

# LOCAL GOV, LOCAL FOOD

Building Resilient Local Food Economies  
in North Carolina

*through Small Agriculture & Food Entrepreneurship*

# LOCAL FOOD ECONOMIES



- What's a local food economy?
- What's happening with local food at the national and state level? Is local food really a trend we should consider in planning and development efforts?
- What motivates local food system development, and who's involved?
- What are strategies that support food system development?
- What resources and tools are available to my region?
- Where should we start if we want to focus on local food economies at the regional level?

# NC GROWING TOGETHER

AT THE CENTER FOR ENVIRONMENTAL  
FARMING SYSTEMS



## Farmer capacity

- Food safety, market channels, production techniques, buyer connections



## Supply chain expansion

- Wholesale and institutional partner connections, infrastructure assessment and business feasibility



## Producer & processor capacity

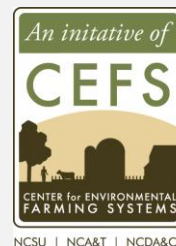
- Resource development for meat, dairy, seafood, produce, and value-added products



## Supportive business environments

- Local government integration; small business development and support for food-based entrepreneurs

North Carolina Growing Together is a five-year USDA-funded project aiming to strengthen and expand local and regional food supply chains and to model this work for other geographies in the U.S.



NCSU | NCA&T | NCDA&CS

## NC GROWING TOGETHER

Connecting Local Foods  
to Mainstream Markets

Born and raised in Western North Carolina, I received an MPA from UNC-Chapel Hill's School of Government and worked on a number of economic development & food systems projects across the East Coast.

I grew up on farms, owned a farm-to-table restaurant, ran a regional food policy council, and generally adore food in all its forms. Especially cheeses.

I currently live in the Triangle with my family, where I enjoy reading, traveling, and, of course, pulling for the Tarheels and the Green Bay Packers.



United States  
Department of  
Agriculture

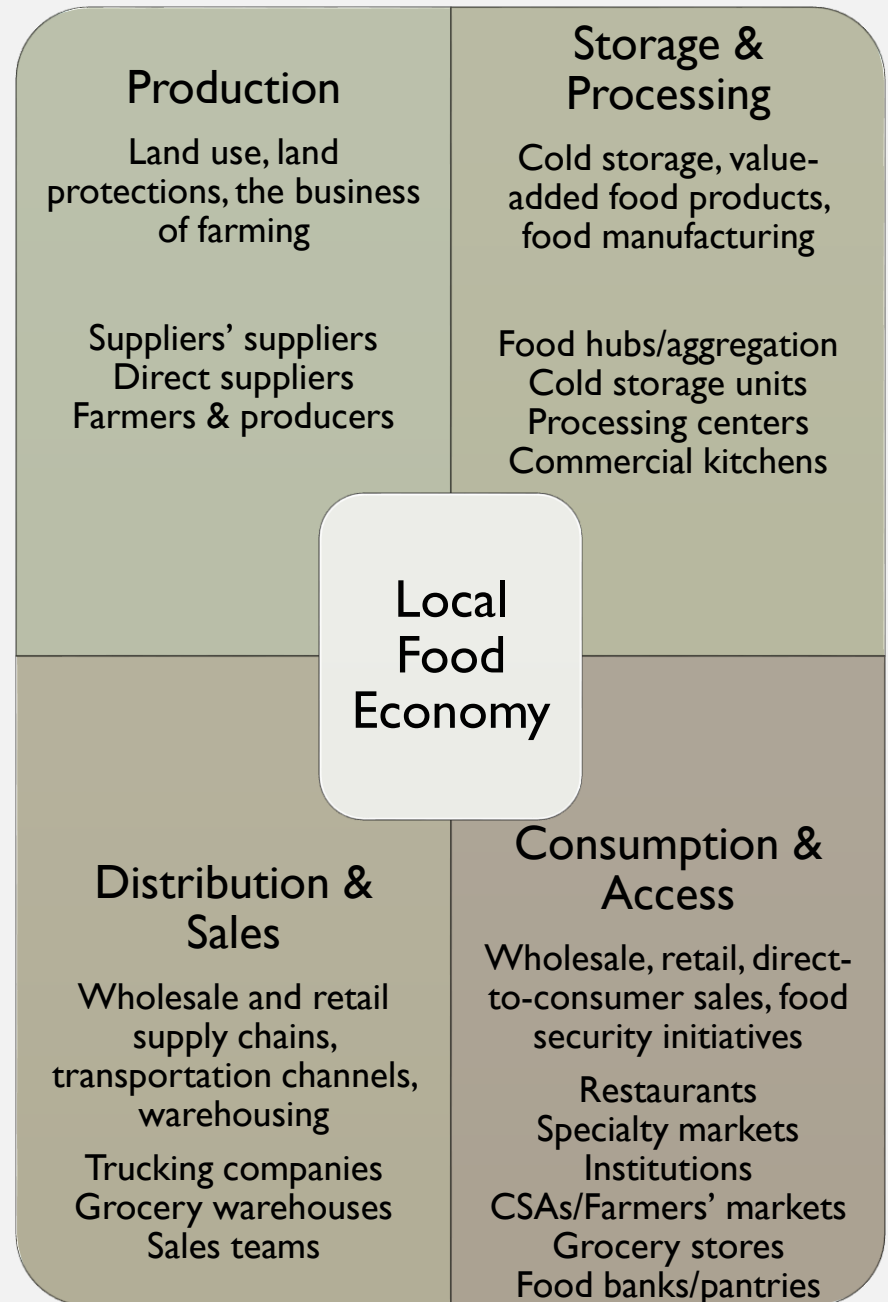
National Institute  
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# LOCAL FOOD ECONOMIES

Local food economies encompass everything that is associated with a local food system.

This includes the entire food supply chain – from production to consumption – as well as affiliated businesses and structures.



## NATIONAL AG STATISTICS



of American consumers **prefer food grown in the U.S.** from regional sources



**13 million acres of farmland** needed to produce the minimum daily requirement of fruits and veggies in the US for US consumers by 2020



US Farmers' markets have increased **350%** since 1994



APA has included food systems in its planning policy guide since 2007; USDA has maintained farm-to-fork initiatives since 2000

## N.C. AG STATISTICS



Agriculture & agribusiness account for **1/6 of NC's income and employees.**



Total income in Agriculture and Food industries in NC is **\$70.5 billion (a 14.6% share of NC income).**



NC ranks **8<sup>th</sup> in the nation** for agricultural production. More than **17% of gross state product** is contributed by food, forest and fiber industries.



Of all NC farms, almost **75%** are family-owned small to medium-sized businesses reporting less than \$100,000 in farm revenue per year.

### So, what's local?

USDA does not have a fixed definition of "local," and NCGT considers "local" to be statewide. Localities and regions are encouraged to create definitions of local that account for regional geographic, demographic, and land influences. Custom definitions allow for effective place-based planning & development solutions.

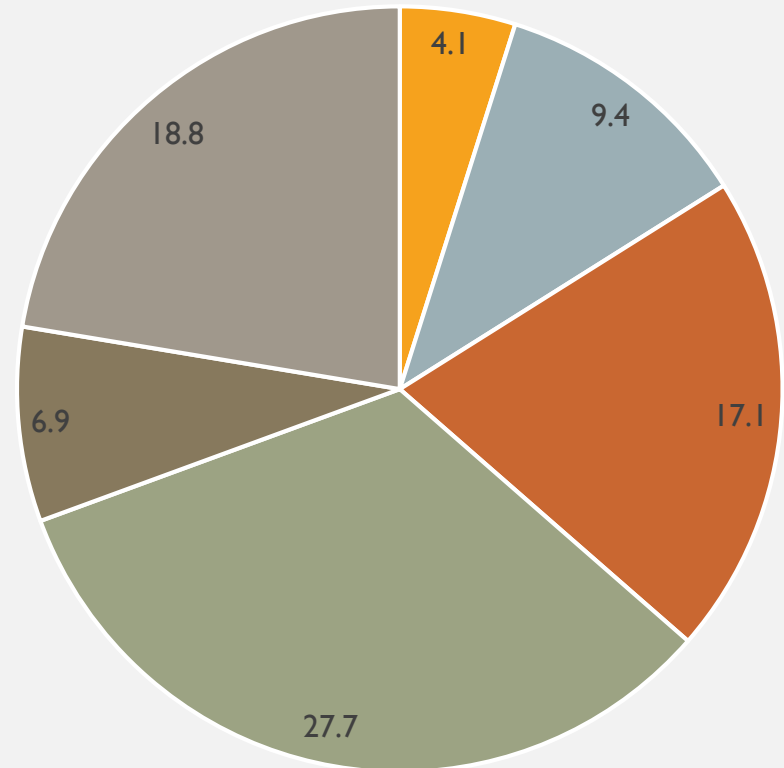
*\*Data sources are provided on the final slide.*

# NORTH CAROLINA'S FOOD ECONOMY

Data provided by Mike Walden, Reynolds Distinguished Professor and Extension Economist, N.C. State University, College of Agriculture and Life Sciences

*\*Data sources are provided on the final slide.*

\$84 billion in Agriculture, Food, and Forestry Industries (July 2016)



- Fiber
- Forestry
- Farming & production
- Food manufacturing
- Wholesaling
- Retailing

# INTEGRATING REGIONAL GOVERNANCE AND REGIONAL FOOD SYSTEMS DEVELOPMENT



**Local food systems need the unique skills, capacities, and abilities of regional planners, developers, and leaders.**

- Assistance with spatial and data-based analysis
- A deep knowledge of the communities served
- Awareness of the connections between and across communities
- Partnerships at multiple decision-making levels
- Knowledge of community input & feasibility processes
- Access to technologies and innovations to simplify and engage at each step of the planning and development processes

Food systems offer solutions to many significant social, cultural, and built environment issues that can help COGs better meet the needs of their communities.

Food systems offer economic benefits that are place-based, specific to a region's existing natural, built, and human resources.

**Food system placemaking is on the leading edge of innovative, multi-disciplinary planning strategies & ideas.**



# GOVERNMENT PERSPECTIVES ON LOCAL FOOD ECONOMIES

## Motivations & Impacts of Asset-Based Development of Local Food Systems

- **Rural/urban community dialogue and partnership: markets and values**
  - Opportunities for rural youth (the “brain drain” problem)
- **Land preservation and land use strategies**
- **Emergency/crisis planning**
- **Regional economic development strategies**
  - Economic impact of agriculture & food entrepreneurship
  - Revitalization of downtowns, vacant land, and urban centers
  - Agritourism
  - Systems approach: private sector opportunities across multiple industries

### Succession

The next farming generation...

- Average age of NC farmer: 59
- Average age of US farmer: 55

### Land Loss

Farmland lost to development

- 1997: 4.8 million acres annually
- 2012: 24.5 million annually
- 2016: 40 acres per hour

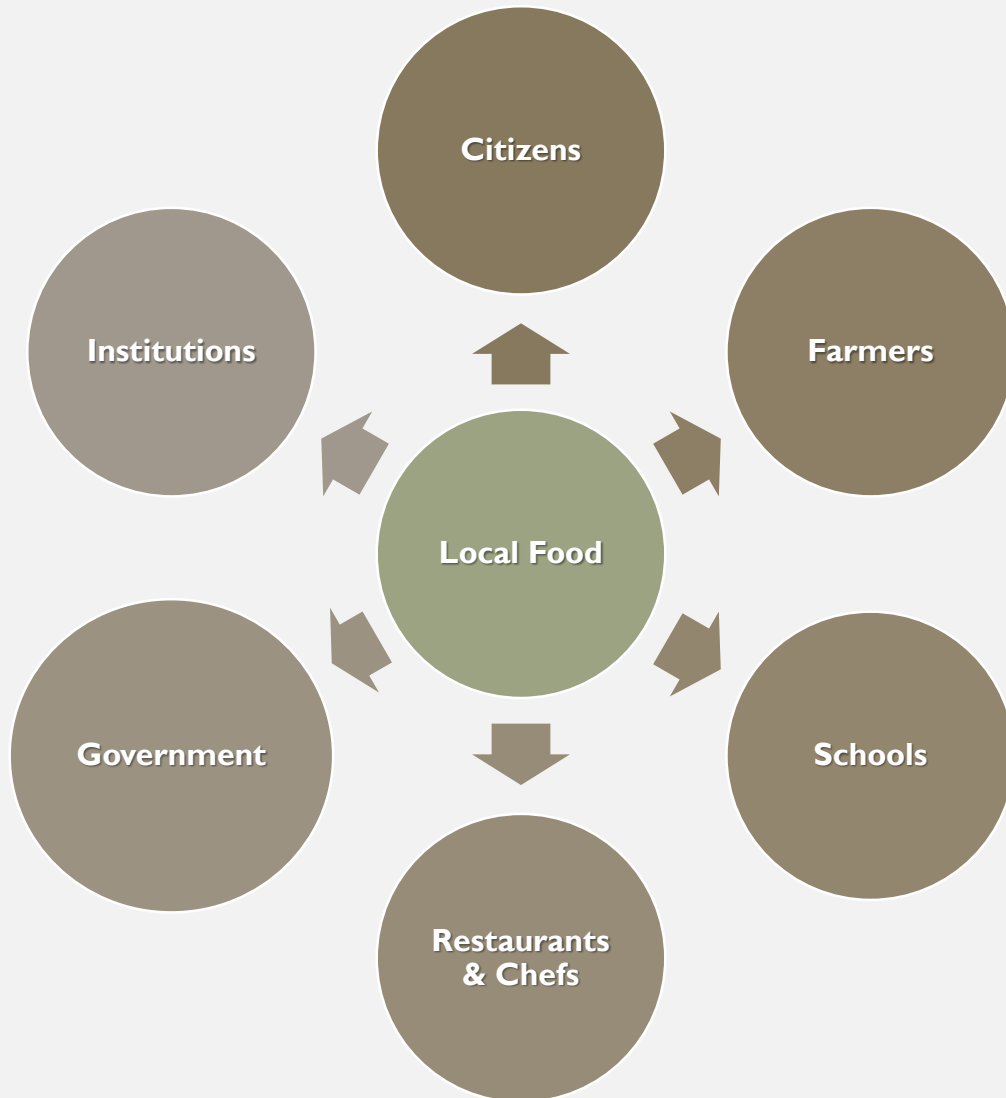
### Economics

Get your regional mojo back 😊

- Placemaking and authentic asset-based development
- Innovative, location-based strategies
- Resiliency



# COLLABORATIVE PERSPECTIVES ON LOCAL FOOD ECONOMIES



## Collaborative Work in a Post-Recession World

The development of local food economies relies on nontraditional partners and a regional approach to infrastructure, land preservation and access – strengthening the resiliency of these economies.

### PARTNERS

- Traditional partners (other local government staff, councils of government)
- Ag partners (Extension Service, NCDA)
- Nontraditional partners (public health, transportation & infrastructure, small business centers & workforce development)
- Community partners (food councils, nonprofits, faith-based groups)
- Higher education partners (universities and community colleges)
- Nonprofits & NGOs
- Social networks

# REGIONAL STRATEGIES FOR FOOD SYSTEM DEVELOPMENT

## Land-Use Leadership

- Training and support for policy and planning efforts that recognize agriculture
- Zoning, setbacks, infrastructure allowances, signage, bona fide farm exemption, land preservation incentives
- Community gardens, urban agriculture, and farmers' markets

## Asset-Based Development Strategies

- Regional approach to agricultural economic development
- Market and supply analysis to determine transport and distribution routes, production centers, consumption channels, etc.
- Regional goals for farmland protection plans & programs

## Strategic & Long-Range Planning

- Whole-systems approach to food & supply chains
- Infrastructure planning for supply chain expansion (particularly transportation and storage)

## Regional Economic Planning

- Local food economies as a recruitment tool
- Local food economies as a creation, retention, and expansion tool
- Partnerships with educational institutions: business & entrepreneurship development

# FOOD SYSTEMS PLANNING PROCESS



## MAKE IT LAST

- Comprehensive plans are just the start
- Adopted policies and programs
- Committed funds



## COMMUNITY

- Food policy councils
- Community partners
- Bridging social capital



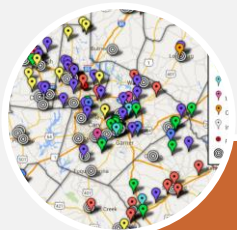
## REGULATIONS

- Zoning updates
- Farmland preservation plan
- Bona fide farms



## ECONOMICS

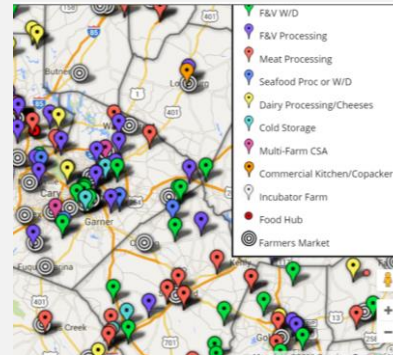
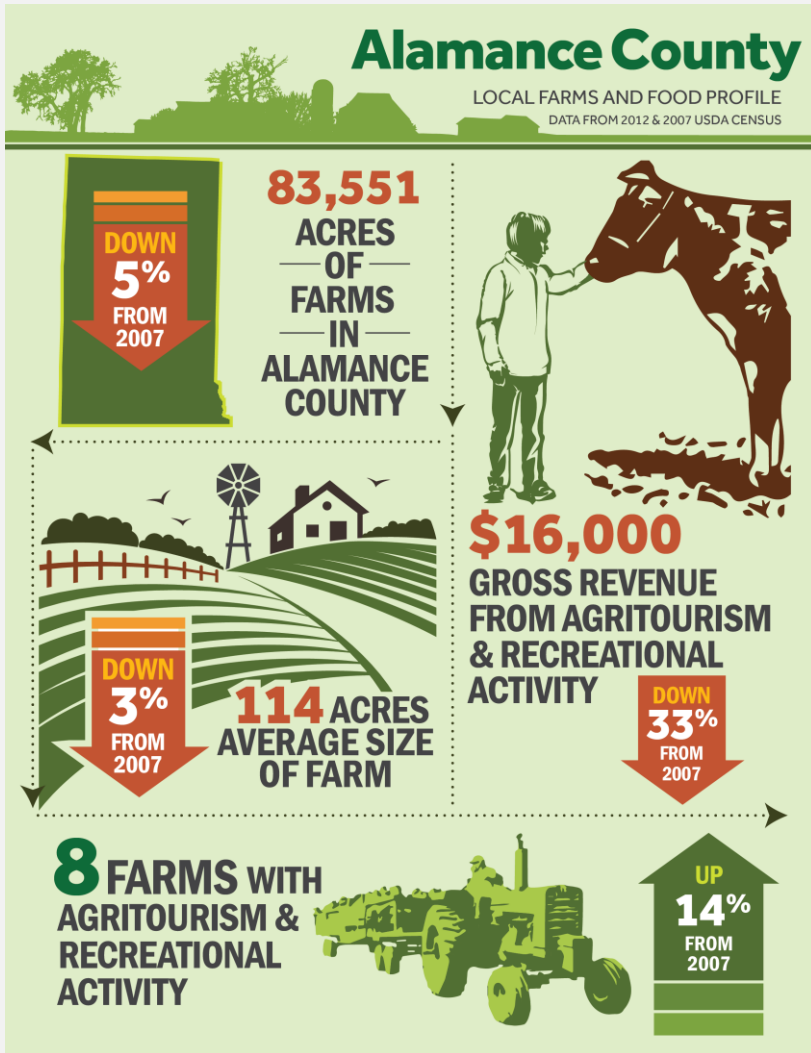
- Local gov purchasing
- Market analysis & support
- Agricultural economic development
- Business & entrepreneurship development



## ASSESSMENT

- Data, GIS
- Food System Assessments
- Farmland inventory
- EQUITY

# NCGT & CEFS: RESOURCES AND TOOLS



<http://cefs.ncsu.edu/local-food-supply-chain-infrastructure-map>



[www.nc10percent.com](http://www.nc10percent.com)

LOCAL FOOD ECONOMIES INITIATIVE  
*Building Resilient Communities*



[WWW.NCGROWINGTOGETHER.ORG](http://WWW.NCGROWINGTOGETHER.ORG)

<http://cefs.ncsu.edu/food-system-initiatives/local-food-economies>

# NATIONAL & STATE RESOURCES AND TOOLS

## National Resources

- USDA's [Economic Impact of Local Foods Toolkit](#)
- USDA's [Farm to Fork](#) Resources
- [American Planning Association](#)
- [Southern SAWG](#)
- [National Institutes of Health](#)

## North Carolina Resources

- NCGT has infographics for each county and COG with easy-to-understand data points about local agriculture.
- NCGT maintains the Local Food Supply Chain Infrastructure Map.
- The Local Gov, Local Food Toolkit, with specific ordinances, planning strategies, and economic development tools, will be available August 20, 2016.
- NCGT has case studies on successful projects in North Carolina.
- NCDA & NC Cooperative Extension provide regional and statewide assistance.
- NC DHHS and other statewide health partners offer data and strategy coordination.

The screenshot displays the USDA Agricultural Marketing Service website. The header includes the USDA logo, the text 'United States Department of Agriculture Agricultural Marketing Service', and navigation links for 'About AMS', 'News & Announcements', 'Careers', and 'For Employers'. A search bar is located in the top right corner. Below the header is a navigation menu with tabs for 'Market News', 'Rules & Regulations', 'Grades & Standards', 'Services', 'Resources', and 'Selling Food to USDA'. The 'Services' tab is currently selected. Below the navigation menu, there are social media icons for Facebook, Twitter, YouTube, and Flickr. The main content area is titled 'Local Food Research & Development' and features a sidebar with links to 'Overview', 'Farmers Markets and Direct-to-Consumer Marketing', 'Food Value Chains and Food Hubs', 'Wholesale Markets and Facility Design', 'USDA Farmers Market', 'Local Food Directories', and 'Grant Programs'. The main text area contains a section titled 'Local Food Research & Development' with a sub-section 'Farmers Markets and Direct-to-Consumer Marketing' that describes data collection and analysis of farmers market operations. Below this is a section titled 'Food Value Chains and Food Hubs' that describes an innovative business model. The page also includes a 'Stay connected' section with social media icons and a 'Learn more about the USDA Farmer' section with a 'Search our Local Food Publication' button. At the bottom, there is a 'Why Local Food Matters: A National' section.

WHERE SHOULD  
WE GO  
NEXT...AND  
WHO IS  
ALREADY THERE?

- Interest meetings to form stakeholder partnerships
- Comprehensive & Strategic Planning: Agricultural Economic Development Plans
  - Example: [Henderson County](#), [Durham County](#)
- Community Food System Assessments
  - Example: [Cape Fear COG](#)
- Infrastructure/supply chain mapping analysis
  - Example: [LFI Map](#); [Piedmont Triad Regional Council](#)
- Regional agricultural economic development directors
  - Examples: [Durham](#), Henderson, Polk, [Orange](#)
- Regional support & coordination for food policy councils and/or food collaboratives
  - See [Community Food Strategies](#)' work with councils of government
- Business development & entrepreneurship
  - Examples: [Appalachian Farm School](#), [Vance-Granville Ag Entrepreneurship Program](#), [Piedmont Food & Ag Processing Center](#)
- Zoning and land use strategies & policies
  - Examples: [Town of Matthews](#), [City of Winston-Salem/Forsyth County](#)

**Agriculture not only gives riches to a nation –  
but the only ones she can call her own.**

*Samuel Johnson*

## QUESTIONS?

<https://cefs.ncsu.edu/food-system-initiatives/local-food-economies/>

[www.ncgrowingtogether.org](http://www.ncgrowingtogether.org)

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### Data sources used in this presentation include:

- NC Agriculture & Agribusiness Statistics, NCSU, 2016: [https://www.cals.ncsu.edu/agcomm/news-center/wp-content/uploads/2016/05/2015\\_083-WaldenAgBusinessReport-051116.pdf](https://www.cals.ncsu.edu/agcomm/news-center/wp-content/uploads/2016/05/2015_083-WaldenAgBusinessReport-051116.pdf)
- USDA ERS & AMS, 2011-2016, citations from Community & Local Government Guide to Developing Local Food Systems, CEFS, NCSU: <https://cefs.ncsu.edu/resources/a-community-and-local-government-guide-to-developing-local-food-systems-in-north-carolina-2013/>
- Growing Food Connections Policy Database, SUNY-Buffalo, 2016: <http://growingfoodconnections.org/tools-resources/policy-database/general-search-policy-database/>
- UNC School of Government Local Food Resources: <https://www.sog.unc.edu/search/#!/search/local%20food>
- Farmland Information Center, 2016: <http://www.farmlandinfo.org/statistics>
- APA Food Systems Planning Working Group: <https://www.linkedin.com/groups/3930672/profile>
- National Farmland Trust, 2016: <https://www.farmland.org/our-work/areas-of-focus/farmland>

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