

SARE: Advancing the Frontier of Sustainable Agriculture in...

Michigan

Project Highlight: *Developing Michigan's Local, Pasture-Based, Beef Production System*

Whether it's on dinner tables, in restaurants, in schools or at markets, consumers are seeking more local food. In 2010, the Traverse Bay Economic Development Corporation and Michigan Good Food Charter set a goal to source 20 percent of the food for the Traverse City area within a 100-mile radius by 2020. When Michigan State University's Jason Rowntree read that the meat portion of the plan was to be pasture-based if possible, he was inspired.

Rowntree set off to develop a local, pasture-based beef production system for Northwest Michigan. In 2012, he received a SARE grant to connect area beef producers, processors, distributors and retailers to meet Traverse City's

20 percent local-food benchmark. Rowntree's plan included identifying producers to participate in a value chain project called the Grand Vision Grass-fed Certification Program (GVGC), and after three years of participating in the GVGC program, seven producers are now producing grass-fed beef at scale and earning price premiums of 25 percent above the market rate. They also hosted seven pasture walks/field days attended by over 200 people in total, advancing their knowledge of grass-fed beef.

For more information on this project, see www.sare.org/projects, and search for project number LNC12-345.

SARE in Michigan

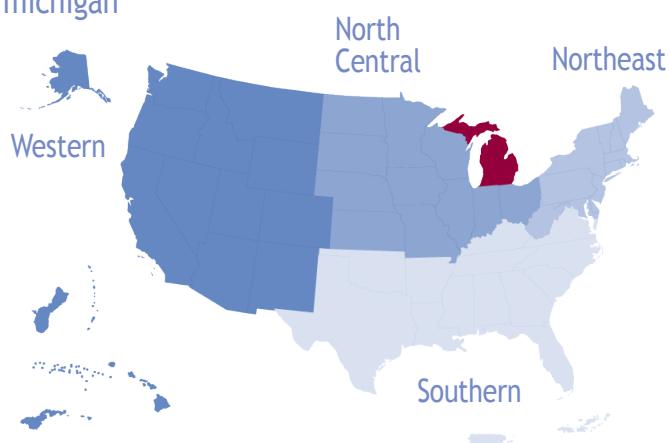
www.northcentsare.org/michigan

\$7 million in total funding

266 grant projects

(since 1988)

For a complete list of grant projects state by state, go to
www.sare.org/state-summaries



SARE's four regional programs and outreach office work to advance sustainable innovations to the whole of American agriculture.

What is SARE?

Since 1988, the Sustainable Agriculture Research & Education (SARE) program has been the go-to USDA grants and outreach program for farmers, ranchers, researchers and educators who want to develop innovations that improve farm profitability, protect water and land, and revitalize communities. To date, SARE has awarded over \$287 million to more than 7,000 initiatives.

SARE is grassroots with far-reaching impact

Four regional councils of expert practitioners set priorities and make grants in every state and island protectorate.

SARE communicates results

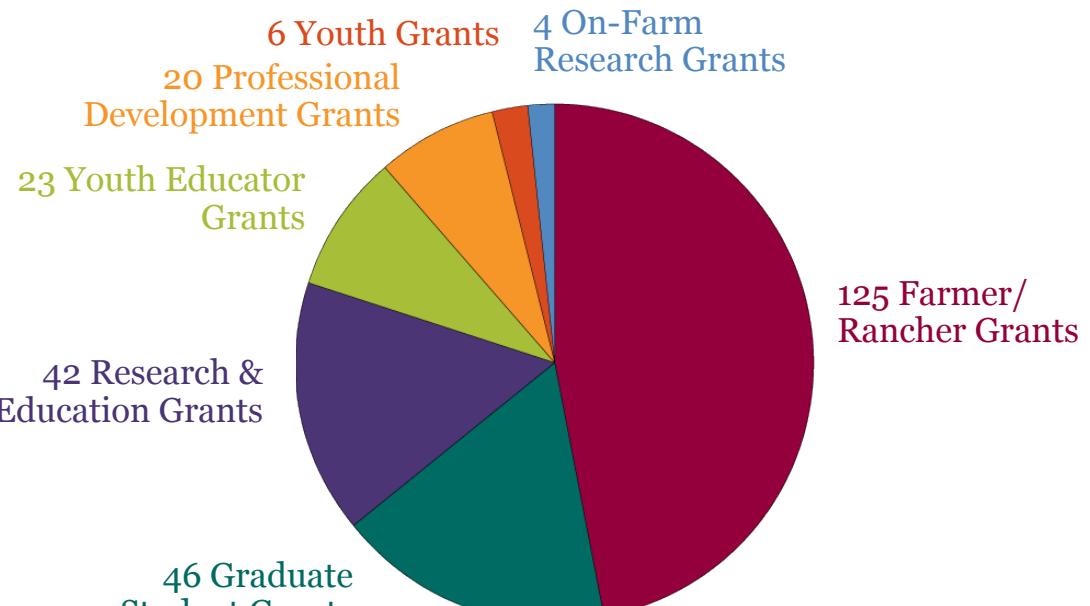
SARE shares project results by requiring grantees to conduct outreach and grower engagement; and by maintaining the SARE Learning Center—a library of practical publications, grantee-produced information products and other educational materials.



www.Sare.org

SARE Grants in Michigan

SARE has awarded a total of **266 grants** in Michigan since 1988



SARE's Impact



53 percent of producers report using a new production technique after reading a SARE publication.

79 percent of producers said they improved soil quality through their SARE project.

64 percent of producers said their SARE project helped them achieve higher sales.

Contact Your SARE State Coordinator

SARE sustainable ag coordinators run state-level educational programs for Extension and other ag professionals, and many help grant applicants and recipients with planning and outreach. Visit www.northcentsare.org/michigan to learn more.

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For detailed information on SARE projects, go to
www.SARE.org