



AgEcon SEARCH
RESEARCH IN AGRICULTURAL & APPLIED ECONOMICS

The World's Largest Open Access Agricultural & Applied Economics Digital Library

This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.

Help ensure our sustainability.

Give to AgEcon Search

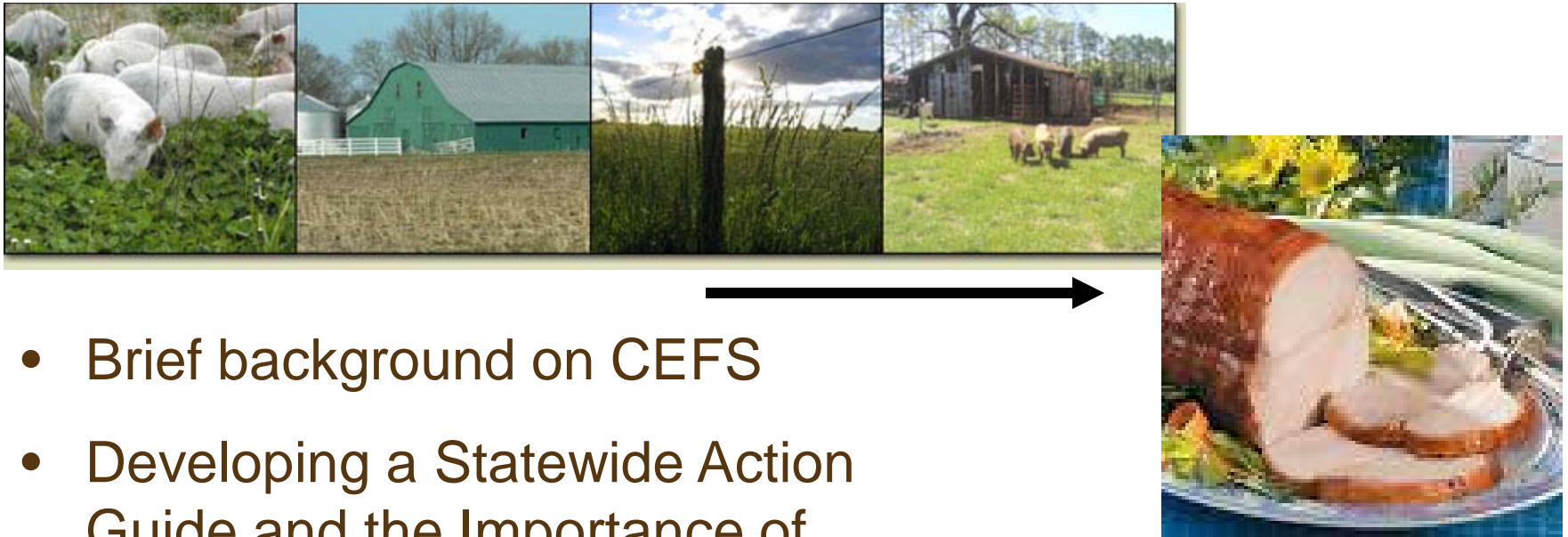
AgEcon Search
<http://ageconsearch.umn.edu>
aesearch@umn.edu

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

A Comprehensive Approach to Building North Carolina's Local Food Economy From Farm to Fork

Nancy Creamer
Center for Environmental Farming Systems

A Comprehensive Approach to Building North Carolina's Local Food Economy From Farm to Fork



- Brief background on CEFS
- Developing a Statewide Action Guide and the Importance of Partnership
- North Carolina's 10% Campaign



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

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

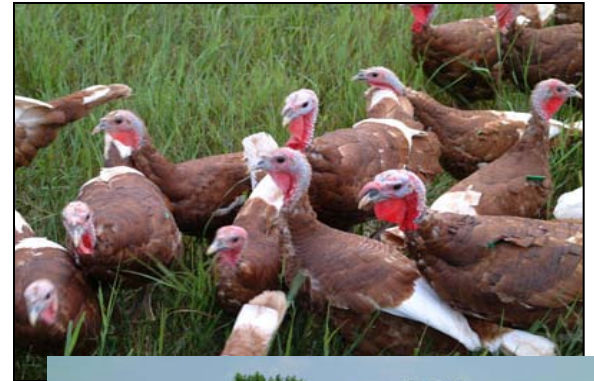
www.cefs.ncsu.edu



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

Our approach...

- **2000 acre field facility** provides for collaborative and interdisciplinary research
- **Demonstration site** for farmers, extension agents, educators, and others
- **Engage young people** through farm apprentice program, internship program, agroecology program, food policy council, food corps and more
- **Developing a Sustainable Local Food Economy.** Connecting industries, business opportunities, consumers, farmers. **Farm-to-Fork approach**



Bringing Sustainable Pork to Market

Plenty of Farmers....Plenty of Markets

NC Choices
a Center for Environmental Farming Systems initiative



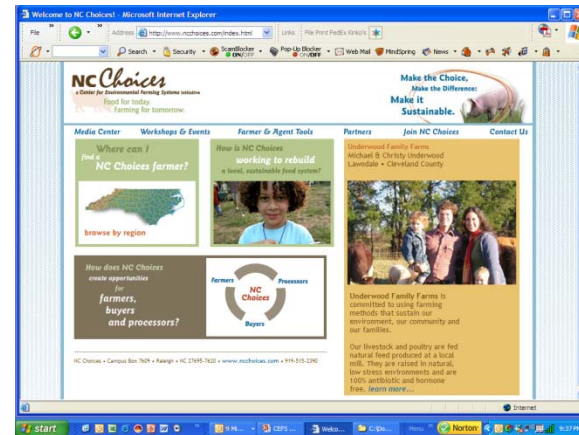
Food for today. Farming for tomorrow.

Infrastructure
Processing
Value-Added
Aggregation
Distribution
Supply Chain

Retail and Food Service



WEBSITE



THE CENTER for ENVIRONMENTAL FARMING SYSTEMS



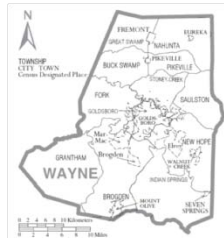
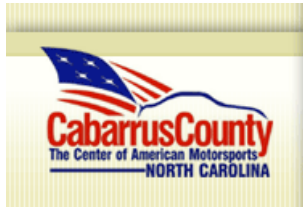
Local Foods

- Many see local foods and sustainable agriculture at the heart of rural revitalization, economic development, job creation, better health and nutrition, and food security
- It is also one of the fastest-growing, most entrepreneurial area of agriculture today



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

Across the State We Saw: Community Leadership, Business Entrepreneurship, Regional Planning, Public Policy



Southeastern NC Food Systems Project



NC Agricultural Development & Farmland Preservation Trust Fund



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

But....

- **Lack of coordination**
- **Piecemeal approach**
- **No “Strategic Plan” to move the state’s Local Food Economy forward**
- **No momentum**
- **Funders wanted to know where to put their money- what would be successful?**



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu



Statewide Initiative Launched in 2008

Goal was to develop a **Statewide Action Plan** for building the **Local Food Economy**

- **Describe** the current food system
- **Highlight** important successful models in the state
- **Identify Barriers**
- **Prioritize** policies and programs for the private and public sectors.

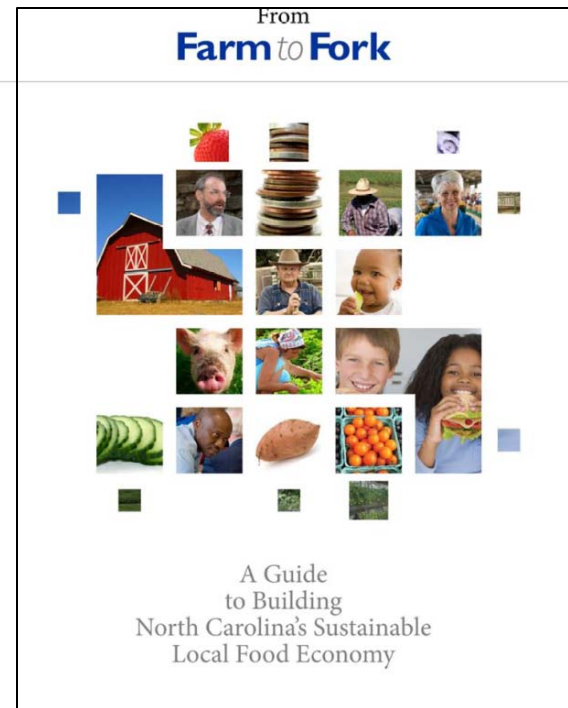


NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

The Farm to Fork Local Foods Initiative

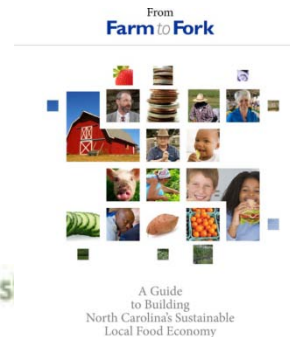
The Importance of Partnership

- Established advisory committee (80+)
- Regional meetings across the state (6)
- Working Issues Teams established (11)
- **“Game Changer” Ideas Developed**
- Sold out Statewide Summit (400+)



New Partnerships Geared Towards Action

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
- Carolina Farm Stewardship Association
- BRAC-RTF (Fort Bragg)
- Burch Farms
- Food LogiQ
- Grateful Grower Farm



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

Some Significant Outcomes to Date



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

GENERAL ASSEMBLY OF NORTH CAROLINA
SESSION 2009

SESSION LAW 2009-530
SENATE BILL 1067

AN ACT TO ESTABLISH THE NORTH CAROLINA SUSTAINABLE LOCAL FOOD ADVISORY COUNCIL TO ADDRESS PROGRAM AND POLICY CONSIDERATIONS REGARDING THE DEVELOPMENT OF A SUSTAINABLE LOCAL FOOD ECONOMY IN NORTH CAROLINA.

The General Assembly of North Carolina enacts:

SECTION 1. Chapter 106 of the General Statutes is amended by adding a new Article to read:

"Article 70.

"North Carolina Sustainable Local Food Advisory Council.

"§ 106-830. Purpose; definitions.

(a) Purpose. – It is the purpose of the North Carolina Sustainable Local Food Advisory Council to contribute to building a local food economy, thereby benefiting North Carolina by creating jobs, stimulating statewide economic development, circulating money from local food sales within local communities, preserving open space, decreasing the use of fossil fuel and thus reducing carbon emissions, preserving and protecting the natural environment, increasing consumer access to fresh and nutritious foods, and providing greater food security for all North Carolinians. Recognizing the positive contributions of North Carolina's agricultural sector to the State's economy and environmental quality, it is the intent of the General Assembly that the Council consider and develop policies regarding the following subjects as they relate to North Carolinians:

- (1) Health and wellness.
- (2) Hunger and food access.
- (3) Economic development.
- (4) Preservation of farmlands and water resources.

(b) Definitions. – As used in this Article, the following definitions apply:



Sustainable Local Foods Advisory Council

- Whole Farm GAP Certification
- Addressing regulatory framework
- NC statewide food assessment
- Improve access (EBT), increase snap-ed funding
- Farm to School
- Securing recurring funding for the NC Agricultural Development and Farmland Preservation Trust Fund (\$2 million)
- Infrastructure Survey and Needs



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu



Golden Leaf Foundation \$2.5 million Local Foods Initiative

- 10% campaign
- Feed the Forces Initiative
- Targeted Infrastructure Pieces
- Market Development
- Sustainable Local Food Policy Council



NCSU | NCA&TSU | NCDA&CS
www.cefs.ncsu.edu

10%



**BUILDING NORTH
CAROLINA'S LOCAL
FOOD ECONOMY**

Farm To Fork

Join the 10% Campaign

a Center for Environmental Farm Systems initiative

[Home](#)[About](#)[Events](#)[Find Local Foods](#)[Learn More](#)

In Season

[View Seasonality Chart](#)

Here's How It Works

Join us in support of North Carolina's farmers, businesses and communities.

- ✓ Pledge to spend 10 percent of your existing food dollars locally
- ✓ We'll email you with a few simple questions each week
- ✓ We'll track your progress, and you'll see our progress statewide

[Sign Up Now](#)

Watch Us Grow

2297 people
and **211** businesses
spent **\$2,895,306** locally

updated weekly

Help us build North Carolina's local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.

Key Components of the Campaign



- Web based sign ups
- **Partnership with Cooperative Extension**
- Three Ways for Businesses to Partner
- Push people out to existing initiatives and information resources: “floating all boats”
- Energize business leaders, policy makers, organizations, college students, school kids, etc.
- **Work to address associated barriers**

CHATHAM
county center[HOME](#) [ABOUT](#) [CONTACT](#) [STAFF](#) [EVENTS](#) [NEWS](#) [FAQ](#) [ASK](#) [JOBS](#)

Ask an Expert

Google™ Custom Search

Search



Monday, February 21st, 2011

**Chatham Extension
Center****Agriculture & Food**[Animal Agriculture](#)[Commercial
Horticulture, Nursery,
& Turf](#)[Farm Health & Safety](#)[Field Crops](#)[Food Safety &
Processing](#)[Local Foods](#)[Pest Management](#)[Specialty Crops](#)**Community****Environment****Agriculture & Food: Local Foods**

North Carolina Cooperative Extension is an enthusiastic supporter of the Center for Environmental Farming Systems' (CEFS) initiative to build the state's local food economy, from farm to fork. Cooperative Extension is the face of Chatham County's local foods initiative, helping to promote North Carolina's 10% Campaign and to guide efforts to develop a local food economy.

The Chatham County Center Local Foods contact is [Debbie Roos](#).



The 10% Campaign encourages consumers to commit 10 percent of their existing food dollars to support local food producers, related businesses and communities. The 10% Campaign is working statewide to promote North Carolina's farmers, foods communities and businesses, educate consumers, decision makers and the media, and collaborate further with the many influential organizations and initiatives already in the field and those just beginning to bloom. Cooperative Extension will work with CEFS, community leaders, farmers, businesses, local governments, parents, teachers and students to promote the 10% Campaign, funded by the Golden LEAF Foundation.



News & Happenings

Statewide

My County

From Localcollectual.com: "A Model for Other States: North Carolina's 10% Campaign"

February 14, 2011 blog entry by Jessica Meehan

[Read Complete Article](#)

From The News and Observer: "Better for you, better for NC"

February 14, 2011 Editorial by Nancy G. Creamer

[Read Complete Article](#)

From technicianonline.com: "We demand fresh foods"

February 10, 2011 Editorial

[Read Complete Article](#)

Quick Links

[Center For Environmental Farming Systems](#)[North Carolina Food Advisory Council](#)[Statewide Action Guide for Building a Local Food Economy in NC](#)

Social Media

Find us on Facebook

Sign Up

Create an account or [log in](#) to see what your friends like.

NC 10 Percent Campaign



1,488

NC 10 Percent Campaign USDA Deputy Secretary praises the 10% Campaign! NCSU CALS Perspectives article: <http://ow.ly/3XKuT>

USDA Deputy Secretary praises 10% Campaign | CALS News
Center USDA Deputy Secretary praises 10% C...

News from the College of Agriculture and Life Sciences at NC State

February 17 at 5:00am · via HootSuite

NC 10 Percent Campaign Make the Choice! Make a Difference! Make it Local!

February 16 at 10:10am

NC 10 Percent Campaign NCSU students demanding local foods in this Technician online article! <http://ow.ly/3VFwU>

NCSU Technician Online - We demand fresh foods

Kathleen Manning, the USDA deputy secretary, speaks at the University



Facebook social plugin



NC10Percent Campaign
NC10Percent

[Home](#)[About](#)[Events](#)[Find Local Foods](#)[Learn More](#)

Upcoming Events

Feb 22, 2011	Good Agriculture Practices (GAP) Tier I Training - Session I	Kenansville, NC
Feb 23, 2011	Appalachian State University Food Services Seeks to Source More Local Foods	Boone, NC
Feb 23, 2011	NC Farm to School & Organic Certification	Lexington, NC
Feb 23, 2011	Vegetable Gardening in Carteret, Month to Month, daytime class	Morehead City, NC
Feb 23, 2011	Vegetable Gardening in Carteret, Month to Month, evening class	Morehead City, NC
Feb 24, 2011	Historic Marion Tailgate Market Planning Meeting	Marion, NC
Feb 24, 2011	Vegetable & Cut Flower Insect Pest Identification	Pittsboro, NC
Feb 26, 2011	Getting Started with Vegetable Gardening	Asheboro, NC
Feb 28, 2011	Denton Farmers Market	Denton, NC
Feb 28, 2011	Crossroads Regional Farmers Market	Statesville, NC
Mar 1, 2011	Tree Fruit Pruning Demonstration	Near Manson, NC



Business/Organizational Partners

- Compass Group
- Both Land Grant Colleges of Agriculture
- NCSU Dining Services
- Restaurants
- Blue Cross Blue Shield
- Cabarrus County
- Conservation Trust of NC
- Slow Food Triangle
- UNC Wilmington
- Red Hat
- Rex Endowment
- Farmers Markets
- Burt's Bees
- Carolina Farm Stewardship Association
- Eastern Carolina Organics
- NC Farm Bureau
- NC Department of Agriculture
- NC Fruits and Veggie Coalition
- NC Sea Grant
- NC Environmental Education
- UNC Asheville
- UNC Center for Health Promotion and Disease Prevention
- BRAC Regional Task Force
- Girl Scout Troup 734

NORTH CAROLINA

Farm Bureau

JANUARY/FEBRUARY 2011 VOL. 82 NO. 1

10% Campaign *Off to* Strong Start



If organizers achieve their goals, thousands of North Carolina residents will be obtaining more food that probably came from somewhere within their county—rather than from the other side of the country or the world.

The Center for Environmental Farming Systems, (CEFS) with support from N.C. Cooperative Extension and the Golden LEAF Foun-

dation, began the 10 Percent Campaign last year. It's an effort to educate and encourage consumers to spend 10 percent of their food dollars on locally sourced food. In less than six months, the results have been pretty noteworthy. CEFS says between July and November of last year, North Carolinians spent more than \$2 million on food from local sources.

"I believe this is a



continued

Join the 10% Campaign

a Center for Environmental Farm Systems initiative

10%
**BUILDING NORTH
CAROLINA'S LOCAL
FOOD ECONOMY**
Farm To Fork

[Home](#)[About](#)[Events](#)[Find Local Foods](#)[Learn More](#)

In Season

[View Seasonality Chart](#)

Here's How It Works

Join us in support of North Carolina's farmers, businesses and communities.

- ✓ Pledge to spend 10 percent of your existing food dollars locally
- ✓ We'll email you with a few simple questions each week
- ✓ We'll track your progress, and you'll see our progress statewide

[Sign Up Now](#)

Watch Us Grow

2297 people
and **211** businesses
spent **\$2,898,822** local

updated weekly

Help us build North Carolina's local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.