



Antrim, Benzie, Charlevoix, Emmet, Grand Traverse,
Kalkaska, Leelanau, Manistee, Missaukee, Wexford

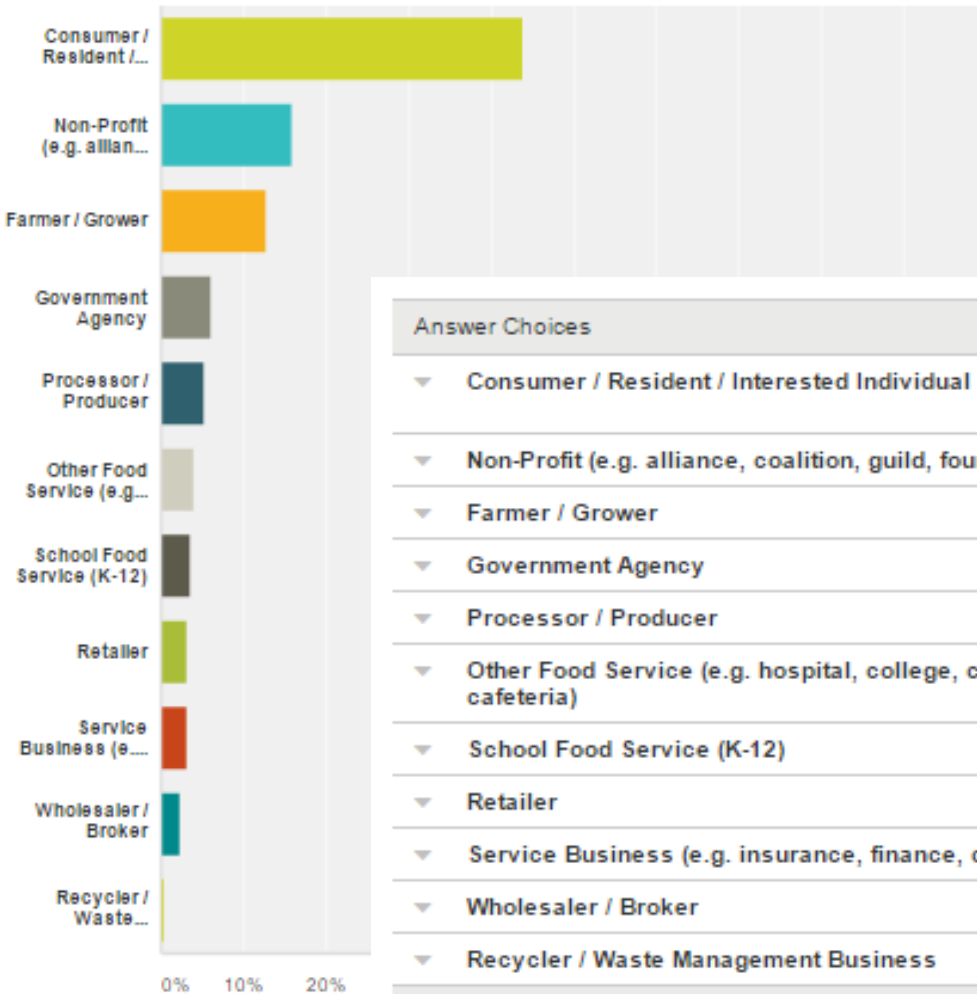
Heather Ratliff, Cherry Capital Foods
Bill Palladino, Taste the Local Difference
Carol Danly, AmeriCorps VISTA
5 Task Force Leaders
Amy Martin, Consultant

OVERALL NETWORK GOAL

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

Which one of the following best describes where you fit in the Northwest Michigan food and farming scene?

Answered: 228 Skipped: 0



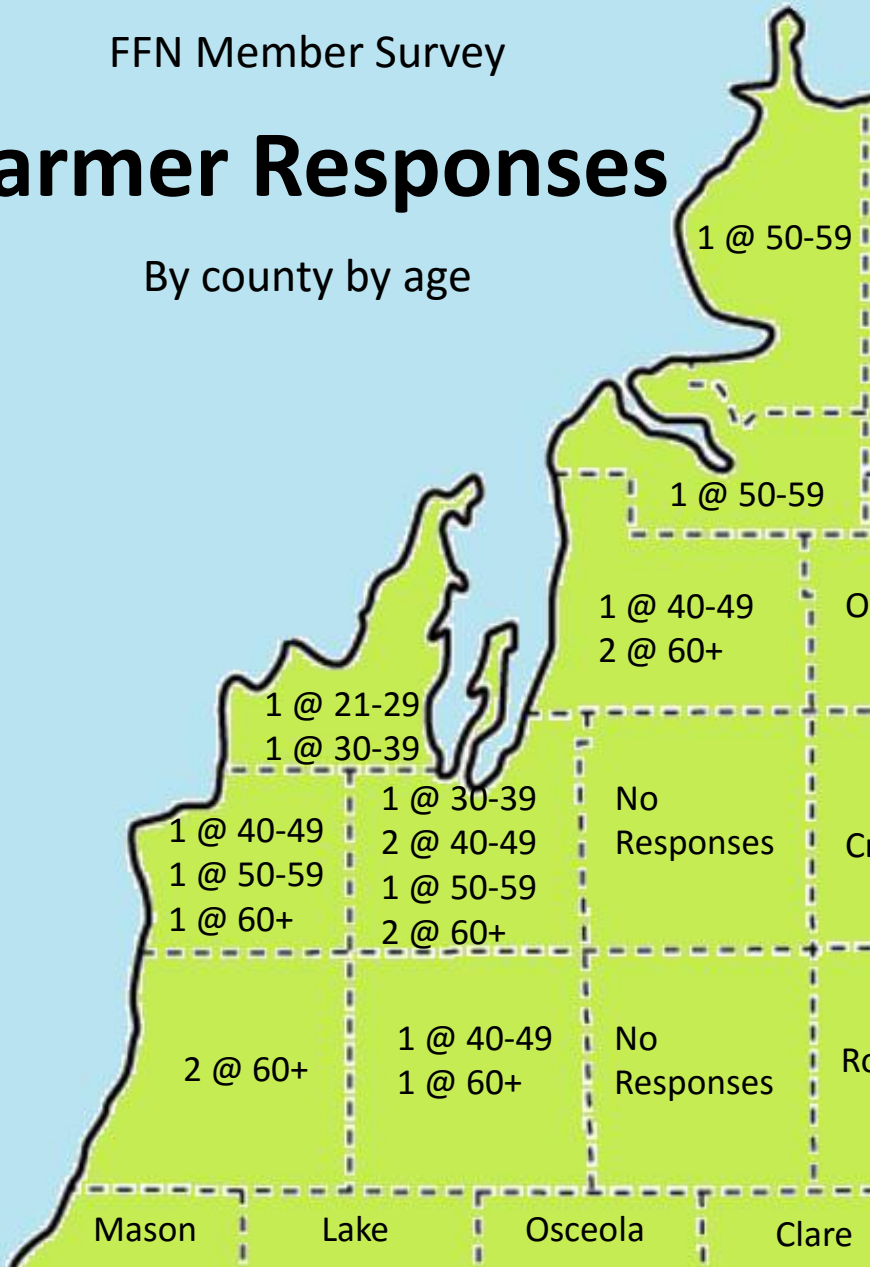
WHO RESPONDED

Answer Choices	Responses
Consumer / Resident / Interested Individual	43.86% 100
Non-Profit (e.g. alliance, coalition, guild, foundation, network)	15.79% 36
Farmer / Grower	12.72% 29
Government Agency	6.14% 14
Processor / Producer	5.26% 12
Other Food Service (e.g. hospital, college, correctional facility, business cafeteria)	3.95% 9
School Food Service (K-12)	3.51% 8
Retailer	3.07% 7
Service Business (e.g. insurance, finance, consulting)	3.07% 7
Wholesaler / Broker	2.19% 5
Recycler / Waste Management Business	0.44% 1
Total	228

FFN Member Survey

Farmer Responses

By county by age

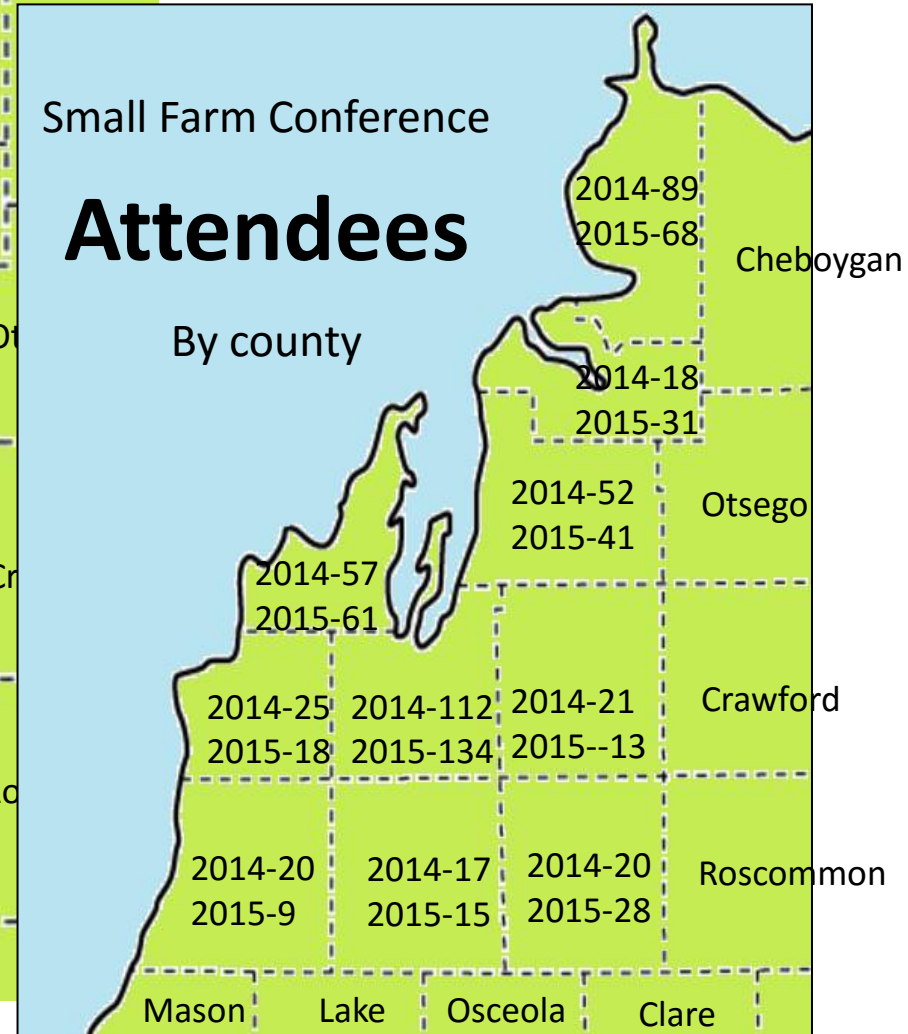


SURVEY RESPONSES VS SMALL FARM CONFERENCE

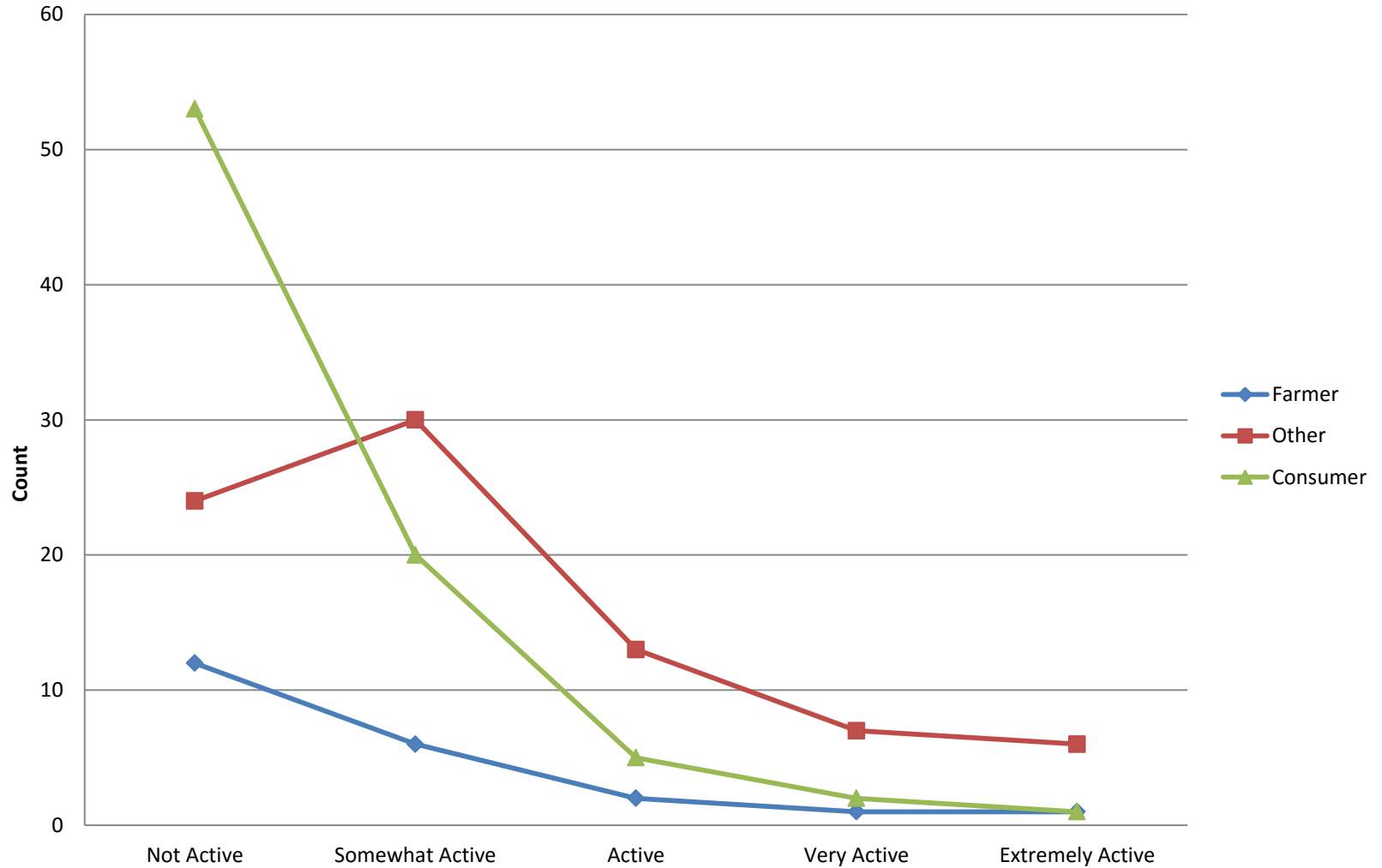
Small Farm Conference

Attendees

By county

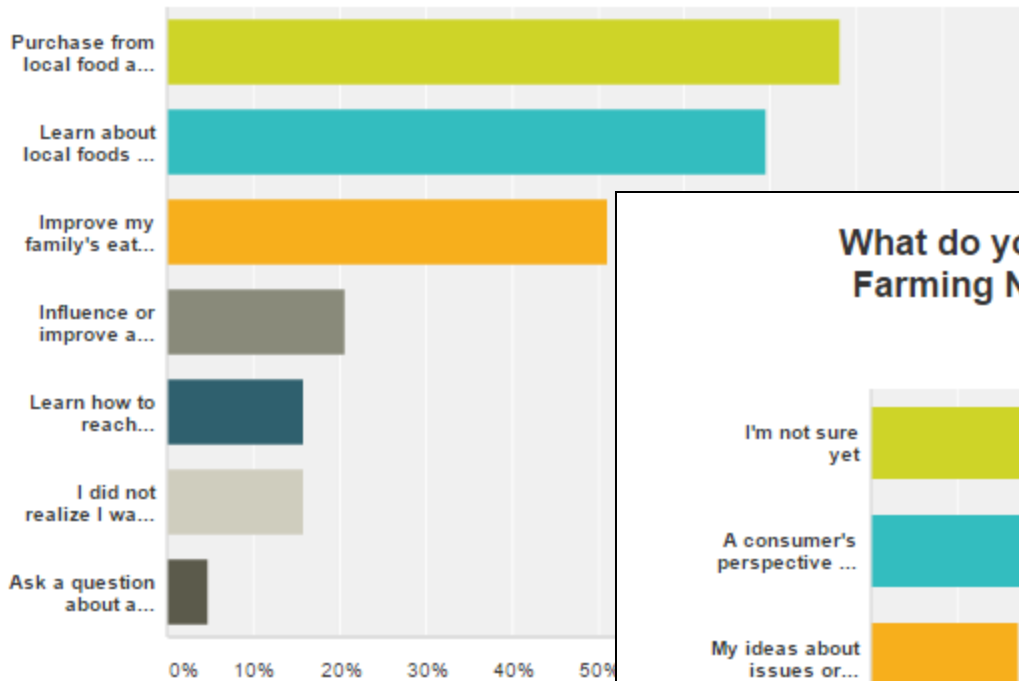


How active do you consider yourself to be in this group, known as the Food and Farming Network? (Extremely active = I'm connected with many other members. I volunteer to do work on behalf of the network. I regularly participate in meetings and activities)



What do you want to do as a member of the Food and Farming Network? (Select all that apply.)

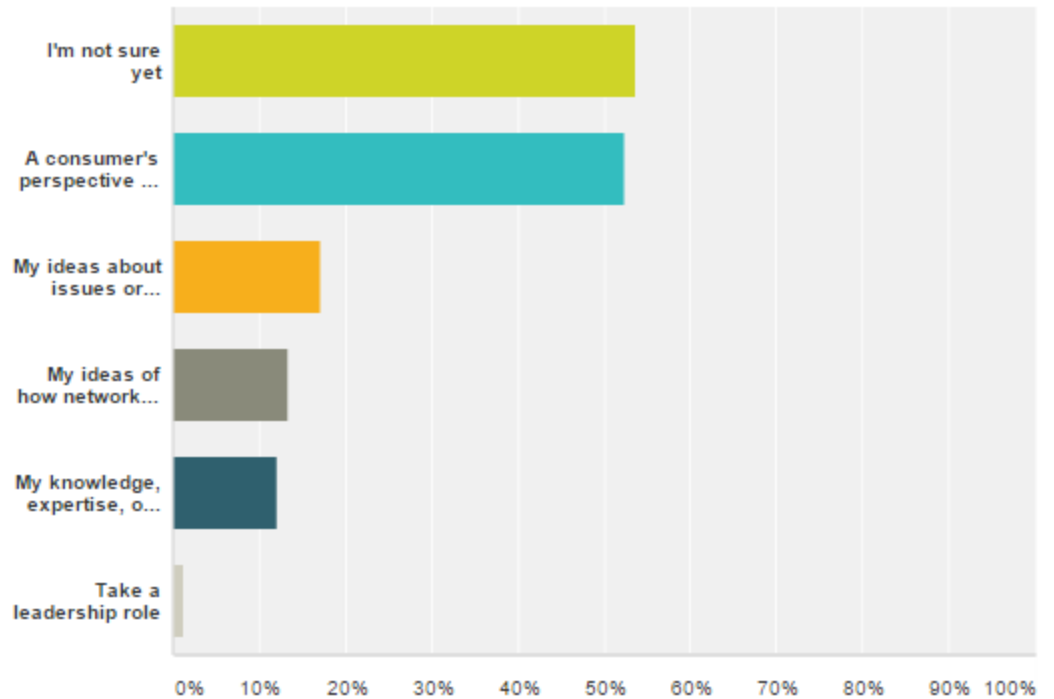
Answered: 82 Skipped: 18



CONSUMERS

What do you want to offer to the Food and Farming Network? (Select all that apply.)

Answered: 82 Skipped: 18

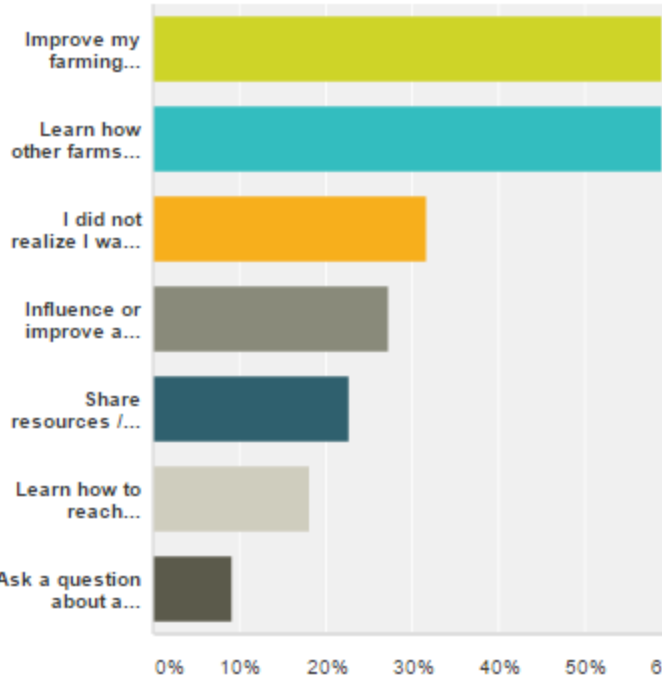


- Purchase from local food and farming enterprises and/or financial institutions
- Learn about local foods and farms
- Improve my family's eating habits
- Influence or improve a specific food and farming service, system, or policy
- Learn how to reach influential food and farming people
- I did not realize I was a member
- Ask a question about a specific food and farming topic

- I'm not sure yet
- A consumer's perspective on the food and farming system
- My ideas about issues or concerns the network can address
- My ideas of how network members can collaborate
- My knowledge, expertise, or resource materials that I have used
- Take a leadership role

What do you want to do as a member of the Food and Farming Network? (Select all that apply.)

Answered: 22 Skipped: 7



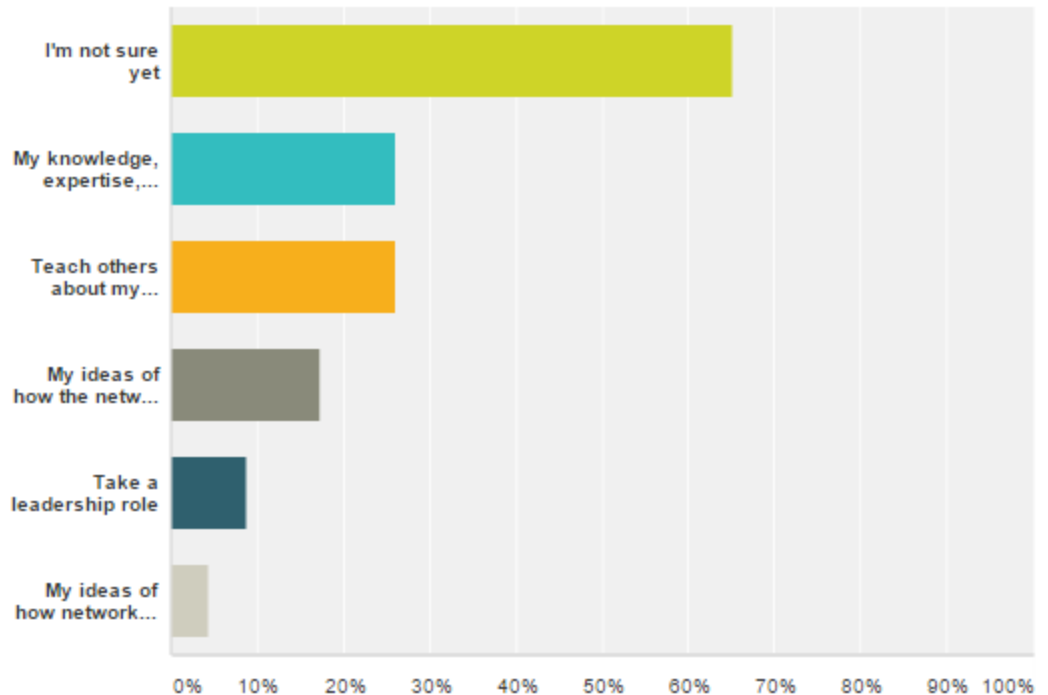
- Improve my farming practices
- Learn how other farms operate
- I did not realize I was a member
- Influence or improve a specific service, system, or policy
- Share resources / funding / expenses with other farmers
- Learn how to reach influential people
- Ask a question about a specific topic

- I'm not sure yet
- My knowledge, expertise, techniques, or resource materials that I used
- Teach others about my farming operation
- My ideas of how the network can better meet farmers needs
- Take a leadership role
- My ideas of how network members can collaborate

FARMERS

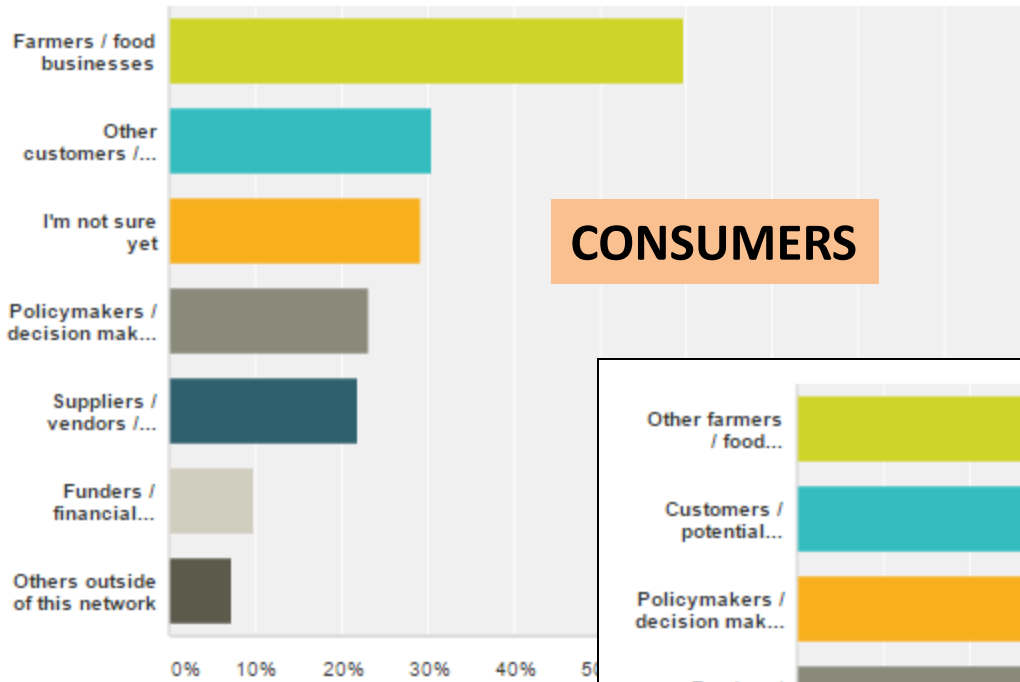
What do you want to contribute to the Food and Farming Network? (Select all that apply.)

Answered: 23 Skipped: 6



Who do you want to connect with through the Food and Farming Network? (Select all that apply.)

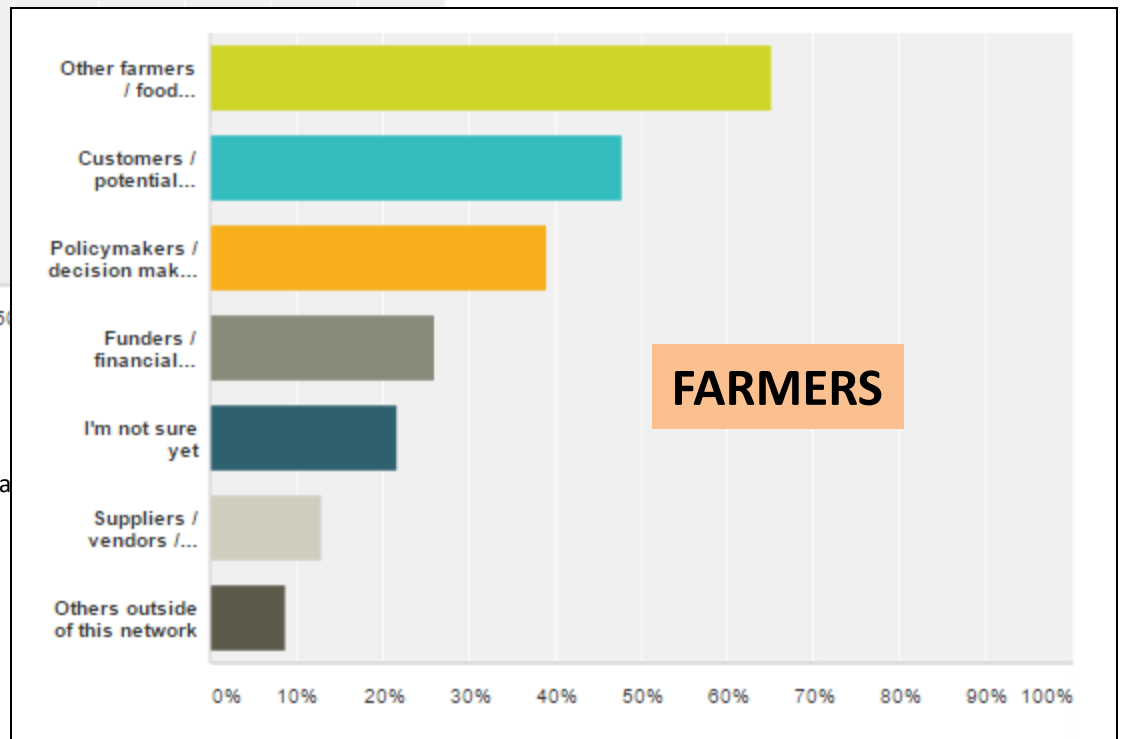
Answered: 82 Skipped: 18



CONSUMERS

- Farmers / food businesses
- Other customers / residents / interested individuals
- Not sure yet
- Policy makers / decision makers / managers / elected officials
- Suppliers / vendors / contractors / consultants for food and farming
- Funders / financial institutions
- Others outside of this network

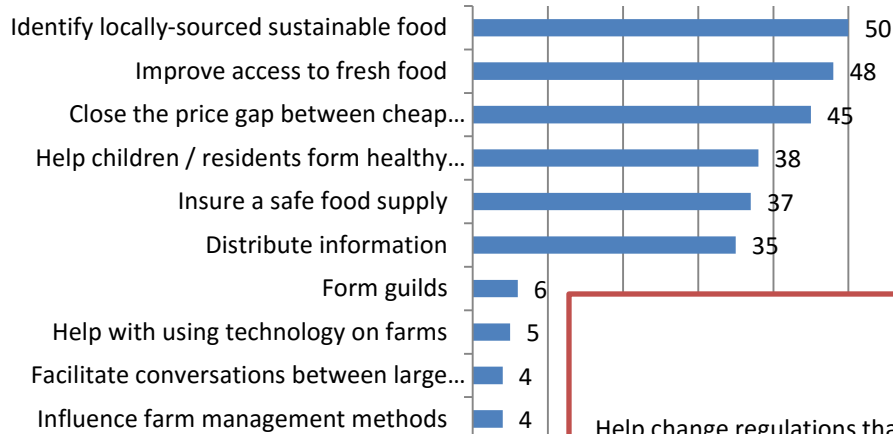
- Farmers:
- Other farmers / food businesses
 - Customers / potential customers
 - Policy makers / decision makers / managers / elected officials
 - Funders / financial institutions
 - I'm not sure yet
 - Suppliers / vendors / contractors / consultants
 - Others outside of this network



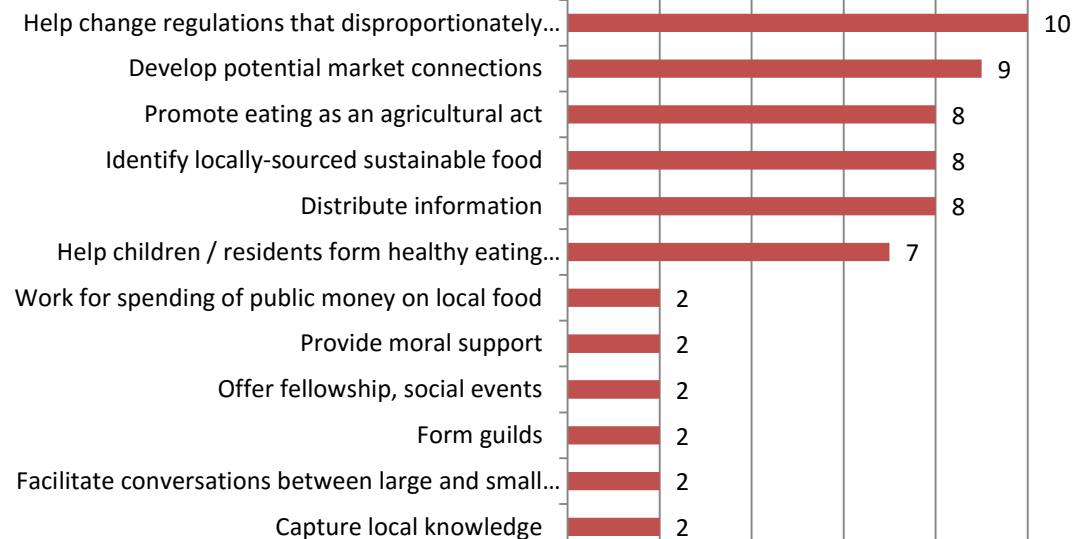
FARMERS

How can the Food and Farming Network better serve you in the future?

Consumers

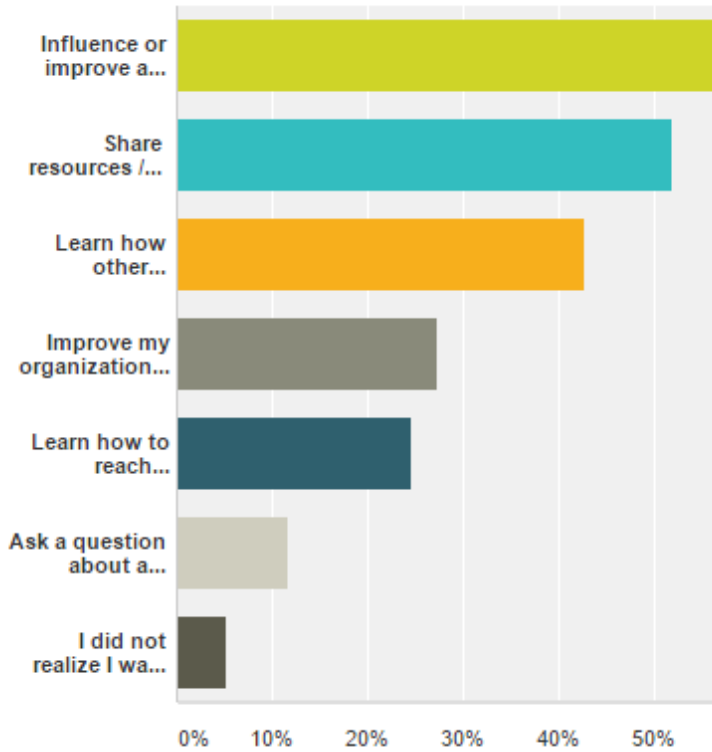


Farmer



What do you want to do as a member of the Food and Farming Network? (Select all that apply.)

Answered: 77 Skipped: 151

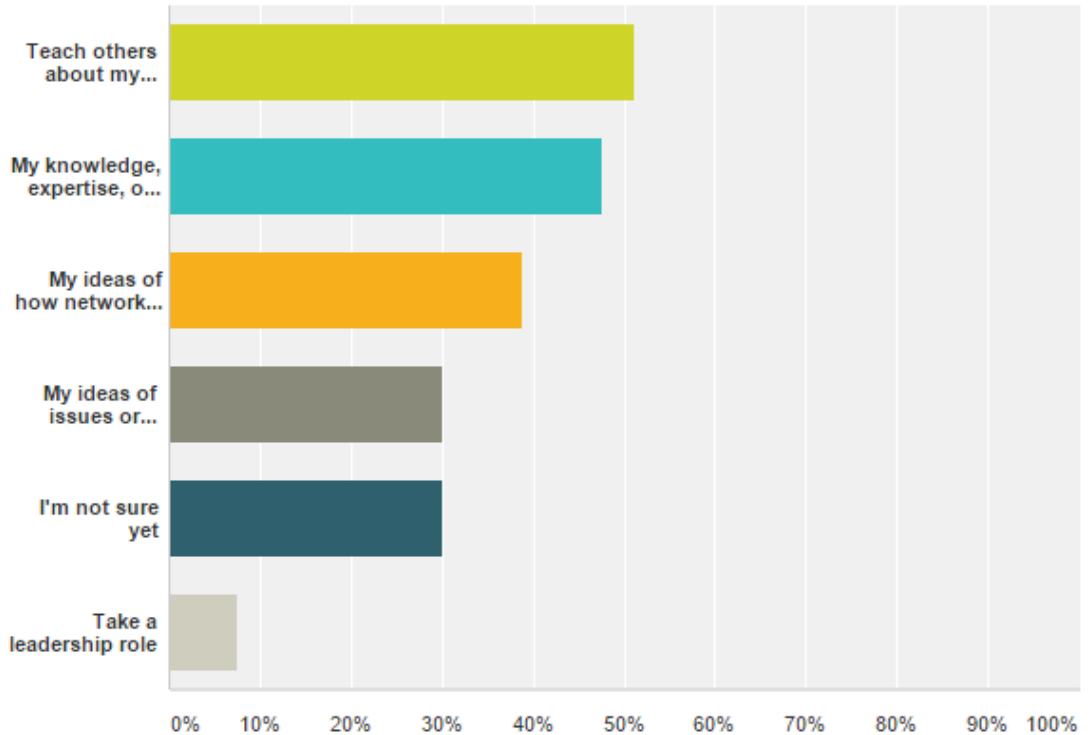


- Influence or improve a specific service, system, or policy
- Share resources / funding / expenses with other organizations
- Learn how other organizations operate
- Improve my organization's practices
- Learn how to reach influential people
- Ask a question about a specific topic
- I did not realize I was a member

OTHER

What do you want to contribute to the Food and Farming Network? (Select all that apply.)

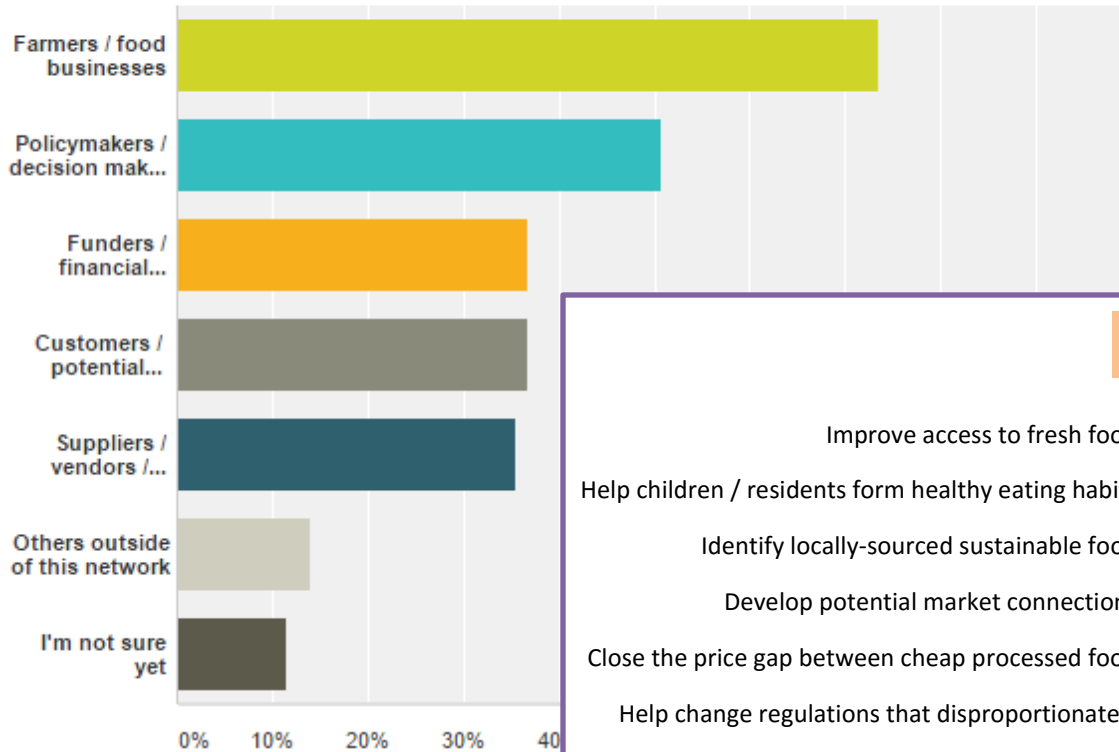
Answered: 80 Skipped: 148



- Teach others about my organization's operation / programs / servi
- My knowledge, expertise, or resource materials that I use
- My ideas of how network members can collaborate
- My ideas of issues or concerns the network can address
- I'm not sure yet
- Take a leadership role

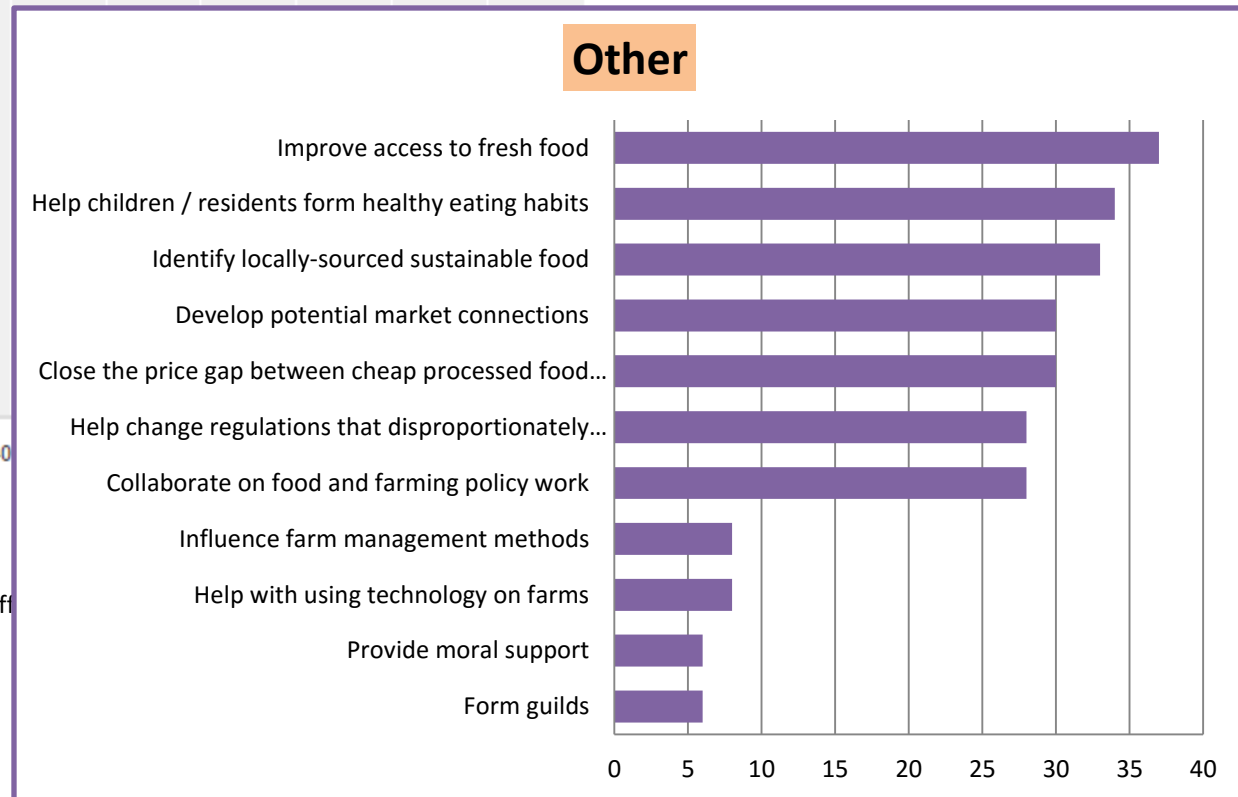
Who do you want to collaborate with / influence through the Food and Farming Network? (Select all that apply.)

Answered: 79 Skipped: 149



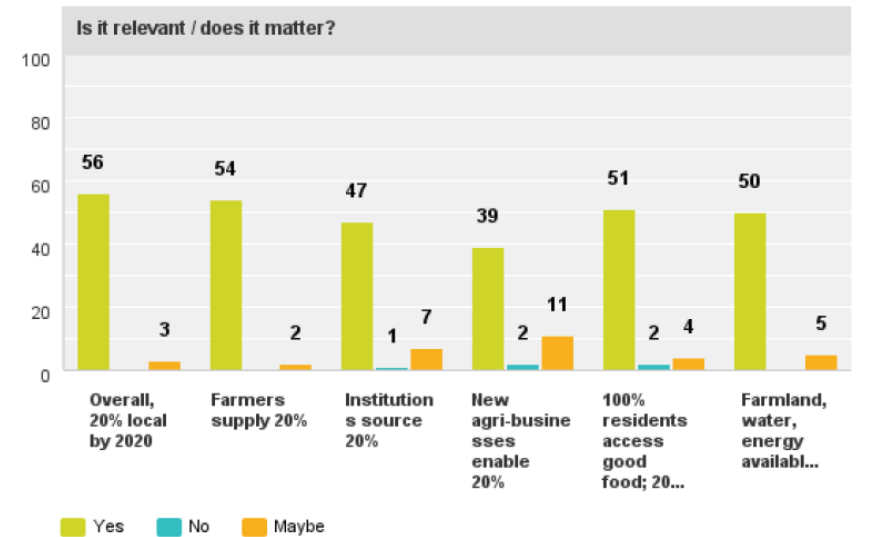
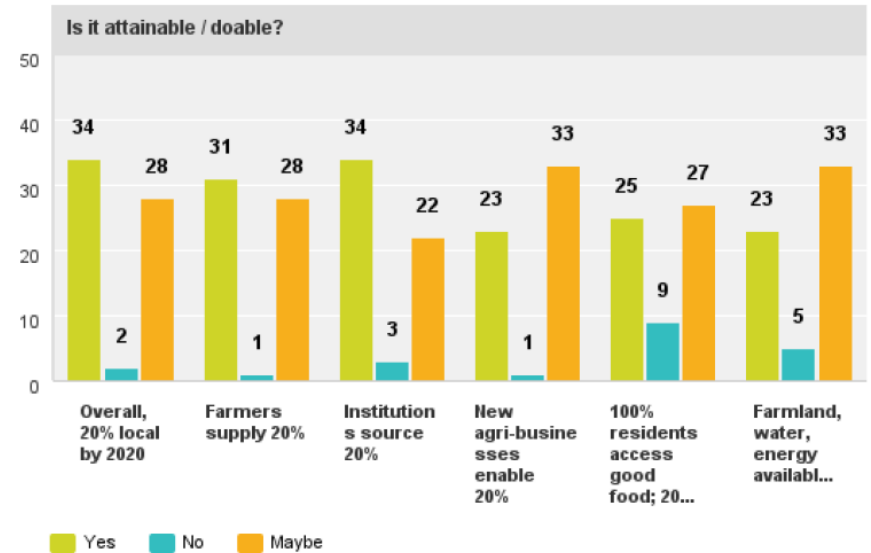
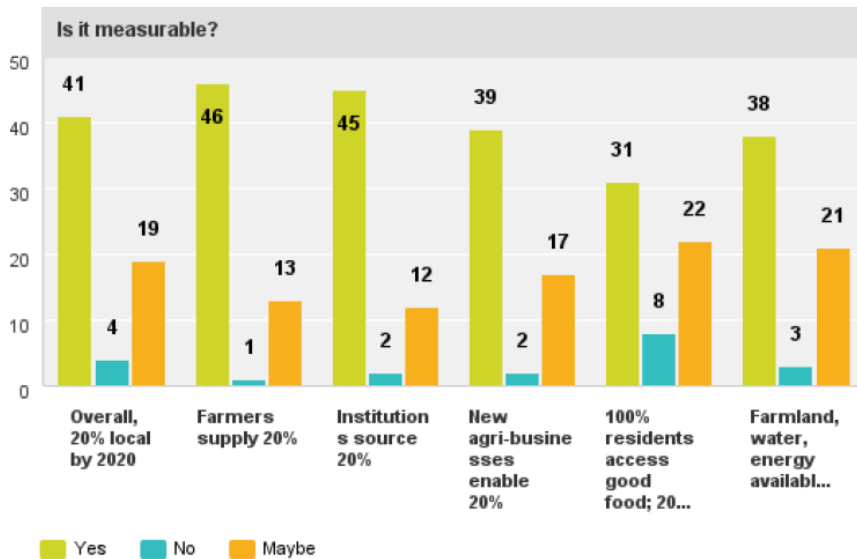
Farmers / food businesses
 Policymakers / decision makers / managers / elected officials
 Funders / financial institutions
 Customers / potential customers
 Suppliers / vendors / contractors / consultants
 Others outside of this network
 I'm not sure yet

How can the Food and Farming Network better serve you in the future?



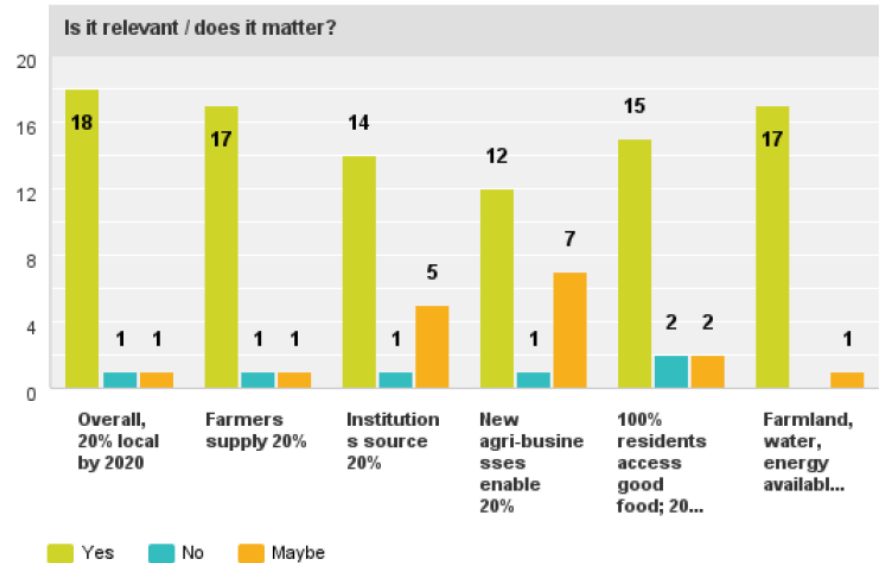
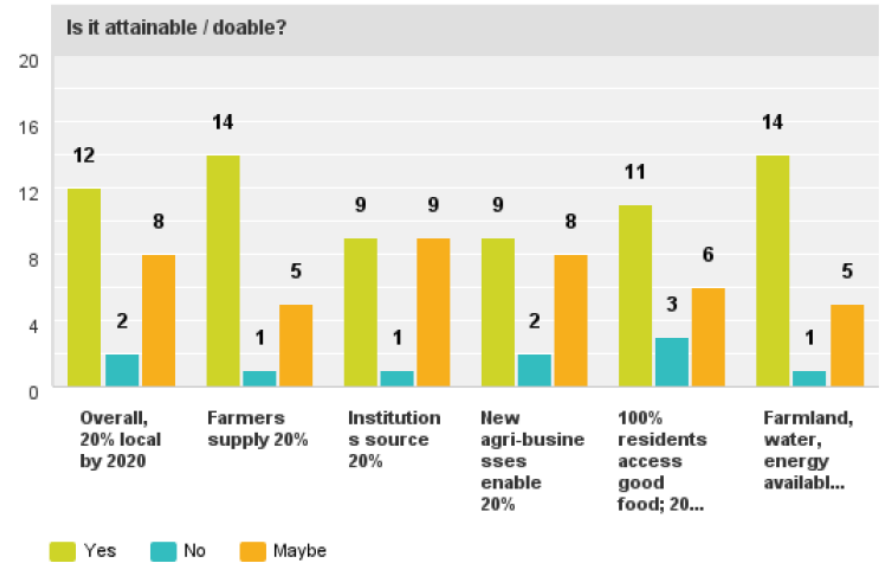
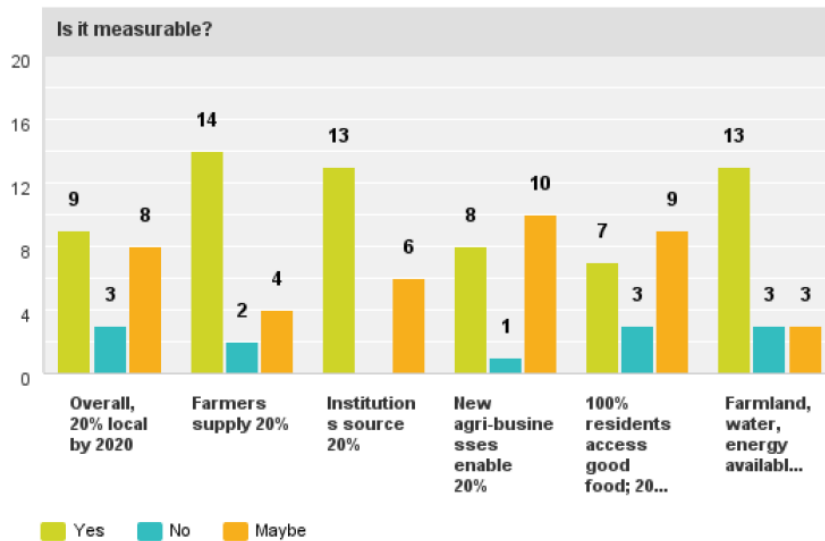
Q26 CONSUMER: Are the Food and Farming Network goal / objectives effective?

Answered: 65 Skipped: 35



Q26 FARMER: Are the Food and Farming Network goal / objectives effective?

Answered: 22 Skipped: 7



Q26 OTHER: Are the Food and Farming Network goal / objectives effective?

Answered: 70 Skipped: 29

