



House Agriculture Committee
March 25, 2009

Christine Lietzau
Michigan Department of Agriculture
Select Michigan Program Manager

Select Michigan Program Purpose



Increase consumer awareness, purchases & consumption of Michigan food and agriculture products

Select Michigan Program Goals

- Anchor food and agriculture production in MI
- Secure market share for MI Food & Ag products
- Keep our Food & Ag dollars within the local economy/Michigan
- Increase health of Michigan citizens
- Provide access to MI food in urban communities
- Increase farmer family income
- Revitalize local communities
- Protect the environment/preserve farmland

Select Michigan Brand






Consistent Program Message

Select Michigan Apples.

*They're Good for you,
Our Growers & Our
Local Economy.*

*It's Fresher When It's
Local*



In-Store Radio – Spartan Stores

- ◆ 30 second message for **ALL** in season Michigan products at their entire chain.
- ◆ Estimated total radio impact over **1 million** public service announcements.
- ◆ Annual contract is offered at **50%** savings to Select Michigan and other Michigan companies promoting Michigan products.
- ◆ Produce Managers say, “we *sold out of produce faster*” with radio support.

In-Store Events

Store Events = Profit

Analysis of a demo store over non demo store:

- **58%** increase in fresh asparagus sales
- Represents over a **\$10,000** increase at the retail level and
- Approximately **\$5,000** more in farm gate value from just a single in-store demo.

Peaches

Select Michigan Peaches Averaged
\$.61 per pound in 2008

Non Select Michigan Peaches
Averaged \$.49 per pound in 2008

Select Michigan Peaches enjoyed a
price premium of almost **\$.12** per
pound or almost a **20%** increase.

2008

Special Market/Pavilion Results

- **April 28-29, Associated Food & Petroleum Dealers Show; Select Michigan Pavilion**
9 Vendors, 110 contacts/leads with 60% reporting increases in sales
- **July 24, Buy Fresh-Buy Local Farmers Market, State Capitol**
52 Booths, Total Sales: \$26,184.22 Average Sales: \$ 818.26
- **August 22, Henry Ford Hospital, Detroit**
19 Vendors, Average Sales: \$934 per vendor 245% increase in sales over 2007.
- **September 24, Select Michigan Day Farmers Market, State Capitol**
65 Booths, Total Sales: \$55,569.00 Average Sales: \$ 1,208.02
65% increase in sales over 2007.
