Poverty Alleviation Project
Southeastern North Carolina

Most ethnically diverse rural region east of Mississippi
African American 22%; Native American 8%; Latino 9%; White 61%
Includes 3 Counties of Persistent Poverty
Southeastern North Carolina Poverty Rates

Legend
- Purple: Poverty Rate Under 20%
- Red: Poverty Rate Over 20%

Persistent Poverty Counties

- Hoke County: 22%
- Robeson County: 32%
- Columbus County: 25%
- Bladen County: 25%
- Brunswick County: 17%
- Duplin County: 25%
- Onslow County: 14%
- Pender County: 18%
- New Hanover County: 16%
Poverty Alleviation Project
Towards Economies That Won’t Leave

MULTI-SECTOR APPROACH:

Challenged sectors: Manufacturing, Agriculture
Growth sectors: Health, Education, Tourism

Agricultural Sector
Challenge: Small-Farming left out of Big Agribusiness Model
North Carolina lost more farms in 2006 than any other state in the nation.
Decline most pronounced among African-American farmers who had a 15% decline in NC from 2002-2007.

Response: Sustainable Local Foods Systems focused on poverty alleviation and economic development
Regional Poverty Alleviation Project

- Sociological Research
- Food Systems Implementation
- Policy Work
- Economic Development through Social Justice Inclusion (Flora and Flora; Woolcock; Edwards)

Poverty Alleviation in SENC
Sociological Research

Food Systems Implementation

Policy Work

Economic Development

Poverty Alleviation in SENC
Sociological Research

Food Systems Implementation

Policy Work

Economic Development

Poverty Alleviation in SENC
“A disconnect exists in many communities between local farmers and consumers for fresh, healthy, and affordable food. The state’s food production and distribution networks are not coordinated or expansive enough to adequately and affordably provide local food options to many of the state’s residences.”  Goal 3 Challenge 2 NC Statewide Comprehensive Economic Development Strategy - 2015
SOUTHEASTERN NORTH CAROLINA FOOD SYSTEMS PROGRAM
FEAST DOWN EAST – Poverty Alleviation Project

- Research on Limited Resource Minority and Women Farmers
- Research on Gender and Farming
- Research on Social Embeddedness and Farmer Success in Alternative System
- Research on Barriers to Local Purchasing by institutions, farm to school
- Research on Nutrition and Food Access
- Research on USDA Farm Policy affecting small-farmers

Comprehensive Research Project Examining Barriers to Local Food System for Producers, Consumers and Institutions
SOUTHEASTERN NORTH CAROLINA FOOD SYSTEMS PROGRAM
FEAST DOWN EAST – Poverty Alleviation Project

IMPLEMENTATION based on FINDINGS: Supplying Schools, Restaurants, Universities, Assisted Living Facilities, Wholesale, Retail, and Food Insecure with local food sourced from small-scale, limited-resource farmers
Public-Private Partnership Addressing Poverty Through Local Food Movement

Over $5 million in public/private funding streams. City-County Regional Planners; VISTA; Food Corps; Commerce Dept, NCDA
NC Local Food Movement
GOALS:

• Focus on Limited-Resource Minority Farmers
• Increase Access to Healthy Farm Fresh Local Food in all Communities
• Keep a Greater Percentage of the Food Dollar within Southeastern NC
• Create Jobs & Reduce Poverty
Feast Down East Processing & Distribution Center

Farm to School and Farm to Institution

Food Sovereignty Program

Buy Local Campaign

Statewide Local Food Movement

FULLY INTEGRATED FOOD SYSTEM - SENCFS PRIORITY INITIATIVES

Farmer Support

Farm to Chef
Resourceful Farmer Support Program

Provides farmers with support and training to grow and sustain their farm businesses.
“BUY LOCAL” MARKETING & BRANDING CAMPAIGN
2015 GROW Community Garden Mini-Grant Recipients

Read about their projects.

Warm THANK YOU to all who supported us and came out for the event! It was a wonderful night!

RAISE the BARN

Saturday, March 21, 2015 - 6-10 pm
@ Poplar Grove Plantation

From Our Farmers to Your Table....

SHOP ONLINE MARKET

FOR WHOLESALE ORDERS, CLICK HERE.

Fill up your basket, choose a drop off location, and you will have fresh farm fresh groceries at the click of a button.
Historic Burgaw Train Depot

USDA Designated
“Food Hub”
Local Food Systems Build Local Economies

**Multiplier Effect** - The information in this table is based on 73 workers directly employed in farm and food-related jobs in 7 counties (Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson and Sampson). All figures 1Q2013.

<table>
<thead>
<tr>
<th>Type of Impact</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Output</td>
<td>$22.6 million</td>
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<tr>
<td>Employment (a)</td>
<td>180</td>
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<tr>
<td>Labor Income (b)</td>
<td>$6.2 million</td>
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<tr>
<td>State/Local Government Taxes</td>
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<tr>
<td>Federal Taxes</td>
<td>$1.2 million</td>
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<tr>
<td>(a) Fulltime and Part time Employment</td>
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<tr>
<td>(b) Wages and salaries and self-employment income</td>
<td>Prepared by: Dr. William Hall UNCW Senior Economist</td>
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</tbody>
</table>

Prepared by: Dr. William Hall
UNCW Senior Economist
Farm to Chef

Farm to Chef Directory
Farm to Chef Partnership Meetings
Over 40 Participating Restaurants
26 Premier Restaurants

Farm to Institution

Aramark
Regional Hospitals
Assisted Living Facilities
Feast Down East P&D is partnering with Meg Shelton to streamline chefs access to local farmers.

Menu ingredients harvested fresh from the farm...

Distinguished restaurants demand the best & look to Feast Down East Processing & Distribution to deliver.

- Receive fresh herbs from Shelton Herb Farm as well as an assortment of farm goods in the same, convenient delivery!
- FDE P&D offers produce, herbs, free range eggs, meats and honey from a variety of certified organic, pesticide free and conventional farmers.
- Order by Tuesday 2pm for Thursday deliveries
- Call Molly Rousey at 910-465-3386 or email: molly@feastdowneast.org

SHELTON HERB FARM
Feast Down East
Farmer-Chef Partnership

Feast Down East Processing & Distribution connects southeastern NC farmers to chefs, grocers and institutions weekly, delivering not only local produce but a wide assortment of farm products. Distinguished restaurants in our area demand the best and look to Feast Down East P&D to deliver. We bring local, top quality product to chefs and cooks who want unique ingredients.

Cottle Organics
Herbie Cottle

Pembrokes & RX
Chef James Doss

Black River Organics
Stefan Hartmann

James Doss, chef/owner of RX & Pembrookes, relies on the growing expertise of farmers like Herbie Cottle and Stefan Hartmann for unique, high quality ingredients. Certified organic farming and over 25 years of experience cultivate knowledge that chefs trust. The relationship that James has with local farmers turns local dining into a colorful blend of field and artistry that is thoughtfully woven.
FOOD SOVEREIGNTY PROGRAM
Increase access to healthy food in low-income communities – “Food Deserts”
Capital Campaign

RAISE
the
BARN
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Executive Director, Feast Down East
Southeastern NC Food Systems Program
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