

Message from our Director

2024 marked a year of deeper collaboration, broader reach, and expanded impact for the Michigan Good Food Fund. Building on a strong foundation, we grew regionally, demographically, and financially—continuing our mission to create a more just, resilient, and equitable food system across Michigan.

A key driver of this momentum has been our capital strategy. Lending partners led the majority of direct investments, supported by Fair Food Network through credit enhancements and guarantees. At the same time, non-formal partners—those outside the collaborative but influenced by our tools—more than doubled their capital deployment. This dual expansion demonstrates the power of de-risking to unlock capital across the ecosystem.

In 2024, our Seed Awards program sharpened its focus on key parts of the food value chain, particularly growers and aggregators. Over \$200,000 in grant funding supported food and farm businesses strengthening Michigan's circular food economy. We also began implementing our Healthy Food Financing Initiative award, bringing new resources to retail and rural food businesses.

Our regional strategy remains central, with embedded staff and local partners ensuring community-informed approaches. We also identified a persistent gap: a lack of capital and tailored support for growth-stage entrepreneurs—a barrier to scalability and sustainability.

Looking Ahead: 2025 and Beyond

In 2025, we'll double our Seed Award rounds and launch regional growth-stage business cohorts with targeted support and flexible financing. We'll also roll out the Growing Michigan's Food Economy Tour to engage new entrepreneurs and strengthen pipelines statewide.

Together, we are co-creating Michigan's food future.

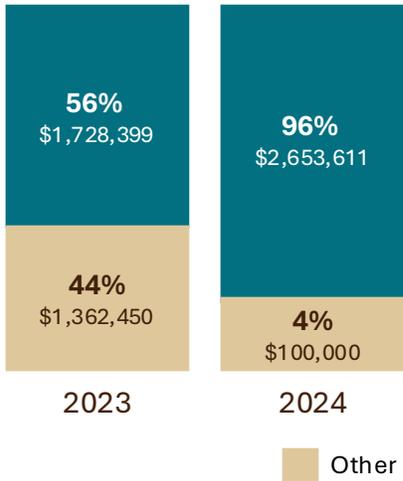


Shakir Bralock
Program Director
Michigan Good Food Fund

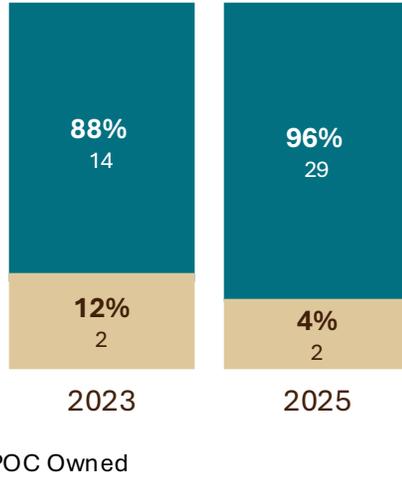


Capital Deployment

Total Capital Deployed



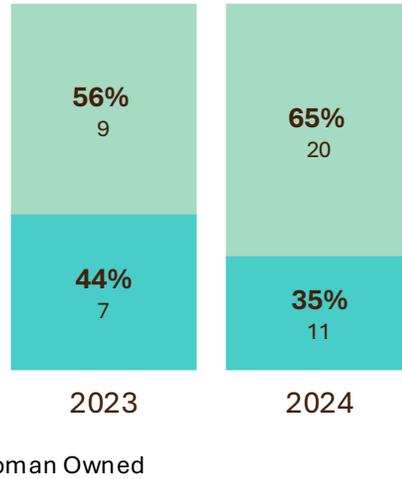
Total Number of Businesses Receiving Capital



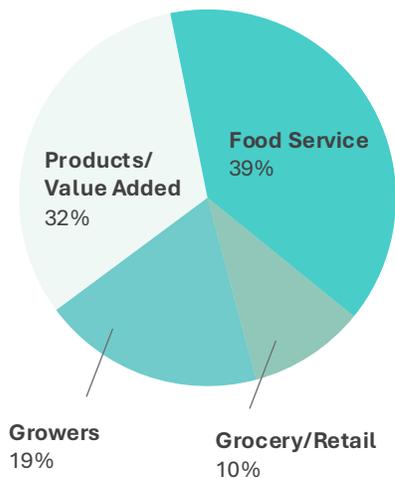
Total Capital Deployed



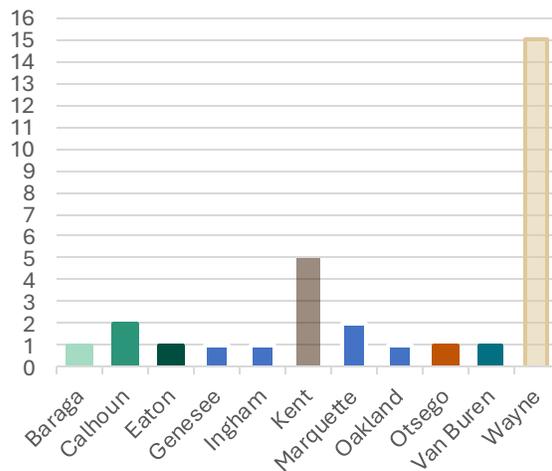
Total Number of Businesses Receiving Capital



Type of Business



Geography



Whittier Bodega Brings Fresh Food and Community Focus to Detroit's East Side



Alontae Pittman, a self-described “serial entrepreneur,” has launched several ventures over the years—but his latest, Whittier Bodega, is deeply rooted in community. Located at 11009 Whittier in Detroit, the soon-to-open store is Pittman’s response to a long-standing need: accessible, healthy food options in a neighborhood full of people but lacking a grocery store.

“My goal with entrepreneurship is to build something my children can learn and live on,” says Pittman, a father of two. “Detroit needs more healthy food spots.”

The journey began when Pittman applied to several programs, including Motor City Match; Invest Detroit and Michigan Good Food Fund partners, ProsperUs and Fair Food Network’s Fair Food Fund . With support from these groups—through loans, technical assistance, and emergency funding—Pittman brought Whittier Bodega to life.

Backed by a \$3 million USDA grant, Michigan Good Food Fund’s investment model helps entrepreneurs like Pittman succeed. “We’re investing in underserved entrepreneurs to fill local needs, create impact, and bring bold visions to life,” says Shakir

Bralock, Program Director, Michigan Good Food Fund at Fair Food Network . “Our role is to help bridge funding gaps so projects don’t lose momentum.”

Whittier Bodega will offer pantry staples, fresh produce, a deli, and prepared foods from local vendors. The store will accept SNAP and offer Double Up Food Bucks, giving customers a dollar-for-dollar match on produce.

To learn more about Michigan Good Food Fund, visit mifoodfund.org.