

BARRY COUNTY MICHIGAN ARPA ASSISTANCE APPLICATION

ORGANIZATION INFORMATION

Organization: Blue Zones Activate Barry County (with Barry County Community Foundation as fiduciary)

Location: 231 S Broadway St, Hastings, MI 49058

Primary Contact: Allison Troyer Wiswell

Signatory Contact: Bonnie Gettys

If any contact information has changed, email us at Info@barrycf.org

NARRATIVE

Project Title: Community Food Center Planning Project

Amount Requested: \$107,620.00

Project Start Date: 01/01/2022

Project End Date: 12/31/2022

1. Executive Summary

Provide a high-level overview of the jurisdiction's proposed use of funding including, but not limited to: the jurisdiction's plan for use of funds to promote a response to the pandemic and economic recovery, with key outcome goals.

Activate Barry County requests ARPA support for an innovative community food center that combines wholesale, retail, healthy eating education and more into a flagship economic and cultural asset for Barry County residents.

Barry County has a population that is disproportionately food insecure and that also has transportation and economic challenges that result in reduced access to healthcare and healthy food. This project addresses these disparities while at the same time offering the opportunity to build economic viability.

As the result of a comprehensive community food assessment completed in 2019 (in partnership with Blue Zones, LLC), Barry County discovered widespread interest for a space that would 1) support and grow more local farmers; 2) incubate and sustain small food businesses; 3) enhance local hunger relief access, with a focus on seniors and low-income rural residents; 4) provide space for a year round farmer's market; 5) offer a local aggregation hub to increase access and convenience for local farmers to increase their regional outreach by participating in a wholesale market; 6) offer food skills training for community members; and 7) establish an attractive, community-centered hub that is a draw for tourism and spurs local economic development.

Through a collaboration with community stakeholders, local leaders realized an opportunity to create a Community Food Center to be located in downtown Hastings, MI that addresses the community's desire to bolster the local economy, improve the community's health, and solidify Barry County's cultural identity as a vibrant rural community. (A Community Food Center is a facility where multiple types of food enterprises co-locate, each with a distinct, dedicated space,

to enjoy enterprise-level benefits from naturally occurring synergies and offer benefits to the community.¹⁾

An investment of ARPA funding will enable Activate Barry County to complete this project's planning phase, including both a design for the operational model and a business plan that will sustain and grow the local food system, making the Community Food Center one step closer to becoming a reality.

This investment also matches ARPA's focus on addressing the effects of the COVID-19 pandemic since it works toward bolstering the local economy (EC 2), strengthening the local food system (EC 3), and improving the health of the citizens in our county (EC 1).

2. Purpose of Grant

Describe in further detail your jurisdiction's intended uses of the funds, such as how your jurisdiction's approach would help support a strong and equitable recovery from the COVID-19 pandemic and economic downturn. Describe any strategies employed to maximize programmatic impact and effective, efficient, and equitable outcomes. Given the broad eligible uses of funds and the specific needs of the jurisdiction, please also explain how the funds would support the communities, populations, or individuals in your jurisdiction. Your description should address how you are promoting each of the following, to the extent they apply:

- a. Public Health (EC 1): As relevant, describe how funds are being used to respond to COVID-19 and the broader health impacts of COVID-19 and the COVID-19 public health emergency.
- b. Negative Economic Impacts (EC 2): As relevant, describe how funds are being used to respond to negative economic impacts of the COVID-19 public health emergency, including to households and small businesses.
- c. Services to Disproportionately Impacted Communities (EC 3): As relevant, describe how funds are being used to provide services to communities disproportionately impacted by the COVID-19 public health emergency.
- d. Premium Pay (EC 4): As relevant, describe the approach, goals, and sectors or occupations served in any premium pay program. Describe how your approach prioritizes low-income workers.
- e. Water, sewer, and broadband infrastructure (EC 5): Describe the approach, goals, and types of projects being pursued, if pursuing.
- f. Revenue Replacement (EC 6): Describe the loss in revenue due to the COVID-19 public health emergency and how funds have been used to provide government services.

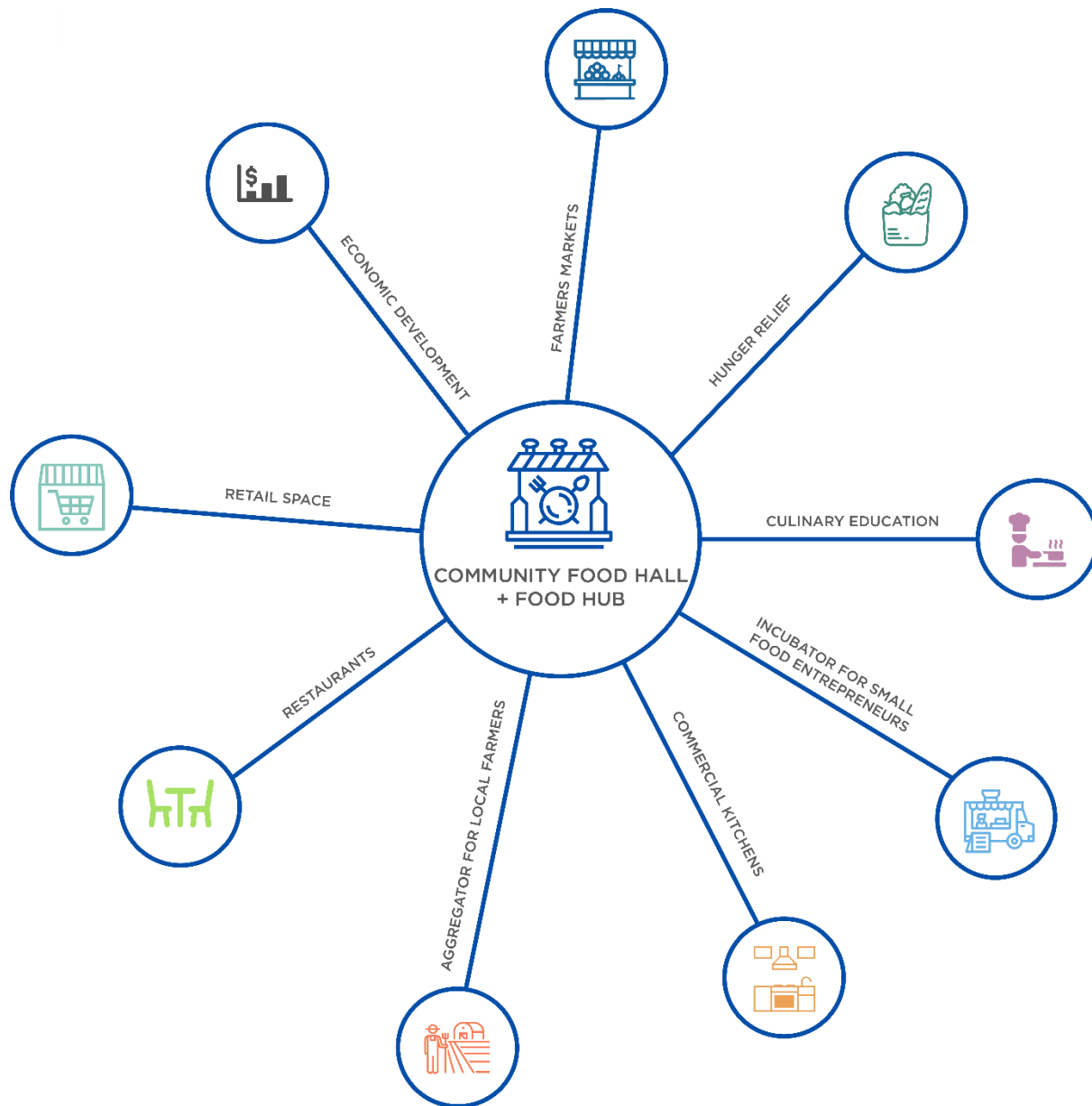
This project aligns with three Expenditure Categories – Public Health (EC 1), Negative Economic Impacts (EC 2), and Services to Disproportionately Impacted Communities (EC 3) as the following project description details:

Activate Barry County requests ARPA funding to support the development of a Community Food Center. The concept for the Community Food Center is the result of a year-long discovery and research process to “improve the health of the community and access to healthy food.” Led

¹ Nyquist, K. (2020, March 12). Good Food Glossary: Community Food Centers. In *New Venture Advisors LLC*. Retrieved from <https://www.newventureadvisors.net/good-food-glossary-community-food-centers/>

by Activate Barry County and a variety of local leaders, the community came together in 2019 in partnership with Blue Zones, LLC, a comprehensive community well-being initiative that identifies (through an inclusive participatory community prioritization process) a series of policy, systems, and environmental changes that enhance the health and well-being of our county.

Together, a large and diverse array of grassroots and grass tops leaders from many sectors across the county identified the establishment of a Community Food Center as a priority, since this project will integrate health and nutrition education, a year-round farmers market, cottage food businesses, a kitchen incubator, and other cultural amenities designed to foster a thriving, healthy regional food and farm economy – all under one roof. This effort represents a shared, strategic, innovative vision with all the key institutional players at the table to advance its success, as summarized in the visual below.



In 2019, Activate Barry County partnered with Blue Zones, LLC to make Barry County a healthier place to live, work, grow up, and grow old with a vision of ensuring the well-being and vitality of current residents and attracting new residents through a health-focused, culturally dynamic, economically vibrant community.

Through this partnership, local leaders realized an opportunity to create a Community Food Center to be located in downtown Hastings, MI, to address several needs that emerged from a comprehensive community food assessment:

1. Support and grow more local farmers
2. Incubate and sustain small food businesses
3. Enhance local hunger relief access, with a focus on seniors and low-income rural resident
4. Provide space for a year-round farmer's market
5. Offer a local aggregation hub to increase access and convenience for local farmers to increase their regional outreach by participating in a wholesale market
6. Deliver food skills training for community members
7. Establish an attractive, community-centered hub that is a draw for tourism and spurs local economic development

Planning for a Community Food Center in Barry County

Development of the Community Food Center is happening in three stages over three years:

2021 Phase 1: Feasibility Study

2022 Phase 2: Planning & Sustainability

2023 Phase 3: Implementation

Phase 1: Feasibility Study

Blue Zones Activate Barry County is completing a feasibility study in December 2021. This process is being led by [New Venture Advisors](#), a consulting firm that specializes in food system planning and sustainable food business development with the food system expertise to determine viable components that will best serve the community. Through the Feasibility Study process thus far, two key findings have arisen:

- 1. There is a need for a permanent farmers market.** The farmers market in Hastings has not had a permanent home or consistent management at a time when COVID-19 has increased interest in ensuring a strong local food supply. The Community Food Center will provide an opportunity to hire a coordinator and establish a year-round farmers market that boosts sales for local producers, creates a cultural destination for the community, spurs economic development and draws more tourism to the area (much as the year-round Fulton Street Market has in Grand Rapids).
- 2. There is synergy around improving food access for vulnerable populations.** Specifically, community members and local nonprofits (such as United Way, YMCA of Barry County, and the Commission on Aging's [Meals on Wheels](#) program, [Sprout](#), MSU Extension, and South Michigan Food Bank) are working to ensure seniors and low

income residents have consistent access to healthy food. The Community Food Center will serve as a central location to house programs such as Meals on Wheels, food preparation classes such as Cooking Matters, and other innovative produce delivery programs for SNAP-eligible seniors.

Phase 2: Planning & Sustainability:

Starting in January 2022, our planning process will include devising a business development plan for the community food center to include space for local growers to aggregate, process, and market local products, including value-added agricultural products. Using the findings and inputs from the feasibility study, the Planning & Sustainability process will result in determining a financial goal for our capital campaign and in creating the tools needed to successfully launch the implementation phase of this project (Phase 3).

Activate Barry County's vision is to establish a Community Food Center in downtown Hastings that compliments the vibrancy of our small town. Hastings is home to a food forest operated by a [dedicated non-profit](#), a biking and walking trail that extends from the food forest along the river into downtown, and a beautiful open-air amphitheater that features frequent evening concerts. **Located adjacent to numerous restaurants, the Community Food Center will contribute a new, critical asset to the cultural and economic infrastructure of the community and county** with a similar feel to the popular [Horrocks Farm Market](#). Building this infrastructure is intended to spur economic activity and tourism both on site and in the surrounding area while meeting the unique needs of residents here in Barry County.

The Community Food Center project is an endeavor led by a steering committee made up of City of Hastings officials, Barry County's Administrator, local businesses, farmers, foundations, non-profits, churches, MSU Extension, food and nutrition programs, and Spectrum Health Pennock Hospital. There is extensive support and community momentum behind this project at all levels, helping to ensure long-term sustainability.

Where appropriate, also include information on your jurisdiction's planned use of other federal recovery funds including other programs under the American Rescue Plan such as the Emergency Rental Assistance, Housing Assistance, and so forth, to provide broader context on the overall approach for pandemic recovery.

There are no current plans to use other federal recovery funds for this project.

A. Goals: Are there particular historically underserved, marginalized, or adversely affected groups that you intend to serve within your jurisdiction?

While the intention of Activate Barry County is to improve the lives of all residents, the project will specifically focus on meeting the needs of seniors and low-income residents, as well as farmers and local food businesses looking for entrepreneurial opportunity.

PROJECT BENEFICIARIES

Local Farmers/Food Producers – The Community Food Center will create a long-term sales channel for local producers through the farmers market and aggregation and distribution to

other local market channels. The Commission on Aging and other similar agencies intend to prepare meals/food boxes using locally sourced produce, targeting low-income seniors. The Community Food Center will also create opportunities for local value-added food producers using the shared kitchen space to build sourcing relationships with local farmers. Finally, the Community Food Center will provide needed cold storage for aggregators and distributors to help ensure food gets to where it is needed before spoiling.

Local Economy – The regional benefit will include destination travel for food retail since Hastings is equidistant to Grand Rapids, Kalamazoo, Lansing and Battle Creek. Currently a “small town destination” for shopping and restaurants, the Community Food Center will enhance downtown viability with the potential to provide another destination to drive agritourism.

Further, recruitment and expansion of regional food vendors/entrepreneurs will provide more regional options and diversify choices. This project will spur demand for locally produced farm goods across the region.

Vulnerable Populations – The Community Food Center will initially focus on improving food access for seniors in Barry County who rely on Meals on Wheels. Spectrum Health Pennock will also use the facility to implement their [Culinary Medicine](#) program across their health care facilities. (Culinary medicine is a new evidence-based field in medicine that blends the art of food and cooking with the science of medicine.) Activate Barry County is also partnering with MSU Extension, which offers Cooking Matters classes that teach healthy cooking skills and menu planning based on local produce for SNAP-eligible residents.

B. Awareness: How equal and practical is the ability for residents or businesses to become aware of the services funded?

Project results from the planning process will ensure that news about this project is widely disseminated throughout the community, including to seniors, low-income residents, and local farmers and food producers. Information will be shared through social media, mail, on the Activate Barry County website, and in local publications. Activate Barry County will share the results with the long list of Barry County stakeholders that helped make this project possible, the Michigan Food Policy Council, and Blue Zones. A design process will be used to market the highlights of the study, drive traffic, and build community buy-in and excitement for the implementation phase.

C. Access and Distribution: Are there differences in levels of access to benefits and services across groups? Are there administrative requirements that result in disparities in ability to complete applications or meet eligibility criteria?

There will be no differences in levels of access to the Community Food Center. There will be programs that target seniors and low-income residents – and at the same time there will be opportunities for all residents to shop for local produce and other locally produced goods, participate in classes, and attend events. This equal access will also ensure that a variety of shoppers and program participants (from all income levels and walks of life) help keep this project financially sustainable.

D. Outcomes: Are intended outcomes focused on closing gaps, reaching universal levels of service, or disaggregating progress by race, ethnicity, and other equity dimensions where relevant for the policy objective?

This project's outcomes are focused on closing gaps, reaching universal levels of service, and ensuring equity for Barry County residents, as the following outcomes demonstrate:

Outcome 1: Implement a collaborative, cross-sector planning process for the Community Food Center. Activate Barry County will bring partners committed to the common goals of improving food access for vulnerable populations and sustaining sales channels for local farmers. Together they will plan for a community food center that will build needed capacity and infrastructure. An outside consultant, [New Venture Advisors](#), will be engaged to lead the feasibility study since they provide the needed expertise and objectivity to eliminate potential biases. Through a series of community conversations, this process will result in a clear set of requirements that stakeholders define as crucial for the success of the Community Food Center.

Outcome 2: Select a Community Food Center design that reflects tenant partner needs. Activate Barry County will work with New Venture Advisors and the core planning committee to design a floor plan that includes partner needs and recommended renovations and equipment needed for future tenants. Through a consensus of the tenants, Activate Barry County will select a design and will also identify a location in partnership with the City of Hastings.

Outcome 3: Build a sound Community Food Center business plan for operational sustainability and food system efficiency. We will work with New Venture Advisors to build a business plan that includes full operational costs and potential revenue streams. Barry Community Foundation will maintain transparency with partner stakeholders throughout the process and will create letters of intent to be signed by each partner tenant.

Outcome 4: Establish a set of programs to offer at the Community Food Center. The core planning committee will determine what organization is best equipped to operate the Community Food Center. The operator will then work with partner tenants to determine the types of programs that will be implemented to meet the community's needs (both for healthy food and economic growth). The operator will leverage partnerships to provide programs at accessible rates.

PROJECT IMPACTS

Short-term Impacts

- Creates synergy between community stakeholders and a model of how they can work together.
- Addresses the risks and assessments and determines if the project is viable and can create a profit and succeed.
- Provides a roadmap for the implementation phase of this project.
- Establishes an ongoing financial and operational model.
- Provides information to launch a capital campaign and analysis for development and construction of the Community Food Center.

Long-term Impact of the Community Food Center

1. Local Farmers/Producers and Food Businesses

Foundation Community Liaison, Lani Forbes – Barry County United Way Executive Director, Bonnie Gettys - Barry Community Foundation CEO/President, Jennifer Heinzman - Barry County Chamber and Economic Development Alliance CEO/President, Tammy Pennington - Barry County Commission on Aging Executive Director, Dr. Kim Norris – Creekside Ophthalmology, Bernie Jore – Spectrum Health Pennock COO, Janine Dalman – Spectrum Health Pennock Foundation and Marketing Director, Erin Moore – MSU Extension District 7 Director, Bob Gilbert – Pierce Cedar Creek Operations Manager, Nancy Goodin – Highpoint Community Bank Vice President and Marketing Director, Colette Scrimger – Barry Eaton District Health Department Health Officer, and Anne Barna – Barry Eaton District Health Department Planning, Promotion, and Evaluation Director. As demonstrated throughout this grant application, there is extensive support and community momentum behind this project at all levels, helping to ensure long-term sustainability.

Key partners for this next phase of work include:

- **New Venture Advisors:** Consultant specializing in feasibility studies for food system planning and infrastructure development, with more than 11 years of experience applying business best practices to analyze and determine the long-term operational and financial sustainability of food system projects. New Venture Advisors will develop the Building Design and Business Plan for this project that will allow us to successfully launch a capital campaign.
- **Blue Zones, LLC:** National organization that will provide in-kind services to support project management, community engagement, communications, food policy, and national subject matter expertise in food systems and built environments.
- **Barry County Commission on Aging:** Local nonprofit overseeing Meals on Wheels and congregate dining programs, they are a potential tenant. They will provide input on building design and the operating model.
- **Spectrum Health Pennock:** Local healthcare system implementing a Culinary Medicine program, they are a
- potential tenant. They will provide inputs on building design and the operating model.
- **City of Hastings:** Local government agency that will provide input into the economic viability of the project and facilitate the building site location.
- **Sprout BC:** An aggregator located in Battle Creek that creates customizable boxes of Michigan grown and produced food that are delivered to individuals and businesses, they will work with us to operate a satellite aggregation hub out of the Community Food Center
- **Michigan State University Extension:** Land grant university that will provide inputs for startup/small business program development at the Community Food Center and lead Cooking Matters nutrition education classes.
- **South Michigan Food Bank:** Area food bank that will provide knowledge and guidance on development of a mobile pantry model to eventually operate out of the Community Food Center.
- **The Barry Community Foundation:** As fiduciary, the Barry Community Foundation will provide crucial financial oversight for the work of Activate Barry County.

4. Labor Practices

Describe workforce practices on any infrastructure projects being pursued (EC 5). How are projects using strong labor standards to promote effective and efficient delivery of high-quality

infrastructure projects while also supporting the economic recovery through strong employment opportunities for workers? For example, report whether any of the following practices are being utilized: project labor agreements, community benefits agreements, prevailing wage requirements, and local hiring.

This project's focus is to improve the health, economy, and culture of Hastings and Barry County. Woven into that focus is the idea that this project will result in opportunities for local employment, entrepreneurship, local farming, and local food businesses.

We estimate that this project will create jobs and economic opportunity in Barry County that will help offset the negative economic effects of the pandemic and will closely follow the labor standards of Barry County and the City of Hastings to promote the effective and efficient delivery of this high-quality infrastructure project once we are beyond the planning stage, conduct a successful capital campaign, and begin the implementation stage of building or renovating a site for the Community Food Center.

5. Use of Evidence

Briefly describe the goals of the project, and the evidence base for the interventions to be funded. Recipients must specifically identify the dollar amount of the total project spending that is allocated towards evidence-based interventions for each project in the Public Health (EC 1), Negative Economic Impacts (EC 2), and Services to Disproportionately Impacted Communities (EC 3) Expenditure Categories.²¹

²¹ Of note, recipients are only required to report the amount of the total funds that are allocated to evidence-based interventions in the areas of Public Health, Negative Economic Impacts, and Services to Disproportionately Impacted Communities that are marked by an asterisk in Appendix 1: Expenditure Categories.

The goal of the project is to complete the planning phase for a proposed Community Food Center located in Hastings. Grand funding in the **2.10 Aid to Nonprofit Organizations*** category in the amount of **\$107,620.00** will be used to complete the planning phase of this important project.

There is ample evidence to support the approach that Activate Barry County is taking to offset the Negative Economic Impacts (EC2) of COVID-19, provide Services to Disproportionately Impacted Communities (EC 3), and improve Public Health (EC 1). **This project will position Barry County to invest in the infrastructure needed to boost its economy, serve disproportionately impacted communities (seniors, low-income residents, farmers and local entrepreneurs) and improve public health through increased access to healthy food options.**

Services to Disproportionately Impacted Communities (EC 3):

Poverty is an issue in Barry County, with many people struggling to meet basic needs, from young, single mothers to seniors (especially those living in more remote rural areas). Barry County's median household income is \$57,312.00, slightly above the Michigan average.

However, nearly 8% of families live below the poverty line, and the child poverty rate is nearly 10% with 43% of children qualifying for free or reduced-price lunch. Further, 9.5% of the total population and 12.9% of children are food insecure, which translates into 1,740 children.²

The Barry County United Way released a 2019 study on the condition of Michigan’s working families, which it calls “ALICE” households – Asset Limited, Income Constrained, Employed. The report found that ALICE households now make up 37% of Barry County and 43% of all Michigan households. Despite overall improvement in employment and gains in median income, 8,747 Barry County households could not afford basic needs such as housing, childcare, food, transportation, health care and technology. The cost of the average Michigan family budget also increased by 27% from 2010 to 2017, despite a low rate of inflation nationwide – 12% during the same timeframe. Inflation rates due to COVID-19 are causing new hardships.³

While this study suggests that working families are struggling, over the past two years, five of Barry County’s 17 townships lowered the number of households living below the survival budget. According to the former Barry County Chamber of Commerce President, employers are investing in training and education for employees to move into higher paying positions. These opportunities for career advancements will help families move out from below the ALICE threshold. It also **positions Barry County to invest in the infrastructure needed to boost its economy.**

Negative Economic Impacts (EC2):

Many people (and particularly those in the ALICE population) who have been most impacted by the pandemic were food insecure or at risk of food insecurity before COVID-19 and are facing greater hardship since COVID-19.⁴ The pandemic disrupted supply food chains and agribusiness⁵. COVID has had an impact on the entire process from the field to the consumer⁶ and has led to a greater appreciation for the importance of a strong local food system to ensure a robust supply chain in times of emergency.

Barry County is well suited for building a strong local supply chain. It has a diverse agricultural landscape – from ‘big agriculture’ that produces food and commodities for national and international markets to smaller, more diversified agriculture that supplies eaters closer to home.

Agricultural-related businesses, from farms to processing facilities, play an important economic role for the county. According to the 2017 US Census of Agriculture, there were 938 farms in Barry County, a 9% decrease since 2012. There are 1,570 producers, 99.5% of whom are

² United States Census. Accessed May 22, 2021. Retrieved from: <https://www.census.gov/quickfacts/barrycountymichigan>

³ United Way of Barry County. 2019, March 26. The Michigan Association of United Ways Finds Low Wages, Reduced Work Hours and Depleted Savings among Challenges for Michigan’s Working Families. Retrieved from: <https://www.bcunitedway.org/37-percent-of-barry-county-households-fail-to-make-ends-meet-united-ways-alice-report-shows/>

⁴ The Impact of the Coronavirus on Food Insecurity (2021, March). In *Feeding American*. Retrieved from https://www.feedingamerica.org/sites/default/files/2021-03/National%20Projections%20Brief_3.9.2021_0.pdf

⁵ Barman, A. (2021, November). Impact of COVID-19 in food supply chain: Disruptions and recovery strategy. In Science Direct. Retrieved from <https://www.sciencedirect.com/science/article/pii/S2666518221000048>

⁶ <https://academic.oup.com/fqs/article/4/4/167/5896496>

white. Only 10% sell directly to consumers, and the average net farm income as of 2017 was \$34,406, a 16% decrease since 2012.⁷

The food supply challenges brought about by COVID-19 have brought significant concern about food production, processing, distribution, and demand that merit financial support for projects that aid small farmers and vulnerable populations.⁸ Financial support for projects such as the Community Food Center have the added advantage of helping build a supply chain that is flexible enough to respond to the challenges in the food supply chain like those brought about by the pandemic. Providing economic opportunity for local farmers through the opportunity to participate in direct sales at farmers markets and to distribute to local food pantries helps farmers' bottom line, improves the local economy, and spurs the development of local food businesses (that are able to use local produce to make value added products by cutting, preserving or packaging their harvest.).

Public Health (EC 1):

Regarding public health, Activate Barry County has used an evidence-based approach to build a healthier community. Using a participatory community prioritization process, an inclusive group of community stakeholders used their insider knowledge of Barry County to identify the specific policy, systems, and environmental changes that will work best in our community to enhance the health and well-being of all residents and spur the local economy. According to the National Institutes of Health (2013), this method of incorporating public views builds trust, improves accountability, and secures cost-effective priorities. It also results in better identification of community needs and priorities, increased transparency and accountability, increased public awareness and increased perception of improved quality and accessibility of services.⁹

By starting with a participatory community prioritization process, Activate Barry County ensured that stakeholders have had a strong say in how to make the community healthier and more economically vibrant based on the specific and unique needs of our county.

As a result of this prioritization process, the concept for building a Community Food Center rose to the top. Studies show that the Community Food Center model, which is common throughout Canada¹⁰ and becoming more common in cities of all sizes throughout the US, shows that these centers are often economically sustainable and result in the potential benefits of local and healthy low-cost foods and increase a sense of community within the downtown. These spaces often meet a community's desire for increased food education, rentable event spaces, and community kitchens.¹¹ In addition, farmers and food entrepreneurs gain a space that has the potential to be used as a food hub (or local food warehouse), for value added processing (by adding value to raw produces by cutting, preserving or packaging a farmer's harvest), shared kitchen space (for food entrepreneurs to rent), food business incubators (that provide

⁷Ag Census USDA National Agriculture Statistics Service, "2017 Census of Agriculture, Virginia," 2017, accessed May 22, 2021, https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Census_by_State/Michigan/index.php.

⁸ Aday, S., & Aday, M. S. (2020, December). Impact of COVID-19 on the food supply chain . In Oxford Academy Food Quality and Safety. Retrieved from <https://academic.oup.com/fqs/article/4/4/167/5896496>

⁹ Promoting community participation in priority setting in district health systems (2013, November 25). In US National Library of Medicine National Institutes of Health.

¹⁰ Good food can do great things. (n.d.). In Community Food Centers Canada. Retrieved from <https://cfccanada.ca/en/Home>

¹¹https://scarab.bates.edu/cgi/viewcontent.cgi?article=1085&context=community_engaged_research

wraparound business services that enable food entrepreneurs to be more successful), retail market space, nonprofit space to meet the needs of vulnerable populations (such as food pantries and programs like Meals on Wheels), demonstration kitchens (that teach cooking and nutrition), cafes or restaurants (that can take advantage of products coming in from the food hub), and event space (especially in rural areas that don't have many options for weddings, parties and meetings, which can make events a main revenue stream).¹²

6. Table of Expenses by Expenditure Category

Please include a table listing the amount of funds to be used in each Expenditure Category (See Appendix 1).

Expenditure Category	Amount
2.10 Aid to Nonprofit Organizations*	\$107,620.00

***Please note that if you'd rather we select a different expenditure category, we'd be happy to do so. This category is our best guess as the best match for our project.**

Attachments

We've attached the following documents

- Budget for Community Food Center Phase 2: Planning & Sustainability
- Activate Barry County Financials
- Letters of support
- Barry County Landscape Analysis (Executive Summary)
- Barry County Food Summit Charette Report

¹² Nyquist, K. (2020, March 12). Community Food Centers for Health, Wealth & Equity. In New Venture Advisors LLC. Retrieved from <https://www.newventureadvisors.net/community-food-centers-for-health-wealth-equity/>

Activate Barry County Community Food Center Planning Project BUDGET	Phase 2: ARPA Grant Request	Phase 2: Other Sources	Phase 2: Project Total
PERSONNEL			
Allison Troyer Wiswell, Activate Barry County Project Manager, .1 FTE		\$ 8,220.00	
Personnel Sub-Total	\$ -	\$ 8,220.00	
Fringe benefits (25%)	\$ 120.00	\$ 1,935.00	
CONTRACTUAL			
New Venture Advisors , a food business consultant group, to complete the business plan and building design (https://www.newventureadvisors.net/)	\$ 67,500.00		
Sprout (a Battle Creek nonprofit that provide access to locally produced food for all community residents and provides local farmers a market for their goods), to develop an operational model to launch a satellite for aggregation and distribution at the Community Food Center (https://sprouthc.org/ourpromise/)	\$ 20,000.00		
A consultant (to be determined) to work with us to develop a model for the small farmer business program.	\$ 20,000.00		
A consultant (to be determined) to complete a market analysis to provide estimates of sales and market share potential for grocery and food service vending at the Community Food Center.		\$ 50,000.00	
Total	\$ 107,620.00	\$60,155.00	\$167,775.00

Summary of Fund Activity

Blue Zone Special Project Fund - # 00333

Fund Statement: 7/1/2019 through 6/30/2021

Beginning Fund Balance	0.00	
<u>Revenue</u>		
Contributions	1,409,900.00	
Interfund Income	60,000.00	
Total Revenue	1,469,900.00	
<u>Expenses</u>		
Grants	0.00	
Interfund Grants	0.00	
Pass Through Expense	0.00	
CSA	0.00	
Fund Administrative Fees	8,102.09	
Other Expenses	855,666.90	
Total Expenses	871,768.99	
Total Change In Fund Balance	598,131.01	
Ending Fund Balance	598,131.01	
Current Spending	0.00	
Spendable Contributions	600,137.83	
Earnings	(2,006.82)	
NonSpendable	0.00	
<u>Gift Summary</u>		
<u>Donor:</u>	<u>Date:</u>	<u>Amount:</u>
Anonymous	08/01/19	(100,000.00)

Summary of Fund Activity

Blue Zone Special Project Fund - # 00333

Fund Statement: 7/1/2019 through 6/30/2021

Anonymous	08/09/19	(5,000.00)
Highpoint Bank	08/22/19	(10,000.00)
Spectrum Health - Pennock	08/30/19	(141,666.67)
Troy & Janine Dalman	10/18/19	(200.00)
Anonymous	11/15/19	(200,000.00)
Kimberly Norris/Michael Nosanov, MD's	12/29/20	(500.00)
Hastings Rotary Club	03/03/21	(300.00)
City of Hastings	03/03/21	(5,000.00)
Kiwanis Club of Hastings	03/05/21	(400.00)
Barry County Lumber	03/11/21	(5,000.00)
Blue Zones LLC	04/06/21	(5,000.00)
Commercial Bank - Ithaca	04/06/21	(1,000.00)
Spectrum Health	06/29/21	(2,000.00)
Anonymous	08/01/19	(100,000.00)
Anonymous	08/01/19	(100,000.00)
Anonymous	08/01/19	(5,000.00)
Anonymous	08/01/19	(5,000.00)
Highpoint Bank	08/22/19	(10,000.00)
Highpoint Bank	08/22/19	(10,000.00)
Willard & Jessie Pierce Foundation	08/29/19	(5,000.00)
Willard & Jessie Pierce Foundation	08/29/19	(5,000.00)
Spectrum Health - Pennock	08/30/19	(141,666.67)
Spectrum Health - Pennock	08/30/19	(141,666.66)
Anonymous	11/15/19	(200,000.00)

Summary of Fund Activity

Blue Zone Special Project Fund - # 00333

Fund Statement: 7/1/2019 through 6/30/2021

Anonymous	11/15/19	(200,000.00)
Willard & Jessie Pierce Foundation	08/29/19	(5,000.00)
South Michigan Food Bank	01/15/21	(5,000.00)
BCF Board of Directors	08/19/19	(5,000.00)
Anonymous	03/19/21	(20,000.00)
Anonymous	03/19/21	(15,000.00)
Anonymous	03/19/21	(20,000.00)
		(1,469,400.00)

Grant Summary

<u>Grantee:</u>	<u>Date:</u>	<u>Amount:</u>
Blue Zones Activate	06/23/21	8,000.00
		8,000.00

Other Expense Summary

<u>Vendor:</u>	<u>Date:</u>	<u>Amount:</u>
Fund Fees 9/30/19	09/30/19	(458.95)
Fund Fees	12/31/19	(7,643.14)
Blue Zones Activate	10/03/19	(116,666.70)
November Fee	11/06/19	(38,888.90)
Blue Zones	10/09/20	(38,888.90)
15 of 36	11/06/20	(38,888.90)
16 of 36	12/04/20	(38,888.90)
3 of 36 installment	11/20/19	(38,888.90)
4 of 36 installment	12/05/19	(38,888.90)

Summary of Fund Activity

Blue Zone Special Project Fund - # 00333

Fund Statement: 7/1/2019 through 6/30/2021

Activate	02/04/20	(77,777.80)
5 OF 36	02/13/20	(38,888.90)
8 OF 36	04/16/20	(38,888.90)
9 of 36 Blue Zones	05/08/20	(38,888.90)
BZ activate	06/11/20	(38,888.90)
11 of 36	07/09/20	(38,888.90)
BZ Activate	10/23/20	(77,777.80)
18 of 36	02/09/21	(38,888.90)
19 of 36	03/04/21	(38,888.90)
BZ Activate	04/08/21	(38,888.90)
Request #009069 - Blue Zones Activate	04/15/21	(20,000.00)
Data Mapping//Report	05/17/21	(5,000.00)
Food Center	06/10/21	(5,000.00)
Installment three	06/10/21	(9,000.00)
		(863,768.99)



City of *Hastings* Michigan

(269) 945-2468
FAX (269) 948-9544

201 E. State Street 49058

• David J. Tossava
Mayor
dtossava@hastingsmi.org

Jennifer Heinzman
ARPA Committee Member
221 W. State St.
Hastings, MI 49058

Dear Jennifer,

On behalf of the Hastings City Council, it would be my honor to support the Community Food Center development in the City of Hastings.

On November 9, 2020, the Hastings City Council voted to support the use of one of our buildings as a location for the Blue Zones feasibility study and market analysis for a food hall in the City of Hastings and approved the use of our Department of Public Services Garage for use during the study. A copy of the Council Minutes is attached reflecting their approval. The City of Hastings will provide support by providing City staff knowledge and expertise as we work to determine the optimal location for the Community Food Center.

We commit to participating in and supporting the 2021 Community Food Center development in the City of Hastings, as we believe that the citizens of Hastings and Barry County would really benefit from having this type of facility in Hastings and have access to a healthier lifestyle. The City of Hastings will continue to be a part of the governance board for this Barry County Initiative.

On behalf of the City of Hastings, I give you my full support for this project! The individuals and our organization agree to abide by the management plan contained in the application.

Sincerely,

David J. Tossava
Mayor

Enc.



320 West Woodlawn
Hastings, Michigan 49058
Phone (269) 948-4856
Fax (269) 948-3336
bccoa@barrycounty.org

Serving Seniors Since 1974

September 8, 2021

Jennifer Heinzeman, ARPA Committee Member
ARPA Advisory Committee
221 West State Street
Hastings, Michigan 49058

Dear Jennifer and ARPA Advisory Committee:

We are so excited about the forward momentum of the Activate Blue Zones project to try to develop a Community Food Center for the Barry County Community. Nutritious meals and access to healthy foods are the cornerstone of everything we do in the community to keep seniors independent in their homes. Once the project comes to fruition, we plan to utilize the community kitchen for preparation of our Home Delivered Meals and Congregate Dining programs. This will allow us to prepare fresh, healthy meals locally, rather than using an out-of-county caterer.

We commit to participating in and supporting the ARPA planning grant for the establishment of a Community Food Center for the period January 1, 2022 through December 31, 2022. Specifically, our Nutrition Program Coordinator will provide input and insight to the kitchen design requirements and site needs. This will include minimum standards required by the public health code, space requirements for preparation and packaging, traffic patterns for Meals on Wheels drivers, and the integration of volunteers. The Executive Director will assist the project with kitchen and site design requirements, fundraising, and capture of capital funding, and serve as the agency liaison between the Barry County Board of Commissioners and the kitchen project.

The Barry County Commission on Aging and its staff agree to abide by the management plan contained in the grant application.

Yours truly,

A handwritten signature in blue ink, appearing to read "Tammy R. Pennington".

Tammy R. Pennington
Executive Director





P.O. Box 888
Battle Creek, MI 49016
Email: info@sproutbc.org
Website: www.sproutbc.org

PARTNER ORGANIZATION LETTER

Jennifer Heinzeman
ARPA committee member
221 W. State St.
Hastings, MI 49058

Dear Jennifer,

Sprout Urban Farms, Inc. (Sprout) has supported an equitable and sovereign local food system since our inception in 2011. As a regional food hub, the organization currently supports over 200 farmers and small food producers by purchasing products to resell to the 400+ customers of the Sprout Box. We have also successfully provided development support and consultation to farmers and start-up food businesses in the forms of marketing, packaging, licensing and equipment assistance.

Sprout looks forward to supporting Barry County Rural Michigan Community Food Center Planning Project, proposed for the 2021 Local Food Promotion Program for the period, January 2022 – December 2022 in the following way(s):

- Sprout's Executive Director will provide guidance for a realistic model to establish a secondary Sprout location in Hastings, which will support the Community Food Center and help strengthen the participating farmer network in the Barry County area.

The individuals and our organization agree to abide by the management plan contained in the application.

Sincerely,

A handwritten signature in black ink that reads "Lydia Marucco". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Lydia Marucco
Operations Manager

EXECUTIVE SUMMARY

In September 2020, community leaders from numerous sectors and organizations across Barry County participated in two important capstone events – the Blue Zones Activate Barry County’s Food Policy Summit and Marquee Charette. These events were designed:

Food Policy Summit

- Establish a shared understanding of food policy work;
- Develop a common vocabulary around key topics;
- Explore how Barry County can improve access to healthy food, build food skills, and create healthier food environments across the community;
- Inform community members about the assets, challenges, issues, and opportunities, including access to healthy food, local food infrastructure, food culture, and healthy food skills learning opportunities in Barry County;
- Explore evidence-based best practices and potential policy and systems solutions;
- Identify a food policy portfolio designed to improve the well-being of Barry County residents through a facilitated process.

The 29 attendees at the Summit represented a diverse array of stakeholders from local government, hunger relief, public health, healthcare, agriculture, faith-based groups, Extension, nutrition education, senior-serving entities, and economic development.

Marquee Charette

- Grasp the purpose and intended impact of Blue Zones Activate food-focused Marquee Project;
- Explore, discuss, and evaluate recommended Marquee Projects, based on findings from Discovery process;
- Select a food-focused Marquee Project designed to make a lasting impact around food, health, and agriculture for Barry County residents through a facilitated process.

The list of individuals and organizations present at both events can be found in Appendix 1.

With respect to food policy, of the recommendations presented to the community – and captured in the Discovery Report - as well as the larger menu of policy options considered by the community, the policy priorities outlined in this report are based on the informed selection process facilitated during the Food Policy Summit.

As for the Marquee Project, of the recommendations presented to the Marquee Charette participants, and described in the Discovery Report, the Marquee Project described in this report is based on the selection process facilitated at the Marquee Charette. Participants reviewed and evaluated two

promising options. The second option considered, but ultimately not selected, remains a viable prospect should feasibility challenges arise with the first one as it moves forward.

Policies selected by Summit participants are described in this report, accompanied by relevant next steps and useful resources to guide the work. These policies, relevant actions, and implementation of the Marquee Project will be led by the Blue Zones Activate Barry County's Food Systems Committee and advised by content experts as needed.

In the pages that follow, policy priorities are aligned beneath the objectives and their components explained, along with best practices – where applicable. The Blue Zones Activate Barry County's Food Policy Committee will liaise with government, policymakers, executives, administrators, responders and members of the public to advance the policy updates and actions required to accomplish their policy portfolio and Marquee Project aims.

OBJECTIVE 4: INTEGRATE SCHOOL GARDENS WITH IN-CLASS FOOD SKILLS EDUCATION AND SCHOOL MEALS OFFERINGS

POLICY PRIORITIES

- Work with Delton Kellogg school district on expanding and integrating their school gardens initiative to include in-class learning and school meals.

WHY IS THIS IMPORTANT?

- The school gardens are a popular effort for the local school district, engaging numerous community volunteers and community-serving programs.
- Hands-on experiential learning, combined with classroom-focused learning, maximizes the impact of garden education for school children, including fostering healthy eating skills and STEAM-competencies; connecting what they eat to how food is grown and prepared; and cultivating a sense of classroom community.
- A holistic approach to schools-based gardening education can increase the amount of fresh fruits and vegetables that students consume at school and at home.

HOW DO WE DO THIS WORK?

- Work with teachers and master gardeners volunteering with the Delton Kellogg school gardens to identify potential foods to grow for school use in food service and classroom activities.
- Visit existing edible school gardens; invest in training staff and volunteers in managing schoolyard garden programs
- Establish long-term support for school gardens by creating a garden planning and maintenance strategy, identifying roles and responsibilities.
- Recruit community partners to assist with garden planning, growing, and garden maintenance.

BEST PRACTICE RESOURCES

- Utilize the resources from [Edible Schoolyard NYC](#) for ideas on everything from garden planning to using produce in the classroom
- Consider [Edible Schoolyard](#) digital training
- Apply principles from [MSU Extension's Garden to Cafeteria Guide](#)

MARQUEE PROJECT | CONDUCT FEASIBILITY STUDY TO GUIDE DEVELOPMENT OF FOOD HALL IN DOWNTOWN HASTINGS

PRIORITY

- Develop a high visibility amenity located in Hastings to serve all of Barry County and beyond that incubates new healthy food and farm enterprises, provides professional and individually-oriented culinary education opportunities, and integrates wellness and healthy-eating oriented services and efforts under one roof for consumers and community-serving organizations.

WHY IS THIS IMPORTANT?

- Barry County offers a rich array of existing and potential food and farm-related enterprises and assets that could be holistically developed into a healthy eating destination.
- The County's past heritage, current assets, and future opportunities that intersect food, health, and agriculture present a unique cultural and economic opportunity.
- A visible, permanent amenity that is connected other cultural assets, such as the amphitheater, farmers market, river trail to the food forest, other restaurants and retailers downtown, the commercial kitchen, hospital and senior-serving foodservices, and culinary education programs present a dynamic and unique means to strengthen Barry County's food system.

HOW DO WE DO THIS WORK?

- Conduct a feasibility study and prepare a business plan that provides a detailed analysis and workable approach to a long-term business plan.
- Undertake relationship building, resource procurement, and strategic planning to lay a solid groundwork for implementing the business plan.
- Position and prepare the community, partners, and investors to carry out the inception of the food hall.

BEST PRACTICE RESOURCES

- Consult the National Good Food Network's [database](#) of feasibility studies
- Work with Garrett Ziegler, Michigan State University Extension Educator and local food systems development expert, to create approach to resource and contractor procurement to conduct feasibility study

SUMMARY AND NEXT STEPS

Communities that successfully transform their food environment to better support access to healthy food where people spend their time can do so by galvanizing partnerships among elected and community leaders and supportive advocates. These collaborations should be supported and equipped to implement the thoughtfully designed and identified strategies and the marquee project described in this implementation plan.

This report is intended to memorialize the strategies identified during the Food Policy Summit and Marquee Charette and to provide details on the selected strategies and Marquee Project, rationale for their value and need, helpful next steps and useful resources to guide the implementation of these interventions. The Blue Zones Activate Barry County Food Policy Committee is well positioned to provide leadership in moving these policy strategies and Marquee Project forward.

Using this document, the Food Policy Committee can create an Action Plan that offers clear goals, activities and timeframes for each policy strategy and the Marquee Project; establish cross-sector working groups, where needed, to manage tasks, provide insight and support plan and strategy development. Each policy and the Marquee Project will need at least one champion to provide consistency, credibility and leadership. It is critical to the success of these efforts that the right persons, and pre-existing city and regional strategies, are incorporated into the planning and implementation processes. In order to stay in motion and inspired, make sure your process infuses fun and remains purpose-filled.

APPENDIX

FOOD POLICY SUMMIT AND MARQUEE CHARETTE PARTICIPANTS

Food Policy Summit Participants (September 15, 2020)

Laura Anderson, Educator/RDN, Michigan State University Extension

Sheryl Lewis Blake, Retired CEO, Spectrum Health Pennock

Michael C Brown, County Administrator, Barry County

Jerry Czarnecki, City Manager, City of Hastings

Janine Dalman, Manager, Spectrum Health Pennock

Jayne Flanigan, Secretary/Treasurer, Manna's Market

David Harris, Chief Farming Officer, Star School Market Garden LLC

Barbara Haywood, Librarian, Hastings Public Library

Jennifer Heinzman, President, Barry County Chamber/Economic Development Authority

Allison Hinton, Community Outreach Director, YMCA of Barry County

Morgan Johnson, Director of Outreach and Community Engagement, Barry County United Way and Volunteer Center

Elizabeth Lonergan, Program Assistant, Barry Community Foundation

Laurel McCamman, WIC Coordinator, Barry Eaton District Health Department

Sydney Miller, Community Nutrition Instructor, Michigan State University Extension

Erin Moore, District Director, MSU Extension

Kathy Pennington, 4-H Program Coordinator, Michigan State University Extension

Tammy Pennington, Executive Director, Barry County Commission on Aging

Jodi Pessell, REHS, Barry-Eaton District Health Department

John E. Resseguie, Mayor Pro Tem, City of Hastings

Eric Ross, Supervisor, Nutrition Services, Spectrum Health Pennock

Ken Scheck II, Pastor, Grace Lutheran Church

Marcia Szumkowski, Community Member

Rhonda Lundquist, RN, School Nurse, Spectrum Health Pennock

Chad VanderHoff, Nutrition Service Manager, Spectrum Health Pennock
Peter Vogel, CEO, South Michigan Food Bank
Carla Wilson-Neil, Retired Chief Operating Officer, Spectrum Health Pennock
Allison Troyer Wiswell, Activate Director, Blue Zones
Stacey Youngs, Community Educator, Spectrum Health Pennock
Garrett Ziegler, Extension Educator, Michigan State University Extension

Marquee Charette Participants (September 16, 2020)

Jerry Czarnecki, Blue Zones Steering Committee
Janine Dalman, Blue Zones Steering Committee
Jayne Flanigan, Blue Zones Food Systems Committee
Bonnie Gettys, Blue Zones Steering Committee
Sydney Miller, Blue Zones Food Systems Committee
Tammy Pennington, Blue Zones Steering Committee
Jessica Phillips, Blue Zones Food Systems Committee
Eric Ross, Blue Zones Food Systems Committee
Marcia Szumkowski, Blue Zones Food Systems Committee
Peter Vogel, Blue Zones Food Systems Committee
Carla Wilson-Neil, Blue Zones Food Systems Committee
Allison Troyer Wiswell, Blue Zones Activate Director
Stacey Youngs, Blue Zones Food Systems Committee
Garrett Ziegler, Blue Zones Food Systems Committee



ACTIVATE BLUE ZONES

BARRY COUNTY LANDSCAPE ANALYSIS

Description

This report outlines the findings of a landscape analysis intended to identify geographic “hot spots” of high need, low access for Barry County residents struggling with food insecurity.

Amy Shanafelt
apshanafelt@gmail.com

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Executive Summary

Barry County is a relatively rural county, with the majority of the county identifying as Caucasian/White. Nearly 9% of Barry County residents are considered living in poverty, with Females 25 – 34 being the largest demographic living in poverty (Data from: US Census & American Community Survey)² Barry County's poverty rate is lower than the national average in 2018 (13%), and lower than the poverty rate of Michigan in 2018 (14%)³ Food insecurity is increasing in Barry County from 10% in 2018 to 13% in 2020, primarily due to the COVID-19 pandemic.⁴

Background:

The purpose of this landscape analysis was to gather available data and use mapping tools to identify areas of Barry county that are high need (eg., high poverty, limited supermarket access), and low resource (eg., low public assistance participation, limited free food resources).

Methods:

The data gathered included, SNAP participation by zip code; WIC participation by zip code; Commission on Ageing program participation including, Home Delivered Meals (HDM); Congregate Dining participation (CONG); Market fresh participation and Senior meal choice participation. Data mapping from Policy Map (<https://www.policymap.com/maps>)¹ was utilized to define demographics across Barry County. In addition, a survey was deployed at existing food distribution sites and among Transit Workers and School officials. The survey asked about barriers to accessing fresh food, and where in the county respondents believe there is the highest need for fresh food resources.

Results:

Mapping data of public assistance participation rates (per 1000 people) indicated that there is relatively high participation in the Hastings (49058) and Nashville (49073) areas, medium participation in Woodland (48897), Freeport (49325), Delton (49046) and Middleville (49333) areas, and low participation in Hickory Corners (49060), Johnstown (49050) and Assyria (49021) areas, with some differences between SNAP and WIC. Participation in Commission on Aging free food services was also similar across these areas, although a higher participation in HDM and CONG in Woodland area (48897) was observed. Survey results indicated that a high percentage of respondents circled or listed Hastings area, and Johnstown area as highest need for free fresh food. Demographic profiles indicated that primarily the Nashville, Assyria, Johnstown, Hickory Corners, Prairieville and Orangeville areas of the county are highest need in terms of rate of people living in poverty and limited access to SNAP eligible retail locations. Furthermore, overlaying the existing free food resources (food pantries, food distribution sites and soup kitchens) showed a dearth of resources, along with a high need in the lower right corner of the county, primarily the Assyria, and Johnstown areas.

Conclusions:

A mobile pantry service would provide great benefit to the areas identified during this landscape analysis (Assyria, Johnstown), and either one of these sites would serve as an optimal pilot site. Further exploration through community outreach should improve uptake of such a resource and help identify the best delivery model and exact routes of delivery to make the most impact.

Barry County, Michigan | Policy Fact Sheet

Population: 62,188

Median age: 42.6 compared to Michigan statewide 39.7

Barry County is getting younger. In 2017, the average age of all Barry County, MI residents was 43. 60% of the population is under 55 and the largest percentage of any age group is age 5-17 at 17%.

Race/ethnicity: Top three reported in 2018

- 94% White (Non-Hispanic)
- 2% Hispanic
- 1.4% Multiracial (Non-Hispanic)

Foreign born population: 1.52% in 2018 down from 1.72% in 2017

Barry County has a significantly lower foreign born population than neighboring counties and compared to Michigan statewide (6.74%)

Median Household Income (2018): \$61,016

Poverty (2018) 8.66% of Barry County residents living below the poverty line.

The largest demographic living in poverty are Females 25 - 34, followed by Females 55 - 64 and then Females 18 - 24.

Food Insecurity:

- Adult Food Insecurity: 10% (2018) → 13% (2020)
- # of Food Insecure Adults 5890 (2018) → 7930 (2020)
- Childhood Food Insecurity: 14% (2018) → 20% (2020)
- # of Food Insecure Children: 1340 (2018) → 1960 (2020)








Barry County Landscape Analysis Final Report

Purpose

Gather	Map	Identify
Gather available food public assistance participation and resources	Map areas of need AND areas of high resource/public assistance utilization, ID <u>gaps</u>	Identify optimal sites for mobile service delivery

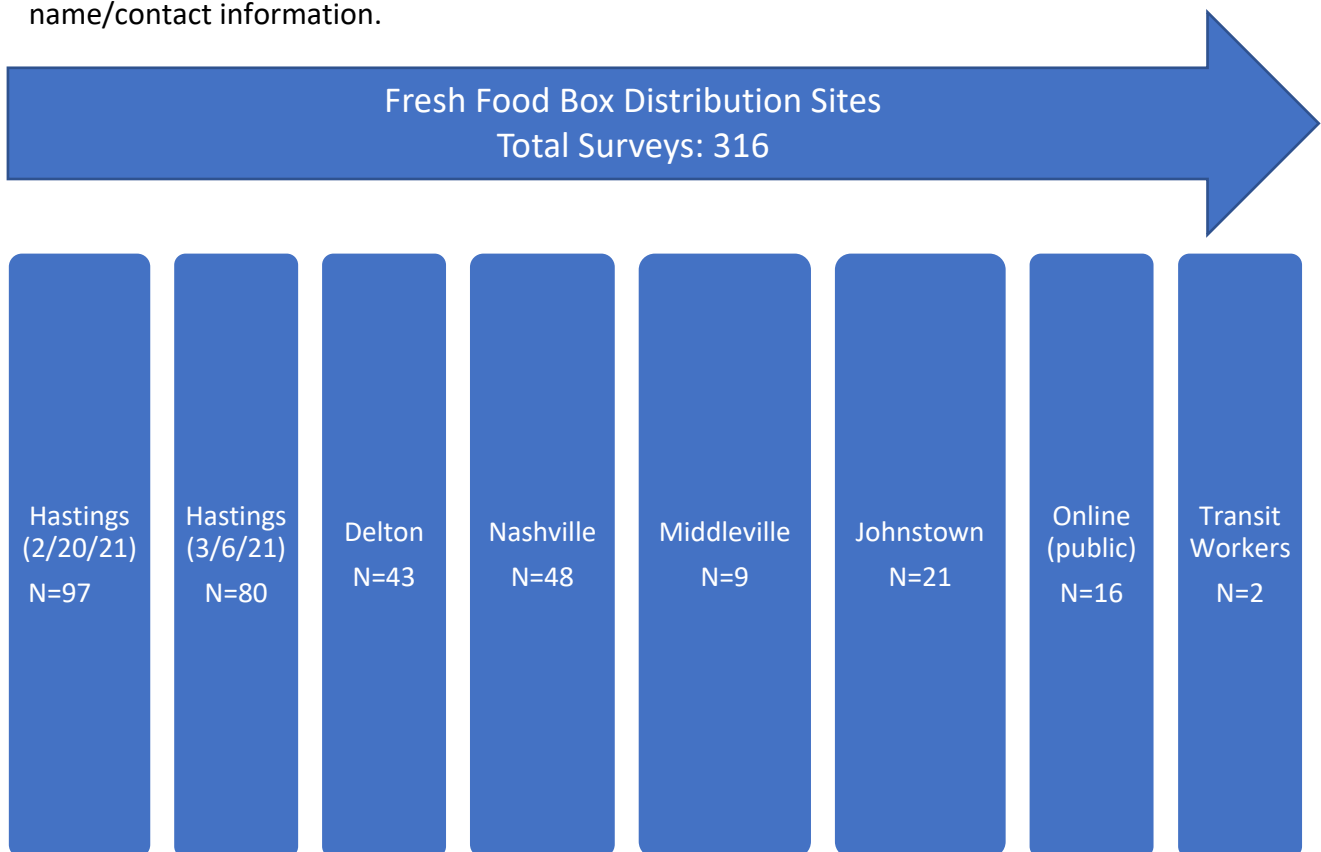
Data Gathered

Publicly available data is limited in geographic scope to areas of the county such as, zip code or census tract. Participation in public assistance programs (SNAP/WIC) was collected from County public health and participation in senior meals/home delivered meals programs was collected from the Commission on Aging. The policy map resource has some census block and some zip code level data that is useful in identifying demographic profiles for areas of the county.

	SNAP Participation Data by Zip Code
	WIC Participation Data by Zip Code
	Commission on Aging: Home Delivered Meals Data by Zip Code
	Commission on Aging: Congregate Meals Data by Zip Code
	Commission on Aging: Senior Meal Choice Data by Zip Code
	Commission on Aging: Market Fresh Data by Zip Code
	Policy Map Demographic Profiles

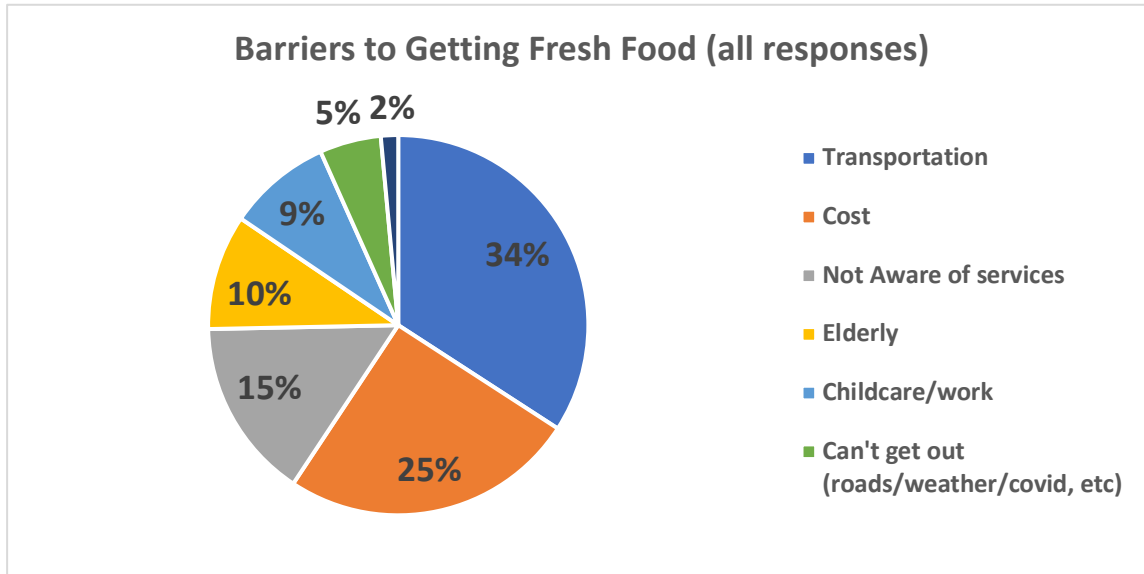
Surveys & Key Informants

In order to collect more specific data than is publicly available, a brief survey was developed by a team of Activate Blue Zones Barry County team members, Terra Soma Chief Executive Officer, and the Landscape Analyst. The survey was deployed at the Barry County Fresh Food Box distribution sites to clients as they waited in their vehicles, and included an opportunity to complete the survey online if preferred. This survey asked clients if they picked up food for others (and if so, why); what barriers clients perceived for others to accessing fresh, healthy food; and where else they have received free food; and clients were asked to circle areas on a map of Barry County where they “think there are people with the greatest need for food”; clients were also asked to write in as much detail as possible (eg., cross streets, neighborhoods, addresses) where they “think there are people with the greatest need for food.” Clients were also asked “What other services would be most helpful in a mobile pantry?” and if they are willing to speak further with a member of the team (if willing, clients offered their name/contact information.

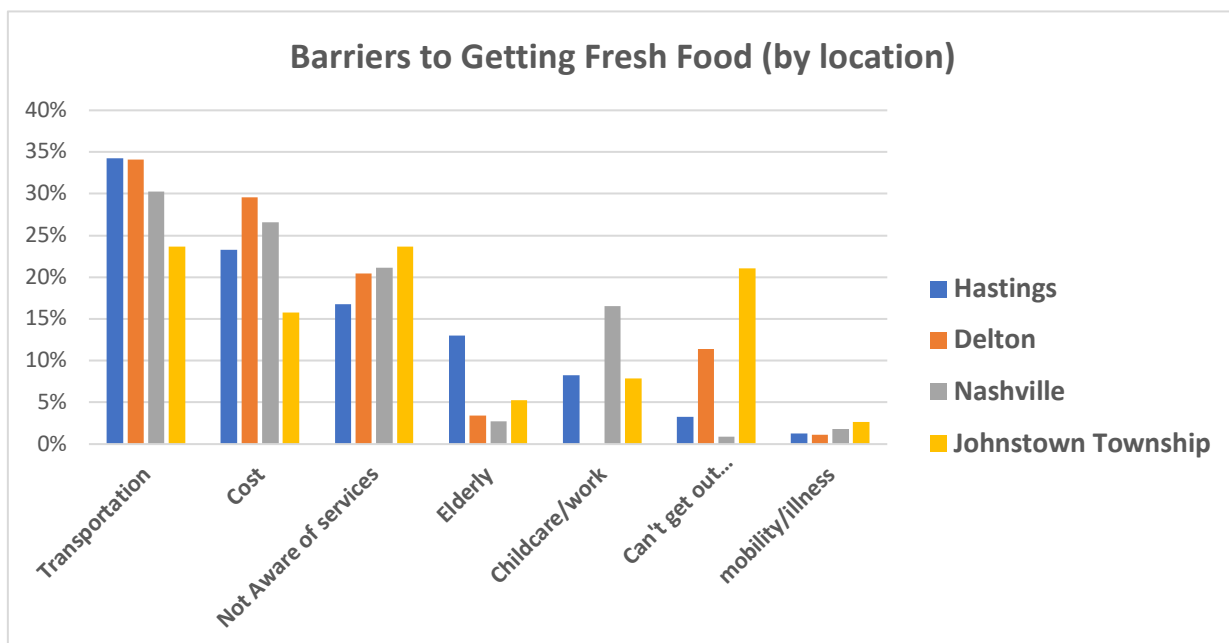


Survey Results

Client reported barriers for getting fresh food confirm the need for mobile services with the highest reported barrier being transportation (34%), with “not being aware of [free food] services” (15%), and elderly/home bound individuals (10%) also confirming that a mobile service would benefit those struggling with access to food. Cost of fresh food as the second highest reported barrier confirms the need for continued resources offering free, fresh & healthy food to food insecure Barry County residents.

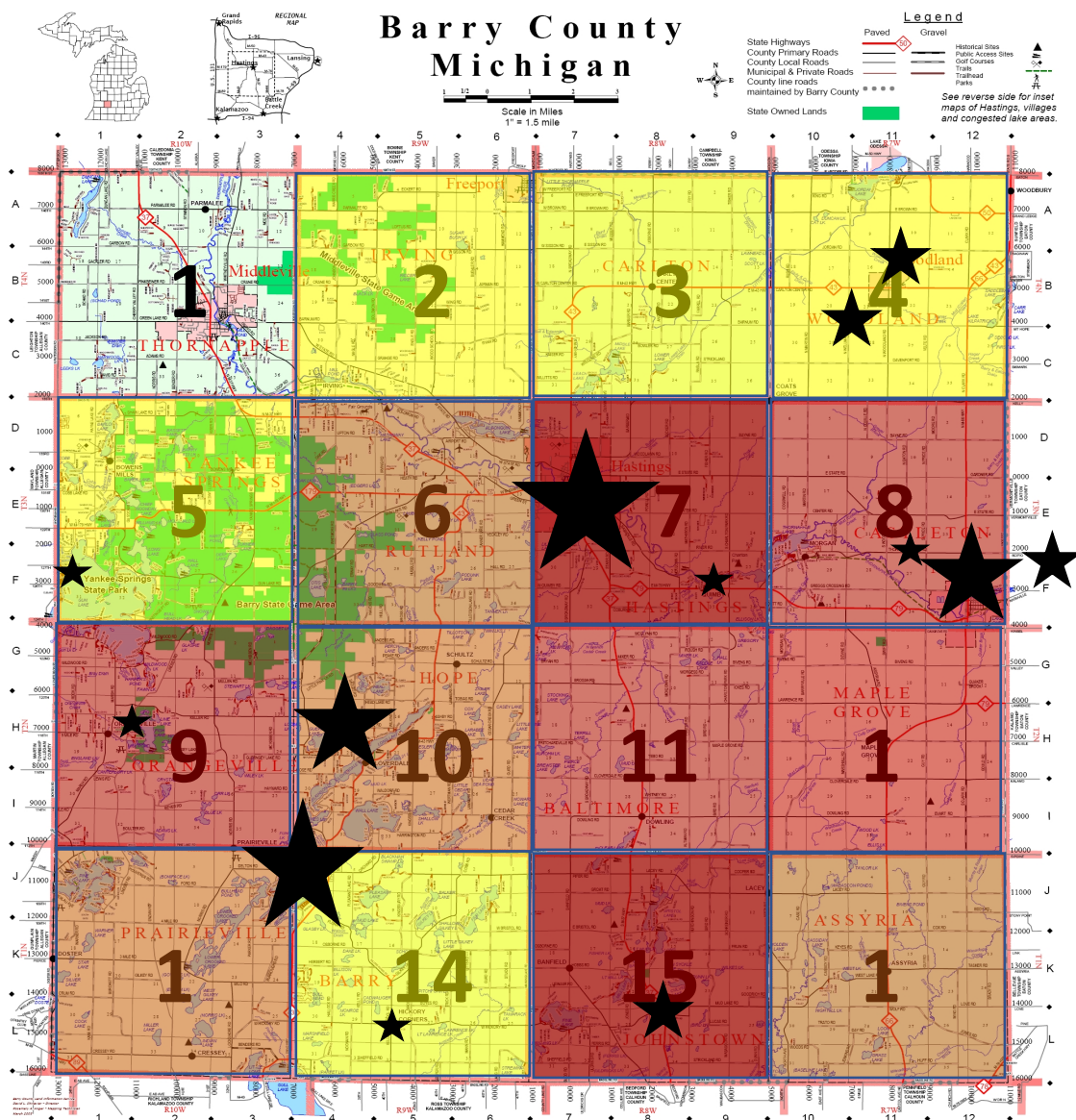


Some differences existed between sites in reported barriers to accessing fresh food. Most notably, Johnstown clients reporting “not being aware of the service” & difficulty getting to service locations (outside of transportation) at a higher percentage than other locations.



Mapping (Survey results)

Areas circled on the map are represented below with darker red representing a higher percentage* of clients who circled the area. Areas in the darkest red (7&15) had 30% or more circled, areas in lighter red (8,9,11&12) had between 20-29% circled, areas in orange (6,10,13,&16) had between 10-19% circled, areas in yellow (2,3,4,5&14) had between 5-9% circled and the area with no color (1) had 4% circled. Stars represent areas specifically noted by clients, with larger stars representing more clients who specifically noted that areas as high need for food resources. Limitations of this exercise identified when reviewing areas circled by site of survey deployment included the tendency for clients to circle areas known to them, or close to the site where they completed the survey. Despite this limitation, some trends are observed for areas more commonly circled and subsequent maps depicting data informed areas of high need and low access.



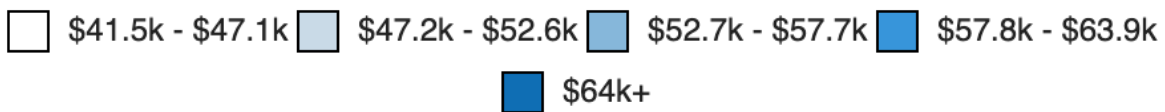
*Percentage was calculated using the total number of clients at each site who circled the area on the map divided by the total number of surveys returned. Some clients who returned a completed survey did not circle any areas on the map and some clients circled the whole map.

Mapping (Data)

The map below outlines Barry County census tracts by median household income with SNAP (Supplemental Nutrition Assistance Program) and WIC (Special Supplemental Nutrition Program for Women, Infants, and Children) data by zip code. SNAP icons represented by a shopping cart, and WIC icons represented by a woman holding a baby, are sized and colored based on the per capita (per 1000 people) participation rate. Highest participation in both SNAP and WIC is in Hastings area (zip code 49058) and Nashville area (zip code 49073). Lowest participation in SNAP is in Middleville area (zip code 49333), Hickory Corners area (zip code 49060) & Assyria area (zip code 49021). Lowest participation in WIC is in Woodland area (zip code 48897), Hickory Corners area (zip code 49060) and Assyria Area (zip code 49021).



Median Household Income



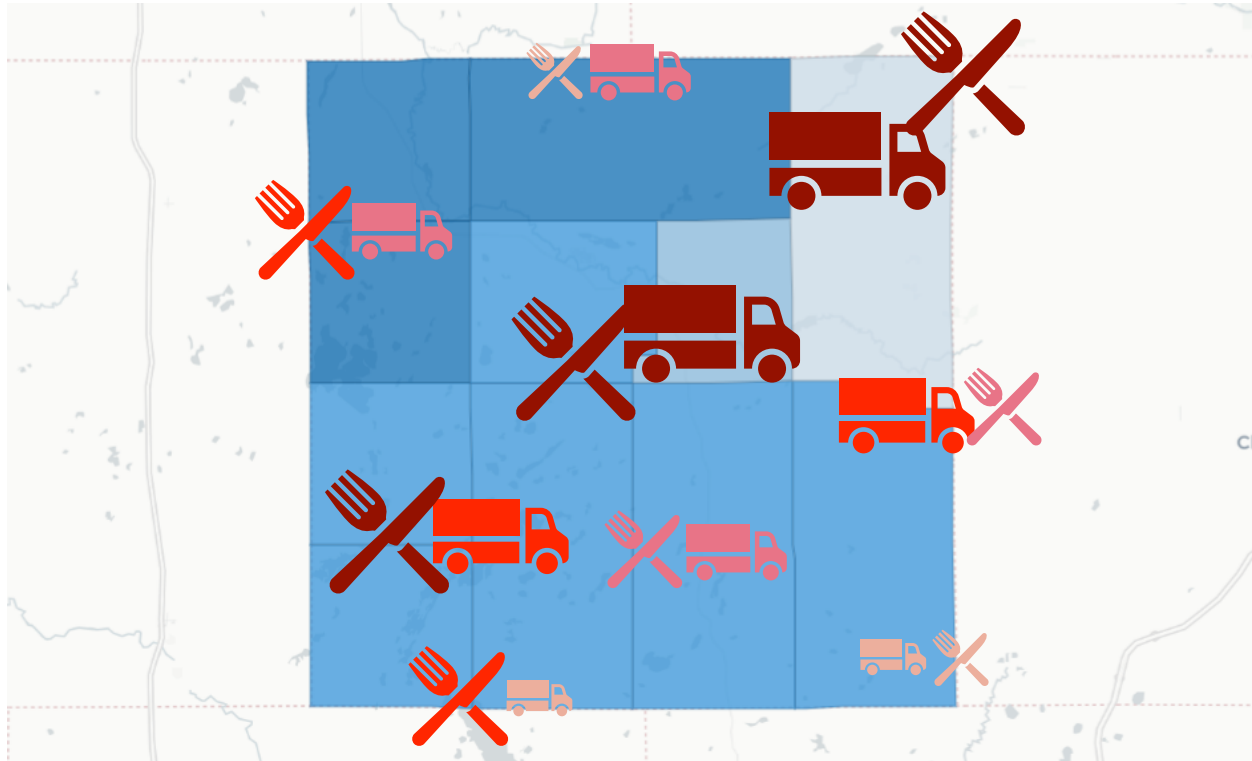
WIC (Special Supplemental Nutrition Program for Women, Infants, and Children)

SNAP (Supplemental Nutrition Assistance Program)

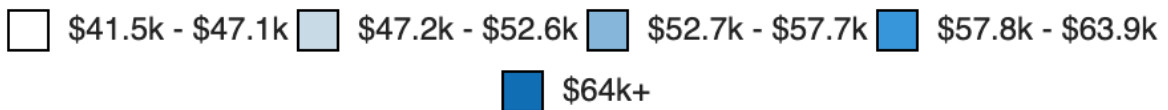


Mapping (Data Cont...)

Using the same map with median household income by census tract, the map below depicts per capita (per 1000 people) participation in Commission on Aging program, Home Delivered Meals (HDM) and Congregate Meal Dining (CONG) participation. Highest participation in HDM is in Hastings Area (zip code 49058) and Woodland Area (zip code 48897). Highest participation in CONG is in Hastings Area (zip code 49058), Woodland Area (zip code 48897 and Delton Area (zip code 49046). Lowest participation in HDM is in Hickory Corners area (zip code 49060) and Assyria area (zip code 49021)



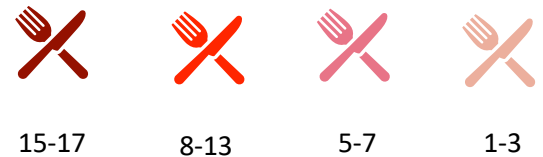
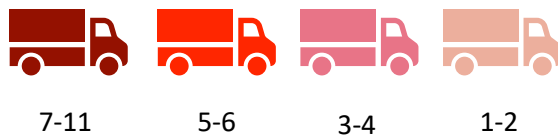
Median Household Income



Commission on Aging
(HDM – Home Delivered Meals)

Commission on Aging
(CONG – Congregate Meal Dining)

Participation
per
1000 people

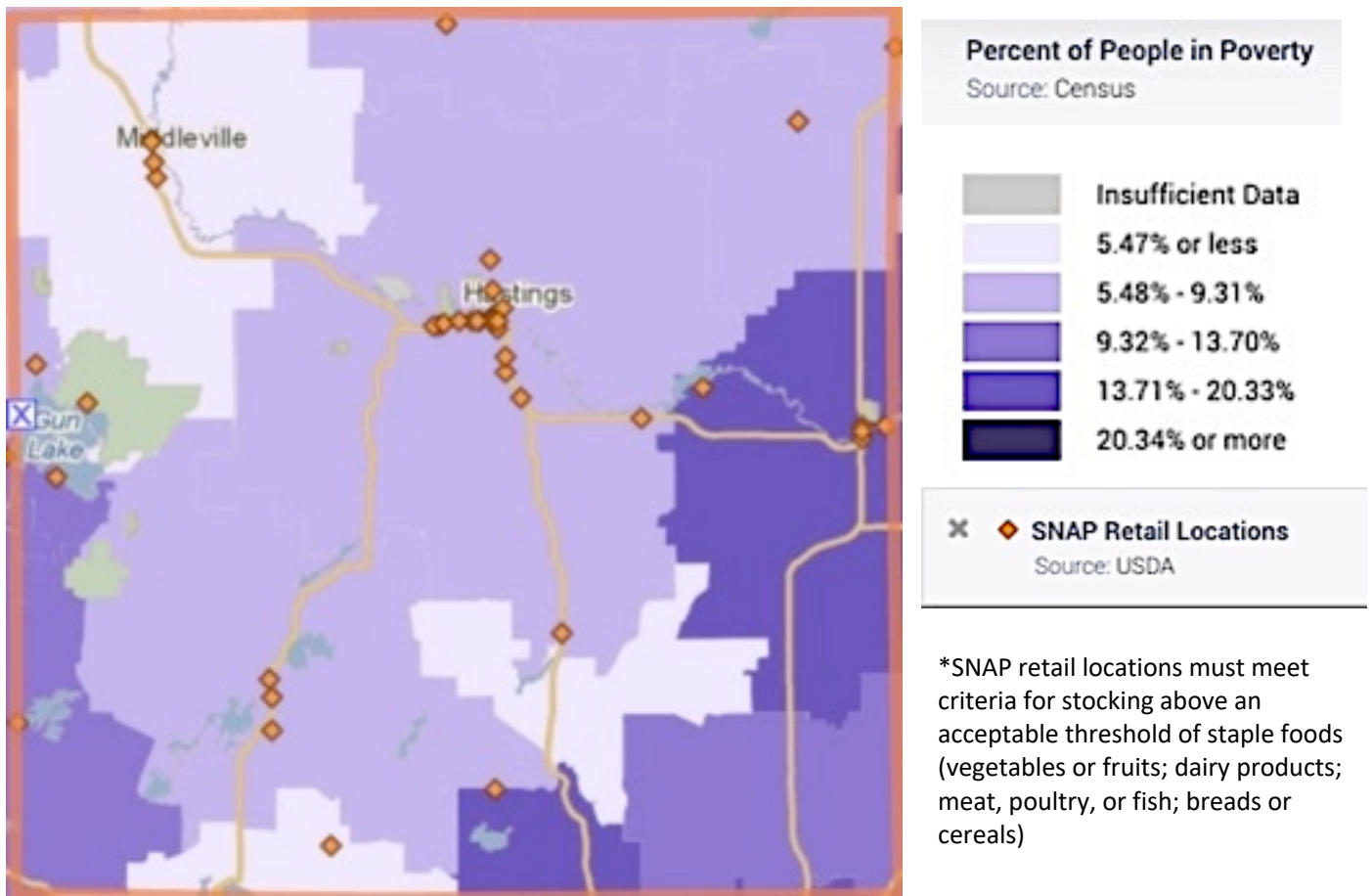


See more using this interactive google map:

<https://www.google.com/maps/d/u/0/edit?mid=1X20WY5niYPsqNhHvilXTm3MluUe7JIBy&usp=sharing>

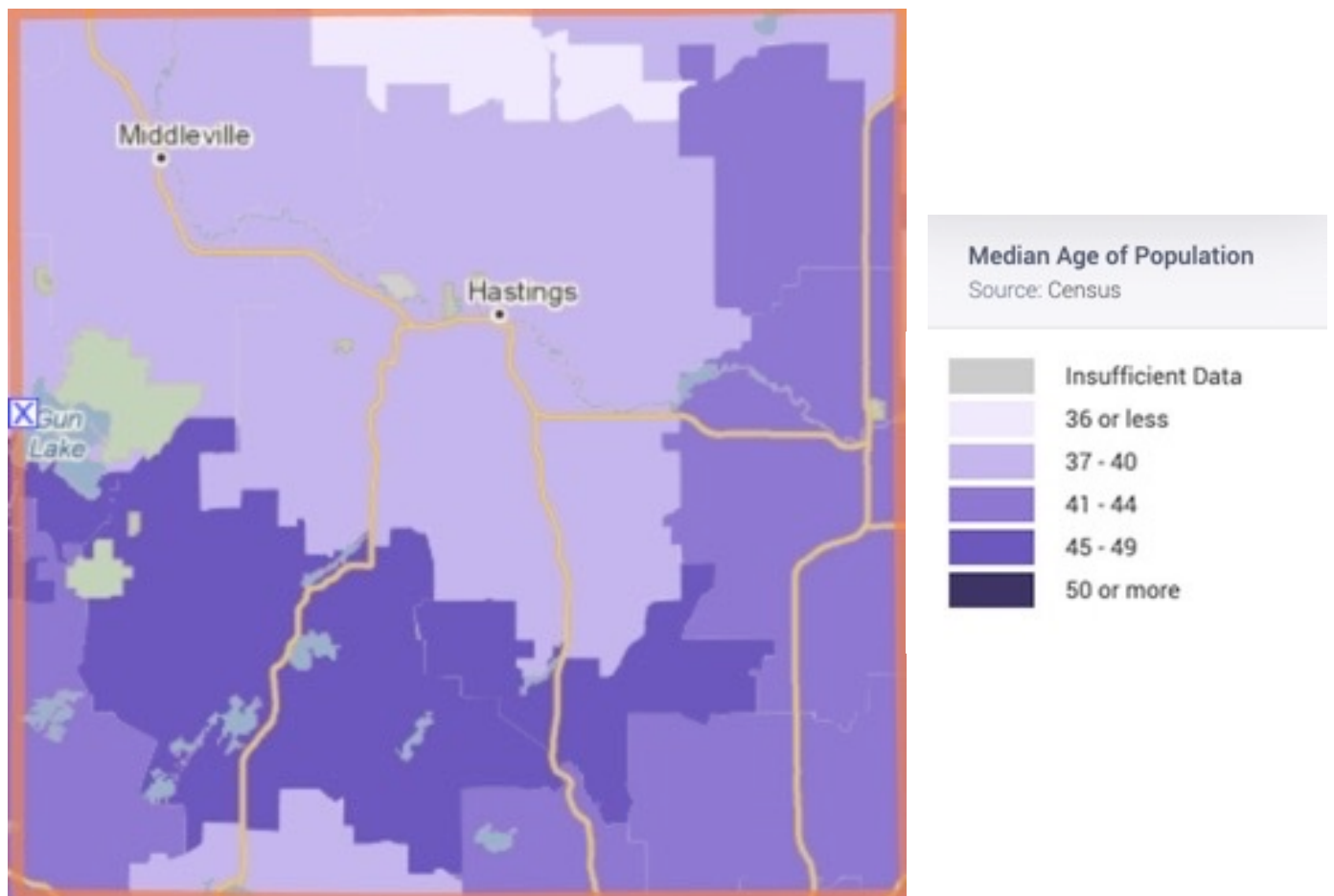
Policy Map Demographic Profiles

Below is a map from [Policy Map](#) showing the percent of people living in poverty in Barry County with darker areas representing higher poverty and lighter areas representing lower poverty. Because poverty is measured by the size of a household and the total household income, it tell a slightly different story than median household income. Also represented on this map are SNAP eligible retail locations*. The map identifies Assyria area, as well as Johnstown Township area as particularly high percent of people living in poverty, as well as a dearth of SNAP eligible retail locations to purchase healthy foods. While Woodland area appears to have lower median income based on the census tract data from pages 6 & 7, it has a lower level of people living in poverty, and because Woodland does not have a [smaller avg, household size](#) it is likely that very low income in Nashville area (zip code 49073) skews the median household income lower for the whole census tract. Middleville’s low levels of participation in public assistance and Commission on Aging food access programs seems to be correlated with the area being higher income and lower percentage of people living in poverty. Furthermore, there is an adequate representation of SNAP eligible retail locations.



Policy Map Demographic Profiles Cont...

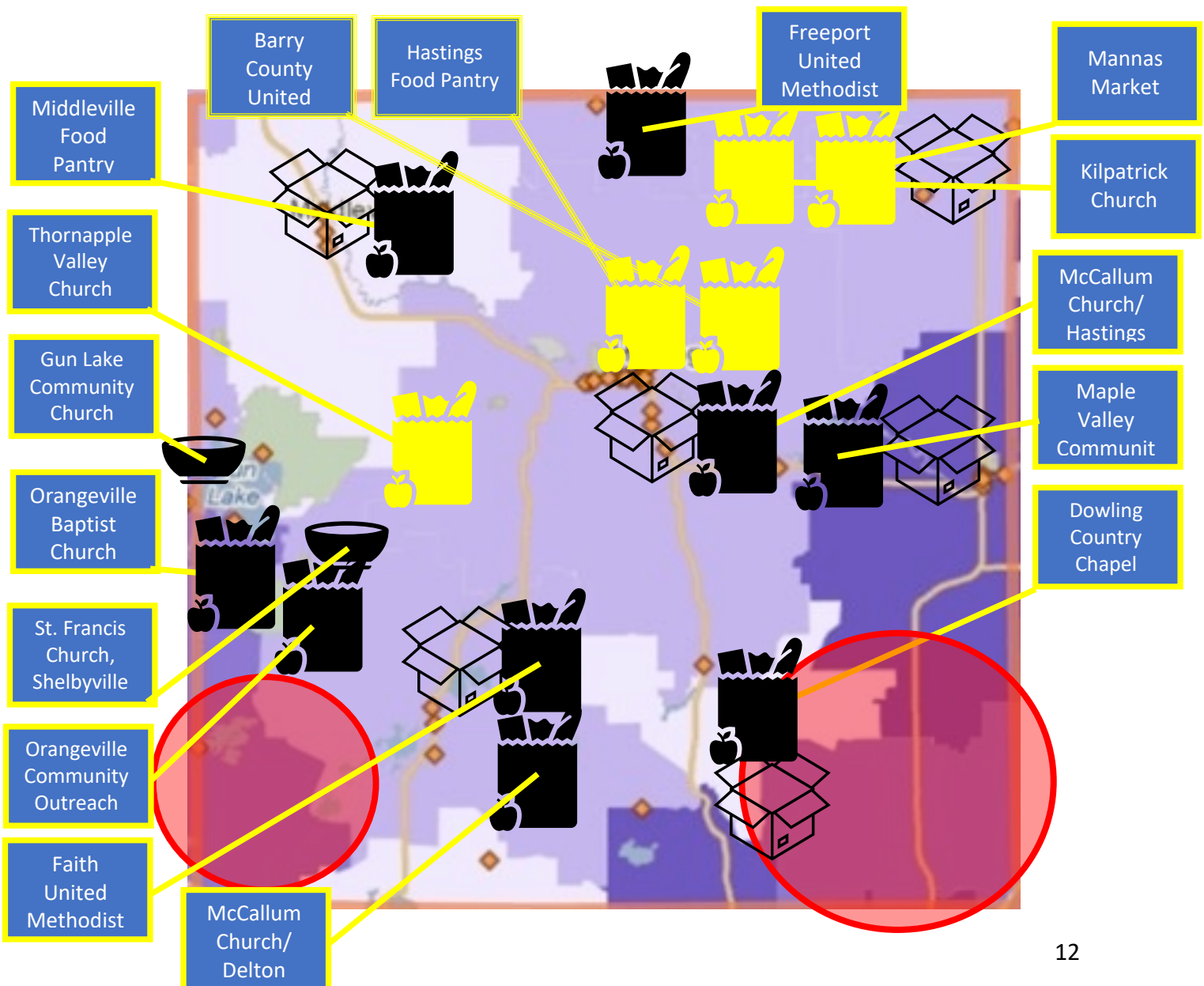
The map below depicts the median age of residents in Barry County by area, of interest to this analysis, median age may have some (though limited) association with participation in the various public assistance or Commission on Aging food access programs (see maps on pages 6 & 7). For example, Assyria area skews older (median age range 45-49) so low participation in WIC may be correlated with older individuals having grown children, however, Assyria area also has very low participation in SNAP, which does not have an age dependent limiting factor like WIC. Woodland area has a slightly higher skewing median age, and has very low participation in WIC however relatively high participation in SNAP, indicating a correlation between median age and participation in WIC & SNAP. Freeport area (zip code 49325) has a median age that skews younger, and appears to have relatively low percentage of people living in poverty, which may explain the higher participation in WIC, but lower participation in SNAP and Commission on Aging food access programs.



Final analysis with Food Resource mapping

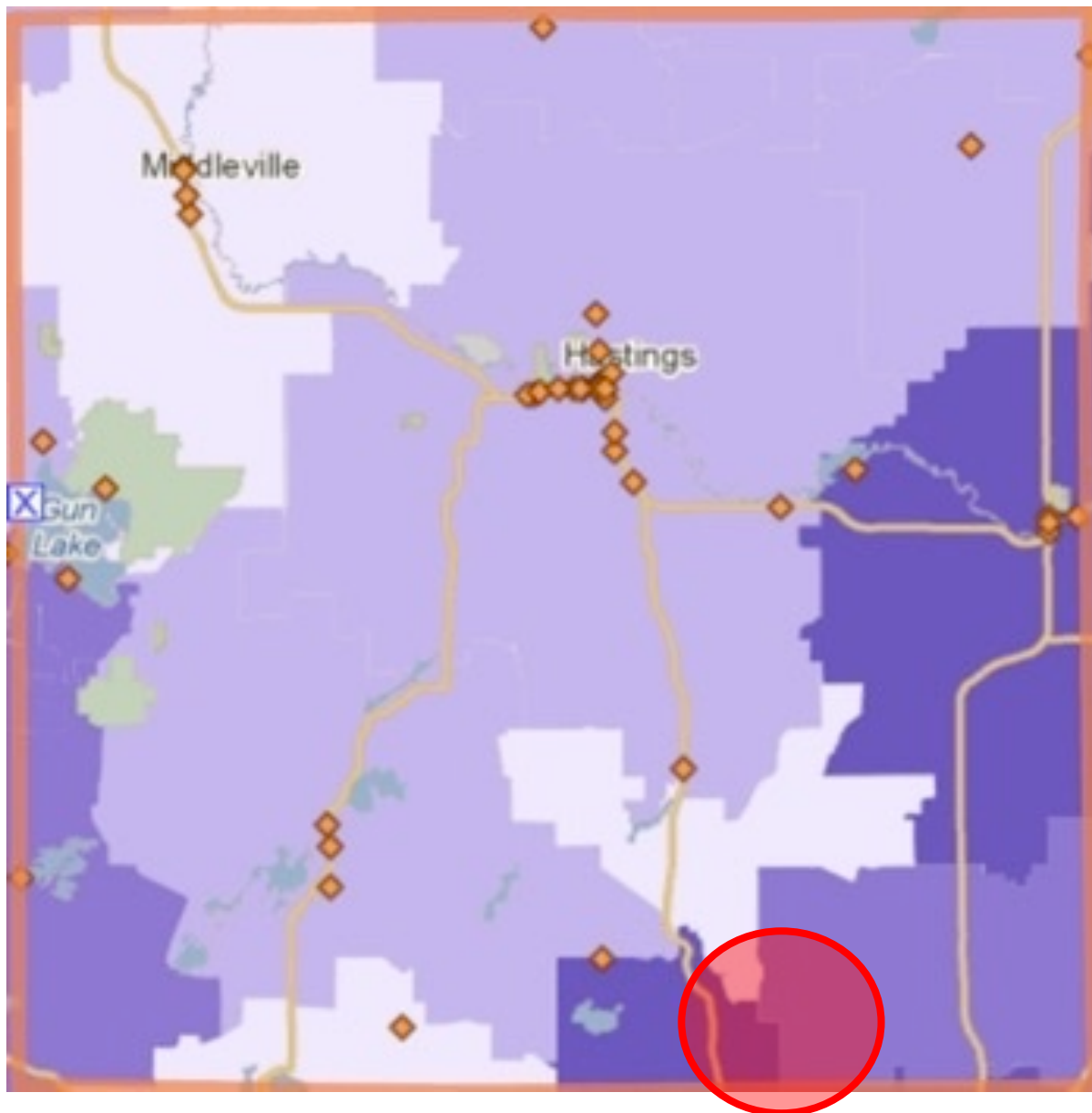
The map below includes percentage of people living in poverty, SNAP eligible retail locations as well as, the current Fresh Food Box distribution sites (box icon; Middleville, Woodland, Hastings, Nashville, Delton and Johnstown) Known free food pantry resources (Black grocery bag icon), the most commonly reported fresh food resources listed by clients on the survey (yellow grocery bag icon) and known free food kitchen resources (Bowl icon).

This landscape analysis offers enough data driven evidence that there are some areas of Barry County MI that have high need (high poverty, lower median household income) and low access (none/very few SNAP eligible retail locations) which include Banfield/Johnstown township area and Assyria area. Confounding this limited access areas are low to very low participation in public assistance programs (SNAP & WIC) and Commission on Aging programs (home delivered meals & congregate dining) (see maps on pages 6 & 7).



Suggested pilot site

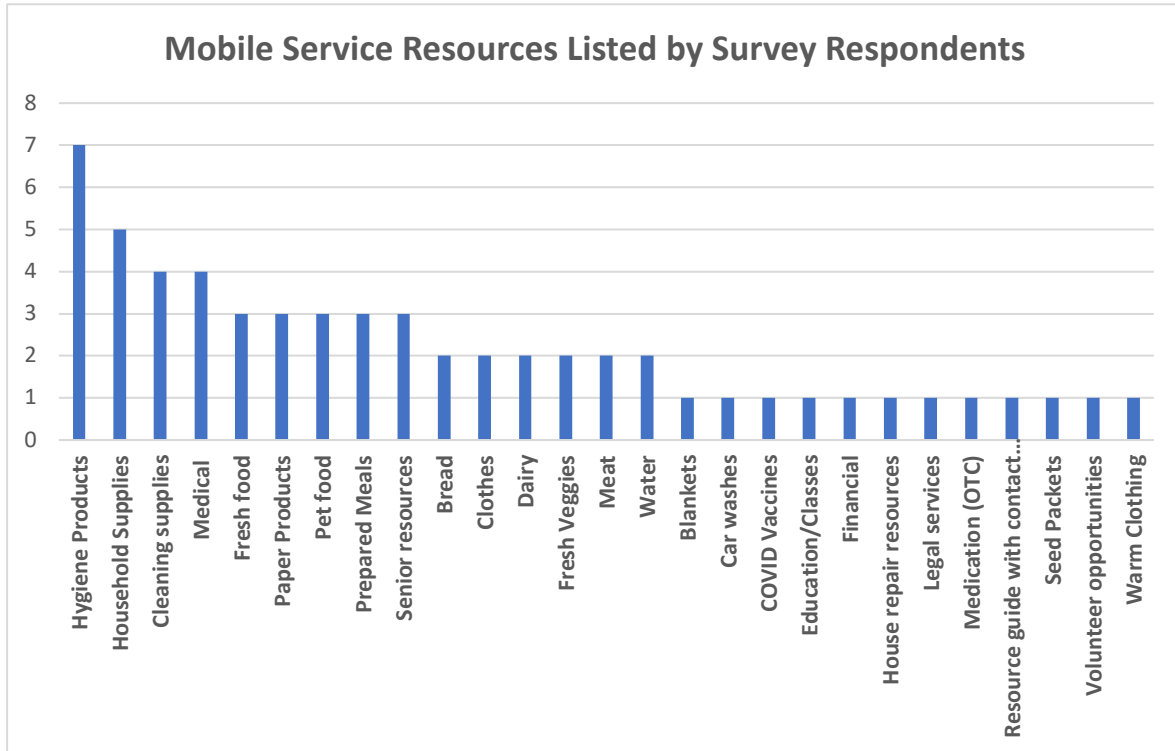
Starting with Johnstown/Banfield area as a pilot site for testing a mobile service unit has benefits because it is already aligned with food distribution efforts through the Fresh Food Box Distribution program, however, it still has much lower access (limited access to SNAP eligible retailers, low to very low participation in public assistance and Commission on Aging food access programs, than other areas with similar levels of need. Once designed, and piloted, the team can expand service to other areas identified (Assyria and Orangeville) using the same community informed process. Another optimal mobile service site to target is Assyria, however, this area may require additional community outreach to identify a suitable location and assure buy in and uptake of the resource.



References

1. Policy Map: <https://www.policymap.com/maps>
2. Data USA Barry county: <https://datausa.io/profile/geo/barry-county-mi#:~:text=The%205%20largest%20ethnic%20groups,and%2099.1%25%20are%20U.S.%20citizens.>
3. Data USA Michigan: <https://datausa.io/profile/geo/michigan>
4. Feeding America: <https://map.feedingamerica.org/>

Appendix A: Specific resources/needs listed by survey respondents



*Question asked: "What other services would be most helpful in a mobile pantry?"

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