



BRINGING LOCAL MEAT INTO THE GOOD FOOD DIALOGUE

2016 Michigan Good Food Summit

MICHIGAN STATE
UNIVERSITY

Center for
Regional Food Systems

MICHIGAN MEAT NETWORK

A business-to-business network for livestock producers, meat processors, and food service professionals. Aim is to build markets and value chain connections for local and regional meat in Michigan.



MICHIGAN MEAT NETWORK

A promotional graphic for the Michigan Meat Network. The background is a close-up of raw meat. The text is centered and reads: "MICHIGAN MEAT NETWORK". Below this, there are two small images: one showing people in a kitchen and another showing a group of people outdoors. The text continues: "A statewide network for livestock producers, meat processors, distributors, buyers, and food service professionals looking to make business connections, find answers, and build viable markets for local and regional meat in Michigan." Below this is a call to action: "Join the Michigan Meat Network today!" followed by a list of bullet points: "Meet prospective business partners", "Investigate new markets", "Overcome business challenges", and "Compare ideas and share knowledge". Below the list is the registration information: "Register now at foodsystems.msu.edu/our-work/michigan_meat_network". Below that is the slogan: "Michigan Meat is Good Food!". At the bottom, there is a small paragraph: "We aim to improve business communication, support strategic alliances between farms, processors, and supply-chain partners, improve viability for Michigan's livestock producers and processors, and help meet demand for local and regional meat. We encourage individuals, businesses, and organizations to take advantage of all Network offerings: including our Google groups, digital resources, educational programming, network events, and more!". At the very bottom, there is the logo for Michigan State University and the text: "Center for Regional Food Systems" and the URL: "foodsystems.msu.edu/our-work/michigan_meat_network".

**MICHIGAN
MEAT
NETWORK**



A statewide network for livestock producers, meat processors, distributors, buyers, and food service professionals looking to make business connections, find answers, and build viable markets for local and regional meat in Michigan.

Join the Michigan Meat Network today!

- Meet prospective business partners
- Investigate new markets
- Overcome business challenges
- Compare ideas and share knowledge

Register now at foodsystems.msu.edu/our-work/michigan_meat_network

Michigan Meat is Good Food!

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The Network:

- Convenes tours and networking activities
- Facilitates value chain connections
- Generates applied research through the Livestock Work Group
- Supports business viability for Michigan farmers and food businesses

PANELISTS



Ted Vaughn
Tolman's Wholesale Meats



Denny Heffron
Heffron Farms



Grant Fletcher
Bronson Methodist Hospital