



# Local Food Economy

## IN ORANGE COUNTY

Currently, Orange County is seen as a leader and a model for local foods development across the state. Here are some reasons why:

- In June 2012, the Board approved a **Resolution supporting the “10% Campaign”** to promote the local food economy and encourage County residents to commit 10% of their food dollars to support local food producers and related businesses.
- [Plant @ Breeze Incubator Farm](#) offers training and land and equipment leases to beginning farmers.
- [Agriculture Development Grants](#) for Orange County farmers
- Orange County hosts one of three county **Agriculture Economic Development positions** across the state.
- [Piedmont Food and Ag Processing Center](#), a facility offering commercial kitchen, storage, office space and business support for more than 60 local food and agriculture entrepreneurs.
- **Seven farmers markets**, including one of the oldest and most revered markets in the country - Carrboro Farmers Market established in 1977 with more than 75 vendors.
- [Weaver St. Market Cooperative](#), a premier local food retail market and community partner
- [Orange County Food Council](#), community stakeholders working to better understand and improve their local food system
- **Plus, passionate farmers, restaurateurs, chefs, and dedicated consumers**

Even Weaver Street Market, our strongest supporter of local purchasing, is only able to purchase **16%** locally on average due to seasonality and lack of local aggregation, processing, and distribution systems.

**Currently, Orange County citizens are the biggest supporters of our local food economy. We can do more to continue being a leader.**

### WHAT'S NEXT?

As an extension of the leadership already shown in Orange County, the support of local government is needed to increase opportunities for our farmers through institutional purchasing and promotion. The direct-to-consumer market is becoming saturated, and small scale farmers need to scale up to access institutional markets.

### WHAT CAN LOCAL GOVERNMENT DO?

- **Support contract amendments** that allow for budget flexibility and documentation of local foods purchasing for senior meals, jails, catering, and school systems.
- **Create a marketing campaign** to support greater local food purchasing through institutional markets at UNC-Chapel Hill, hospitals, and other large employers.
- **Continue to support existing and growing local foods infrastructure.**



ORANGE COUNTY  
FOOD COUNCIL

# **Update to the Carrboro Board of Alderpersons**

October 10, 2017

# UPDATES

- I. Scope of Services for 2017-2018
- II. Food Access Workgroup Activities
- III. Local Food Economy Workgroup Activities

# Four Goal Areas

Amendment to Goal Area 3

Working with the Board of Health

# Orange County Food Council Goals



- **Goal 1. Action Plan development:** Create a plan to help focus, guide, and prioritize the council's work.
- **Goal 2. Outreach:** Increase knowledge of available resources to communities living with low food access.
- **Original Goal 3. Healthy Retail Program:** *Increase access to healthy food for Orange County residents in Family Success Alliance zones 4 and 6 via increased healthy foods in corner stores.*
- **Goal 4. Collaborate with other food councils:** Collaborate with other North Carolina food councils to learn new strategies to strengthen the Orange County food system.

## Proposed New Goal 3 : Part 1

- Work with the Orange County Board of Health Strategic Plan Manager to research successful models and policies that address food access issues through healthy corner store and grocery store initiatives to improve healthy food access in "food deserts" using the USDA definition.
- Assist in drafting policies with the BOH Strategic Plan Manager and the BOH Physical Activity and Nutrition Sub-Committee if a policy proposal is deemed to be the next step.

## Proposed New Goal 3 : Part 2

- Provide a presentation on the definition of a food desert and the state of food access and food security in Orange County to the Orange County Board of Health on either October 25 or November 29.

## Proposed New Goal 3 : Part 3

- Research successful "soda tax" and healthy eating incentive programs and policies with the Board of Health Strategic Plan Manager and, if deemed appropriate, help draft a policy proposal.

*\*The Food Council will be using this [Race Equity and Social Justice Toolkit](#) for areas 1 and 3 to identify whether there are racial disparate impacts of proposed policies prior to implementation.*





# Food Access Workgroup



# Monthly Education Campaign Themes

- **October/November** Schools/Youth/"After The School Day"
- **December** Cooking Education/Wellness/Physical Activity
- **January** Seniors
- **February** Transportation
- **March** Language/Accessibility
- **April** Living Wage
- **Spring** and ongoing: Tie in with Farmers' Markets and the new growing season, and highlight summer food insecurity for youth



# Local Food and Farm Economy

## Strategic priority areas

1. Outreach to elected officials; creation of a local food economy Fact sheet.
2. Increase new market, wholesale, and institutional buying opportunities for low-resource and farmers of color.
3. Support diversity of food producers and business owners