



MISSION ALIGNMENT

The Michigan Good Food Fund is a mission-driven fund with the following goals and priorities. Help us understand how your business aligns with them.

Healthy Food Access		
Goals	Yes / No	Briefly explain.
Will you market, promote, and place fresh produce and perishable?		
Will your business increase access to healthy foods?		
Will your business offer Michigan's Double Up Food Bucks program or other programs that incentivize the purchase of healthy foods?		
Do you intend to make local foods affordable/competitive?		
Will your business provide healthy products including whole, minimally processed foods or foods that help people achieve a diet consistent with the Dietary Guidelines for Americans?		
If your business is in agricultural production, have you participated in the Hoop Houses for health program?		



Job Creation		
Goals	Yes / No	Briefly explain.
Do you offer or anticipate creating quality jobs?		
Do you currently or anticipate offering a career path for employees?		
Are you establishing policies to ensure workers are treated fairly?		
Do you intend to hire low-medium income community members?		
Do you anticipate the creation of new quality jobs in limited access communities?		
Do you/will you provide training for employees?		
Do you/will you have systems controls in place to manage finances?		
Are you linked with existing business-to-business support networks (e.g. MI Food Hub Network, FoodLab Detroit, M Farm to Institution Network)?		
Have you received any business training or assistance?		
Have you ever received loans/investments or utilized economic development incentives or government financing?		



Equity		
Goals	Yes / No	Briefly explain.
Is your business owned or operated by a woman/person of color/low-income resident?		
Do you/will you employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Are your food offerings culturally appropriate / specific to the community where they are sold? Are fresh produce and perishable foods being marketed in a culturally sensitive way?		
Do women/people of color/low-income residents have access to the products and/or services offered by your business?		
Are women/people of color/low-income residents part of your target market?		



Environmental Stewardship		
Goals	Yes / No	Briefly explain.
Are the fresh products you carry/use be certified organic, naturally-grown, and/or chemical-free?		
If applicable, are there policies in place to ensure sustainable management of farm resources, especially soil, water, and energy (for example, Michigan Agriculture Environmental Assurance Program (MAEAP))?		
Are you committed to waste reduction strategies?		

Local Sourcing		
Goals	Yes / No	Briefly explain.
Do you/will you use Michigan-grown ingredients in your product/service?		
Do you/will you utilize local vendors for non-product business requirements (i.e. supplies, equipment, services, etc.)?		
Are local products branded and marketed as such?		

