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
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**
Building a Local Food Economy in North Carolina

Farm-to-Fork

CEFS
CENTER for ENVIRONMENTAL FARMING SYSTEMS
www.cefs.ncsu.edu

NCSU | NCA&TSU | NCDA&CS

Cultivating Thriving Communities & Sustainable Farms
New CEFS Initiative: Building a Local Food Economy in NC


- 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.
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:
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...).
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
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
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 Carolina
Also…

- It’s part of extension’s long range plan and one of the key strategic initiatives!
Statewide Local Foods Initiative

**TARGET**
- Identify opportunities and propose priorities
- Identify groups involved and impacted by food system
- State Action Plan for local and sustainable food system in North Carolina
  - Summit March 2 and 3 May 11th & 12th

**Goal**
- Describe key elements of food system
- Define terms
- Highlight partnerships and best practices

**STAGES/TASKS**
- 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
- Advisory Committee 9/9
- Fundraising / Partnership Development Resource
- Video
- Policy Research
- Media Engagement
- Issue Work Groups Jan/Feb

**SUCCESS FACTORS**
- Strong, unifying message
- Effective management of Advisory Committee & process
- Broad representation
- Funding
- Communication & Information
- Engagement
- Focus & Priorities
- Guidelines on Process

**THE CENTER for ENVIRONMENTAL FARMING SYSTEMS**
Cultivating Thriving Communities & Sustainable Farms

**TEAM/RESOURCES**
- CEF S
- Advisory Committee
- Partners
- Funders
- Z Smith Reynolds, Ag Advancement Consortium, WK Kellogg Golden Leaf

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**STATEWIDE LOCAL FOODS INITIATIVE**

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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
Working Issue Teams

- Community Gardens
- Land Use and Local Government Initiatives
- Youth and Social Networking
- Consumer Outreach and Marketing
- Processing and other Physical Infrastructure
Momentum building for Local Food Systems

- 600 attended regional meetings
- 150 participated on Working Issue Teams
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.
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
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
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
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).
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)
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.
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
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.
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
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)
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)
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!