



## NC 10% Campaign and RTI International Develop Online Dashboards to Illustrate Local Foods Spending Data in North Carolina

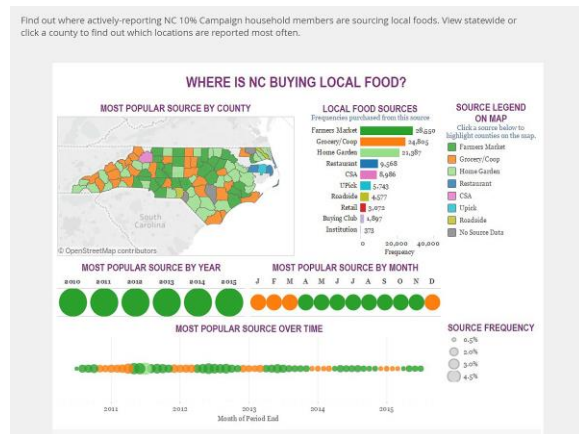
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**Raleigh, NC:** Where are North Carolinians buying local foods? How much are they spending on local food per month? Which county spends the most buying local foods?

These questions and more are being answered thanks to the NC 10% Campaign and RTI International, which teamed up to develop a series of dashboards to help local farmers, consumers, businesses, and leaders make informed decisions about buying and selling local foods.

The NC 10% Campaign is a collaborative statewide initiative led by the Center for Environmental Farming Systems in partnership with NC Cooperative Extension that encourages business and individuals to commit 10% of their existing food budget to locally raised, caught, and produced foods.



“Analyzing the NC 10% Campaign's data from 8,000 members, we found that on average members spend \$30 dollars per month on local foods, and most are buying from farmers’ markets,” said Peter Baumgartner, data scientist in RTI’s Center for Data Science, who helped develop the dashboards. “We also found that members from Wake County reported spending the most on local foods, about \$700,000 was spent between 2010 and 2015.”

“Being able to visualize the data by county, aggregates of counties, or Cooperative Extension districts and to overlay that over time makes the data more accessible and helps us understand how to support local food efforts across the

state,” said Robyn Stout, Statewide Coordinator of the NC 10% Campaign. There were over 580,000 lines of data to analyze.

The information from the dashboards can be used to help:

- Farmers determine where to sell their produce by understanding which sources – farmers’ markets, roadside stands, or grocery stores – are most popular in their county.
- Consumers compare their spending to the county average.

- Inform planners, educators, and local government officials on the characteristics of local food purchasing in their region.

A leader in collecting, analyzing, and leveraging data, RTI looked at five years' worth of data on local food spending in North Carolina that was self-reported by the NC 10% Campaign's nearly 8,000 members.\*

"Developing the dashboard was both challenging and stimulating, as we had to construct something that met the needs of a diverse set of audiences," Baumgartner said. "The best part of working with the NC 10% Campaign team was being able to integrate user-center design principles with data science best practices from start to finish to make sure the final product was illuminating and insightful."

The interactive dashboards, available on [NC 10% Campaign's website](#), allow visitors to search for data from individual counties, as well as view statewide totals.

*\*The data is from NC 10% Campaign members who chose to activate their membership and input their local foods spending data weekly.*

*The NC 10% Campaign is an initiative of the Center for Environmental Farming Systems (CEFS), a partnership of North Carolina State University, North Carolina Agricultural and Technical State University and the North Carolina Department of Agriculture and Consumer Services. CEFS develops and promotes just and equitable food and farming systems that conserve natural resources, strengthen communities, improve health outcomes, and provide economic opportunities in North Carolina and beyond.*

*For more information, visit [www.cefs.ncsu.edu](http://www.cefs.ncsu.edu).*

*RTI International is an independent, nonprofit research institute dedicated to improving the human condition. Clients rely on us to answer questions that demand an objective and multidisciplinary approach—one that integrates expertise across the social and laboratory sciences, engineering, and international development. We believe in the promise of science, and we are inspired every day to deliver on that promise for the good of people, communities, and businesses around the world.*

*For more information, visit [www.rti.org](http://www.rti.org).*



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