PRESENTERS

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- Susan Jakes, Ph.D., Associate State Program Leader, Community and Rural Development, Extension Assistant Professor, North Carolina Cooperative Extension, North Carolina State University

- Marcus Hill, Lead Coordinator, Forsyth Community Food Consortium
Local food systems are reliant on partnerships with local and regional governments, who can help with:

- Regional and local coordination of projects and goal-setting
- 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
- Interaction with state and federal agencies
- Access to funding
- Evaluation & impact analysis

Local food systems offer solutions to many significant social, cultural, and built environment issues – which is appealing to local governments.

Local food economies can also encourage place-based benefits that are specific to a community’s natural, built, and human resources.
GROUP DISCUSSION

Do you have any experience working in policy discussions or planning meetings around ag as economic development? Examples

Can you speak to the difference between local or place based agricultural economic development vs big ag? (team we talked about this question it may need refining)

Have you worked with food policy councils?

Discuss in small groups of 3 to 4, for 10 minutes then report out
COMMON ECONOMIC DEVELOPMENT TERMS AND DEFINITIONS

AS THEY RELATE TO AGRICULTURE

• Agricultural Economic Development
  • Encompasses financial and regulatory structures that encourage farm success
  • Includes policies that impact food processors and other supply chain businesses, including transportation
  • Can include local incentives
  • Relies on both state and local developers working together towards common recruitment, retention, and expansion goals

• Community Development
  • Projects which aim to improve the quality of life in communities, with or without economic impact (community gardens, access to food, incubator farms, and other projects are common food-related projects, along with housing, parks, and assistance)

• Planning & Development
  • Local & regional planning divisions perform a number of services that interact with agriculture
  • Zoning and regulations (bona fide farm exemptions, tax rates)
  • Long-range and strategic planning (farmland protection, economic development priorities)
What is agricultural economic development?

- Agricultural economic development (AED) addresses the creation, retention, expansion, and recruitment of agricultural and food-related businesses in a town, county, or region. AED efforts work with farmland preservation planning; long-range or strategic planning; and traditional economic development.

Who handles agricultural economic development?

- AED is typically managed either by hiring specific staff (an Agricultural Economic Developer or Agricultural Economic Development Director) or integrating duties in existing staff job descriptions (usually economic development or long-range planning staff). Either way, responsibility for AED must be assigned through a policy establishing the goals and standards of an AED program.

What are the policy changes that support agricultural economic development?

- A Farmland Protection Plan and its associated advisory board;
- An ag-specific goal in the Comprehensive or Strategic Plan;
- A specific policy statement through planning, such as inclusion of ag-specific regulations in the UDO (Unified Development Ordinance) or individual ordinances;
- The incorporation of ag ED into the economic development strategy or plan;

What's currently happening with AED in North Carolina?

- There are at least ten counties or cities that are researching how to establish and fund agricultural economic developers at the local government level. In addition, the Economic Development Partnership of NC is pursuing statewide recruitment of food processors.
  - Mark Williams, Henderson County Focus: Apple Industry [www.agrihc.org](http://www.agrihc.org)
  - Dawn Jordan, Polk County Focus: Markets and Mill Spring Ag Center [www.polkcountyfarms.org](http://www.polkcountyfarms.org)
  - Mike Ortosky, Orange County Focus: Regional Markets & Processing [www.growinorangenc.com](http://www.growinorangenc.com)
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. When we look at all of these pieces we see the whole...
Leveraging Collaboration for Successful Projects

The development of local food economies relies on nontraditional partners and a regional approach to infrastructure, transportation and land use.

**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, SWCDs)
- Community partners (food councils, nonprofits, faith-based groups, land trusts)
- Higher education partners (universities and community colleges)
- Nonprofits & NGOs
- Social networks
Comprehensive & Strategic Planning: Agricultural Economic Development Plans
  • Examples: Henderson County, Durham County

Community Food System Assessments
  • Example: Cape Fear COG

Infrastructure/supply chain mapping analysis
  • Examples: 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
Alamance County

LOCAL FARMS AND FOOD PROFILE
DATA FROM 2012 & 2007 USDA CENSUS

83,551
ACRES
OF FARMS
IN ALAMANCE COUNTY

DOWN 5%
FROM 2007

$16,000
GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY

DOWN 3%
FROM 2007

114 ACRE
AVERAGE SIZE OF FARM

DOWN 33%
FROM 2007

8 FARMS WITH AGRITOURISM & RECREATIONAL ACTIVITY

UP 14%
FROM 2007

CEDS Responses to survey

Infrastructure map

WWW.LOCALFOODECONOMIES.ORG
NCGT & CEFS: RESOURCES AND TOOLS


Grower-Buyer Connections Planning Guide

NC Processors That Slaughter, Process, & Vacuum Package For Farmers

Produced by CEFS and NC Cooperative Extension, this document is a response to Extension Agents’ requests for “hard facts and sound statistics” that could be paired with more general statements about the benefits of local food systems.

Research-Based Support and Extension Outreach for Local Food Systems (2013)

WWW.LOCALFOODEDONOMIES.ORG
A GUIDE FOR LOCAL GOVERNMENTS ON BUILDING LOCAL FOOD ECONOMIES

Planning & Land Use for Local Food Economies: planning, land use, and zoning issues that directly impact farms, food businesses, and other contributors to the local food economy;

Economic & Community Development for Local Food Economies: strategies for the retention, creation, expansion, and recruitment of farm and food businesses; and

Collaborating for Growth: recommendations for non-traditional partnerships and inclusive planning that brings together disparate elements of local food economies.

Local food economies as a business retention & expansion tool
Wholesale Markets for Local Foods
Local Foods in Groceries, Convenience Stores, and Corner Markets
Local Foods in Institutions
Vacant Land for Food Systems
Agritourism

Emerging Strategies
Conservation Development & Agrihoods
Support for Food Trucks & Niche Food Businesses
Military Food Systems Planning Initiatives

WWW.LOCALFOODECONOMIES.ORG
FOOD SYSTEMS PLANNING PROCESS

COMMUNITY FOOD STRATEGIES

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

REGULATIONS
- Zoning updates
- Farmland preservation plan
- Bona fide farms

COMMUNITY
- Food policy councils
- Community partners
- Bridging social capital

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

MAKE IT LAST
- Comprehensive plans are just the start
- Adopted policies and programs
- Committed funds & staff
**Key Actions**

- Maximize supply chain development by gathering accurate information. See supply chain map here.
- Promote the NC 10% Local Food Marketing Campaign and support governments in reviewing procurement policies.
- Convene meetings of extension agents and agriculture advisory boards with city/county managers, planners, tourism managers, and economic developers to discuss issues and explore initial topics for prioritization.
- Support governments starting or joining a food policy council. Regional COGs can provide structural support for councils that work directly with local groups in each county or metro area.
- Help governments learn from other successful projects to add Agricultural Economic Development Plans to their comprehensive economic development strategies. Examine ways that existing staff or proposed new hires could serve as agribusiness managers or agricultural economic developers in future years.

- If you don’t already meet regularly with your county or town government staff… fix that!
- Meet with your local SBC and SBTDC directors to discuss business support for farm and food clients.
- Join your local food council, or help start one.
- Utilize existing resources (don’t reinvent the wheel) to train other agents and staff on how to interact with governments.
NATIONAL & STATE RESOURCES AND TOOLS

USDA’s Economic Impact of Local Foods Toolkit
USDA’s Farm to Fork Resources
American Planning Association
Southern SAWG
National Institutes of Health
USDA Economic Impact of Local Foods Toolkit: www.localfoodeconomics.com
NC Department of Agriculture
www.ncagr.gov
NC Cooperative Extension
https://www.ces.ncsu.edu/local-county-center/

NORTH CAROLINA SUCCESS STORIES

Comprehensive & Strategic Planning: Agricultural Economic Development Plans
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Food system placemaking is on the leading edge of innovative, multi-disciplinary governance strategies.

The next decade will see national leaders emerge, addressing agricultural & food-based economic development through regional planning and coordinated statewide efforts.
Data sources used in this presentation include:


- 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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- www.localfoodeconomies.org
- www.ncgrowingtogether.org