



# Local Farms and Food Profile

*A tool for local food systems*





## What is the profile?

- A selection of 2007 & 2012 USDA census data showing the % change between the census years.
- Farmers market snapshot 2015 NC Department of Public Health
- Profiles by County (100)
- Profiles by Council of Government (16)
- Highlights the contribution of local farms to local economies and communities.

# Local Food Councils Stages of Growth & Using the Profile

During the **seed** phase, a community considers whether a food council might be worthwhile.



Use the profile as a place to start a discussion.

During **start-up**, a task force begins to design a council while cultivating a supportive climate.



Awareness is a key part of this stage- what are the areas of growth or decline in your county? Who should you bring to the table to address issues in your county?

During the **growth** phase, new council members develop their structure and learn about issues.



Your member structure could mirror the areas of growth/opportunity. Is loss of farmland an issue? Decline in farmer's markets? A committee structure could focus on those research topics.





# Local Food Councils Stages of Growth & Using the Profile

During the **expansion** phase, council membership expands to work on **priority** issues.



You may see from the infographic the high growth in animal products. Is a local processing facility a priority? Should you consider a campaign to source local meat, milk or cheese by county agencies such as schools and other government agencies?

In the **mature** stage, the council develops strategic plans and collaborates with other councils.



Each county is aligned with a corresponding Council of Government Food and Farm Profile to assess your county's place in the regional picture. You can also view your neighboring county food and farm profiles- what are their areas of growth you can learn from? What about exploring shared infrastructure options- incubator kitchens and packing facilities?



# Using the tool- other ideas

- When considering the # of animal farms in your county and the value of animal products you may want to assess a/ where are these products processed and sold?
- b/ Is there an opportunity to include these products in farmers markets, direct to consumer sales, restaurants?



## Using the tool- other ideas

- If your county has a data point where 'no data was available' from the census, the community and agencies can work together to encourage farmers to fill out the census to get a better picture of the county's agriculture assets in the 2017 census



## Using the tool- other ideas

- Direct to consumer dollars indicate a direct connection between consumers and farmers. Perhaps one of the strongest indicators of a healthy local farm to fork system.
- How can local, regional, and state governments encourage this economic activity and the associated beneficial economic multiplier inherent to authentically local businesses?





## Next steps

We want to hear from you! How are you using this tool? Did this profile create more questions for you? We'd like to know what other data you are seeking for phase 2!

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The target audience includes farmers, consumers, economic development professionals, planners, elected officials, and interested consumers.

Who else?

We will be creating a web version for sharing and delving deeper into each category with case studies.  
Stay tuned!





Thank you to our partners !

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