

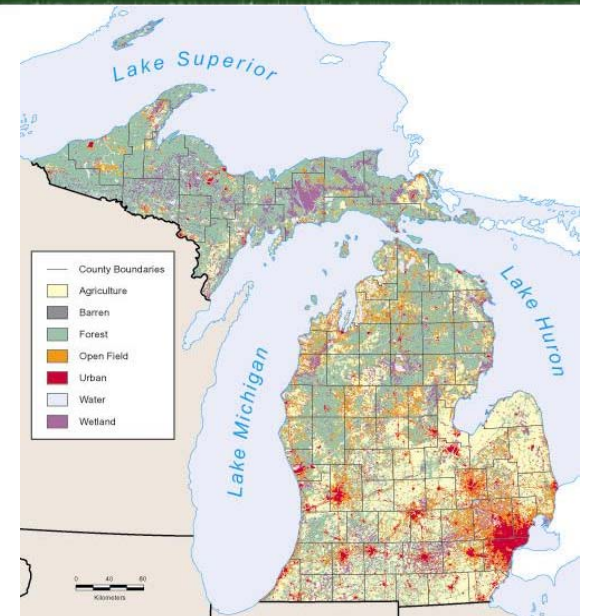
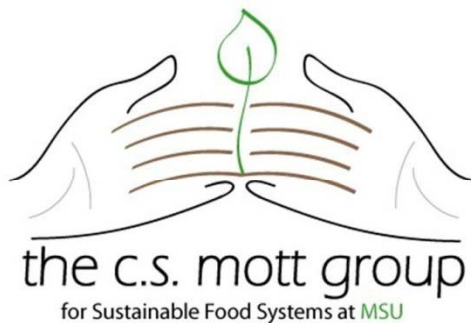


Food Systems, Healthy Food & Fitness Options for Kids and Communities

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CS Mott Professor of Sustainable Agriculture

Michigan State University



83 million in U.S. \leq 19 years old
~100 Billion Pounds Food Needed



Need to Provide in An Ever More Uncertain World – Climate change & water stress Population 2007 - 2050



302 →420 million

- ✓ 48 countries water stressed/scarce
- ✓ 54 countries by 2050
- ✓ Parts of U.S. are today



6.6 →9.1 billion

Locally-integrated Food Systems Across America

A dynamic blend of local direct; local indirect; regional; national and global



With criteria for “local”
– If we can, we should

And Recognize the Importance of Diversity As a Part of This

- Diversity of Scale
- Diversity of Product
- Diversity of Production Strategy
 - Diversity of Background
- Diversity of Ownership Strategies

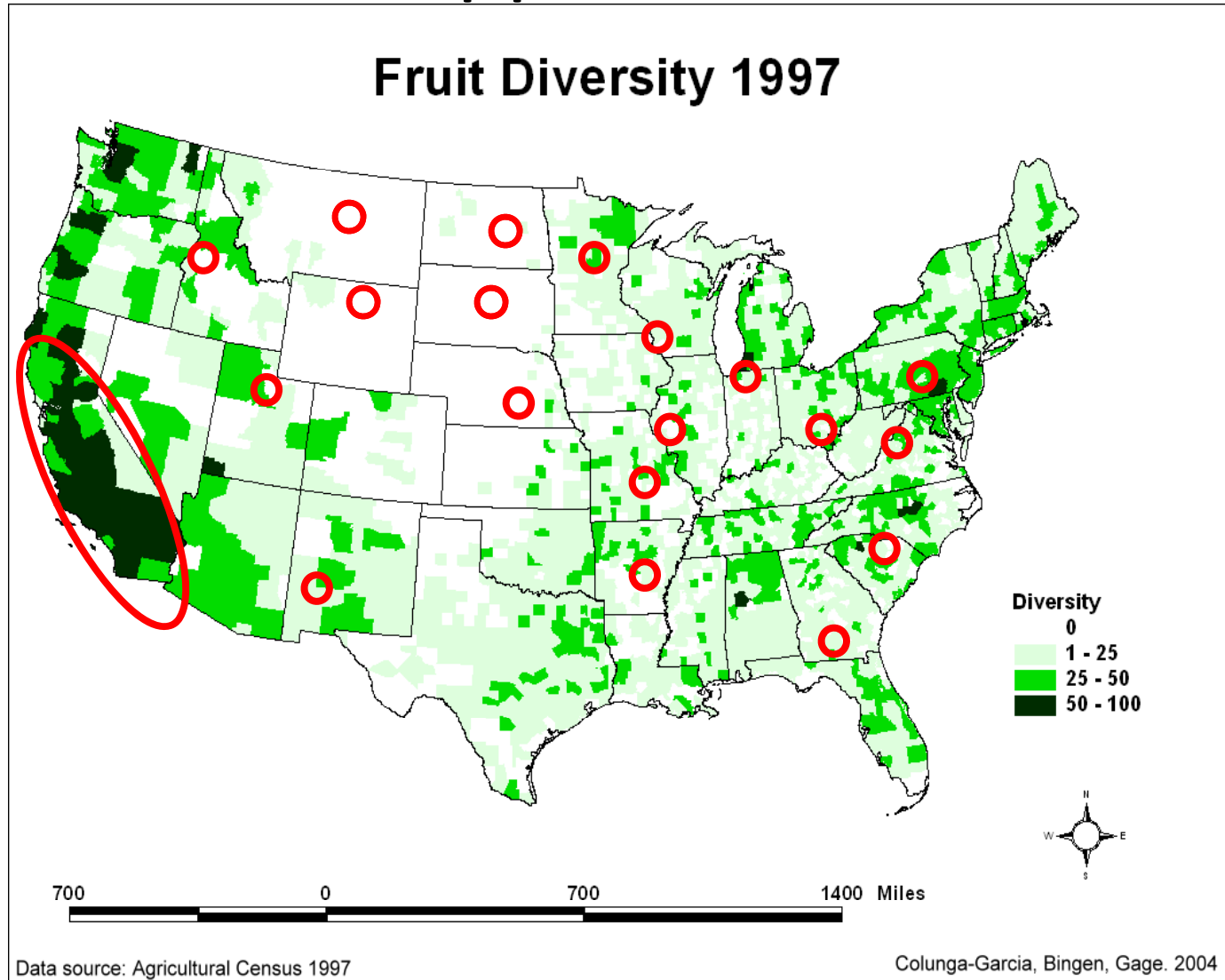
Maximum crop acreage adjustments

implied by full adoption of select recommendations
from the 2005 Dietary Guidelines for Americans

Crop	Average harvested area, 1999-2003	Adjustments in acreage	Acreage needed to meet <i>Guidelines</i>
		<i>Million acres</i>	
Fruit	3.5	4.1	7.6
Vegetables:	6.5	8.9	15.3
Dark green	0.3	0.5	0.8
Orange	0.2	0.4	0.6
Legumes	2.0	8.8	10.8
Starchy	2.3	-0.8	1.5
Other	1.7	--	1.7
Wheat (example for whole grains)	22.6	-5.6 ²	17.04
Dairy ³	NA	NA	NA
Total ⁴	32.6	7.4	39.9

Opportunities

Fruit Diversity 1997



Opportunity: Jobs

WHAT IF... Michigan's residents bridged the "Public Health Gap"?

- Shift from current consumption to public health recommendations
- Eating more of what people currently eat
- Get it from MI when available fresh with typical technology
- Need approximately 37,000 more acres of production

\$211 Million increased net income;
1,800 off-farm jobs

From: Conner, D.S., Knudson, W., Peterson, H.C., Hamm, M.W.
Journal of Hunger & Environmental Nutrition, 2008.



Many Lack Access

- Study in Michigan- 59% of residents have inadequate access to a complete diet
- Many cities have large 'food desert' areas
- Many rural areas are underserved with healthy food access

Range of Strategies to Improve Access

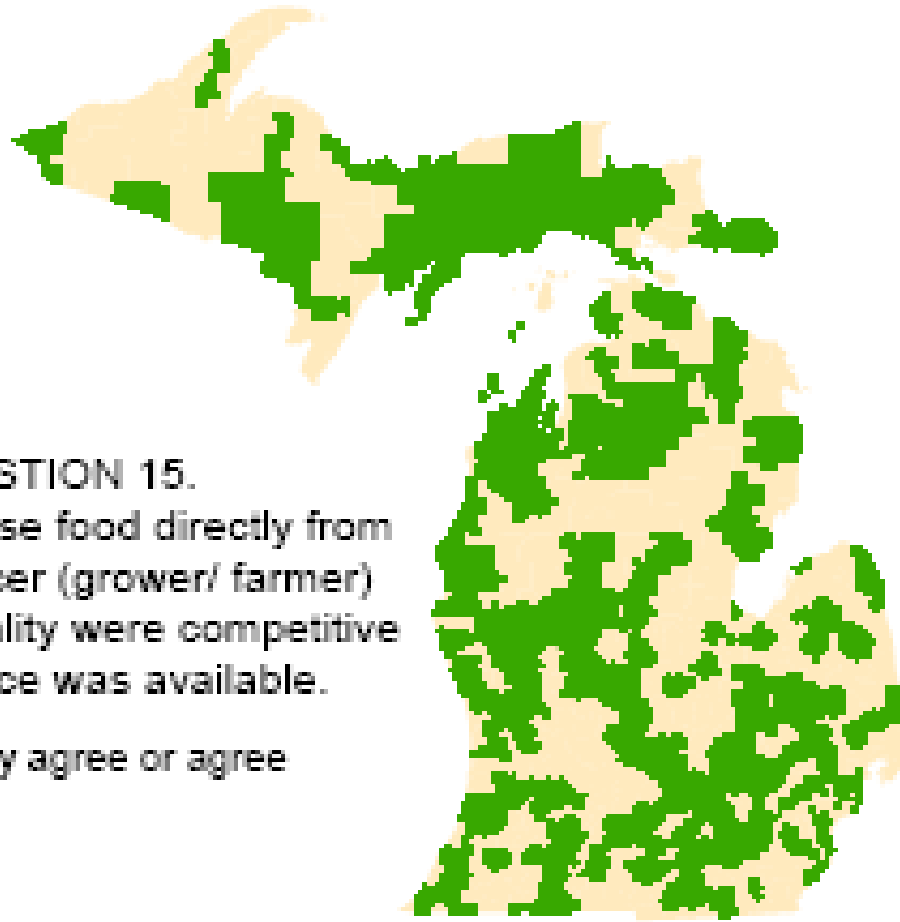


- Increasing supermarkets
- Improving status of grocery stores
- Creating greater farmer – consumer connections
 - For family through farmers markets, etc.
 - For children through school meals, after school, summer meals

Example: Farm to School

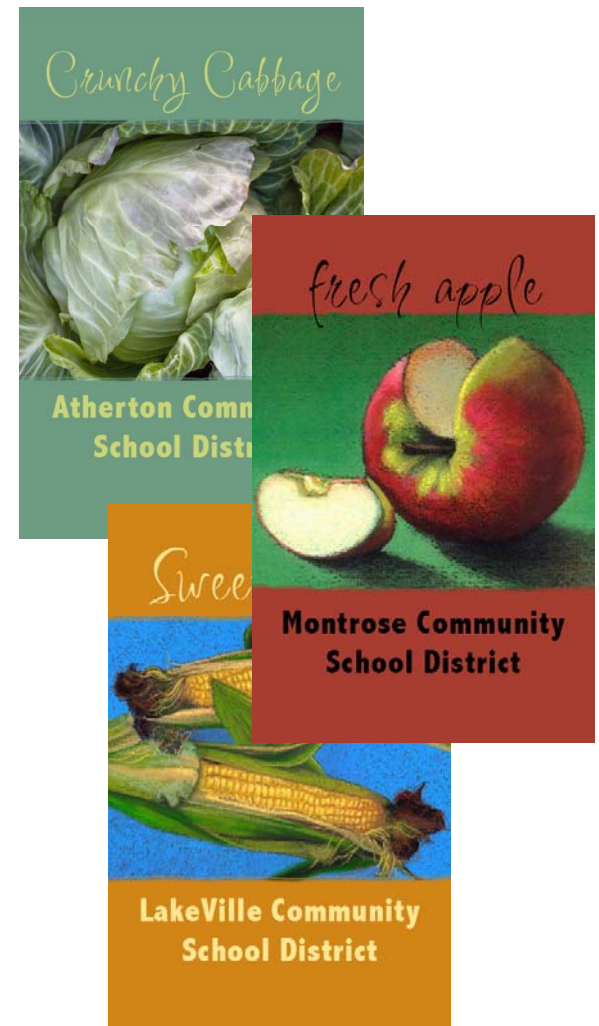
QUESTION 15.
I would purchase food directly from
a local producer (grower/ farmer)
if price and quality were competitive
and a source was available.

 strongly agree or agree





- Includes: “Purchasing Michigan Products: A Step by Step Guide” for Food Service Directors
- Includes: “Marketing Michigan Products to Schools: A Step-By-Step Guide” for Farmers



Moving to Policy: Legislative Action



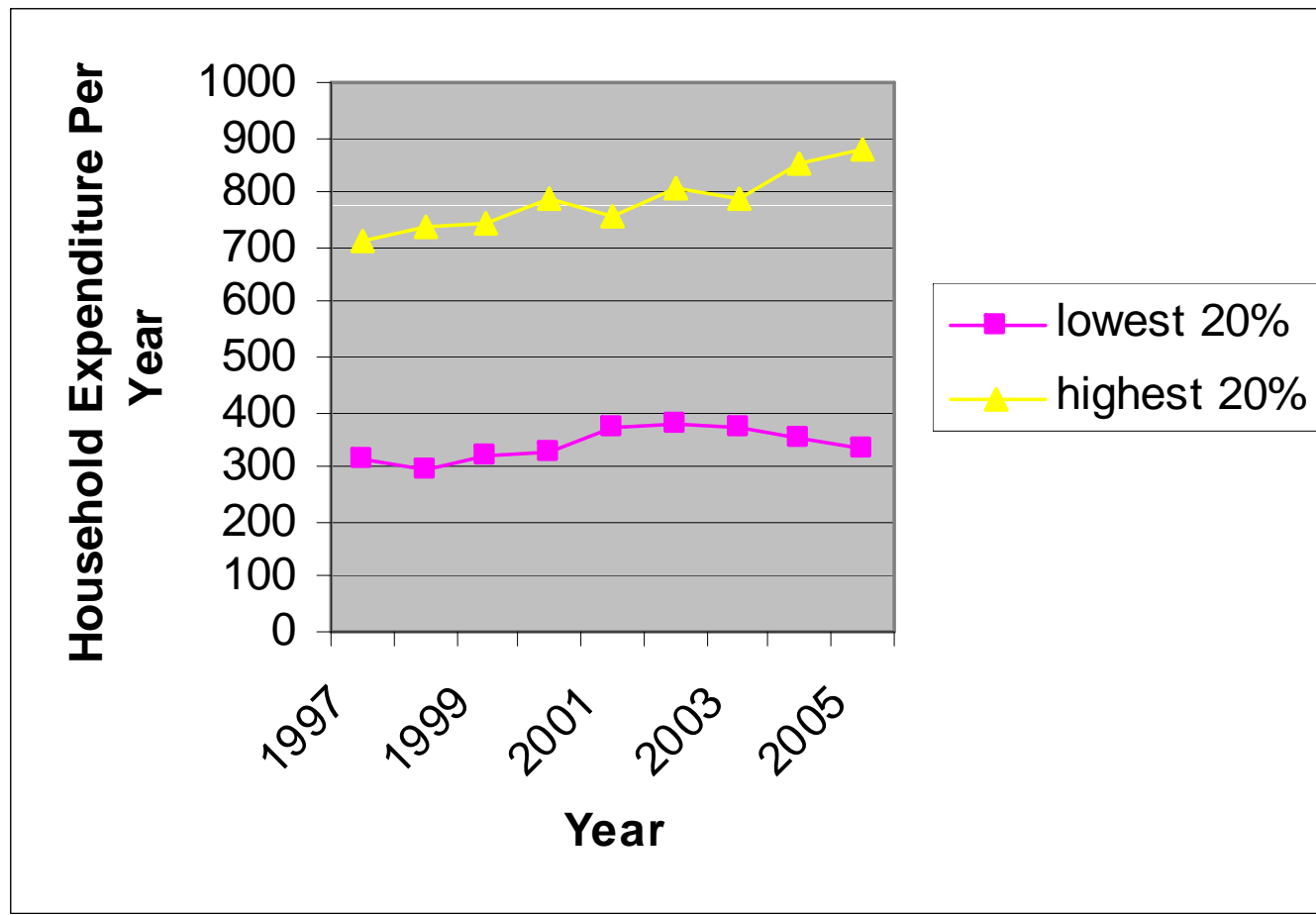
House Bills:

**H.B. 6365, H.B. 6366,
H.B. 6368**

What if:

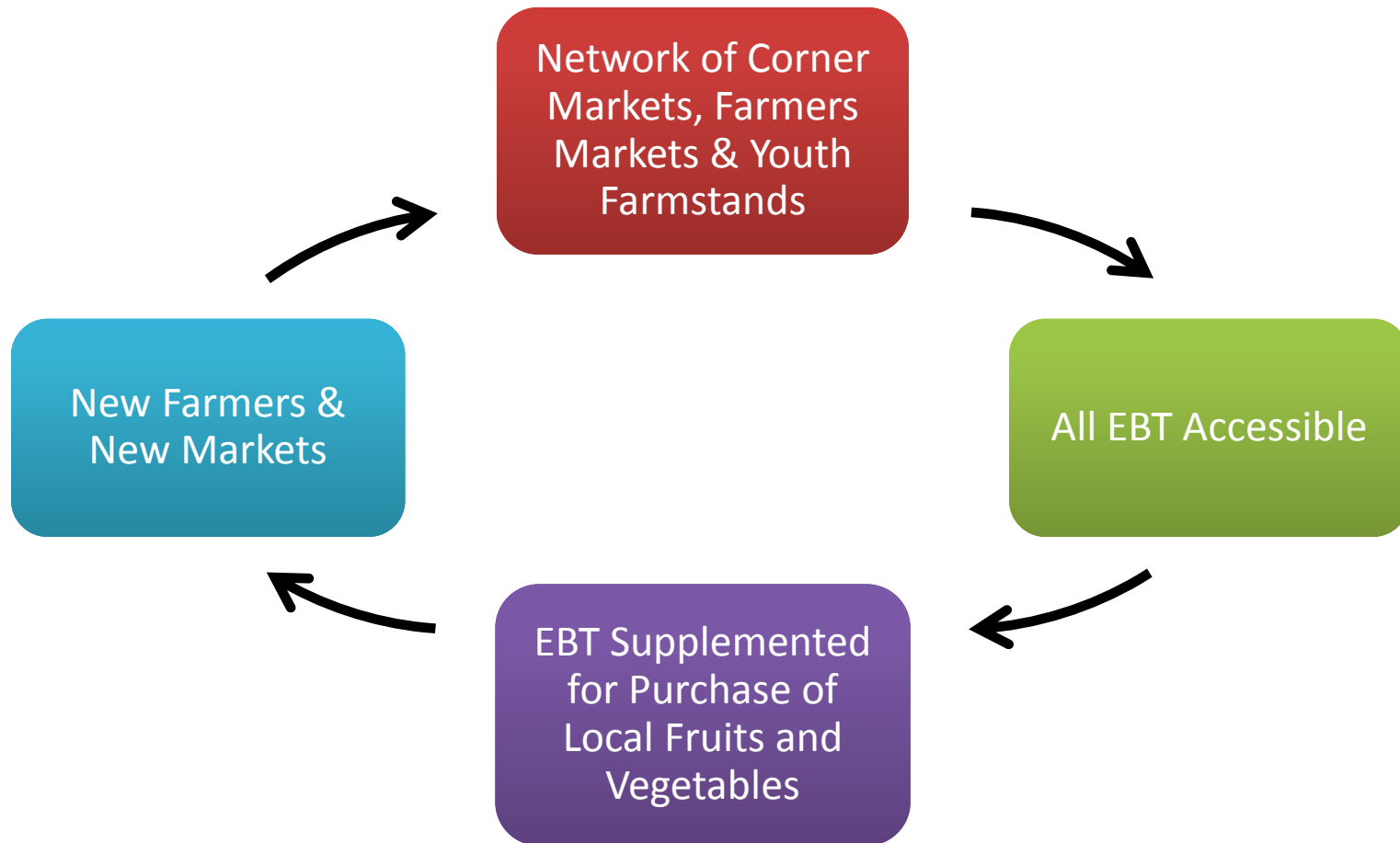
**The \$.10 or \$.35
Solution**

Household Expenditure for Fruits and Vegetables



From: Bureau of Labor Statistics, Consumer Expenditure Survey <http://www.bls.gov/cex/home.htm#top>

Example: Direct Markets & Linkage of Effort





Example: Urban Agriculture



Zip Code
48215

2005 Aerial
Image



A Simple Case Connecting Diet and Activity (Urban)

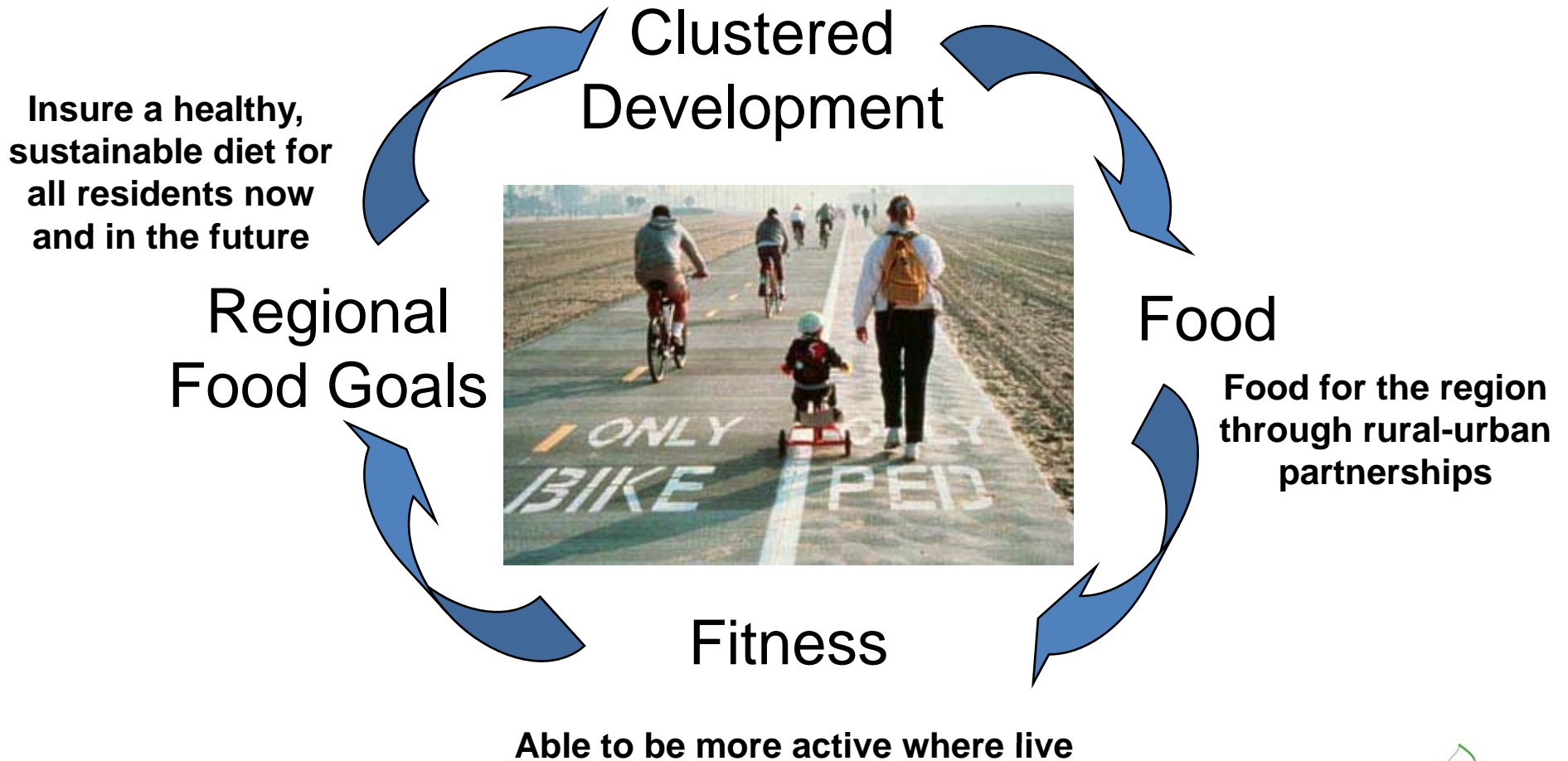
“Open Space” Considered in highest use category



Being Outside Leads to Being More Active;
Fruits and Vegetables in Schools Relates to Total Intake

A Simple Case Connecting Diet and Activity (Metro)

“Open Space” Considered in highest use category



Michigan Good Food Charter



- Summit - February 2010
- 5 month planning/charter development process
- www.michiganfood.org
- 5 focus areas:

Healthy Food Access for Families & Communities
Youth Engagement in Community Food
Farmer Viability & Development
Institutional Food Purchasing
Food System Infrastructure



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The End

