



Cultivate Michigan is the local food purchasing campaign of the [Michigan Farm to Institution Network](#) (MFIN).

For more information about Cultivate Michigan and how it works, check out our “How to Join” Webinar on our Youtube Page: <http://bit.ly/JoinCultivateMI>

## Why Join Cultivate Michigan?

- Track your local food purchases and progress toward the 20% by 2020 goal.
- Receive materials to help you purchase, use and promote seasonal featured foods.
- Stay in the loop with our monthly newsletters.
- Access an extensive network of farm to institution practitioners, coordinators, and supporters across the state.
- Join one of three MFIN subcommittees, which carry out MFIN’s activities.

## How to Join:

**JOIN NOW**

1. Go to [www.cultivatemichigan.org](http://www.cultivatemichigan.org).
2. Click “Join Now,” found on the bubble on the right center of the screen.
3. Enter your information on the registration page to create your account.
4. Within 48 hours you will receive an email approving your account.
5. Then, you can complete your profile (see below for details).
6. Once your profile is complete, you will be able to login and see your Dashboard, where all surveys are made available to you to track your local food purchases.

*\* When you join, you will have the option to have your institution’s name listed publicly as a participant on our website. No other data you enter will be shared publicly, except in aggregate so it is not individually identifiable.*

## Completing Your Profile

To complete your profile, you will need three things:

### A) Contact information for you and your institution:

- If you oversee just one food service program, simply input the Institution name and move forward.
- If you oversee multiple food service programs (i.e. a health system with multiple sites), you can choose to fill out a single profile with information from the broadest institution or create separate profiles for each facility and track each one separately:
  - Start by choosing one facility to put in the Profile and fill out the questions about that facility.
  - Once submitted and you are on the Dashboard you can click “*add another institution*” and repeat the process.

### B) Average number of meals served daily.

### C) General requirements for your food vendors.



# What to Expect After You Join

## Quarterly Surveys

We rely on the quarterly surveys to be able to measure your progress toward the 20% by 2020 goal, and to measure our progress statewide. You can access these surveys from your Dashboard, where they are listed under "Available Surveys."

### To take the surveys found on your Dashboard:

- Enter which (if any) of the Featured Foods you purchased
- For each of the Featured Foods you purchased, you will be asked to:
  - Enter what you spent in dollars on Michigan-grown
  - Enter what you spent in dollars overall
  - State the sources
  - Tell us about any new varieties you may have tried or wanted to try
- Enter your total food spending in dollars for the quarter
- Once you are done, hit submit and you will be able to see the completed survey on your Dashboard.

## Featured Food Guides & Promotional Materials

Each year, Cultivate Michigan will feature four foods available seasonally. By highlighting these foods, we hope to increase demand for them and, in the long run, institutions' access to them.

### Participating Institutions will receive:

- **A purchasing guide for each featured food** to help make it easier for institutions to find, buy and use the foods. From these guides, institutions can learn how to purchase from distributors or directly from farmers, and find recipes that have been tested and perfected by food service members.
- **Marketing materials like posters and window clings** you can use to promote Cultivate Michigan's featured foods and share the results of your efforts with staff members, eaters and communities.

## Making the Most of your Membership

Cultivate Michigan participating institutions are automatically considered members of the Michigan Farm to Institution Network! That means you will get access to everything network members enjoy, including:

- **Monthly Newsletter:** Each month we send you updates, stories from the field, upcoming events, news and resources.
- **Engagement in the Network:** We often reach out to the network for feedback on selecting the featured foods, to notify you of education, action, and grant opportunities.
- **Cultivate Michigan Special Events:** Certain events are reserved just for Cultivate Michigan participating institutions!
- **MFIN Subcommittees:** We encourage Cultivate Michigan institutions to send a representative to join one of our MFIN subcommittees, Impacts, TechEd, or Outreach & Engagement. Learn more here: [www.mifarmtoinstitution.org](http://www.mifarmtoinstitution.org)