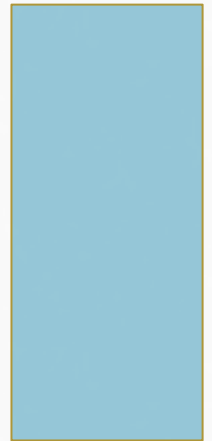


# NCGT LOCAL FOOD SUPPLY CHAIN APPRENTICESHIP

NC CUMBERLAND COUNTY  
COOPERATIVE EXTENSION

SHIRLEE EVANS



# SHIRLEE EVANS

- I am from Fayetteville, North Carolina
- I am a junior here at NC State studying Agribusiness
- My interest in local food generated from family being involved



# NC CUMBERLAND COUNTY COOPERATIVE EXTENSION

- In our county centers across the state, county agents are the bridge between the state's people and Extension specialists working at the state's land-grant universities.
- Agents educate the public through meetings and workshops, field days, personal consultations, web- and videoconferencing.
- Working with local foods
  - Supporting the farmers market, bringing attentiveness to local foods and educating the community on the importance of buying local

# PROMOTIONS!

The screenshot displays the homepage of the Fayetteville Farmers Market website. The browser's address bar shows the URL [fayetteville-farmersmarket.com](http://fayetteville-farmersmarket.com). The navigation menu includes links for Home, About, Farmers, and Contact. The main content area features a large image of a wicker basket filled with various fresh vegetables like onions, artichokes, carrots, broccoli, and cauliflower. Overlaid on this image are three teal circular callouts: one stating 'We Accept EBT and all major credit cards!!', another with the word 'Welcome!' and a paragraph about the market's focus on sustainable local produce, and a third providing the market's location: '205 Forsythe Street, Fayetteville, NC 28303'. At the bottom of the image, there are social media icons for Facebook and Twitter with the text 'Like' and 'Follow @fayfarmarket'. The Windows taskbar at the bottom shows the system time as 3:02 PM on 7/4/2015.

Home About Farmers Contact

## Fayetteville Farmers Market

We Accept EBT and all major credit cards!!

Location: 205 Forsythe Street, Fayetteville, NC 28303

Welcome!

Join with your neighborhood farmers choose local produce at Fayetteville's primary venue for sustainably grown fruits and vegetables. Make the Fayetteville Farmers Market your farm fresh destination each week.

Like Follow @fayfarmarket

3:02 PM 7/4/2015

<http://fayetteville-farmersmarket.com/>

# PROMOTIONS!!

*Fayetteville*  
**Farmers Market**

Every Friday - Rain or Shine  
10:00 a.m. – 2:00 p.m.


205 Forsythe Street  
Fayetteville, NC 28303

*Across the street from Cumberland Paint and the Re-Store Warehouse off Raeferd Road*

[fayetteville-farmersmarket.com](http://fayetteville-farmersmarket.com)  
[facebook.com/TheFayettevilleFarmersMarket](https://facebook.com/TheFayettevilleFarmersMarket)  
[thefayettevillefarmersmarket@gmail.com](mailto:thefayettevillefarmersmarket@gmail.com)




*Support your local farmers!*



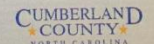

**LOCAL  
FOOD**

Guide to food produced in and  
around Cumberland County, NC



**Cooperative Extension**

Charlie Rose Agri-Expo Center  
301 East Mountain Drive  
Fayetteville, NC 28306  
(910) 321-6860  
[cumberland.ces.ncsu.edu](http://cumberland.ces.ncsu.edu)



# PROMOTIONS!!!

The screenshot displays the Facebook profile for 'The Fayetteville Farmers Market'. The cover photo shows various fresh vegetables in wooden baskets. The page header includes navigation options like 'Page', 'Messages', and 'Notifications'. A 'Promote' sidebar on the right shows engagement metrics for 'THIS WEEK': 233 Post Reach, 80 Post Engagement, 1 of 1 Response Rate, and a 3-minute response time. The main timeline features a post by Shirlee Evans from the Fayetteville Farmers Market Association, dated July 10 at 9:45am. The post text reads: 'Today is market day! Be within the first 107 people to receive a free hot dog in celebration of the markets official grand opening. See you soon!'. It has 105 people reached and a 'Boost Post' button. Below this, another post from the same page dated July 8 at 12:01pm says: 'Mark your calendars ... July 10, 2015 the Fayetteville Farmers Market will have its official Grand Opening! Come out and support the farmers'. The right sidebar lists recent activity and a list of friends, including Kevin Melvin II, Devonte Khalil Baker, and Keke Chavis.

<https://www.facebook.com/TheFayettevilleFarmersMarket>

# ACCOMPLISHMENTS

- Fayetteville Farmers Market nonprofit recognition within the state of North Carolina
- Working with the Cumberland County fair to get openings for the farmers to be able to sell

# ACCOMPLISHMENTS

- Gaining more farmers to participate in the local Fayetteville Farmers Market.





# WHAT I LEARNED

## Communication



# WHAT I LEARNED

- How to believe in myself



# MY FUTURE ENDEAVORS ...

- Agribusiness major at NC State
  - With hopes and intentions to use the degree to bring more awareness to local food to help out the farmers involved in producing.
- Continue to educating individuals about the importance of local food
- Maintain engagement in local foods by helping out local farmers promote their business and products

A HUGE THANK YOU TO THE NCGT TEAM FOR ALLOWING ME THE OPPORTUNITY, A THANK YOU TO THE CUMBERLAND COUNTY COOPERATIVE EXTENSION OFFICE FOR WELCOMING ME IN YOUR WORK PLACE AND THE CONTINUED SUPPORT AND ENCOURAGEMENT IN EVERYTHING I ACCOMPLISHED, AND FINALLY A THANK YOU TO MR. KENNY. THANK YOU FOR LETTING ME IN ON YOUR KNOWLEDGE AND TRUSTING AND BELIEVING IN ME TO GET THINGS ACCOMPLISHED!

THE END!

