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Public Markets at the Urban / Rural Interface



Detroit Eastern Market
Since 1891



Eastern Market
Good Food & conviviality

Not one but many markets. . .



✓ Seasonal Wholesale Market



✓ Year Round Saturday Market



✓ Seasonal Tuesday Market



✓ Year Round Sunday Market 2014

Eastern Market Corporation (EMC)

Non profit manager since 2006



Creating the most inclusive, resilient, and robust regional food hub in the United States.



Food Access

Bad health in places with poor access to good food

A photograph of a community garden in Detroit. In the foreground, there are rows of tall corn plants and other green vegetables. A group of people, including men, women, and children, are gathered in the garden, some looking at the plants. In the background, there are utility poles with power lines and a city skyline, including a prominent building with a pointed top. The sky is overcast.

New Detroit Food System Economic Study Underway!

New Jobs	4,719
Business Taxes	\$19,632,494
Increase earnings	\$124,754,720

Benefits of re-localization

If 20% of Detroit's food economy were localized



Regional Food Systems

Understanding the components



Eastern Market growers

Come from urban, rural, and suburban areas



Community gardening is big in Detroit
From 80 gardens in 2003 to more than 1400 in 2012

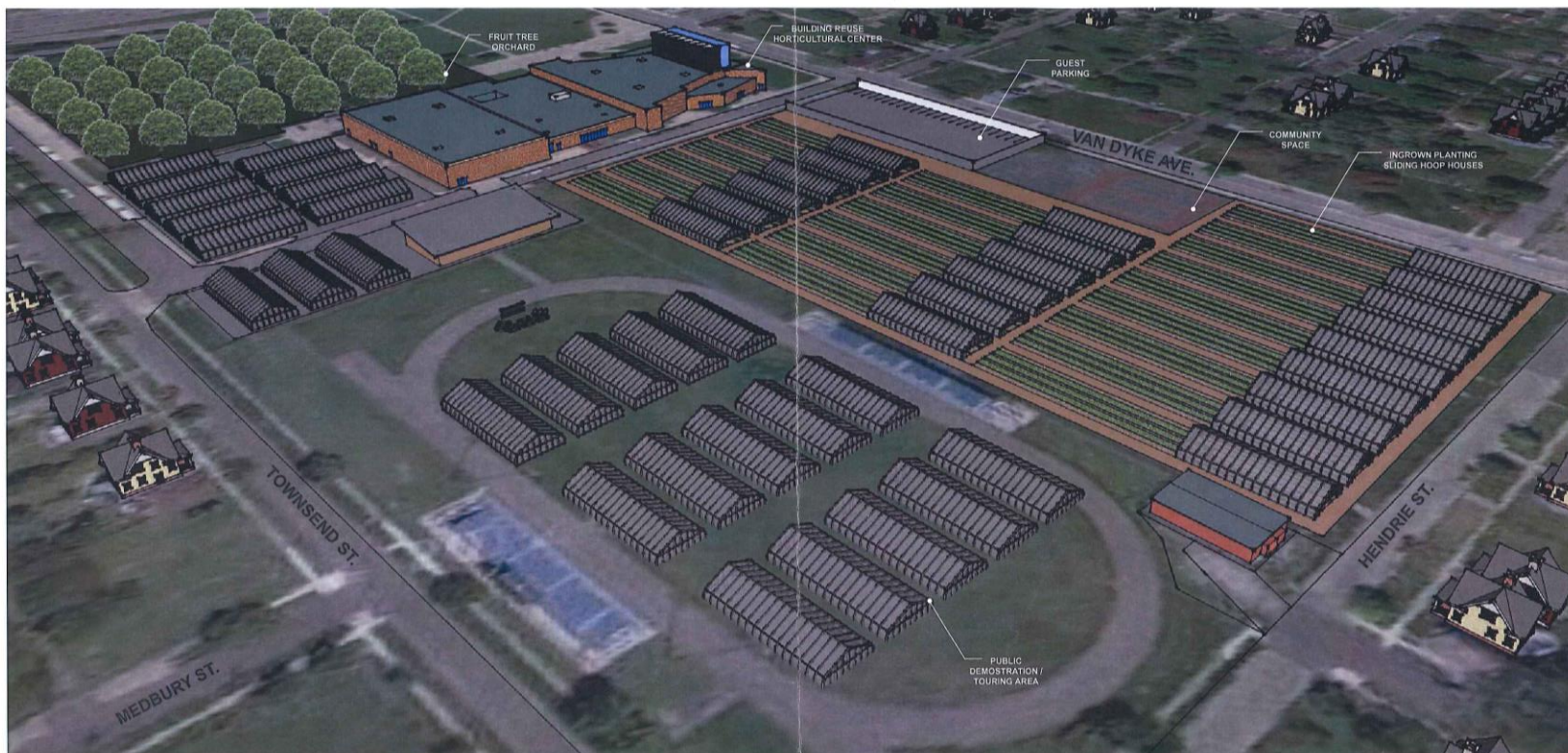


Sellers co-op

Sixty or so of the largest community gardens sell at Eastern Market, other neighborhood markets, and to select restaurants



Detroit Market Garden
Incubating new growers and creating jobs



Aerial View

Architect:



Partners:



Kettering Farm | Feasibility Study

Prepared for:



Detroit Public Schools
Capital Projects Group



Taking Urban Ag to Scale

With a wide variety of solutions



Shed 2

Renovated in 2008 at a cost of \$2.2 million



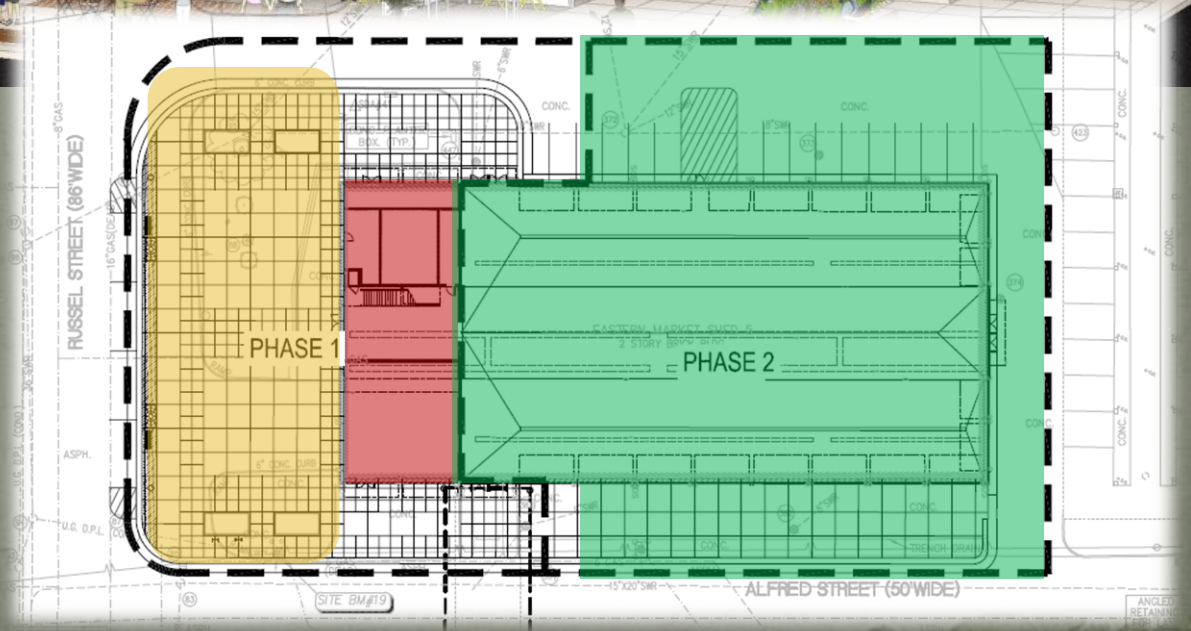
Shed 3

Renovated in 2010 at a cost of \$6.2 million



Shed 5

- ✓ Plant and Flower Center
- ✓ Community Kitchen
- ✓ Shed 5 Plaza





Shared-Use Community Kitchen



Eastern Market Commons Room



FOODLAB DETROIT

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SEARCH OUR SITE:

Join
FoodLab!



FoodLab Detroit 18h
@foodlabdetroit

A short piece on the pop-up



APPLY TO DETROIT KITCHEN CONNECT

2013

Food Venture Pipeline Eight Part Strategy to Scale Success



Vendor Development

Training and grants programs



Nurturing food entrepreneurs



Detroit Food Accelerator

Commissary and vertical systems opportunities



get fresh news
stories & resources via email

Online tools that
make it easy to buy from
local farmers & build
a better food system.

- **Back Office in a Box:** Smarter tools for people and organizations working to increase local food distribution.
- **For Buyers:** Simple online ordering from farms you know and trust.
- **For Farmers:** Access to new markets. More time to focus on production.
- **For Everyone:** A more equitable, transparent and sustainable food system.

sell food
through your hub



Detroit Eastern Market

Delivered to your business every Tuesday.

Elberta, MI

Delivered to your business every Thursday.

Frankfort, MI

Delivered to your business every Saturday.

Skagit County, WA - Institutions

Delivered to your business every Thursday.

Don't see your location on the menu?
Sign up for our email updates to be notified when we launch in your community.

buy food
for your business

buy food
for your home

Virtual food hub

To connect beginning farmers with new customers

Government & NGO's

- MDARD
- DHS
- MEDC
- DEGC
- EMC
- SBTDC
- Work Force Development

Businesses

- Growers
- Processors
- Distributors
- Suppliers



Detroit Food & Ag Network
Regional networking and retention program



Improving Food Access

Even a comprehensive food hub will not solve food access issues for Detroit without outreach programs



Eastern Market Farm Stand
Seasonal Pop Up Produce

DETROIT EASTERN MARKET TUESDAYS



detroitmarkets.org

facebook.com/detroitmarkets

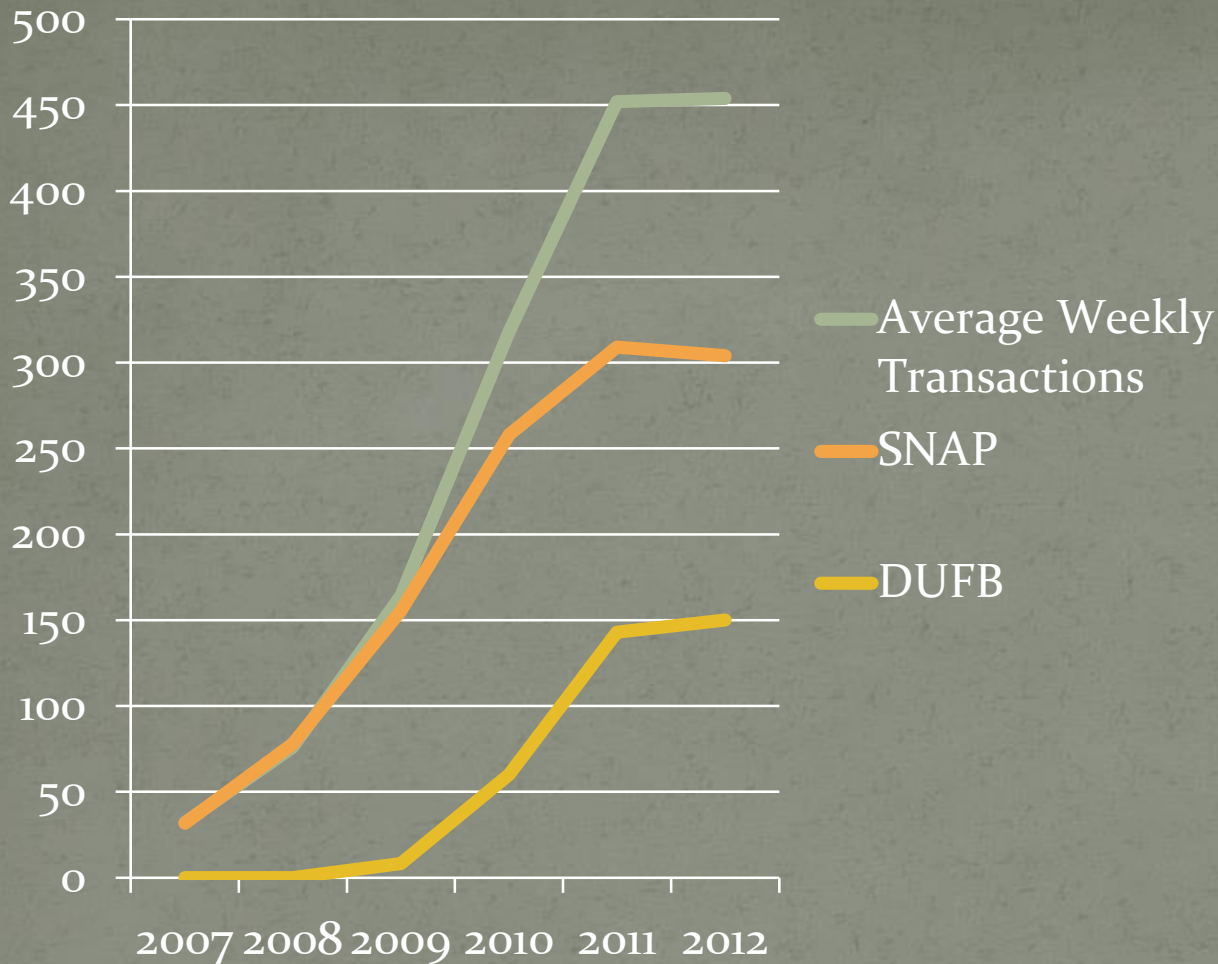
[@detroitmarkets](https://twitter.com/detroitmarkets)

Looking for healthy food in your neighborhood? Visit a Detroit Community Market! These community-based fresh food outlets include farmers' markets, farm stands, mobile trucks, and food box programs. Detroit Community Markets (DCM) give shoppers across the city the chance to buy affordable, fresh, regionally grown, and locally produced food.

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Community markets

Building a network of neighborhood markets and farm stands



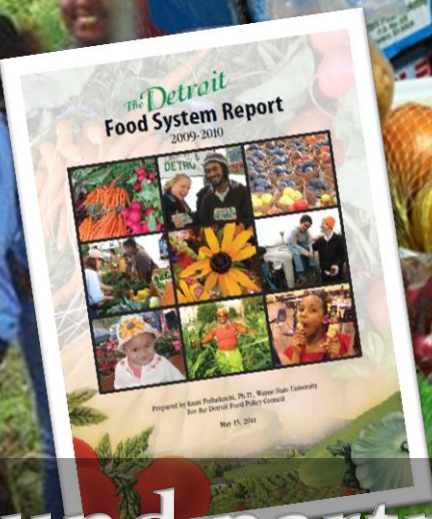
Alternative payment programs
 Encouraging demand for healthy, locally grown food



Education and engagement
From school kids to grandparents



Building profound partnerships



Detroit Eastern Market
Healthy Metropolitan Food Hub



Contact information

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