

Hoophouses for Health



Funding provided by the W.K. Kellogg Foundation

Hoophouses for Health Objectives




To build season extension capacity and Good Food infrastructure

To increase purchasing power and access to healthy foods




Hoophouses for Health Beneficiaries




Farmers

- Receive capital for hoophouses & inputs/tools
- Extend their growing season
- Build farm infrastructure debt-free



Farmers Markets

- Earn new customers
- Increase awareness of multiple food assistance benefits



Families

- Receive vouchers to purchase MI farm products
- Access multiple benefits of shopping at farmers market

Farmers







Hoophouses for Health Program Highlights



- 19 Farmers Markets
- 37 Farmers (3 in process)
- 48 hoophouses
- \$385,000 distributed



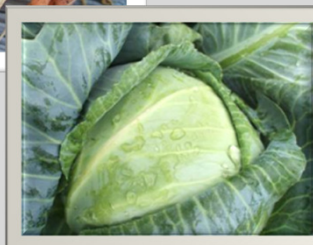
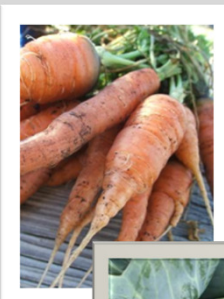
Good Food Charter Priorities



- 1) Expand and increase innovative methods to bring healthy foods to underserved areas
- 3) Maximize use of current public benefit programs
- 15) Direct \$10 million to regional food supply chain infrastructure
- 17) Provide financial incentives for farmers and for development of food system infrastructure to support institutional local food purchasing programs

Next Steps

- Michigan Farm to School: Digging in and Taking Root proposal
 - Michigan Farm to School
 - Hoophouses for Health
- Coordinated, statewide initiative
- Effort to reach the Good Food Charter goal to have institutions source 20% of food locally by 2020
- Hoophouses for Health farmers can now supply schools and daycares with up to 50% of the total Hoophouses for Health amount (Currently 3 schools and 4 daycares)



Program Information

- General Information
- For Farmers
- For Farmers Markets
- For Community Partners

The screenshot shows the Michigan Farmers Market Association website. The navigation bar includes links for 'About MIFMA', 'Find a Farmers Market', 'Accept Food Assistance Benefits', 'News', 'Events', 'Resources', and 'Join MIFMA'. The main content area features a large image of leafy greens and a circular logo for the Michigan Farmers Market Association. Below the image, the heading 'Hoophouses for Health' is followed by a 'General Information' section. The text describes the program's goal to introduce vulnerable families to local farmers markets and provide them with resources to become loyal customers. It also details how the program allows low-income families to assist farmers by paying back loans they have secured to build hoophouses on their farms. The text concludes with a note that as of the close of 2012, there were 13 farmers markets participating in the program, selected based on their food assistance redemption rates, number of farmers selling Michigan grown fruits and vegetables, and proximity to vulnerable children and families.

<http://mifma.org/hoophouses-for-health/>

Thank You



Digging In and Taking Root Team

Colleen Matts and Julia Smith
MSU Center for Regional Food Systems

Dru Montri and Julia Hickey
Michigan Farmers Market Association

Adam Montri and Erin Caudell
MSU Department of Horticulture and
Center for Regional Food Systems

