



2025 Seed Awards

Request for Proposals (RFP) from Michigan Retail Grocery Stores, Markets, Incubator Kitchens and Food Co-Manufacturers Seeking Capital

Michigan Good Food Fund is a partnership of lenders and technical assistance providers that support food and farm entrepreneurs across the state, offering flexible financing and tailored business assistance. We meet entrepreneurs where they are, connect them with what they need, and build long-term relationships to help their businesses thrive.

Michigan Good Food Fund is governed by a Stakeholder Board of entrepreneurs, lenders, and technical assistance providers. Together, this Board identified a set of priorities to guide investments, including this RFP. Together, we aim to support food and farm businesses whose success will grow economic development, healthy food access, racial equity, and/or resilient climate practices in Michigan.

BUSINESSES REQUESTED

Michigan Good Food Fund is seeking Michigan-based retail grocery stores, markets, incubator kitchens, and food co-manufacturer businesses that can benefit from seed (grant) funding to grow their business and/or help prepare for financing. With this RFP, Michigan Good Food Fund invites Michigan-based business owners to apply for a seed grant to take their business to the next level. Michigan Good Food Fund anticipates providing 10-15 seed grants ranging from \$5,000 to \$20,000. Details of the application process are outlined below.

What type of businesses fall under the categories of retail grocery, market, incubator kitchen, or food co-manufacturer?

Food businesses that fall under these categories either operate a retail outlet that sells food products directly to consumers or provide production facilities and services for food entrepreneurs. Here are some examples of food businesses in these categories:

1. **Independent Grocery Stores:** Locally owned grocery stores offering a variety of fresh produce, packaged goods, and specialty items.
2. **Specialty Food Markets:** Stores that focus on niche products such as organic, gluten free, vegan, international, or gourmet foods.
3. **Farm Stops:** Markets that are year-round, fixed-site retail stores that aggregate and sell products from multiple producers and operate with a conventional retail model (point-of-sale, posted hours, staffed location).

4. **Food Co-ops:** Member-owned grocery stores that emphasize local, sustainable, and ethical sourcing.
5. **Convenience Stores with Fresh Options:** Small stores that sell a selection of fresh produce, dairy, and ready-to-eat healthy foods.
6. **Online Grocery Businesses:** E-commerce platforms delivering fresh produce, pantry goods, or meal kits directly to customers.
7. **Incubator Kitchens:** Shared commercial kitchen spaces where food entrepreneurs can rent time and equipment to produce their products. Examples include community kitchens, culinary incubators, and commissary kitchens.
8. **Food Co-Manufacturers:** Businesses that produce packaged food products on behalf of other brands. Examples include contract bakeries, sauce manufacturers and snack food co-packers.

APPLICATION PROCESS

To apply for funding, businesses should apply by September 21, 2025 at 5:00 PM EDT by clicking on the link below. Businesses will be asked to describe the following in their response:

1. A brief description of your business: name and location, community(ies) served, and product(s) and/or service(s) provided.
2. The current status of your business, for example – customer base, revenue, start-up or established operations, etc.
3. Business owner's name(s) and demographic information.
4. The specific amount you are seeking, up to a maximum of \$20,000. This will help us understand your financial needs and how we can best support your business.
5. Intended use of the requested funds. Be as specific as possible regarding how these funds will help you grow your business, prepare for additional financing, and/or meet your business goals, and positively impact the Michigan food system and your community.

PROPOSAL REVIEW PROCESS

To apply, please [click here](#). Applications must be received by Sunday, September 21, 2025, at 5:00 PM EDT.

A committee of Michigan Good Food Fund Stakeholder Board members will review the proposals and decide which will receive funding based on the proposed use of funds and mission alignment. Applicants can expect to hear whether their proposal has been selected for funding by October 31, 2025. Please direct any questions or requests for information about the 2025 Seed Awards to info@migoodfoodfund.org.