

**NCGT Local Food Supply Chain  
Apprenticeship  
(TRACTOR Food and Farms)**

**Erin Lowe**



Austin, TX



Swarthmore College





**31 varieties of produce, >50 farms → >40 buyers**

**TRACTOR's mission is "to make sure food dollars stay in the local economy, increase farm income in our community, preserve farm culture and green space, and to expand access to the freshest local produce."**

**For farmers:**

- Aggregate produce
- Work with farmers to process produce
- Teach seminars
- Provide shared-use equipment

**For consumers**

- Increase access to local food in stores and restaurants
- Personalized CSA? Prison?

# Cabbage Harvest



# Farm Visits



# Produce Delivery Run



# Mountain Air Local Foods Event



# Tastes of Burnsville



# Social Media and Fundraising

Want to advertise your business and help support local farms?  
Sign up to put your company on the TRACTOR at the same time?



We'll h

Our truck travels all around Western North Carolina including Burnsville, Mars Hill, Newland, Weaver



153 Love Fox Rd.  
Burnsville, North Carolina 28714  
828-536-0126  
robin.smith@tractorfoodandfarms.com

TRACTOR Food and Farms is a nonprofit organization dedicated to making sure food dollars stay in the local economy, increasing farm income in our community, and ensuring you have easy access to the freshest and healthiest local produce.

We work side by side with over 50 small family farms to provide the infrastructure needed to get their produce to grocery stores and local restaurants. Between 2013 and 2014 we tripled the amount of produce we sell, and over the course of the season, we are proud to be able to offer 31 varieties of local fruits and vegetables. In doing so, we are able to reinvest 90% of our funds in Yancey and Mitchell Counties.

**But we need your support to continue this program!**

**Please join us in working to strengthen our community and our farms by making a tax deductible donation to TRACTOR today.**

Your support matters:

In addition to needing funding to continuing to provide technical and infrastructural support to all our growers, we are hoping to get a new tomato refrigeration box to help keep your tomatoes feelin' fine. We're hoping to raise \$6,500 for this cause, so every bit counts!

*"The biggest direct impact for me, is that it's very hard for a small farm to access big markets or retail outlets like Ingles. Thanks to TRACTOR opening the door, our produce is being distributed out of [grocery stores]. It would have been near impossible for me to build that relationship myself!"*  
-TRACTOR member Ryan Wieba, Wieba Farmin'



The tomatoes will thank you!

**With your help we can continue building a healthier community, healthier farms, and a healthier economy. Thank you for sharing in this important work!**

Warmest regards,

*Robin Smith*

**Here's how it works:**

1. Pick your sponsorship level
2. Fill out the attached vehicle
3. Send us a copy of your logo unless your logo has changed
4. We'll make sure your logo is on the truck!

All sponsorships run for 12 months

LEVEL	
1	<ul style="list-style-type: none"> <li>• Logo on TRACTOR truck</li> <li>• Logo on TRACTOR website</li> <li>• Logo on TRACTOR social media</li> </ul>
2	<ul style="list-style-type: none"> <li>• Logo on TRACTOR truck</li> <li>• Logo on TRACTOR website</li> <li>• Logo on TRACTOR social media</li> </ul>

Page Messages Notifications 5 Insights Publishing Tools

**TRACTOR** Food/Grocery Add A Category 900 Create Call to Action Like Message

Timeline About Photos Reviews More

391 likes +5 this week

17 post reach this week

Invite friends to like this Page

Get Phone Calls From News Feed

Include a Call Now button so people nearby can call your business right from your promotion.

Promote Local Business

ABOUT

153 Love Fox

W. Main St. Report

Tractor Food and Farms added 8 new photos to the album: Blue Ridge Discovery Local Food Gala. Published by Josphine Smith [?] · July 1 at 11:42am ·

Thanks to Mountain Air Country Club for hosting this event promoting local foods and showcasing TRACTOR growers!

# Website Development

Home About Us Why Buy Local Contact Us Our Produce

**GROWING FOR YOU**



TRACTOR is a leader in organic and sustainable farming coordination. Our farms are based in the beautiful mountains of Burnsville, NC where healthy living and concern for the environment's future are a way of life. We are committed to providing the highest quality organic produce to our customers. Fresh from our farms to your home or store – it's that simple.

Find us on Facebook

 **Tractor Food and Farms**  
Like

 **Tractor Food and Farms** added 4 new photos.  
20 May at 11:07

TRACTOR visited a local food distribution center on May 11, 2015



<http://tractorfoodandfarms.com/>



*Brining Local Farms to the Table*

[Home](#)

[About Us](#) ▾

[Why Buy Local?](#)

[For Buyers](#) ▾

[For Growers](#) ▾

**Want fresh local food at a reasonable price?**

We supply fresh local produce to restaurants and grocery stores.

[Learn what's available!](#)

[Edit](#)



Cucumber grading at TRACTOR

**Good Agricultural Practices (GAP)**

**Grocery store standards**



For the rest of my time...

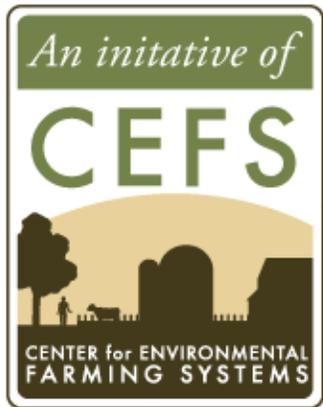




Photo credit: Washington DC, BKL/Flickr, CC



THANK YOU!



NCSU | NCA&TSU | NCDA&CS

## NC GROWING TOGETHER

*Connecting Local Foods  
to Mainstream Markets*

