

NCGT Local Food Supply Chain Apprenticeship NC 10% Campaign

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From Lexington, NC
Live in Saxapahaw

Senior at NC State University
Major in Plant and Soil Science with
Agroecology concentration

past:
BA Sociology
UNC-Charlotte, 2000

- Good food junkie
- Savvy shopper
- Volunteer at local food pantry

NC 10% Campaign focuses on sustainable production standards, the economic development of communities, and food justice.



By building the local food supply chain, North Carolinians benefit:

- Greater access to fresher, more nutritious food
- More jobs
- Increased farm sales and quality of life of farm families

Our Mission

Encourage consumers to commit 10% of their existing food dollars to support local food producers, related businesses, and communities.

Job responsibilities include researching and developing materials and graphics regarding 1) farmer information templates for connecting with retail, wholesale, and food service buyers and 2) definition of sustainable agriculture and label claims such as local, free-range, pasture-raised, etc; as well as 3) visiting/interviewing partnering retail, food service, and local food distribution establishments to understand educational needs of staff regarding local food and 4) collaborating with other NC Growing Together apprentices to build educational resources for staff training for specific local food products (especially dairy, eggs, and milk).

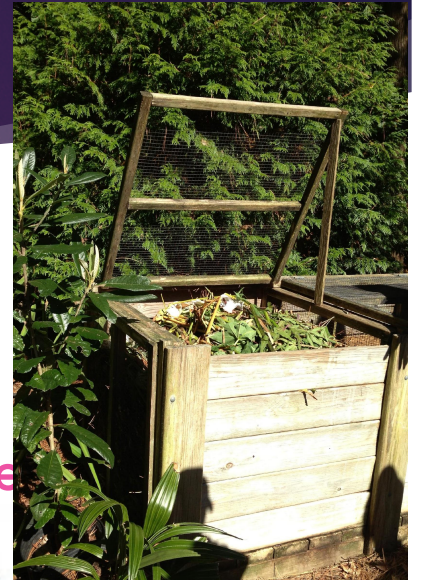
The 10% Campaign is at the heart of the local food movement in NC, connecting producers to retail and wholesale buyers, helping to build better farms and the NC economy by keeping consumer spending at home.



The Relationship between Sustainability and Buying Local

Sustainability is the ability to continue a given activity indefinitely without the degradation of resources or diversity.

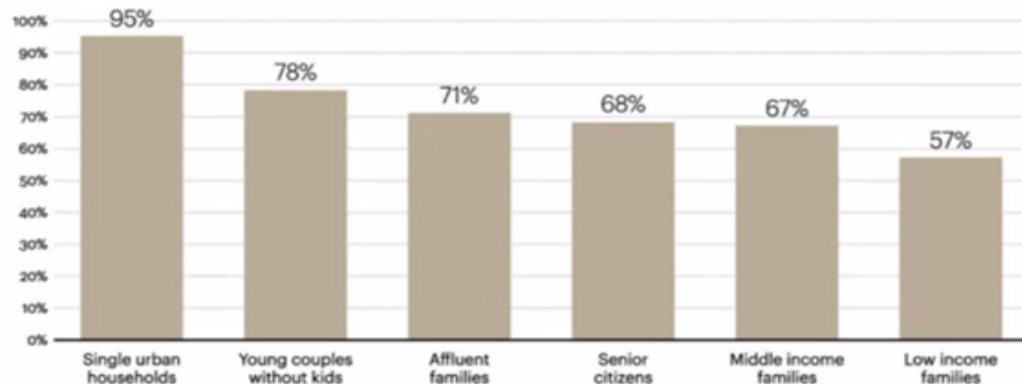
- Ecologically responsible
- Economically viable
- Socially just



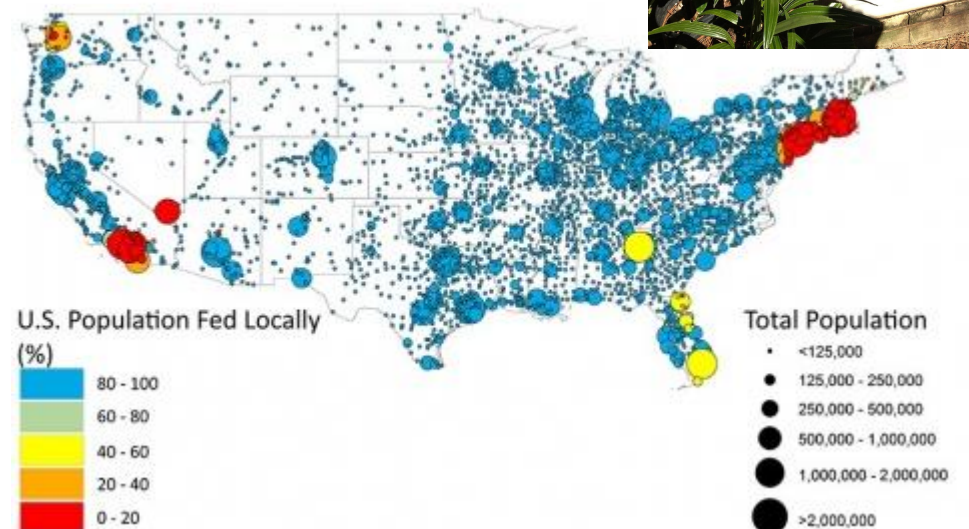
Up to 90% of Americans could e

Shoppers across all segments are willing to pay more for local

Are you willing to pay more for local food?
(% of respondents responding yes)



A. T. Kearney Analysis



UC Merced

Label Claims

- Consumers confused by current labels
- Claims do not live up to true welfare standards
- Certifications often have little or no oversight

Highlights:

- Need for transparency in agricultural production
- Importance of local label for marketing purposes

Two-thirds of consumers look for local foods!



Role of Extension

- Connecting producers and buyers
- Educating consumers
- Improving farmer skills
 - Marketing
 - Communication
 - Production methods
 - Equipment

My Role at NC 10%

Farm Template

Used to introduce farmers to buyers

Attended meetings between university dining, food service representatives, health professionals cooperative extension agents and 10% Campaign



Cappy Goat Farm



Third-generation family-owned 120 acre Boer goat farm specializing in meat production.

1887 Red Brick Road
Raleigh, NC 27695
Cell: (919) 987-6543
getyourgoat@gmail.com
www.cappygoats.com



Management and Diet:

- Pasture-raised on mix of grasses, legumes, and browse, rotated to new paddocks weekly with low stocking rate (8/A)
- Hormones are not permitted in goat production to promote growth
- Use of therapeutic antibiotics requires withdrawal period before slaughter

Animal welfare:

- Humanely raised on single farm, enhanced environment
- Shelters provided for shaded rest or during inclement weather
- On-farm breeding program
- Humane slaughter by Dusty Roads, NC registered meat handler

Products and Anticipated Availability:

- Ribs, chops, shanks, roasts, stew and ground meat
- Contracts available

Certifications, Insurance, and Current Markets:

- USDA inspected
- Animal Welfare Approved <http://animalwelfareapproved.org/>
- Member NC Meat Goat Association and Boer Goat Association of NC
- \$2 M Food Product Liability Insurance
- Neverland Farmer's Market, [Smallsville](#), Co-op Grocers, End of the World Café

Did you know?

- Goat meat is lower in fat and calories than beef, chicken, or pork!

New and Improved Skills

- Understanding of confusing label claims and associated laws
- Greater understanding of food processing and animal welfare
- Social media as a tool to influence public opinion
- Learned about the institutional buying process
- Appreciation of Cooperative Extension's role in promoting NC economy
- Knowledge that shopping for local goods is getting easier

Connections



- ❑ CEFS
- ❑ Other apprentices
- ❑ Local Food Coordinator for my county
- ❑ Local businesses and farmers



Future plans

- Local foods are more important to me than ever
- Advocate for sustainable farming systems
- Aspire to work with Cooperative Extension to promote local foods and farms

Many Thanks!



CEFS AND NC 10% CAMPAIGN

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Graham Givens

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