



FOR IMMEDIATE RELEASE

EASTERN MARKET CORPORATION ANNOUNCES MICHIGAN FARM TO FREEZER INITIATIVE COMING TO DETROIT

***Produce processing will bring jobs, opportunity
and increase access to nutritious food to area communities***

DETROIT – APRIL 3, 2017 – Eastern Market Corporation has announced a partnership with Michigan Farm to Freezer, a community-based processor of fruits and vegetables started in Northern Michigan, to expand its operations to Detroit.

Farm to Freezer takes produce sourced and purchased from local farmers, flash-freezes it to preserve nutrients and flavors and packages it for purchase by schools, grocery stores, community feeding programs and restaurants. Leading the initiative are Brandon Seng and Mark Coe who launched Farm to Freezer in 2013 and managed operations in Traverse City while working for Goodwill Industries of Northern Michigan.

“The Farm to Freezer concept is simple and is one that generations before us put into practice ... when produce was abundant, they saved and stored it for use when it wasn’t as readily available.” said Seng. “Our expansion to Detroit will help increase access to nutritious food by connecting our state’s fruit and vegetable resources with some of our community’s most pressing needs – nutritious food and jobs.”

EMC was awarded an \$800,000 grant from the Department of Health and Human Services under the Community Economic Development Healthy Food Financing Initiatives for strategies reconnecting the local food system. A portion of this grant will enable Farm to Freezer to lease and renovate the 14,000 square foot freezer facility located at 1820 Mack Ave., which has been vacant for the past 10 years and formerly occupied by Cattleman’s Meat. Construction on the site is in its initial stages and is expected to be completed by July 2017. The Detroit Facility will employ approximately 25 people when at full capacity.

“While Michigan boasts some of the most diverse crop production of anywhere in the nation, we know that there are people in nearby neighborhoods with limited access to fresh produce,” said Mike DiBernardo, Director of Food Innovation Programs for EMC. “Farm to Freezer’s model directly aligns with EMC’s strategy to develop and support innovative businesses and programs within Eastern Market that grow the food system and create employment and economic opportunities for our region.”

“It is incredible to be a part of such a broad group of innovative food based businesses in the Eastern Market District,” said Seng. “The energy and creativity that is happening there has captured our program. We look forward to building relationships with neighboring businesses that leverage our frozen capacity and move the District’s vision forward.”

About Eastern Market Corporation

Eastern Market Corporation (EMC) is the nonprofit that manages Eastern Market on behalf of the City of Detroit. Our vision is to create the most inclusive, resilient, and robust regional food hub in the United States and to ensure that Eastern Market nourishes Detroit — from food to art and commerce to culture. For more information, call 313.833.9300, visit our website at EasternMarket.com and follow us on Twitter and Instagram: @EasternMarket using #EasternMkt, and Facebook: EasternMarketDetroit.

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