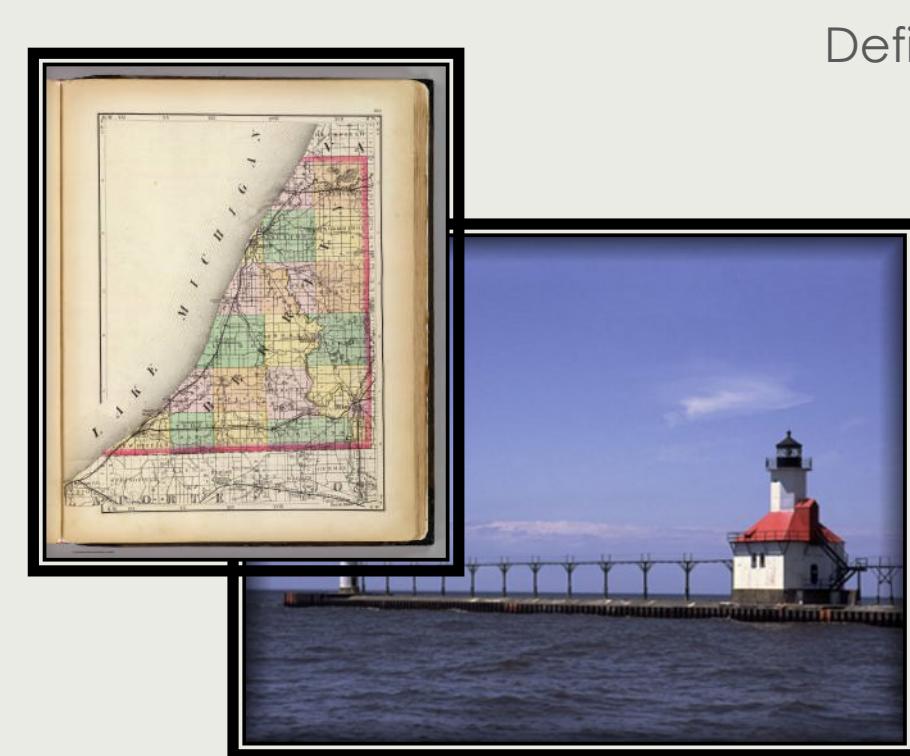




# Connecting Food Systems & Access

Defining the bookends of our food  
Agriculture and the Consumer



# Starting with Agriculture

- Early Agriculture was timber, leading to private farms by the mid to late 1800's
- Because of our grassland soils, crops such as wheat and barley dominated early Ag
- Peaches also filled the markets early on, and grow significantly with technology
- 1860 – Benton Harbor Fruit Market



# 150 Years later?

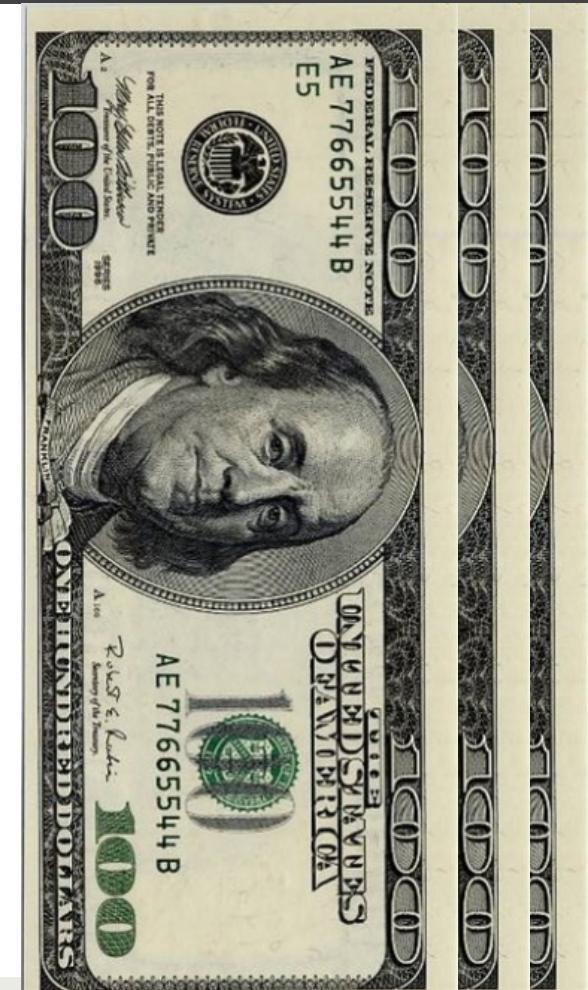
Data taken from 2012 USDA Berrien Census

- ❑ We have 1063 farms, Michigan's county average ~ 281
- ❑ We have 156,000 acres in farm land, county average of ~ 45,400
- ❑ We have 46% of our land use in farms, Michigan average ~ 10.5%
- ❑ Average size farm is 147A, the rest of MI ~162A



# What is this in terms of Benjamins?

- ❑ 161,542,000 revenue in 2012
- ❑ Increased 25,282,000 from 2007
- ❑ Corn    64,506,000
- ❑ Vegetables                                    39,949,00
- ❑ Fruit and tree nuts                        19,825,000
- ❑ Dairy Farms                                    13,039,000





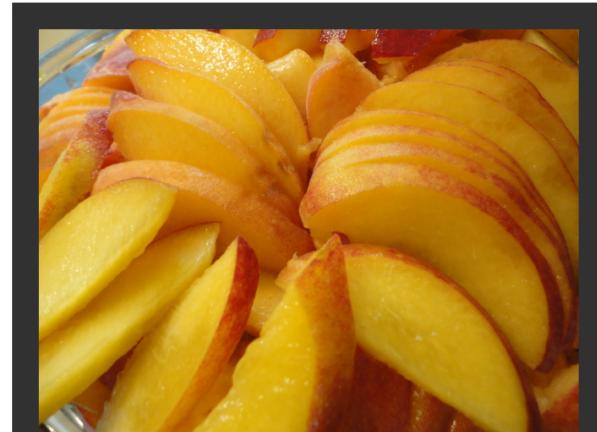
## Some state rankings

- ❑ 15<sup>th</sup> - For total value of crops
- ❑ 2<sup>nd</sup> - For total value sold in Vegetables, melons, potatoes, and sweet potatoes.
- ❑ 4<sup>th</sup> - For total value sold in fruits, tree nuts and berries
- ❑ 5<sup>th</sup> - Acres of vegetables harvested
- ❑ 1<sup>st</sup> - In acres of Grapes



# Because of Berrien farms

- ❑ We have-----
- ❑ 49 food processing plants
- ❑ 24 Food warehouses
- ❑ 3 Controlled atmosphere storage facilities
- ❑ 39 Meat processing plants



# Michigan Exports

- Michigan internationally exports one in every three rows grown annually.
- Michigan generated nearly 2.8 billion in economic activity
- Top exports are to Canada, Mexico, Japan, South Korea and China
- Michigan lead the nation in the production of 18 agricultural commodities and ranks in the top 10 for 56 of the leading agriculture commodities.

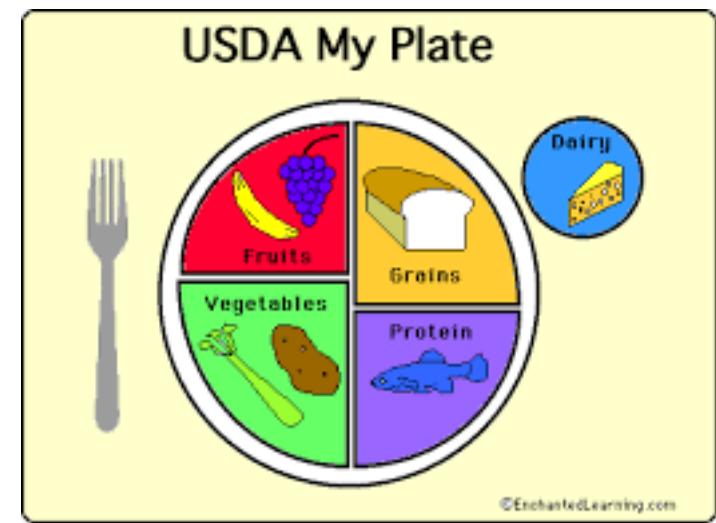
# From the Farms to the People



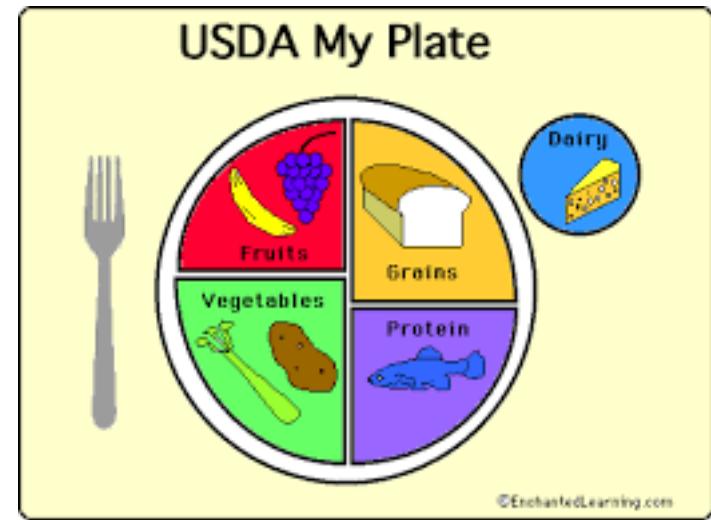
# Defining Food



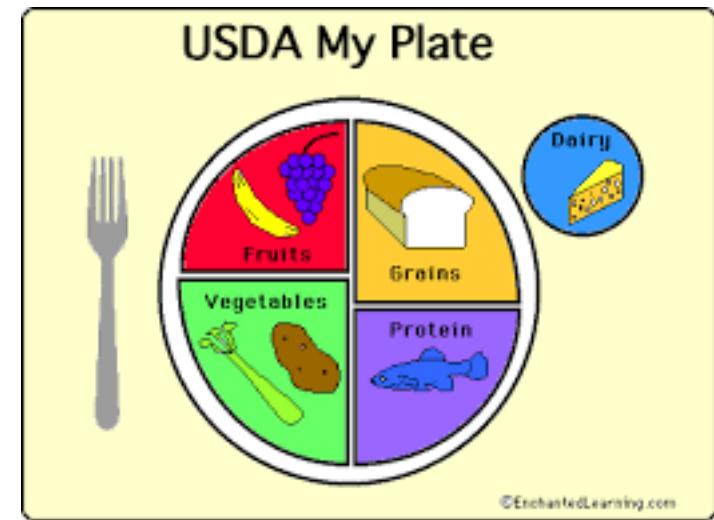
# Defining Food



# Defining Food



# Defining Food



# Defining Food



**~60 M in  
Berrien  
County**

# Shopping in Berrien County – 155k

- ❑ .26 grocery stores per 1K population (2009)
- ❑ .38 convenience stores per 1K population (2008)
- ❑ .92 SNAP-authorized stores per 1K population (2010)
- ❑ .64 fast-food restaurants per 1K population (2009)
- ❑ 1.03 full-service restaurants per 1K population (2009)
- ❑ .99 of those restaurants will have an hour wait as of this weekend
- ❑ 9 farmers markets (2011)
- ❑ 6 farms selling directly through CSA (2007)

# .....More Berrien County

- ❑ 47.10 % low-income receiving SNAP (2007)
- ❑ 46.32 % students eligible for free-lunch (2009)
- ❑ 32.80% adult obesity rate (2009)
- ❑ 13% child obesity rate (2010)
- ❑ 10.90% adult diabetes rate (2009)



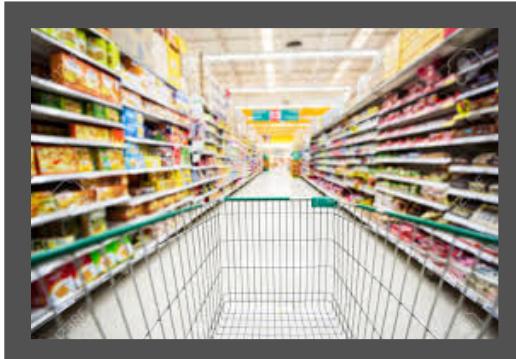
# Food Deserts – Food inequality



- A **food desert** is a geographic area where affordable and nutritious food is difficult to obtain, particularly for those without access to an automobile.[1] Food deserts usually exist in rural areas and low-income communities. Some research links them to diet-related health problems in affected populations.---147b
- 26.5 million Americans live in a food desert

# Food Deserts and mobility/accability

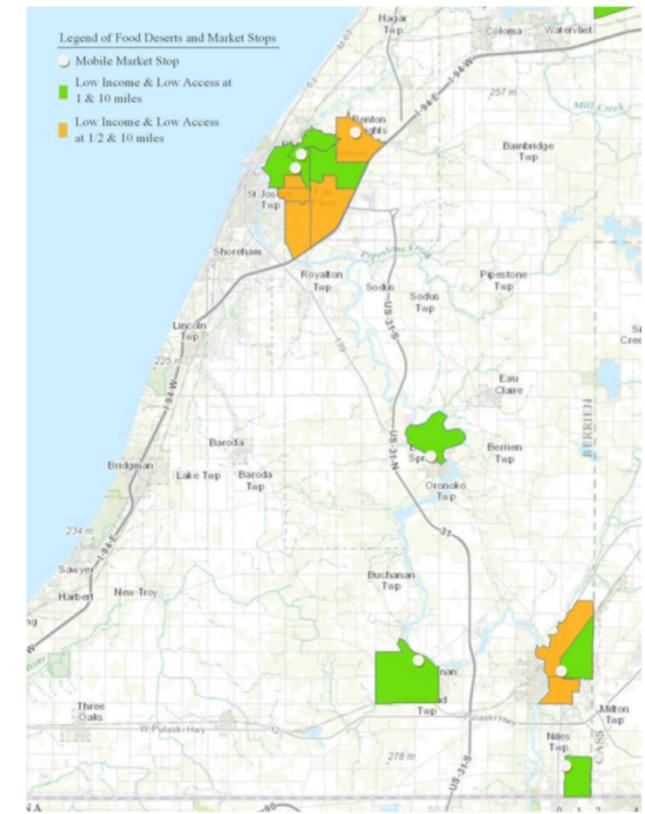
- Transportation: - USDA research on Americans as a whole
- Overall consumer - 88% own a car
- SNAP participants - 68% own a car
- SNAP participants on average are ~3.3 miles from their primary stores



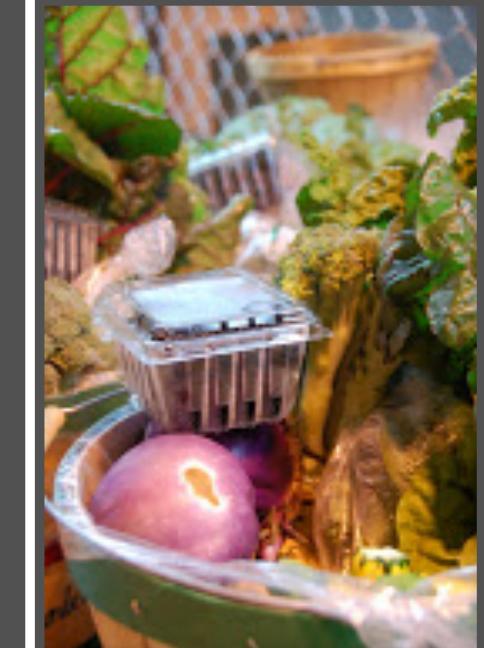
From: *The Solutions Journal*: Benton harbor Grows (2010)

# Examples of deserts in our back yard

- Less than 1% of Benton Harbor's total food expenditures go to local businesses and local farmers
- This city spends 35 Mil annually on food purchases
- Household income is just a little over 19,000 on average compared to MI average of 47,000
- 60% of Benton Harbor households do not have access to a car (flipping the national average)
- Benton Harbor has more than one census tract that is a USDA food desert
- 34.4% are obese compared to 32.8% in the county and 28.8% state wide
- 18.6 % have diabetes while MI averages 10.9% state wide



# Samples of current interventions



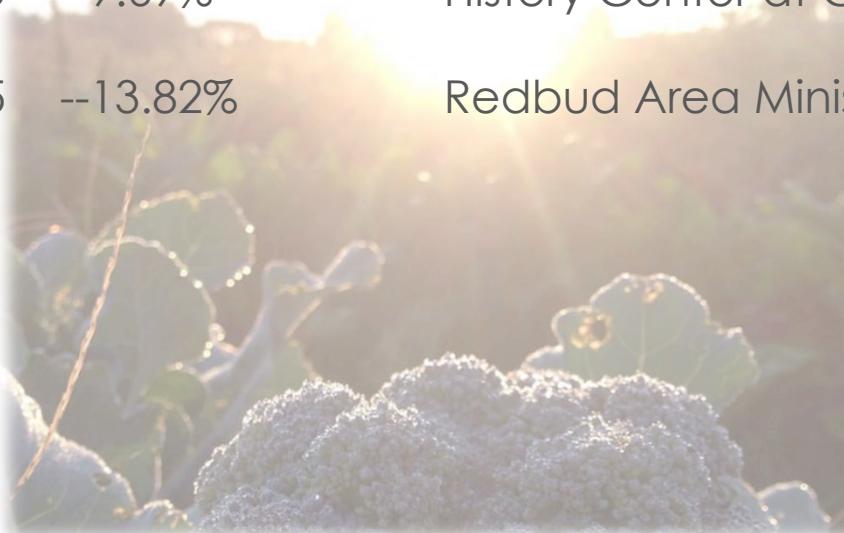
## Be Healthy Berrien – addressing food access

- ❑ Health Department, Lakeland, Southwest MI Planning, United Way, St. Joe/BH and Niles YMCA
- ❑ Physical Proximity (it is nearby)
- ❑ Financial (they can afford it)
- ❑ Acceptability (they will eat it)
- ❑ Culinary Knowledge (they know how to prepare it).



# Mobile Farmers Market

|              |        |          |                                     |
|--------------|--------|----------|-------------------------------------|
| ■ BH 004     | 12,068 | --77.32% | BH Farmers Market & Harbor of Hope  |
| ■ BH 003     | 18,843 | --61.04% | VA Edwards Community Center         |
| ■ Nile 209   | 37,171 | --20.18% | Ferry Street Resource Center        |
| ■ BS 213     | 38,500 | --9.69%  | History Center at Courthouse Square |
| ■ B Town 202 | 40,325 | --13.82% | Redbud Area Ministries              |



# Mobile Farmers Market

## Summary and Highlights

93% are preparing the vast majority of their meals at home.

64% cook from scratch daily.

78% have a meal that resembles the 'food plate' at least daily.

71% almost never eat fast food.

77% are eating less than the recommended servings of fruits and vegetables.

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64% lived within a mile of our stop, which is one of the food desert definitions for accessibility.

57% shopped at our stand multiple times a month and many on a weekly basis.

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100% would shop with us again next year.

97% have eaten more vegetables this summer than usual.

100% felt the markets helped them eat more healthfully.

