

# CEFS



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THE CENTER for ENVIRONMENTAL FARMING SYSTEMS

## Cultivating Thriving Communities & Sustainable Farms

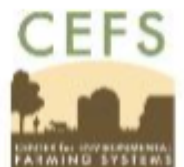
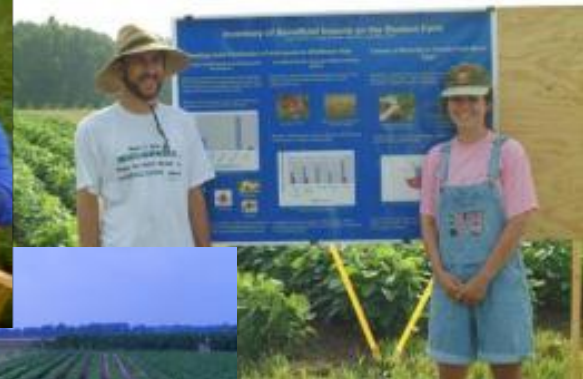


## Community Based Food Systems Training

# Center for Environmental Farming Systems

**Mission:** *To develop and promote agricultural systems that protect the environment, enhance rural and urban communities, and provide economic opportunities in North Carolina and beyond*

- Partnership initiated in 1994
- NCSU
- NCA&T SU
- NCDA &CS



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# Our approach...

- Provide a **research base** to facilitate transition to more economically viable systems of production. Short and long-term studies.
- **Demonstration and training site** for farmers, extension agents, educators, students, and others.
- **Training young people** through farm apprentice program, internship program, and other venues.
- **Developing a Sustainable Local Food Economy.** Connecting industries, production practices, business opportunities, consumers, farmers. Connecting the value chain. **Farm-to-Fork approach**



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# Building a Local Food Economy in North Carolina



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# New CEFS Initiative: Building a Local Food Economy in NC

- Initiated in April 2008 with funding from Golden Leaf Foundation, Z Smith Reynolds foundation, Agriculture Advancement Consortium, and W.K. Kellogg Foundation.
- Goal was to develop a **Statewide Action Plan** for building the **Local Food Economy** describing the current food system, important successful models in the state, and prioritizes policies and programs for the private and public sectors.



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# Economic Development Potential

*Average household spends \$4010 per year per person on food (USDA ARS)... half spent in the home.*

*If just **10%** of the \$4010 was spent on **Local Foods** (approx \$1/person/day)...With 8,8000,000 people in the state (US Census, 2006), local food sales would **total \$3.5 billion**.*

*This all translates to **economic development and jobs**.  
And... then there is the multiplier effect:*



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# Multiplier effect:

How many times a dollar cycles through a locale

- For an area where large farms prevail (the multiplier effect is 1.4 (ISU data))
- For an area where small farms prevail (assuming more local markets) the multiplier effect is 2.6 (UW data)
- Local businesses are more likely to use local suppliers..(and labor, and utilities, and taxes...).



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# Multiplier effect:

For every \$100 spent at your.....

- Average grocery store: 25\$ re-spent locally
- Local Food Economy grocery: \$52 re-spent locally
- Farmers market: \$62 re-spent locally
- Average restaurant: \$31 re-spent locally
- Local Food Economy restaurant: \$79 re-spent



**Why Local Linkages Matter: Sustainable Seattle**



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# Local Foods and Community Economic Development

- Each of us eat every day
- Statewide
- Can create livelihoods for those already living in your area
- Fill multiple needs at once



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# Other Benefits

- Job creation and economic development
- Money circulates in the community, region, state
- Green space and farm viability
- Carolinians enhanced health and nutrition: reduced health care costs
- Decreased use of fossil fuels and reduced greenhouse gas emissions
- Enhanced environmental quality
- Enhanced food security & access for all North



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# Also...

- It's part of extension's long range plan and one of the key strategic initiatives!



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# Statewide Local Foods Initiative

## TEAM/ RESOURCE

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ADVISORY  
COMMITTEE

PARTNERS

FUNDERS  
Z Smith  
Reynolds,  
Ag Advancement  
Consortium,  
WK Kellogg  
Golden Leaf

## STAGES/TASKS

Advisory  
Committee  
9/9

Regional Mtgs.  
(gather input)

10/14 Triangle  
10/21 Wilmington  
11/12 Asheville  
12/8 Concord  
12/10 Winston-Salem  
12/15 Greenville

Advisory Cmte  
Meeting  
January

Issue Work Groups  
Jan/Feb

Fundraising /  
Partnership  
Development  
Resource

Video  
Policy  
Research

Media  
Engagemen  
t

Identify groups involved and  
impacted by food system

Summit  
March 2 and 3  
May 11th & 12th

Identify opportunities and  
propose priorities

## Goal

State Action Plan for  
local and sustainable  
food system in North  
Carolina

Describe key elements of food  
system

Define terms

Highlight partnerships and  
best practices

## SUCCESS FACTORS

Strong, unifying  
message

Effective management  
of Advisory  
Committee & process

Broad representation

Funding

Communication  
& Information

Engagement

Focus &  
Priorities

Guidelines on  
Process

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# Working Issue Teams

- Formalizing the Initiative: Foundations and Baselines
- Farm-to-School
- Institutional and Retail markets
- Public health and Food Access Disparities
- Direct markets
- New and Transitioning Farmer Support



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# Working Issue Teams

- Community Gardens
- Land Use and Local Government Initiatives
- Youth and Social Networking
- Consumer Outreach and Marketing
- Processing and other Physical Infrastructure



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# Momentum building for Local Food Systems

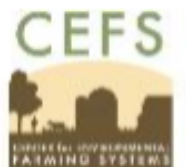
- 600 attended regional meetings
- 150 participated on Working Issue Teams
- Sold out Statewide Summit with 400+ stakeholders– Participants: Gov. Bev Perdue, Commissioner Steve Troxler, Cong. Bob Etheridge, Assistant Secretary, U.S. Dept. Of Ag., Dan Gerlach, Deans and Extension Directors NCSU and NC A&TSU, honorable Eva Clayton.



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# What has been developed...

- A set of state and local action ideas that are a mix of public-private initiatives and collaborations. Lots of enthusiasm for moving the issues forward. Action Guide to be released in March.



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# New partners..

- Broad-based commitment from local government officials, nutritionists, farmers and farmer organizations, anti-hunger groups, faith based organizations, youth-based organizations, economic developers, funding partners, entrepreneurs, retailers, consumers, academic institutions and other agencies.



# Some of our Sponsors..

- Carolina Farm Credit
- Blue Cross and Blue Shield of N.C. Foundation
- North Carolina Farm Bureau Federation
- Compass Group
- NC Association of County Commissioners
- Heifer International
- BRAC-RTF (Fort Bragg)
- Burch Farms
- Food LogiQ
- Grateful Grower Farm



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## Also accomplished...

- An active listerv with 1000 subscribers & participants
- Directory of food system activities ([www.ncfoodnet.com](http://www.ncfoodnet.com))
- Legislation establishing a North Carolina Sustainable Local Food Advisory Council
- Golden Leaf Local Foods Initiative
- Other Funders coming together to collaborate around this issue
- Commitment from NC Cooperative Extension to host the 10% campaign



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# State Level Ideas: Farms, Farmers, Land Preservation

- Continued (and full) funding for the Farmland Preservation Trust Fund
- Support private farmland conservation initiatives
- Incubator farm development (tied to new markets, education, support)
- Address regulatory and policy barriers that put small farmers at an unnecessary disadvantage

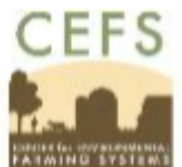


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# State Level Actionable Ideas: Processing/distribution

- Thorough needs assessment of existing and needed infrastructure to enhance local food markets.
- Strategic placement of necessary processing (produce, dairy, and meat) and consolidation/distribution centers (along with business development support).



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# State Level Actionable Ideas: Market development and marketing

- Consumer education and marketing campaign “10% local”
- Increase institutional and retail market access for *all scale* producers.
- Set procurement goals for state institutions
- Address market access barriers, for example, affordable liability insurance and gap certification
- Support and network the state’s direct marketers
- Increase access to fresh and local markets for underserved populations (EBT access, gleaning)



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# State Level Actionable Ideas: Education and Outreach

- Centralized information/resource center for NC Local Food Systems (Extension will host)
- Development of Local Government tool kits and educational programs
- Training and education program in support of pre-service instruction for farm to school
- Gap certification training for small producers
- Training artisan meat processors
- Tool kit to support high school senior projects on local foods.



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# State Level Actionable Ideas:

## Research and data collection

- Baseline food assessment for North Carolina-where are we currently, where is the growth potential, where is the greatest payback in jobs, economic development, reducing health care costs, etc.
- Needs assessment for local foods infrastructure
- Policy review of state and local policies



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# State Level Actionable Ideas:

## Business development and entrepreneurship

- Development of equity investment fund to support local food business incubation and mentorship
- Development of a micro-loan program targeted to youth.



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# State Level Actionable Ideas: Community gardens

- Statewide coordinator for community gardens
- A Community Garden in every community across North Carolina
- Development of community garden hubs in support of this goal.
- Mapping NC community gardens, tour-capable farms, and school gardening programs



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# Sustainable Local Food Advisory Council

SESSION LAW 2009-530, SENATE BILL 1067

- To address program and policy considerations regarding the development of a sustainable local food economy in North Carolina
- Four focus areas:
  - **Economic development**
  - **Health and Wellness**
  - **Hunger and Food Access**
  - **Preservation of Farmlands and Water Resources**
- 27 members- 3 year terms

**(LOCAL AND REGIONAL POLICY COUNCILS WILL SUPPORT THIS STATEWIDE EFFORT)**



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# 10% Campaign

- **Golden Leaf Foundation funding for 12 months**
- Extension will help develop and host the 10% campaign web portal
- Designate one “Local Food Coordinator” in each county
- Designate 6 regional coordinators (with \$5000 salary release)



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# Going Forward

- Communicate your educational resource needs
- Communicate your training needs
- Give us your input about data collection and measures of success
- Pass on your innovative ideas and suggestions!



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