

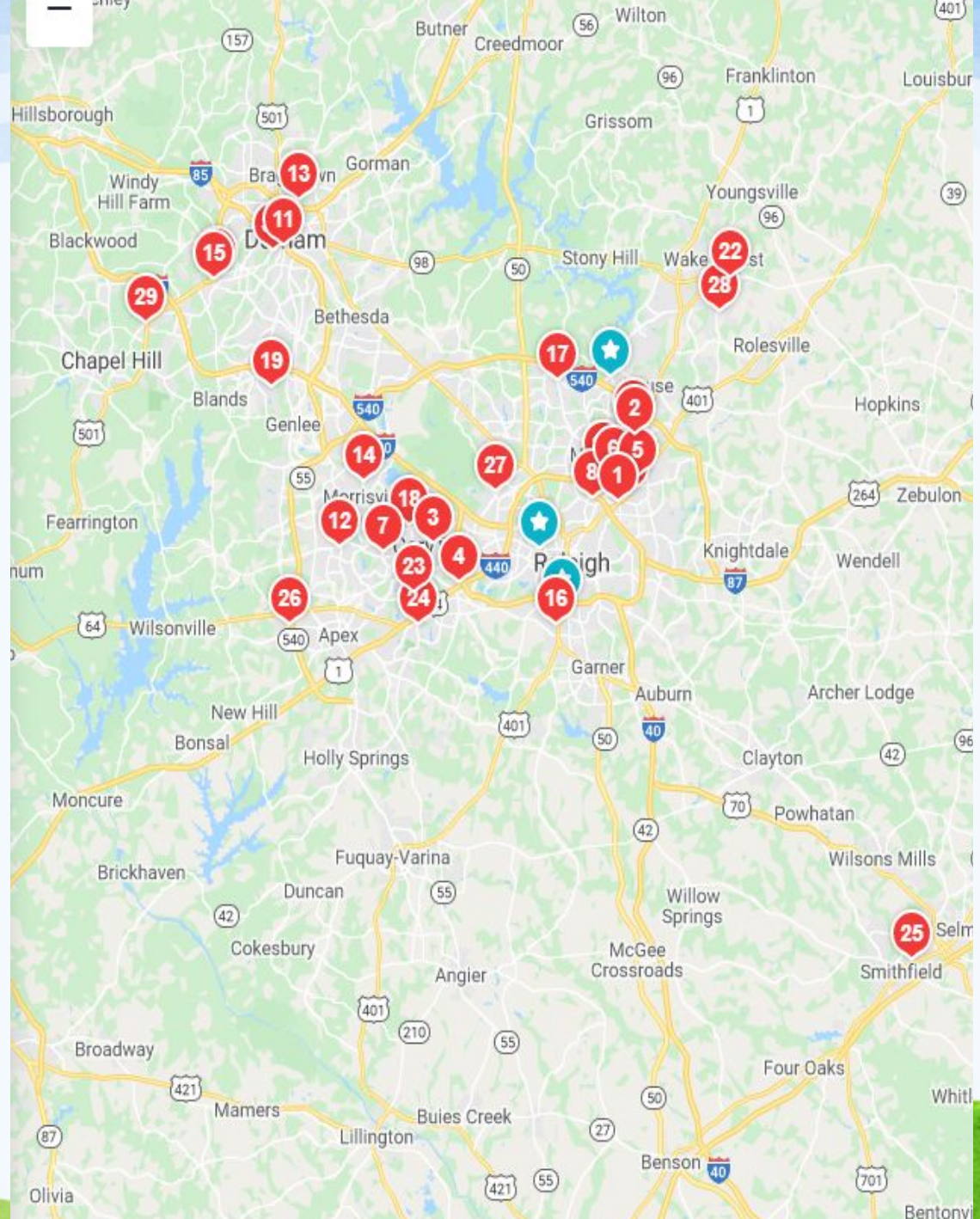
Growing Specialty Vegetables for Ethnic Markets in North Carolina



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- Beginning farmers and ranchers do not have sufficient knowledge, skills, and experiences
- There is no financial benchmarking information to support multifunctional producers (lack of cost management)
 - ▶ Agritourism, value added, direct sale, off farm jobs
- Small farmers have limited information to identify niche market (competitive pricing)
- New generation of customers do not have common sense of real food











 PEOPLE




Population

 Population estimates, July 1, 2019, (V2019)	10,488,084
 Population estimates base, April 1, 2010, (V2019)	9,535,751
 Population, percent change - April 1, 2010 (estimates base) to July 1, 2019, (V2019)	10.0%
 Population, Census, April 1, 2010	9,535,483


Age and Sex

 Persons under 5 years, percent	 5.8%
 Persons under 18 years, percent	 21.9%
 Persons 65 years and over, percent	 16.7%
 Female persons, percent	 51.4%





Race and Hispanic Origin

 White alone, percent	 70.6%
 Black or African American alone, percent (a)	 22.2%
 American Indian and Alaska Native alone, percent (a)	 1.6%
 Asian alone, percent (a)	 3.2%
 Native Hawaiian and Other Pacific Islander alone, percent (a)	 0.1%
 Two or More Races, percent	 2.3%
 Hispanic or Latino, percent (b)	 9.8%
 White alone, not Hispanic or Latino, percent	 62.6%

Population Characteristics

 Veterans, 2014-2018	667,696
 Foreign born persons, percent, 2014-2018	7.9%

Housing

 Housing units, July 1, 2019, (V2019)	4,747,943
 Owner-occupied housing unit rate, 2014-2018	65.0%
 Median value of owner-occupied housing units, 2014-2018	\$165,900
 Median selected monthly owner costs -with a mortgage, 2014-2018	\$1,290



TOURISM ECONOMIC FAST FACTS - 2019

Direct Visitor Spending 2015-2019
(in billions)



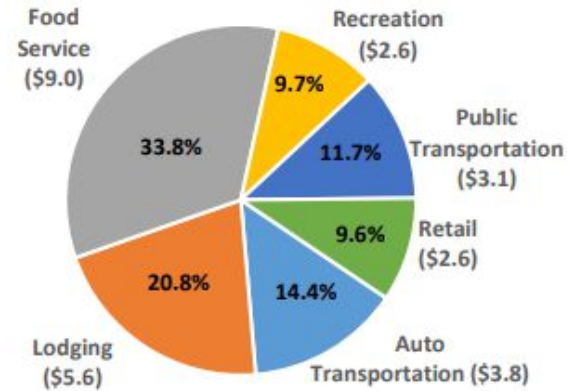
Direct Tourism Employment 2015-2019



Tourism Generated State & Local Tax Receipts
2015-2019
(in millions)



Impact of Tourism by Sector
(in billions)

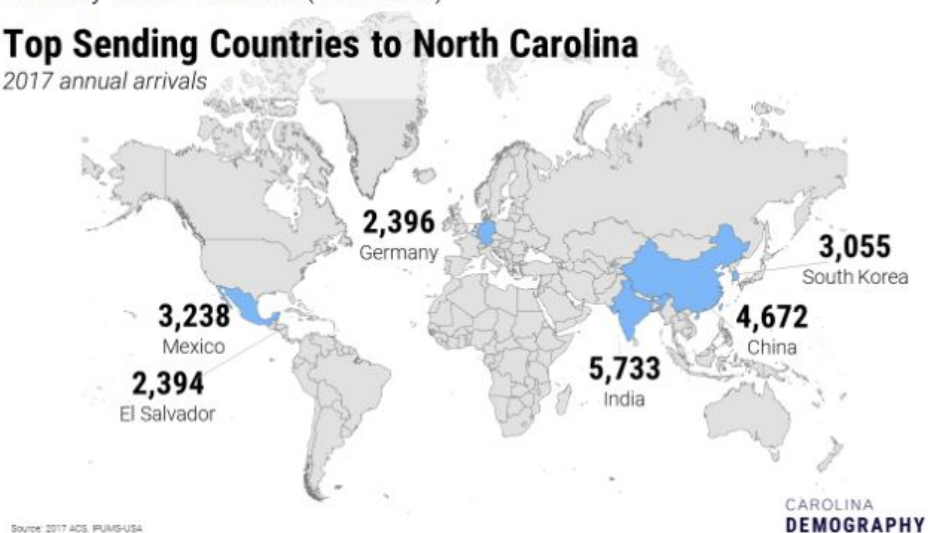


The remaining 54,000 or 15% of in-migrants to NC in 2017 moved here from another country. Top countries were:

- India (5.7K)
- China (4.7K)
- Mexico (3.2K)
- Korea (3.1K)
- Germany and El Salvador (each 2.4K)

Top Sending Countries to North Carolina

2017 annual arrivals



Many of the individuals moving here from other states and countries are NC-born individuals moving back to the state. Nearly one in every six in-migrants to NC in 2017—63,000 individuals—was born in North Carolina. Among the top-sending states, in-migrants from neighboring South Carolina were the most likely to be NC-born (31%) while in-migrants from California were the least likely to report NC origins (11%). Among top-sending countries, in-migrants from China (31%) and Germany (30%) were the most likely to be NC-born. In-migrants from India were the least likely to be NC-born (5%).



What we are growing at the Small Farm Unit in Goldsboro



Fuzzy Gourd

Bitter Melon





Hollow Stem



Specialty Fruit Gourd

Flowering Chives



Queen of the Night

