

FY 2014

\$94,148 to the Local First Educational Foundation, Grand Rapids, MI, to develop stronger collaboration marketing for local CSAs and develop networks and promotional events between local CSAs.

Final Report

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2016-September 29, 2016
Authorized Representative Name:	Amy A. Deel
Authorized Representative Phone:	616-808-3788
Authorized Representative Email:	amy@localfirst.com
Recipient Organization Name:	Local First Educational Foundation
Project Title as Stated on Grant Agreement:	Farmers' Market and Local Food Promotion Program
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-MI-0083
Year Grant was Awarded:	2014
Project City/State:	Grand Rapids, MI
Total Awarded Budget:	\$94,148

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).
 Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.
 - i. Goal/Objective 1: Creation of website for collective promotion of local farm CSAs, including information on the best practices when choosing a CSA and a directory of all area CSA farms and drop-off locations.
 - a. Progress Made: Website has been created and content has been curated. The website can be found at wmGrowers'group.com. Content includes: a farm directory with the contact information, growing practices, and CSA pick up times and locations for each of the 20 participating CSA farms, a page that explains what CSA's are and the reason consumers should purchase a share, a page that states the mission and core values of the West Michigan Growers' Group that were determined as part as the strategic planning process, a page that explains the certifications that farmers adhere to in terms of growing practices, a page that showcases recipes and tips on how to prepare, cook and store local produce.
 - b. Impact on Community: Since the creation of the website, we've seen a steady increase in views. This means that more and more members of our community are interested in learning more about CSA's and what they mean. The website has become a tool to which people can be directed to learn more about potentially becoming part of a CSA.
 - ii. Goal/Objective 2: Creation of paper brochure including information from website on how to choose the right CSA and a map and listing of all area CSA farms and drop-off sites in West Michigan.
 - a. Progress Made: A total of 10,000 brochures were created and distributed throughout the community. Not only do these explain CSA's, their locations and drop off sites but also included growing practices of the farms and created a greater understanding of why it is important to support farms. These were also used to promote the Growers' Fare event that was held on March 21st, 2015 and March 19th, 2016.
 - b. Impact on Community: These were distributed widely throughout the community in the weeks leading up to our Growers' Fare event which increased awareness about the event and also helped increase awareness on what CSA's are and how impactful they can be on a family and a farm. Overall, the community is learning more and more about CSA's and how they impact their health, the economy, as well as the health of those who are growing food.
 - iii. Goal/Objective 3: Hosting a CSA “Open House” event at the Downtown Market. Event will include time for area residents to meet and interact with farmers as well as a separate time for local businesses, who may be interested in sponsoring an employee CSA program, to meet and interact with the farmers.
 - a. Progress Made: The first Grower's Fare was held at the Downtown Market on March 21st, 2015. There were 19 farms that participated in the event with about 250 people in attendance. Roughly 12 shares were sold at that event. The second annual Grower's Fare took place on March 19th, 2016 at the Downtown Market in Grand Rapids, MI. The event was a success with 575 attendees which

is about a 43% increase from the previous year. This event also saw an increase in CSA shares sold to members of the community with 23 sold which was up from 11 shares sold the previous year. Twenty-three farms participated in the event with a lot of positive feedback from many of them. The event was heavily advertised with a combination of local media outlets with some that had a broader range such as Michigan radio. Local First was able to utilize many of its own connections and partnerships to promote the event. The West Michigan Growers' Group leveraged quite a few events they were a part of prior to Growers' Fare to hand out brochures about the event and about CSA's.

b. Impact on Community: This event elevated awareness about CSA's and access to CSA's. Many people walked away from the event highly informed even if they didn't purchase a CSA that day. By increasing access to healthy, locally grown food, the community can see the impact this has their overall health and wellbeing.

- iv. Goal/Objective 4: Work with WMGG to hire a group facilitator to lead the strategic planning for group development.
 - a. Progress Made: Complete. Joanna Trierweiler from MIFFS Food and Farming Facilitation Team was hired to lead strategic planning for the West Michigan Growers' Group.
 - b. Impact on Community: None. This goal was specific in helping the West Michigan Growers' Group work out goals and strategies for the next year.
- v. Goal/Objective 5: Hold strategic planning sessions during the 2014-15 winter months.
 - a. Progress Made: Complete. Sessions were held in two parts. The first was November 17, 2015 and the second was December 7, 2015.
 - b. Impact on Community: None.
- vi. Goal/Objective 6: Develop long-term goals and a working strategy for the WMGG.
 - a. Progress Made: Complete and in continual progress as goals from the session are completed. The goals and timelines set for them are attached. The West Michigan Growers' Group has already made progress on several of the goals:
 1. Yearly survey of possible tour sites and educational workshops each January. (The first survey was conducted in January of 2016)
 2. Plan and develop yearly educational component for the potlucks. (An educational committee was developed to assist with this).
 3. Establish subcommittee to develop recommendation for educational components to be offered at potlucks (Educational committee established and moving forward on this item).
 4. Create a decision making process by January 31, 2016 (Formal decision making process is now in place)
 5. Choose structure to best achieve goals by May 1, 2016 (The group is utilizing the decision making process to and structure to approve attempting to achieve non-profit status).
 6. Define membership by March 1, 2016 (this was completed and approved in February).
 7. Establish subcommittees and recommended organizational structure. (Three subcommittees have been formed: Education, Marketing and Leadership. The formal group decision making process has been used to continue to build organizational structure and capacity. An annual

meeting has been set for the first week of February every year. They are pursuing the formation of a non-profit.

- b. Impact on Community: No direct impact. It would be indirectly beneficial to the community as the farmers establish a more formal group that can market their shares and work to educate the community on the benefits of eating locally.
- vii. Goal/Objective 7: Provide administrative support for the WMGG throughout grant period and assist group in setting up long-term support for their activities.
 - a. Progress Made: Ongoing.
 - b. Impact on Community: None
- viii. Goal/Objective 8: Perform a survey with CSA members at the end of 2014 season to better understand what information the customers want included in the weekly share newsletter.
 - a. Progress Made: Ongoing. The farmers were reticent about giving away CSA member information, MSU Extension stepped in to develop and send out something to gather data. This is an ongoing process.
 - b. Impact on Community: This will eventually fine tune the information that goes out in the newsletter to community members who subscribe.
- ix. Goal/Objective 9: Develop newsletter content for upcoming season highlighting products as they come into season with recipes.
 - a. Progress Made: Complete. Subscribers steadily climbed to nearly 2,000.
 - b. Impact on Community: By creating relevant content, the community is able to learn more about CSA's, the farms behind them and also about how to prepare and store food that they may not be familiar with. The benefit is giving the community access and education to better food choices which will impact their health and lifestyle.
- x. Goal/Objective 10: Creation of database to house newsletter content online for access by CSA farmers throughout the season.
 - a. Progress Made: Complete. As mentioned in the last report, per the requests of the farmers when surveyed, we are no longer creating a database to house newsletter content but rather, sending weekly emails from Local First to farm customers and community members. Farmers indicated that Local First sending the emails would save time and effort. Many farmers still send their own newsletter and tailor it to feature the specific produce items in their outgoing share.
 - b. Impact on Community: None.
- xi. New Goal/Objective 11: Education for Farmers/West Michigan Growers' Group as they continue to grow and expand.
 - a. Progress Made: Complete. Towards the end of the grant there was a need identified for education and resources as farmers began to formalize the Grower's Group. Anthony Flaccavento was identified as an ideal person to come and speak. Anthony is an author and runs the non-profit, SCALE (Sequestering Carbon, Accelerating Local Economies). He also has experience with farmers markets, farming and food access issues. Anthony spoke at a private event for the farmers in which they were able to ask him questions and have a lengthy discussion about food and farming issues. About 25 farmers attended that event.
 - b. Impact on Community: None

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.
 - i. Number of direct jobs created: NA
 - ii. Number of jobs retained: NA
 - iii. Number of indirect jobs created: NA
 - iv. Number of markets expanded: NA
 - v. Number of new markets established:
 - vi. Market sales increased by \$insert dollars and increased by insert percentage%.
 - vii. Number of farmers/producers that have benefited from the project:
 - a. 21 farmers participated in Growers' Fare which is the same amount as the previous year. There are also 21 farms that participate in the West Michigan Growers' Group who have benefitted from the strategic planning that took place late last year.
 - b. Percent Increase: No increase.

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?
 - i. For the first Grower's Fare event in 2015, Local First partnered with Spectrum Health, a local hospital with educational programming, to help connect different populations to the event. It was a mild success but there was much talk about what could be done in the future to make this a stronger partnership. During this reporting period, Local First reached out again to community agencies to seek interested in supporting another Grower's Fare that would be directed at lower income populations. It was determined that this event could not happen due to funding and timing restrictions on behalf of partner agencies and Local First. This will continue to be explored in future years.

4. Discuss your community partnerships.
 - i. Who are your community partners?
 - a. Over the past two years we worked with the Grand Rapids Downtown Market to host our Growers' Fare event. The first year of the event, Spectrum Health also supported Growers' Fare.
 - ii. How have they contributed to the overall results of the FMPP project?
 - a. The Downtown Market donated space the first year to us which helped keep our costs low. They also assisted in the visibility of the event. Spectrum Health provided cash sponsorship which again, kept costs low. They also provided a nutritionist to speak at the event so people could learn the value of cooking with locally sourced food.
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
 - a. It is our hope that Spectrum Health will play a bigger role in assisting us with creating a Growers' Fare for underserved populations that have barriers to food access.

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project? NA

6. Have you publicized any results yet?* Not as of yet.
 - i. If yes, how did you publicize the results?
 - a. This program will be reported on at our Annual Meeting in January via our Annual Report.
 - ii. To whom did you publicize the results?
 - a. Community members in attendance at Annual Meeting.
 - iii. How many stakeholders (i.e. people, entities) did you reach?
 - a. Anywhere from 200-350.

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
 - i. If so, how did you collect the information?
 - a. No feedback was gathered during this reporting period however, we have used Survey Monkey in the past to gather information from farmers who participated in Growers' Fare (see below).
 - ii. What feedback was relayed (specific comments)?
 - a. "I again came with low expectations. I left feeling like it was a good event. I was happy with how many people intentionally came to look for a share and signed up that day... I also noted how many entities came to network. Chefs, and immigrant labor rep, Veggie Van guy, and a few other random people wanting to talk about farms."
 - b. "Outstanding event. What a class A event. Thank you so much."
 - c. "Good to talk to a few people who did not intend on coming but wandered upstairs (to the event).
 - d. "(In the future) Find a new venue and more promotions"

8. Budget Summary:
 - i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:
 - ii. Did the project generate any income? No.
 - a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:
 - i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
 - a. Due to the fact that Grower's Fare was held yearly, it was possible for us to learn from year one to year two. We believe that this helped us to streamline and hold a much better event in year two which was evidenced by farmer feedback. We also learned that developing an event that benefitted all members of the community that included lower income populations, served to be rather difficult. There were many pieces that needed to fall into place for that to happen such as a venue that is accessible to all (ideally on a bus line),

bilingual print materials and promotion, bilingual staff on hand at the event, and preferably a few community partners willing to help support it financially as well promotionally. In the end, all of these factors seems to hinder this type of event occurring in conjunction with our main Grower's Fare. It is our hope that in the future, this event can still be achieved since conversations with community partners have been ongoing in regards to this type of event.

- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:
 - a. Partner expectations need to be discussed very early on. This really assists with projects and events running smoothly and keeps frustrations to a minimum.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
 - a. It is our hope that we can continue to hold Growers' Fare as a yearly event in conjunction with the West Michigan Growers' Group. This event was not able to grow beyond the one event at the Downtown Market. We recognized that this was limiting in terms of the audience. The Downtown Market is a destination that really caters to a clientele that tends to be in a higher income bracket. In year two, we had attempted to do a second Grower's Fare at a location that was easily accessible by bus. We had hoped to have bi-lingual materials as well as translators at the event. In the end, the funds were not available to take on such a task. Next year, we hope to build partnerships early to make this event possible so that CSA shares can be available to those that would not normally utilize them. This would not only help farmers in terms of selling shares but also assist someone in learning more about local, healthy food. If this were to occur, we would like to look for partnerships that would assist in paying for shares for this underserved population.
 - b. The West Michigan Growers' Group is pursuing their non-profit status and is continuing to formalize their structure. It is their hope that by doing this, they can raise awareness of CSA's, farms and growers, and in the end increase sales of CSA shares.
- ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals.
 - a. We have identified Spectrum Health's Healthier Communities program as an ideal partner to assist us. They have deep relationships to parts of our community that we do not. They also can assist with material creation, translation and distribution. It is our hope that we can start conversations with them soon to potentially hold another Grower's Fare in 2017.



GROWERS' FARE

Community Supporting Agriculture



SATURDAY
MARCH 19



9am-2pm • Downtown Market

435 Ionia SW Grand Rapids

JOIN
US FOR

Presentation on Health & Nutrition
Intro to Produce Share
Cooking Demonstration

MEET A FARMER  FIND A SHARE

Pick your produce share for 2016 at this expo featuring several West Michigan farms. Hear from farmers about what they're growing and how to use your produce all season long.

A collaboration of:



MICHIGAN STATE
UNIVERSITY

Extension



Local First
support locally owned business



living local

BY ELISSA HILLARY

A resolution to grow on

IT HAPPENS TO THE BEST OF US this time of year. The New Year's afterglow has dimmed and so have some of those resolutions we promised to keep.

The last two years, I've tried something different. Instead of picking lots of little goals, I've picked one big and very intentional goal.

In 2014, I committed to my first half-marathon, and in 2015, I began practicing mindfulness. Both activities have rippled out into the rest of my life — building my mental and physical health as well as my sense of community — and both have stuck.

This year, I'm thinking about the domino effect I could create by purchasing my first community-supported agriculture share. It means I will pay upfront for an entire growing season's worth of produce from a family-owned farm.

It is a way of investing in that farm at the beginning of the season — when the farmers need capital to purchase seeds, equipment, etc. — and then reaping the benefits of the harvest along the way.

Here are just a few of the ways this shift could help me create a positive ripple effect in 2016:

Eating healthy — I love vegetables, but I get stuck in a rut. Purchasing a CSA share will cause me to try produce I've never tried before and keep eating healthy, exciting and fresh.



Spending quality time with family and friends — My husband and I really enjoy cooking together. I can envision us carving out time for CSA-themed dinner parties, trying new recipes, and inviting family and friends to join.

Supporting my community — I love the idea of my regular purchase creating lasting prosperity for a West Michigan family. A very high percentage of small, family-owned farms have incomes that make their owners eligible for food stamps

Mitigating climate change — Studies show the most promising way to reverse climate change is to increase small-scale, sustainable and biodynamic farming. At the risk of oversimplification, healthy soil on small, sustainable farms is naturally full of carbon. On larger industrial farms, carbon is released into the atmosphere. Over the last 50 years, our transition to industrialized farming has contributed greatly to climate change. We can reverse this damage by shifting back to a smaller scale.

If you'd like to explore the idea of joining a CSA, I invite you to the second annual Growers' Fare, a low-key opportunity to meet with local farmers and learn more about the opportunity. The event is free and open to the public.

— *Elissa Hillary is executive director of Local First, a nonprofit organization supporting locally owned businesses in West Michigan.*

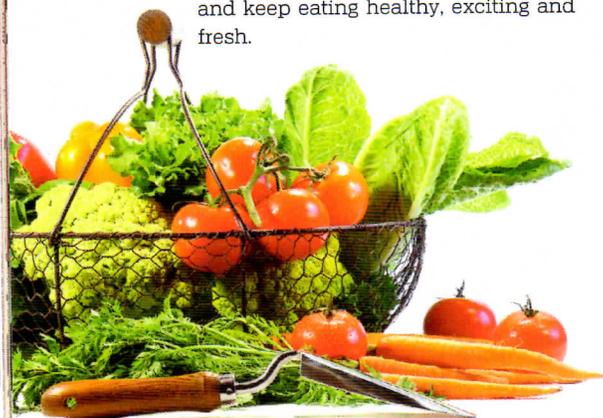
2016 Growers' Fare

> **When:** 9 a.m.-2 p.m.,
March 19

> **Where:** Downtown Market

> **Participants:** More than 15 local farmers with active CSA programs. Event is organized by the MSU Extension, Local First and West Michigan Growers Group, a network of nearly 50 local farms.

> **Purpose:** The goal is for community members to meet farmers, gather information about community-supported agriculture and why a CSA is a more sustainable way to support local agriculture. Attendees also can find out where their favorite farms have CSA pickup locations. Many of the farms bring samples of CSA share sizes or other goodies to sell.



GROWERS' FARE

Community Supporting Agriculture



SATURDAY

MARCH 19

Downtown Market

LOCALFIRST.COM/GROWERSFARE

GET FRESH PRODUCE EVERY WEEK FROM SOMEONE YOU KNOW & TRUST

This is how Community Supported Agriculture (CSA) works. CSA members join a farm by purchasing a share of that farm's products in advance. In return, members get a delicious weekly or bi-weekly box of in-season food carefully raised and harvested. Members pick up their shares either at the farm or a designated neighborhood pick-up location. Some farms also provide members an opportunity for work days, potlucks, u-pick gardens, and other events at the farm.



MORE INFORMATION ON CSA SHARES

BENEFITS OF CSA MEMBERSHIP

1. **Build a connection** with the land and people that grow your food, while forming community with other conscious eaters.
2. **Support farms** with the types of farming practices you believe in and trust.
3. **Preserve farmland** and support urban green spaces.
4. **Increase biodiversity** in farms and the food system.
5. **Support the local food economy** by investing in a community-based system.
6. Eat **ultra fresh and super tasty** foods directly from the farm.

IS CSA RIGHT FOR YOU & YOUR FAMILY?

- Do you like to cook or want to learn?
- Does your schedule allow you to make homemade meals?
- Are you excited for the adventure of cooking seasonally?
- Are you willing to accept the unknowns involved in "shared risk?"
- Do you want your food dollars to go towards supporting a local economy and neighborhood farm with growers you trust?

✓ **YES!**

PICK-UP SITES

- Choose a convenient location, near your home or work.
- Make sure the pick-up fits with your schedule as seasons change.
- Since fresh foods are perishable, late pick up is not always possible.

Ask the Farmer: What are the pick up times and locations? What happens if I am out of town or can't make a pick up?

FARM INVOLVEMENT

- On-farm events help members to connect, such as harvest gatherings, potlucks, or classes.
- Get involved as a volunteer or a CSA working membership for a reduced or free share.

Ask the Farmer: What types of events and volunteer opportunities does your farm have? Do you have a work share?

PRODUCE VARIETY

- Some farms produce a wide varieties of vegetables, including new or unusual types.
- Others offer a more tried-and-true selection of popular produce.

Ask the Farmer: What different crops do you grow or produce? I really love (favorite vegetable here), will there be much of that in my share?

AFFORDABILITY

- Share price is normally paid in full at the beginning on the growing season.
- Considering the price per week is a great way to see the affordability of CSAs.
- Some farms accept government food benefits, such as Bridge Cards. With the Double Up Food Bucks program, bridge card users are able to get their CSA shares for half price with some farms.
- With a CSA, all your food dollars are going right to the farmer, no excessive packaging or middle-man.

Ask the Farmer: What does the share price average out to per week? Can I use my Bridge Card to pay for the share?

LENGTH OF SEASON

- Depending on what type of farm you join, the length of their season varies greatly.
- Field-grown crops provide a bountiful summer harvest.
- Season extension and indoor growing enable some farms to produce year round or offer winter CSA shares.

Ask the Farmer: What months does your CSA run?

PRODUCTION PRACTICES

- Choose your CSA farm based on their growing practices.
- Want Certified Organic or Naturally Grown food for your family? These farms are labeled in the directory.

Ask the Farmer: What are the growing practices on your farm? Do you use any organic or conventional pesticides or herbicides on your farm? What types of seeds do you use?

QUANTITY

- Being a CSA member is about investing in agriculture, the local economy, and supporting your neighborhood farm—not just how much is in the share.
- Choose the share size that works best for your lifestyle and family, such as large, small share or bi-weekly pick up.

Ask the Farmer: There are __ number of eaters in my household, what size share would you recommend?

SHARED RISK

- Keep in mind that as a CSA member, you are accepting the same risk as the farmer.
- Sometimes yields are low, and other times they are abundant.
- Farmers contend with pests, diseases, extreme weather, and countless other factors beyond their control. As a CSA member, you are accepting the possibility of low yields.

Ask the Farmer: What unique challenges does your farm face?



WEST MICHIGAN GROWERS GROUP

Mission: Bring together farmers so they and their farms flourish within a sustainable local food system.

WMGROWERSGROUP.ORG

MSU EXTENSION

Mission: Michigan State University Extension helps people improve their lives through an educational process that applies knowledge to critical issues, needs and opportunities.

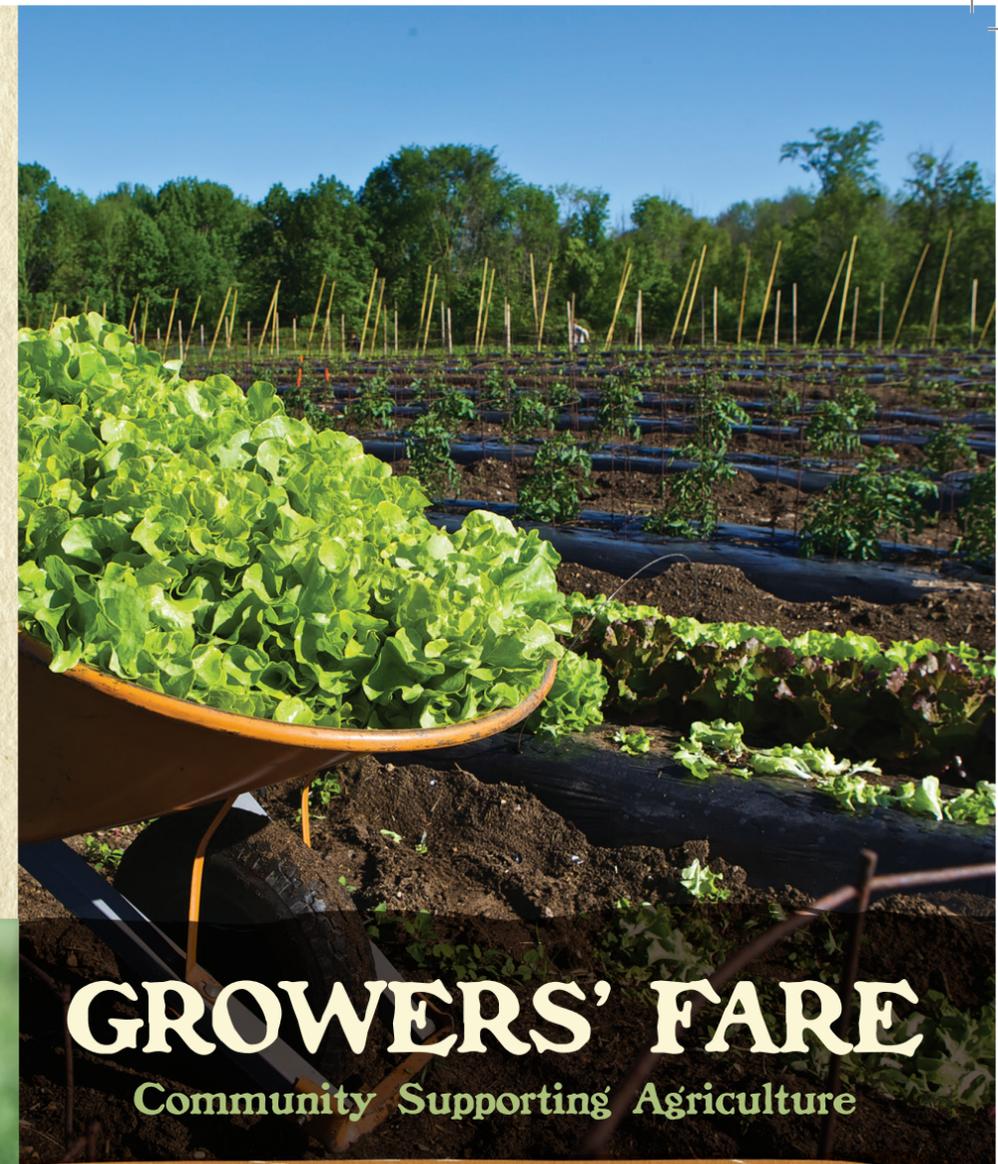
Partners for a Racism Free Community: Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status, or veteran status.

MSUE.ANR.MSU.EDU

LOCAL FIRST

Mission: Lead the development of an economy grounded in local ownership that meets the basic needs of people, builds local wealth and social capital, functions in harmony with our ecosystem, and encourages joyful community.

LOCALFIRST.COM



GROWERS' FARE

Community Supporting Agriculture

Growers' Fare is a collaborative, grant-funded project to expand the local food economy surrounding Community Supported Agriculture (CSA) farms in West Michigan.

CROPS IN SEASON

SPRING & EARLY SUMMER

may june july

Asparagus
Kale
Swiss Chard
Peas
Green Onions
Salad Greens
Green Garlic
Spinach
Arugula
Bok Choy
Lettuce
Radishes
Garlic Scapes
Strawberries
Cherries

LATE SUMMER

august september

Summer Squash
Zucchini
Cucumbers
Green Beans
Carrots
Garlic
Eggplant
Peppers
Basil
Tomatoes
Cherry Tomatoes
Tomatillos
Raspberries
Blueberries
Watermelon
Cantaloupe
Peaches

FALL & WINTER STORAGE

october november december

Winter Squash
Pumpkin
Cabbage
Potatoes
Rutabaga
Turnips
Parsnips
Beets
Carrots
Brussels Sprouts
Celery
Kale & Collards
Kohlrabi
Broccoli
Apples
Pears

YEAR ROUND: Meat, Milk, Mushrooms, Hydroponic greens

These are an example of the crops in season in Michigan. Every farm is unique and offers their own specialty items, but shares always feature fresh seasonal produce. Ask your farmer what you can expect in your shares.



Look for more Eat Local Challenge events at localfirst.com!
Gather – Chefs and local vendors create a unique tasting experience at this Lakeshore event.
Fork Fest – Enjoy delicious food, beer and wine samples from an outstanding collection of local businesses.

LOCALFIRST.COM/GROWERSFARE

visit our website for more information

Sponsored by:

SPECTRUM HEALTH



A collaboration of:



Local First
support locally owned business

MICHIGAN STATE UNIVERSITY

Extension





PICK A FARM FIND A SHARE

Community Supported Agriculture (CSA) members join a farm by purchasing a share of that farm's products in advance. In return, members get a delicious weekly or bi-weekly box of in-season food carefully raised and harvested.

FARM

PICK-UP LOCATIONS

Blackbird Farms v NG	Coopersville, Grand Rapids
Blandford Nature Center Farm v NG	Grand Rapids, Fulton St. Mkt
Chimney Creek Farm v-f NG	Belding, Delivery available
Earthkeeper Farm v-f O	Kent City
Full Hollow Farm v-f NG	Belding, Lowell, Rockford, Fulton St. Mkt
Green Wagon Farm* v NG	Ada, Fulton St. Mkt
Groundswell Community Farm v O	Holland, Zeeland, Fulton St. Mkt
GVSU Student Agricultural Program v NG	Allendale
Hope Farms v NG	Jenison, Grand Rapids, Fulton St. Mkt
McLaughlin Grows v NG	Muskegon, Delivery available
Melody Bee Farms* m NG	Ada
Mud Lake Farm* v	All over West Michigan, 20+ locations
New City Urban Farm v NG	Grand Rapids
Peach Ridge Farm v-f NG	Grand Rapids
Plainsong Farm v-f NG	Rockford, Grand Rapids
Schuler Farms v NG	Caledonia, Delivery available
The Urban Mushroom* mu	Fulton St. Mkt
Two Sparrows Farm & Dairy* mi NG	Lowell, Cannonsburg, Ada, Grand Rapids, Fulton St. Mkt
Urban Roots v NG	Grand Rapids
Visser Farms* v-f-e-fl	All over West Michigan, 9 locations

v-vegetables | f-fruit | m-meat | mi-milk | mu-mushrooms | e-eggs | fl-flowers

O-certified organic | NG-naturally grown

*Year-round offerings

Get more information on farms at localfirst.com/growersfare

