

NC GROWING TOGETHER

Connecting Local Foods
to Mainstream Markets



2018 NC Growing Together Summer Apprenticeship: *Students in the Local Food Value Chain*

NCGT's Summer 2018 Local Food Supply Chain Apprenticeship program selected ten apprentices to work with local food hubs, businesses, and organizations that are working to transform the food system in North Carolina. Thank you for joining us to hear about the transformative work accomplished by the apprentices and their mentors over the past 8 weeks!

AGENDA

Center for Environmental Farming Systems

NCGT Summer Apprenticeship Final Presentation

JC Raulston Arboretum, July 27, 2018

10:00 am – 2:00 pm

10:00 – 10:10 am	Introduction	Rebecca Dunning
10:10 – 11:00 am	Apprentice Presentations Lowes Feast Down East Firsthand Foods Freshpoint	<i>50 min</i> Hannah Emery Michele Poindexter Sara Edwards Whitney Ahead
11:00 – 11:20 am	Break	<i>20 min</i>
11:20 – 12:20 pm	Apprentice Presentations Farmer Foodshare Working Landscapes Triangle J Council of Governments ECO Foodbuy	<i>60 min</i> Karen Hill Julia Sampson Rebekah Appleton Danny Marulanda Mya Belden
12:20 – 1:20 pm	Lunch & Closing	<i>60 min</i> Rebecca Dunning & Elva Bennett

2018 APPRENTICESHIP

Hannah Emery, Lowes Food



This summer, Hannah Emery was the apprentice for Lowes Foods, where she worked with Krista Morgan, Lowes Foods' Locally Grown Accounts Representative and Liaison to NCGT. Hannah's work with the Office of Sustainability at Appalachian State University and experience on an urban farm contributed to her interest in sustainable food supply chains and this apprenticeship.

As the apprentice for Lowes Foods, Hannah researched and wrote the weekly newsletter for Carolina Crate, Lowes' CSA. She included fun facts about the featured produce and wrote short biographies about Lowes' featured farmer

of the week. Hannah most enjoyed the farm visits with the Lowes team and meetings with farmers where she learned about their backgrounds and developed meaningful relationships between Lowes and their producers. She appreciates how the Lowes Foods team works with farmers to allow them to choose what they grow. Hannah joined the Lowes Foods team on an overnight trip to Titan Farms to learn about peach production, including harvesting, packing, food safety, consumer trends, agri-specific technology, and more.

Michele Poindexter, Feast Down East

Michele Poindexter is a rising senior at Valparaiso University where she is studying Global and Environmental Science. She gained experience growing produce and working farmer's markets as an intern at Native Roots Organic Farm in Westville, Indiana. She is passionate about working toward a sustainable, equitable food system.

At Feast Down East, a food hub in Eastern NC, Michele researched the changing climate and potential crops that will be viable for local farmers. She compiled lists of drought and heat tolerant crops because farmers have had increasing trouble with hotter seasons. Michele also put together a list of crops that can withstand standing water and potential crops that could work in the future but are not feasible now. Her favorite part of the apprenticeship was working the Friday night fresh market at the local housing authority. There, Feast Down East sells food from their 40 local farms at a reduced cost and consumers can pay using SNAP benefits and as part of the double bucks program. In addition, Michele went door to door in the community to conduct a survey to determine the best days and times for a future mobile market. She generated social media content by photographing delivery days and creating posts to let buyers know what was available. Michele feels inspired by Feast Down East's emphasis on connecting with their local community and valuing community members' opinions.



2018 APPRENTICESHIP

Sara Edwards, Firsthand Foods



Sara Edwards is a UNC Chapel Hill graduate who will continue within the Environment and Science Communication dual degree program to earn her MA in Mass Communications in the coming year. Her passion for the informed interaction between society and environmental initiatives lead her to work with the marketing initiatives at Firsthand Foods this summer.

Firsthand Foods buys whole animals from local meat producers and sells the products to retailers and restaurants. Sara worked on the "Tour de Pork" marketing campaign which distributed "passport" booklets to encourage consumers to visit 20 local restaurants which serve specific cuts of locally produced pork. The campaign's mission was to draw consumer attention to the efforts of whole-animal utilization and local meat producers. Sara wrote social media

stories about the chefs and hog farmers involved in the campaign. Sara enjoyed seeing the encouraging relationships between local chefs and within the food system. She believes that this project will build on those relationships and share them with the community. Sara is inspired by the enthusiasm at Firsthand Foods surrounding their work and the commitment to relationship building between different companies in the area with shared goals.

Whitney Ashead, Freshpoint

Whitney Ashead spent her summer working with Freshpoint Raleigh. Her work as the Sustainability Coordinator for Penn State Dining Services and Food Access and Justice Project Lead in the Penn State Student Farm club left her interested in learning about the intermediary distributors between producers and restaurants.

At Freshpoint, Whitney worked on the Unusual But Usable (UBU) food waste reduction program and the Local program. She investigated how the UBU program could be expanded to include produce that was about to go bad in the Freshpoint warehouse, such as distributing very ripe strawberries to ice cream makers instead of supermarkets where they'll likely go bad on the self. Whitney also worked to improve Freshpoint's local program infrastructure and marketing efforts. She accomplished this by increasing signage in mainstream markets, like farmer info card in Harris Teeter, to inform consumers about which farms their food is coming from. She researched potential farms to work with that produce crops that consumers are interested in. Whitney is inspired by the example that Freshpoint sets for large corporations partnering with their community and actively striving for sustainability.



2018 APPRENTICESHIP

Karen Hill, Farmer Foodshare



Karen Hill is a University of Wisconsin Madison grad with a BS in Conservation Biology. Her experience with vegetable production and animal husbandry on Shadow Brook Farm in Lincoln, Nebraska, paired with her passion for agroecology and food systems, lead her to her apprenticeship position with Farmer Foodshare this summer.

Kare joined Farmer Foodshare to help them grow their local food market to include university food service by establishing their Hazard Analysis Critical Control Point (HACCP) food safety protocol so that they can undergo a third party audit to become a preferred vendor for university dining services. Farmer Foodshare already partners with local small-scale producers and contracts with mainstream markets like Whole Foods and Weaver Street Market. Karen's favorite thing about her position this summer was the community she worked within because they genuinely care about improving the food

system. As part of her internship, Karen completed an online HACCP training course at NCSU and now has her certificate of completion from the International HACCP Alliance. She is inspired by Farmer Foodshare's work because she sees the tangible system change that results from their work.

Julia Sampson, Working Landscapes

Julia Sampson is a UNC Pembroke graduate with a BS in Environmental Science and a focus in Sustainable Agriculture. She has explored her interests as a campus sustainability intern, where she worked with the Real Food Challenge, CEFS' Ufoods project, and the NC 10% Campaign.

As an apprentice at Working Landscapes, Julia focused on two projects. As part of the Good Bowl project, she helped distribute frozen meals made with local ingredients from Warren County and produced by Weaver Street Market. Julia traveled to corner stores with newly installed freezers and distributed the bowls to increase access to healthy foods. She most enjoyed facilitating free taste tests at local markets, interacting with community members, and hearing their stories. Julia also researched institutions in Warren County and surrounding counties that could be potential markets for local farmers. She mapped the institutions, including prisons, nursing homes, and daycares, using the ArcGIS mapping program. She is working with CEFS and Triangle JCOG to complete the project. Julia is interested to see how the research will grow and benefit local farmers.



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Mya Belden, Foodbuy



A Supply Chain Management major from the College of Charleston Honors College, Mya Belden has enjoyed her apprenticeship position at Foodbuy this summer. Mya first became involved with food systems as a garden manager at an elementary school while working with the Green Heart project, which supports farm-to-school supply chains.

At Foodbuy, Mya worked on an audit to verify the food labels and production certifications related to products purchased within a prior 6-month buying period. Mya contacted mid-scale egg suppliers in addition to seafood and coffee producers. Foodbuy is interested in certified cage-free eggs, so Mya verified suppliers' Humane Farm Animal Care

(HFAC) certification. This work helps Foodbuy clients meet their individual sustainability goals by providing accurate certification information. Mya also researched compostable disposables, the related standards, and the third-party certifications. She compiled the information for the Foodbuy marketing team to help produce an internal infographic. Mya values the opportunity to learn what sustainability means to large-scale food companies and to see the impact she can have within a corporation.

Rebekah Appleton, Triangle J Council of Governments

Rebekah Appleton is a rising senior at UNC Chapel Hill studying environmental science. Her interest in food supply chains began with her experience gardening, first at home and, later, at HUB farm, Seeds, and abroad in Australia.

At the Triangle J Council of Governments (COG), Rebecca researched the various roles of local governments in the food supply chain and the work of other COGs and nonprofits across the US to determine what projects are being executed and which have been successful. Using this information, she developed project ideas for local food procurement. Rebekah is inspired by a genuine desire to help the community at Triangle JCOG. She is encouraged to "know that there is a government entity that works purely to better the community and listen to the needs of its members".



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Danny Marulanda, Eastern Carolina Organics (ECO)

Danny Marulanda is a recent NC State University graduate with a BS in Environmental Science and Plant and Soil Science. He has a passion for sustainable agriculture and a strong desire to bridge gaps between communities with his work.

This summer, Danny worked as the apprentice at Eastern Carolina Organics. He focused on helping at the Area Congregation in Ministry (ACIM) Foodbank in Oxford, NC. There, he assisted with the food storage and childcare program. Danny answered questions regarding food system work and a variety of science topics. Danny also worked with CEFS' Whole Crop Harvest initiative to quantify and qualify produce loss on small, organic farms and in greenhouses. He filled many different roles at ECO, including completing some extension work over the phone, such as developing pest management strategies which he had learned the previous semester during an Integrated Pest Management course at NC State University. Danny is inspired by how the ECO team genuinely cares about farmers and the larger state of agriculture.



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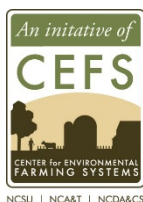


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