

FOOD & FARMING NETWORK

Building NW Michigan's
Agricultural Future



LOCAL FOOD SALES INCREASING DIRECT AND INDIRECT SALES



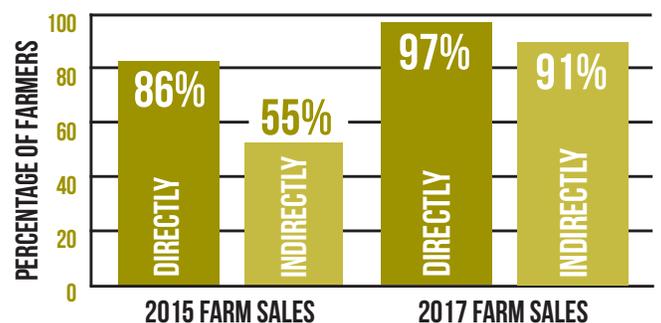
TAKING THE PULSE OF NORTHWEST MICHIGAN MARKETS

The goal of this task force is to increase the sales of local food throughout the northwest Michigan region. This is accomplished through survey analysis of the farmers themselves. The outcome provides important data on the local market, to both, inform decisions and assist farmers in identifying new businesses opportunities.

FARMS SALES TYPE

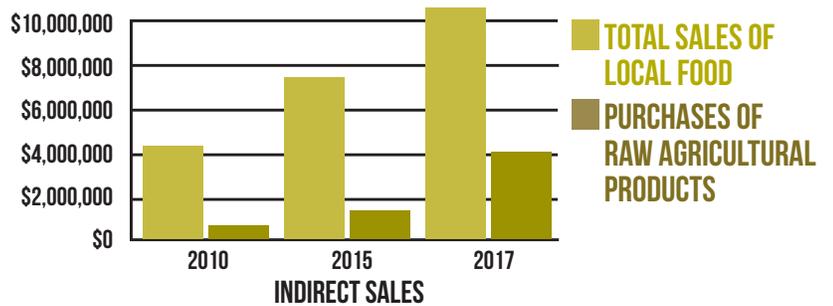
The number of farms participating in diverse markets (through both indirect and direct sales) has increased dramatically since 2015. Farm participation in indirect sales saw a dramatic increase over that same period, rising from 55% to 91%. Of the Northwest Michigan farmers surveyed by the Food and Farming Network in 2017, a majority saw an increase in both direct and indirect sales over the year prior. Farmers who saw a decrease in sales may be indicative of a more competitive marketplace.

Source: Northwest Michigan Food and Farming Pulse Survey, 2017



INDIRECT SALES MARKET

Five businesses that participate in farmer indirect sales—including distributors, retailers, and value-added producers—were surveyed in 2010, 2015, and again in 2017. Their sales and purchasing data were aggregated to provide a snapshot of the indirect sales market for local farmers. Increases were found across the board in all categories, however it was noted that sales remained fairly consistent in retail settings from 2016 to 2017. Some suggest this is because of increased competition with new retailers in the region. *Source: Northwest Michigan Food and Farming Network Pulse Survey, 2010, 2015, 2017*



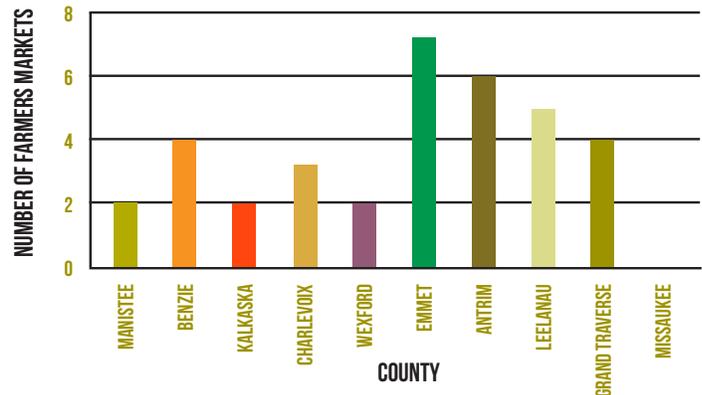
CONSUMER'S MONTHLY SPENDING HABITS

The Food and Farming Network surveyed 61 consumers in Northwest Michigan to gain a better understanding of their monthly food purchasing habits. Of respondents who reported spending between \$100-\$200 on their total monthly food budget, 52% reported spending between \$100-\$200 on food sourced within the state of Michigan. This survey shows promising data in self-reported spending habits, but it also indicates room for growth. Of the respondents who spent more than \$200 dollars per month on food, 38% spent less than \$100 per month on local food. *Source: Consumer Report Survey, 2017*



MICHIGAN FARMERS MARKET ASSOCIATION

The number of farmers markets in Michigan rose from 90 to 300 between 2011 and 2017. Rural Leelanau County and Kalkaska County have both opened new farmers markets since 2015, providing their communities with greater access to locally grown foods. *Source: Taste the Local Difference, Michigan Farmers Market Association*



WHAT CULINARY CONCEPTS DO CONSUMERS WANT?

Each year, the National Restaurant Association surveys chefs who are members of the American Culinary Association about their perceptions of menu trends. This year's results emphasized local ingredient and sustainable food sourcing as concepts desired by restaurant consumers.

Source: National Farmers Market Association, Michigan Restaurant Association, Michigan Department of Agriculture and Rural Development

