

NC 10% Campaign – Update

Campaign has been running 483 days

- On November 15, 2011
- 4426 total consumers
- 422 total business partners
- \$9,897,558 dollars spent locally

From July 2010 – October 2011 Buncombe County alone

- 104 consumer members with a recorded spending of \$19,544 (11th in the state)
- 13 participating businesses (at least 3 of these businesses are local restaurants reporting a combined sum of \$132,141)

Levels of support

- Business, organizations, and/or institutional partners
 - Pledge of purchases
 - Employer or member program
 - Promotion or outreach program
- Individual

Resources that can help you fulfill your 10% commitment through the seasons

- 10% Campaign Availability Chart
- Local Markets (tailgate, roadside stands and WNC Farmers Market)
- Consider additional foods like local stored crops, winter crops, eggs, honey, meats, and value added products (such as NC canned foods) produced throughout North Carolina.
- Contact your Local Food Coordinator
- ASAP local food guide and online mixing bowl
- Blue Ridge Food Ventures “Winter Sun Farms” CSA program

Additional thoughts

- Support your local Agritourism Venues such as “Pick Your Own”
- Home gardens and canning

County as an organization or business can fulfill their commitment in three ways:

1) Pledge of Purchase: County can make choices with the 10% campaign in mind, when having foods at meetings or events. For example:

- Can pledge to purchase 10% of all foods for meetings and events from NC sources.
- Can pledge to purchase 10% of a specific food from NC sources, such as 10% of produce for meetings or events will come from local or NC source.
- Can pledge to use caterers who designate that they use local or NC foods in their businesses.
- Can support individual departments if they choose to purchase foods from local or NC sources.

2) Participate in an Employee or member program: County can encourage employees or participants of services to join the 10% campaign and sign up on the campaign website as individuals.

- Can make information available in staff rooms and bulletin boards.
- Can advertise 10% campaign and tips through county intranet.
- Can encourage employees to arrange for an office CSA (community supported agriculture share) which could possibly be dropped off at county office.
- Can purchase a CSA for clientele use in health programming. For example: churches and other organizations in the community have purchased CSA's and used the in-season produce for food demonstrations and distribution to clientele in their programs.
- Share the story – have commissioners, management team and even employees share how they choose local and NC foods in their commitment to the 10% campaign.

3) Promotion or outreach program: Use county website, listservs, events and external publications to promote the 10% campaign.

- Promote on the County Website.
- Include information at county events and meetings.
- Identify the 10% campaign with tent card when food meets pledge at meetings and events.
- Share the story – have commissioners, county employees and community members share how they choose local and NC foods through County Website and BCTV.