



# Who am I and why am I here?

Relationships are my specialty and curiosity drives my practice.

- He/Him
- Sales Manager - Marrow Detroit Provisions
- Value Chain Coordinator



# Who are you and why are you here?

Let's take a few moments to baseline and make sure we're on the same page about a few things.

- Where are you located?
- Do you currently conduct B2B sales?
- What kinds of challenges are you facing, in regards to sales?



# Flexible Agenda

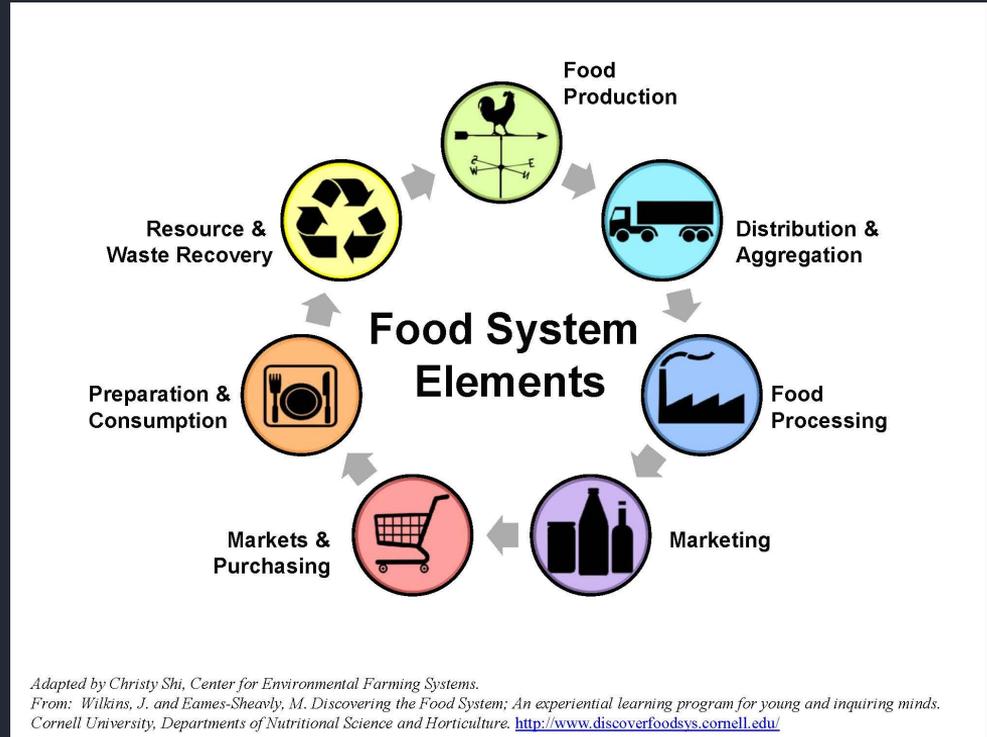


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# What is a Value Chain?

“The soft infrastructure, in the form of skills, competencies and relationships” that enable individuals, organizations, and businesses to access and utilize the hard infrastructure within their communities and regions.



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# Value Chain vs. Supply Chain

## Infrastructure VS. People Power

Understanding for access



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In a healthy food system, value chains rely on **shared values** and relationships to connect people with the resources they lack. often access to the supply chain.

Conventional supply chains favor large businesses under the assumption that scale offers increased efficiency and lower costs - which it often does.

# Wholesalers - Aggregation as a Value Addition

## Markets

- Eastern Market Commercial
- Local farmer direct
- Detroit Produce Terminal
  - 10 house co-op
- Eastern Market Shed 7
- The value chain at work



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# Distributors - Transportation (the ballgame)

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## National/Broadline

- Retail
  - Sysco, UNFI, US Foods, etc
- Foodservice
  - GFS, Sysco, Continental, etc

## Regional/Specialty

- Retail
  - Rocky's, Abro, Riggio, etc
- Foodservice
  - Del Bene, Frog Holler, La Grasso, etc



# Wholesale Purchasers - Merchandising as Value Add

## Retail

- Grocery Stores
- Food Banks

## Foodservice

- Restaurants
- Institutions
- Caterers/Private Chefs
- Food Trucks



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# Michigan's Local Food Value Chain Coordinators

- Food Hubs
- Aggregators
- Distributors
- Non-Profits
- Local Governments
- Extensions
- Individuals



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# Alternative Models

- Farms Stops
  - Under a consignment model, farmers own the produce, set the price, and keep a high percentage of the sale
- Delivery Models
  - For profit aggregators
  - Food Hub programs
- Community Supported Ag (CSA)
- Farm Collaborations



# A Bevy of Value Aligned Partners



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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION



Michigan CSA NETWORK

# You are the value chain!

Get out into the marketplace and start building relationships.

- Talk to grocers
- Eat at restaurants - and then call them
- Float ideas in your community
- Share resources
- RINSE & REPEAT



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# References and Resources

- [The Wallace Center - Value Chain Coordination Quicksheets](#)
- [For the Love of the Chip - VA Extension](#)
- [TLD - Wholesale Marketing Series](#)
- [Grown in Detroit](#)
- [Argus Farm Stop Educational Resources](#)



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