



PEER-TO-PEER SESSIONS

**A Virtual Learning &
Networking Opportunity
for Healthy Product Makers**

Welcome

Who We Are

Jean Chorazyczewski

Program Director

Fair Food Network

jeanc@fairfoodnetwork.org

Jamie Rahrig

MGFF Specialist, Innovation Counselor

MSU Center for Regional Food Systems

MSU Product Center

rahrigj1@msu.edu



Implementing Partners



About These Sessions

We're piloting these sessions to:

- ✓ Elevate ideas and solutions.
- ✓ Facilitate connections and foster collaboration and business opportunities.
- ✓ Listen in to find ways the Michigan Good Food Fund can support you!

(We'll send a link to a survey at the end so you can tell us more)



Considerations For Today

- We'll hear first from industry guest and our co-host who will offer insights and perspectives from what they're learning.
- We'll open it up to you. Consider the following:
 - What tactic have you tried that seems to be working?
 - What is one challenge (we know you may have many) that you're facing you hope others may have ideas/suggests that could help?
 - What new distribution channels have you found?
 - What resources have you used that others should know about?

Let's stay focused on creativity, innovation, & connections!

Our Guests



Guest Co-Host

Jermale Eddie

Owner, Malamiah Juice



Industry Guest

Phil Roos

CEO, Great Lakes Growth Works

Guest Bios



Jermale Eddie:

Jermale Eddie is a husband, father, and engaged community member. He is the proud Owner and Co-founder of the multi-award winning [Malamiah Juice Bar & Eatery](#), founded in 2013. As a highly sought-after business consultant, business coach and speaker, Jermale started JE Speaks, earlier this year. He recently served as the Director of Reaching In (Discipleship) at Madison Square Church in Grand Rapids, MI. Jermale has a Masters from Spring Arbor University and a Bachelors from Grand Valley State University. He currently serves on the Grand Rapids Downtown Development Authority Board(DDA), as well as several community-based committees. His vocational “sweet spot” is the intersection of faith, business and community development. Jermale believes that people and their experiences are the community’s strongest assets. Jermale resides in Grand Rapids, Michigan with his wife, Anissa, and 3 boys (Malachi, Nehemiah and Josiah).



Phil Roos:

Phil Roos is the CEO of [Great Lakes Growth Works](#), headquartered in Ann Arbor, MI. Great Lakes Growth Works is a national consulting firm that helps clients of all different types with growth strategy, innovation, and brand strategy. They work with large, global enterprises, emerging companies, nonprofits, and social mission organizations. You might recognize some of their recent food-focused clients including Smuckers, Turkey Hill, Unity Vibrations, and Cherry Republic.

Phil is an expert on organizational strategy, innovation, branding, and entrepreneurship. He is a brand marketer and has led a number of start-ups and early-stage companies himself. He has played a direct role in numerous new product successes and successful business turnarounds.

Let's Talk

Next Steps

- We'll summarize notes and handouts from today's session.
(See separate attachment)
- Please complete a quick survey letting us know how you want to stay connected and what other support would be helpful:

www.cognitofrms.com/MichiganGoodFoodFund/PeertoPeerSessions

THANK YOU!



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