

NEW HANOVER COUNTY

Community Food Snapshot



NORTH CAROLINA

Population 10,383,620
 People of color 29%
 # of farms 46,418
 Acres of farmland 8,430,522

NEW HANOVER

Population 202,667
 People of color 21%
 # of farms 59
 Acres of farmland 879

HEALTHY PEOPLE

VIBRANT FARMS & GARDENS

EQUITY

STRONG COMMUNITIES

THRIVING ECONOMIES

RESILIENT ECOSYSTEMS

Population eating 5 servings of fruit & vegetables per day
17%, 2017, region
 18%, NC

Farms with direct-to-consumer sales
20%, 2017
 9%, NC

Children that are food insecure
20%, 2017
 20%, NC

Voter turnout (general election)
65%, 2016
 69%, NC

Value of agricultural products sold
unavailable
 \$12.9 billion, NC

Farms practicing no or reduced tillage
17%, 2017
 21%, NC

Black population with diabetes
43%, 2013, NC
 17%, white population

Young farmers - < 35 years old
8.4%, 2017
 7.5%, NC

Black population with low access to a store
3%, 2015
 25%, white population

Local workforce employed outside of county
30%, 2015
 61%, NC

% change in loans to small businesses
-59%, 2005-2015
 -40%, urban counties

Average farm size
15 acres, 2017
 182 acres, NC

Residents without health insurance
11%, 2016
 12%, NC

Black, indigenous, people of color producers
12%, 2017
 88%, white producers

Households receiving SNAP benefits
12%, 2012 - 2016
 14%, NC

Black population with Bachelor's degree
17%, 2017
 43%, white population

Renters with unaffordable rent
53%, 2013-2017
 49%, NC

Air pollution particulate matter
8 µg/m³, 2012
 12, air quality standard

Metrics are organized by the six Whole Measures of a Community-based Food System, compared to state level or demographic data in the same year, and based on input from North Carolina food councils. These metrics are connected to a systemic approach to building an equitable food system.



COMMUNITY FOOD SNAPSHOTS



Our ability to lead a healthy, productive life is determined by many factors, many connected to the food we grow and eat.

We use the six Whole Measures of Community-based Food Systems to guide a broad understanding of a food environment and outreach to potential stakeholders. These measures highlight the values we want to see in our food system such as: Equity, Resilient Ecosystems, Vibrant Farms & Gardens, Thriving Economies, Strong Communities, and Healthy People.

This Community Food Snapshot is designed to encourage conversation and connections through a county's food environment. Multiple partners and perspectives are important to learn, innovate, and make a difference. These data points are not the whole story, just a starting place to ask more questions and drive better understanding. This data spurs conversation to explore underlying barriers and opportunities for collaboration.

WHAT CAN YOU DO?

- Talk with your county partners already collecting data, and ask about their priorities. (ie, County Health Department Community Health Assessments, Agriculture Preservation Board, School Systems)
- Ask your county commissioners what they are doing to promote healthy eating and to support farmers.
- Join your local food council to inspire connection and collective action that improves healthy food opportunities.

BENEFITS OF MULTI-STAKEHOLDER ENGAGEMENT

“After teaching people about healthy eating, you can’t send them back into a food desert.’ The benefit of the food council, she says, is that it helps “look at things on a systems level.”

- Alyssa Mouton: Health Education Supervisor, Community Health Education, Gaston County Department of Health & Human Services

“It was eye-opening for me to learn about the obstacles for local farmers to sell directly to schools.”

- Penny Rich: Chair, Board of County Commissioners, Orange County, NC

When talking about partnership and joint funding for her position, Joni says “It’s how communities should work. I feel like I’m supported by my whole community.”

- Joni Torres: Community Garden Technician, Cooperative Extension

Data sources: Feeding America; Food Research & Action Center; NC State Institute for Emerging Issues, ReConnect Initiative; NC Division of Health, NC Justice Center, Budget & Tax Center; NC Rural Center; NC State Board of Elections; Robert Wood Johnson Foundation’s County Health Rankings; US Census Bureau; USDA Census of Agriculture; USDA Economic Research Service; USDA Economic Research Service