



# BE HEALTHY BERRIEN

2018 Highlights



## WORKSITE WELLNESS

The YMCA of SWMI completed a workplace wellness pilot project at 2 worksites and launched its NEW Workplace Wellness Partnership in October. They are now partnering with 7 employers on implementing worksite wellness programs.

## HEALTHY CORNER STORE

We completed our Healthy Corner Store pilot project at the Covert Citgo. The store is stocking and selling a wide variety of produce. Produce sales in February, 2019 totaled \$525.

## NAPIER AVENUE

The Napier Avenue Pedestrian & Bicycle Plan is a community-driven plan to find locations for new pedestrian and bicycle facilities to the corridor safer. The first draft of the Napier Avenue Pedestrian & Bicycle Plan is now complete and can be viewed at [www.napieravenue.org](http://www.napieravenue.org).

## BENTON HARBOR FARMERS MARKET

Be Healthy Berrien supported the BHFM by funding the market manager as well as fostering new relationships with growers. YMCA of SWMI provided fitness-in-the-park sessions each market day. Market attendance remained steady from 2017, with an average of **200** market customers per day. **12%** of Market sales were SNAP transactions. On average, each customer who visited the market spent about **\$5**. The average EBT transaction was \$8.89. Cash revenue increased to **42.7%** of total market sales. Spectrum Health-Lakeland provided a successful Prescription for Health program at the market, providing screening, education, and vouchers to residents of Harbor Towers.

## Southwest Michigan Local Food Council - Strategic Plan 2019 – 2021

Vision – We envision a local food system that is continually improving to address issues of both food equity & quality of life in Southwest Michigan.

Major Goals	Joy for Our Food <i>Improving the significance of local food in our community</i>	Abundance & Fairness for Our Food <i>Improving economic prospects in the local food system</i>	Growing Infrastructure for Our Food <i>Improving resources that support a local food system</i>
Objectives	<ol style="list-style-type: none"> <li>1. Build consumer awareness about food and beverages produced in Southwest Michigan as well as institutions using this food by creating a Southwest Michigan Food brand.</li> <li>2. Create innovative methods to share and celebrate local food across social, economic, and geographic divides.</li> </ol>	<ol style="list-style-type: none"> <li>1. Explore and advocate for strategies to increase the number of new farmers operating in Southwest Michigan.</li> <li>2. Increase the number of public institutions in Southwest Michigan that source 20% of their food products from regional growers, producers, and processors by.</li> </ol>	<ol style="list-style-type: none"> <li>1. Support the development of an incubator kitchen in LOCATION (define) as a tool for small-scale processing and food-business development.</li> <li>2. Develop a feasibility study for local food aggregation and distribution by December 2019.</li> <li>3. Develop model zoning ordinances that support urban agriculture, the creation of new farms and food businesses, and preserve prime farm land and advocate for their adoption</li> </ol>
Strategies <i>To Be Developed By Working Groups</i>			

Mission – The Southwest Michigan Local Food Council is a collective of advocates that takes evidenced-based actions toward the development of an equitable regional food system that values local farmers & entrepreneurs.

## GROWING THE STEERING COMMITTEE

Two new organizations joined the Be Healthy Berrien Steering Committee! Matt Clay, Director of Health Services, will be representing the Pokagon Band of Potawatomi. Dr. Sherine Brown-Frasier will be representing Andrews University School of Health Professions.

“  
*Our work helps create healthy community design to improve access to healthy eating and physical activity.*  
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Be Healthy Berrien is a county-wide partnership of Andrews University School of Health Professions, Berrien County Health Department, Pokagon Band of Potawatomi, Southwest Michigan Planning Commission, Spectrum Health-Lakeland, United Way of Southwest Michigan, and YMCA of Southwest Michigan.

These organizations are working together to reduce obesity and chronic illness by creating healthy places to live, work, learn, and play. For more information about Be Healthy Berrien, please visit [www.BeHealthyBerrien.org](http://www.BeHealthyBerrien.org).

# SOUTHWEST MICHIGAN LOCAL FOOD COUNCIL

The Southwest Michigan Local Food Council was launched in March and completed a strategic planning process in December. The Council is made up of 12 members representing health, planning, growing, distribution, school, economic development, and consumer sectors. The Council's strategic plan includes three major focus areas, including improving the significance of local food in our community, improving economic prospects in the local food system, and improving resources that support a local food system.

We are excited to launch three Working Groups in April/May 2019 to create and implement action plans to achieve our objectives. Our outreach efforts will focus on under-represented communities and organizations in working group and Council member recruitment.

## Other Projects in Process...

- \* SNAP acceptance at new Farmers Markets in Niles
- \* Community Kitchen Club development in Benton Heights
- \* Community Fitness Opportunities in Benton Heights
- \* Trail expansion, transit expansion, cycling accommodations, and healthy food guidelines in Niles
- \* Two new healthy corner store transformations in Benton Harbor
- \* Mapping and story-telling with community-health data