Core 8-county region

Partner with BRAC-RTF

total = 22 counties

Focus on Limited Resource Farmers
- Public/Private collaborative
- Over 70 individuals and organizational affiliate members
- Organized to address job loss, sustainable development and local, state and federal policy advocacy
Trip to Washington, DC
2004
COMMUNITY RESPONSE TO JOB LOSS

- Estimated a 4.5 billion impact on 6 county region due to NAFTA related job loss

- Wanted to do something about it
Social and Economic Reconstruction

SIX sector development in the region

- **Growth** sectors of health and education;
- **Challenged** sectors of agriculture/forestry and manufacturing;
- **Emerging** sectors of entrepreneurship/small business and recreation/tourism
Southeastern North Carolina Food Systems Program

GOALS:
Keep a greater percentage of the food dollar within Southeastern NC
Increase local and regional wealth through the multiplier effect of expanded markets, sales, and profits.

Focus on Limited Resource Farmers
Community

Vertical integration of Agribusiness – controls all stages of production
Fewer $ spent in local economy
Rural communities vanishing
Michigan study – small hog farmers spend 50% more in local businesses than large hog farmers
Farmers

- Small-scale
- Limited Resources
- Agribusiness priority
- Technical Assistance Needs
Through Which Lens Do You View Your Community?

Lens of:

Needs A Community Requiring Relief and Assistance
Problems and Issues A Community Requiring Organization, Action, and Change

Assets A Community with Resources that can be Preserved, Protected, and Developed
Using Community Food Assessments to Build Community Capacity
Building Community Capacity

Community Capacity

The relationship between human capital, organizational resources and social capital

TO SOLVE SOCIAL PROBLEMS

And IMPROVE COMMUNITY

Human capital
Organizational resources
Social capital
How to Build Community Capacity?

1) Sense of Community
2) Level of Commitment
3) Ability to Solve Problems
4) Access to Resources

SOCIAL AGENCY critical component
(independent ability to act on one’s will)
Strategies to Building Community Capacity

1) Leadership Development
2) Organizational Development
3) Community Organizing
4) Fostering Collaborative Relations Among Organizations
How to Begin…

Identify Research Partners

1. UNCW Public Sociology Program
2. UNC Dept of City and Regional Planning
   1. BRAC-RTF – Farmland Preservation and Trust
   2. North Carolina State University
Community Food Assessments

1. Institutional Buyers: potential demand and opportunities

1. Limited Resource Farmers identification, needs, challenges and interests

1. Direct Market opportunities

1. Farm-to-School: opportunities and challenges

5. Organic Production: current and emerging
Farmer Survey

Institutional Buying Surveys
- Hospitals
- Prisons
- Schools – Universities-Colleges
- Restaurants

Food Security Survey

Convenings with Key Constituents
<table>
<thead>
<tr>
<th>Products</th>
<th># of Farms</th>
<th>Percent of Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crops</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-10 acres</td>
<td>12</td>
<td>53.0%</td>
</tr>
<tr>
<td>11-50 acres</td>
<td>3</td>
<td>13.0%</td>
</tr>
<tr>
<td>51-150 acres</td>
<td>1</td>
<td>4.0%</td>
</tr>
<tr>
<td>151+ acres</td>
<td>7</td>
<td>30.0%</td>
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<tr>
<td>Used Sustainable Methods</td>
<td>16</td>
<td>64.0%</td>
</tr>
<tr>
<td>Certified for a sustainable growing method</td>
<td>2</td>
<td>8.0%</td>
</tr>
<tr>
<td>Total Farmers Growing Crops</td>
<td>25</td>
<td>71%</td>
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</tbody>
</table>
Institutional Buying Surveys
- Hospitals
- Prisons
- Schools – Universities
- Colleges
- Restaurants

![Pie chart showing the number of surveys for different institutions]

- Prisons: 6
- Colleges: 5
- Hospitals: 4
- K-12 Schools: 3
Food Insecurity Survey

- Modified USDA survey

Convenings with Key Constituents

- Ag Extension
- Child Nutrition Directors
- SBTDC Directors
- Hospitals and Colleges
Resources

- Community Food Security Assessment Toolkit – Economic Research Service – USDA
- What’s Cooking in Your Food System? A Guide to Community Food Assessment, Community Food Security Coalition
- Lexington Community Food Assessment
- BRAC-RTF Farmland Preservation and Trust – Grace Lawrence
- SENCFS research is posted on our website
  - www.feastsoutheastnc.org
What we do with the data once we have it?

- Use data to leverage grants
- Informs Programmatic Planning
- Structures Committee work
<table>
<thead>
<tr>
<th>COMMITTEES</th>
<th>C0-CHAIRS FOR SENCFS COMMITTEES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>FARMERS' MARKETS:</td>
<td>MARGARET SHELTON, WANDA COSTON &amp; CHRISTIN DEENER</td>
</tr>
<tr>
<td>FARMER SUPPORT:</td>
<td>JOYCE BOWMAN &amp; FRANKIE PRIDGEN</td>
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<tr>
<td>MARKETING/BUY LOCAL</td>
<td>KIM ADAMS, KATHRYN MACIVOR-ANDERSEN, JESSICA BURTT &amp; RAVEN BRUNO</td>
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<tr>
<td>AND RESOURCE</td>
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<tr>
<td>RESOURCE DEVELOPMENT:</td>
<td>KATHI BERATAN &amp; DON BELK</td>
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<tr>
<td>COMMUNITY GARDENS:</td>
<td>MICHAEL HAZLETT &amp; LAUREN HAZLETT</td>
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<tr>
<td>COMMUNITY GARDENS:</td>
<td>KIM LANCASTER &amp; TOM TEWEY</td>
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<td>EXTENSION COMMITTEE:</td>
<td>DALTON DOCKERY &amp; CHARLOTTE GLEN</td>
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<td>WORKFORCE DEVELOPMENT</td>
<td>LINDA GLASS QUINONEZ &amp; DOTHULA BARON-HALL</td>
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<td>INSTITUTIONAL BUYING:</td>
<td>JANE STEIGERWALD</td>
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<tr>
<td>PROCESSING AND</td>
<td>MOLLY ROUSY &amp; JIM HIGH</td>
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<tr>
<td>DISTRIBUTION:</td>
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</tr>
<tr>
<td>EAT HEALTHY - EAT</td>
<td>SUSAN HOLMAN &amp; BUDDY MILLIKEN</td>
</tr>
<tr>
<td>LOCAL COMMITTEE:</td>
<td></td>
</tr>
</tbody>
</table>
Building Community Capacity

The Southeastern North Carolina Food Systems Program

SENCFS is a BUY LOCAL economic development project. Our focus is on connecting local farmers with local buyers, helping to strengthen the local economy & educate consumers on the many important reasons to BUY LOCAL!

FEAST on the SOUTHEAST Local and Fresh!

Join us every second Tuesday of the month. See website calendar for details.

WWW.FEASTSOUTHEASTNC.ORG
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