, or food deserts in the region".

Continued on page 2



PURE *M*ICHIGANSM



Assessment

Contact Info (phone, email)

Acreage

Crops grown

- Taxes/Financial Plan
- Transition/Legal Plan
- Operation (Labor)/Farm/Food Safety Plan
- Conservation Plan
- Certifications (Naturally Grown/MEAEP/GAP)