

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"> 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. 2. Create innovative methods to share and celebrate local food across social, economic, and geographic divides. 	<ol style="list-style-type: none"> 1. Explore and advocate for strategies to increase the number of new farmers operating in Southwest Michigan. 2. Increase the number of public institutions in Southwest Michigan that source 20% of their food products from regional growers, producers, and processors by. 	<ol style="list-style-type: none"> 1. Support the development of an incubator kitchen in LOCATION (define) as a tool for small-scale processing and food-business development. 2. Develop a feasibility study for local food aggregation and distribution by December 2019. 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
Strategies <i>To Be Developed By Working Groups</i>			

CORE VALUES
 Collaboration ♦ Equity ♦ Inclusion

Core VALUE
 Integrity ♦ Sustainability

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.