



Eat Smart Move More and the 10% Campaign

Teisha Wymore
Center for Environmental Farming Systems
September 13, 2010

CEFS
Center for Environmental Farming Systems
NC | NC STATE | NC A&T | NCDA

Eat Smart Move More
NORTH CAROLINA



A brief history

- CEFS is a collaborative organization comprised of NC State University, NC A&TSU, and NCDA.
- 2000 acre research facility in Goldsboro
 - 100 Acre Organic production farm
 - Grass-fed beef
 - Organic (transitioning) Dairy
 - Alternative swine
 - Workshops
 - Internships and Apprenticeships
- Local Food Programs – *From Farm to Fork Initiative*

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10% Campaign Overview

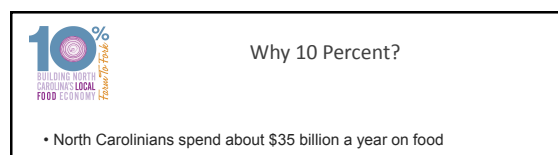
- A CEFS Initiative
- Outcome of Farm to Fork Summit - Communications Working Issues Team
- Funded by Golden Leaf Foundation
- Launched July 20, 2010
- A \$3.5 billion endeavor

From Farm to Fork

A Guide to Building North Carolina's Sustainable Local Food Economy

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Why 10 Percent?

- North Carolinians spend about \$35 billion a year on food
- If we spent 10 percent on locally produced and grown food-approximately \$3.5 billion would be available in the local economy
- A vibrant local food economy will support farms, food and manufacturing businesses and create jobs.
- Infusing fresh and flavorful fruits and vegetables into diets can significantly reduce diet-related diseases and long-term health care expenses for everyone.

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Join the 10% Campaign

Home | **About** | **Events** | **Find Local Foods** | **Learn More**

In Season

Here's How It Works

Join us in support of North Carolina's farmers, businesses and communities.

- ✓ Pledge to spend 10 percent of your existing food dollars locally
- ✓ We'll email you with a few simple questions each week
- ✓ We'll track your progress, and you'll see our progress statewide

Sign Up Now

Watch Us Grow

1096 people
and **104 businesses**
spent **\$363,088** locally

Help us build North Carolina's local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.

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Key Components of the Campaign

- Web Portal for individuals, businesses, agencies, and organizations –interaction and updated as we grow
- Resources and useful information: Partners, Find Local Food, Learn More, Events, Social Media
- Partnership with Extension Agents in every county in NC – designated local food coordinators
- Founding Partnerships with Compass Group and Sysco Foods and Whole Foods Markets

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10%
BUILDING NORTH CAROLINA'S LOCAL FOOD ECONOMY
From To Fork

Cooperative Extension Local Food Coordinators

- Help identify sources and promote local foods in their county
- Assist with community-based interest in establishing local markets
- Distribute marketing information about the campaign
- Assist farmers in connecting with new markets
- Enter events and articles on their website
- Assist with addressing barriers
- Assist with data collection
- Serve local foods at their meetings!

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Individual and Restaurant Participant web-based process

We are tracking \$\$\$ spent by businesses and individuals statewide and displaying the number on our website

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Business/Organizations Participant process

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Partner Participation Three ways to support

- Pledge of Purchase Partners
- Employee or Member Programs Partners
- Promotion and Outreach Partners

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Join the 10% Campaign

a Center for Environmental & Organic Learning

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In Season

View Seasonality Chart

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From To Fork

News & Happenings

Statewide Wake County

Wake

The Wake County Local Foods contacts are Brent Henry, Carol Mitchell from the NC Cooperative Extension Service

Wake County Resources for Local Food

Welcome to the Wake County local foods homepage! We are excited to be a part of this new state-wide initiative and support the

Advocates for Health in Action

Being a community health advocate and getting active are two ways to live well.

<http://www.acl0percent.com/>

Wake County Extension Center is part of a Wake county community collaborative — [Advocates For Health In Action \(AHLA\)](#). We have been working hard to create one central source for local foods information for Wake County. At the AHLA website

Social Media

Find us on Facebook Join us on Facebook to become a part of the conversation!

NC10Percent Campaign

Mon., 9/13: Forsyth Extension Agent Craig Mauney to give 1-hour Organic Gardening presentation, Winston-Salem <http://ow.ly/D1y0>

Sat., 9/11: Learn about Pamlico County's ag history - common crops, farming implements, farm life. Grantsboro, NC. <http://ow.ly/D1y0>

RT @GrowSmallFarm: The Chatham County Commissioners resolved to support the @NC10Percent Campaign. <http://bit.ly/869CAg> Woo hoo!

Join the conversation

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NC COOPERATIVE EXTENSION
ASU State University
Empowering People - Providing Solutions

WAKE county center

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Extension Center

Agriculture & Food: Local Foods

North Carolina Cooperative Extension is an enthusiastic supporter of the Center for Environmental Farming Systems' (CEFS) initiative to build the state's local food economy, from farm to fork. Cooperative Extension is the face of Wake County's local foods initiative, helping to promote North Carolina's 10% Campaign and to guide efforts to develop a local food economy.

The Wake County Center Local Foods contacts are Brent Henry, Carol Mitchell.

10% BUILDING NORTH CAROLINA'S LOCAL FOOD ECONOMY Farm to Fork

The 10% Campaign encourages consumers to commit 10 percent of their existing food dollars to support local food producers, related businesses and communities. The 10% Campaign is working statewide to promote North Carolina's farmers, food communities and businesses, educate consumers, decision makers and the media, and collaborate further with the many influential organizations and initiatives already in the field and those just beginning to bloom. Cooperative Extension will work with CEFS, community leaders, farmers, businesses, local governments, parents, teachers and students to promote the campaign.

Health & Nutrition

Animal Agriculture
 Commercial Horticulture, Nursery, & Turf
 Farm Health & Safety
 Field Crops
 Food Safety & Processing
 Local Foods
 Pest Management
 Specialty Crops
 Community
 Environment

Sunday, September 26th, 2010

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Pledge of Purchase Partners

*All restaurants who join are Pledge of Purchase Partners

- Compass Group
- Both Land Grant Colleges of Agriculture
- NCSU Dining Services
- Sysco Foods
- *Restaurants
- Blue Cross Blue Shield
- Cabarrus County
- Chatham County
- Conservation Trust of NC
- Slow Food Asheville/Charlotte/Piedmont/Triangle
- Toxic Free NC
- Red Hat
- CEFS
- Carolina Farm Stewardship Association
- ECO
- NC Farm Bureau
- NC Department of Agriculture
- Cook for Good
- NC Fruits and Veggie Coalition
- NC Sea Grant
- NC Environmental Education
- RAFI-USA
- UNC Center for Health Promotion and Disease Prevention

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Employee or Member Programs and Outreach Partners

- Eat Smart Move More – North Carolina
- Burt's Bees
- Whole Foods Markets
- American Livestock Breeds Conservancy
- BRAC regional Task Force
- Farmers Markets
- Sustainable Sandhills

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Watch Us Grow

1157 people and **105 businesses** spent **\$374,112** locally

updated weekly

Help us build North Carolina's local food economy by joining the campaign and encouraging your family, friends and neighbors to do the same.

Make the Choice. Make a Difference. Make it Local.

Thank you for your support!

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