

## Healthy Food as Economic Development in Eastern Washtenaw

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## We hope you leave with...

- A greater awareness about healthy food systems...
- An excitement about the win-win possibilities for economy & community...
- A motivation to incorporate healthy food into your plans and priorities...



## Who is FSEP?



Food System Economic Partnership (FSEP) is a regional nonprofit organization focused on local food and farming business development.

Mission: FSEP exists to catalyze change that results in vibrant and sustainable food economies in communities across southeast Michigan.

What we do: We provide research, education and outreach with urban and rural partnerships, resulting in agricultural economic development opportunities, sustainable communities and healthy local economies.



## Who is GH?



Growing Hope is an Ypsi-based nonprofit dedicated to helping people improve lives & communities through growing and accessing healthy food.

What we do: Urban agriculture support, leadership training for community garden development, youth/school programs, vegetable gardens with low-income families, Downtown Ypsilanti Farmers' Market, community education and organizing, policy and advocacy work





## Who is WCPH?

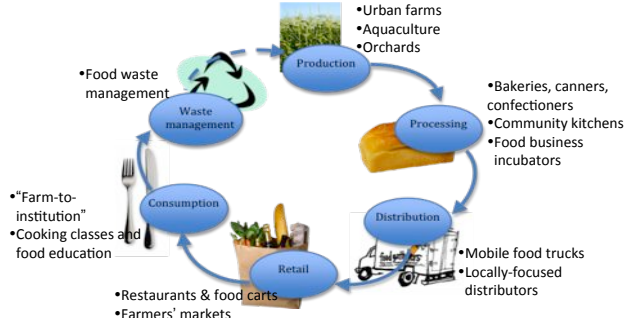
**Our vision:**  
A healthy community in which every resident enjoys the best possible state of health and well being.

**We value:**


- Emphasizing prevention to increase community health and safety
- Partnering to develop and deliver effective public health programs
- Promoting social justice to reducing inequalities that affect health

## What is a Local Food System?



- Urban farms
- Aquaculture
- Orchards
- Bakeries, canners, confectioners
- Community kitchens
- Food business incubators
- Mobile food trucks
- Locally-focused distributors
- Restaurants & food carts
- Farmers' markets
- "Farm-to-institution"
- Cooking classes and food education
- Food waste management



## What is a Local Food System?

- Supports **long-term connections** between farmers and consumers
- Meets economic, social, health, and environmental needs
- Links producers and markets via **locally-focused infrastructure**
- Promotes **environmental health**
- Provides **competitive advantage** to local food businesses
- Celebrates region's **culture, history, and ecology**
- Equitably share **risks and rewards**

(Source: Leopold Center for Sustainable Agriculture)




## Healthy Food Access & Obesity

**When healthy food access is limited, obesity and chronic disease is high.**

***Food Desert: Residents lack convenient access to supermarkets or other food outlets that provide healthy food options. These food deserts are linked to higher prevalence of chronic health issues and related deaths.***

-- Michigan Food Policy Council, 2006



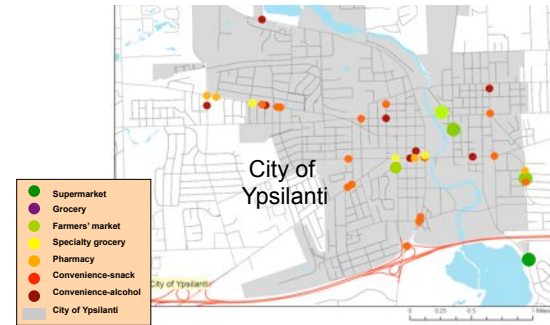
### Health Care Costs of Obesity in Washtenaw

|  | 2008         | 2013         | 2018          |
|--|--------------|--------------|---------------|
| Washtenaw Prevalence Estimates               | 26%          | 30%          | 44%           |
| Healthcare Costs Associated                  | \$38,009,480 | \$70,854,345 | \$239,395,224 |
| Healthcare Costs Associated per obese person | \$424        | \$685        | \$1578        |
| Potential savings if static 2008 prevalence  |              | \$9,447,520  | \$97,935,414  |

\*Thorpe, KE. The Future Costs of Obesity: National and State Estimates of the Impact of Obesity on Direct Health Care Expenses. A Collaborative report from United Health Foundation, the American Public Health Association and Partnership for Prevention - November 2009. <http://www.americapublichealth.org/2009/report/Cost%20Obesity%20Report-final.pdf>

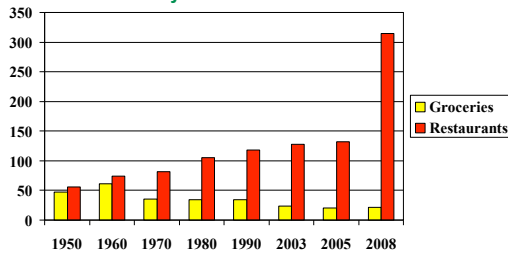


### Healthy Food Access & Obesity



### Grocery Store & Restaurant Trends

Grocery Stores\* and Restaurants\*\* Per 100,000 Population Washtenaw County – 1950-2008\*\*\*

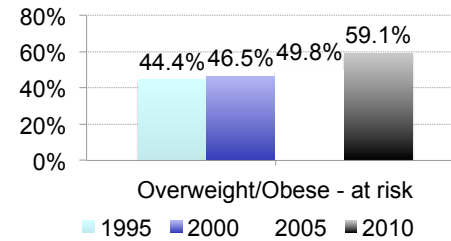


\*Grocery implies at least fresh vegetables and meat available.  
 \*\*\*For 2008 Restaurants, includes any retail food establishment, including schools.  
 \*\*\*1950-2005 data taken from phone books and internet.  
 2008 data taken from licenses granted by Michigan Department of Agriculture



### Obesity in Washtenaw County

Overweight based on BMI≥25  
Washtenaw County Adults



### Healthy Food Access & Obesity

|   | Washtenaw County | Ann Arbor | Ypsilanti | Makes under \$35K | African-American | No Health Insurance |
|---|------------------|-----------|-----------|-------------------|------------------|---------------------|
| Eats 5 or more servings of fruits & veg a day | 18               | 24        | 19        | 10                | 25               | 10                  |
| Eats fast food once a week or more            | 39               | 40        | 49        | 49                | 44               | 44                  |
| Overweight                                    | 33               | 32        | 36        | 34                | 34               | 63                  |
| Obese   | 26               | 18        | 31        | 26                | 28               | 19                  |



### Institutional Purchasing for Healthy Food

- Farm to School
- Childrens Services: Juvenile Detention Center
- Health Care Settings



### Farm to School – Economic impact

- Michigan K-12 schools represent about \$200 million statewide spending on food.
- If all schools spent just 5% on local food, school FSD's would contribute \$10 million to support local farmers/vendors and the local economy.
- On 2009 survey, 42% of food service directors (FSD) said they were already purchasing from local producers

A student enjoys fresh, local melon from the school fruit & veg bar



### Michigan Green Health Care

- Mission of the **Michigan Hospital Association (MHA)**:  
“...establish a Michigan health care sector to improve the health and well-being of the state's ecology and its citizens.”
- An innovative program: the *A-Z Environmental Purchasing Campaign* is a framework for participants to purchase and market Michigan food products
- Build awareness of local food purchasing through on-site farmers' markets



## St. Joseph Mercy Health System



“The Farm at St. Joe’s”:  
A 4-acre farm with two  
hoophouse structures for year-  
round production

Produce sold at on-site Farmers  
Market (employees and visitors)  
and to hospital cafeteria; 1500  
lbs donated to low income  
families



## Food Retail & Economy

- Nationally, grocery shopping represents the largest segment of retail activity after automobile and automobile part sales, accounting for more than 16 % of retail sales\*
- New York City examined the economic impacts of access to grocery stores. They found that approximately **\$1 billion dollars annually** in lost urban grocery sales resulting from residents having to shop in the suburbs\*

\*Fresh Food Stores: Approved! New York City Department of Planning, May 2011.  
<http://www.nyc.gov/html/dca/html/fresh/index.shtml>  
\*\*Local works: the impact of local business on the Western Michigan economy. Civica Economics & Local First. September 2008. [http://www.civiceconomics.com/GR\\_Local\\_Works\\_Complete.pdf](http://www.civiceconomics.com/GR_Local_Works_Complete.pdf)



## Groceries Make Our Economies & Communities Healthier

- In addition to the effects on individual eating behaviors and improved health, retailers contribute to the broader health of the community including\*:
  - New jobs
  - Capturing dollars otherwise spent outside community
  - Retailers spend money in local businesses, leading to new jobs
  - Local sales tax revenue
  - Higher real estate values and tax revenue
  - Act as anchor stores for other businesses

\*\*\*\*Food and CPI Expenditures, Table 13\* Accessed at:  
<http://www.ers.usda.gov/Briefing/CPI/FoodAndExpenditures/Data/ExpendituresTable13.html>  
(in Western Michigan Study)\*\*



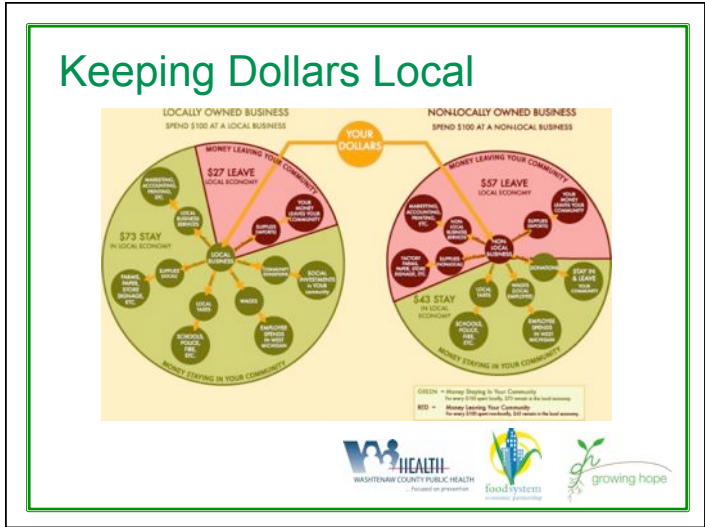
## Keeping Dollars Local

- **For every \$100 spent at locally-owned businesses, \$63 dollars stay in the community, compared to only \$43 for non-locally owned businesses.**
- For every \$1 million spent at local grocery stores, the following results\*\*
  - \$389,996 in economic output
  - 5 new jobs
  - \$157,395 in wages



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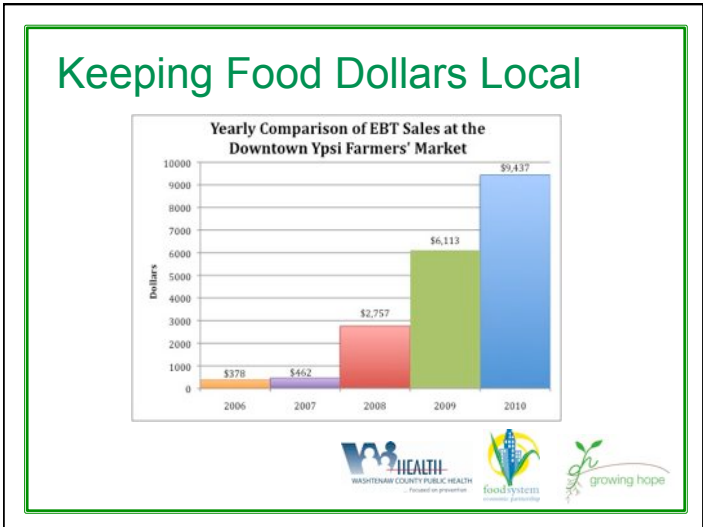
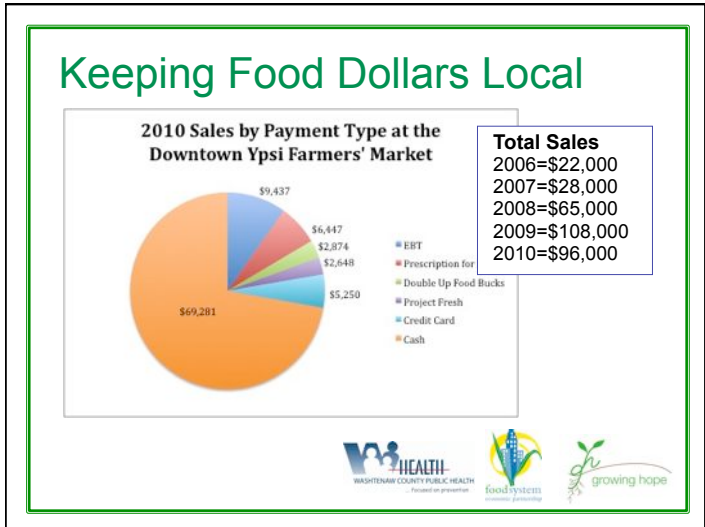


### Keeping Food Dollars Local

- Eastern County's residents spent about \$346 million on food in 2010. Most of each dollar spent on food flows out of the region to growers, processing facilities, distribution companies, and corporate headquarters. In 2010, the USDA estimated per capita food expenditures at \$4,016.\*\*\*
- City of Ypsilanti residents spend \$4 million on fruits and vegetables each year, an average of \$453 per household.

\*\*\*Food and CPI Expenditures, Table 13\* Accessed at: <http://www.ers.usda.gov/Briefing/CPI/FoodAndExp/tables/tables.html> (a Western Michigan Study\*)

Logos: HEALTH, food system, growing hope



## Local Food Business Opps

- Attract Grocery Store and other Food Retailers
- Support expansion of healthy food opportunities at existing retailers
- Expand/support existing Farmers' Markets
- Zone for Mobile Markets
- Incubate or Attract Food Processing & Distribution
- Advocate for Urban Agriculture



## Eastern Washtenaw: Needs

- Healthy food access
- New business development
- Job creation
- Revitalization and redevelopment of existing buildings and parcels
- Support & resources targeted at food & agriculture entrepreneurs



## Eastern Washtenaw: Successes

- Five fold increase in sales at Downtown Ypsilanti Farmers' Market
- Steady increase in sales & expansion at the Ypsilanti Food Co-op
- Ypsilanti Farm to School program
- Launch and expansion of businesses – Harvest Kitchen, Whole Heart Group, Farm at St. Joe's
- Passage of Cottage Food legislation



## Eastern Washtenaw: Opportunities

- Connect with existing business resources like FSEP
- Regional collaboration
- Micro-lending opportunities for food & farming business
- Match funds for grants
- Partner with economic development organizations
- Creation of incubator facility
- Mobile markets
- Increase in sales at farmers' markets & development of farm stands
- Retail opportunities (cottage food law)



### Healthy Food Systems Benefit from Regional Approach

**Urban**

- Business development
- Job creation
- Reduce chronic unemployment
- Increase consumer access to local foods
- Reduce sprawl
- Reuse of older buildings
- Neighborhood development and revitalization

**Rural**

- Strengthen farm businesses
- Increase agricultural viability
- Preserve rural quality of life
- Reduce development pressures on farmland
- Increase opportunities for farmland preservation

← More efficient use of regional infrastructure →

### Healthy Food Systems Benefit from Regional Approach





Local economies and participants capture more value from **conversion of agricultural commodities into higher value goods.**



A presentation by Cleveland City Councilperson  
**Joe Cimperman**

**Healthy Food As Economic Development**

**Tuesday, September 27**  
12-1:30 pm @ SPARK East  
215 W. Michigan Ave \* Ypsilanti  
*RSVPs requested to [rsvp@growinghope.net](mailto:rsvp@growinghope.net)*

Serving in his fourth term on Cleveland City Council, Joe Cimperman has been a champion of healthy, sustainable, and economically-vibrant communities. His leadership in the Healthy Cleveland Initiative, in pushing for zoning for urban gardens and green space, in passing agriculture and local food legislation, and through many other efforts have helped Cleveland be seen as the place to be for healthy food economic development.

Hear about Councilman Cimperman's efforts and learn about the opportunities for economic growth through healthy food in Ypsilanti & Eastern Washtenaw County.

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