



WEST MICHIGAN FOOD PROCESSING ASSOCIATION

Holistic • Supportive • Catalyst for Growth

FOOD PROCESSING INITIATIVE GOAL

Fully implement an organization to expand the food processing sector in West Michigan that is holistic, supportive, and a catalyst for sustainable economic growth and job creation in the 21st Century.

VISION FOR GROWTH

There is a strong base of agricultural and food processing related activity throughout Michigan and West Michigan to include location and establishment of food processing operations, education training, and product development and incubation. What is missing according to many in the industry is a holistic view of the sector to include alignment and integration of synergistic strategies and opportunities. In an era of limited local, state, and federal government resources, the principal objective of the West Michigan Food Processing Association is to work with the food processing sector along with regional community leaders, educators, and economic developers to expand the food processing industry resulting in the creation of new jobs and sustainable economic growth in the West Michigan region in the 21st Century.

WHY MUSKEGON AND WEST MICHIGAN?

- Strategic access to prime fruit and vegetable growers for clean label and healthy food processing
- Access to underutilized waste water treatment capacity
- Michigan's fresh water capacity
- Growing incubation and pilot manufacturing infrastructure
- Collaborative opportunities with leading agricultural and food processing experts including sustainable packaging and waste reduction
- Logistic and distribution attributes with access to global markets
- Michigan's growing renewable energy sector and abundant natural gas supply

FUTURE FOOD²¹ SIX PILLARS OF FOCUS

INFRASTRUCTURE	EDUCATION/ TRAINING	PRODUCT DEVELOPMENT INCUBATOR	LOGISTICS PORT OF MUSKEGON EXPANSION	FUTURE FOOD	SUSTAINABILITY
<ul style="list-style-type: none">• Identify potential developers to establish shovel ready food processing facilities and supporting infrastructure• Identify industrial processing locations-existing or potential• Identify and link supply chain with infrastructure needs• Identify target industries with focus on those who now or plan to expand and export with focus to Asia	<ul style="list-style-type: none">• Link education partners including MSU, and others• Identify labor pool needs• Build food processing education curriculum with customization options as target industry sectors identified	<ul style="list-style-type: none">• Support the FARM Incubator and Research Center• Link existing "kitchens" in Muskegon and other locations in region for product development• Support collaboration with Baker Culinary and others to locate chef restaurant incubator for graduating chefs (e.g. Pittsburgh Small Galley)	<ul style="list-style-type: none">• Support launch of Cross Lake Shipping service for new market development• Increase rail and shipping capacity for supply chain to regional food processing cluster• Support expansion of food hub and distribution network in West Michigan	<ul style="list-style-type: none">• Align with medical and dietary practitioners to link healthy food need with processors• Use social media strategies to promote awareness of topic• Organize and host informational seminars about future food trends and impacts	<ul style="list-style-type: none">• Align with key energy experts to create awareness within sector to generate energy savings and efficiency• Complete due diligence about the impact of energy on food processing sector• Organize and host informational seminars about energy topics• Align with sustainability experts on waste reduction and packaging including MSU School of Packaging



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FARMERS

Abundant produce

*Increased distribution
New markets
Increased sales*



FOOD PROCESSING

Technical expertise

*Shovel-ready facilities
Skilled workers*



HIGHER EDUCATION

Curriculum expertise

*New programs to attract
new students*



MUSKEGON COUNTY

*Existing infrastructure: wastewater
facility, deep water port, utilities, &
transportation hub*

*Increased use of wastewater facilities,
port, utilities, etc.*



DISTRIBUTORS

Established networks

*New products
Easy access to
transportation assets*

WEST MICHIGAN BY THE NUMBERS

17,313
TOTAL JOBS

207
ESTABLISHMENTS

13.3%
JOB GROWTH
(2013-2017; National Rate: 9.7%)

\$58,542
AVERAGE EARNINGS

