BUILDING LINKS BETWEEN FARMERS AND THE MARKETPLACE

Debbie Hamrick, Director
Specialty Crops,
NC Farm Bureau Federation, Raleigh
• Amazing entrepreneurs

• Transforming urban NC

• Creates jobs all over NC

• Food is UNIFYING
Local is an identifiable, viable market segment that makes food choices that represent values:

- Sense of Community
- Sense of Place
- Connectivity/experience
- more important than “things/stuff”
40% Young Farmers in Metro Counties
• Spend $100 at average grocery store, $25 is re-spent locally;

• $100 spent at a farmers market--$62 is re-spent locally.
North Carolina is transforming

Raleigh larger than:
- Miami
- Minneapolis
- Cleveland
- New Orleans

Charlotte larger than:
- Detroit
- Seattle
- Denver
- Boston

By 2020 the 50 smallest counties: 13% population

North Carolina is transforming
Lost about 100,000 acres/year

2000

2030

AT THE HEIGHT OF THE BOOM YEARS EACH DAY WE LOST 383 ACRES. OUR NET IN MIGRATION IS >100K/YEAR.

This is how I typically pitch Local Foods
Projected Population by Generation

In millions

- **Millennial**: 75 (2014), 81 (2036)
- **Gen X**: 66 (2014), 65 (2028)
- **Boomer**: 30 (2014), 29 (2028)
- **Silent**: 10 (2014)

Years: 2014, 2028, 2036, 2050
By 2020 50% of US retail spending
• Connect to something bigger than they are
  • VERY educated, YEMMies
• Amenity rich locations (urban areas/cities)
...redefining the American Dream ...significant trends among demographics that demonstrate the shift to live with less and live more meaningfully --John Zogby @FMI
LOCAL CATALYZING TRANSPARENCY
Locally sourced signals freshness and quality

The vast majority of consumers say they purchase locally grown products at least occasionally (90%). Consumers exhibit a level of inherent trust in the quality they associate with local products.

Farmers Markets sales >$1 billion

All US food sales about $1.9 trillion

Where the city meets the country

10x more conversations than supermarkets
Competition for the Food Dollar is Brisk (1,500#/adult/yr.)

How is this being manifested here?
Food Councils

- More than 30 food councils exist across North Carolina covering 43 of the 100 counties.
Production Diversity
Traditional Business
LoMo Market

The Produce Box

Disruptive distribution
Restaurants with flair
Celebrities
Food Tourism

WELCOME TO THE WORLD’S FIRST FOODTOPIAN SOCIETY

Welcome to Asheville, NC—the home of the world’s only Foodtopian Society. Visit a city where food is the center piece of daily life with approximately 200 farmers markets, nearly 250 independent restaurants and a bevy of local breweries.

Start planning your visit to Asheville today by learning more about local flavors, farm-to-table cuisine, and culinary adventures.
WANT TO HELP?
• 10 Locations, 391 people, 31 organizations
• Many participants described local food as a part of sustainable economic development; however agriculture is rarely recognized by economic development community
• Some companies looking at corporate sustainable responsibility models are including food in those conversations.
• Encourage cities and counties to create clear points of contact in planning/zoning who can answer questions about how their ordinances apply to local food production and agriculture.

• Develop outreach to the urban and peri-urban regulatory community for zoning/land use for agriculture crop and animal husbandry and farming issues. Consider Urban Agriculture Working Group.

• Consequences of Roads/Development
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