

NCGT Local Food Supply Chain Apprenticeship: Lowe's Foods

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About Me

- Charlotte, NC
- Rising Senior at UNC-Chapel Hill
 - Global Studies Major with Medical Anthropology Minor
 - Real Food Calculator Intern
 - Fair, Local Organic Food Club (FLO)
- Interest in Local Food Systems
- Working with CEFS/NCGT

Lowe's Foods Apprenticeship

- Lowe's Foods:
 - Grocery Retailer
 - Committed to marketing local vendors and growers in a direct retail transaction, supporting locally based businesses to foster community
- As an intern: focus on the employee training project/research, Carolina Crate events, ride along with Krista Morgan to farm visits and help put together farmer bios, build vendor relationships, coordinate marketing materials, participate in Lowe's Foods events.

Understanding Lowe's Foods

- In-store Experience
- Department Training
- Store Operations



Employee Training and Market Research

- Training Modules
- Customer Intercept Survey
- Local Food Merchandising Project



Understanding the Supply Chain

- Farm and Distributor Tours
- Vendor Database
- Carolina Crate



Project Outcomes

- For Lowe's Foods:
 - Vendor Database
 - Employee Training Module Drive
 - Carolina Crate Marketing Materials



Project Outcomes

- For CEFS/NCGT:
 - Customer Intercept Survey Results
 - Employee/Customer Dialog
 - Dairy and Egg Merchandising Data



Conclusions

- Understanding the Value Chain
 - Priorities of Producers
 - Priorities of Retailers
 - Priorities of Consumers



Conclusions

- The Informed Consumer
 - Intervention Strategies
 - The Role of Branding



Reflections

- Understanding Consumer Demand
- Interest in Nutrition
- Businesses in the Local Food Supply Chain

Thanks for everything, Krista!

