

CATAWBA COUNTY

Community Food Snapshot



NORTH CAROLINA

Population 10,273,419
 % People of color 37%
 # of farms 50,218

CATAWBA

Population 157,974
 % People of color 25%
 # of farms 698



HEALTHY PEOPLE

Adult population with obesity
30% - 2018
 30% - 2017

Adult population with diabetes
13% - 2018
 14% - 2017

Population in fair or poor health
19% - 2018
 18% - NC - 2018



VIBRANT FARMS & GARDENS

Farms with direct-to-consumer sales
5.9% - 2012
 6.1% - 2007

Average age of farmers
60 yrs. - 2012
 59 yrs. - NC - 2012

People-of-color operated farms
3% - 2012
 5% - NC - 2012



EQUITY

Children that are food insecure
20.9% - 2016
 20.9% - NC - 2016

Hispanic/Latinx below poverty level
31.2% - 2017
 10.3% - Caucasian - 2017

Population with low access to a store
21.5% - 2015
 26.1% - 2010



STRONG COMMUNITIES

Schools with Farm-to-School programs
1 - 2013
 0 - 2009

Workforce employed outside of community
45% - 2015
 46.1% - 2014

Population with post-secondary education
40.3% - 2017
 40.9% - 2016



THRIVING ECONOMIES

Value of agricultural products sold
\$67 mil - 2012
 \$30.5 mil - 2007

\$ in school food purchases
\$5.4 mil - 2015
 \$893 mil - NC - 2015

Unemployment rate
7.4% - 2017
 7.2% - NC - 2017



RESILIENT ECOSYSTEMS

Acres of farmland
67,098 - 2012
 71,906 - 2007

Reported drinking water violations
No - 2018
 No - 2017

Air pollution particulate matter
10 - 2018
 9.1 - NC - 2018

COMMUNITY FOOD SNAPSHOTS

A community-based food system comes from a community's ability to understand its assets, to make connections, to access resources, and act on new opportunities within the community and region.

This Community Food Snapshot template is designed to inspire conversations and collaborations that will build community and civic engagement through healthy food connections and opportunities. This template is starting place. We invite you to have community conversations to determine which metrics are most important to track and share with decision makers and the broader community.

SELECTION OF METRICS

Community Food Strategies uses the Whole Measures for Community-based Food Systems as a framework for understanding, planning, and evaluating a community's food system. We prioritized metrics in each Whole Measure category that are:

- publicly available,
- accessible by county, and
- comprehensive in depicting the broad impacts and sectors influenced by the food landscape.

To highlight clear differences in populations, we searched for data that was disaggregated by race.

GET IN TOUCH

We'd like to hear your ideas. If you have feedback for us or would like the templates, please contact Amy Marion, amy@asapconnections.org.

SAMPLE DATA SOURCES

- Bureau of Labor & Statistics
- Feeding America
- Robert Wood Johnson Foundation's County Health Rankings
- Institute for Emerging Issues, ReConnect Initiative
- USDA Census of Agriculture
- USDA Economic Research Service
- United States Census Bureau

Talk with your county partners to align the data they are using or tracking, including the County Health Department Public Health Assessments, Agriculture Preservation Board, school system, police department, and public libraries.

SUGGESTIONS FOR HOW TO USE SNAPSHOTS

- Use this template to create a Community Food Snapshot for your county. Discuss these trends and other data that may be more relevant to your food council's priorities, potential partners, or your community.
- Collect stories that tell a more complete picture of the data.
- Share this County Snapshot with key decision makers and partners.
- Use this data to inform your food council's strategies and networking. Set goals and track progress over time. Invite others to join the conversation and collaborate.

