

# NC GROWING TOGETHER

Connecting Local Foods  
to Mainstream Markets

August 30, 2013

Greetings all,

The goal of NC Growing Together (NCGT) is to bring more locally-grown foods – produce, meat, dairy, and seafood – into mainstream retail and food service supply chains, thus enhancing food security by increasing access to local foods and by strengthening the economics of small to mid-sized farm and fishing operations.

Our strategy, reflected in this month's project activity updates, is to:

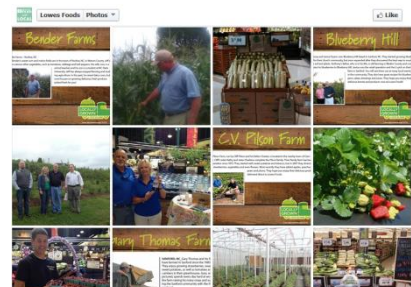
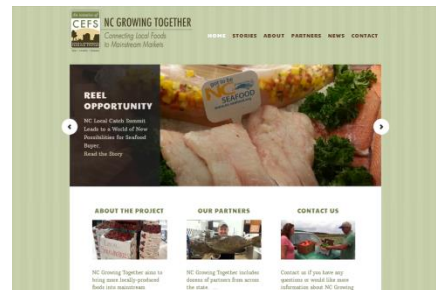
**Identify** the most promising solutions by which local and associated value-added activities can enter local retail and food service markets;

**Pilot** these solutions in North Carolina; and

**Evaluate and Report** the results for the benefit of others.

## ➤ Updates on Project Activities

- This month we're happy to announce the launch of the official NC Growing Together website! The website features project information and in-depth stories highlighting project successes. Check it out at <http://www.ncgrowingtogether.org/> and let us know what you think.
- Beginning this month, NC Growing Together is sponsoring two NCGT Supply Chain Fellows at NC State University's Supply Chain Resource Cooperative (SCRC). Fellows will provide supply chain research and expertise to develop successful, economically-viable connections between local food producers and NCGT's mainstream market partners. These are the first local-foods oriented supply chain fellowships that have been offered at the SCRC (or any other business-school supply chain research institute of which we are aware)!
- Ariel Fugate, NCGT's Lowes Foods Liaison, has created a beautiful Lowes Foods' "Proud to Be Local" Facebook album that highlights some of the 30 new farms delivering directly into NCGT partner Lowes Foods stores as of 2013. In addition, there are more than 5 new North Carolina farms set up and delivering to Lowes Foods' distributor and sister company, Merchants Distributors Inc. These



exciting new connections are the result of NCGT outreach and previous meetings organized by the NC Department of Agriculture and Consumer Services.

- Hold the date! The second annual NC Growing Together all-partner meeting will be held at Fort Bragg on December 5. More details to come.

➤ **Meeting Notes** – attached please find the NCGT Management Team meeting notes from August.

➤ **Project Contact Information**

Feel free to contact us with questions or if you'd like more information about NC Growing Together.

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Sincerely,

The NC Growing Together Management Team