

Presentation to:
House Committee on Food Desert Zones

by

Department of Commerce

Rural Economic Development Division

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FOOD DESERT

General Definition: geographic area where affordable and healthy food is difficult to obtain

USDA: urban neighborhoods and rural towns without ready access to fresh, healthy and affordable food

Primary factors in determining food deserts

Type & Quality of Food
Affordability
Access

Collective Solutions

- Nationally, research suggests that supermarkets are the most effective method to address the issue...a 2009 USDA Report to Congress suggests incentives as one way to encourage supermarket development in underserved areas
- At the National level, the Departments of Treasury, Health and Human Services and Agriculture aim to expand availability of nutritious food through various programs and as a part of the First Lady's "Let's Move" initiative

RURAL ECONOMIC DEVELOPMENT DIVISION

Community & Economic Development

FOOD

Ashe County Farmers Market

<http://ashefarmersmarket.com/>

STANLEY COUNTY FARMERS MARKET

HTTP://ALBEMARLEDOWNTOWN.COM/FARMERS_MARKET.HTML

ALBEMARLE DOWNTOWN DEVELOPMENT AUTHORITY

BLUE RIDGE NATIONAL HERITAGE AREA / FARMER MARKETS IN WESTERN NC

<HTTP://WWW.BLUERIDGEHERITAGE.COM/ATTRACTIONS-DESTINATIONS/FARMERS-MARKETS>

Main Street Solutions Fund Program

Company Shops Market, 268 East Front Street, Burlington



Before



- 7,000 sq. ft, vacant 10 years
- \$3.2 Million
- \$298,000 MSSF Grant
- 13 FTE, 16 PTE
- Catalyst for 8 additional businesses



After

COMPANY SHOPS MARKET

- A co-operative venture formed in 2007 by Burlington, Graham and Elon in Alamance County
- Financed through co-op members, corporate donors, and loans from financing institutions, area foundations and citizens, & Main Street Solutions Fund.
- Project created 31 jobs including 22 full time positions and nine part-time positions. The Market has been a catalyst for bringing other business to the downtown district.



WINTER MARKETS MADE UP ABOUT 24 PERCENT OF THE 7,865 FARMERS MARKETS LISTED IN THE USDA NATIONAL DIRECTORY IN 2012.

NORTH CAROLINA RANKS SIXTH IN THE NATION FOR THE NUMBER OF MARKETS THAT OPEN IN THE WINTER (62).

THE TRIANGLE HAS ABOUT 10 WINTER MARKETS, INCLUDING THE WESTERN WAKE FARMERS MARKET AND THE WAVERLY PLACE HOLIDAY MARKET IN CARY AND THE STATE FARMERS MARKET IN RALEIGH.

PHOTO FROM FUQUAY-VARINA WINTER MARKET / GROWERS MARKET OF FUQUAY-VARINA

Appalachian Regional Commission (ARC)

Serves 29 NC designated western
counties

ARC program funding can be used for
business development, entrepreneurship,
planning and technical assistance, as well
as various infrastructure needs

ARC

APPALACHIAN FOOD SHED PROJECT

A TRI-STATE COLLABORATIVE TO BUILD A PLACE-BASED FOOD SYSTEM THAT IS ACCESSIBLE, AFFORDABLE, AND HEALTHY FOR APPALACHIAN COMMUNITIES (VA, WVA, NC)

WESTERN NC FARMERS MARKET

FUNDING TO CREATE A MASTER PLAN TO ACCESS THE FACILITY'S INFRASTRUCTURE NEEDS TO ADDRESS A RAPIDLY CHANGING FOOD SYSTEM

MANNA FOODBANK, INC.

FUNDING TO SUPPORT BUSINESS TRAINING, TECHNICAL ASSISTANCE AND LOANS TO BUILD PROFITABLE AGRICULTURAL VENTURES, INCLUDING HEALTHY FOOD RETAIL OUTLETS

RURAL ECONOMIC DEVELOPMENT DIVISION

RURAL GRANTS/PROGRAMS (JOB CREATION)

**BUILDING REUSE / RESTORATION
ECONOMIC INFRASTRUCTURE**

DIVISION OF COMMUNITY ASSISTANCE (DCA)

**COMMUNITY PLANNING & TECHNICAL ASSISTANCE
WITH FOUR PLANNING OFFICES ACROSS THE
STATE**

UTILITY FUND / CDBG-ED

NC Department of Commerce
and
Rural Economic Development Division

COLLABORATION

PARTNERSHIPS

PLANNING

GRANTING

INCENTIVES

TO INVEST IN COMMUNITY AND ECONOMIC DEVELOPMENT