



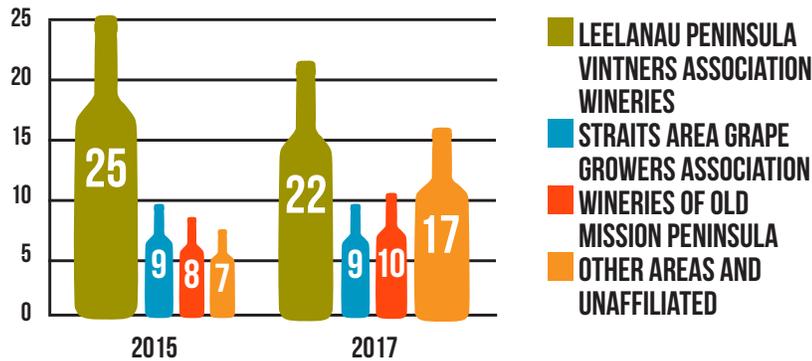
AGRI-BUSINESS

BUILDING LOCAL PRODUCTION & PROCESSING CAPACITY

The Food and Farming Network’s focus to build northwest Michigan’s agricultural future will only be realized when we help generate new agri-businesses at a pace to maintain growing demand. To accomplish this, we work with a collection of dedicated business consultants, advisors, financial service agencies, and nonprofit organizations to support new business development. This region is renowned for its rich collaborative efforts among a broad cross-section of agri-business support partners. These numbers represent just a few snapshots from the work of these groups.

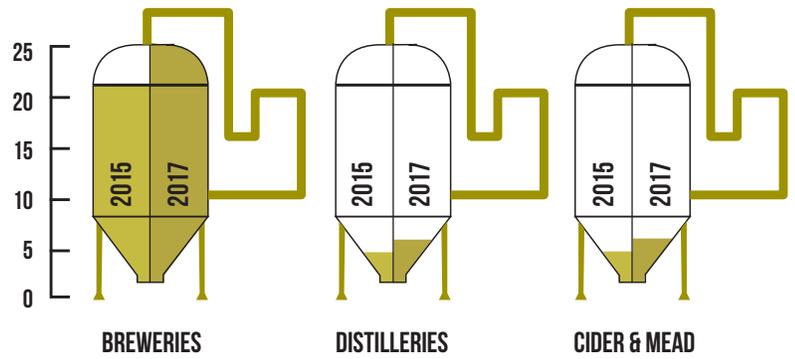
NORTHERN MICHIGAN WINE INDUSTRY

Northwest Michigan’s wine industry comprises 34% of all Michigan wine businesses. The total economic impact of Michigan’s wine industry approached \$5.4 billion in 2017. While Grand Traverse and Leelanau Counties have lost some wineries over the past two years (due to dissolution and mergers, among other reasons), those same two years have seen a measured increase in the number of wineries throughout the region. *Source: Michigan Wine Industry Council 2017 Economic Impact Report*



NORTHERN MICHIGAN BEER, CIDER, MEAD, AND DISTILLED SPIRITS

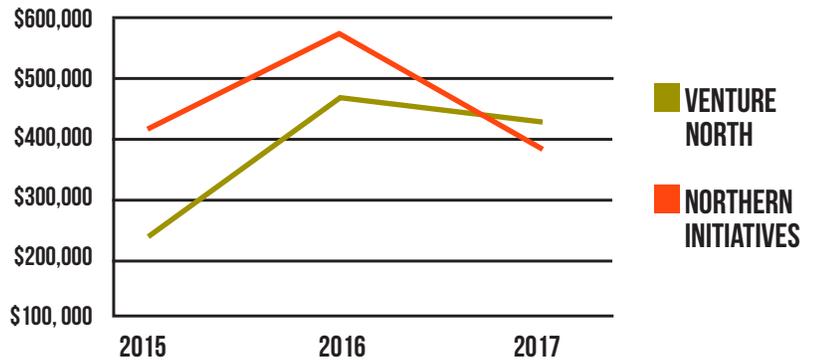
The Beverage industry in Northwest Michigan, including beer, cider, mead, and distilled spirits are rapidly growing segments of the regional food system. As is the case in the wine industry, Traverse City's dominance is giving way to a distributed group of production facilities across the region in small communities like Lake Ann, Bellaire, Central Lake, and others. This trend stands to benefit rural communities both through creating employment opportunities and establishing new cultural waypoints.



FINANCE METRICS

The most critical resource for agribusinesses in Northwest Michigan is access to capital. Securing fair and appropriate financing has been the greatest challenge faced by farmers, value-added producers, and other agricultural businesses for decades. A handful of organizations have come to the foreground as key resources for meeting this challenge; Northern Initiatives, Venture North Funding, and the Good Food Fund all provide ag-specific solutions to existing problems.

Source: Venture North Funding and Northern Initiatives



THE RESTAURANT INDUSTRY

Restaurants across Northwest Michigan are important pieces of the economic puzzle. They are key job creators, averaging between 11 and 50 employees per location. They are also launchpads and incubators for food entrepreneurs. Most people who start food business in the region have worked at a restaurant at some point in their career. The steady growth of the food service industry is a critical indicator of success for the region's agribusiness sector. Source: Taste the Local Difference and the Michigan Restaurant Association

