

# VISION for Improving Communication in NC Food System

- Engage both local food and all agriculture to unite around a common goal
- Create tiered shared purposes, by audience perhaps, that roll up into overall shared purpose

- Improve Access to Market Opportunities
- Inform Business Planning Decisions
- Stimulate Commerce

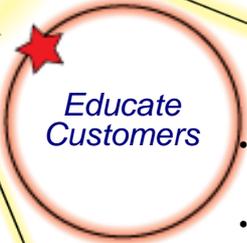
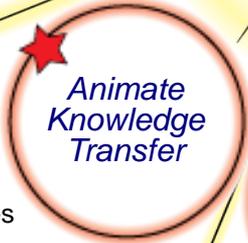


- House completed research
- Provide access to tools and data needed for research
- Document what has been done

**Host an Annual Public Meeting**



**Cultivate an Online Portal**



- Encourage Dialog
- Promote Best Practices
- Assist in Navigating Regulations

- Encourage Purchase of Locally Grown Foods
- Show Connection between Local Food and Health

- How to institutionalize our work in local food?
- How to align and merge state resources on local food system issues?

- How do we overcome a sense of mistrust?

- End Fragmentation
- Develop Sense of Community
- Encourage Networking
- Pool Resources

- What needs to change in our daily work to improve communication?

- How to ensure a market for everything produced?
- How to overcome ideas of 'turf' and 'rugged individualism'?