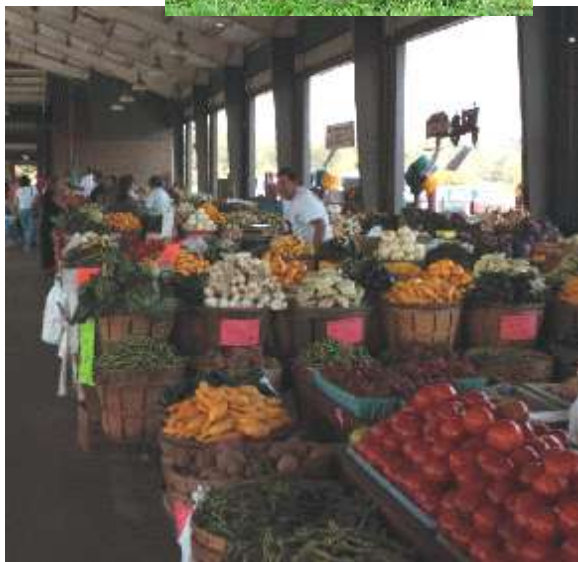


Scaling Up Local Food Supply Chains: Improving Access to NC Produced Foods for all



Improving Access Scaling Up Local Foods

- Why it's important
- Why it's hard
- What it will take
- Why the business case includes public investment and policy support

For Context

- **“I can go and buy every variety of fried chicken imaginable on the west side of Chicago. I can get it in great variety. I can buy cigarettes.... I can get liquor. I can get designer clothes. I can get heroin, I can get crack. I can get a gun, but I can’t get an organic tomato. I can’t get a cup of yogurt. I can’t get romaine lettuce....I can’t get a banana or an apple. But I can get every variety of potato chip there is”.**

-----La Donna Redmond

Recognizing the Difficulty: Increasing Access to Healthy Food in ‘Food Deserts’ is a Challenge...

- Need to entice grocers to put stores where they’ve already obviously decided it isn’t profitable enough or desirable to do so.
- And, corner stores need to be enticed to carry products that are often perishable, might not move off the shelves quickly, and are costly.



So if that's already difficult: The reasons to add “Local” to “Healthy” must be very compelling

- Opens up **more options** than corner stores and grocery stores to get healthy food to people .
- Can help the corner store option work (**variety and taste!**)
- There are many “**trickle down**” (and **trickle sideways and trickle up**) benefits.
- It's a **win-win-win-win** for all consumers and for North Carolina.

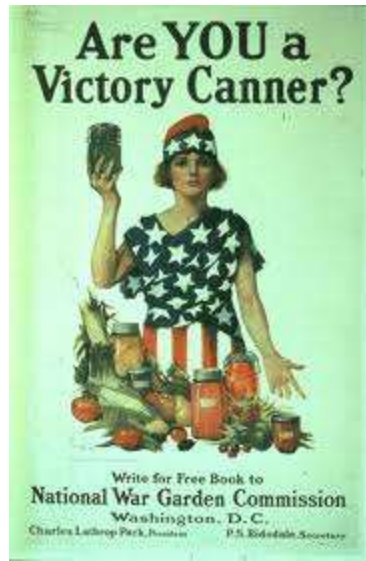
Additional Options for Increasing Access

- Corner Stores
- Grocery Stores
- **Community and Individual Gardens**
- Rural and Urban Farms
- Farmers Markets
- Farm Stands
- Innovative Distribution Models
- School Gardens



Let's not forget the impact of Victory Gardens

- During World War II, Americans planted 20 million gardens and produced 40% of our fruits and vegetables



Research has Shown

- Participation in a community garden is associated with greater fruit and vegetable intake, with 56% of community gardeners meeting national recommendations of fruit and vegetable consumption (5 servings per day), compared to 25% of non-gardeners (Litt et al, 2011)



Research has Shown

- Students participating in a nutrition education program (at school) that was combined with garden experiences significantly increased their daily intake of fruits and vegetables from 1.9 to 4.5 servings (McAleese and Rankin, 2007)



Addressing Access: Why Local?

Because we want the products consumed!

- Taste
- Nutrition
- Experiential opportunities



Local Foods as an Economic Driver

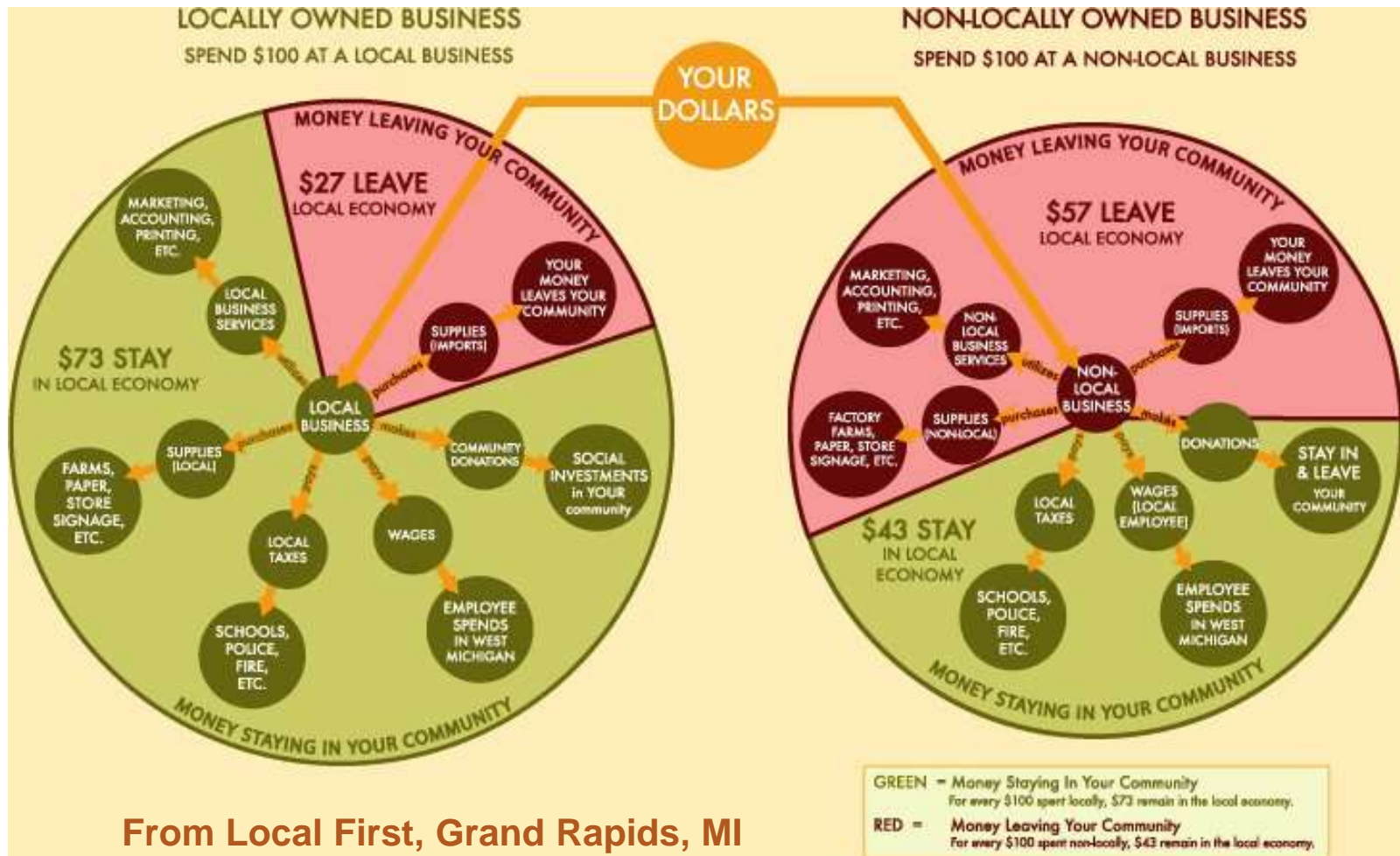
Trickle-Down (and all around) Effects

- Each of us eat every day
- **North Carolinians spend \$45.1 billion in food each year**
- Recession proof economic development
- **Fills multiple needs at once**
- 70 percent of consumers want to know where their food comes from and say they will pay more if it's local.



The Multiplier Impact

The more times a dollar circulates in a given geography and the faster it circulates before leaving, the more income wealth and jobs it creates.



From Local First, Grand Rapids, MI

Addressing Access: Why Local? Job Creation

- On-Farm
- Processing Centers
- Value added Centers
- Distribution networks
- Retail outlets
- Farm to Institution



Spawning Entrepreneurship: Farm to School

- New Farm Enterprises
- Light Processing and Preparation
- New Recipes and Products
- New Distribution Channels
- Engaged Youth (and parents?)



From NC FoodCorps

Entrepreneurship and Innovation in the Food System



The Produce Box

FARMER Foodshare



PIEDMONT FOOD & AG
PROCESSING CENTER
HILLSBOROUGH, NORTH CAROLINA



A community supported fishery

Addressing Access: Why Local?

Reducing long-term health care costs

- More than \$5 billion to treat obesity and diabetes annually
- One in three children are overweight or obese
- A third of the children born in 2000 or later will develop diabetes

Addressing Access: Why Local? To Support our Farmers

- Average age of farmers is 57
- Since 1964, we have lost approximately 1 million farms in the US (USDA ag census)
- In NC, there were 100,000 farms in 1976 and 48,000 farms in 2008
- There are now more people in prison than on farms.

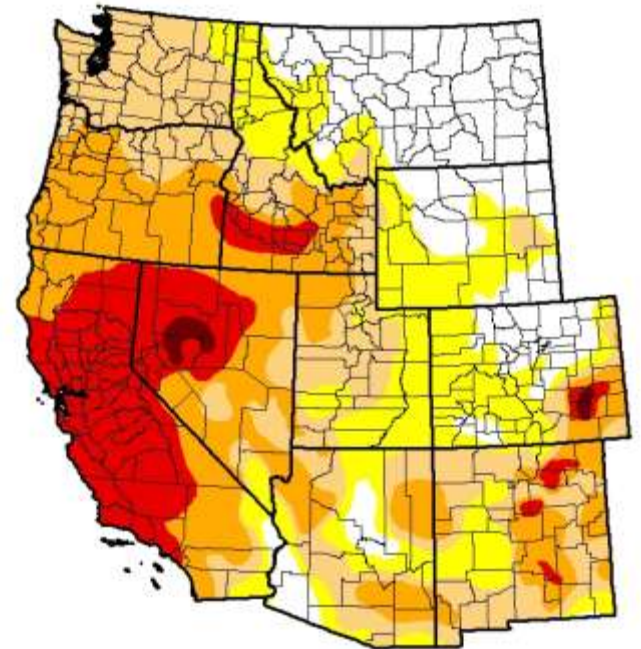


Why Does this Matter?

More Farmers mean:

- Revitalized and vibrant rural communities
- More jobs in rural North Carolina
- More access to healthy foods
- A more secure food supply (In CA, 200,000 acres not being planted in 1 county alone due to drought)
- Less reliance on foreign food (just as we don't want to rely on foreign oil)

U.S. Drought Monitor
West



Why is public investment required?

- Food is not a widget
- Small Business is valued as the backbone of America.
- Small and mid-scale farmers should be valued as the backbone of our rural communities.



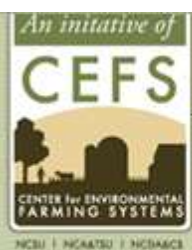
Why is public investment required?

- It is currently not a level playing field. Nor is it a “free market”. Nationally, agriculture is heavily subsidized (water in California, for example).
- North Carolina invests to bring in outside companies. Let's invest in ourselves, and turn loose some of those economic development dollars in support of job growth in local food systems.

The Price Conundrum

- There is a trade-off between improving access of local foods (which infers it needs to be “low-cost”) and insuring the farmer receives adequate compensation.
- We can’t have both affordable healthy food and more farmers (without public investment and/or policy support).
- Farmers alone shouldn’t bear the brunt of keeping food affordable food for all.

Why is it Hard, and What will it Take



NC GROWING TOGETHER

*Connecting Local Foods
to Mainstream Markets*

[ABOUT](#) [PARTNERS](#) [STORIES](#) [RESOURCES](#) [NEWS](#) [CONTACT](#)

MEAT AND GREET!

Niche Meat Producers
Connecting to
Mainstream Markets
[Read the Story](#)



[ABOUT THE PROJECT](#)

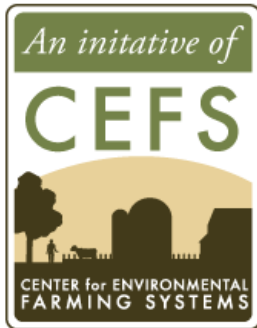
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FARMING SYSTEMS

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NCSU | NCA&TSU | NCDA&CS

NC GROWING TOGETHER

*Connecting Local Foods
to Mainstream Markets*

- Bring more locally grown foods into mainstream retail and food service supply chains
- Supply chains of produce, meat, dairy, and seafood
- Strengthen the ability of small and mid-scale farmers and fishing operations to enter these mainstream markets profitably
- **Improve access**



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



NCGT Partners



- More than 100 stores
- Based in North Carolina
- Interested in Local for a variety of reasons
- Have 19 “Just Save” stores in several rural counties
- US Army, Fayetteville
- Daytime population of 145,000
- Seek to protect farmland around the base
- Military also focusing on healthier eating
- 25 % of new recruits are denied entry to the military: they are too heavy to serve

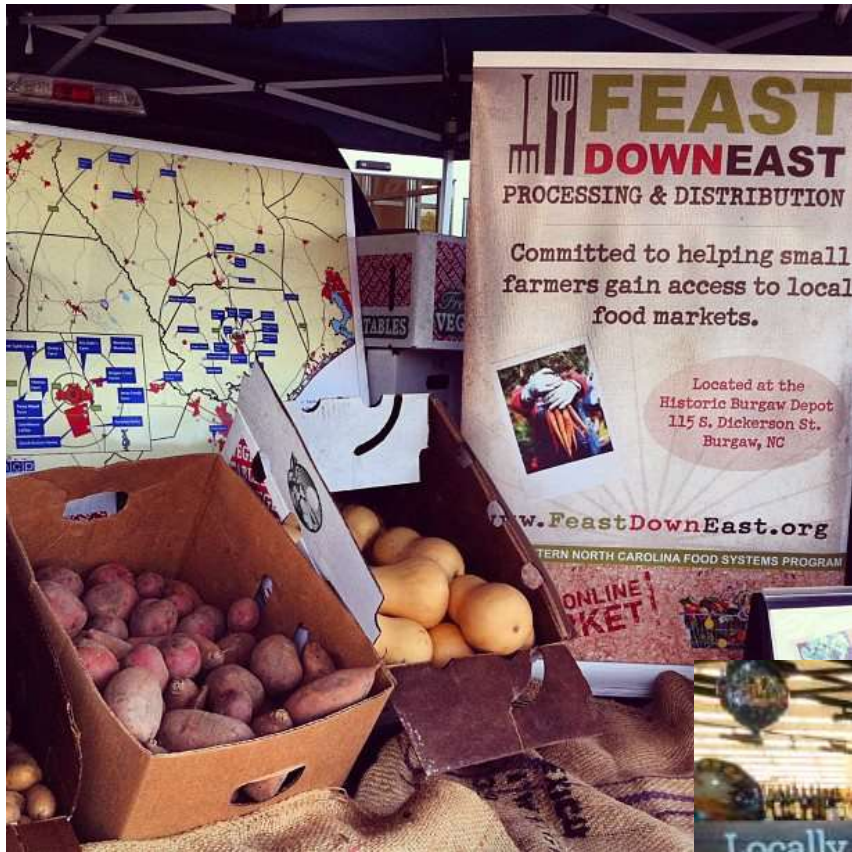
NC Growing Together Partners



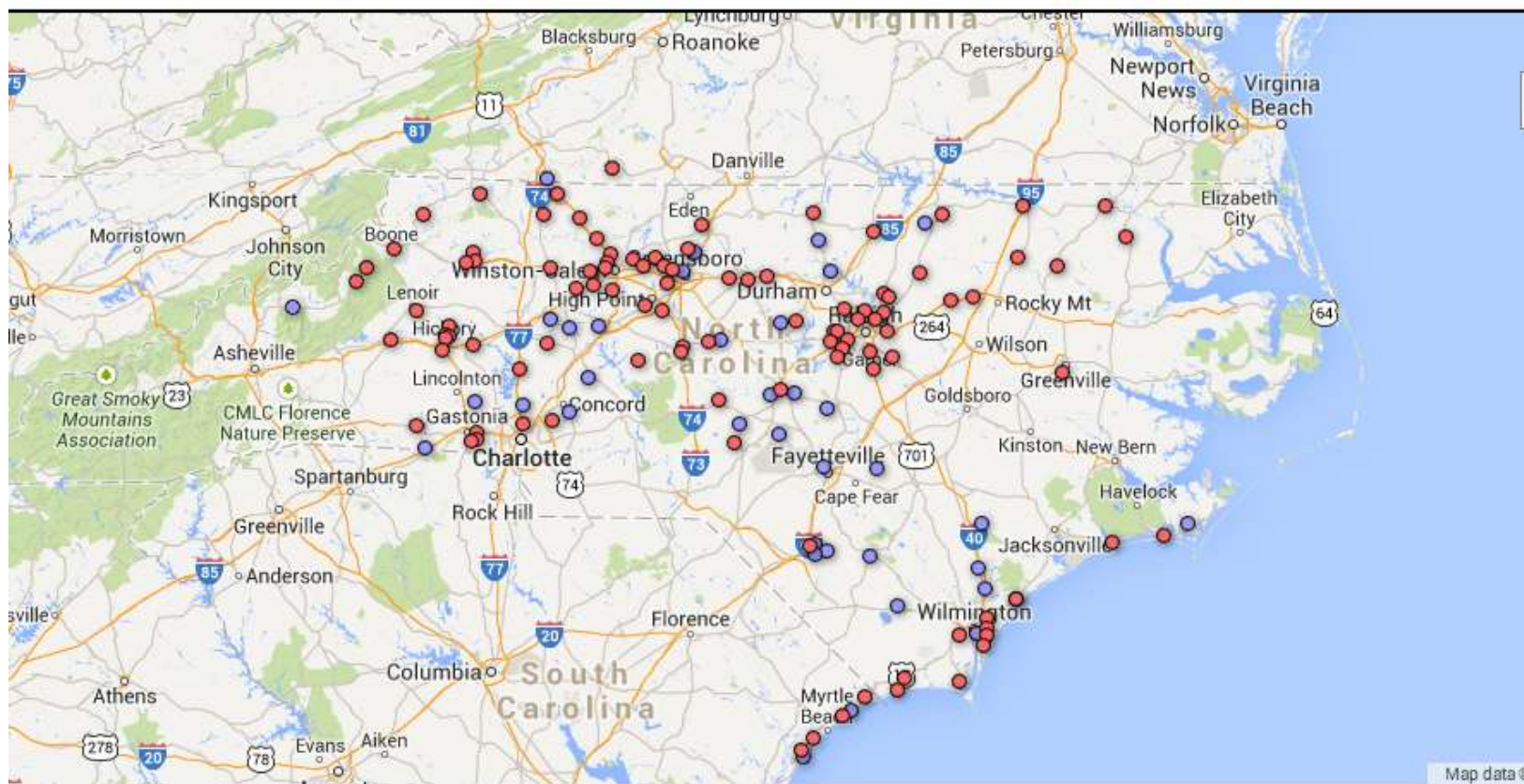
Models being developed at Lowes

- Warehouse distribution by MDI
- Direct Store Delivery
- Collaborative and Iterative Process
- Research-Teaching-Extension
- Supply Chain Development
- Consumer Research





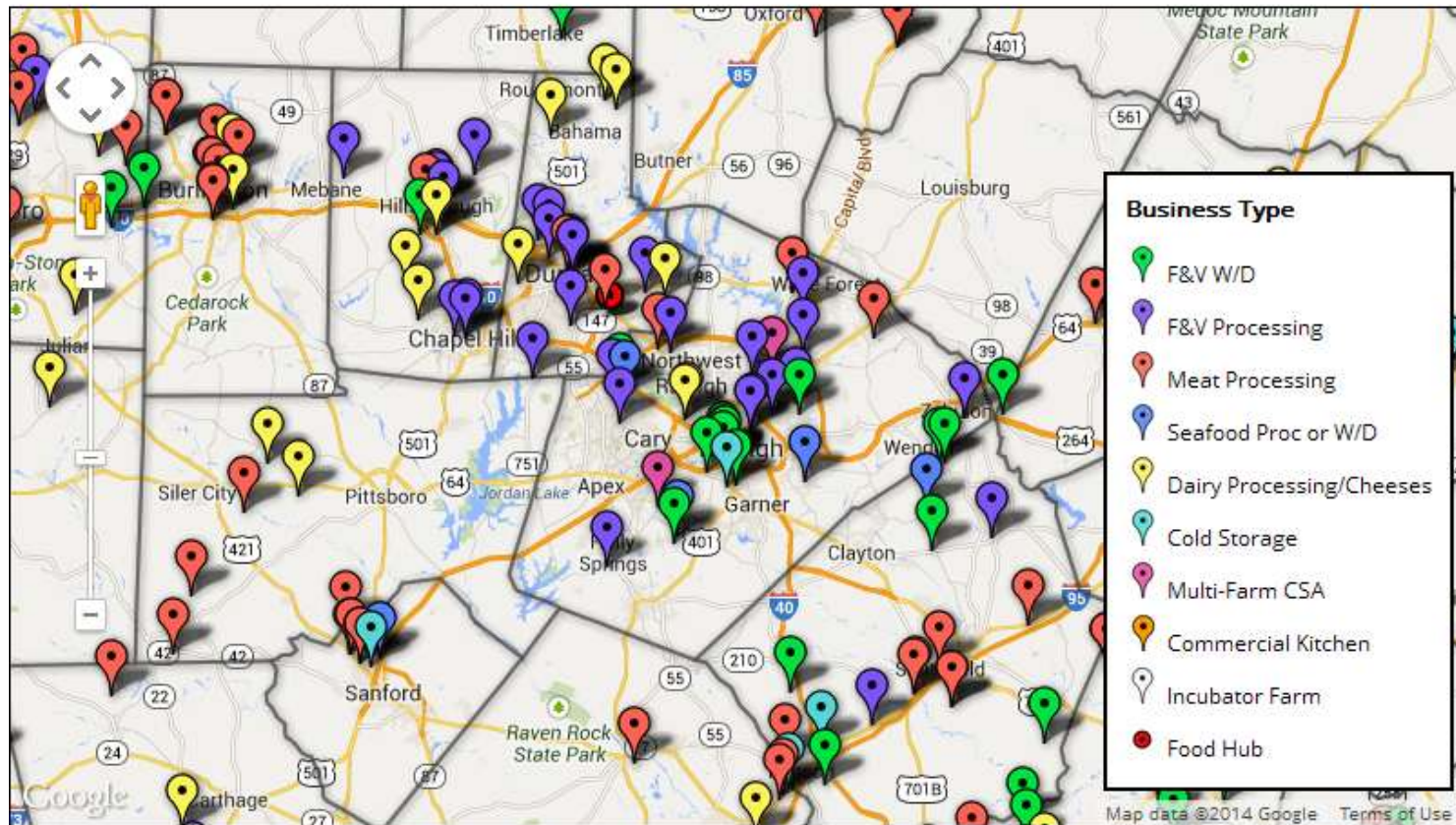
Lowes Foods: 30 new Direct to Store Vendors in 2013



The Challenges

Policy and Economic Development support opportunities by legislature	Changes in business models on farm side or business side
Food Safety (GAP) certification and training	Liability insurance
Development of aggregation centers and food hubs	Price
Cold Storage and other infrastructure	Quality standards and uniformity
Processing infrastructure and capacity	Innovative distribution models
Farmer Training (Cooperative Extension)	Access to credit
Research	Diversification
Zoning and Present Use Value	Production capacity
Farmland Preservation	Business planning and assessment and flexibility in business models
Regulatory Reform	Expectations/contracts

Infrastructure



Business Type: All NC Extension District: All County: All

In Summary: Local Foods is a Win-Win-Win-Win

- **More access**
 - Economic Development
 - Job Creation
 - Reduced health care costs
 - More farmers
 - More businesses
 - Better tasting (and maybe more nutritious) products

For more Information

- There is an interagency public private partnership functioning as a State Local Food Council that is meeting regularly and can help address these issues.
- Policy ideas on zoning, present use value, conservation easements as working lands, economic development funding, infrastructure support, healthy corner store initiatives, grocery support, etc.
- Contact Christy Shi (Ceshi@ncsu.edu) for more information