

# U.P. FOOD EXCHANGE

growing local food systems



## What is the U.P. Food Exchange?

The U.P. Food Exchange is a resource portal for farmers, businesses, and individuals looking to connect with and actively participate in their local food system. Community partners across the Upper Peninsula coordinate and support local food projects of all kinds, including policy work, community education, food safety, business development, farm to school, and more. Key to the work of the U.P. Food Exchange is the online marketplace, a food hub that aggregates local food products for institutions in Michigan's Upper Peninsula.

## Who is running the Exchange?

The beauty of the U.P. Food Exchange is that it is not one single organization but many organizations from different parts of the food system working together. This collaboration ensures that local food activities, resources, and services are better shared across the Upper Peninsula. All businesses and organizations involved play a role in the ongoing success of the U.P. Food Exchange. Active members of UPFE are listed below.



## Services of the U.P. Food Exchange

**U.P. Food Exchange Website & Social Media-** Access resources and stay up-to-date on the latest local food news.

**Plowshare Newsletter-** Receive email updates on local food happenings on the local, regional, and federal levels.

**Online Marketplace-** An ordering platform where U.P. farmers and food producers list their products and institutions (restaurants, hospitals, schools) purchase these products. Aggregation, marketing, relationship brokering, and some distribution services available all in one place!

**Community Education-** Events, classes, and volunteer opportunities are offered to the public by UPFE partners all across the Upper Peninsula.

**Food Summits-** Meetings in each region to engage participants with local food system issues and make face-to-face connections.

**Speakers Bureau-** Find speakers to present on nearly any food topic you can think of in our speakers bureau.

**Professional Training & Resources-** Our partner organizations can help businesses from all parts of the food system. Connect with experts on food safety and certifications, business development, marketing, creating online farm stores or farm markets, environmental sustainability, and policy work.

**Farm to School Assistance-** Members of the UPFE network can provide assistance with the procurement of local food, resources for curriculum, or school garden technical support. We also offer a unique opportunity for fundraising through our Farm to School Fundraising Program. An alternative to traditional fundraisers, we can help you create a fundraising program that uses items grown, harvested, or raised in the Upper Peninsula.

Call Sarah at 906-225-0671, x723 or email [info@upfoodexchange.com](mailto:info@upfoodexchange.com) to learn more about the U.P. Food Exchange.

[www.upfoodexchange.com](http://www.upfoodexchange.com)

# U.P. FOOD EXCHANGE

online marketplace



The UPFE Online Marketplace is a virtual food hub. Food hubs help local and regional producers sell products to wholesaler, retail and institutional purchasers by providing aggregation, distribution, and marketing services.

Our marketplace allows farmers and food producers to market their products to multiple customers through a single online platform which maintains a live inventory. Products are aggregated so sellers can deliver orders for multiple buyers to one location with a single invoice. Buyers are then able to pay for products from multiple farms with a single payment and receive a single order.

## The Online Marketplace streamlines local food purchasing for all participants.

### Benefits of the UPFE Online Marketplace for Sellers *Farms & and Food Businesses*

- Expand your market reach with access to many different customers
- Promote your products and business to new customers
- Access your sales and financial reports - manage your inventory in one place
- Stay organized with email reminders, picklists, and packaging slips
- Customize which products and pricing are available to which buyers
- Save time, energy, and money through aggregation! You can sell products to multiple customers on one website. Aggregation is even available at the Marquette Food Co-op so you only need to make one delivery.
- The marketplace acts on your behalf to monitor and track down payments from buyers

### Benefits of the UPFE Online Marketplace for Buyers *Institutional Purchasers, Retailers, & Restaurants*

- Ability to purchase from many farms and food businesses through a single platform
- Aggregation is offered through the Marquette Food Co-op. You can receive orders from multiple food producers at the same time, with only one payment
- Access order history and run reports
- Online marketplace manager can help you find the products you want and develop relationships with local farms
- Weekly fresh sheets will alert you to seasonal items, great deals, and new vendors
- Give your food a story, meet demand for local, and invest in your community all at the same time!



Call Eli at 906-273-2285 or email [localfood@marquettefood.coop](mailto:localfood@marquettefood.coop) to learn more about the U.P Food Exchange.

[upfoodexchange.localfoodmarketplace.com](http://upfoodexchange.localfoodmarketplace.com)

# Michigan Local Food Council Network

## Developing Council Learning Cohort

### Community Exploration Worksheet- Marquette County

*Please use the questions and resources below to get to better know your community as you develop your council. When the term “community” is used, it means the people within the geographic areas where your local food council hopes to change the food system in some way. Feel free to use resources beyond those shared here.*

**Name of Local Food Council:**

UP Food Exchange

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**Community Location:** (list the municipality, county, or counties):

The UP Food Exchange assists with food networking across the U.P., this worksheet, however, focuses on Marquette County, where we are able to offer aggregation services for a food hub.

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**Demographics:** The Wikipedia entry for your community, the latest master plan or federal reports (CHIP or CEDS reports) may have this information. Other resources are the Michigan Profile by the US Census at <https://data.census.gov/cedsci/profile?g=0400000US26>. Click on the county/counties you are interested in when a map is shown and [Custom Community Profiles \(semcog.org\)](http://semcog.org) for Western Wayne County, where you can choose multiple municipalities in this portal.

**What is the population of your community?**

66,669

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**How many households are in your community?**

26,552

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**What are the three largest racial groups by percentage? What are the three smallest?**

93.2% white, 2.2% two or more races (unspecified), 2% Native American or Alaskan Native, 1.7% black or African American, 1.6% Hispanic or Latino, 0.9% Asian

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**What are the three largest ethnic groups by percentage? What are the three smallest?**

18.8% were of Finnish, 13.3% German, 10.5% French, French Canadian or Cajun, 9.3% English, 6.8% Italian, 6.2% Irish and 5.8% Swedish ancestry

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**What is the median age? Is it lower or higher than the median age for Michigan?**

39.1 median age in Marquette. 39.8 median age in Michigan

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**What is the median household income? Is it lower or higher than the median for Michigan?**

Marquette median household income \$53, 970. Michigan median income \$59,584

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**What other data points were of interest?**

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**What was surprising?**

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**What needs further exploration or inquiry?**

Disparities within the county. The city of Marquette probably skews the average income and poverty rates. For example, city of Marquette is generally at an 11% poverty rate with rates for nearby KI Sawyer ranging from 27-48% poverty rate, depending on the data source.

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**Opportunities and Challenges:** [The Opportunity Atlas](#) is an interactive map using anonymous data following 20 million Americans from childhood to their mid-30s, tracing the roots of today's affluence and poverty back to the neighborhoods where people grew up. Spend some time with this map exploring data about your community.

**Is opportunity equitable in your community?**

There is insufficient data for racial comparisons in most of the U.P, though the extremely limited data shows slightly less opportunity for Native Americans in the county. Gwinn/KI Sawyer was the most different in terms of overall income. The most stunning inequities (that could be viewed) were in income between men and women outside of the city of Marquette. Nearly everywhere in the county (small tract in Ishpeming excepted) showed dramatic differences in economic opportunity for women and men.

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**What other data points were of interest?**

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**What was surprising?**

Median income seemed higher than expected.

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**What needs further exploration or inquiry?**

Certainly, the inequities between women and men's hours worked and income earned could be explored. It would be helpful to have a better understanding of opportunity, or lack thereof, for Native American residents. Finally, this information can be used in conjunction with the U.P. Community Health Needs Assessment. The findings of that report show that in the U.P. income and education inequities play a huge role in health outcomes for our residents.

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**Community Household Survival Budget:** The [ALICE Project – Michigan \(unitedforalice.org\)](#) has household survival budget for each county in Michigan for 2017.

**What is the household survival budget for the county/counties in your community?**

\$19,932 for single person

\$64,908 for family of four

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**In that budget, how much is needed for food?**

\$199/month

\$644/month

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**How have households changed over time?**

Very slight population decline. The poverty rate has stayed relatively static (slight increase in 2012 that dropped down again in 2014) and the number of people above ALICE threshold has declined, (63-54%). Thus the greatest percent change in Marquette County has been in the addition of families in ALICE.

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**Are certain types of households (age, with children, race, or ethnicity) affected more than others?**

Single or cohabitating more affected.

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**What other data points were of interest?**

This was a particularly interesting section is that it was a data representation of conversations you hear in Marquette County regularly. So many families do not receive assistance and would appear comfortable but are always one accident or emergency away from their situation becoming quite dire. It's helpful to know that this isn't subjective, the data shows that is a common experience in the county.

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**What was surprising?**

It wasn't necessarily surprising, but very interesting to see how the poverty rate remained stable while percent change was occurring between those above and below the ALICE threshold.

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**What needs further exploration or inquiry?**

I would like to be see the county data for the U.P. graphed for quick comparison of populations across the region.

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**Food Insecurity:** At what level has your community experienced food insecurity and will it change in the future. The interactive maps at [Hunger & Poverty in Michigan | Map the Meal Gap \(feedingamerica.org\)](#) and [The Impact of the Coronavirus on Food Insecurity - Feeding America Action](#) provide information about past and future food insecurity.

**What percent of households have been food insecure in your community? What percent of children?**

13.3% food insecure, 14% of children

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**How is food insecurity on the household level and for children predicted to change in the future?**

It is predicted to rise to 17-23% in the future.

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**What other data points were of interest?**

That food insecurity was declining in the central and western U.P. but is predicted to rise again.

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**What was surprising?**

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**What needs further exploration or inquiry?**

Specific communities and neighborhoods that are most food insecure. How best to ensure quality food can reach these areas.

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**Local Food System:** Use your local knowledge and the following resources to explore your local food system: [Census of Agriculture - 2017 Census Publications - State and County Profiles - Michigan \(usda.gov\)](#); [Find A Farmers Market – Michigan Farmers Market Association \(mifma.org\)](#); [Michigan MarketMaker \(foodmarketmaker.com\)](#) where you can search by location and see search by what programs (e.g., DUFEB, WIC, SNAP) are available; [Michigan MarketMaker \(foodmarketmaker.com\)](#) to find local food businesses, [Community Supported Agriculture - LocalHarvest](#) where you can search by location, [Michigan Good Food Infrastructure \(arcgis.com\)](#) and [Participating Institutions | Cultivate Michigan](#) with a county map of participating institutions.

**Who is already working to develop your community's local food system (individuals & organizations)?**

Marquette Food Co-op, MSU Extension, Partridge Creek Farm, Taste the Local Difference, area farmers markets, strong community garden systems, senior planner for Marquette County + two township planners, Fresh Systems LLC, Queen City Seed Library

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**What is the percentage of farms selling directly to consumers (see the Agricultural Census)? Which producers sell directly to the community (CSA's, You-Pick Farms, On-farm sales)? What farmers markets are in your community (MIFMA map)?**

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29% of producers sell directly to the public

Dukes Farm, Seeds & Spores, Full Plate, Little Parsley, Tonella, Swanzy. These are Marquette based farms, but the list would at least double with the addition of Alger County Farms, which generally sell in both counties.

City of Marquette & Negaunee have farmers markets

### **How have farms or farmers changed in your community between 2012 & 2017?**

There is an increase in the number of farms while the size of the farm decreased. Market value of products has increased while farm related income has decreased by almost the same amount. The net cash income is also down. Interestingly, the government payments are down 81%.

### **What grocery stores sell locally-grown or produced foods?**

Marquette Food Co-op, Lakeshore Depot, very small amount sell to Meijer (local is UP by our definition), small amount to an Econo in Marquette

### **What institutions (schools, hospitals, nursing homes, day cares) source local food?**

Northern Michigan University, small amount was sold to Marquette Area Public School District prior to COVID, strong school garden program with cooking classes in Ishpeming but no purchases in cafeteria yet.

### **What are the assets and infrastructure of your local food system?**

While the infrastructure website above only shows the food hub management at the Marquette Food Co-op, I think there are assets that are not on that map. For example, there is at least one shared use kitchen that seems relatively successful. We also have a great team working as a council across the U.P., MSUE presence for local food education, business development, and policy work, a farmers market in Marquette that is a destination for farmers and customers throughout the central region, and strong community garden programs in Marquette and Ishpeming.

### **What are the challenges of your local food system?**

Climate, transportation/distribution, less interested customer base outside of urban centers, and a need for more farms interested in wholesale production

### **What other data points were of interest?**

### **What was surprising?**

### **What needs further exploration or inquiry?**

I would like to learn more about the farm income and government payment information from the census of agriculture. We know from working with the farms that we have an increase in small farms

that grow diversified crops, usually with organic practices. This is underrepresented in the census as the farms are not certified. I would like to learn more about the story behind these numbers that is causing farm income to drop.

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# Michigan Local Food Council Network

## Developing Council Learning Cohort

### Community Exploration Worksheet- Alger County

*Please use the questions and resources below to get to better know your community as you develop your council. When the term “community” is used, it means the people within the geographic areas where your local food council hopes to change the food system in some way. Feel free to use resources beyond those shared here.*

**Name of Local Food Council:**

Upper Peninsula Food Exchange

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**Community Location:** (list the municipality, county, or counties):

The UP Food Exchange assists with food networking across the U.P., this worksheet, however, focuses on Alger County.

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**Demographics:** The Wikipedia entry for your community, the latest master plan or federal reports (CHIP or CEDS reports) may have this information. Other resources are the Michigan Profile by the US Census at <https://data.census.gov/cedsci/profile?g=0400000US26>. Click on the county/counties you are interested in when a map is shown and [Custom Community Profiles \(semcog.org\)](http://semcog.org) for Western Wayne County, where you can choose multiple municipalities in this portal.

**What is the population of your community?**

9,151

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**How many households are in your community?**

3,007

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**What are the three largest racial groups by percentage? What are the three smallest?**

White – 89.9%

Black or African American – 7.7%

American Indian – 3.6%

Two or more races – 3.5%

Asian – .1%

Some other race – .1%

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**What are the three largest ethnic groups by percentage? What are the three smallest?**

Regarding specific ethnicities, 15.7% of the population was of German heritage, 13.5% Finnish, 12.6% French, French Canadian or Cajun, 9.3% English, 7.3% Polish, 6.9% Irish and 5.3% American ancestry

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**What is the median age? Is it lower or higher than the median age for Michigan?**

49.5

Higher by almost 10 years – median age for Michigan is 39.8

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**What is the median household income? Is it lower or higher than the median for Michigan?**

\$45,570

Lower by about \$14,000 than the median household income for Michigan, which is \$59,584

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**What other data points were of interest?**

Women owned 243 of about 800 “firms” in Alger County; 84% of the population are home owners; 11.8% of children under 18 are living in poverty compared to the state average of 17.8%; a higher than average number of people have health insurance

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**What was surprising?**

The most common service period for veterans was during Vietnam, at a rate 15% higher than the national average.

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**What needs further exploration or inquiry?**

**Opportunities and Challenges:** [The Opportunity Atlas](#) is an interactive map using anonymous data following 20 million Americans from childhood to their mid-30s, tracing the roots of today's affluence and poverty back to the neighborhoods where people grew up. Spend some time with this map exploring data about your community.

**Is opportunity equitable in your community?**

There is no data listed for Alger County; see Marquette County info.

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**What other data points were of interest?****What was surprising?****What needs further exploration or inquiry?**

**Community Household Survival Budget:** The [ALICE Project – Michigan \(unitedforalice.org\)](#) has household survival budget for each county in Michigan for 2017.

**What is the household survival budget for the county/counties in your community?**

\$20,424 for single person

\$60,804 for family of four

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**In that budget, how much is needed for food?**

\$199 for single person

\$604 for family of four

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**How have households changed over time?**

Poverty has remained consistent at 13%, but the ALICE population has increased from 30% to 41% as the total number of households has decreased by almost 9% over the period from 2010 to 2017.

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**Are certain types of households (age, with children, race, or ethnicity) affected more than others?**

Single female headed households and the age category of 25 – 44 have a higher rate of poverty and an ALICE threshold on par with other age groups.

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**What other data points were of interest?**

Individuals of two or more races are less likely to live in poverty or below the ALICE threshold than white individuals.

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**What was surprising?****What needs further exploration or inquiry?**

If the percentage of people in poverty remained the same, but the number of people in the ALICE threshold increased between 2010 and 2017, where are we now? This data comes prior to an economic swell that began with tourism associated with Pictured Rocks National Lakeshore and Pure Michigan campaign which has seen the development of several new businesses in the largest town in Alger County and has spilled over into hotels and restaurants in towns near the National Lakeshore.

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**Food Insecurity:** At what level has your community experienced food insecurity and will it change in the future. The interactive maps at [Hunger & Poverty in Michigan | Map the Meal Gap \(feedingamerica.org\)](#) and [The Impact of the Coronavirus on Food Insecurity - Feeding America Action](#) provide information about past and future food insecurity.

**What percent of households have been food insecure in your community? What percent of children?**

14.2% of households

**How is food insecurity on the household level and for children predicted to change in the future?**

It is predicted to rise from 14.2% in 2018 to 20% in 2020.

**What other data points were of interest?**

32% of those who are food insecure are above SNAP, Other Nutrition Programs threshold of 200% poverty

**What was surprising?**

**What needs further exploration or inquiry?**

How to engage families and individuals with nutrition program options at the Farmers Market, spread the word about mutual aid programs like Food for Folks (a collaborative CSA), and engage Alger County schools in local food purchasing programs like 10 Cents a Meal

**Local Food System:** Use your local knowledge and the following resources to explore your local food system: [Census of Agriculture - 2017 Census Publications - State and County Profiles - Michigan \(usda.gov\)](#); [Find A Farmers Market – Michigan Farmers Market Association \(mifma.org\)](#); [Michigan MarketMaker \(foodmarketmaker.com\)](#) where you can search by location and see search by what programs (e.g., DUFEB, WIC, SNAP) are available; [Michigan MarketMaker \(foodmarketmaker.com\)](#) to find local food businesses, [Community Supported Agriculture - LocalHarvest](#) where you can search by location, [Michigan Good Food Infrastructure \(arcgis.com\)](#) and [Participating Institutions | Cultivate Michigan](#) with a county map of participating institutions.

**Who is already working to develop your community's local food system (individuals & organizations)?**

Alger County Communities that Care (AC3), Luce Mackinac Alger Schoolcraft Health Department, MSU Extension Nutrition Educator, MSU Upper Peninsula Research and Extension Center's farm business incubator program, farmers who participate in farmers markets and CSAs

**What is the percentage of farms selling directly to consumers (see the Agricultural Census)? Which producers sell directly to the community (CSA's, You-Pick Farms, On-farm sales)? What farmers markets are in your community (MIFMA map)?**

40% of farms sell directly to consumers

2 or more farms engage in CSA, UPick, and On Farm sales: Rock River Farm and Mighty Soil Farm Munising Farmers Market, Grand Marais Farmers Market have both closed due to the pandemic; not sure what their plans are for 2021

**How have farms or farmers changed in your community between 2012 & 2017?**

More dairy farmers have retired or gotten out of dairy; more small-scale farms with an emphasis on farmers markets have emerged

**What grocery stores sell locally-grown or produced foods?**

Chatham Co-op, Munising Family Fare

**What institutions (schools, hospitals, nursing homes, day cares) source local food?**

None THAT I KNOW OF

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**What are the assets and infrastructure of your local food system?**

There is a significant of farm land that is available or in production. Many people hunt, fish, forage, and have gardens and share food with their neighbors. A culture of expertise about food, in the form of reliance on home-produced domesticated and access to wild food sources, is something that people talk about frequently and seek to pass down by example. People are also willing to teach one another the skills they know; our area has seen many people moving into the area in the past ten years and has embraced a new generation of farmers and farm business models.

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**What are the challenges of your local food system?**

A spread-out population and few grocery stores or food purchasing opportunities mean that people who rely exclusively on purchasing food often have to travel in excess of 18-20 miles to the nearest store of any kind; fresh food options at many stores are limited. Infrastructure to allow on-farm temperature controlled storage and the coordinated transportation of farm products to population centers is not available. An aging population has difficulty traveling safely to food opportunities due to lack of transportation. Access to processing facilities – whether that be meat or vegetables – is extremely limited; there is one USDA certified meat processing facility in the UP, and many Alger County farmers choose to have their pork and beef processed either in Wisconsin or in Lower Michigan.

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**What other data points were of interest?**

Of 226 farms in Alger County, 103 were classified as “New and Beginning,” which means ten years or less farming experience. That’s 45%. Additionally, there were 101 female producers and 125 male producers, also a near-half split. Grains, vegetables, and nursery are the top produce products; Cattle and milk are the largest livestock products.

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**What was surprising?****What needs further exploration or inquiry?**

When and how to re-open the Munising Farmers Market, which accepted multiple forms of food assistance and was a valuable touchpoint between the year-round community and farmers, as well as an important source of revenue for local food producers from tourism. How to support the 103 beginning farmers in the county. How to support the 9 indigenous farmers in the county.

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# Michigan Local Food Council Network

## Developing Council Learning Cohort

### Community Exploration Worksheet- Houghton County

Please use the questions and resources below to get to better know your community as you develop your council. When the term “community” is used, it means the people within the geographic areas where your local food council hopes to change the food system in some way. Feel free to use resources beyond those shared here.

**Name of Local Food Council:**

Upper Peninsula Food Exchange / Western UP Food Systems Collaborative

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**Community Location:** (list the municipality, county, or counties):

Houghton County

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**Demographics:** The Wikipedia entry for your community, the latest master plan or federal reports (CHIP or CEDS reports) may have this information. Other resources are the Michigan Profile by the US Census at <https://data.census.gov/cedsci/profile?g=0400000US26>. Click on the county/counties you are interested in when a map is shown and [Custom Community Profiles \(semcog.org\)](http://semcog.org) for Western Wayne County, where you can choose multiple municipalities in this portal.

**What is the population of your community?**

36,070

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**How many households are in your community?**

13,386

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**What are the three largest racial groups by percentage? What are the three smallest?**

White – 93.2%

Asian – 2.8%

Black or African American – 0.8%

Some other race – 0.6%

American Indian and Alaska Native – 0.4%

Native Hawaiian and Other Pacific Islander – 0.1%

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**What are the three largest ethnic groups by percentage? What are the three smallest?**

Hispanic or Latino – 1.6%

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**What is the median age? Is it lower or higher than the median age for Michigan/US?**

33 years old; Lower

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**What is the median household income? Is it lower or higher than the median for Michigan/US?**

\$43,183; Lower by \$19,660

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**What other data points were of interest?**

\$35,920 Median full-time earnings for female

7.8% Veterans (0.5% higher than US Average)

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12.0% Disability  
 92.8% High School Graduate  
 \$108,700 Median Housing Value  
 \$640 Median Rent

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**What was surprising?**

Median income was far below the national average

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**What needs further exploration or inquiry?**

How do these figures compare to other counties in the UP?

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**Opportunities and Challenges:** [The Opportunity Atlas](#) is an interactive map using anonymous data following 20 million Americans from childhood to their mid-30s, tracing the roots of today's affluence and poverty back to the neighborhoods where people grew up. Spend some time with this map exploring data about your community.

**Is opportunity equitable in your community?**

There is limited data available in this county as it relates to race. However, the difference between gender income is dramatic. Female income outside of city centers is less than 20k per year while the average is 39k for the entire county.

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**What other data points were of interest?****What was surprising?**

The lack of data available

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**What needs further exploration or inquiry?**

See above ^^

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**Community Household Survival Budget:** The [ALICE Project – Michigan \(unitedforalice.org\)](#) has household survival budget for each county in Michigan for 2017.

**What is the household survival budget for the county/counties in your community?**

Single adult Annual - \$19,740  
 Family of four Annual - \$60,744

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**In that budget, how much is needed for food?**

Single - \$199  
 Family - \$604

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**How have households changed over time?**

Poverty has decreased by 2% from 2010 to 2017 while ALICE has increased by 1% within the same timeframe.

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**Are certain types of households (age, with children, race, or ethnicity) affected more than others?**

67% of households under 25 are in poverty. Both the youngest and the oldest are more likely to be ALICE.

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**What other data points were of interest?**

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**What was surprising?**

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**What needs further exploration or inquiry?**

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**Food Insecurity:** At what level has your community experienced food insecurity and will it change in the future. The interactive maps at [Hunger & Poverty in Michigan | Map the Meal Gap \(feedingamerica.org\)](#) and [The Impact of the Coronavirus on Food Insecurity - Feeding America Action](#) provide information about past and future food insecurity.

**What percent of households have been food insecure in your community? What percent of children?**

2018 Food Insecurity Rate – 13.9%

2018 Food Insecurity Rate for children – 13.5%

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**How is food insecurity on the household level and for children predicted to change in the future?**

2020 Projected Food Insecurity Rate – 18.1%

2020 Projected Food Insecurity Rate for children – 21.5%

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**What other data points were of interest?**

The average meal costs \$3.24 in Houghton County.

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**What was surprising?**

The rapid increase of food insecurity both with adults and children

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**What needs further exploration or inquiry?**

How is the meal cost calculated??

**Local Food System:** Use your local knowledge and the following resources to explore your local food system: [Census of Agriculture - 2017 Census Publications - State and County Profiles - Michigan \(usda.gov\)](#); [Find A Farmers Market – Michigan Farmers Market Association \(mifma.org\)](#); [Michigan MarketMaker \(foodmarketmaker.com\)](#) where you can search by location and see search by what programs (e.g., DUF, WIC, SNAP) are available; [Michigan MarketMaker \(foodmarketmaker.com\)](#) to find local food businesses, [Community Supported Agriculture - LocalHarvest](#) where you can search by location, [Michigan Good Food Infrastructure \(arcgis.com\)](#) and [Participating Institutions | Cultivate Michigan](#) with a county map of participating institutions.

**Who is already working to develop your community's local food system (individuals & organizations)?**

Western UP Food Systems Collaborative, Portage Health Foundation, local farms and homesteads, Farmer's Markets, Farm Stands

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**What is the percentage of farms selling directly to consumers (see the Agricultural Census)? Which producers sell directly to the community (CSA's, You-Pick Farms, On-farm sales)? What farmers markets are in your community (MIFMA map)?**

23% of farms sell directly to consumers. CSA's – Boersma Family Roots, Living Vitamin Greens, Metsa Hill Farm, North Harvest CSA Farm, Osma Acres Farm CSA, Superior Mycology, and Whispering Wild Farm; farmers markets - Calumet, Hancock, Houghton, Lake Linden.

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**How have farms or farmers changed in your community between 2012 & 2017?**

18% growth in the # of farms, -4% loss of the land being farmed, and average size of farms has decreased 19%

**What grocery stores sell locally-grown or produced foods?**

Keweenaw coop, pats, econo, louie's, and jims

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**What institutions (schools, hospitals, nursing homes, day cares) source local food?**

Aspirus in Laurium sources greens (pre-pandemic)

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**What are the assets and infrastructure of your local food system?**

Engaged citizens, farmer's markets, local seed library, school gardens, community gardens, local fish market, and local co-op

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**What are the challenges of your local food system?**

Lack of processing (light for produce and meat), lack of distribution, lack of kitchen/farm incubator, lack of commercial kitchens, lack of aggregation space, storage for storage crops, land to grow food, lack of farmers, and our last butcher is retiring.

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**What other data points were of interest?**

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**What was surprising?**

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**What needs further exploration or inquiry?**

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# Michigan Local Food Council Network

## Developing Council Learning Cohort

### Group Activity for Stakeholder Analysis

*Adapted from the Michigan Association of Planning Community Engagement Handbook and resources from the International Association for Public Participation.*

*Please use the facilitation guide below to conduct a group activity to do a stakeholder analysis. Feel free to adapt the following activity to fit the needs of your council. Choose a discussion leader to guide this activity.*

#### **Stakeholder Identification & Power Analysis**

**Step 1:** Distribute the worksheet below to each member of the group. Ask them to fill in the stakeholders. Stakeholders are individuals, groups, organizations or entities that will be affected by your Food Council and can affect your Food Council, are interested in your council and work, can change the food system and/or make a difference in the process. Stakeholders have different levels of interest that should be identified. List stakeholders in all four categories below:

Type of Stakeholder	Name/Organization
<p><b>Affected</b></p> <p>Audiences you most frequently communicate with, consult, involve or collaborate with</p> <p><i>Example: Food Council members, program participants, etc.</i></p>	Food Council Members
	Institutional Purchasers
	Healthcare and Community Health
	Regional and Municipal Planning Agencies
	Education
	Government
	Food Safety Consultant
	Local Food Marketing
<p><b>Impacted</b></p> <p>Audiences whom you will consult or involve</p> <p><i>Example: Policy makers, local food banks, school districts, etc.</i></p>	Chefs
	Farmers, growers, fisherfolk, food producers
	Early Childhood and K-12
	Intermediate School Districts
	Farmers Market Managers/Coordinators
	Universities
	Value Added Producers
	MDARD
USDA NRCS	

Type of Stakeholder	Name/Organization
	Conservation Districts
	Grocery
	Restaurants
	Service Organizations, such as Food Banks
	Health Foundations
	Governor’s Food Security Taskforce
	Michigan Local Food Council Network
	Michigan Food and Farming Systems
	Michigan Farm to Institution Network
	Western Michigan Food Bank – Food is Medicine
	Farm Bureau
<b>Interested</b>	Natural Resources Organizations
Audiences interested in the project but not necessarily directly affected or impacted, whom you will inform or consult	Foodies
<i>Examples: Anyone expressing interest, advocacy groups, and state-wide networks</i>	Seed Libraries
	Mutual Aid Groups (Growing from the Heart, Let’s Grow KI, Food for Folks)
	Small Business Development
	Chambers of Commerce/Downtown Development Authority/Convention and Visitors Bureau
	Community Gardens
	Agricultural Groups: UP Potato Growers Association
	Faith Based Organizations
	Cherry Capital Foods
	Economic Development Corporations
	Media
<b>Aware</b>	Beginning Farmers and food producers
Audiences you want to keep informed about the project	New Value Added Producers
<i>Examples: Media (print, radio, television, internet), social media groups</i>	Workplace Wellness (workplace CSAs)
	School Food Service
	School Wellness Committees
	Local Units of Government

**Step 2:** Using a flip chart or Google Jam Board with the stakeholder categories pre-written, ask the group to use real or virtual sticky notes to put stakeholders into what they feel is the

appropriate category. Ask the group who or what group is missing? Note each one and place them in the appropriate category.

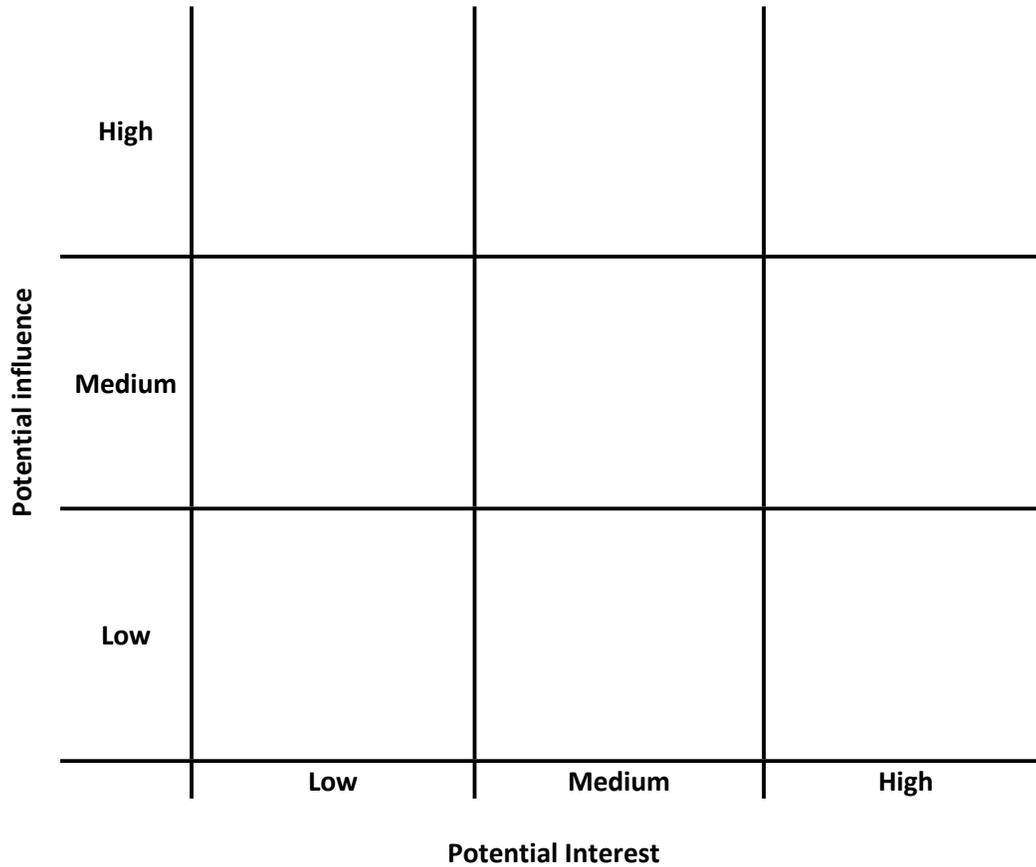
- Food insecure populations, broadly – SNAP recipients
- Environmental organizations – Land Trusts, UPEC
- Youth
- Food waste management
- Food distribution

Step 3: As a group, review stakeholders and categories. Ask the group the following questions:

- *Does this list reflect the community?*
- *Does this list reflect the people in the room?*
- *Does this list reflect your mission and vision?*
- *What relationships are present?*
- *What relationships are missing?*
- *What relationships are a priority to strengthen?*
  - *The groups/individuals listed in Step 2*
  - *In the conversation with the steering committee, discuss who in UPFE would like to reach out and develop these relationships? Where do existing connections lie?*
  - *Be intentional in applying network theory and generating strength and connectivity between organizations; there may not be direct recruitment (will Chartwells really sit on a monthly Zoom with us?)*
  - *What might increased connectivity with UPFE look like for that individual, organization, or category?*
    - *How can we support farmers in participating?*
    - *How can we connect with food insecure populations and individuals, SNAP, EBT, FDPIR, mutual aid CSAs?*
    - *Strategic conversation: how to support time with compensation?*

Add any additional sticky notes to the analysis. Discuss and decide what categories they fall into.

Step 4: Now, look at the same stakeholders, in terms of power and interest. Ask participants to place stakeholders brainstormed above into the diagram below, either on a flip chart or Google Jam Board:



Step 5: As a group, discuss the following:

- *What are the synergies between the two diagrams?*
- *What are the disconnects between the two diagrams?*
- *Who needs to be engaged for your food council to achieve its vision? How?*
- *Who needs to be engaged for your food council to operationalize its mission? How?*
- *What offers, requests or connections should your council make to each stakeholder?*