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
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
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
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
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.

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
Surge in Market Development

More than one flavor
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
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
Dan Carmody / darmacarmody@detroiteasternmarket.com