

NCD&CS

Division of Marketing



Joint NER Subcommittee on Appropriations
March 20, 2013

Mission & Responsibilities

To promote the domestic and international sales of North Carolina products, develop and expand markets, report farm market prices on major commodities, and determine and certify official grades on farm products.

- ❖ Operate 4 regional farmers markets
- ❖ Organize and manage 3 agricultural centers
- ❖ Operate the NC Mountain State Fair

Marketing Programs

- Agribusiness Services
- Horticulture Services
- Livestock Services
- Grading and Regulatory Services
- Market News
- Wine & Grape Growers Council



Domestic Marketing

We Feature
got to be
NC
PRODUCTS

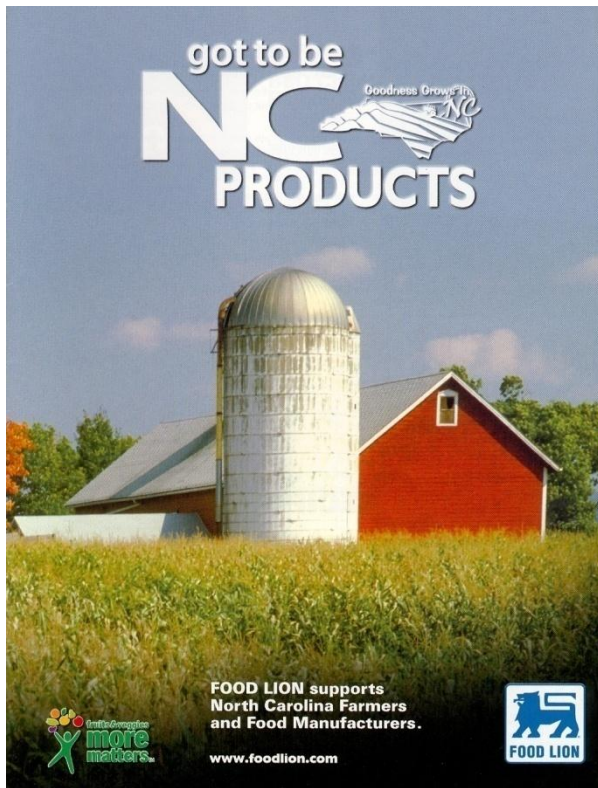


WHEN YOU WANT THE BEST IT'S...



Primary Objective: Extend current markets and establish new markets for NC agriculture

- 3000+ members
- Assists 32 commodity associations and their member growers
- Create markets through consumer directed awareness programs
- Market ag commodities to value-added companies in the program



Retail Marketing

Participants include Wal-Mart, Lowes Foods, Harris Teeter, Piggly Wiggly, Ingles, Kroger, Carlie C's and Food Lion



got to be **NC** Goodness Grows in NC

Food Lion supports Goodness Grows in North Carolina.

Burch Farms is located in Faison, NC and is run by three brothers: Ted Burch, Jimmy Burch and Bill Burch. They tend to 3,000 acres of mixed vegetables, including sweet potatoes, greens and a variety of seasonal crops. They are also certified organic growers, with 300 acres certified for production of sweet potatoes and butternut squash for baby food processors.

Large, Fresh Sweet Potatoes

79¢ lb.

Without MVP Card 99¢

Fresh Produce

Foodservice Marketing

Partners: restaurants, distributors, university, hospital dining, military mess halls and officer's clubs.

“Got To Be NC Competition Dining generated \$2,000,000 in additional produce sales for NC farmers in 2012. Expectations are to double that figure in 2013.”

Mac Sullivan CEO/President Pate-Dawson Co.



Flavors of Carolina Shows



The only event that brings NC food companies and producers together with buyers from the retail and foodservice industries.

Value of products sold annually \$10,000,000

FY 2011-12 Expansion Budget Results

- Conducted grower meetings with retailers and wholesalers to establish buying relationships with growers

Results: Lowes Foods Grower Meetings \$1.2 million in sales

- Expanded Got To Be NC program with Retailers, Restaurants, Chefs, and Food Service Wholesalers

Results:

- NC Competition Dining Series \$2 million in sales
- Small Business Value-Added Product Sections in retail \$1.1 million in sales
- New business for NC produce and value added products sold into multiple retailers \$4 million in sales

International Marketing

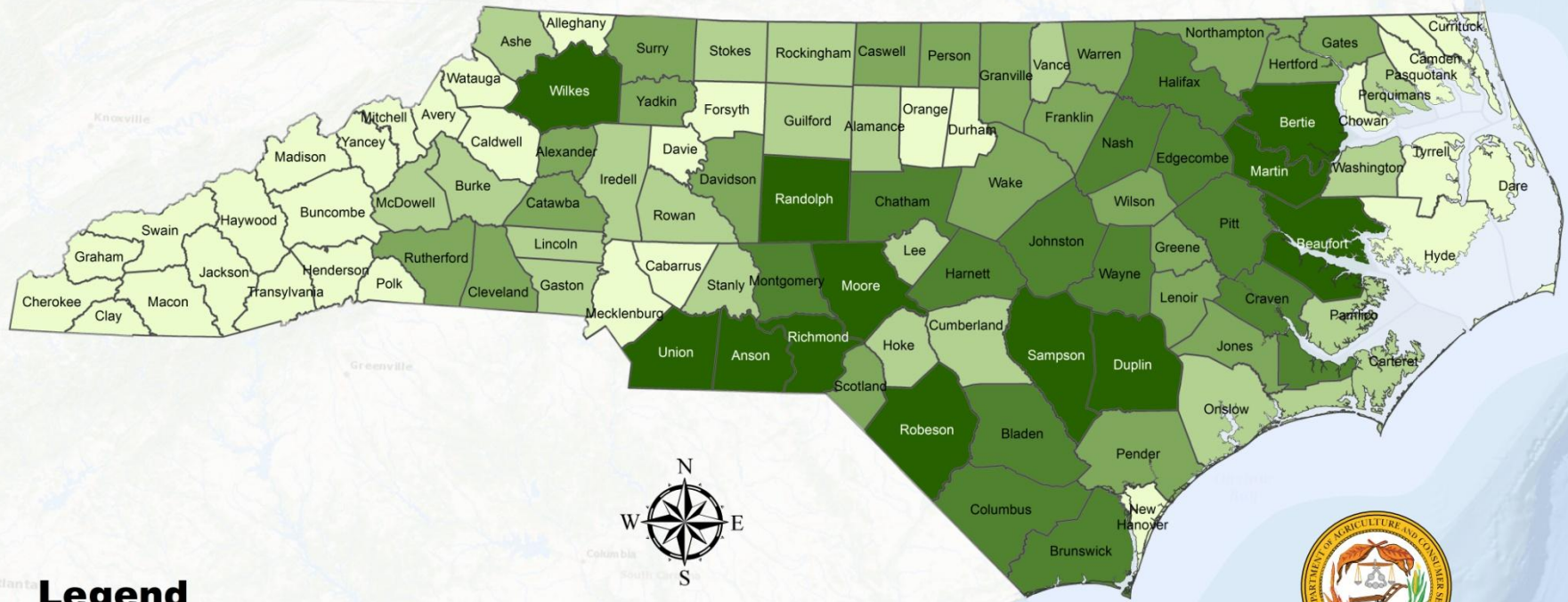


The International Trade section bridges the gap between North Carolina suppliers and international buyers

According to USDA - agricultural exports:

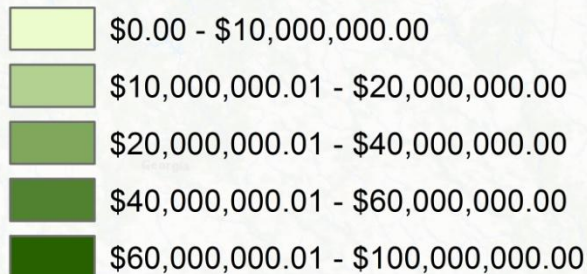
- boost farm prices and income
- support over 68,000 jobs in NC

Agricultural Exports By County 2010



Legend

Exports by County 2010



0 12.5 25 50 75 100 Miles



Steve Troxler, Commissioner
Tom Slade, Director of Marketing

NOTICE

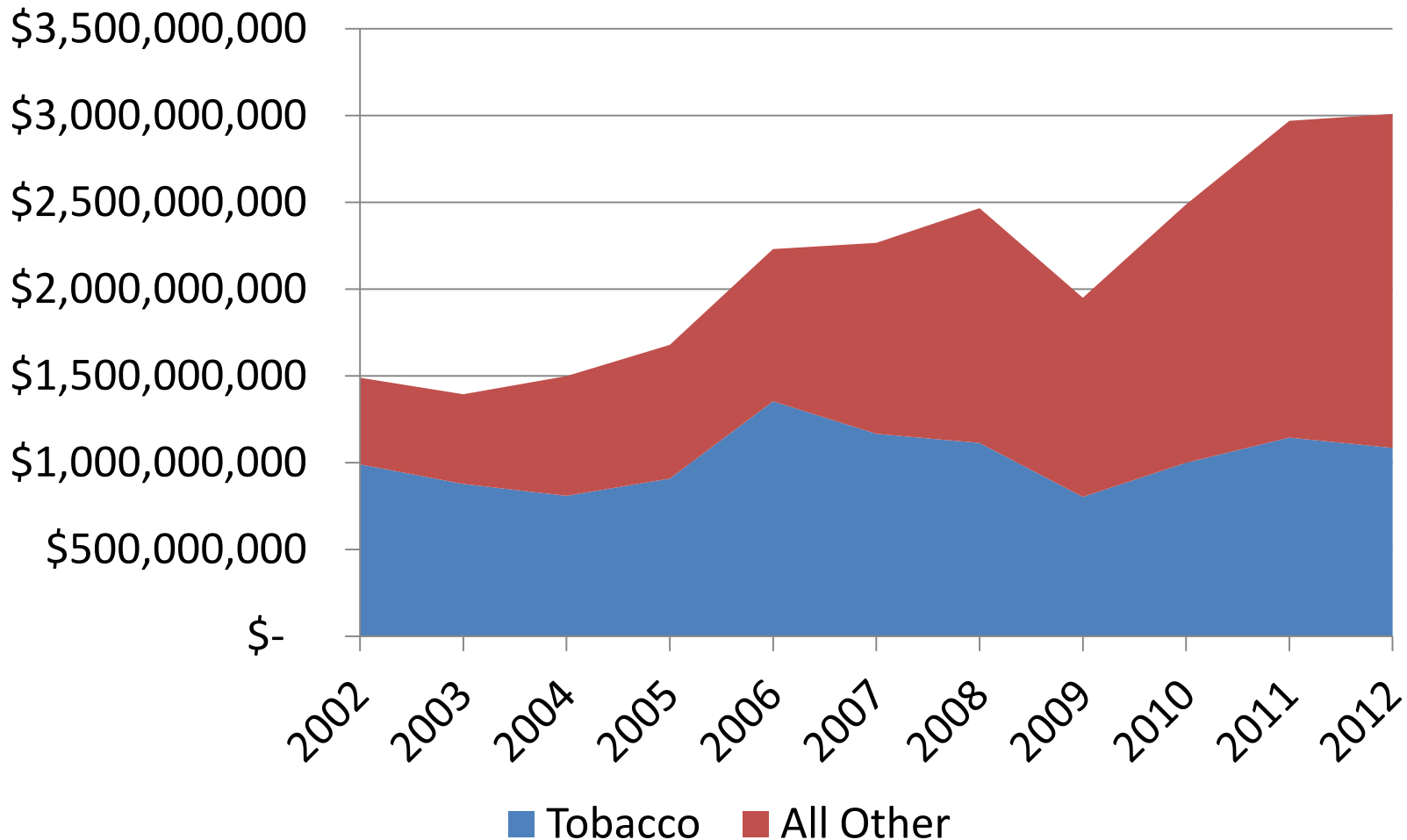
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Source:

NCDACS Emergency Programs Division
 Prepared by Anna Stout in November 2012

Total NC Ag Exports

Exports double since tobacco buyout – Expect continued growth



Specialty Foods Success Stories

- Potential Impact for over 500 family owned businesses
- Export sales measured in 40 foot containers
- Recent Successes include:
 - Bone Suckin' in 60 countries
 - Texas Pete rapid expansion
 - Ms Jenny's Pickles in China
 - Jenny O's in China



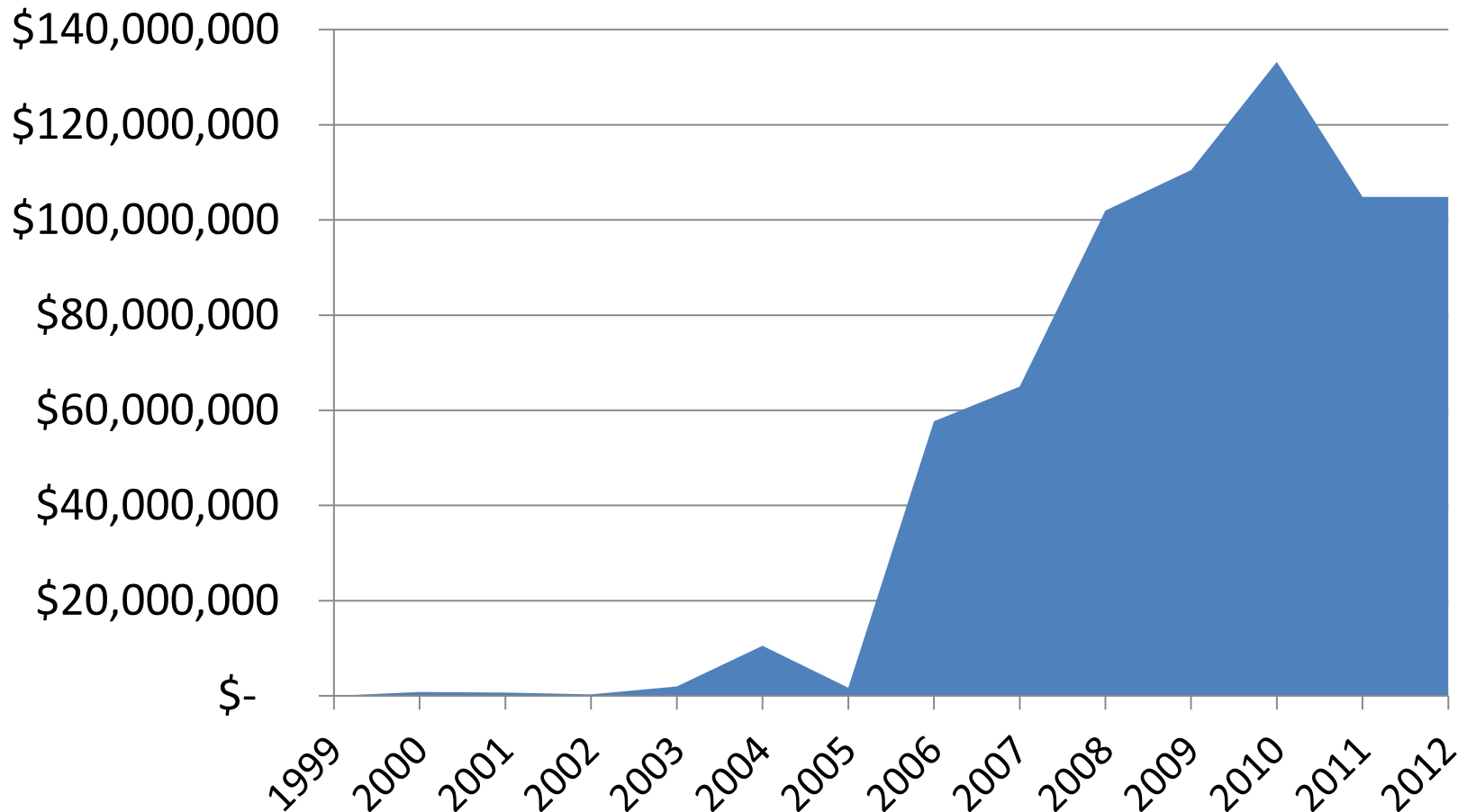
Tobacco Leaf Exports to China

China counters worldwide smoking trends

Currently China imports about 20% of total crop

With CTI office in Raleigh, expect exports to double again

Tobacco gets no USDA support, only NCDA&CS



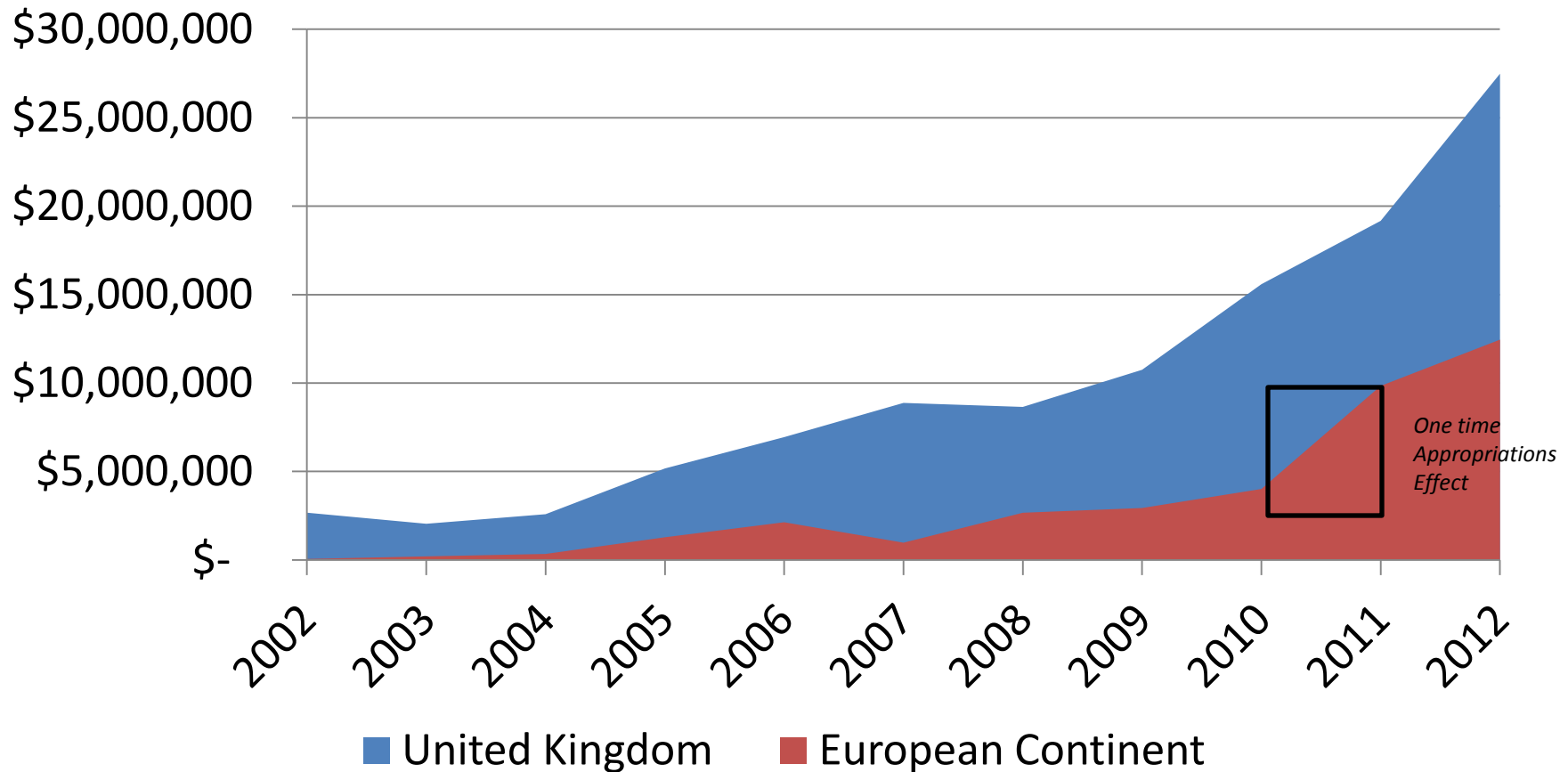
NC Sweet Potato Exports to EU

About 20% of Production - Expect to double in 3-5 years

Prices and production at all time highs

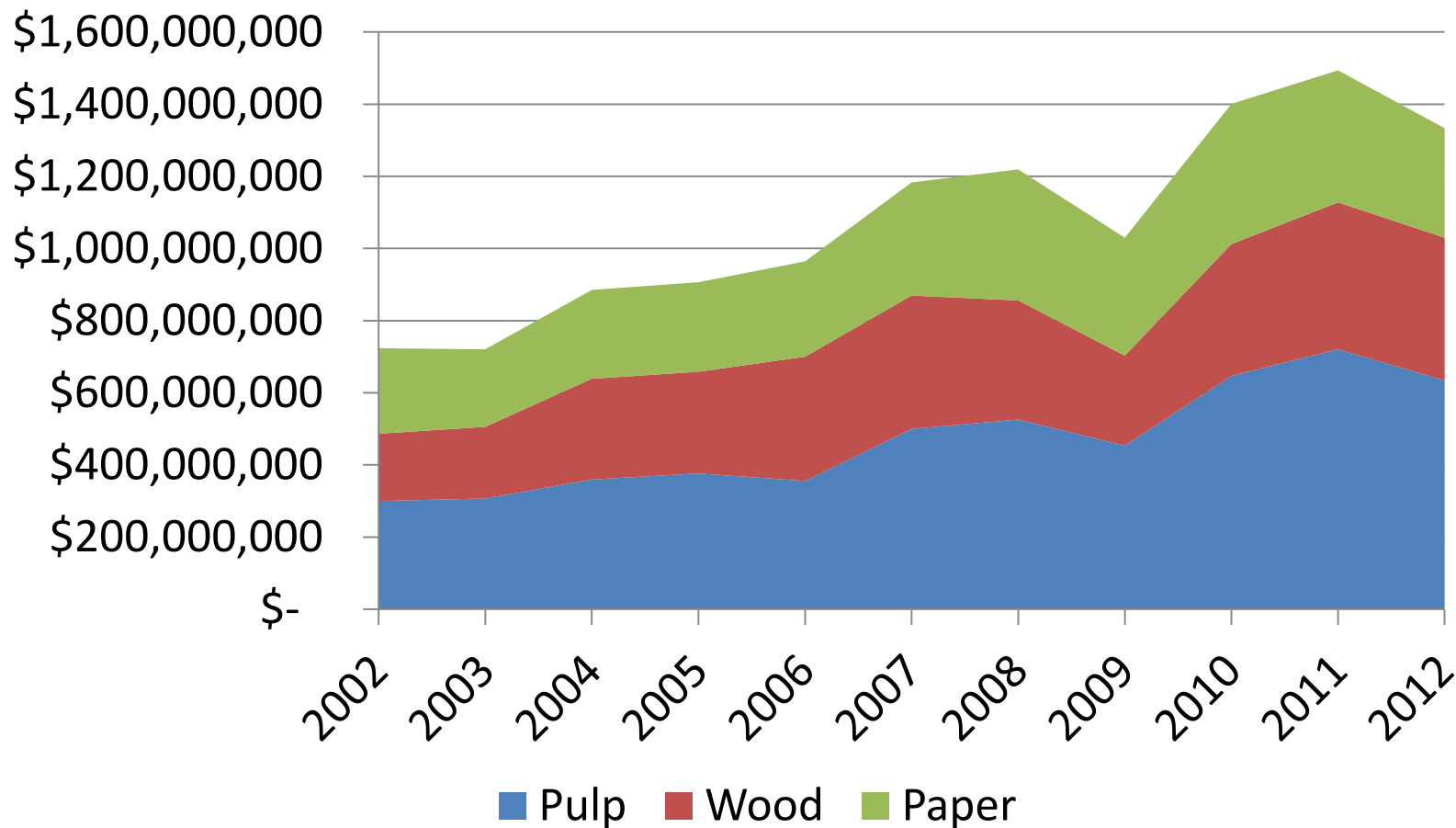
Industry counting on exports to address issue of oversupply

Because of success, expecting USDA Sweet Potato Programs to start



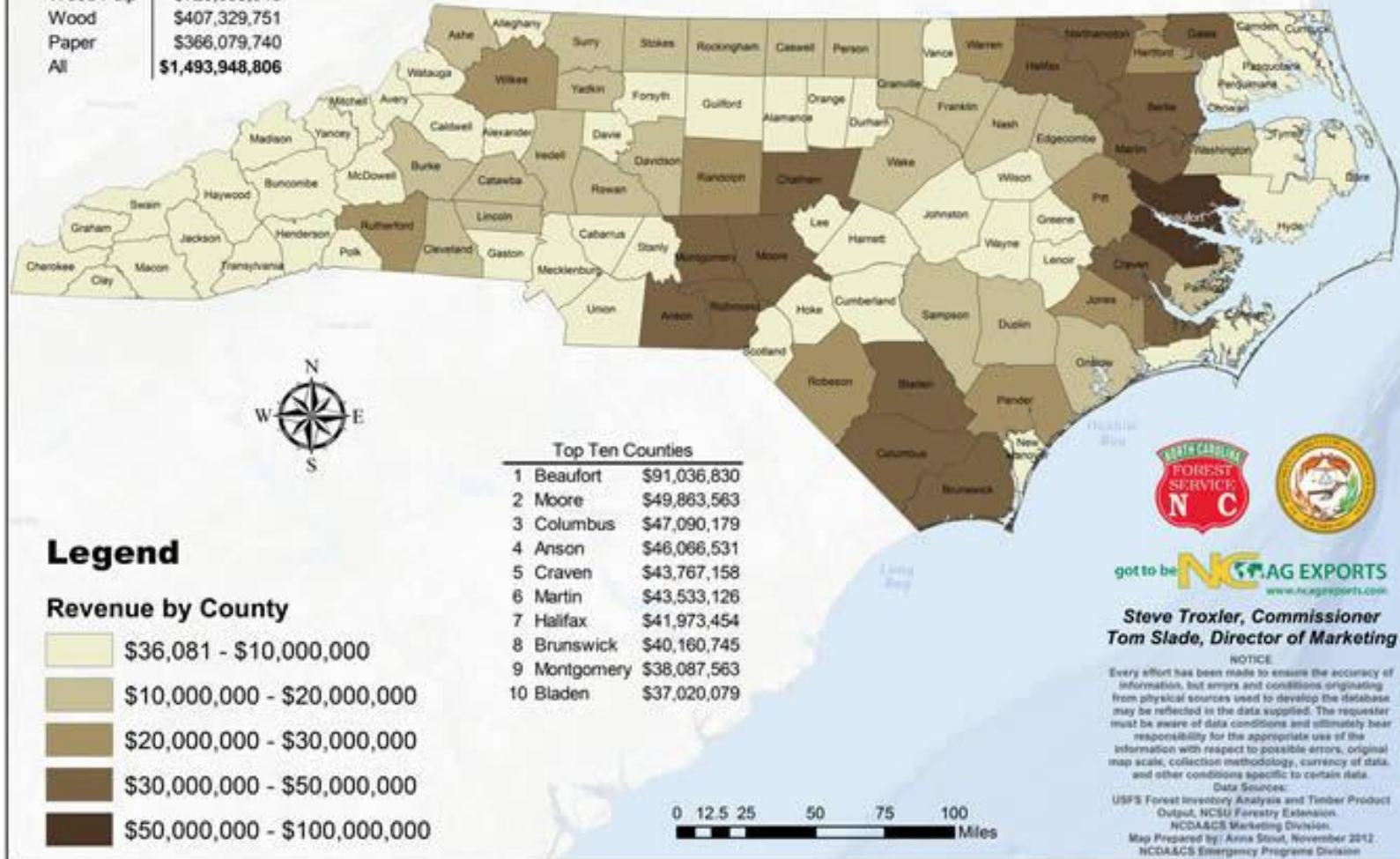
NC Wood Exports

*\$1.5 **billion** industry focused on rural NC - Doubled in past decade
Current focus on EU renewable energy sector to counter decreased domestic
demand for paper*



North Carolina Timber Product Export County Estimates 2011

Product	Statewide Total
Wood Pulp	\$720,539,315
Wood	\$407,329,751
Paper	\$366,079,740
All	\$1,493,948,806



FY 2011-12 & 2012-13 Expansion Results

- Increased sweet potato exports to Europe.
- A China office that has increased exports in tobacco, wood, wine, nursery stock and several other products.
- China has opened a tobacco office in Raleigh.
- Export success stories like Ms. Jenny's pickles.
- Emphasis on the ports, leading to cold storage and expected wood pellet exports.

Cooperation with NC Commerce

- Rely on Commerce offices overseas for in country support.
- Monthly joint conference calls, share clients and opportunities.
- Encourage companies to use training and planning resources that we do not have.
- Jointly market the benefits of trade.



Mission: Meet the agricultural needs of the region and stimulate economic development.

- Started in 1999
- Robeson County
- Multi-Use: Farmers Market, Meeting Center, and Pavilion

Meeting Center Exposition Hall

Opened May 19, 2000

10,380 square feet



Multipurpose Pavilion

- Opened April 17, 2012
- 55,000 square feet: a 32,660 square-foot show ring, vending concourse and seating area, show office, concession area and hospitality suite



Open Air Sheds

Converted in 2012 to 120 temporary horse stalls

BEFORE



AFTER



Target Markets



SENCAEC's Activities

Since March 1, 2012:

- Name change
- Hired Marketing Professional
- New signage and outreach
- Since the Pavilion opened it has hosted 53 events, 19 of these being two day events
- SENCAEC currently has bookings through December



Community Support

- The NC Horse Council Foundation's fundraising campaign has generated pledges in excess of \$81,852
- Additional pledges:
 - City of Lumberton (\$50,000)
 - Robeson County (\$50,000)
 - Robeson County Farm Bureau (\$50,000)



Unmet Funding Needs

- RECURRING FUNDING
\$624,804 and 9 FTEs
 - Existing facility
 - Pavilion Operating Reserve
- Portable Flooring
- Horse Stall Barn
- RV Sites
- Air Conditioning



Questions?

Marketing Division

Tom Slade, Director

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www.gottobenc.com