

# MICHIGAN FRESH

## Promoting Local Produce Consumption

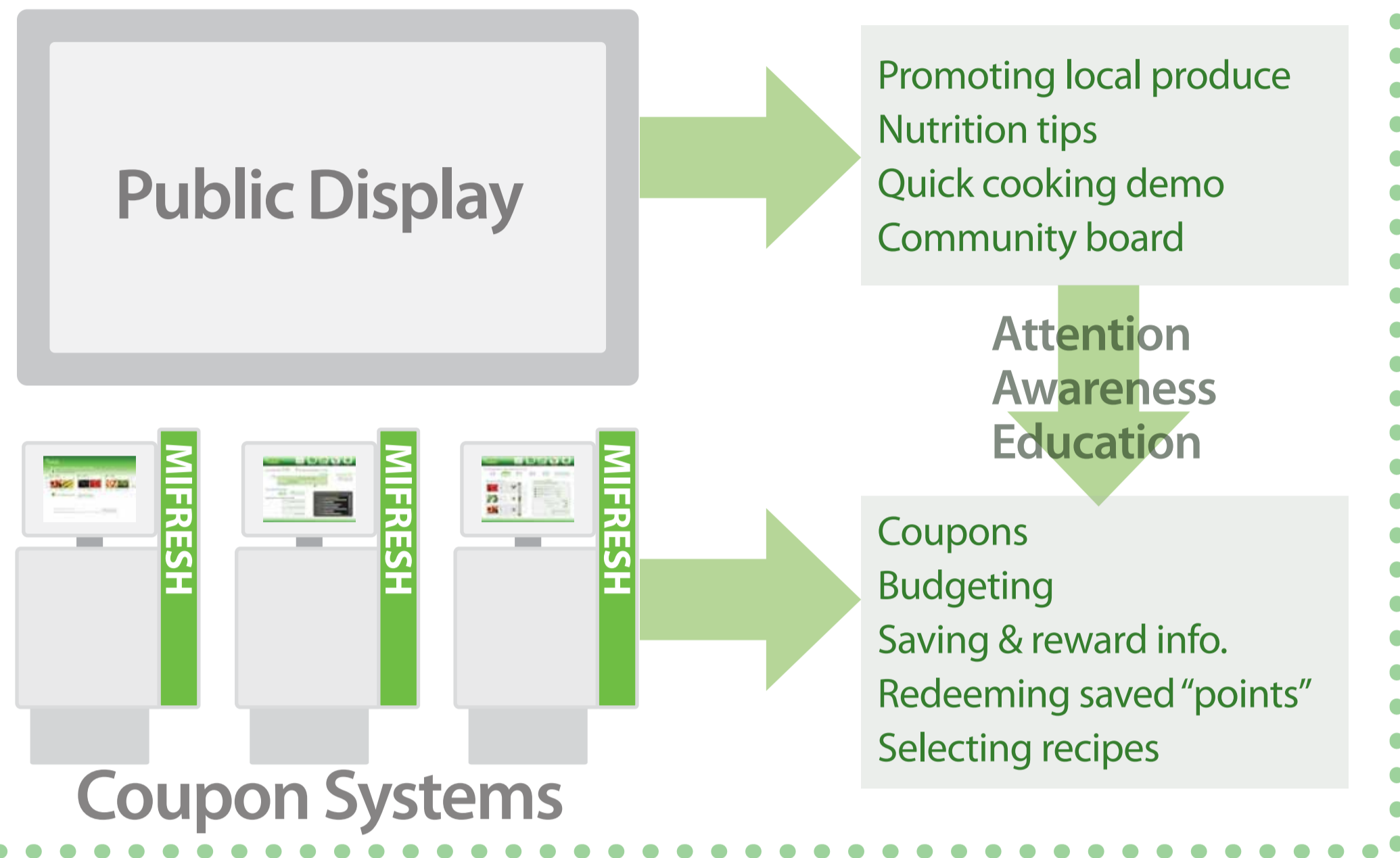
**Goal** Increasing local food consumption

**Finding** Low consumption of fresh local food results from the lack of **Awareness, Incentives, Education**

**Solution** MIFresh is an intervention system situated at the time and place of decision making - local grocery stores

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### In-Store Intervention System



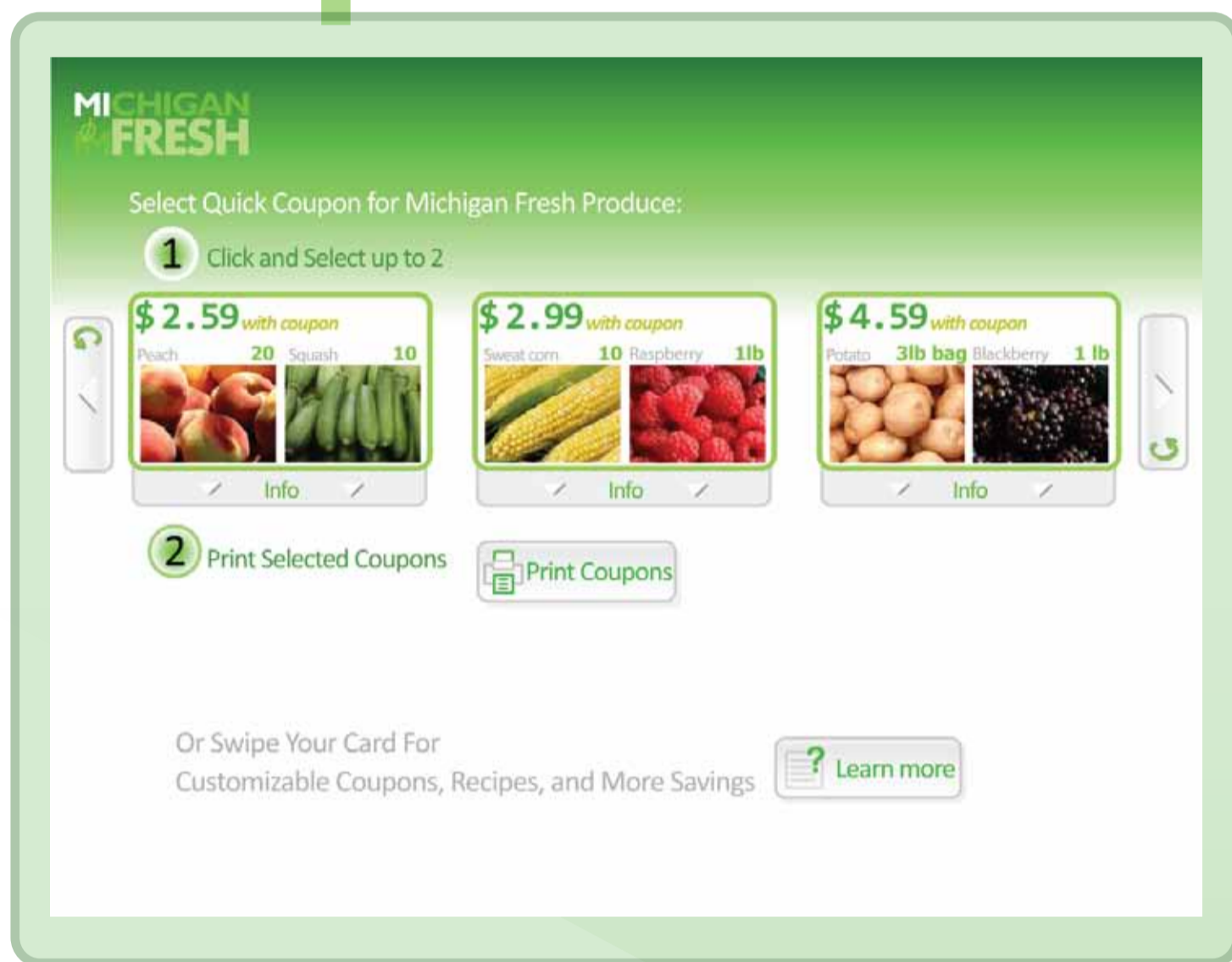
Supermarket Entrance/Exit serves Community function

MICHIGAN FRESH Lottery Recycle ATM

Supermarket Layout



### Coupon



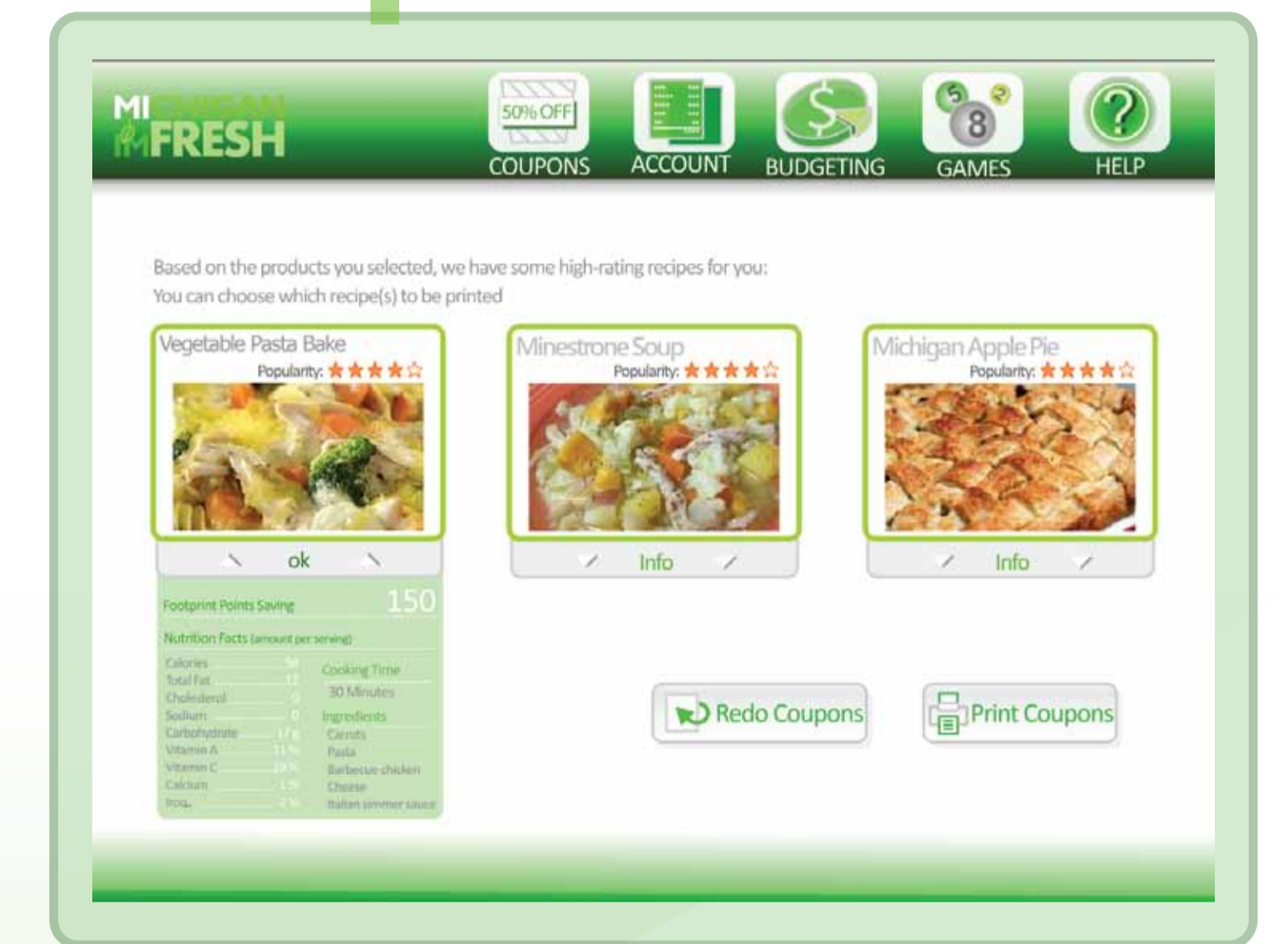
### Tracking



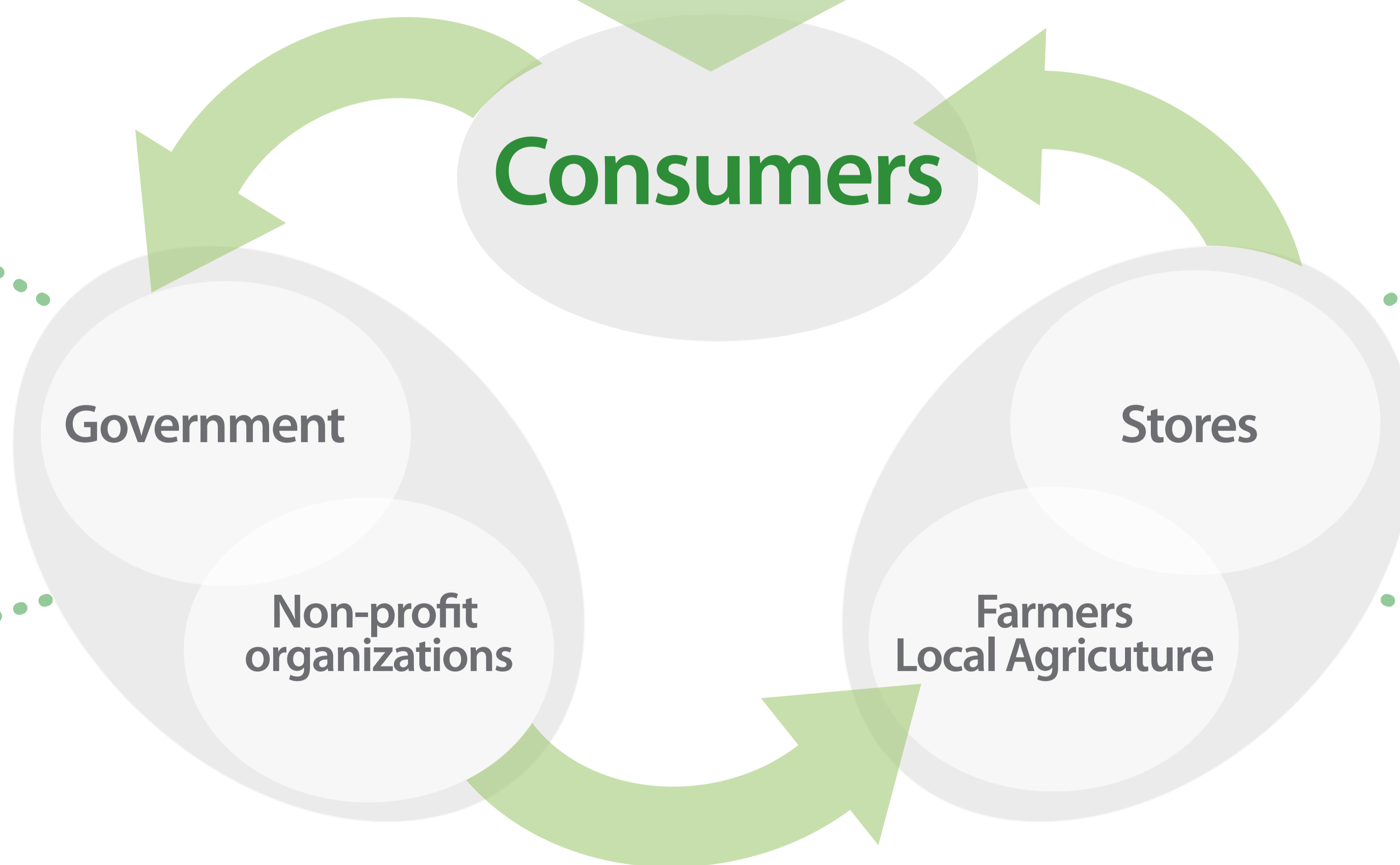
### Budgeting



### Recipes



## Awareness    Education    Incentives



### Contextual Inquiry & User-centered Design

