

Michigan Good Food Fund

2025 SOCIAL AND ECONOMIC IMPACT REPORT



MichiganGoodFoodFund.org



Growing Hope's urban farm in Ypsilanti, Michigan.

About Michigan Good Food Fund

Michigan Good Food Fund invests in food and farm businesses across the state, offering flexible financing and tailored business assistance to grow a more resilient, inclusive local food system.

We meet entrepreneurs where they are, connect them with what they need, and build long-term relationships that help their businesses thrive.

Executive Summary

Michigan Good Food Fund invests in food and farm entrepreneurs statewide that operate across the food value chain, offering flexible financing and tailored business assistance that support vibrant, equitable communities.

Our network of lender partners offer good food entrepreneurs many forms and levels of financing, and our network of food industry experts offer connections and tailored one-on-one consulting to help businesses prepare for and secure the investments they need.

As we work toward a more resilient, inclusive food industry, Michigan Good Food Fund focuses on entrepreneurs whose access to power and capital has been historically limited because of their race, ethnicity, and/or gender.

Two-thirds of businesses that received financial support in 2025 are woman-owned and 75% are BIPOC-owned. Of the supported businesses, 35% are located in a low-income/low-access community.

Financing and business assistance provided through Michigan Good Food Fund helped businesses to promote healthy food consumption, increase their financial stability, create jobs, and build capacity to source more local ingredients.

Support from Michigan Good Food Fund helped entrepreneurs build skills and grow their businesses through increased access to knowledge and resources, insights into new opportunities, and connections to a broader network within the local food ecosystem. Businesses were also able to leverage Michigan Good Food Fund support to secure additional funding opportunities.



Overview of Michigan Good Food Fund Activities

Michigan Good Food Fund is a statewide collaborative that helps food and farm entrepreneurs get the funds and support they need for their businesses to thrive. In turn, these small businesses enhance access to healthy and culturally relevant food, create jobs, and strengthen local economies.

In 2025, Michigan Good Food Fund supported **142** businesses, helping facilitate nearly **\$7.7M** of investment into food and farm businesses throughout the state.

Capital Deployment

Through a variety of financial products, Michigan Good Food Fund partners supported **20** businesses with capital investments totaling **\$2.85M**. These investments supported an additional **\$4.23M** in public, private and philanthropic capital.

Seed Awards

Michigan Good Food Fund awarded **\$539K** in seed grants to **36** businesses operating across the food value chain in regions throughout the state.

Business Assistance

Throughout the year, **102** businesses received **975** hours of business assistance. In addition to providing direct business assistance to entrepreneurs, Michigan Good Food Fund partners also administered over **\$57K** in business assistance grants, used to provide entrepreneurs with specialized business assistance from third-party service providers.

Why Businesses Chose to Work with Us

“They’re well-connected experts in the food and farming industry, provide a wealth of free resources and guidance, and are values and mission aligned to our business.”

“The [Michigan] Good Food Fund was a natural fit because of their commitment to investing in companies that support regional food systems and community growth.”

“Michigan Good Food Fund was recommended to us as [a] valuable and esteemed partner for small businesses like mine.”

“MGFF is a fantastic supporter of local and Michigan-based businesses.”

“The Michigan Good Food Fund provides not only the capital needed to support inventory and growth, but also the mentorship and guidance to navigate this transition responsibly.”



Owner Aliz Mendoza highlights her family-owned business, I Love Pig, in Flint, Michigan.

Milestones Achieved

As a result of Michigan Good Food Fund support, businesses reported reaching the following milestones:



Fresh food options line the shelves at Whitter Bodega in Detroit, Michigan.

How Our Support Has Helped Businesses Grow

“My business is poised to be able to capitalize on new markets this coming season and also to develop new value added products”.

“Advisement and technical assistance have supported improved financial reporting systems and a better understanding of strategic planning.”

“Support from the Michigan Good Food Fund has helped strengthen our business by allowing us to invest in equipment that improves efficiency, consistency, and production capacity. This has made it possible for us to take on more work, support additional local food brands, and operate with greater stability.”

“The support has been instrumental in helping us grow our business, particularly by allowing us to invest in key equipment.”

“This support strengthened our capacity and credibility. It allowed us to move critical infrastructure forward while signaling to other partners that this work is viable, investable, and necessary.”



Michigan Good Food Fund team members participate in technical assistance training at Whittier Bodega on Detroit's east side.

Capital Deployment

Capital Deployment

Michigan Good Food Fund brings together a network of lenders from across the state to provide financing to food and farm businesses.

These businesses have often lacked access to capital, and many have been turned down by more traditional financial institutions.

In 2025, Michigan Good Food Fund partners supported **20** food and farm businesses with capital investments totaling **\$2.85M**. These investments supported an additional **\$4.23M** in public, private and philanthropic capital.

Michigan Good Food Fund provides flexible patient capital structured to meet the needs of the businesses it serves.

The majority of financing is provided through term loans, many with lower-than-average interest rates, provided by one or more Michigan Good Food Fund lending partners.

Other financial products include lines of credit and credit enhancements, used to de-risk investments from other lenders.

Capital Deployment

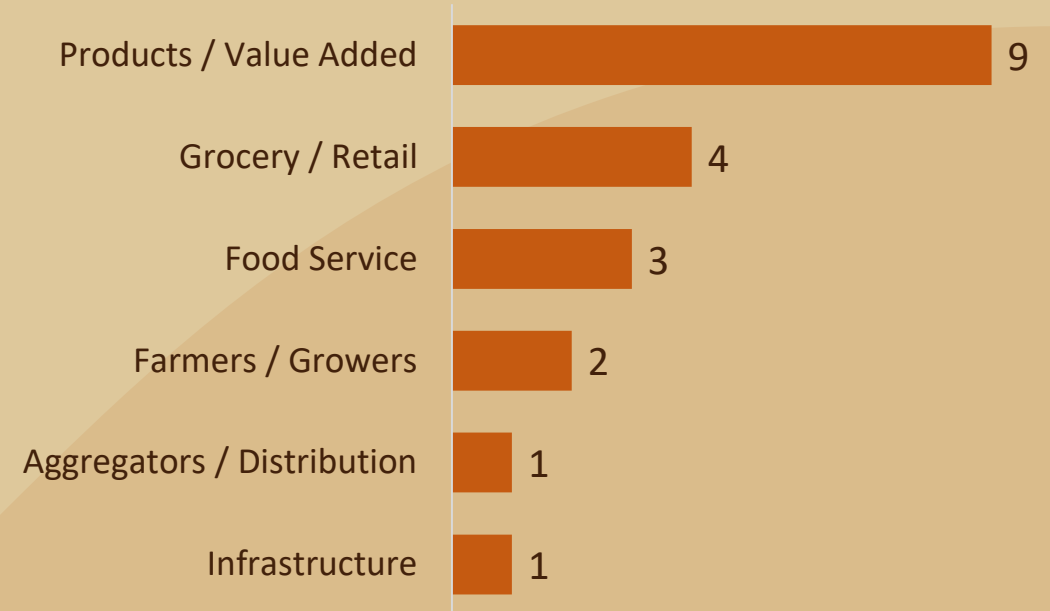
Business Sector

Michigan Good Food Fund is committed to supporting businesses across the food value chain.

In 2025, nearly half of the businesses who received capital investment from Michigan Good Food Fund partners were value-added product makers.

Businesses in the grocery / food retail sector received \$1.05M in capital, accounting for over one-third of total dollars invested.

Supported Businesses by Sector



Capital Deployment

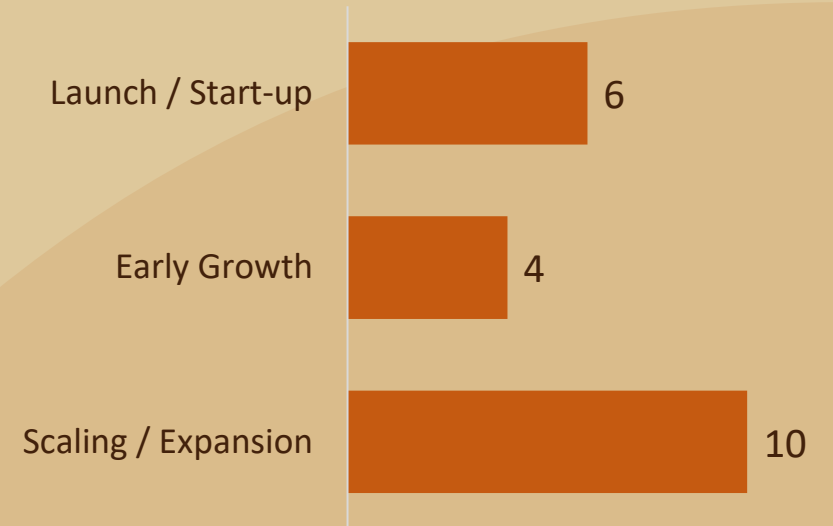
Business Stage

Michigan Good Food Fund invests in businesses in all stages of development and growth.

Half of the businesses who received capital investments in 2025 were in the start-up and early growth stages, while two-thirds of total dollars invested went to businesses in these early stages of business growth.

Michigan Good Food Fund partners also provided significant financial support to more established businesses that were looking to scale or expand their current operations, investing over \$1M to these later-stage businesses.

Supported Businesses by Stage

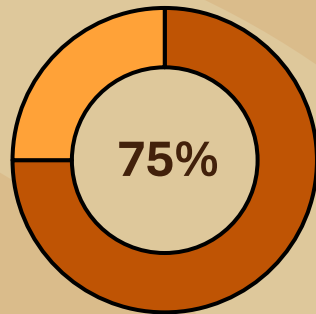


Capital Deployment

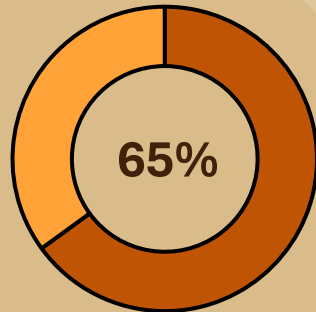
Owner Demographics

A majority of businesses that received capital investments are women-owned and/or Black, Indigenous or People of Color (BIPOC) owned.

BIPOC-Owned Businesses



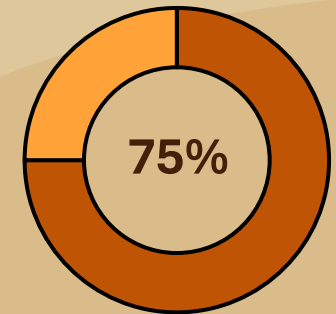
Women-Owned Businesses



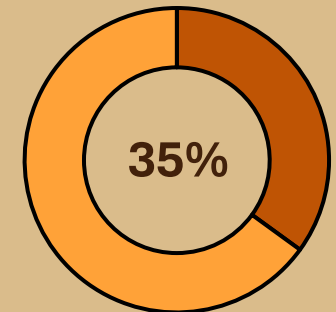
Access

In alignment with its mission, Michigan Good Food Fund provides financial support to businesses that are located in under-resourced communities.

Businesses located in MSHDA Eligible Distressed Areas



Businesses located in USDA Low-income/ Low-access Neighborhoods



*For the purposes of this report, a businesses is considered women- or BIPOC-owned if at least 50% of the owners self-identify as a woman or BIPOC.

Impacts of Financial Support

Of businesses that received financial support from a Michigan Good Food Fund partner...

93%

Agreed that the support enabled them to **strengthen or grow their business**

85%

Agreed that the support enabled them to **achieve outcomes that they could not have otherwise achieved**



Community members, business leaders, owners, and staff celebrate Uproot Market & Eatery's ribbon cutting in Battle Creek, Michigan.

What Worked Well About the Financing Process

“Everyone was very communicative and efficient. Process was simple and easy.”

“The funding process was clear and accessible, and the support team was responsive and helpful throughout. The application allowed us to clearly communicate our mission and goals, and the funding was delivered in a way that made it possible to invest quickly in key areas of our business.”

“They were very flexible and responsive with better rates that would have ever been available to me.”

“Streamlined process and the staff were very helpful and welcoming.”

“We are grateful to have had a longstanding, good working relationship with a [Michigan Good Food Fund] representative who simply listened to our needs and did most of the “grunt” work to find and provide to us whatever support was available.”

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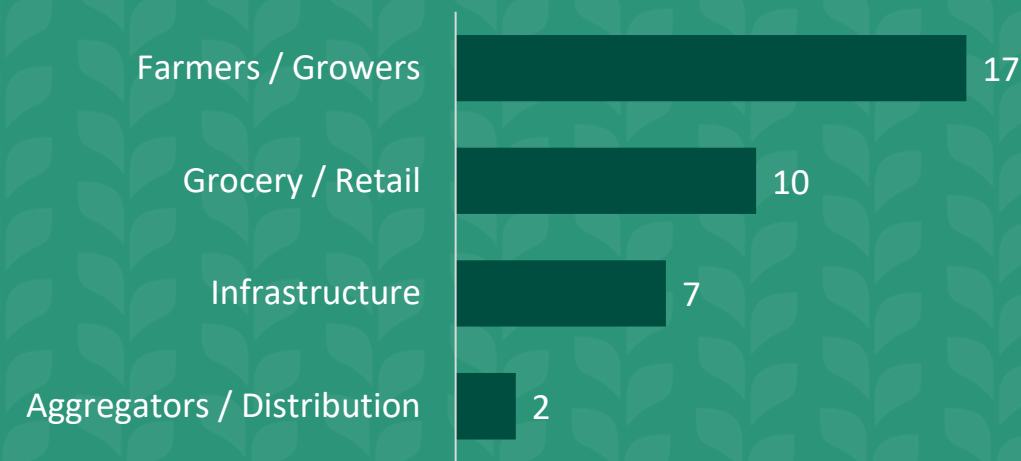
Lakeshore Depot - Independently-owned grocery store in Marquette, specializing in locally-sourced products.

Seed Awards

Seed Awards

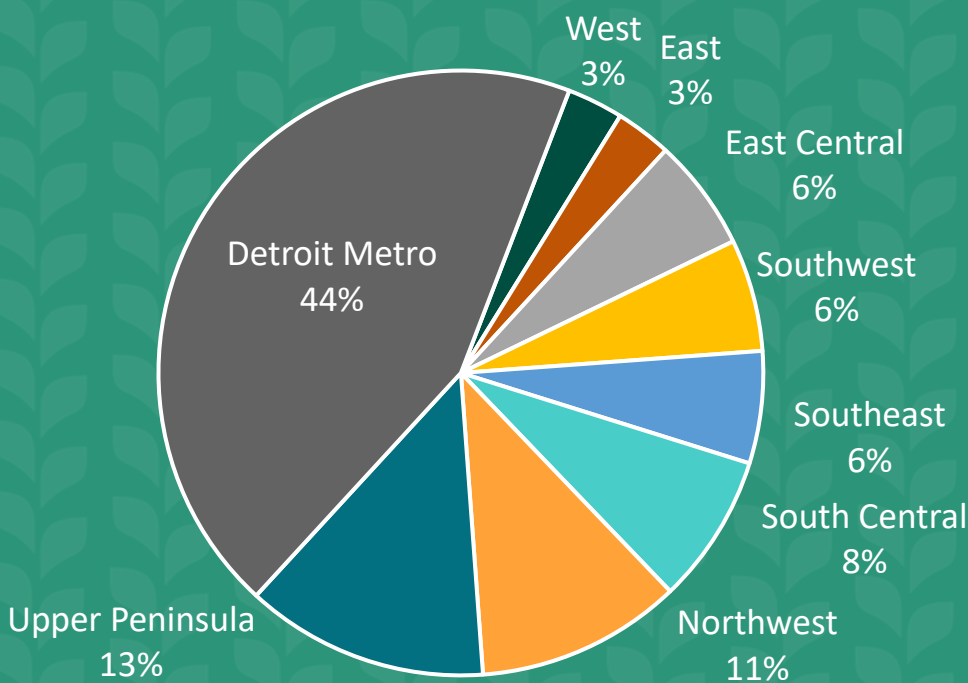
Michigan Good Food Fund’s Seed Awards provide flexible grant funding to help small businesses scale, strengthen operations, and increase community impact. In 2025, **36** businesses from across Michigan received seed funding totaling **\$539,340**. These grants represent not just financial investment but a recognition of these businesses’ vital role in advancing Michigan’s food value chain.

Each round of grants focuses on select segments of the food and farm industry. The diverse group of 2025 recipients operate in these key sectors.



With a focus on promoting racial equity, economic development and healthy food access, the Seed Awards are a cornerstone of Michigan Good Food Fund’s commitment to supporting local food and farm entrepreneurs.

The 36 Seed Award winners are located in regions throughout the state.



Seed Awards Support Growth and Other Business Goals

“The seed award has helped us be more efficient with every day, routine tasks, saving us crucial labor time and even increasing crop quality and production.”

“[Michigan Good Food Fund] believed in what we were doing and were willing to put resources behind it. It's helping us double (or more) our capacity to support more food startups!”

“The Seed Award also helped us launch a pilot program offering a monthly CSA. This effort allowed us to get more locally produced food into the hands of local families while helping make the ingredients approachable and easy to use at home.”

“The Seed Award has supported our growth by strengthening our commitment to both food safety and sustainability practices within our operations.”

“Permanent electrical service, cold storage, improved wash/pack capacity, and expanded drying systems position our farm to expand access to locally grown food and locally adapted seed while building long-term business stability and regional food system resilience.”

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Grow Moore Produce Cooperative in Detroit is building systems for aggregating produce locally.

Business Assistance

Business Assistance

Michigan Good Food Fund bolsters lending with business assistance aimed at helping entrepreneurs prepare for financing and take their ventures to the next level.

In 2025:

102

Businesses received business assistance

975

Hours of businesses assistance were delivered

\$57,171

Grant dollars were awarded for businesses to receive assistance from a third-party consultant



Lisa Session, owner of Da Bomb Taco in Detroit, serves authentic Mexican flavors with a welcoming twist.

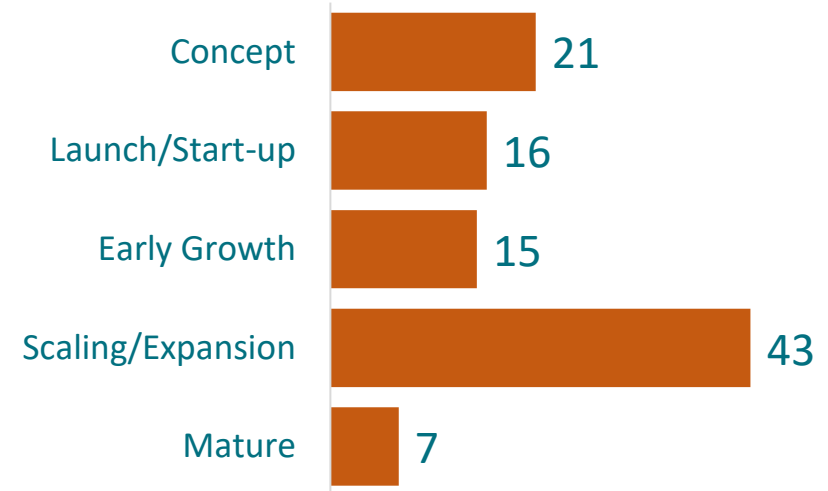
Business Assistance

In 2025, half of businesses receiving assistance were in the Concept, Start-up or Early Growth stages.

Michigan Good Food Fund also recognizes the particular challenges faced by many growth-stage businesses in accessing specialized technical assistance and flexible, patient financing needed to grow.

In an effort to support more entrepreneurs looking to scale or expand their operations, MGFF provided **440 hours** of direct and paid assistance to these growth-stage businesses.

Business Stage

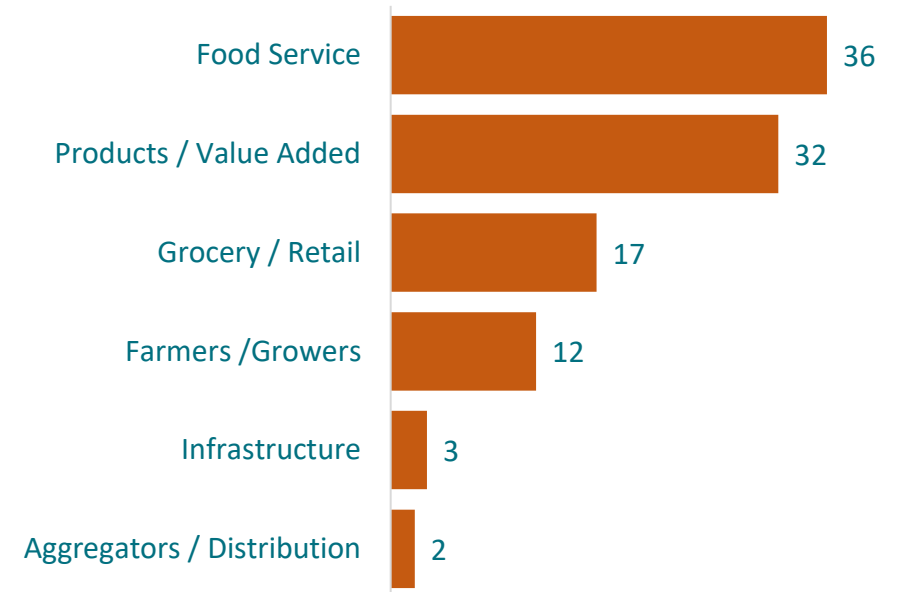


Business Assistance

Michigan Good Food Fund and its partners provide tailored business assistance to businesses across the food value chain, from growers to value-added product makers and food retail outlets. They offer support in a wide range of topics, including financial literacy, branding and marketing, product testing, and business plan development.

In 2025, two-thirds of the businesses that received assistance were product makers and food service businesses.

Business Sector

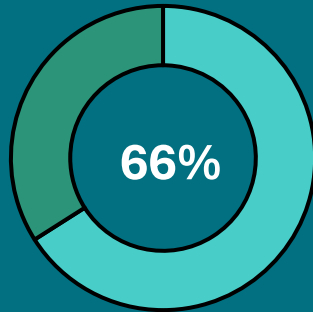


Business Assistance

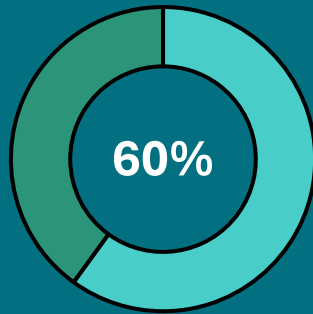
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BIPOC-Owned Businesses



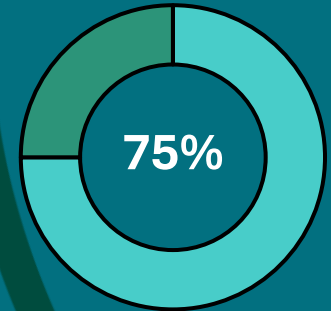
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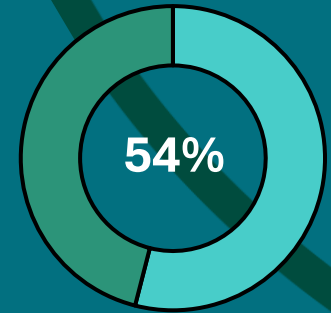
Access

In alignment with its mission, Michigan Good Food Fund provides support and resources to businesses that are located in under-resourced communities.

Businesses located in MSHDA Eligible Distressed Areas



Businesses located in USDA Low-income/ Low-access Neighborhoods



Impacts of Business Assistance

Of businesses that received business assistance from an Michigan Good Food Fund partner...

46%

Agreed that the business assistance contributed to their ability to **build business skills to help them meet their business goals**

54%

Agreed that the business assistance helped them to **better understand their business model and/or financials**

42%

Agreed that the business assistance contributed to their **knowledge of how to operate their business better**

52%

Agreed that the business assistance allowed them to **feel more confident as a business owner**



Damian's Craft Meats - Meat processor in Manchester, Michigan, servicing small farms across the region.

Most Helpful Aspects of Business Assistance

“Each comprehensive service has been instrumental to the complex needs and success of our progress..”

“Technical support for bookkeeping system improvements to meet the nuanced tracking and reporting needs of a multifaceted business model.”

“We received a lot of graphic design support for our grand opening which was wonderful. That took a lot of pressure off of our plates so we could focus on operations while also receiving beautiful ads we could use to spread the word about our opening. .”

“Connection to mentors and financial advisors.”

“Michigan Good Food Fund is helping me get financially ready for exponential growth and as an owner/operator it's hard to spin all the plates. Knowing I have someone keeping the back end going is allowing me to be more confident as an owner and attack growth again while focusing on production improvements.”

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GreenTree Co-op Market, a community grocer that offers locally sourced products in Mt. Pleasant, Michigan.

Impacts of Our Support

Healthy Food Access

Michigan Good Food Fund prioritizes investments into under-resourced communities in an effort to increase access to affordable healthy food. Most of the businesses supported by MGFF produce and/or promote healthy foods.

82% Grow, produce, process, distribute or sell healthy food

67% Actively promote healthy food consumption

80% Of eligible respondents (or the outlets where their products are sold) participate in a nutrition assistance program like SNAP, EBT, WIC or Double Up Food Bucks

72% Indicated that support from Michigan Good Food Fund increased their capacity to offer healthy foods to their customers



Shoppers browse fresh produce at North Flint Food Market's grand opening in late 2025.

Economic Development

Support from Michigan Good Food Fund is helping many businesses retain or increase their workforce. Through financial literacy and accounting training and low-interest financing, Michigan Good Food Fund also helps businesses to become more financially stable and profitable.

Jobs

88% Either sustained or increased the number of employees from the previous year

45% Reported hiring additional staff in 2025

6 Average number of employees in 2025

Finances

87% Reported revenue in 2025

68% Reported making gross revenue over **\$25,000** in 2025

63% Reported making a net profit in 2025



Local Sourcing

Michigan Good Food Fund is an important resource to businesses looking to source more of their products and ingredients locally or work with local vendors and service providers. Michigan Good Food Fund partners help connect local businesses within the its network and provide strategies for effective local partnerships and sourcing.

85%

Source some or all of their ingredients or products locally

51%

Reported that support from Michigan Good Food Fund increased their capacity to source local ingredients or products



Michigan Good Food Fund businesses support local farms and vendors

The businesses supported by our team, in turn, support other Michigan-based farms, producers, suppliers, and vendors across the state. Some of these include:



Methodology and Data Sources

The information contained in this report draws from Michigan Good Food Fund programmatic data sets.

Michigan Good Food Fund Inquiry Tracker Data:

Michigan Good Food Fund Inquiry Tracker is the primary database used by Michigan Good Food Fund partners to track their interactions with businesses.

Michigan Good Food Fund Annual Impact Survey:

Each year an impact survey is sent to all businesses supported by Michigan Good Food Fund in the previous year. In early 2026, 148 surveys were sent to businesses that received Michigan Good Food Fund support in 2025 and 84 owners responded.



Sweet Potato Delights is a veteran- and woman-owned baked goods company in Detroit, specializing in vegan sweet potato-based desserts.



“

Michigan Good Food Fund understands that food businesses are not just enterprises; they are anchors of community health, local wealth, and food sovereignty. We sought their support because their mission aligns with ours: investing in food enterprises that strengthen regional food systems while creating equitable economic opportunity. Their approach recognizes that when community-rooted food businesses grow, they nourish both people and place.

- Julius Buzzard
Executive Director, Growing Hope



Volunteers tend the garden at Growing Hope's urban farm in Ypsilanti, Michigan.

