

Local Foods Assessments

Report from April 10, 2012 meeting

Forsyth County Cooperative Extension

Winston Salem, NC

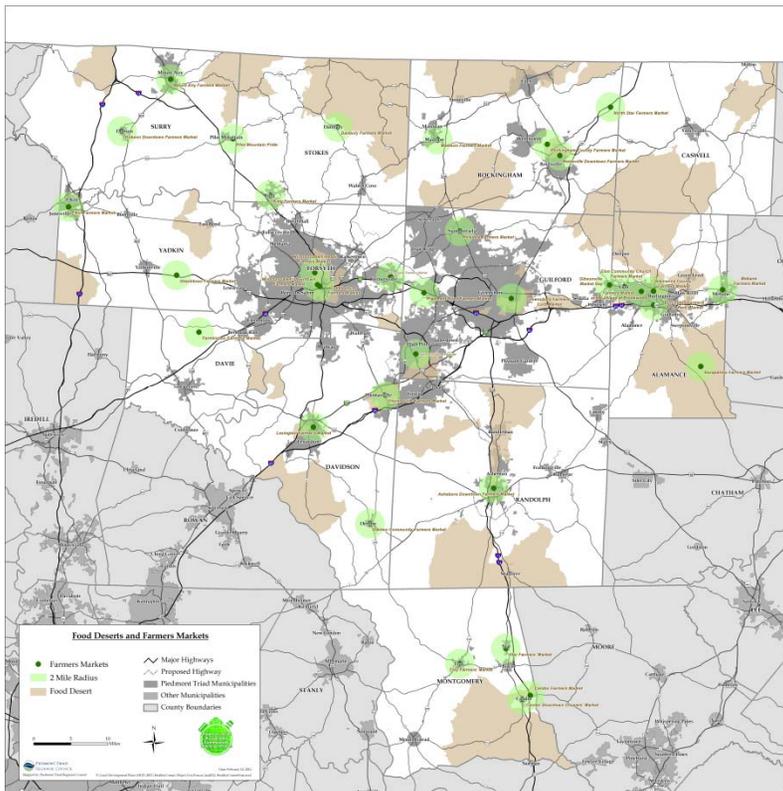
Subcommittee on Economic Development & Infrastructure



Quantifying Local Foods

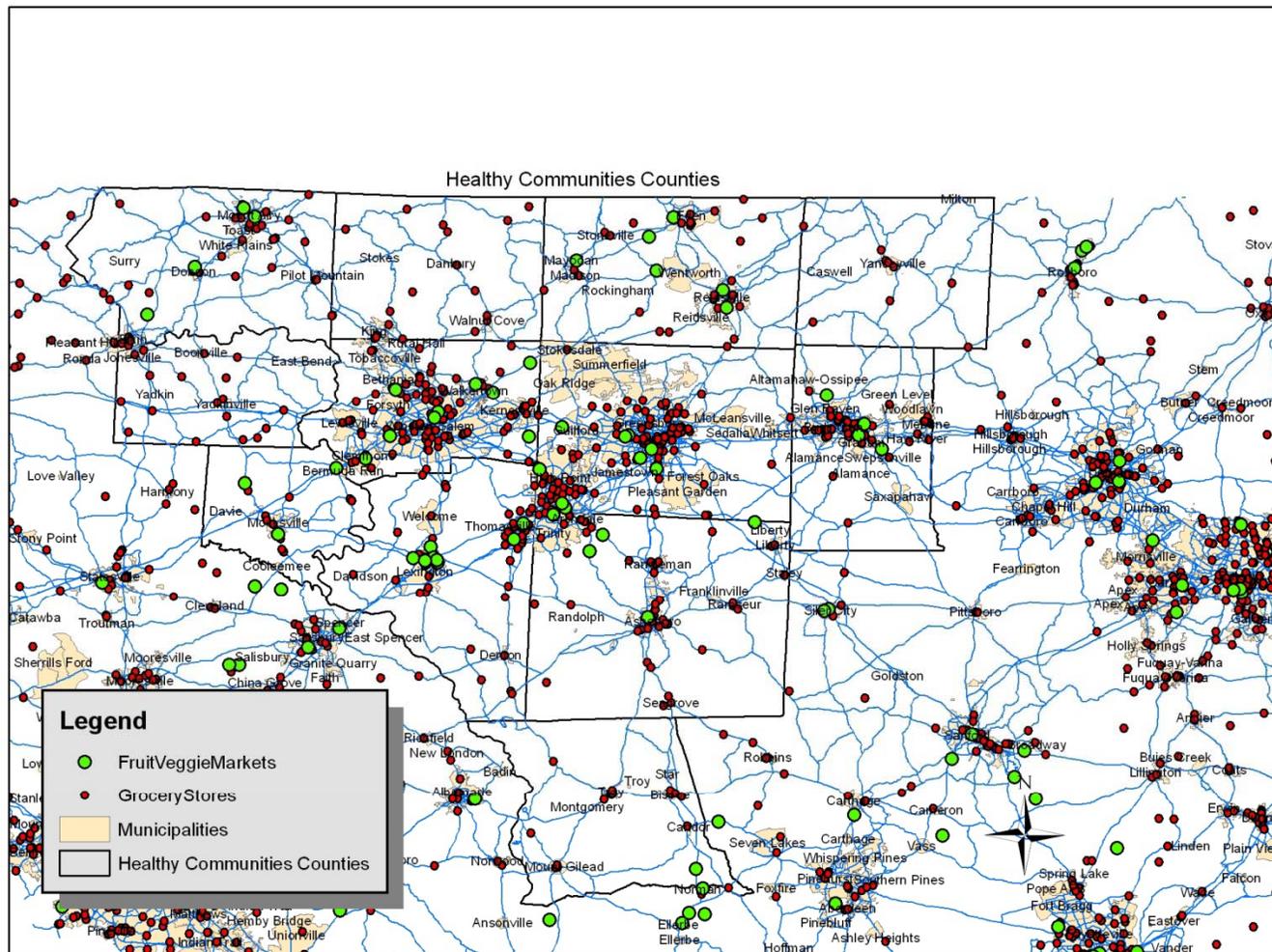
- HUD funded work
 - Centralina, Piedmont Triad
- Military Bases
 - Fort Bragg, Camp Lejeune
- Statewide efforts
 - Multiplier effect/SARE, Community Transformation Grants/CDC
- Regional Efforts
 - ASAP, Feast Southeast, Heifer International
- County Efforts
 - Cabarrus County, Forsyth Futures
- Resources/Service Providers
 - Smithson Mills Inc., ECU, Cedar Grove Institute

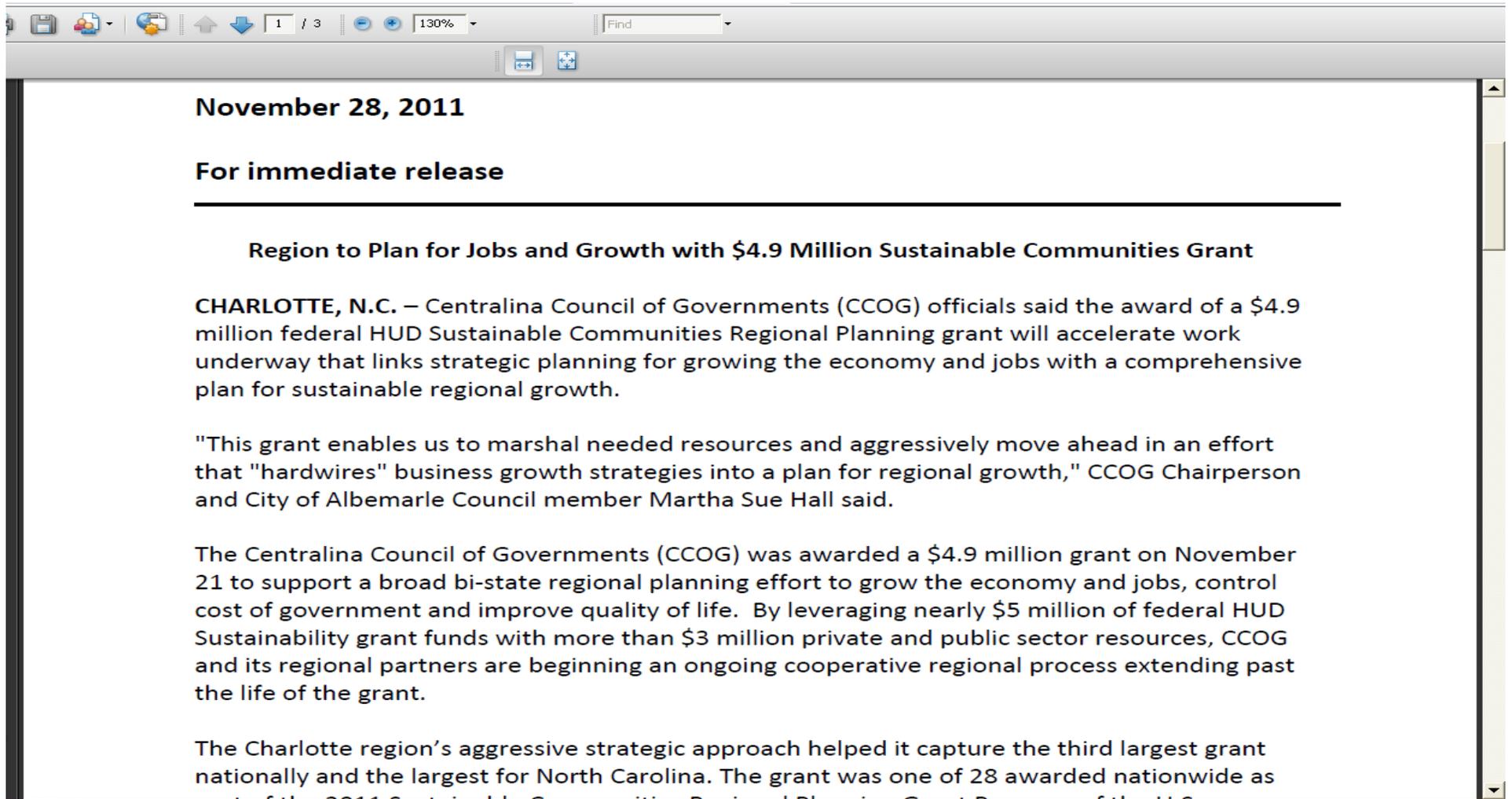
Piedmont Triad Region



- Work Groups with ag/food interest
 - Healthy Communities
 - Development Pattern
 - Green Infrastructure
 - Climate/Energy
 - Economic Workforce Development

Healthy Communities Work Group Food System Assessment





November 28, 2011

For immediate release

Region to Plan for Jobs and Growth with \$4.9 Million Sustainable Communities Grant

CHARLOTTE, N.C. – Centralina Council of Governments (CCOG) officials said the award of a \$4.9 million federal HUD Sustainable Communities Regional Planning grant will accelerate work underway that links strategic planning for growing the economy and jobs with a comprehensive plan for sustainable regional growth.

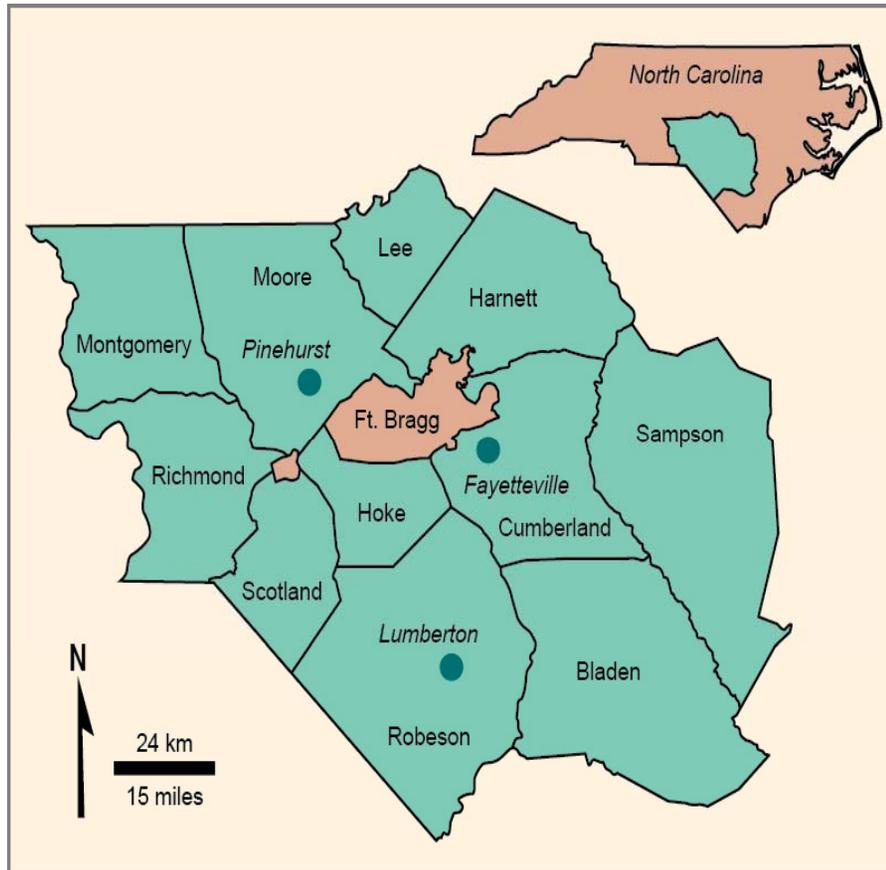
"This grant enables us to marshal needed resources and aggressively move ahead in an effort that "hardwires" business growth strategies into a plan for regional growth," CCOG Chairperson and City of Albemarle Council member Martha Sue Hall said.

The Centralina Council of Governments (CCOG) was awarded a \$4.9 million grant on November 21 to support a broad bi-state regional planning effort to grow the economy and jobs, control cost of government and improve quality of life. By leveraging nearly \$5 million of federal HUD Sustainability grant funds with more than \$3 million private and public sector resources, CCOG and its regional partners are beginning an ongoing cooperative regional process extending past the life of the grant.

The Charlotte region's aggressive strategic approach helped it capture the third largest grant nationally and the largest for North Carolina. The grant was one of 28 awarded nationwide as

□ Centralina Council of Government

Ft. Bragg



	# Farms, 2007	% Change 2002-2007	Land in Farms, 2007 (acres) / % total County	% Change 2002-2007
Bladen	500	-9	127,171 / 22	-13
Cumberland	500	+5	88,353 / 21	-6
Harnett	727	0	111,770 / 29	-2
Hoke	249	+24	60,219 / 24	-5
Lee	272	-11	36,210 / 22	-21
Montgomery	289	-1	42,523 / 13	+2
Moore	804	-2	80,075 / 18	-21
Richmond	278	+8	40,904 / 13	-17
Robeson	1,017	+16	268,026 / 44	-7
Sampson	1,203	+2	321,454 / 53	+8
Scotland	190	+19	65,780 / 32	+13

Red indicates a negative percent change from 2002 to 2007; green indicates a positive percent change from 2002 to 2007.



Ft. Bragg Findings

- ❑ Lack infrastructure to link small/medium farms to institutional customers
- ❑ Food safety certification process
- ❑ Specifications and vendor requirements from major distributors
- ❑ Lack of awareness among individual and institutional customers
- ❑ Limited funding for local food enhancement projects



food and fuel

the forces



Program Objectives

- ❑ To improve access to military markets for the agricultural producers in the eastern North Carolina.
- ❑ To conceive, develop and initiate projects which can be sustained and adapted to other military Installations.
- ❑ To support the development of alternative income opportunities for the land owners in eastern North Carolina as a hedge against loss of these lands.



NC Division of Public Health

Community Nutrition Environment Assessment

Seek to standardize information across communities using common indicators. Cooperation w/CEFS

Community Transformation Grants/CDC

Convenience Stores: One of only 2 states tackling

- Establish Healthy Food System team. Conduct community assessments and resident surveys to identify priority areas for convenience store work; Assess convenience store needs and readiness to make changes

Farmers Markets

- Will assess farmers markets locations and transportation options/access to them. Recommendations to make access easier.



Drew Marticorena, CEFS graduate student: Multiplier effect

- Current regional economic analyses don't account for the comparative advantage of different regions
- We will study the types of value chains that currently exist in NC to improve the available data
- We will study the effects on the NC economy of different changes to agriculture regionally

This study will provide a conservative estimate of the value of Local Foods and other goods to NC



ASAP Assessments

- ❖ A local food (market) assessment increases understanding of the current food system in a community—what food and farm products are currently produced in the region, how much of what is produced is also consumed in the region—and enables decision makers to choose the most appropriate and viable strategies to expand the availability of local food in the area.
- ❖ Recent Completed Assessments
 - ❖ Chattanooga, TN
 - ❖ Clay County, NC
 - ❖ Johnson County, TN
 - ❖ Mount Pleasant, SC
 - ❖ Watauga County, NC



Capturing a Greater Proportion of the Food Dollar in WNC

- According to ASAP research, “total current local potential spending” (fresh fruits and vegetables and artisan meat and cheese) would account for 9% of total food spending by residents of WNC (\$238 million/\$2.6 billion)



FEAST DOWNEAST

Bringing Local Farmers to Market

Sustainable:
Sustainable agriculture rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs. It integrates environmental health with social and economic equity.

- [HOME](#)
- [ABOUT](#)
- [SHOP ONLINE GROCERY](#)
- [FARMERS' MARKETS](#)
- [CSAs: FRESH WEEKLY PRODUCE](#)
- [CALENDAR](#)
- [SUSTAINABILITY](#)
- [IN THE NEWS](#)



- [EAT >CONSUMERS](#)
- [COOK >RESTAURANTS](#)
- [GROW >FARMERS](#)
- [LEARN >SCHOOLS](#)
- [BUY >FOOD SERVICES](#)

>CLICK HERE
To Find A Restaurant
That Sources Local Food



From Our Farmers to Your Table...

SHOP ONLINE GROCERIES



- ➔ [CONSUMER CLICK HERE](#)
- ➔ [WHOLESALE CLICK HERE](#)

Fill up your basket, choose a drop off location, and you will have fresh farm fresh groceries at the click of a button.

..it's that simple...

WHY BUY LOCAL?
CLICK TO READ MORE

Bringing Local Farmers to Market

Check Out What's New with FoodCorps in Our Area. Click

>CONTACT US



FARMER PROFILES



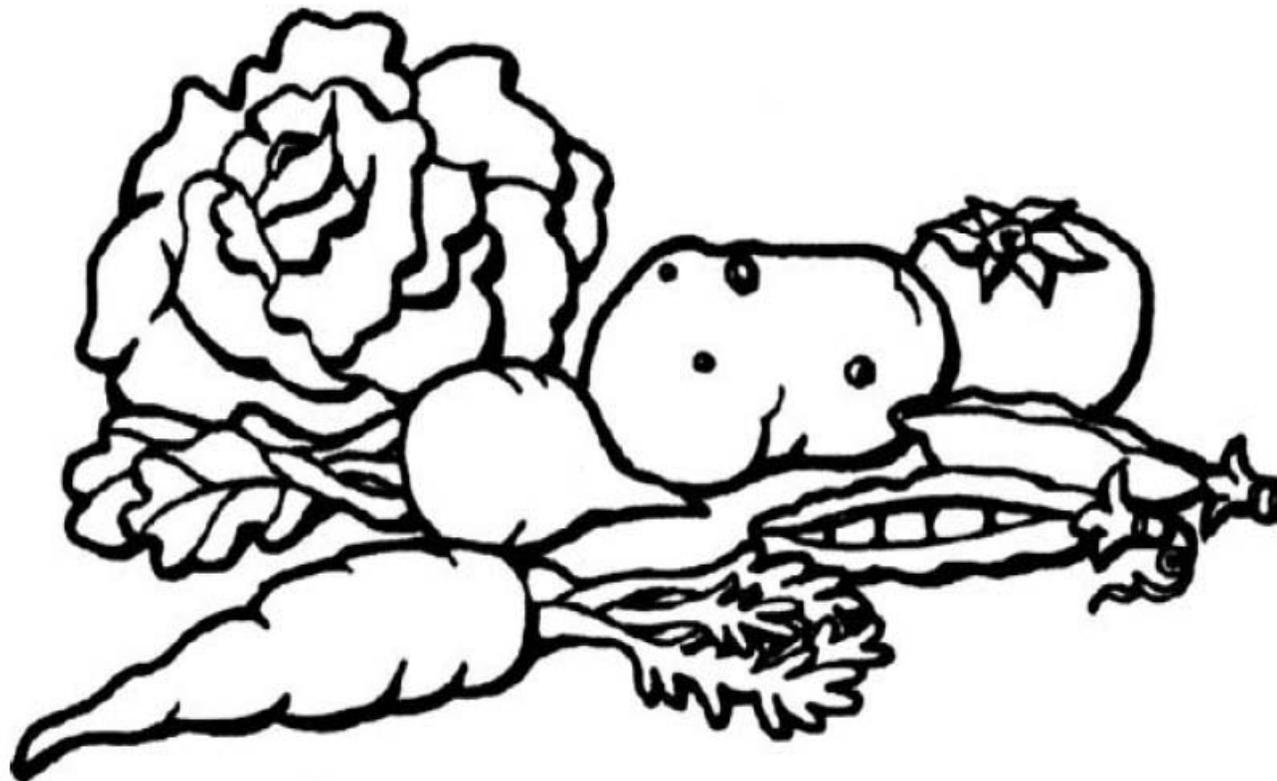
LOCAL FOODIES

SOUTHEASTERN NORTH CAROLINA FOOD SYSTEMS PROGRAM
read more>>

OUR MISSION



*Sowing the Seeds:
The Promise of Local Food Systems in
Southeast Central North Carolina*



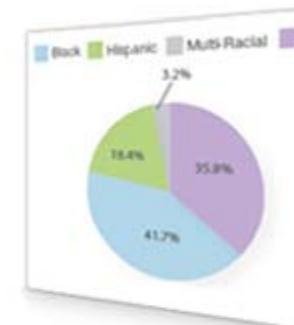
Home	First Time Visitors	About Forsyth Futures	Indicators Local Data & Research	Initiascapes Local Initiatives	Resource Directory	Forsyth Futures EDU
----------------------	-------------------------------------	---------------------------------------	----------------------------------------------------------	----------------------------------------------------	------------------------------------	-------------------------------------

Home



WINSTON-SALEM FORSYTH COUNTY SCHOOLS HIGH SCHOOL GRADUATION RATE

High school graduation rates are an indicator of the condition of the school environment and quality of school programs. Graduation rates can also reflect a community's support for and value of the educational process. Having a high school degree can lead to higher lifetime earnings, which is related to better health and quality of life. A community with a higher graduation rate is also an indicator of the strength of its workforce. [Learn More](#)

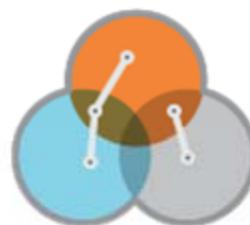


PROJECTS



DATA & RESEARCH

TRACKING AND MEASURING WHAT



INITIASCAPES

IDENTIFYING LOCAL INITIATIVES



RESOURCE DIRECTORY

FINDING COMMUNITY RESOURCES



FORSYTH FUTURE

BUILDING A QUALITY



Smithson Mills Inc.

Pilot Mountain Pride



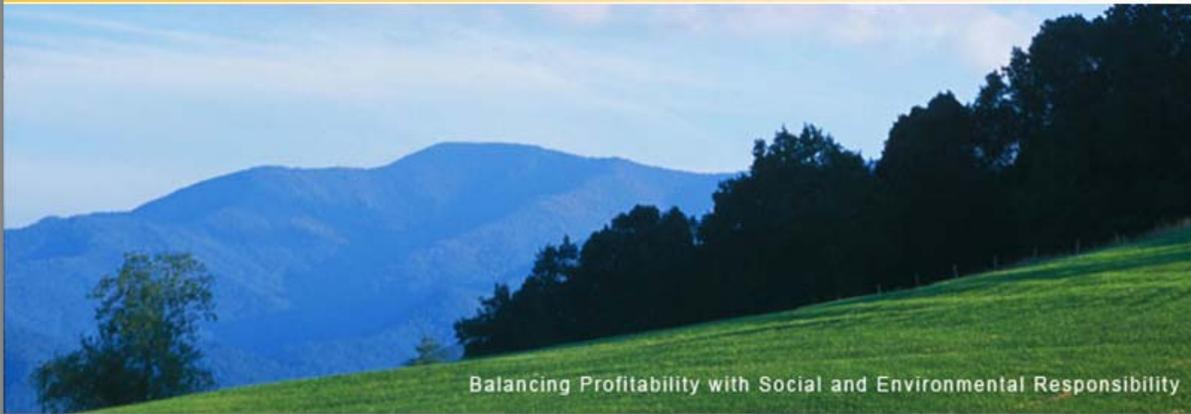
Foothills Pilot Plant



Research and Graduate Studies

Center for Sustainable Tourism

Serving the Region, State, and Nation



Photos courtesy of NC Division of Tourism, Film and Sports Development

Printer Friendly

[Home](#)

[MS in Sustainable Tourism](#)

[Faculty Affiliates](#)

[Center Initiatives](#)

[Rural Tourism](#)

[Research](#)

[Resources](#)

[Presentations & Events](#)

[About Us](#)

[Join the Center's E-mail List](#)

Welcome to the Center for Sustainable Tourism

The Center is dedicated to promoting sustainable tourism throughout our region, North Carolina, and the nation through innovation in graduate education, leadership development, community consultation, and collaborative research. Devoted to implementing sustainable practices in business operations, public policies, and personal travel behaviors, the Center offers solutions to challenges facing the tourism industry and destination communities as they balance economic viability with socio-cultural and environmental enhancement and equity.



[News and Upcoming Events](#)

Register here for our next FREE Renewable Energy in Tourism Webinar: "Getting There Greener, Alternative Fuel Vehicles and Tourism" on Tuesday, April 24th from 10am-11am.

Consider joining the Global Sustainable Tourism Council and the Global Partnership for Sustainable Tourism

Recent Report on the Activities of the Center
[Report](#)



Cedar Grove Institute

Data is the Foundation

- ❑ Local Food System Data has to be created and maintained
- ❑ Local Food System Data Should be publicly accessible
- ❑ Local Food Systems Data can strengthen the business and political support to expand efforts



For more information:

- **North Carolina Local Sustainable Food Advisory Council Website**
- **<http://www.ncagr.gov/localfood/subcommittees.htm>**