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NORTH CAROLINA

BRAND

AGRICULTURAL STATISTICS

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North Carolina Department of Agriculture  Consumer Services



U.S. Dept. of Agriculture
National Agricultural
Statistics Service



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"Agricultural Statistics" is an annual publication issued cooperatively by the USDA National Agricultural Statistics Service and the North Carolina Dept. of Agriculture & Consumer Services. This publication is printed on permanent, acid-free paper in compliance with the general statutes of the State of North Carolina. Publication No. 212. 4,000 copies of this public document were designed and printed at a cost of \$10,761.40, or \$2.69 per copy.

Publication No. 212



When you want ^{THE} Best, it's...

got to be
NC
AGRICULTURE



When you want the best, it's got to be NC! No truer statement was ever penned when you're talking about the high-quality foods, plants and fiber products that come from North Carolina farms. The Got to be NC market development program was created to increase brand awareness of farm goods grown in our state, helping consumers recognize the top-quality products grown by their neighbors.

North Carolina is the third most diverse agricultural state in the country, thanks in part to our geography, and also thanks to historical plantings of tobacco and peanuts. Many farms in the state relied on either tobacco or peanuts for the bulk of their agricultural income in the decades leading up to the 1990's. Most of these farms were small to medium-size farms, and when federal programs for these two crops were waning, diversification became the buzz word for North Carolina's agriculture.

Vertical integration of the poultry and pork industries led to rapid growth and statewide production of these commodities. Roadside stands, five state-run farmers' markets and hundreds of local farm markets created huge demand for fresh fruits, vegetables, flowers and nursery plants. Horticultural plantings were the fastest growing segment of agriculture in the state for a few years leading into the new century. Grocery chains responded to promotions by the NCDA&CS to increase their inventories of North Carolina products, with many featuring N.C. sections and identifying products as locally grown.

The Division of Marketing for the NCDA&CS embraced these changes and tweaked their marketing programs to better serve the entire agribusiness community, now worth over \$74 billion to North Carolina's economy each year. This amazing statistic affirms that agriculture and the related agribusiness industries are the number one industry in the state each year.

Marketing specialists work with commodity groups, farmers, processors, retail and foodservice vendors and others to make sure the top quality goodness grown on our farms makes it to market in a profitable fashion and filling a demand for fresh and local goods.

Consumers have seen the Big Cart---the giant grocery cart powered by a Chevy race engine---either in person or through advertising. The cart travels the state, reinforcing the Got to be NC slogan, stopping at grocery stores, participating in parades, at commodity festivals, even sporting and musical events.

The Got to be NC Festival held at the N.C. State Fairgrounds in Raleigh each May brings many of the components together in one location. Shoppers visit the N.C. Food and Wine Expo with over 100 participating companies, buy foods from concession vendors featuring N.C. products, and visit the Fiber Fest to see how wool, cotton and other fibers add value to the economy.

Ag Jam, a summer concert event, the Flavors of Carolina, the Got to be NC tents at the NC State Fair and NC Mountain State Fair all help raise awareness of the Got to be NC program. Print, electronic and web advertising further the branding campaign, and social marketing alerts computer-savvy shoppers to special events. Customers looking for local farms used www.ncfarmfresh.com to find area farms fitting their shopping lists, and surfed www.gottobenc.com to find out more about agriculture in NC.

Look for the Got to be NC logo next time you're food shopping. You just might be surprised how full your cart will be with products from right here in the Old North State!



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NORTH
CAROLINA

PRODUCE
OF THE U.S.A.

NASDA Enumerators



NIGHT ENUMERATORS

FRONT ROW

Donna Blackwell, Donna Stephenson, Jessica Bond

BACK ROW

April Markunas, Lonnetta Raynor, Angie Coppola, Catherine Rader-Dumas, Linda Bond, Steve Fuller



NIGHT ENUMERATORS

FRONT ROW

Penny Lewter, Shirley Gullie, Jean Daniels, Joyce Yates, Tonya Hunter

BACK ROW

Susan DeCatsye, Dewey Hamilton Jr., Carolyn Bridges, Jimmy Smith, John Bissette, Joyce Flower, Alice Clark, Mary Massenburg, Deloris Jones, Phyllis Briggs, Todd Self, Dedra Alston



FIELD ENUMERATORS

FRONT ROW

Ronald Autry, Ann Cullifer

BACK ROW

David Willis, Kenneth Kornegay, John Johnson, David Shaw



FIELD ENUMERATORS

FRONT ROW

Jim Barlowe, Kathy Bishop

BACK ROW

Steve McKee, Willis Weeks,
Carroll Gentry, Carl Alexander



FIELD ENUMERATORS

FRONT ROW

Janyce Thomas, Judy Adkins,
Tammy Perry, Carol Calhoun,
Sarah Roughton

BACK ROW

Bob Turner, Ronnie Rountree,
Kay Feher, Ernest Moore



FIELD ENUMERATORS

FRONT ROW

David Clapp,
Deborah Christian-Laux,
Kate Campau, Lee Wright

BACK ROW

Calvin Evans, David Joyce,
Arnold Keller, Bill Minter,
Bill Hurd, Earl Flippin





NASDA ENUMERATORS



FIELD ENUMERATORS

FRONT ROW

Marsha Jones, Dennis Vick,
Ann-Kristin Martin, Karen Sawyer

BACK ROW

Hal Griffin, Billy Liles,
Brenda Bridgers, Lisa Smarsh,
Howard Collins



FIELD ENUMERATORS

FRONT ROW

Dwan Moore, Deborah Brogden

BACK ROW

Harold Garner, Shelton Hinnant,
Elizabeth O'Briant, Kenny Briel,
Junior Smith



DAYTIME ENUMERATORS

Brenda Lee, Lane Peele,
Melenda Perry, Leigh Howell