



**For Immediate Release**

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**CEFS LAUNCHES CAMPAIGN TO BUILD N.C.'S LOCAL FOOD ECONOMY**

--31 Businesses/Organizations Already on Board to Support the 10% Campaign--

**Raleigh** – The [Center for Environmental Farming Systems](#) (CEFS) today launched a new statewide effort to build North Carolina's local food economy. The **10% Campaign** encourages consumers to spend 10 percent of their existing food dollars on foods produced in North Carolina. By supporting local food producers and related businesses, the **10% Campaign** will create jobs, boost the viability of North Carolina farms and fisheries and promote healthy communities statewide.

"In these challenging times, buying local foods will benefit our farmers and fishermen and help grow our economy," said Dan Gerlach, Golden LEAF president. "Golden LEAF is proud to support the 10% Campaign because North Carolina's agricultural products are fresher, tastier and healthier."

North Carolinians spend about \$35 billion a year on food. If individuals spent 10 percent on foods produced locally – roughly \$1.05 per day – about \$3.5 billion would be available in the local economy.

"North Carolina is uniquely positioned to capitalize on the increased consumer demand for locally produced foods," said Nancy Creamer, co-director of CEFS. "Agriculture is the backbone of our economy. The state's climate, soils and coastal resources support production of a wide variety of produce, meats, fish and seafood. We have the capacity to build a robust local food economy to the benefit of all; the 10% Campaign will help get us there."

Critical to the success of the 10% Campaign is the active support of the **North Carolina Cooperative Extension**. Extension has designated a local foods coordinator in all 100 counties

and for the Eastern Band of Cherokee Indians to help connect consumers and food producers and support local businesses and organizations who want to participate in the campaign.

“CEFS could not have undertaken this statewide effort without Extension,” said CEFS co-director, John O’Sullivan. “These 101 on the ground experts will provide consumers, producers, and local businesses with key information and support. We are thrilled to have them as a partner.”

**Compass Group**, the world’s largest foodservice company, is another key partner. In addition to sourcing 10 percent of the produce it sells to all its North Carolina clients from local producers, Compass Group will also work with CEFS to develop a model “farm to institution” buying program.

Three opportunities exist for businesses and organizations to participate in the **10% Campaign**. They can pledge 10 percent of their purchasing/growing power; host an employee/member challenge; and/or promote the campaign externally.

Two of the campaign’s 31 launch partners include **North Carolina State University, College of Agriculture and Life Sciences** and **North Carolina A&T State University, School of Agriculture and Environmental Sciences**. Both have pledged to join the campaign at each of the three levels. Additionally, the **North Carolina State University Campus Enterprises and University Dining** has pledged to serve 10 percent locally grown or produced foods at all campus dining facilities, including all catering operations, by 2012.

The website’s “[About](#)” page details more about launch partners and how consumers, businesses and organizations can support the campaign.

Individuals joining the **10% Campaign** can register online at [www.nc10percent.com](http://www.nc10percent.com) and pledge to spend 10 percent of their food budget on foods produced/grown locally. The website also hosts a wealth of information about the efforts of the many great organizations already working in the field.

“The **10% Campaign** is truly a collaborative effort. Our intention is to support existing efforts to promote local foods, establish new ones as needed and work to develop the missing links necessary to build North Carolina’s local food economy,” said Creamer. “**Carolina Farm Stewardship Association, Appalachian Sustainable Agriculture Project, Cabarrus County, North Carolina Department of Agriculture** and so many others are already in the field, doing

great work. The campaign will support and promote these and other efforts through the website and with the help of the local food coordinators.”

For more information about participating in the campaign contact the **10% Campaign** manager Teisha Wymore at [nc10percent@ncsu.edu](mailto:nc10percent@ncsu.edu) or by phone at 919-515-0244.

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**About the Center for Environmental Farming Systems (CEFS):** CEFS is a partnership between North Carolina State University, North Carolina Agricultural and Technical State University and the North Carolina Department of Agriculture & Consumer Services. Its mission is to develop and promote food and farming systems that protect the environment, strengthen local communities and provide economic opportunities in North Carolina and beyond. CEFS recently published “[\*From Farm to Fork: A Guide to Building North Carolina's Sustainable Local Food Economy\*](#).” The Action Guide provides goals and strategies to put North Carolina on the fast track to achieving a sustainable local and regional food system.