



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%

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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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