Turn Up the Volume
Growing Opportunities in Local Food
Now featuring: The mid-tier supply chain
PLEDGE: 20 percent Michigan food by 2020

85 of 150 hospitals in Michigan have signed up since January

1 large hospital (400 beds) spends $3+ million per year on food
We *are* the local product
Innovation
Investment - business
Double Up Food Bucks Results

- **2009**: $38,302 (5 markets)
- **2010**: $203,545 (15 markets)
- **2011 (to date)**: $1,002,166 (54 markets)

- **Double Up Food Bucks**
- **SNAP**
Sign on!
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