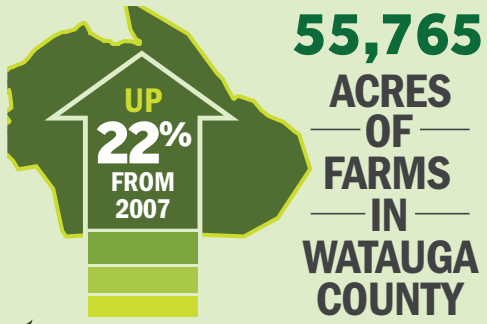


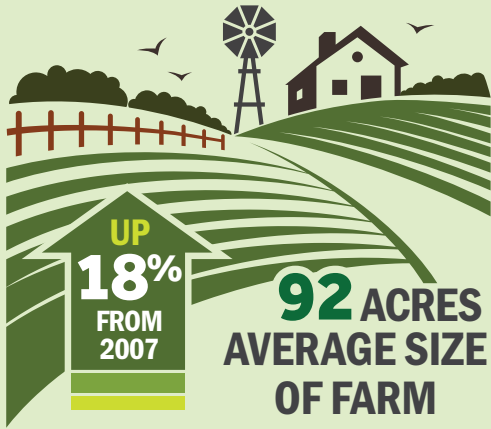
Watauga County

LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS

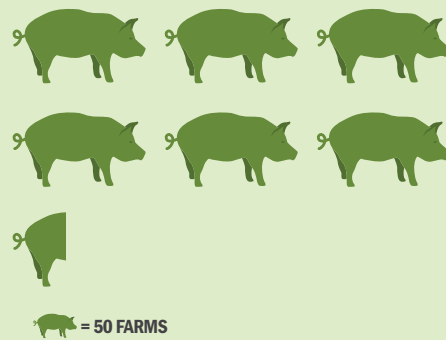


55,765 ACRES OF FARMS IN WATAUGA COUNTY



92 ACRES AVERAGE SIZE OF FARM

\$306,000 GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY



25 FARMS WITH AGRITOURISM & RECREATIONAL ACTIVITY



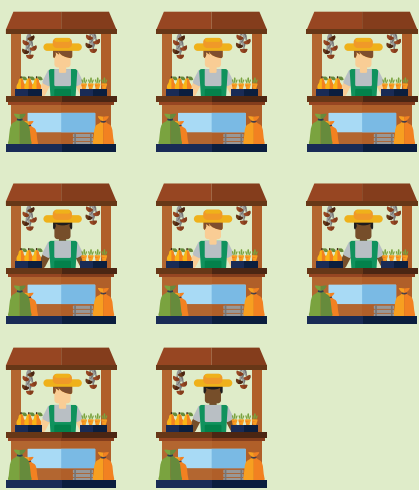
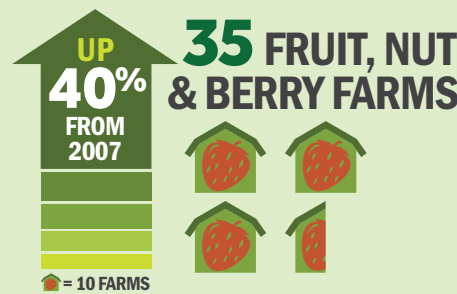
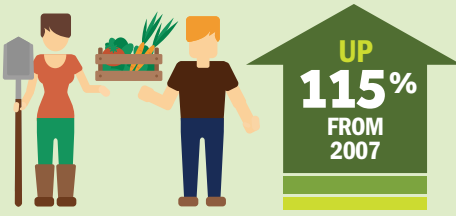
\$9,416,000 VALUE OF ANIMAL PRODUCTS IN WATAUGA COUNTY

CENSUS DATA UNAVAILABLE FOR 2007



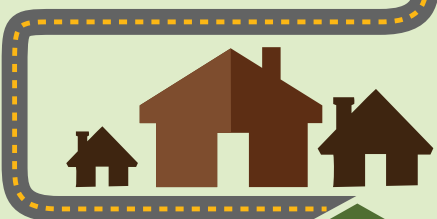
61 FARMS THAT SELL DIRECT TO CONSUMER

\$189,000 DIRECT TO CONSUMER SALES

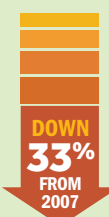


8 FARMERS MARKETS, ROADSIDE STANDS, AND PRODUCE MARKETS IN WATAUGA COUNTY

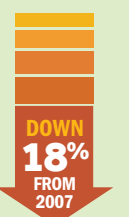
21 FARMS SELLING THROUGH CSA



\$168,000 SALES FRUIT NUT BERRY FARMS



\$305,000 SALES VEGETABLE, MELON, POTATO FARMS



Agriculture as Economic Development



Agriculture is one of North Carolina's top industries, bringing more than \$84 billion into the state's economy each year – that is 17% of the state's income! Over 16% of the state's workforce is employed in the agribusiness sector, and the state ranks 8th in the nation for agricultural cash receipts.¹ NC farms and agribusinesses are meeting the demand for food and food products by producing over 80 different commodities.²

This Local Food and Farms factsheet is designed for economic developers, planners, local food advocates, and community members to understand their geography's place in the multibillion-dollar NC agricultural industry. The economic indicators provided here can help local governments as they design ways to support agricultural businesses as key components of vibrant and resilient local economies.

Each region in North Carolina presents a unique set of opportunities for sustainable economic growth and entrepreneurship. Consider one example: When school systems purchase food from local farmers, students benefit from access to healthy fresh produce, farmers benefit from sales into local schools, and the community benefits because these local sales are spent at other local businesses. This type of local business opportunity keeps farms in production, maintaining North Carolina's agricultural asset base both in terms of land and farming know-how. And it keeps dollars spent on food circulating among other local businesses.



As decision makers consider policies, programs and practices to support the agricultural sector there are numerous examples and supporting reports providing guidance:

Center for Environmental Farming Systems (CEFS) Resources:

Local Government Guide to Developing Local Food Economies

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

NC Growing Together Local Food Economies Initiative (includes NC case studies)

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

The NC 10% Campaign Initiative

<https://www.nc10percent.com/>

From Farm to Fork: Building a Sustainable Local Food Economy in North Carolina

<https://cefs.ncsu.edu/resources/from-farm-to-fork-a-guide-to-building-north-carolinas-sustainable-local-food-economy-2010/>

USDA:

The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments, and Choices

<https://www.ams.usda.gov/sites/default/files/media/Toolkit%20Designed%20FINAL%203-22-16.pdf>

NC State University:

The North Carolina Food Processing and Manufacturing Initiative: An Economic Feasibility Study

[http://harvest.cals.ncsu.edu/ckfinder/userfiles/files/The%20North%20Carolina%20Food%20Processing%20and%20Manufacturing%20Initiative%20-%20An%20Economic%20Feasibility%20Study\(1\).pdf](http://harvest.cals.ncsu.edu/ckfinder/userfiles/files/The%20North%20Carolina%20Food%20Processing%20and%20Manufacturing%20Initiative%20-%20An%20Economic%20Feasibility%20Study(1).pdf)

American Farmland Trust:

Growing Food Connections: Building Local Government Capacity to Support Agriculture and Promote Food Access

<https://www.farmland.org/initiatives/growing-food-connections>



¹ <https://projects.ncsu.edu/cals/agcomm/news-center/media-releases/ag-and-agbiz-worth-84-billion-in-nc/>

² <http://www.ncagr.gov/stats/general/overview.htm>

Infographic sources

USDA Census of Agriculture

North Carolina Public Health Department- Farmer's Market Data