

NC GROWING TOGETHER

*Connecting Local Foods
to Mainstream Markets*

*This project is supported by the Agriculture and Food
Research Initiative competitive grant no. 2013-68004-20363
of the USDA National Institute of Food and Agriculture.*



Enhancing Food Security and Sustainability
through the Development and Evaluation of
Supply Chains from Local Farmers and Fishers to
Two Large-Scale Models of Local Food
Distribution (grocery chain and military base)

Focus, Approach, Activities, Outputs, What's Next

Rebecca Dunning, Center for Environmental Farming Systems

PROJECT FOCUS

To strengthen the economics of small to mid-sized farm and fishing operations and their communities and increase access to local foods

By bringing more locally grown foods (produce, meat, dairy, seafood) into mainstream retail and food service supply chains.

Small – Mid-Scale Producers; Food Hubs; Small Distributors



Cornucopia Cheese & Specialty Foods Co

Mainstream Wholesalers & Distributors



Southern Foods



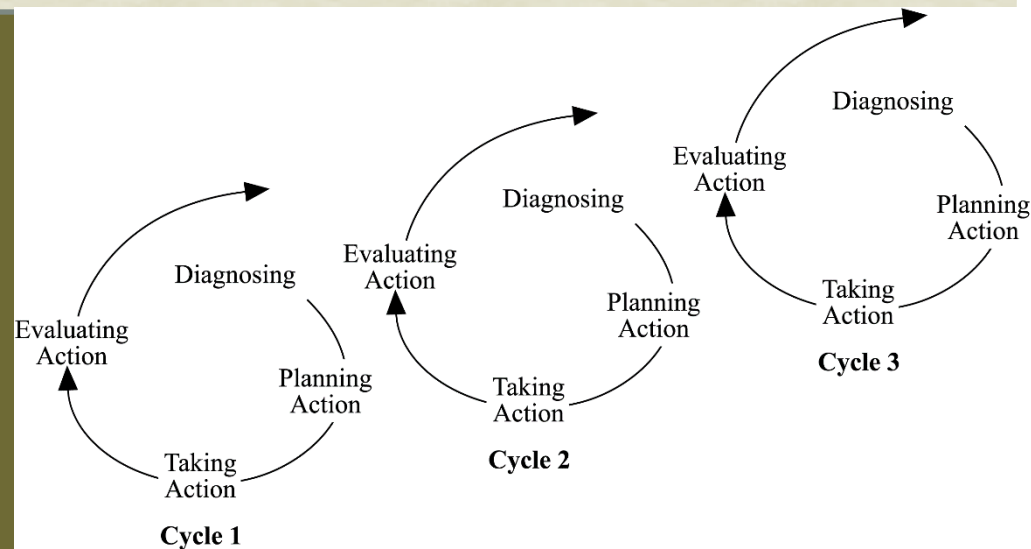
Mainstream Grocery and Food Service Retailers



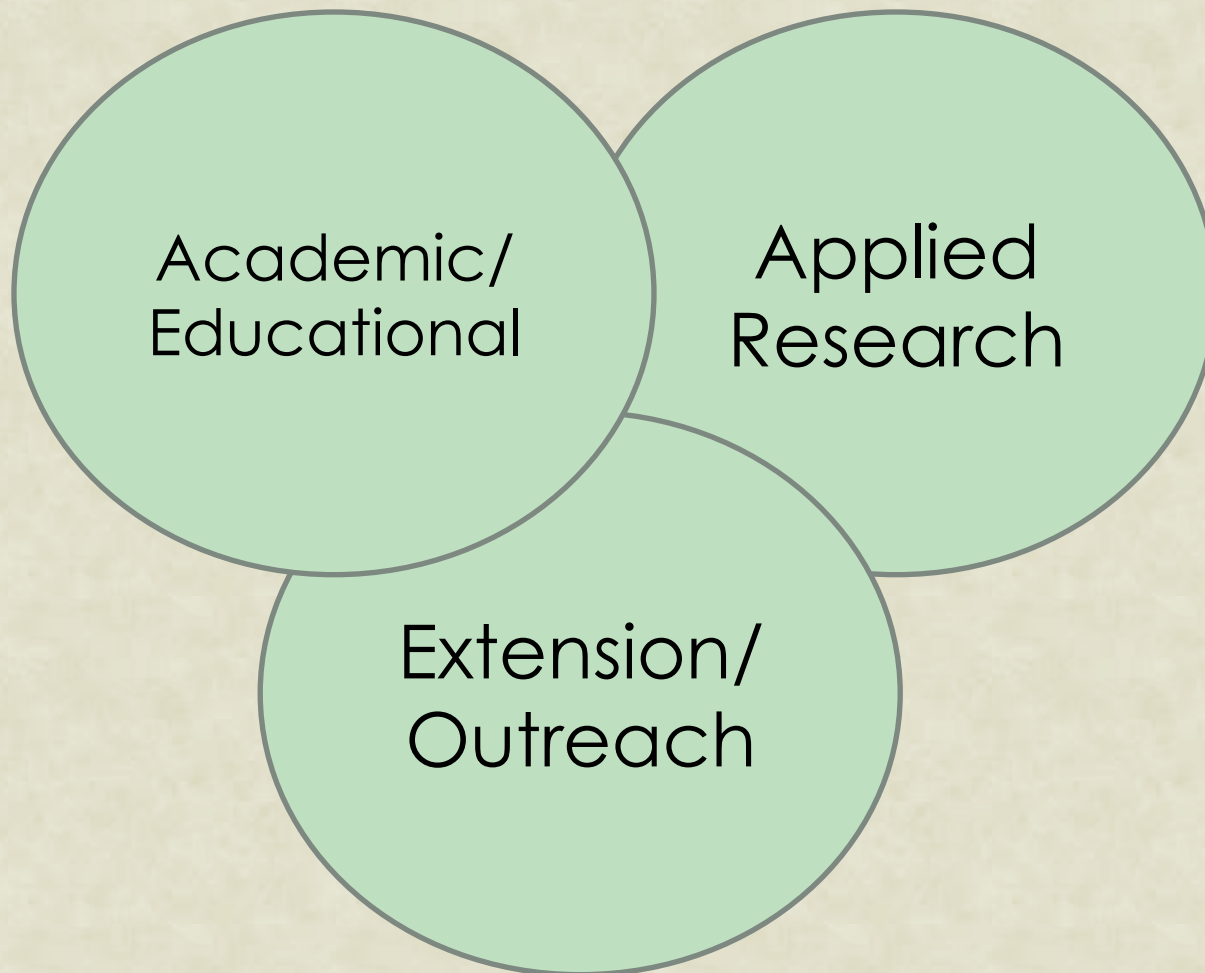
OUR APPROACH

Action Research

- **Identify** the most promising solutions to enter mainstream markets
- **Pilot** these solutions in North Carolina
- > **Evaluate and report** the results



APPROACH IN ACTION = ACTIVITIES



Extension/
Outreach

Applied
Research

ACTIVITIES

Process Walkthrough: Direct-Store
Distribution (DSD) to Retail Grocery
Destinations for Niche Meat Producers

planning guide



GROWER-BUYER
CONNECTIONS



Wholesale and Retail Product Specifications:
Guidance and Best Practices for Fresh Produce

For Small Farms and Food Hubs



Support for this project provided by NC Growing Together, a Center for Environmental Farming Systems Initiative funded by the United States Department of Agriculture, National Institute of Food and Agriculture, grant #2012-4808A-0263.



NC Cooperative Extension Resources

How to Sell Shell Eggs into Grocery Stores through
Direct Store Delivery Local Foods

Are you a small or medium-scale, North Carolina egg producer? Are you interested in expanding your markets into North Carolina grocery stores? This publication will help you get started marketing to grocery stores through direct store delivery (DSD).

Long lines at egg vendors' stands at farmers markets, as well as the tendency for eggs to be the first product to sell out at farmers markets, attest to a strong demand for fresh eggs in North Carolina. In addition, the market value of all agricultural products such as produce, eggs, poultry, and meat sold directly to consumers in North Carolina rose nearly 10% between 2007 and 2012 and is expected to continue to increase (2012 USDA Ag Census). Retail outlets, such as grocery stores, provide an opportunity to meet consumer demand for locally produced eggs while potentially providing egg producers with a broader consumer base.

Introduction

This publication includes introductory information to help improve your potential to successfully and profitably sell eggs into retail channels. Be sure to communicate with your buyer to ensure you meet all of the retailer's requirements.

Topics covered in this publication include:

1. What you need to know before approaching a retailer
2. The vendor setup process at the retailer
3. Packaging and labeling for retail markets
4. Preparing your first delivery to the retailer

This publication does not include any legally binding interpretations, and further questions or clarification requests should always be directed to the North Carolina Department of Agriculture & Consumer Services (NCDACS) Food & Drug Protection Division (www.ncagr.gov/fooddrug).



MDI Food Show
Hickory, Sept. 18-19, 2015



Enhancing Farm Profitability

for
NC Cooperative Extension Agents

This workshop will provide helpful resources for assisting small to mid-scale diversified vegetable producers with farm profit management. Extension educators will learn about various tools currently available to assist farmers with farm profit management and explore Veggie Compass as an example of a tool to help vegetable farmers.

- Overview of Tools/ Options for Farm Profitability
- Overview of Veggie Compass
- Hands-on Computer Experience Using "Real Farm" Examples of Input and Analysis
- Step-by-Step Instructions on How To Use Veggie Compass

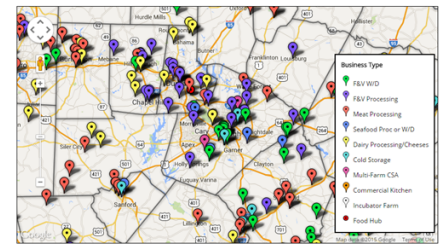
Three convenient sites across the state:

January 12 in Rocky Mount, January 19 in Newton, &
February 9 in Clinton
Times 8:30 a.m. - 4:30 p.m.



To view, download data, and add new locations:
cefs.ncsu.edu/statewide-infrastructure-map.html

Map



Business Type: (All) NC Extension District: (All) County: (All)



Postharvest Handling for Advanced Shelf Life

Academic/
Educational

Applied
Research

ACTIVITIES

FoodCon2016

NC State University
Fall 2016



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Feasibility Study for a Shrimp
Processing Line

Final Report

NC STATE UNIVERSITY

MBA 590 Supply Chain Management Practicum Project

CEFS NC GROWING TOGETHER

Center for Environmental Farming Systems



DO YOU WANT TO BE A PART OF THE LOCAL FOODS REVOLUTION?



Apply to be a Local Food Supply Chain Apprentice!

Gain critical training and professional development related to local food systems and value chains while working for the organizations that are making this happen in North Carolina.

Through a paid eight-week summer program, apprentices will have the opportunity to work with one of the following: Lowes Foods and Merchants Distributors Inc. (Winston-Salem, Hickory), Feast Down East (Wilmington), TRACTOR (Burnsville), Firsthand Foods (Durham), Eastern Carolina Organics (Durham), Eeshpooist Inc. (Raleigh-Durham), North Carolina Catch (Manteo, Morehead City) Richmond County Cooperative Extension (Rackingham) or Cumberland County Cooperative Extension (Fayetteville).

For more information please visit:

www.ncarowin2gether.org/summer-apprenticeship/



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Questions?
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FEAST
DOWNEAST
Bringing Local Farms to Market

Lowes
FIRSTHAND
FOODS

eastern carolina organics
eco

freshpoint

NC CATCH
REAL LOCAL SEAFOOD

TRACTOR

NC COOPERATIVE
EXTENSION
Empowering People. Growing Solutions.

To Apply please
visit:

go.ncsu.edu/ncgta/Apprenticeship

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FELLOW FOODIES

NCGT SPONSORS NATION'S FIRST LOCAL FOODS-FOCUSED BUSINESS SCHOOL SUPPLY CHAIN FELLOWSHIPS

The NC Growing Together (NCGT) project and NC State's Poole College of Management Supply Chain Resource Cooperative (SCRC) have partnered to offer the country's first local foods-focused business school supply chain fellowships. A CEFS initiative, the NC Growing Together project aims to bring more locally-produced meat, dairy, seafood, and produce into the state's mainstream retail and food service supply chains. The Supply Chain Resource Cooperative is a unique, industry-university partnership dedicated to advancing the supply chain industry and the professionalism of its practitioners



MBA 590-006* LOCAL FOODS AND THE SUPPLY CHAIN

(*UNDERGRADUATES CAN ENROLL TOO)

The course will develop major themes and issues surrounding local food supply chains in North Carolina. The class is designed to help both business and agroecology students understand local foods, the supply chain economics behind them and existing and potential opportunities. Students will learn hands-on with various community partners, producers and food retailers about this important area of research.

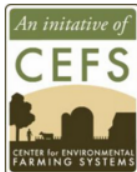
WHAT'S NEXT

- **Identifying Synergies**
- **Supporting Collaboration**
- **Building Capacity**
- **Analyzing Pilots and Models**
- **Amplifying What Works**
- **Institutionalizing Processes & Programs**

INCLUDING...

- **Continued iterative knowledge-building and action with partners**
- **Institutionalize business school partnership through joint events, classes, and student projects.**
- **Store manager “How to Build a Local Program” across state in Jan-Feb 2016**
- **Food safety and post-harvest handling training across state, including grower/buyer networking at post-harvest events**
- **Business management push across state in train-the-trainer workshops**
- **Grower and buyer capacity-building and networking methods => transferable tools for extension educators and others.**
- **Complete series of guides on selling through direct-store-delivery**

THANKS!



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NCSU | NCAAT | NCDACS

NCGT Monthly Project Update

In This Issue:

- [Save the Date! NCGT Annual Partner Meeting](#)
- [NCGT Support Advancing Fresh Produce Food Safety Work Statewide](#)
- [NCGT, N.C. A&T Sponsoring Veggie Compass Trainings, Farmer Trial](#)
- [NCGT Releases Postharvest Handling Videos](#)

November 30, 2015

Greetings all,

Thanks for reading our monthly newsletter and please let us know what you think!

Sincerely,

The NCGT Management Team

NCGT Support Advancing Fresh Produce Food Safety Work Statewide

Save the Date!

NCGT Annual Partner Meeting

February 24, 2016
12:00 - 3:30 pm

North Carolina A&T
State University,
Greensboro NC

More information to
come!

About NCGT

GOAL | Bring more locally-grown foods - produce, meat, dairy, and seafood - into mainstream retail and food service supply chains, thus enhancing food security by increasing access to local foods and by strengthening the economics of small to mid-sized farm and fishing operations.

STRATEGY | Identify the most promising solutions by which local production and associated value-added activities can enter local retail and food service markets, pilot these



Fresh Produce GAPs Workshop. Photo by Diane Ducharme.

NC Growing Together is helping to advance fresh produce food safety work statewide. Working in partnership with North Carolina State University, North Carolina Cooperative Extension, NC Cooperative County Centers, and the Carolina Farm Stewardship Association (CFSA), NCGT has been sponsoring Fresh Produce Good Agricultural Practices (GAP) workshops throughout the state.

"This workshop series informs growers about practical tools to identify food safety hazards on their farm, explores the GAP certification process, and provides guided assistance in the creation and implementation of a customized food safety plan," explains Diane Ducharme, NC Cooperative Extension Associate in Horticulture & Food Safety and the GAPs Program Coordinator. More information and workshop dates through February 2016 can be found [here](#).

To accommodate busy growers' schedules, a new web-based course has been created as well. Through NCGT support, the Fresh Produce GAPs Workshop Series will be offered online, free of cost, to North Carolina growers. This new web-based



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NEW FORT BRAGG FARMERS' MARKET BRINGS LOCAL FOODS TO BASE



LOCAL FOOD INFRASTRUCTURE



A mapped inventory of businesses that serve as intermediary steps in local food supply chains across North Carolina

FEATURED WEB RESOURCE



Tips for Marketing Fresh Produce to Retail Grocers: Understanding PLU and UPC and Codes

FEATURED NCGT STORY



Powerful Partnership: NC Growing Together and NC Cooperative Extension Work Together to Promote Local Foods