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MICHAEL HAMM
COLLEGE OF AGRICULTURE AND
NATURAL RESOURCES

Facilitated by the Office of the Vice President for
Research and Graduate Studies
Urban Agriculture, Detroit, and Michigan's Opportunities

Michael W. Hamm
CS Mott Professor of Sustainable Agriculture
Michigan State University

Top 20 Trends

1. Locally grown produce
2. Locally sourced meats and seafood
3. Sustainability
4. Bite-sized mini desserts
5. Locally produced wine and beer
6. Nutritionally balanced children's dishes
7. Half-portions/smaller portion for a smaller price
8. Farm/state-branded ingredients
9. Gluten-free/food allergy conscious
10. Sustainable seafood
11. Superfruits (e.g., acai, goji berry, mangosteen, purslane)
12. Organic produce
13. Culinary cocktails (e.g., savory, fresh ingredients)
14. Micro-distilled/artisan liquor
15. Nutrition/health
16. Simplicity/back to basics
17. Regional ethnic cuisine
18. Non-traditional fish (e.g., branzino, Arctic char, barramundi)
19. Newly fabricated cuts of meat (e.g., Denver steak, pork, flat iron, Petite Tender)
20. Fruit/vegetable children's side items
Maximum crop acreage adjustments
implied by full adoption of select recommendations
from the 2005 Dietary Guidelines for Americans

<table>
<thead>
<tr>
<th>Crop</th>
<th>Average harvested area, 1999-2003</th>
<th>Adjustments in acreage</th>
<th>Acreage needed to meet Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit</td>
<td>3.5</td>
<td>4.1</td>
<td>7.6</td>
</tr>
<tr>
<td>Vegetables;</td>
<td>6.5</td>
<td>8.9</td>
<td>16.3</td>
</tr>
<tr>
<td>Dark green</td>
<td>0.3</td>
<td>0.5</td>
<td>0.8</td>
</tr>
<tr>
<td>Orange</td>
<td>0.2</td>
<td>0.4</td>
<td>0.6</td>
</tr>
<tr>
<td>Legumes</td>
<td>2.0</td>
<td>6.8</td>
<td>10.8</td>
</tr>
<tr>
<td>Starchy</td>
<td>2.3</td>
<td>-0.8</td>
<td>1.5</td>
</tr>
<tr>
<td>Other</td>
<td>1.7</td>
<td>--</td>
<td>1.7</td>
</tr>
<tr>
<td>Wheat (example for whole grains)</td>
<td>22.6</td>
<td>-5.6^1</td>
<td>17.04</td>
</tr>
<tr>
<td>Dairy^2</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Total</td>
<td>32.6</td>
<td>7.4</td>
<td>39.0</td>
</tr>
</tbody>
</table>


Opportunity: Jobs

WHAT IF... Michigan's residents bridged the "Public Health Gap"?

- Shift from current consumption to public health recommendations
- Eating more of what people currently eat
- Get it from MI when available fresh with typical technology
- Need approximately 37,000 more acres of production

$211 Million increased net income;
1,800 off-farm jobs
Seeding economies

- Training
  - 2 yr Organic Farming Program at MSU
- Business Dev.
  - MSU Product Center
- Land
  - Land Link Program
  - State Land Bank
- Capital
  - IDA
  - Small Loan Program
- Markets
  - MIFMA
- Info.
  - MSUE
  - RSA

Distribution of Vacant Parcels

Represents nearly 5,000 acres

Legend
- Vacant Parcels
- City Boundaries
Example of a High-Vacancy Neighborhood

Acreage Needed to Meet Current and Recommended Consumption

<table>
<thead>
<tr>
<th>Production Scenario</th>
<th>Acreage Needed to Meet Current Consumption</th>
<th>Acreage Needed to Meet Recommended Consumption</th>
<th>% Consumption Supplied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Only</td>
<td>High Productivity</td>
<td>263</td>
<td>31% Veg</td>
</tr>
<tr>
<td></td>
<td>Low Productivity</td>
<td>894</td>
<td>17% Fruit</td>
</tr>
<tr>
<td></td>
<td>Commercial Yields</td>
<td>1,660</td>
<td></td>
</tr>
<tr>
<td>Field + Storage</td>
<td>High Productivity</td>
<td>511</td>
<td>65% Veg</td>
</tr>
<tr>
<td></td>
<td>Low Productivity</td>
<td>1,839</td>
<td>39% Fruit</td>
</tr>
<tr>
<td></td>
<td>Commercial Yields</td>
<td>3,063</td>
<td></td>
</tr>
<tr>
<td>Field + Storage + Extension</td>
<td>High Productivity</td>
<td>568</td>
<td>76% Veg</td>
</tr>
<tr>
<td></td>
<td>Low Productivity</td>
<td>2,086</td>
<td>42% Fruit</td>
</tr>
<tr>
<td></td>
<td>Commercial Yields</td>
<td>3,602</td>
<td></td>
</tr>
</tbody>
</table>

Codasahl and Herm (2009) in Preparation
Urban Agriculture at Various Scales

- Individual Scale
  - Backyard and community gardens
- Small, family Scale
  - D-Town Farm
  - Detroit Ag Network and Garden Resource Collaborative
- Larger Scale
  - Hantz Farms
  - SHAR, Inc.

Opportunity: Increasing Access

North Park
Street Plaza
Kalamazoo, Mich.
Programs to help increase the demand for healthy food
Marketing, outreach, and educational efforts to encourage better food choices:

Bridge Card
Eastern Market is the largest farmer’s market in the country with regard to SNAP benefits having passed $250,000 in benefits from recipients to farmers since July 2007.

Food Voucher Programs (Mo’ Bucks)
Voucher program to create an incentive for SNAP benefit recipients to eat fresh fruit and veggies while supporting local farmers.

Market Programming
Eastern Market has begun to integrate cooking demonstrations into retail market days and is adding kitchens to improve education and outreach efforts.
The Greening of Detroit Market Garden Project

- 2.5 acre site
- Intensely gardened with a variety of different planting strategies including unheated hoop sheds, woody crops, specialty crops, and flowers.
- On-site composting center
- Greenhouse for growing starter plants for community gardens throughout city.
- Storage, classroom, and food processing facilities to expand grower training programs.
- Intended to demonstrate financial results of small plot cultivation as much as growing practices.
Other Community Garden Examples

John R Garden, Midtown
North Cass Avenue, Midtown

Slide from Dan Carmody, President, Eastern Market Corporation
High Tunnel Production: Sustainably Expanding the Season

Process to The Good Food Charter

- Workgroups meeting September 2019
- February 20
- Public presentations on February 25
- March 6: Draft report summaries on website
- Preliminary meeting by Planning Committee, Advisory Committee

Food System Infrastructure
Nutritional Engagement in Community Food
Institutional Food Purchasing
Healthy Food Access for Families & Communities

Michigan Good Food Summit

- We encourage both regional & individual responses through the website.
- Released by May 15

- Detailed review by Planning Committee, Advisory Committee & Co-sponsors
- We encourage both regional & individual responses through the website.
- Michigan Good Food Charter
Vision

- Thriving Economy: Children, families, communities and businesses in both rural and urban areas are prosperous.
- Sustainability: Our cultural, ecological and economic assets are protected over the long term.
- Equity: All communities have the conditions needed to thrive.

The End