

INTRODUCTION

Good Food for Michigan

If you are reading this, we're going to guess that you have an interest in Good Food - we're so happy to meet you! As a Michigander, you are part of an amazing community that has long championed the success and support of its regional food system. We are so thrilled to have been invited to be a part of that work, too.

Here at the [Center for Good Food Purchasing](#), we've been busy rolling out the [Good Food for Michigan Project](#), in partnership with the [Michigan Department of Agriculture and Rural Development](#), and the [Michigan State University Center for Regional Food Systems](#). Together we're helping schools, hospitals, and other institutions purchase more Michigan-grown and produced food. These partnerships support local farmers and food businesses and improve the health of Michiganders, animals, and the environment.

Now at this point, you may ask: "I keep hearing about Good Food. What do you mean by that?" We think of it this way:

Good Food is

healthy (good for bodies & minds),

fair (good for workers),

sustainable (good for the planet),

humane (good for animals),

local (good for communities, large and small),

and accessible (good for all).

**Bonus points for foods that are more than one of these!*

You see, we believe that the public institutions that feed our communities every day have the power to positively transform the food system. And since we know you already have a whole lot on your plate, we're excited to share some good news: We're here to help!

We proudly present to you the Good Food Operators' Field Guide.



URL: goodfoodpurchasing.org/good-food-operators-field-guide



This is a crowd-sourced, living collection of best practices and strategies that can amplify the positive impact of your food purchasing. That's right - every time you direct food dollars to growers, producers, and suppliers who are going above and beyond the status quo, you are cultivating a food system where Good Food is the norm, not the exception.

Most of what you need to know about the Field Guide you'll find in the introduction, but we wanted to point out a few things right off the bat:

1. The Guide refers to the Good Food Purchasing Program (GFPP) throughout. If you're not familiar with GFPP, that is TOTALLY FINE. In a nutshell, GFPP is a standard and verification system guiding public institutions to purchase food based on five core values—local economies, environmental sustainability, valued workforce, animal welfare, community health and nutrition. That said, all strategies and examples described in the Field Guide will support any institution in pursuit of more Good Food, not just those engaged in GFPP.
2. This resource is meant to be a collection of ideas, best practices, and strategies that the Center for Good Food Purchasing can support you with on your journey of Good Food Purchasing in Michigan. Think of it as a starting place, and please plan to reach out to us.

As part of the Good Food for Michigan network, **you are invited** to:

- Sign up for the [Good Food for Michigan Pledge](#) to show your commitment and stay connected to Good Food for Michigan with news, updates, events, and resources.
- Find something in the Guide that grabs your interest and then let us know how we can help.
- Identify strategies that work for you and tell us about it - drawing connections, tips, and tricks from these learned experiences is one of the most effective ways to work smarter and grow together.
- Give us a shout if we missed something or you have a question that isn't addressed here already. The Guide is built from the innovative and most excellent work of our network, and we plan to continue to add to it with your expertise!

The Good Food Operators Field Guide is a resource open to all. The exciting news for Michigan institutions is that the Good Food for Michigan project has incredible technical advisors ready to help you learn, plan, and implement these strategies! So take a look, and then let's talk about how you see Good Food becoming a bigger part of your menu.

Want to chat?

Join us for monthly office hours and other upcoming events [here](#).

Request an intro meeting with us: <https://forms.gle/E9RR6jeETPDqgKSR7>