



North Carolina Sustainable Local Foods Advisory Council

April 22, 2010

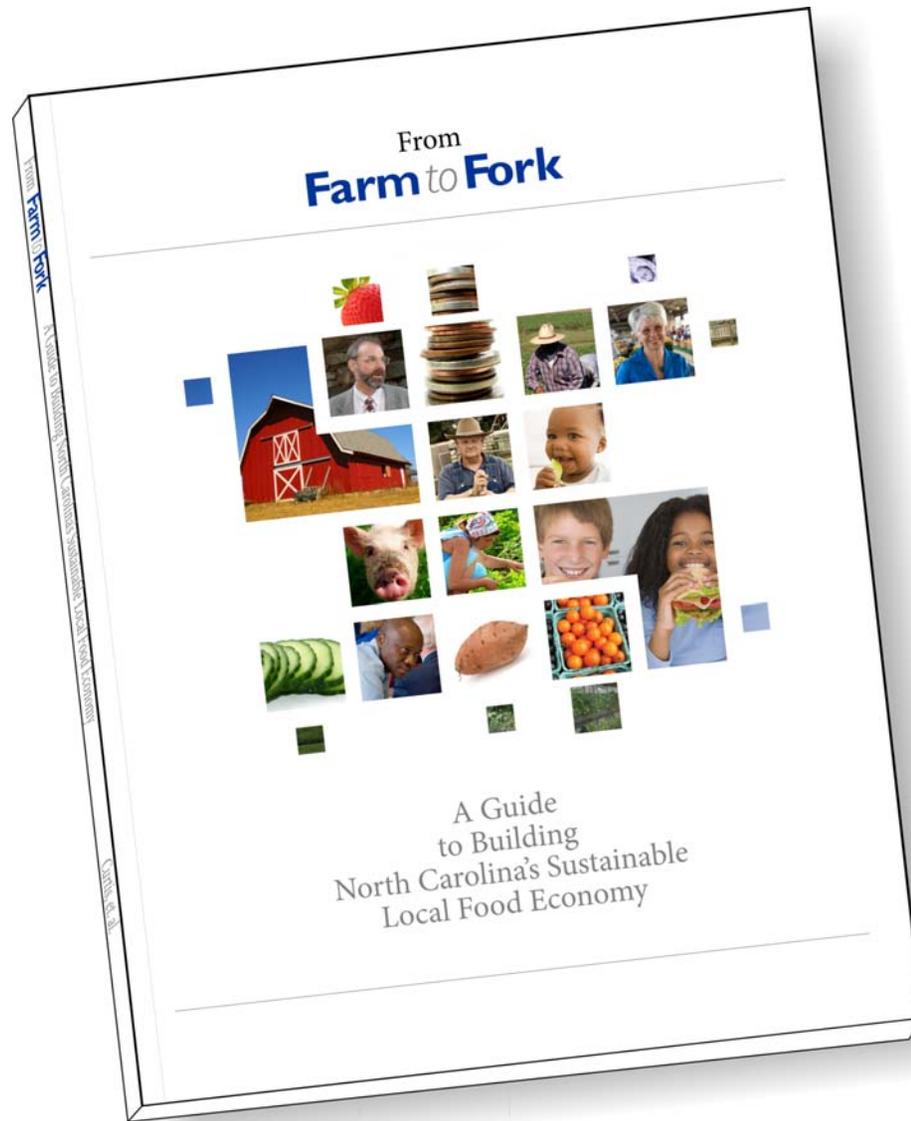


Z. Smith Reynolds

FOUNDATION

A culmination....

A beginning...



Key Terms

■ SUSTAINABLE

– *USDA, 1990 Farm Bill*

■ ORGANIC

– *USDA, National Organic Program*

■ LOCAL

– *Grown, raised or caught in North Carolina*

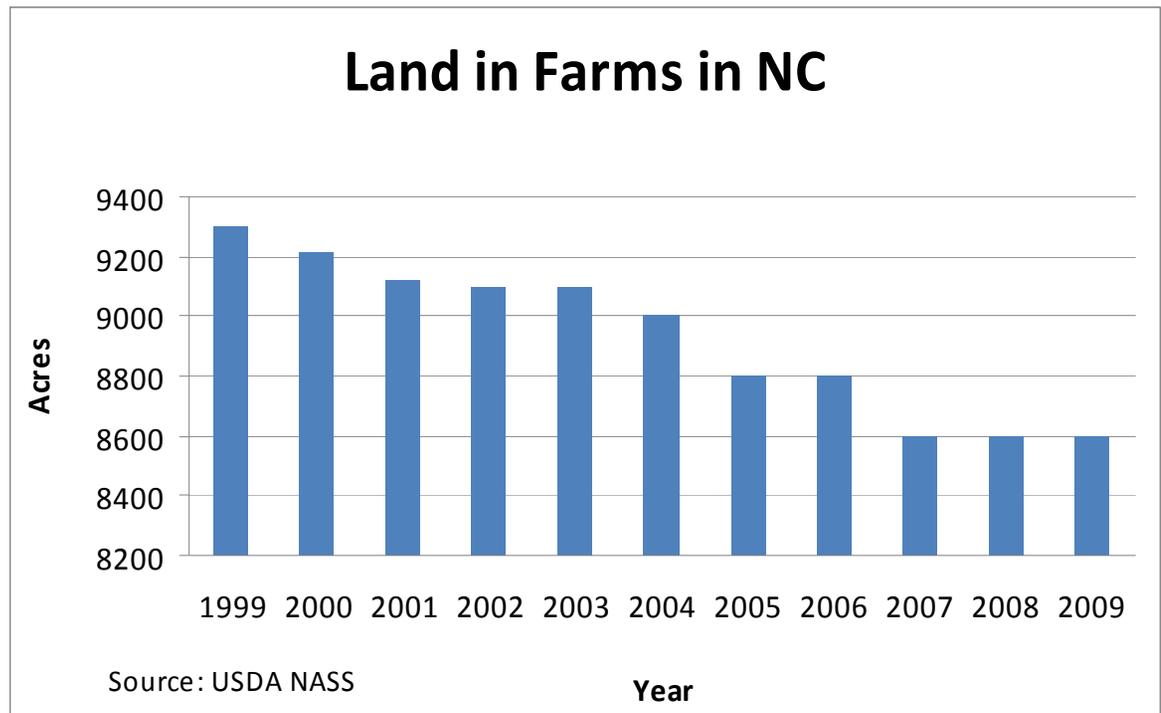
Consumer Demand is Driving Change



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Loss of Farms & Farmland is a Major Challenge



Public Health Challenges Necessitate Change



The Opportunity Before Us



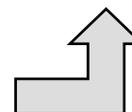
ENGAGE DECISION-MAKERS

Accomplished

- NC Sustainable Local Foods Advisory Council

Potential Council Focus

- Develop state level baseline assessments
 - Production capacity
 - Consumer demand
 - Infrastructure



Grow New & Transitioning Farmers

Underway

- Local food field agent assigned in every county

Potential Council Focus

- Secure ADFPT



Expand Local Markets

Underway

- Network direct marketing initiatives statewide
- Feed the Forces

Potential Council Focus

- State procurement of local food
 - Executive Order 50



Address Public Health & Food Access Disparities

Underway

- SNAP-Ed
- EBT at Farmers' Markets



Potential Council Focus

- Review recommendations of the Legislative Task Force on Childhood Obesity

Increase Consumer Education & Outreach

Underway

- **10% Campaign**



Promote Farm-to-School Programming & Engage Youth

Underway

- Farm to School Coordinator
- Model pre-service teacher instruction program
- Statewide NC Youth Foods Advisory Council





North Carolina has a strong local food economy where all North Carolinians regularly consume fresh, healthy foods that are grown, raised, processed, distributed and marketed sustainably by local producers and businesses.