

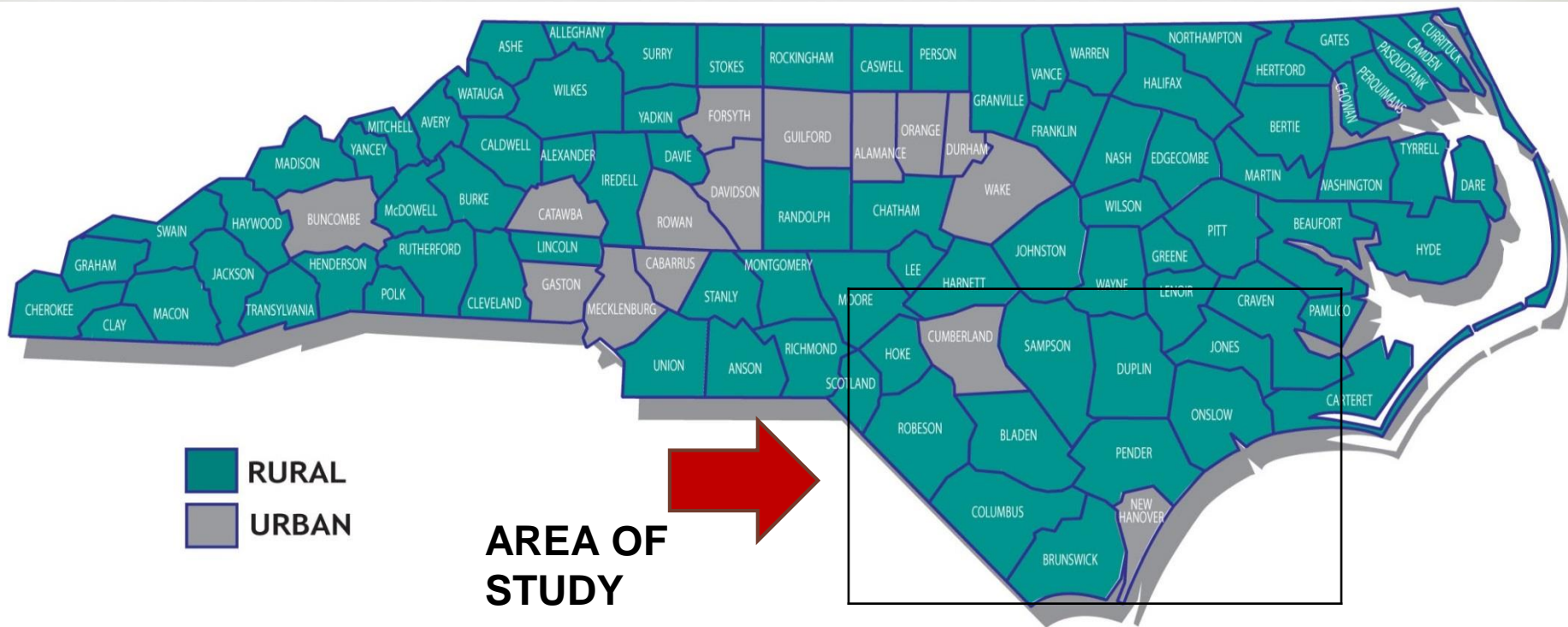


**FEAST**  
**DOWNEAST**  
*Bringing Local Farmers to Market*

SOUTHEASTERN  
NORTH CAROLINA  
**FOOD SYSTEMS**  
**PROGRAM**



# Poverty Alleviation Project Southeastern North Carolina

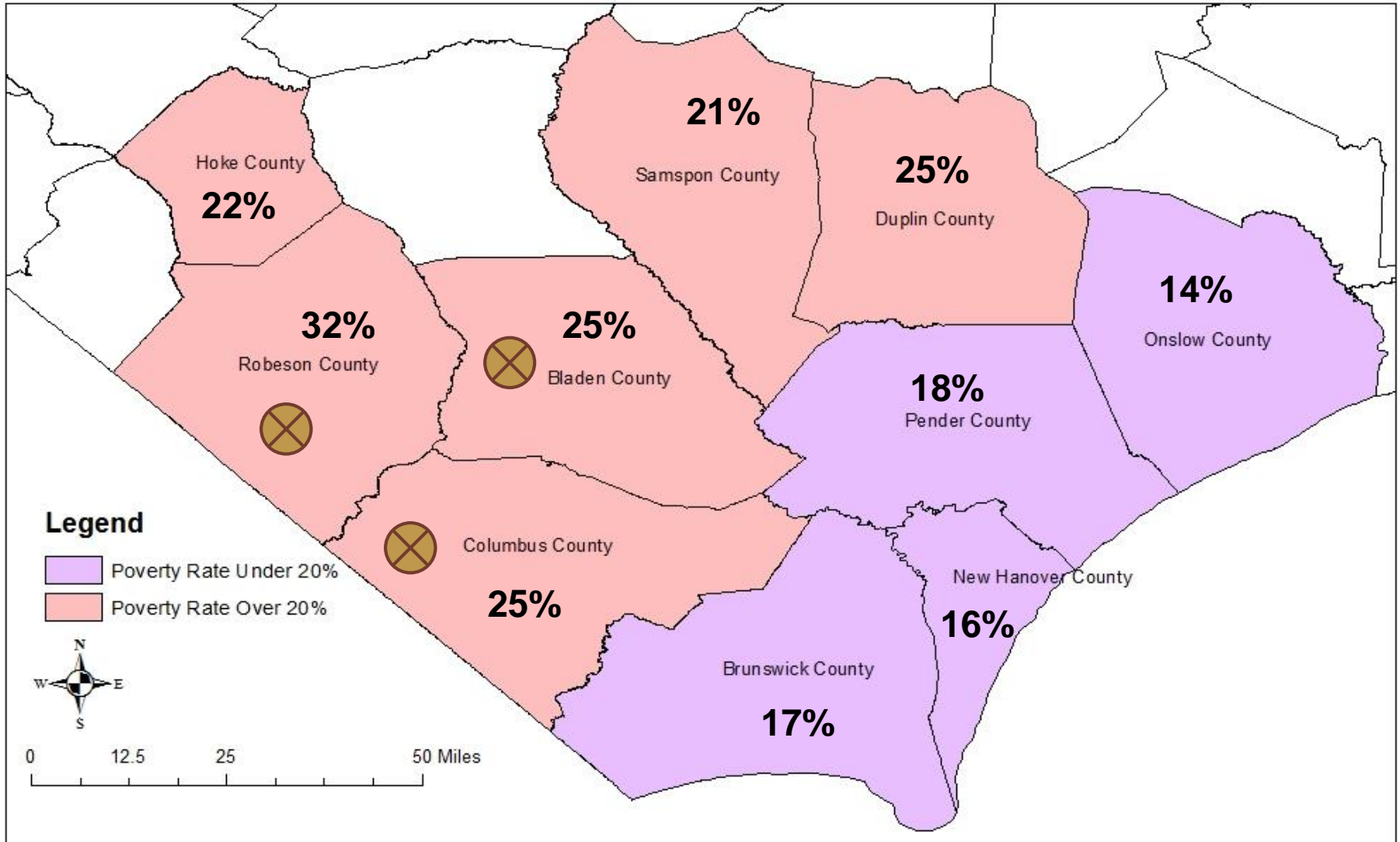


**Most ethnically diverse rural region east of Mississippi**



African American 22%; Native American 8%; Latino 9%; White 61%

Includes 3 Counties of Persistent Poverty

# Southeastern North Carolina Poverty Rates



## Legend

-  Poverty Rate Under 20%
-  Poverty Rate Over 20%



0 12.5 25 50 Miles



**Persistent Poverty Counties**

# Poverty Alleviation Project

## Towards Economies That Won't Leave

*MULTI-SECTOR APPROACH:*



*Challenged sectors:* Manufacturing, Agriculture

*Growth sectors:* Health, Education, Tourism

### Agricultural Sector

**Challenge:** Small-Farming left out of Big Agribusiness Model

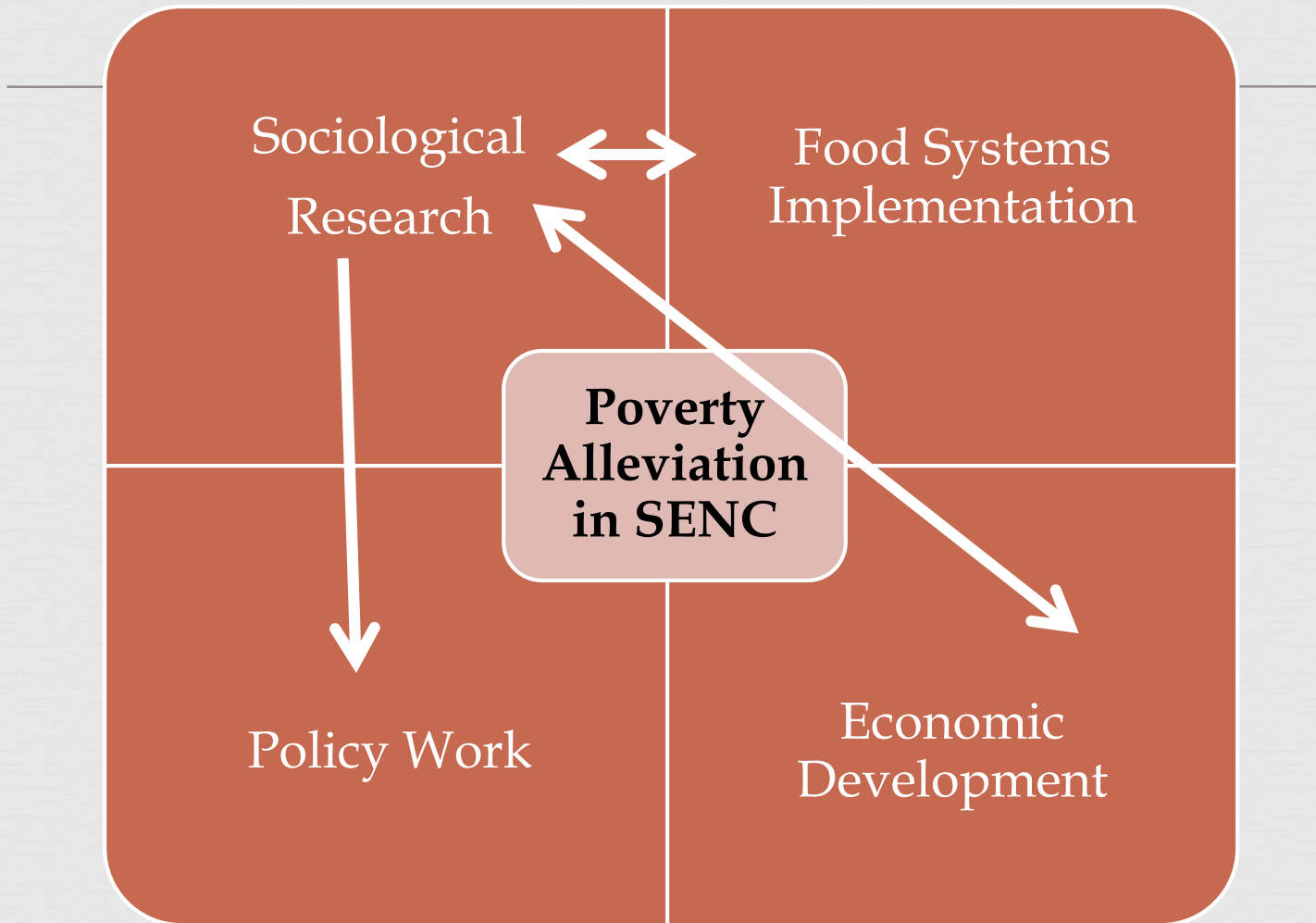
North Carolina lost more farms in 2006 than any other state in the nation.

☞ Decline most pronounced among African-American farmers who had a 15% decline in NC from 2002-2007.

**Response:** Sustainable Local Foods Systems focused on poverty alleviation and economic development

# Regional Poverty Alleviation Project





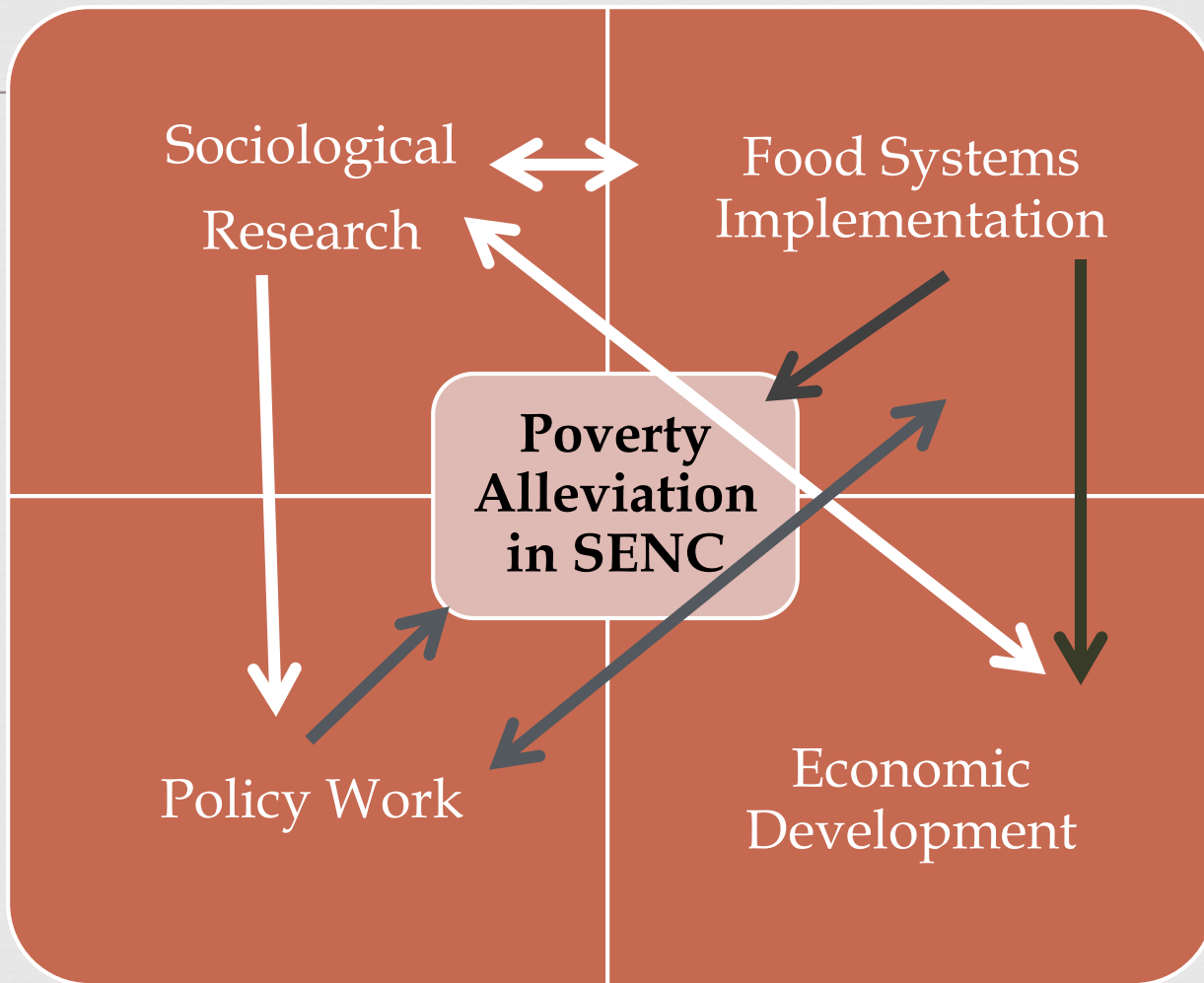
Sociological  
Research

Food Systems  
Implementation

**Poverty  
Alleviation  
in SENC**

Policy Work

Economic  
Development



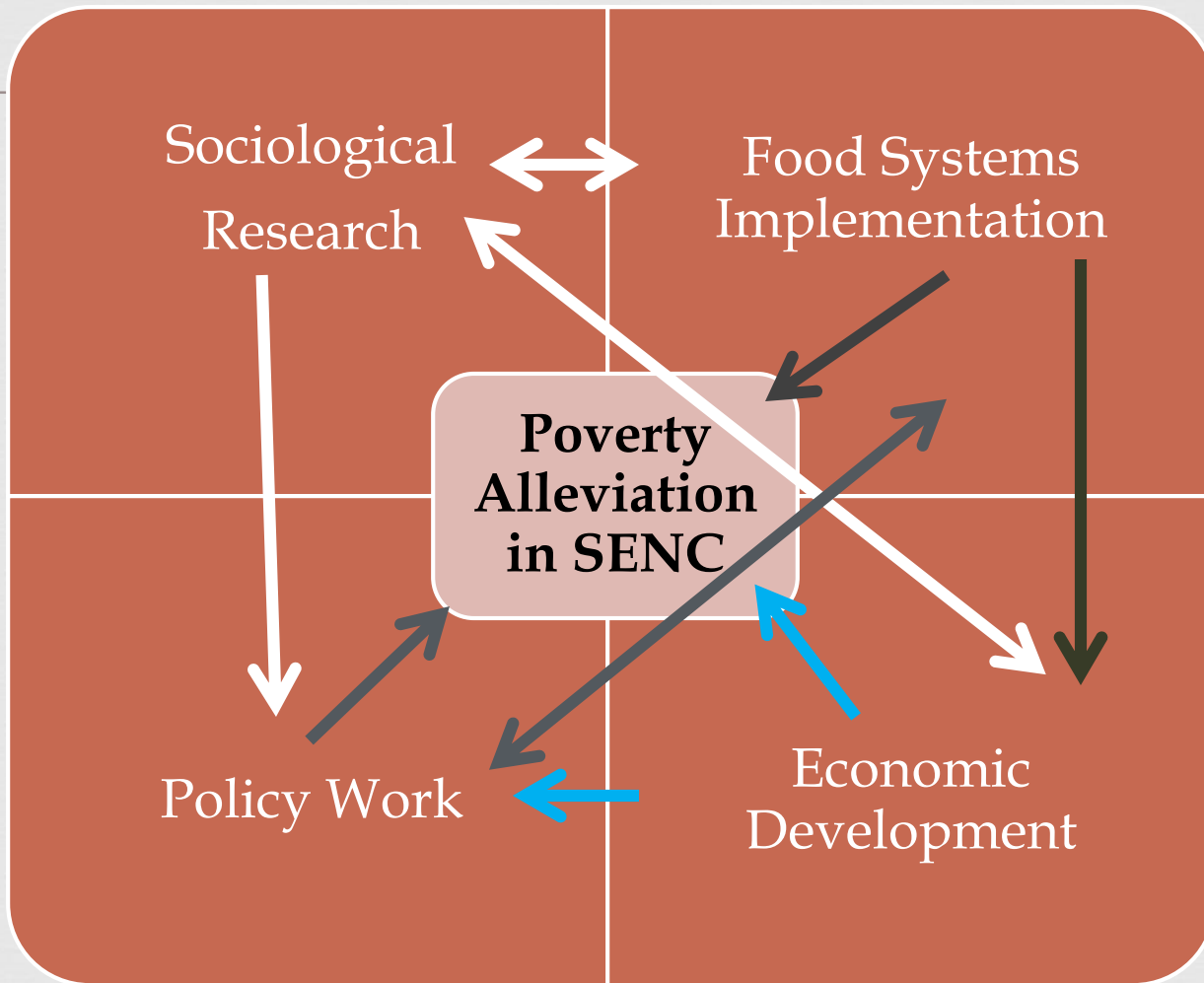
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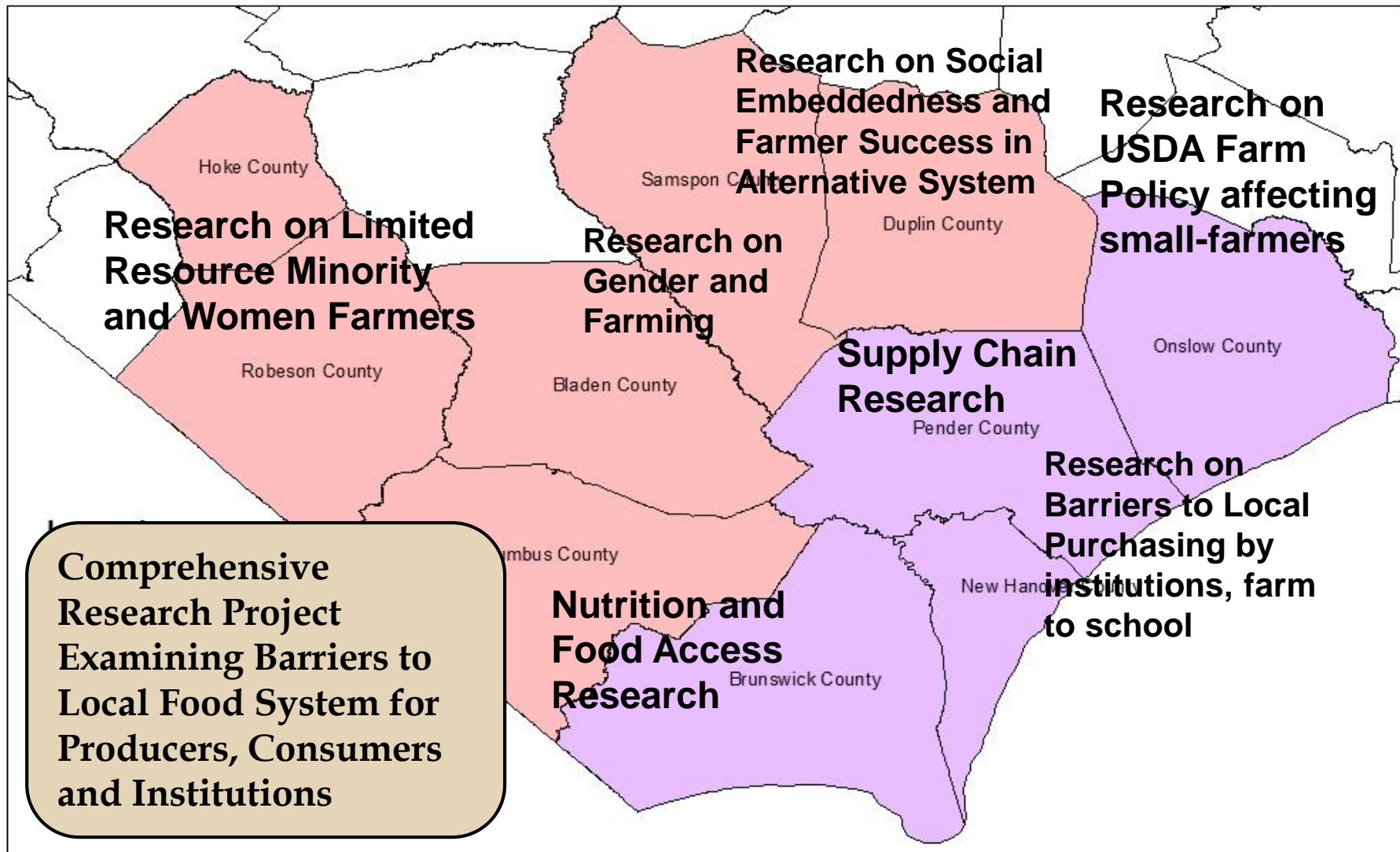




“A disconnect exists in many communities between local farmers and consumers for fresh, healthy, and affordable food. The state’s food production and distribution networks are not coordinated or expansive enough to adequately and affordably provide local food options to many of the state’s residences.” Goal 3 Challenge 2 NC Statewide Comprehensive Economic Development Strategy - 2015

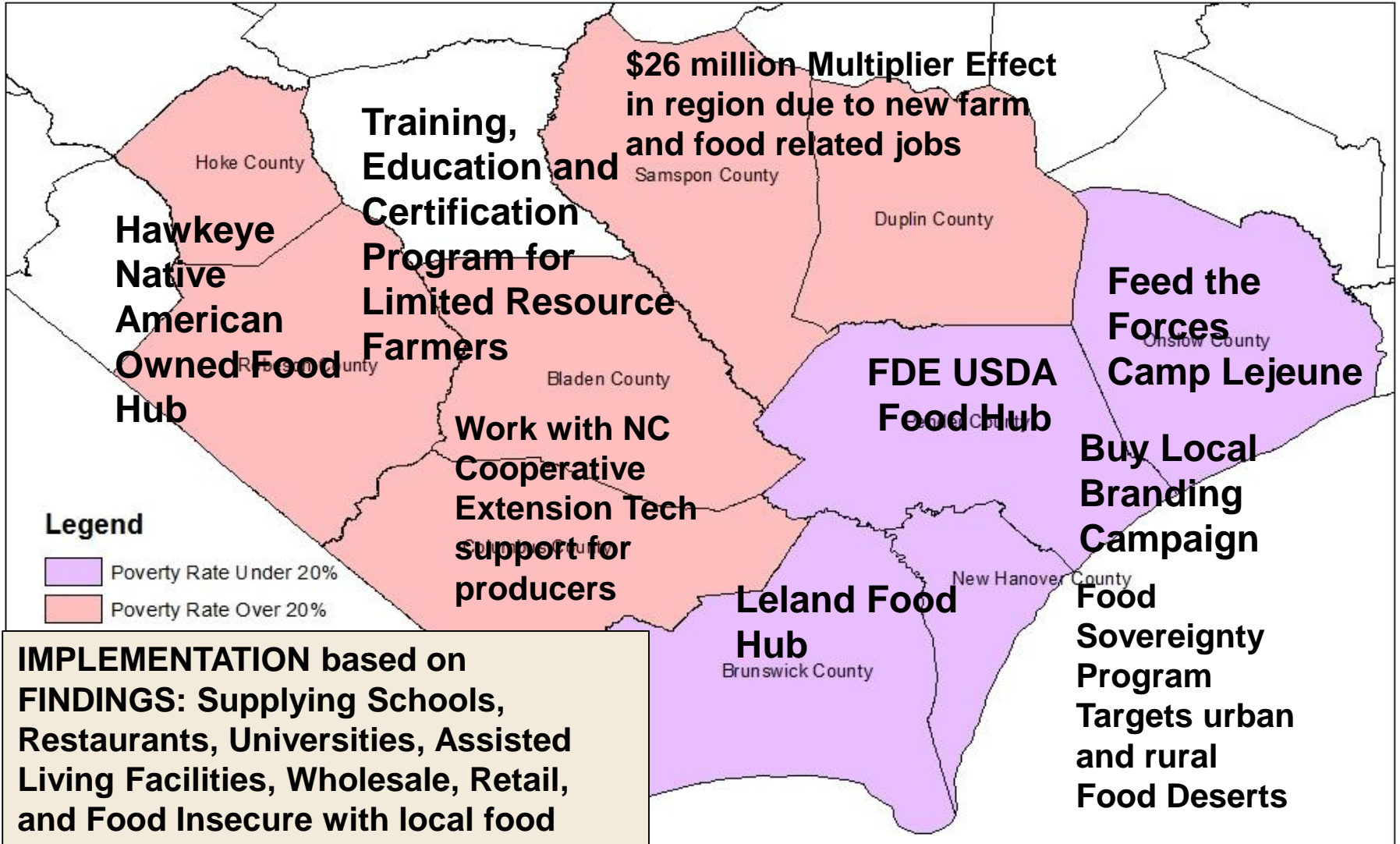
# SOUTHEASTERN NORTH CAROLINA FOOD SYSTEMS PROGRAM

## FEAST DOWN EAST – Poverty Alleviation Project



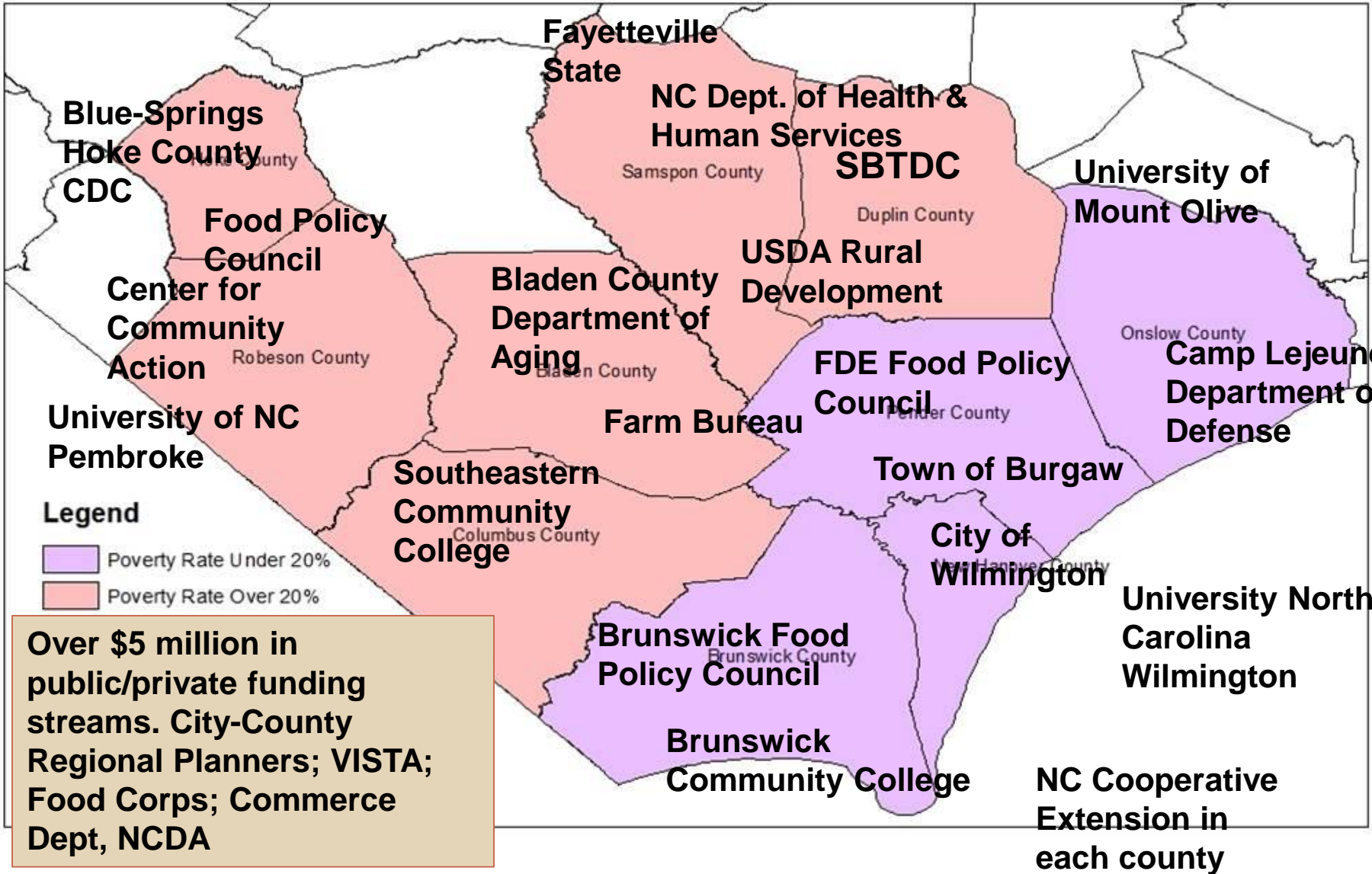
# SOUTHEASTERN NORTH CAROLINA FOOD SYSTEMS PROGRAM

## FEAST DOWN EAST – Poverty Alleviation Project



**IMPLEMENTATION based on FINDINGS:** Supplying Schools, Restaurants, Universities, Assisted Living Facilities, Wholesale, Retail, and Food Insecure with local food sourced from small-scale, limited-resource farmers

# Public-Private Partnership Addressing Poverty Through Local Food Movement



**Blue-Springs  
Hoke County  
CDC**

**Food Policy  
Council  
Center for  
Community  
Action**

**University of NC  
Pembroke**

**Fayetteville  
State**

**NC Dept. of Health &  
Human Services  
SBTDC**

**Bladen County  
Department of  
Aging**

**USDA Rural  
Development**

**Farm Bureau**

**Southeastern  
Community  
College**

**FDE Food Policy  
Council**

**Town of Burgaw**

**Brunswick Food  
Policy Council**

**Brunswick  
Community College**

**City of  
Wilmington**

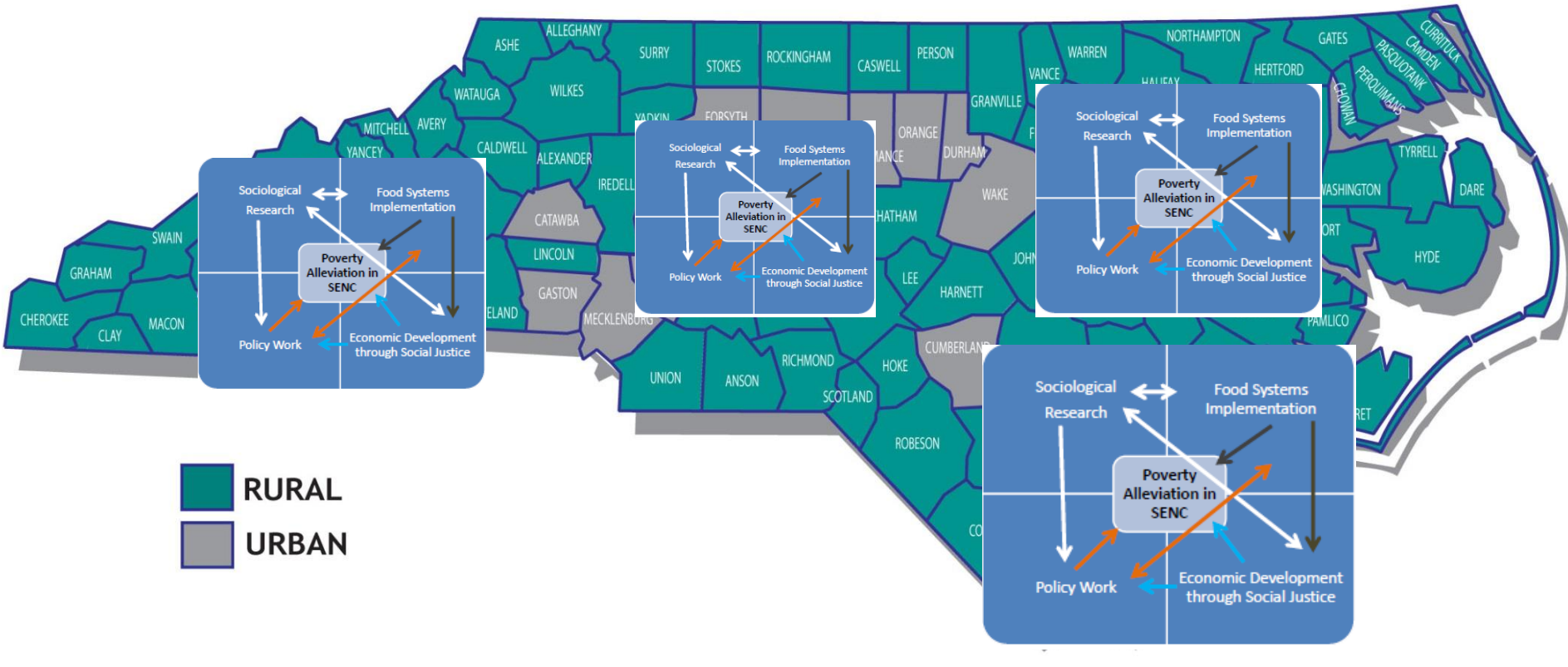
**University of  
Mount Olive**

**Camp Lejeune  
Department of  
Defense**

**University North  
Carolina  
Wilmington**

**NC Cooperative  
Extension in  
each county**

# NC Local Food Movement



## GOALS:

- Focus on Limited-Resource Minority Farmers
- Increase Access to Healthy Farm Fresh Local Food in all Communities
- Keep a Greater Percentage of the Food Dollar within Southeastern NC
- Create Jobs & Reduce Poverty

Feast Down East  
Processing &  
Distribution  
Center



Farm to School and  
Farm to Institution



Farmer Support



**FULLY INTEGRATED  
FOOD SYSTEM -  
SENCFS PRIORITY  
INITIATIVES**

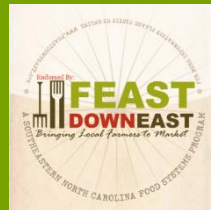
BUY LOCAL  
Campaign



Food Sovereignty  
Program



Farm to Chef



Statewide Local Food  
Movement



# Resourceful Farmer Support Program



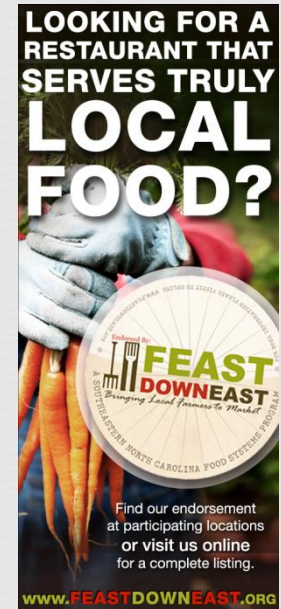
Provides farmers with support  
and training to grow and sustain  
their farm businesses.



# “BUY LOCAL” MARKETING & BRANDING CAMPAIGN



RACK CARDS



AD SERIES



BILLBOARDS



# www.feastdowneast.org



**FEAST DOWN EAST**  
Bringing Local Farmers to Market

FEAST DOWN EAST, also known as the Southeastern NC Food Systems Program (SENCFS), is a non-profit economic development program established in 2006. Its aim is to build a strong local food system and alleviate poverty in rural and urban communities. Feast Down East helps small scale limited-resource farmers build and sustain their farms and connect them with local markets.

HOME ABOUT SHOP ONLINE GROCERY FARMERS' MARKETS CSAs: FRESH WEEKLY PRODUCE CALENDAR SUSTAINABILITY IN THE NEWS

**2015 GROW Community Garden Mini-Grant Recipients**  
[Read about their projects.](#)

Warm THANK YOU to all who supported us and came out for the event! It was a wonderful night!

**RAISE the BARN**  
Saturday, March 21, 2015 - 6-10 pm  
@ Poplar Grove Plantation

*From Our Farmers to Your Table....*

**SHOP ONLINE MARKET** → **FOR WHOLESALE ORDERS, CLICK HERE.**

Fill up your basket, choose a drop off location, and you will have fresh farm fresh groceries at the click of a button.

>CONTACT US

  
FARMER PROFILES

  
LOCAL FOODIES

**SOUTHEASTERN NORTH CAROLINA FOOD SYSTEMS PROGRAM**  
read more->

**OUR MISSION**

**WHO WE ARE**

**WHAT WE DO**

**FOOD CORPS**

**VISTA**  
Volunteers In Service to America

>CONSUMERS

>RESTAURANTS

>FARMERS

>SCHOOLS

>FOOD SERVICES

>CLICK HERE To Find A Restaurant That Sources Local Food

Find us on Facebook

click here to join

REGIONAL CONFERENCE  
[CLICK HERE](#)



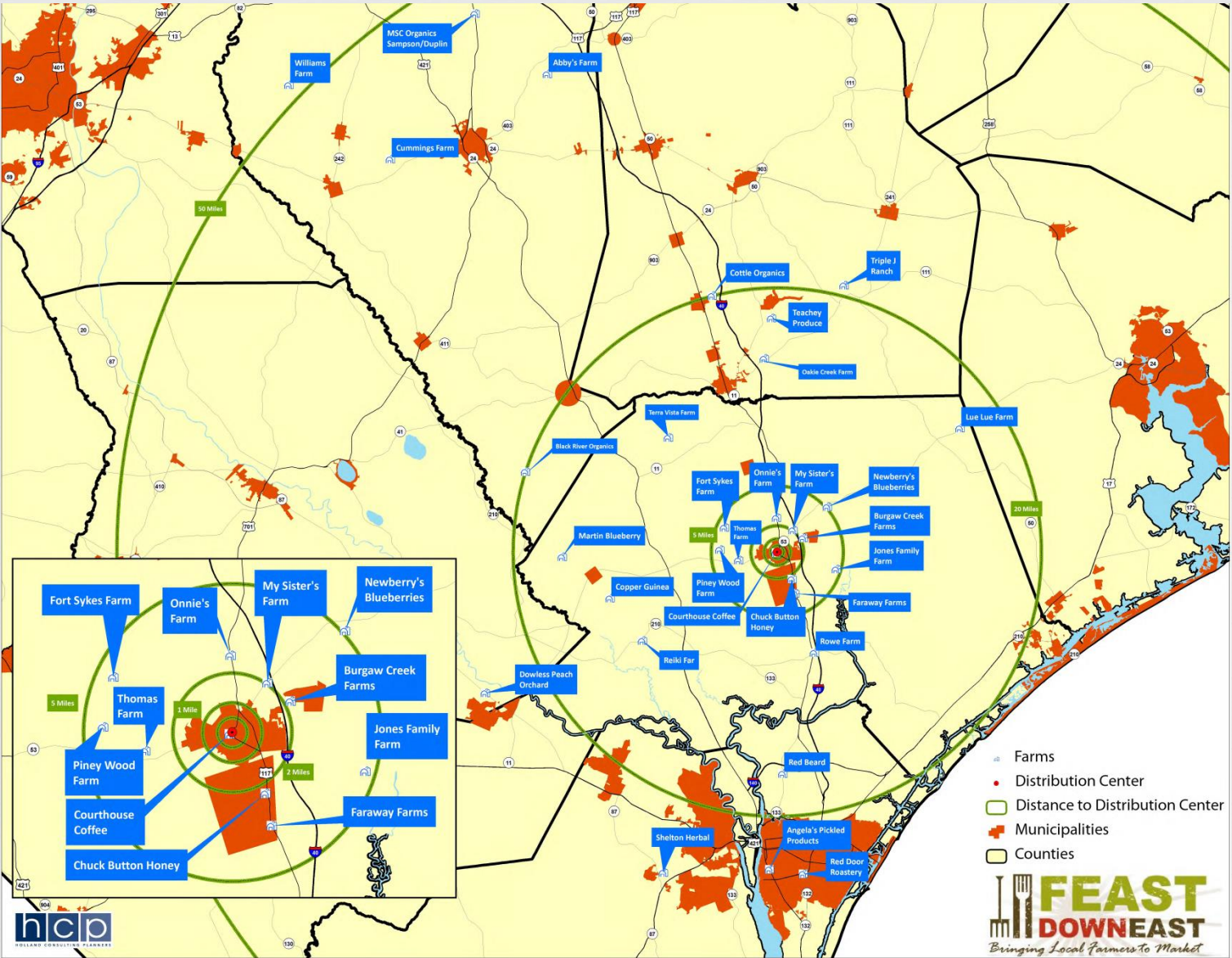
site created by HOT WILMINGTON

# Historic Burgaw Train Depot



**USDA Designated  
“Food Hub”**

**FEAST  
DOWNEAST**  
PROCESSING & DISTRIBUTION



# Local Food Systems Build Local Economies

**Multiplier Effect** - The information in this table is based on 73 workers directly employed in farm and food-related jobs in 7 counties (Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson and Sampson).

All figures 1Q2013.

Type of Impact	Impact
<b>Output</b>	\$22.6 million
<b>Employment (a)</b>	180
<b>Labor Income (b)</b>	\$6.2 million
<b>State/Local Government Taxes</b>	\$1.2 million
<b>Federal Taxes</b>	\$1.2 million
(a) Fulltime and Part time Employment	
(b) Wages and salaries and self-employment income	<i>Prepared by: Dr. William Hall UNCW Senior Economist</i>

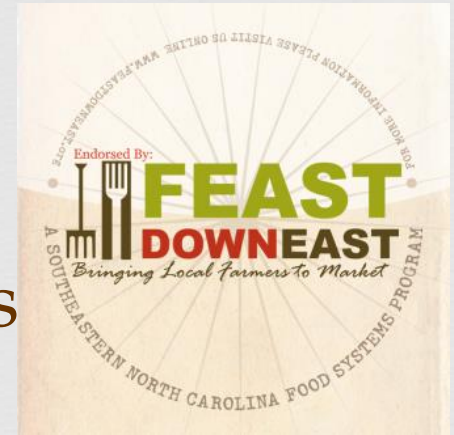
# Farm to Chef

Farm to Chef Directory

Farm to Chef Partnership Meetings

Over 40 Participating Restaurants

26 Premier Restaurants



# Farm to Institution

Aramark



Regional Hospitals

Assisted Living Facilities



 **FEAST**  
**DOWNEAST**  
SEASONAL AVAILABILITY  
**GARDEN**



*winter*



*spring*



*summer*



*fall*



**Feast Down East P&D is partnering with Meg Shelton to streamline chefs' access to local farmers.**

**MENU INGREDIENTS HARVESTED FRESH FROM THE FARM ...**



**Distinguished restaurants demand the best & look to Feast Down East Processing & Distribution to deliver.**

- Receive fresh herbs from Shelton Herb Farm as well as an assortment of farm goods in the same, convenient delivery!
- FDE P&D offers produce, herbs, free range eggs, meats and honey from a variety of certified organic, pesticide free and conventional farmers.
- Order by Tuesday 2pm for Thursday deliveries
- Call Molly Rousey at 910-465-3386 or email: [molly@feastdowneast.org](mailto:molly@feastdowneast.org)

**... AND DELIVERED WITHIN 24 HOURS FOR GUARANTEED FRESHNESS**







# FEAST DOWNEAST FARMER-CHEF PARTNERSHIP

Feast Down East Processing & Distribution connects southeastern NC farmers to chefs, grocers and institutions weekly, delivering not only local produce but a wide assortment of farm products. Distinguished restaurants in our area demand the best and look to Feast Down East P&D to deliver. We bring local, top quality product to chefs and cooks who want unique ingredients.

## **COTLE ORGANICS** *Herbie Cottle*



## **BLACK RIVER ORGANICS** *Stefan Hartmann*

James Doss, chef/owner of RX & Pembroke's, relies on the growing expertise of farmers like Herbie Cottle and Stefan Hartmann for unique, high quality ingredients. Certified organic farming and over 25 years of experience cultivate knowledge that chefs trust. The relationship that James has with local farmers turns local dining into a colorful blend of field and artistry that is thoughtfully woven.



## **PEMBROKES & RX** *Chef James Doss*



**VISTA**  
Volunteers In Service To America

# FOOD SOVEREIGNTY PROGRAM

Increase access to healthy food in  
low-income communities –  
“Food Deserts”



**Freeman Elementary**



**Winter Park Elementary**



**Snipes Academy**



**Forest Hills Elementary**



**Lincoln Elementary**



**Bolivia Elementary**



**Supply Elementary**



**Town Creek Elementary**

# Capital Campaign



 **RAISE**  
*the* **BARN**

# FEAST DOWNEAST

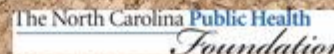
*Bringing Local  
Farmers to Market*



**IT'S ABOUT  
OUR FUTURE.**

[www.FeastDownEast.org](http://www.FeastDownEast.org)

Leslie Hossfeld, PhD  
Executive Director, Feast Down East  
Southeastern NC Food Systems Program  
[hossfeldl@uncw.edu](mailto:hossfeldl@uncw.edu)



# *This presentation was sponsored by:*



<http://www.southernsare.org/>

<http://www.ncgrowingtogether.org>

# *Thank you to our collaborators.*



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Agriculture

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