

# Food Innovation Clusters: Creating Robust and Resilient Regional Food Systems





# Eastern Market

Nourishing Detroit Since 1891



# Not one but many markets. . .



✓ Seasonal Wholesale Market



✓ Year Round Saturday Market



✓ Seasonal Tuesday Market



✓ Seasonal Sunday Street Market

# Eastern Market Vision



We shepherd Eastern Market's rich history to nourish a healthier, wealthier, and happier Detroit.



# Eastern Market Growers

## Urban, Suburban, & Rural





# Regional Food Systems

## Understanding the Components



# Cluster Based Economic Development



New Jobs	4,719
Business Taxes	\$19,632,494
Increase earnings	\$124,754,720



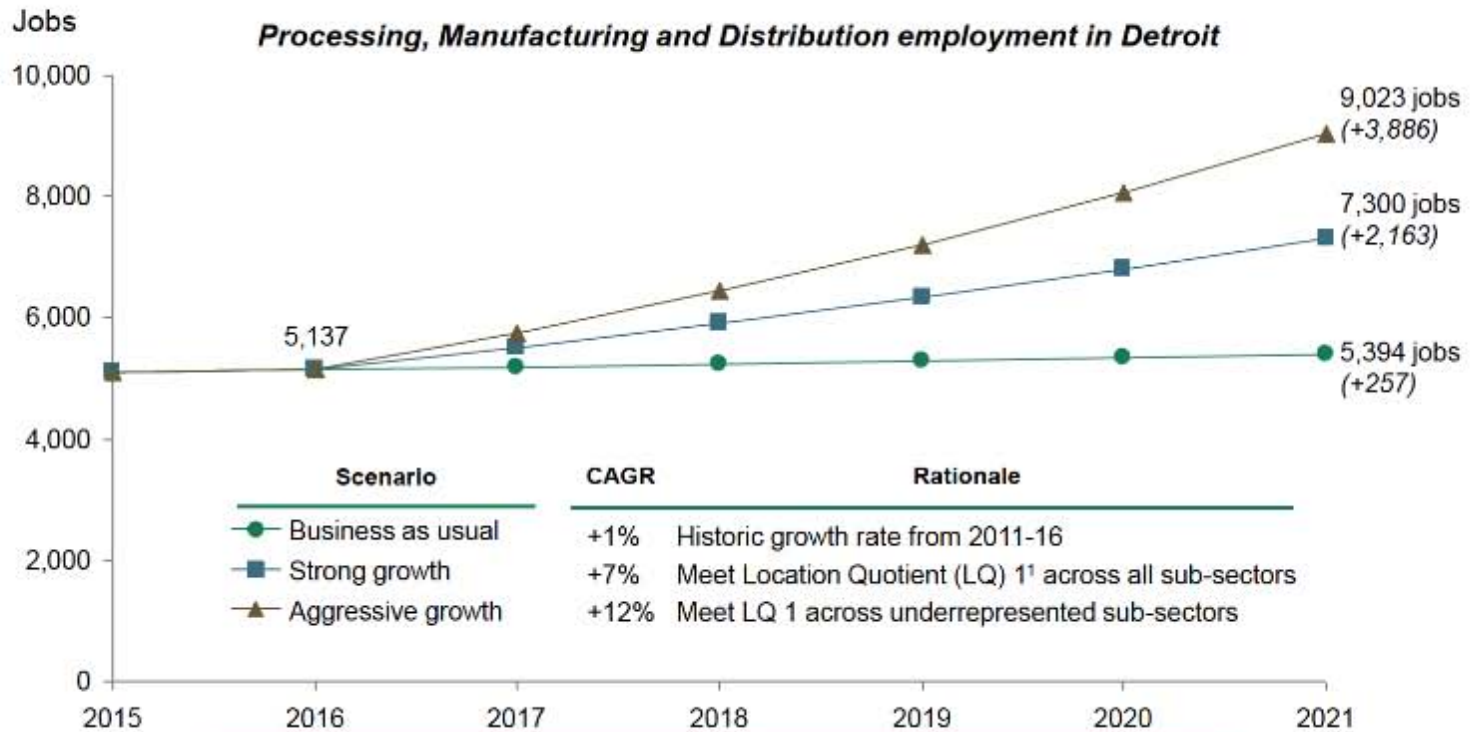
# Food Access Programs

## Eastern Market Farm Saturdays





# Detroit food industry could add over 3,800 jobs by reaching parity with nation across underrepresented sub-sectors



**To achieve high growth scenarios, Detroit will need to meet expansion demand *and* attract new corporate players**



# Updating Key Infrastructure

## Modern Food Distribution Center







## Grow Food Businesses

A wide range of incubation facilities and services

# Detroit Kitchen Connect

Citywide network of shared-use kitchens





# Nurturing Entrepreneurs

Building a comprehensive ecosystem of support



# Economic bifurcation

Can large and small ag both be profitable?





# Place Based Economic Development





# Authenticity

## Working Food District



# Eastern Market 2025 Strategy

## Development Goals

### AUTHENTICITY

KEEP IT A REAL, FOOD-FOCUSED ECONOMY

### DEVELOPMENT EQUITY

ENHANCE THE MARKET AS A PLACE OF GENUINE ECONOMIC DEMOCRACY

### CONNECTIVITY

BRIDGE NEIGHBORHOODS AND BREAK DOWN BARRIERS

### DENSITY

ENCOURAGE DIVERSE GROWTH; REBUILD THE URBAN FABRIC

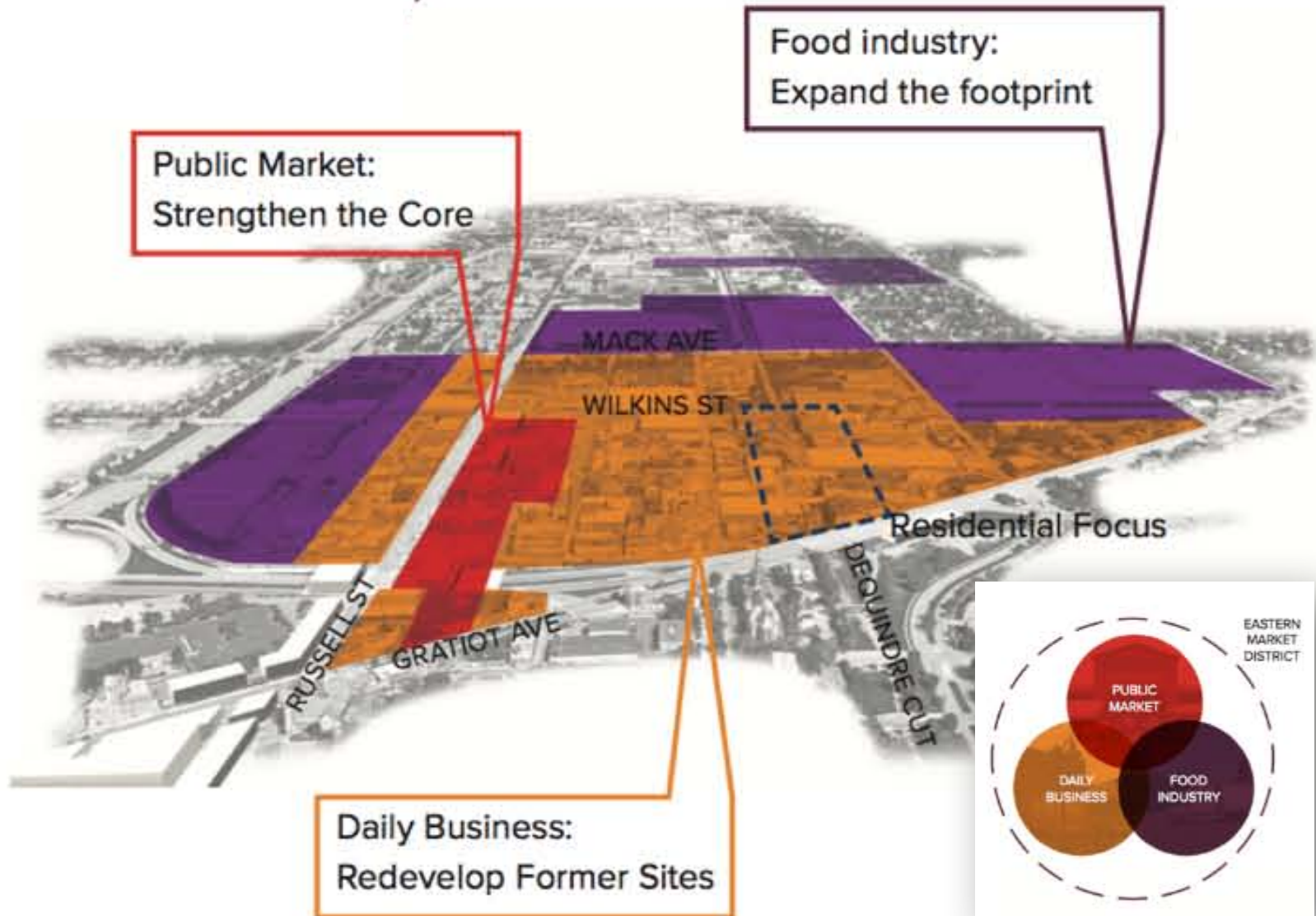
### DIVERSITY

INCREASE THE MIX: PEOPLE, FOOD, AND OPPORTUNITIES



# Eastern Market Strategic Framework

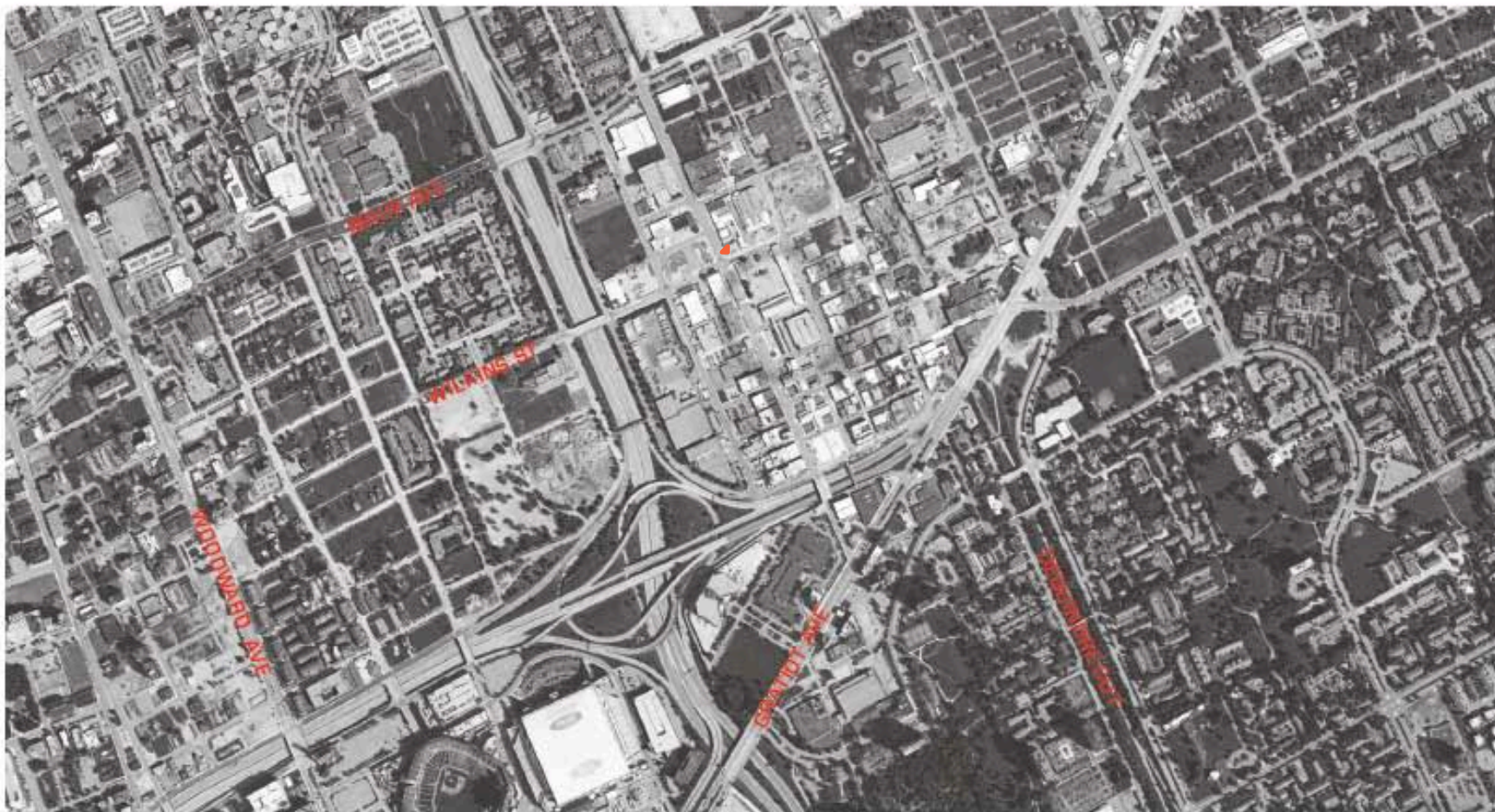
Three distinct components





# A Tightly Woven Urban Fabric

Became an island







WORKSHOP

STUDIO

# Gentrification is complex

Development *Without* Displacement









# Places

## Curating a Collection of Places

### FOOD INNOVATION ZONE

### INDUSTRY LANDSCAPE BUFFERS







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