



Community Food Distribution Aggregation Models: A Story of Three Pivots

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VIBRANT NC COMMUNITIES:
BUILDING AND COORDINATING CAPACITY
2020 NC COOPERATIVE EXTENSION
CRD VIRTUAL CONFERENCE

NC COOPERATIVE
EXTENSION



N.C. A&T
STATE UNIVERSITY

NC STATE
UNIVERSITY

TOPICS FOR TODAY

EmPOWERing Mountain Food Systems

What is a Pivot?

Defining Aggregation

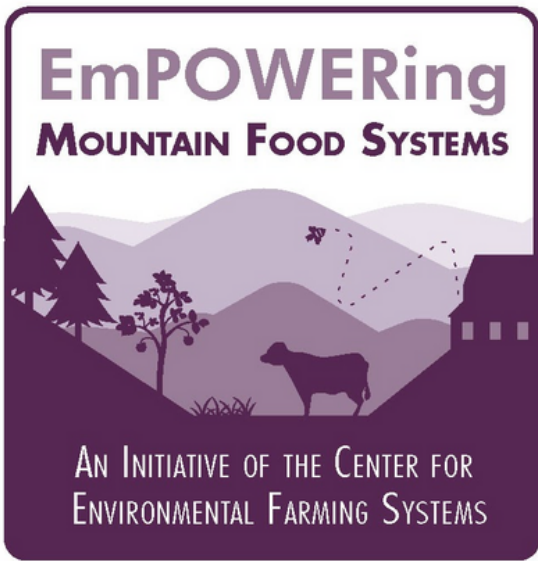
Guadalupe

Yonder

Darnell Farms

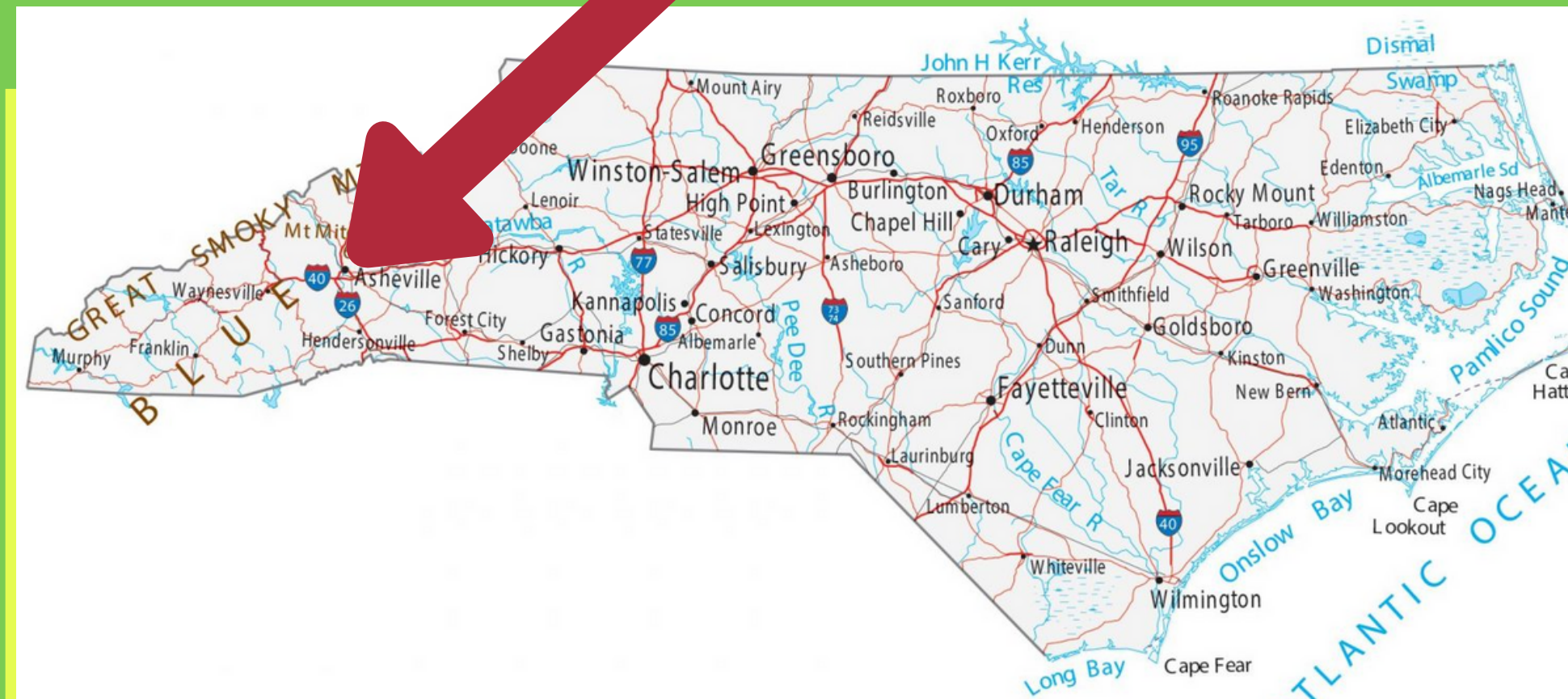
Closing





EMPOWERING MOUNTAIN FOOD SYSTEMS

EMPOWERING MOUNTAIN FOOD SYSTEMS (EMFS) IS A THREE-YEAR PROJECT FOCUSED ON BRINGING EXPANDED OPPORTUNITIES & CAPACITY TO FOOD AND FARM BUSINESSES ACROSS THE SOUTHWESTERN NC REGION.



Defining Pivot

The word pivot sometimes is used incorrectly as a synonym for change. A pivot is a special kind of change designed to test a new fundamental hypothesis about the product, business model and engine of growth.

Eric Ries, 'The Lean Start Up'



Each of these three businesses meet this
definition of Pivot

They are testing new fundamental hypotheses
about their business models

What was the hypothesis?

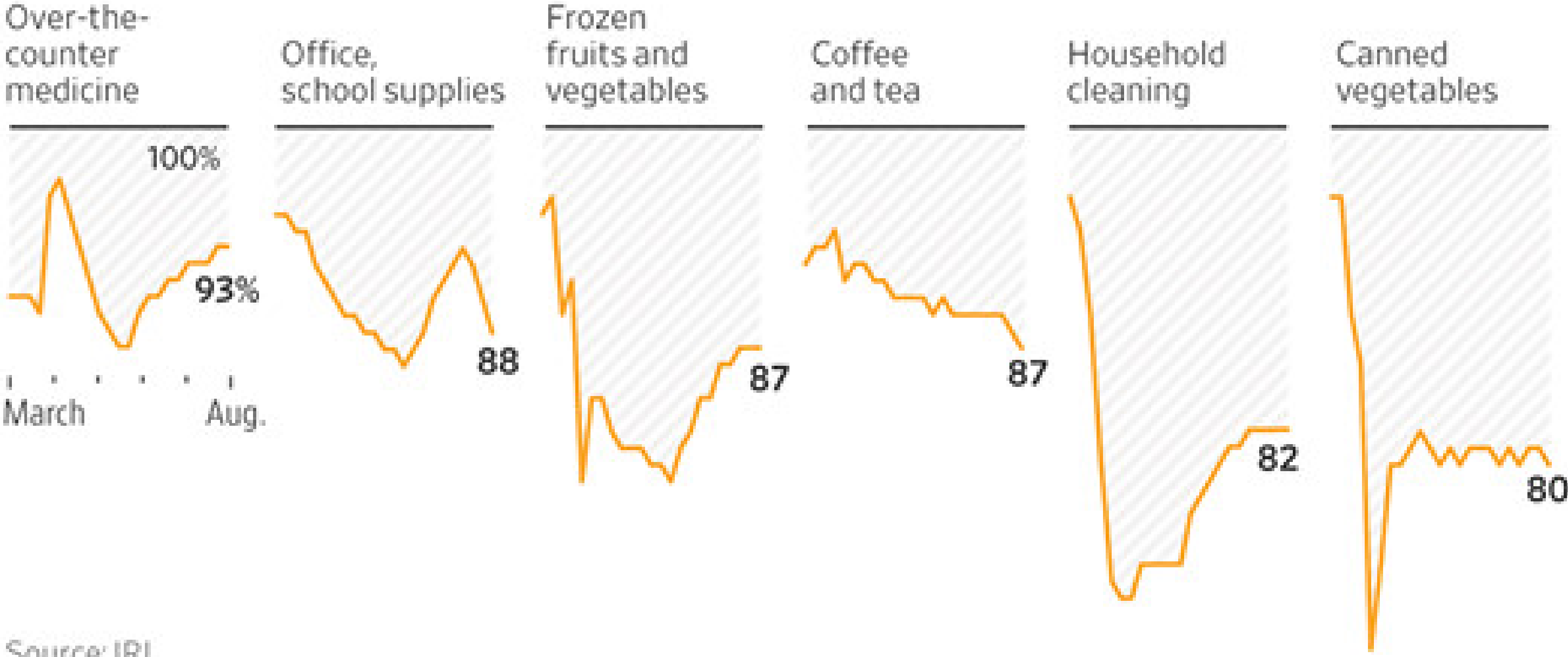
*Consumers want to safe, abundant access to
food, local is good, we can work with our existing
farmers, aggregate, deliver and serve, keeping
our staff safe*

Scarcity



Market Pressures

Availability by department and product



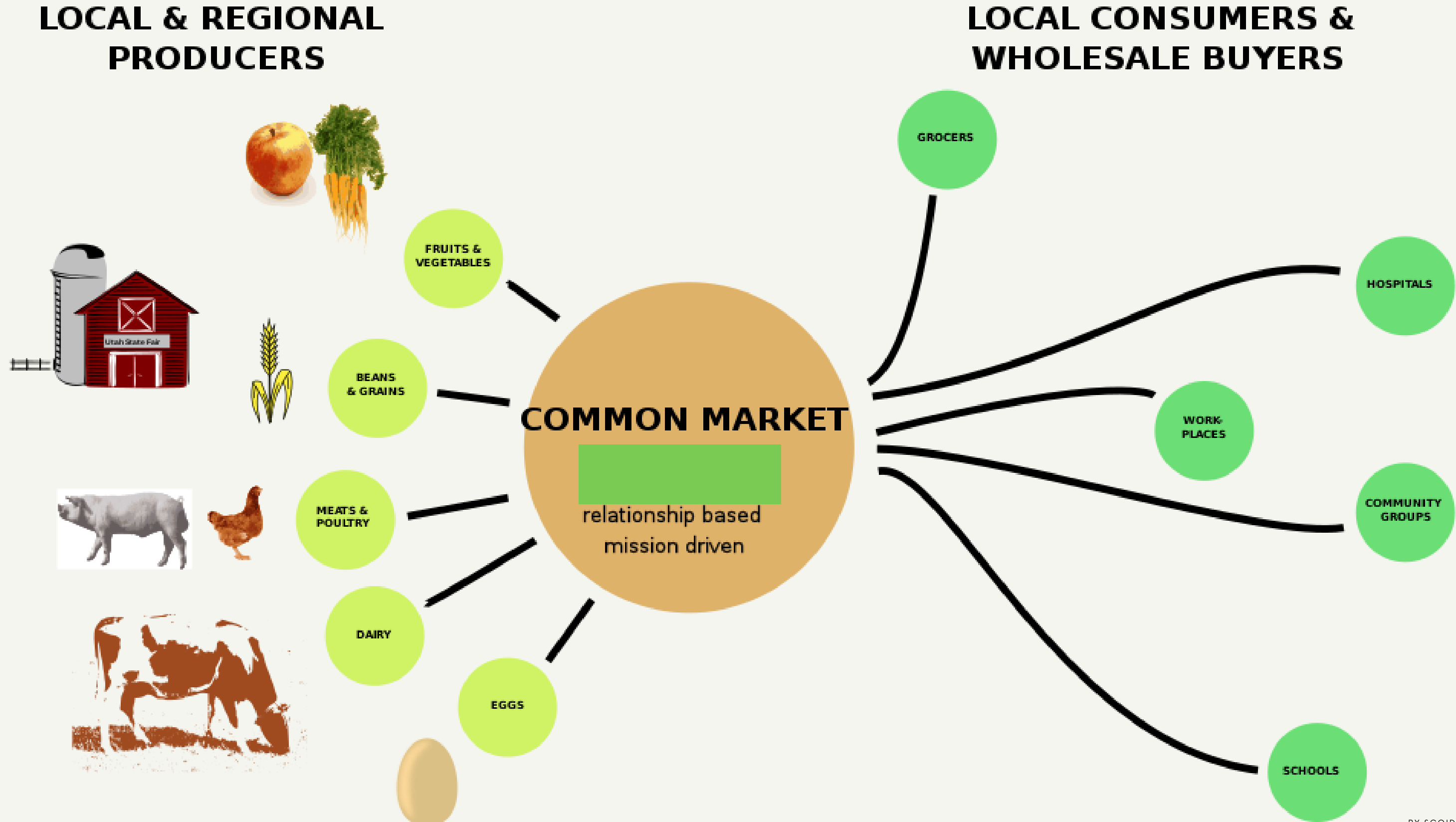
Source: IRI

TOILET PAPER AND FROZEN VEGETABLES ARE MAKING A COMEBACK, BUT OTHER BACKLOGS IN THE SUPPLY CHAIN ARE CAUSING BARE SHELVES AND HIGHER PRICES. .



WHY ARE SOME GROCERIES STILL SO HARD TO FIND DURING COVID? TOILET PAPER AND FROZEN VEGGIES ARE MAKING A COMEBACK, BUT OTHER BACKLOGS IN THE SUPPLY CHAIN ARE CAUSING BARE SHELVES AND HIGHER PRICES BY ANNIE GASPARRO AND STEPHANIE STAMM UPDATED AUG. 10, 2020 7:46 PM ET

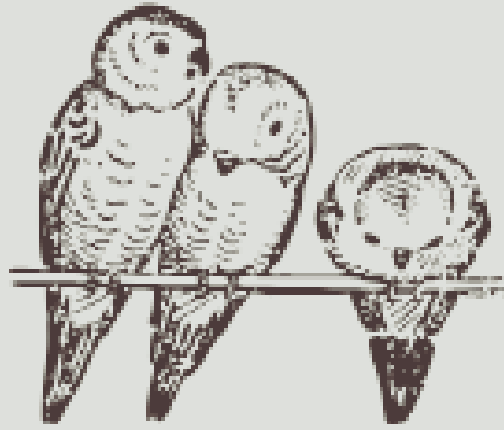
Defining Aggregation



Aggregation

Coordination
& Marketing

Distribution



YONDER FARMERS MARKET

FRANKLIN, NC



<https://www.eatrealfoodinc.com/>



"CONNECTING
FOLKS TO
FARMERS"



NEXT STEPS AT YONDER

- Opening another farm to table restaurant
 - Continuing on line sales
 - Expanding grocery store
 - Offering SNAP EBT
 - Western regional distributor of artisanal, wholesome, products. Restaurants, resorts, grocers
-

Guadalupe Restaurant Sylva NC

Restaurant adding grocery pivot

Guadalupe is a farm to table restaurant in Sylva, NC. For ten years they have been building relationships with dozens of farmers and food artisans





RELATIONSHIPS

- Staff
- Farmers
- Patrons

How could Guadalupe maintain staff and customer health while supporting farmers who had abundant products to sell?

The staff decided not to open to seating dining in phase 2



Twenty Farmers and Food Artisans supply products for the menu and grocery



NEXT STEPS AT GUADALUPE

- - Guadalupe is adding a large walk in cooler allowing them to procure more products
 - They do not anticipate re opening for seated dining
 - Grocery will expand with additional storage options
-

Darnell Farms

PIVOT FROM FARMSTAND AND
AGRITOURISM TO HOME DELIVERY
AND DRIVE THROUGH MARKET



Darnell Farms

PIVOT FROM FARMSTAND AND
AGRITOURISM TO HOME DELIVERY
AND DRIVE THROUGH MARKET

"The farm is temporarily closed for tourism. we are doing deliveries and drive-through pickup only. Currently, in an effort to keep everyone safe, only employees are allowed in the fruit stand. Please remain in your vehicle upon arrival at the farm. Just like you, we can't wait until things return to normal. Be safe."





All Items

- Fruit
- Vegetable
- Dairy Products
- Meat
- Bread
- Dry Goods
- Misc Items
- Canned Goods
- Dried Beans
- Drinks
- Coffee & Tea
- Hot Sauce

Shop All

Popularity ▼



Canning Jars
\$5.98 - \$15.98
Only a few left!



Concord Grapes - Local
\$2.49 - \$3.98 / lb



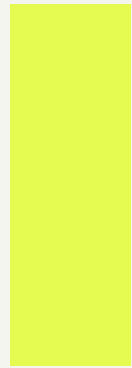
SPICEWALLA SPICES - Locally Made Spices
\$14.99 - \$79.99



PIVOT

New Delivery Plan

LOCAL DELIVERIES TO
 ALMOND, BRYSON CITY,
 CHEROKEE, CULLOWHEE,
 DILLSBORO, FRANKLIN,
 ROBBINSVILLE, SYLVA,
 WAYNESVILLE, WEBSTER,
 WHITTIER, AND ALL
 COMMUNITIES IN THESE
 AREAS.



NEXT STEPS AT DARNELL FARMS

- Expanding cooler space
- Traditional CSA Option with Keto, Paleo and Vegetarian Options
- Continue on line grocery deliver
- Distributing cases for regional farmers to wholesale markets in multi state region
- Adding WIC (already using SNAP)



Darnell Farms

Yonder

Guadalupe

**Empowering Mountain Food
Systems**

Learn More, Stay in Touch!

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