



HOUSE of REPRESENTATIVES

STATE OF MICHIGAN

Appropriations Requests for Legislatively Directed Spending Items

1. The sponsoring representative's first name:
John
2. The sponsoring representative's last name:
Roth
3. The cosponsoring representatives' names. All cosponsors must be listed. If none, please type 'n/a.' A signed letter from the sponsor approving the co-sponsorship and a signed letter from the member wishing to co-sponsor are required. Attach letters at question #9 below.
n/a
4. Name of the entity that the spending item is intended for:
Michigan Fitness Foundation
5. Physical address of the entity that the spending item is intended for:
2843 Eyde Parkway, East Lansing, MI 48823
6. If there is not a specific recipient, the intended location of the project or activity:
Statewide
7. Name of the representative and the district number where the legislatively directed spending item is located:
Statewide
8. Purpose of the legislatively directed spending item. Please include how it provides a public benefit and why it is an appropriate use of taxpayer funding. Please also demonstrate that the item does not violate Article IV, S 30 of the Michigan Constitution.
 - Michigan Farm to Family: CSA is a community-driven solution to improving nutrition security for families with limited resources while strengthening local food systems. Developed by Michigan Fitness Foundation (MFF), this innovative program increases the purchasing power of households experiencing food insecurity and connects them directly with Michigan farmers through incentivized Community Supported Agriculture (CSA) shares.
 - Unlike traditional CSAs that require full upfront payment, a barrier for many low-

income families, this model allows families to pay just 25% of the weekly cost for a produce box using their Michigan Bridge Card, while the program covers the remaining balance. For example, if a weekly CSA share costs \$20, the family pays only \$5 with SNAP benefits, and the program pays the remaining \$15. This structure improves year-round affordability and access to Michigan-grown fresh fruits and vegetables.

- Michigan Farm to Family: CSA supports both single-farm and multi-farm CSA models. The multi-farm model, often coordinated by nonprofit aggregators or retail partners, allows as many as 30 small-scale farmers to contribute to a single CSA program. This:

- Reduces the administrative burden on individual farmers

- Enhances long-term sustainability through crop specialization and shared resources

- Increases resilience by mitigating risks from weather or harvest variability

- The program benefits the local economy by creating a new revenue stream for family farms and building local food infrastructure. Over four years:

- More than \$1 million has been invested directly into community farms and food systems

- This has generated an estimated \$1.7 million in economic impact statewide

- At full implementation, each CSA—serving on average 30 families over 18 weeks—costs approximately \$12,000, or \$400 per family, to deliver about 325 lbs of fresh food per household

- Community host sites expand their capacity to serve low-income residents by offering a tangible solution that addresses food insecurity, nutrition, and community well-being.

These trusted organizations help build lasting relationships and ensure the CSA program reflects local needs and strengths.

9. Attach documents here if needed:

Attachments added to the end of this file.

10. The amount of state funding requested for the legislatively directed spending item.

500000

11. Has the legislatively directed spending item previously received any of the following types of funding? Check all that apply.

["State","Private"]

12. Please select one of the following groups that describes the entity requesting the legislatively directed spending item:

Non-profit organization

13. For a non-profit organization, has the organization been operating within Michigan for the preceding 36 months?

Yes

14. For a non-profit organization, has the entity had a physical office within Michigan for the preceding 12 months?

Yes

15. For a non-profit organization, does the organization have a board of directors?

Yes

16. For a non-profit organization, list all the active members on the organization's board of directors and any other officers. If this question is not applicable, please type 'n/a.'

- Chair, Peaches McCahill - Honorary Chair, Debbie Dingell - Maria Adams-Lawton - Wayman Britt - Willie Burton - Geraldine Jackson - Vincent Kirkwood - Elizabeth Kutter - Brigitte LaPointe - Brian McGrain - Megan Uphoff

17. "I certify that neither the sponsoring representative nor the sponsoring representative's staff or immediate family has a direct or indirect pecuniary interest in the legislatively directed spending item."

Yes, this is correct

18. Anticipated start and end dates for the legislatively directed spending item:

October 2025-September 2026

19. "I hereby certify that all information provided in this request is true and accurate."

Yes

STAKEHOLDER BUDGET REQUEST 2025

| | | | | | |
|--|---|--|-----------|----------------|---------------|
| PROJECT TITLE: | Michigan Fitness Foundation – Michigan Farm to Family CSA | | | | |
| FIRM: | Obsidian Advocacy Group | | | | |
| FIRM CONTACT: | Tyrone D. Sanders Jr., Esq., Managing Director, Obsidian Advocacy Group, tyrone@obsidianadvocacy.com, (248) 790-5620 Alex Houseman, Associate Lobbyist, Obsidian Advocacy Group, alex@obsidianadvocacy.com , (517) 449-7340 | | | | |
| RECIPIENT ORGANIZATION AND ADDRESS | Michigan Fitness Foundation 2843 Eyde Parkway East Lansing, MI 48823 | | | | |
| ORGANIZATION CONTACT INFO | Amy Ghannam, President & CEO, aghannam@michiganfitness.org , 517-908-3802 | | | | |
| AMOUNT REQUESTED: | \$500,000 | | | | |
| PREVIOUS APPROPRIATION: | \$500,000 Enhancement Grant in FY 2024 budget | | | | |
| CURRENT BUDGET: | | | | | |
| INTENDED BUDGET: | MDARD, DHHS, Enhancement Grant | | | | |
| | ONE-TIME | | | ONGOING | |
| SPONSORSHIP: | | | | | |
| INTEREST: (INTERNAL USE ONLY) | YES | | NO | | UNSURE |
| NOTES/INFORMATION: | | | | | |
| Nonprofit Organization | | | | | |
| Legislative Districts of Farms providing CSAs and/or CSA pick-up sites | | | | | |
| <ul style="list-style-type: none"> Rep. Emily Dievendorf Rep. Morgan Freeman Rep. Kimberly Edwards Rep. Laurie Pohutsky Rep. Tyrone Carter Rep. Nancy DeBoer Rep. Cynthia R. Neeley Rep. Phil Skaggs Rep. Kristian Grant Rep. Karl Bohnak Rep. Julie M. Rogers Rep. Greg Markkanen Rep. Ken Borton Rep. John Roth Rep. Jay DeBoyer Rep. Mark Tisdell Rep. Jason Morgan Rep. John Fitzgerald Rep. Joe Tate | | | | | |
| Continued funding of program will expand to additional legislative districts: | | | | | |
| <ul style="list-style-type: none"> Rep. Tom Kunse Rep. Brenda Carter | | | | | |

- Rep. Will Snyder
- Rep. Stephanie Young
- Rep. Veronica Paiz
- Rep. Natalie Price

PROJECT PURPOSE/DESCRIPTION OF PROJECT

Supporting Nutrition Security and Michigan's Agricultural Economy

Michigan Farm to Family: CSA is a community-driven solution to improving nutrition security for families with limited resources while strengthening local food systems. Developed by Michigan Fitness Foundation (MFF), this innovative program increases the purchasing power of households experiencing food insecurity and connects them directly with Michigan farmers through incentivized Community Supported Agriculture (CSA) shares.

Unlike traditional CSAs that require full upfront payment, a barrier for many low-income families, this model allows families to pay just 25% of the weekly cost for a produce box using their Michigan Bridge Card, while the program covers the remaining balance. For example, if a weekly CSA share costs \$20, the family pays only \$5 with SNAP benefits, and the program pays the remaining \$15. This structure improves year-round affordability and access to Michigan-grown fresh fruits and vegetables.

Launched as a pilot in 2019, Michigan Farm to Family: CSA demonstrated success in improving food access and economic opportunity. Building on that success, MFF secured a \$500,000 grant from the USDA's National Institute of Food and Agriculture (NIFA) as a nutrition incentive program, requiring a one-to-one local funding match. The State of Michigan met that match with a generous \$500,000 Enhancement Grant in FY 2024, enabling the program to scale and reach more families and farms across the state.

As we prepare for the 2025 season, continued state support is critical. Federal funding opportunities remain under review, and state investment ensures this impactful program can continue without interruption. If federal funds become available, state dollars will serve as the required match; if not, they will directly sustain operations and expansion.

By leveraging state funds to increase access to healthy food and support Michigan farms, the program yields a double benefit: healthier families and stronger local economies. Regional CSA partnerships planned for 2025 include:

- Antrim: Providence Organic Farm
- Genesee: Flint Fresh
- Houghton: Ghost House Farm, North Harvest CSA, Whispering Wild Market Farm
- Ingham: Allen Neighborhood Center
- Kalamazoo: Long Valley Farm
- Kent: Crisp Country Acres at United Church Outreach Ministries, Green Wagon, and Stillwind Farm
- Lake County: Tiki Hut Farm Market
- Marquette: Partridge Creek Farm and Lakeshore Dept
- Missaukee: Penny's Patch and Pasture
- Monroe: SharKar Farm at Downtown Rochester Farmers Market
- Muskegon: McLaughlin Urban Farm at Trinity Health – Muskegon
- Oakland: The Farm at Trinity Health – Oakland

- Ottawa: Crisp Country Acres and Eighth Day Farm
- St. Clair: SharKar Farm
- Washtenaw: The Farm at Trinity Health – Ann Arbor and Argus Farm Stop
- Wayne: Deeply Rooted Produce, Detroit Produce Club, and Saturday Market Produce Farmers at Eastern Market
- Wexford: Forest and Farm, LLC

DESCRIPTION OF PROJECT'S PUBLIC BENEFIT

Strengthening Food Security, Supporting Farmers, and Building Community Infrastructure

Since its pilot, Michigan Farm to Family: CSA has grown into an effective strategy to increase food access, strengthen local agriculture, and build capacity in communities across the state.

1. Improved Food Access

The program makes fresh, locally grown produce more accessible to households using Michigan Bridge Cards, with more than 20,000 CSA shares distributed to date. Participating CSAs have offered home delivery and community-based pick-up locations—including farmers markets, senior centers, affordable housing, healthcare clinics, and service agencies—reducing transportation barriers and improving convenience for families facing food insecurity. With continued support, the program will provide 2,500 families in at least 17 communities with nutritious food at a low cost.

2. Flexible and Scalable CSA Models

Michigan Farm to Family: CSA supports both single-farm and multi-farm CSA models. The multi-farm model, often coordinated by nonprofit aggregators or retail partners, allows as many as 30 small-scale farmers to contribute to a single CSA program. This:

- Reduces the administrative burden on individual farmers
- Enhances long-term sustainability through crop specialization and shared resources
- Increases resilience by mitigating risks from weather or harvest variability

These collaborative models allow farmers to focus on growing while expanding reach and impact.

3. Integrated Nutrition Education

In partnership with SNAP-Ed at Michigan Fitness Foundation, the program integrates nutrition education and incentives to promote behavior change and long-term impact. The Food Navigator Program, a partnership between six SNAP-Ed grantees and five CSAs, equips families with practical knowledge and skills to:

- Cook, store, and enjoy the produce they receive
- Try new foods and reduce waste
- Build lasting confidence in healthy food choices

Food Navigators also serve as trusted community connections, raising awareness and boosting participation in the CSA program.

4. Economic and Community Impact

The program benefits the local economy by creating a new revenue stream for family farms and building local food infrastructure. Across four years:

- More than \$1 million has been invested directly into community farms and food systems
- This has generated an estimated \$1.7 million in economic impact statewide
- At full implementation, each CSA—serving on average 30 families over 18 weeks—costs approximately \$12,000, or \$400 per family, to deliver about 325 lbs of fresh food per household

5. Support for Community Organizations

Community host sites expand their capacity to serve low-income residents by offering a tangible solution that addresses food insecurity, nutrition, and community well-being. These trusted organizations help build lasting relationships and ensure the CSA program reflects local needs and strengths.

At a Glance: Program Benefits

- Food Access: Enables families using SNAP to access affordable CSA shares
- Family Farms: Expands customer base and income opportunities for small farmers
- Economic Impact: \$1 million in local food spending translates to \$1.7 million in total economic benefit
- Nutrition Education: Empowers families to make healthy food choices and reduce waste
- Community Capacity: Strengthens the role of local organizations as hubs for food access and engagement

| EXPENSE CATEGORY | AMOUNT |
|--|-----------|
| Supplies: CSA Food Shares for SNAP participants | \$270,000 |
| Supplies: CSA Host Site program supplies and travel to host sites | \$4,885 |
| General Admin Costs Necessary to Implement the Project (staff costs, etc.) | \$141,000 |
| Other: Federal Negotiated Indirect Cost Rate Agreement (NICRA) with USDA | \$84,115 |
| | |
| | |
| TOTAL | \$500,000 |



Statewide Impact of Michigan Farm to Family: CSA – Increasing Access to Fresh, Local Foods for Michigan Households

Michigan Farm to Family: CSA uses a modified Community Supported Agriculture (CSA) model to make local, fresh fruits and vegetables more accessible for Michigan households, while supporting local farmers and strengthening the state's food system.

Thanks to over **\$1.5 million** in state and federal funding, the program will provide over **1.5 million lbs. of fresh produce** to Michigan households across **25+ communities**.

SNAP shoppers use their EBT cards to pay 25% of a weekly CSA box, and the program covers the remaining 75%. For example, a \$20 box costs a SNAP shopper only \$5.

- Over **1,774 unique SNAP shoppers** have purchased over **21,000 weekly CSA shares**.
- **\$973,876** has been reimbursed to farmers.
- **\$324,625** in SNAP benefits have been used to purchase incentivized CSA shares.

The [GusNIP NTAE Nutrition Incentive Economic Impact Calculator](#) is a tool that estimates the economic impact of a nutrition incentive project using geographically tailored measures by state.

- Since its inception, Michigan Farm to Family: CSA has contributed **\$1,655,589** to Michigan's statewide economy according to calculator projections.

Launched in 2019, Michigan Farm to Family: CSA continues to increase nutrition security for Michiganders.

- Michigan Farm to Family: CSA has partnered with over **27 local CSAs** statewide, including farmers with traditional CSAs and broader community organizations like food pantries, farm stops, health systems, and food hubs.

With additional federal COVID Rescue and Recovery funding awarded in 2021, the program covers a \$10 delivery incentive to help households facing transportation barriers.

- More than **250 households** have benefited from having their CSA box delivered.

Repeat participation reflects the program's success in making local, fresh food more accessible, underscoring the role of the program in fostering ongoing community commitment to healthy eating habits and supporting local agriculture.

- **473 SNAP shoppers** who purchased a share during the first three years of the program have returned to purchase additional CSA shares in subsequent years.

One program delivery model supports local organizations as aggregators for multi-farm CSAs, shifting administrative responsibilities to non-profits and retailers and allowing farmers to focus on what they do best: growing food. It fosters partnerships among farmers, enhances sustainability of their operations, and helps to mitigate risks from unpredictable growing seasons.

- Michigan Farm to Family: CSA works with **7 local aggregators** to provide multi-farm CSA options to SNAP shoppers, simplifying their efforts to support multiple local farmers through a single CSA membership and broadening the variety of foods and flavors in weekly boxes.

Another USDA program, SNAP-Ed, provides CSA members with customized resources and nutrition education opportunities such as information about less-familiar produce, food safety and food storage tips, food demonstrations and tastings, and recipes.

- **11 CSAs** have partnered with **seven SNAP-Ed at MFF** grantees to offer locally customized SNAP-Ed nutrition education opportunities.

The program directly contributes to a USDA goal of increasing the purchase of fruits and vegetables by low-income consumers participating in SNAP.

- **31%** of SNAP shoppers buying incentivized shares reported an increase in fruit consumption and **47%** reported an increase in vegetable consumption.

Voices from the program

"Receiving our weekly farm box helped my two-year-old daughter learn about new produce! We open it together as a "surprise" and we name all the items and then quiz her afterwards."

~ Michigan Farm to Family: CSA Member, Argus Farm Stop, Ann Arbor

"I will do anything I can to make sure everyone can get the beautiful, fresh food from our farm, it's not just for people with lots of money."

~ CSA Farmer, Providence Organic Farm, Central Lake

"All of us here at UCOM are overjoyed to see such great access to good local food for our neighbors while supporting local farmers."

~ Executive Director, United Christian Outreach Ministry (UCOM), Wyoming

"It brings joy to me because I can't afford produce all the time. I mean, I'd love to, but I don't. It's hard to go and buy a bag of carrots or celery or whatever and not look at the price and say 'oh, I can't do that today.'

Without this program I don't know if I would even eat a vegetable. And that's being honest."

~ CSA Customer Interview Participant, #4

"...one lady had come back and said, you know, I'm really thankful that you put those things [plain language, highly visual materials] in the box because I would have never asked for it before...You know, they were really simple, easy instructions that I was able to follow along and you know, now I'm not afraid to cut into a butternut squash or I'm not afraid to cut into an acorn squash."

~ End of Season SNAP-Ed Nutrition Educator Focus Group Participant, #2

Learn more about how Michigan Farm to Family: CSA is transforming local food access in Michigan at <https://michiganfitness.org/food/mi-farm-to-family>.