



MISSION FIT SUMMARY

Grocery

Scorecard Completed By: _____

Date: _____

OVERVIEW

Enterprise Name:	
Address:	
City:	
ZIP:	

Located in LMI Census Tract?	
Serving Limited Access Community?	

<< Include map/report/data of area.

Business Type:	
Loan Amount Request:	\$ -
Loan Use:	
TA Request:	

SCORECARD

Instructions

- Determine how well project meets each of 5 goals.
- Questions to evaluate each priority are on Scorecard tab.
- Choose Yes or No for each Priority.

MGFF Goals	# of Yes Answers	Total Questions	Score
Healthy Food	0	2	0%
Access (Availability & Affordability)	0	3	0%
Equity	0	5	0%
Economic Development & Job Creation	0	5	0%
Local Sourcing	0	3	0%
Environmental Stewardship	0	2	0%

FINAL SCORE	0%
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Regional Food Systems





GROCERY / FOOD RETAIL OUTLET

Mission Fit Score Card

Grocery Stores, Supermarkets, Co-Ops, Corner Stores, Convenience Stores

BUSINESS READINESS

Background information that assesses the owner's ability and readiness to operate their food business, gives an indication of loan readiness, and identifies the potential need for technical assistance .

Criteria	Response	Comments or Explanation
Is this a start up, early stage, or existing/experienced business?		
If start up or early stage:		
> Does the owner have experience operating a grocery/retail business? (Yes or No)		
> Is there a solid business and financial plan in place? (Yes or No)		
> Has the owner/operator(s) received any sector-specific business training or TA? (Yes or No)		
Is the owner able to convey the market need / competitive advantage / value proposition?		
Can the owner articulate its target audience?		
What is the annual revenue of the business (if known at this time)?	\$ -	
Does the business have a sales history (a year or more) and can demonstrate sustainable revenue generation?		
Does the enterprise have systems in place to manage finances, staff, and overall operations?		
Is the owner/enterprise linked with existing business-to-business networks? Which ones?		
Has the enterprise received loans/investments or utilized economic incentives or government financing?		

Insert notes and other comments

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MISSION FIT

Provides an indication of how well the food business meets MGFF mission goals & priorities and helps determine if the business should be moved forward to financial due diligence.

Healthy Food

Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet sell high quality, healthy food including fresh produce, whole/perishable foods, low-fat dairy/dairy substitutes, whole grains, and lean proteins at the heart of the store and/or offer minimally processed or natural products? [Most importantly: produce department]		
Does the retail outlet present signage or displays that guide customers in making healthier decisions or promote/increase awareness of healthy foods in the store? [i.e., are healthy products easy to find?] May promote junk-food free checkout aisles, tobacco-free store, or other easy adaptations		
Healthy Food Score	0%	

Access (Availability & Affordability)

Criteria	Response (Yes, No)	Comments or Explanation
Is the retail outlet located in an area where low/moderate income or low access residents can shop?		
Are the healthy food products priced so that residents with low income are able to purchase them regularly within their economic means? [i.e., Residents can buy most or all of the healthy foods they want with the money they have available.]		
Does the retail outlet accept EBT and/or include programs to incentivize the purchase of healthy foods, such as WIC and Double Up Food Bucks?		
Access Score	0%	

Equity

Criteria	Response (Yes, No)	Comments or Explanation
Is the retail outlet owned or operated by a woman/person of color/low-income resident? Specify.		
Does the retail outlet employ women/people of color/low-income residents?		
Do women/people of color/low-income residents have access to the products and/or services offered by this retail outlet?		
Are the food offerings culturally appropriate/specific/enticing to the community where they are sold and marketed in a culturally sensitive way?		
Does the retail outlet's target market include women/people of color/low-income residents?		
Equity Score	0%	

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Economic Development & Job Creation		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet currently offer or anticipate creating quality jobs (FT and PT) in LMI communities?		
Does the retail employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Does the retail outlet provide training for employees?		
Does the retail outlet offer a career path for employees?		
Are there policies in place to ensure employees are treated fairly?		
Economic Development & Job Creation Score		0%

Local Sourcing		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet sell Michigan grown/made products?		
Are local products branded and marketed as such (as applicable)?		
Does the retail outlet utilize local vendors for non-product/other business requirements (i.e. supplies, equipment, services, etc.)?		
Local Sourcing Score		0%

Environmental Stewardship		
Criteria	Response (Yes, No)	Comments or Explanation
Does the retail outlet show a commitment to selling sustainably-grown, (and/or organic) and/or chemical-free products?		
Does the retail outlet have waste reduction strategies or other environmentally responsible management practices in place?		
Local Sourcing Score		0%

FINAL SCORE

0%

Legend

80%-100% = High Impact

70%-80% = Moderate Impact

<70% = Low Impact

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MISSION FIT SUMMARY

Processors

Scorecard Completed By: _____

Date: _____

OVERVIEW

Enterprise Name:	
Address:	
City:	
ZIP:	

Located in LMI Census Tract?	
Serving Limited Access Community?	

<< Include map/report/data of area.

Business Type:	
Loan Amount Request:	\$ -
Loan Use:	
TA Request:	

SCORECARD

Instructions

- Determine how well project meets each of 5 goals.
- Questions to evaluate each priority are on Scorecard tab.
- Choose Yes or No for each Priority.

MGFF Goals	# of Yes Answers	Total Questions	Score
Healthy Food	0	1	0%
Access (Availability & Affordability)	0	4	0%
Equity	0	3	0%
Economic Development & Job Creation	0	6	0%
Local Sourcing	0	3	0%
Environmental Stewardship	0	2	0%

FINAL SCORE	0%
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BUSINESS READINESS

Background information that assesses the owner's ability and readiness to operate their food business, gives an indication of loan readiness, and identifies the potential need for technical assistance .

Criteria	Response	Comments or Explanation
Is this a start up, early stage, or existing/experienced business?		
If start up or early stage:		
> Does the owner have experience operating a processing business? (Yes or No)		
> Is there a solid business and financial plan in place? (Yes or No)		
> Has the owner/operator(s) received any sector-specific business training or TA? (Yes or No)		
Is the owner able to convey the market need / competitive advantage / value proposition?		
Can the owner articulate its target audience?		
What is the annual revenue of the business (if known at this time)?	\$ -	
Does the business have a sales history (a year or more) and can demonstrate sustainable revenue generation?		
Does the enterprise have systems in place to manage finances, staff, and overall operations?		
Is the owner/enterprise linked with existing business-to-business networks? Which ones?		
Has the enterprise received loans/investments or utilized economic incentives or government financing?		

Insert notes and other comments

DEVELOPED BY MICHIGAN GOOD FOOD FUND FOUNDING PARTNERS

	MISSION FIT	Provides an indication of how well the food business meets MGFF mission goals & priorities and helps determine if the business should be moved forward to financial due diligence.
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Healthy Food		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business process food or support food entrepreneur products made from whole fruits and vegetables, meat (ideally pasture-raised, grass-fed, antibiotic-free but not required), whole grains, dairy (low fat), or other minimally processed/natural products?		
Healthy Food Score		0%

Access (Availability & Affordability)		
Criteria	Response (Yes, No)	Comments or Explanation
Are the final products available in outlets where low/moderate income or low access residents can shop?		
Are the final products that are made/distributed priced so that residents with low income are able to purchase them regularly within their economic means? [i.e., Residents can buy most or all of the healthy foods they want with the money they have available.]		
Can the final products be purchased in outlets with EBT and/or include programs to incentivize the purchase of healthy foods, such as WIC and Double Up Food Bucks?		
[Remove if N/A] Are the products available in schools in MGFF priority communities or offered at a discount/donation to hyper local communities?		
Access Score		0%

Economic Development & Job Creation		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business currently offer or anticipate creating new quality jobs, ideally in limited access communities?		
Does the business employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Does the business provide training for employees?		
Does the business offer a career path for employees?		
Are there policies in place to ensure employees are treated fairly?		
[Remove if N/A] Will the services of this business enable the growth of a food entrepreneur and increase its ability to generate revenue and/or create jobs?		
Economic Development & Job Creation Score		0%

Equity		
Criteria	Response (Yes, No)	Comments or Explanation
Is the business owned or operated by a woman/person of color/low-income resident? Specify.		
Does the business employ women/people of color/low-income residents?		
Do women/people of color/low-income residents have access to the products and/or services produced by this business?		
Equity Score		0%

Local Sourcing		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business or food enterprises using the services strive to use ingredients that are Michigan-grown/local?		
Will the products be branded and marketed as such in the places where they are available (if applicable)?		
Does the processing business utilize local vendors for non-product/other business requirements (i.e. supplies, equipment, services, etc.)?		
Local Sourcing Score		0%

Environmental Stewardship		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business demonstrate a commitment to process food that has been sustainably-grown, and/or chemical-free?		
Does the business have waste reduction strategies or other environmentally responsible management practices in place?		
Local Sourcing Score		0%

FINAL SCORE

0%

Legend

80%-100% = High Impact

70%-80% = Moderate Impact

<70% = Low Impact

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MISSION FIT SUMMARY

Producer / Distributor

Scorecard Completed By: _____

Date: _____

OVERVIEW

Enterprise Name:	
Address:	
City:	
ZIP:	

Located in LMI Census Tract?	
Serving Limited Access Community?	

<< Include map/report/data of area.

Business Type:	
Loan Amount Request:	
Loan Use:	
TA Request:	

SCORECARD

Instructions

- Determine how well project meets each of 5 goals.
- Questions to evaluate each priority are on Scorecard tab.
- Choose Yes or No for each Priority.

MGFF Goals	# of Yes Answers	Total Questions	Score
Healthy Food	0	1	0%
Access (Availability & Affordability)	0	3	0%
Equity	0	3	0%
Economic Development & Job Creation	0	5	0%
Local Sourcing	0	3	0%
Environmental Stewardship	0	2	0%

FINAL SCORE	0%
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PRODUCER / DISTRIBUTOR

Mission Fit Score Card

Growers, Meat Producers, Farmers Markets, Farm Stands, Farm Incubators, Food Hubs, Food Distributors

BUSINESS READINESS

Background information that assesses the owner's ability and readiness to operate their food business, gives an indication of loan readiness, and identifies the potential need for technical assistance .

Criteria	Response	Comments or Explanation
Is this a start up, early stage, or existing/experienced business?		
If start up or early stage:		
> Does the owner have experience operating a farm/distributing business? (Yes or No)		
> Is there a solid business and financial plan in place? (Yes or No)		
> Has the owner/operator(s) received any sector-specific business training or TA? (Yes or No)		
Is the owner able to convey the market need / competitive advantage / value proposition?		
Can the owner articulate its target audience?		
What is the annual revenue of the business (if known at this time)?		
Does the business have a sales history (a year or more) and can demonstrate sustainable revenue generation?		
Does the enterprise have systems in place to manage finances, staff, and overall operations?		
Is the owner/enterprise linked with existing business-to-business networks? Which ones?		
Has the enterprise participated in Hoophouses for Health?		
Has the enterprise received loans/investments or utilized economic incentives or government financing?		

Insert notes and other comments

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	MISSION FIT	Provides an indication of how well the food business meets MGFF mission goals & priorities and helps determine if the business should be moved forward to financial due diligence.
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Healthy Food		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business grow, aggregate, distribute, or sell (or enable such) fruits and vegetables, specialty crops, meat, dairy, whole grains, or other minimally processed/natural products?		
Healthy Food Score		0%

Access (Availability & Affordability)		
Criteria	Response (Yes, No)	Comments or Explanation
Are the products grown, aggregated, distributed or sold in outlets where low/moderate income or low access residents can shop?		
Are the products priced so that residents with low income are able to purchase them regularly within their economic means?		
Do the outlets where the products are available accept EBT and/or include programs to incentivize the purchase of healthy foods, such as WIC and Double Up Food Bucks?		
Access Score		0%

Economic Development & Job Creation		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business currently offer or anticipate creating new quality jobs, ideally in limited access communities?		
Does the business employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Does the business provide training for employees?		
Does the business offer a career path for employees?		
Are there policies in place to ensure employees are treated fairly?		
Economic Development & Job Creation Score		0%

Equity		
Criteria	Response (Yes, No)	Comments or Explanation
Is the business owned or operated by a woman/person of color/low-income resident? Specify.		
Does the business employ women/people of color/low-income residents?		
Do women/people of color/low-income residents have access to the products and/or services offered by this business?		
Equity Score		0%

Local Sourcing		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business grow, aggregate, distribute or sell Michigan grown/made products?		
Are local products branded and marketed as such in the places where they are available?		
Does the business utilize local vendors for non-product/other business requirements (i.e. supplies, equipment, services, etc.)?		
Local Sourcing Score		0%

Environmental Stewardship		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business demonstrate a commitment to grow, aggregate, distribute, or sell sustainably-grown, organic, and/or chemical-free products?		
Does the business have or support waste reduction strategies or other sustainable farm management practices (especially soil, water, and energy such as (for example, Michigan Agriculture Environmental Assurance Program (MAEAP))?		
Local Sourcing Score		0%

FINAL SCORE

0%

Legend

80%-100% = High Impact

70%-80% = Moderate Impact

<70% = Low Impact



MISSION FIT SUMMARY

Product Makers

Scorecard Completed By: _____

Date: _____

OVERVIEW

Enterprise Name:	
Address:	
City:	
ZIP:	

Located in LMI Census Tract?	
Serving Limited Access Community?	

<< Include map/report/data of area.

Business Type:	
Types of Products Made:	
Loan Amount Request:	\$ -
Loan Use:	
TA Request:	

SCORECARD

Instructions

- Determine how well project meets each of 5 goals.
- Questions to evaluate each priority are on Scorecard tab.
- Choose Yes or No for each Priority.

MGFF Goals	# of Yes Answers	Total Questions	Score
Healthy Food	0	1	0%
Equity	0	4	0%
Access (Availability & Affordability)	0	3	0%
Economic Development & Job Creation	0	5	0%
Local Sourcing	0	3	0%
Environmental Stewardship	0	2	0%

FINAL SCORE	0%
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BUSINESS READINESS

Background information that assesses the owner's ability and readiness to operate their food business, gives an indication of loan readiness, and identifies the potential need for technical assistance .

Criteria	Response	Comments or Explanation
Is this a start up, early stage, or existing/experienced business?		
If start up or early stage:		
> Does the owner have experience operating a food business? (Yes or No)		
> Is there a solid business and financial plan in place? (Yes or No)		
> Has the owner/operator(s) received any sector-specific business training or TA? (Yes or No)		
Is the owner able to convey the market need / competitive advantage / value proposition?		
Can the owner articulate its target audience?		
What is the annual revenue of the business (if known at this time)?	\$ -	
Does the business have a sales history (a year or more) and can demonstrate sustainable revenue generation?		
Does the enterprise have systems in place to manage finances, staff, and overall operations?		
Is the owner/enterprise linked with existing business-to-business networks? Which ones?		
Has the enterprise received loans/investments or utilized economic incentives or government financing?		

Insert notes and other comments

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MISSION FIT

Provides an indication of how well the food business meets MGFF mission goals & priorities and helps determine if the business should be moved forward to financial due diligence.

Healthy Food		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business make a product from whole fruits and vegetables, whole grains, meat (ideally pasture-raised, grass-fed, antibiotic-free but not required), dairy (low fat), or other minimally processed/natural ingredients? [General not sweets/desserts]. May be culturally specific.		
Healthy Food Score		0%

Equity		
Criteria	Response (Yes, No)	Comments or Explanation
Is the business owned or operated by a woman/person of color/low-income resident? Specify.		
Does the business employ women/people of color/low-income residents?		
Is the product culturally appropriate/specific/enticing to the community where they are sold and marketed in a culturally sensitive way?		
Do women/people of color/low-income residents have access to the products and/or services produced by this business?		
Equity Score		0%

Access (Availability & Affordability)		
Criteria	Response (Yes, No)	Comments or Explanation
Are the products available in outlets where low/moderate income or low access residents can shop?		
Can the products be purchased in outlets with EBT and/or include programs to incentivize the purchase of healthy foods, such as WIC and Double Up Food Bucks?		
[Remove if N/A] Are the products available in schools in MGFF priority communities or offered at a discount/donation to hyper local communities?		
Access Score		0%

Economic Development & Job Creation		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business currently offer or anticipate creating new quality jobs, ideally in limited access communities?		
Does the business employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Does the business provide training for employees?		
Does the business offer a career path for employees?		
Are there policies in place to ensure employees are treated fairly?		
Economic Development & Job Creation Score		0%

Local Sourcing		
Criteria	Response (Yes, No)	Comments or Explanation
Are the ingredients used Michigan-grown/made/locally sourced?		
Are the products branded and marketed as such in the places where they are available (if applicable)?		
Does the business utilize local vendors for non-product/other business requirements (i.e. supplies, equipment, services, etc.)?		
Local Sourcing Score		0%

Environmental Stewardship		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business demonstrate a commitment to to nutrient-dense, (ideally organic) sustainably-grown ingredients?		
Does the business have waste reduction strategies or other environmentally responsible management practices in place?		
Local Sourcing Score		0%

FINAL SCORE

0%

Legend
80%-100% = High Impact
70%-80% = Moderate Impact
<70% = Low Impact

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MISSION FIT SUMMARY

Restaurants

Scorecard Completed By: _____

Date: _____

OVERVIEW

Enterprise Name:	
Address:	
City:	
ZIP:	

Located in LMI Census Tract?	
Serving Limited Access Community?	

<< Include map/report/data of area.

Business Type:	
Loan Amount Request:	
Loan Use:	
TA Request:	

SCORECARD

Instructions

- Determine how well project meets each of 5 goals.
- Questions to evaluate each priority are on Scorecard tab.
- Choose Yes or No for each Priority.

MGFF Goals	# of Yes Answers	Total Questions	Score
Healthy Food	0	2	0%
Equity	0	4	0%
Access (Availability & Affordability)	0	2	0%
Economic Development & Job Creation	0	5	0%
Local Sourcing	0	3	0%
Environmental Stewardship	0	2	0%

FINAL SCORE	0%
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RESTAURANTS & CATERING

Mission Fit Score Card

Full Service Restaurants, Fast Casual Restaurants, Mobile Food Trucks, Catering Businesses

BUSINESS READINESS

Background information that assesses the owner's ability and readiness to operate their food business, gives an indication of loan readiness, and identifies the potential need for technical assistance .

Criteria	Response	Comments or Explanation
Is this a start up, early stage, or existing/experienced business?		
If start up or early stage:		
> Does the owner have experience operating a restaurant/food service business? (Yes or No)		
> Is there a solid business and financial plan in place? (Yes or No)		
> Has the owner/operator(s) received any sector-specific business training or TA? (Yes or No)		
Is the owner able to convey the market need / competitive advantage / value proposition?		
Can the owner articulate its target audience?		
What is the annual revenue of the business (if known at this time)?		
Does the business have a sales history (a year or more) and can demonstrate sustainable revenue generation?		
Does the enterprise have systems in place to manage finances, staff, and overall operations?		
Is the owner/enterprise linked with existing business-to-business networks? Which ones?		
Has the enterprise received loans/investments or utilized economic incentives or government financing?		

Insert notes and other comments

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MISSION FIT

Provides an indication of how well the food business meets MGFF mission goals & priorities and helps determine if the business should be moved forward to financial due diligence.

Healthy Food		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business prepare meals from whole fruits and vegetables, whole grains, meat (ideally pasture-raised, grass-fed, antibiotic-free), dairy (low fat), healthy oils, or other minimally processed/natural ingredients? May be culturally specific and/or made with a ‘healthy twist’.		
Does the business have a menu that offers a wide variety of options that make it easy for customers to make healthy choices? See note for details.		
Healthy Food Score		0%

Equity		
Criteria	Response (Yes, No)	Comments or Explanation
Is the business owned or operated by a woman/person of color/low-income resident? Specify.		
Does the business employ women/people of color/low-income residents?		
Is the prepared food culturally appropriate/specific/enticing to the community where it is available and marketed in a culturally sensitive way?		
Do women/people of color/low-income residents have access to the food and/or services produced by this business?		
Equity Score		0%

Access (Availability & Affordability)		
Criteria	Response (Yes, No)	Comments or Explanation
Is the food businss located where there is limited healthy food options and/or where low/moderate income or low access residents can dine or receive catering/food truck/grab & go services?		
Is the food priced appropriately for what the market and/or target audience can bear? [Preference given to those businesses who provide affordable options for LMI customers.]		
Access Score		0%

Economic Development & Job Creation		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business currently offer or anticipate creating new quality jobs, ideally in limited access communities?		
Does the business employ women/people of color/low-income residents and intentionally reach out to these populations with job opportunities?		
Does the business provide training for employees?		
Does the business offer a career path for employees?		
Are there policies in place to ensure employees are treated fairly?		
Economic Development & Job Creation Score		0%

Local Sourcing		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business strive to use ingredients that are Michigan-grown/made?		
Are the ingredients branded and marketed local (as applicable)?		
Does the business utilize local vendors for non-product/other business requirements (i.e. supplies, equipment, services, etc.)?		
Local Sourcing Score		0%

Environmental Stewardship		
Criteria	Response (Yes, No)	Comments or Explanation
Does the business demonstrate a commitment to nutrient-dense, (ideally organic) sustainably-grown ingredients?		
Does the business have waste reduction strategies or other environmentally responsible management practices in place?		
Local Sourcing Score		0%

FINAL SCORE

0%

Legend
80%-100% = High Impact
70%-80% = Moderate Impact
<70% = Low Impact

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