



The **NC 10% Campaign** is a project out of the Center for Environmental Farming Systems (CEFS) and NC Cooperative Extension. The statewide Campaign encourages consumers, businesses, and institutions to spend 10% of their existing food dollars on locally-produced food. **Why 10%?** North Carolinians spend about \$35 billion a year on food. If individuals spent 10% - \$1.05 per day - locally, about \$3.5 billion would be available in the local economy.

Why Buy Local Foods?

Community

Local food businesses increase community vitality, livability, and resiliency.

Health

Buying food directly from farmers can improve eating behaviors and decrease long-term health care costs.

Economy

Dollars spent at local food restaurants and grocers double their economic impact in the local community.

Environment

Local farms can preserve open spaces and conserve natural resources for communities.

How the NC 10% Campaign Works:

The Campaign works as an interactive webpage & personalized data tracking system for local foods.

Step 1: Join the Campaign - pledge to spend 10% of your existing food budget on locally-grown foods.

Step 2: Use the Campaign's searchable partner database to find locations near you to buy local foods.

Step 3: Track your local food spending via emails that link to your personalized dashboard.

The Result: See how your commitment to local foods affects NC's economy in real-time via the Campaign's statewide online local foods tracker.



MAKE THE CHOICE. MAKE A DIFFERENCE. MAKE IT LOCAL.

www.nc10percent.com

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