

Learn - Build - Eat

The Triad's Food Assessment



PIEDMONT TRIAD
REGIONAL FOOD COUNCIL



BlueCross BlueShield
of North Carolina

Foundation



Interactive Online Report



work is love made visible – kahlil gibran

[work ethic](#) [our work](#) [who we are](#) [learn](#) [happy clients](#) [blog](#) [get started](#)

PTRFC REGIONAL FOOD SYSTEM ASSESSMENT

Jump to Section:

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05

THERE COMES A POINT WHERE WE NEED TO STOP JUST PULLING PEOPLE OUT OF THE RIVER.
WE NEED TO GO UPSTREAM AND FIND OUT WHY THEY'RE FALLING IN.
— ARCHBISHOP DESMOND TUTU

Food Security

Our analysis of food security in the Piedmont Triad region considers whether or not residents have the resources and capability to obtain food at the household level, recognizing that local planning and structural inequities play a significant role in food insecurity across the nation and in this region.

We know that food insecurity and food access are worse in the region – and will likely continue to be so as we move into 2021 with the pandemic still growing. Food banks are seeing more than double the demand from last year as we move into the winter and recent estimates show that nearly 1 in 3 North Carolinians are experiencing food insecurity this year.

Although what you see in these first few charts are county-level food insecurity rates and predictions, we also wanted to dive a little deeper and find out which zip codes were most impacted. To do this, we worked with Second Harvest Food Bank of Northwest North Carolina to create a snapshot of data provided through their intake process to provide more granular food security data than is currently available from national sources. Those charts are also provided here by totals and also by communities of color who self-identified in the Second Harvest Food Bank data – you can hover over and click the maps to see which communities in the Triad are most impacted by food insecurity (hover to see zip codes near you).



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Overview

Equity & Justice

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Markets

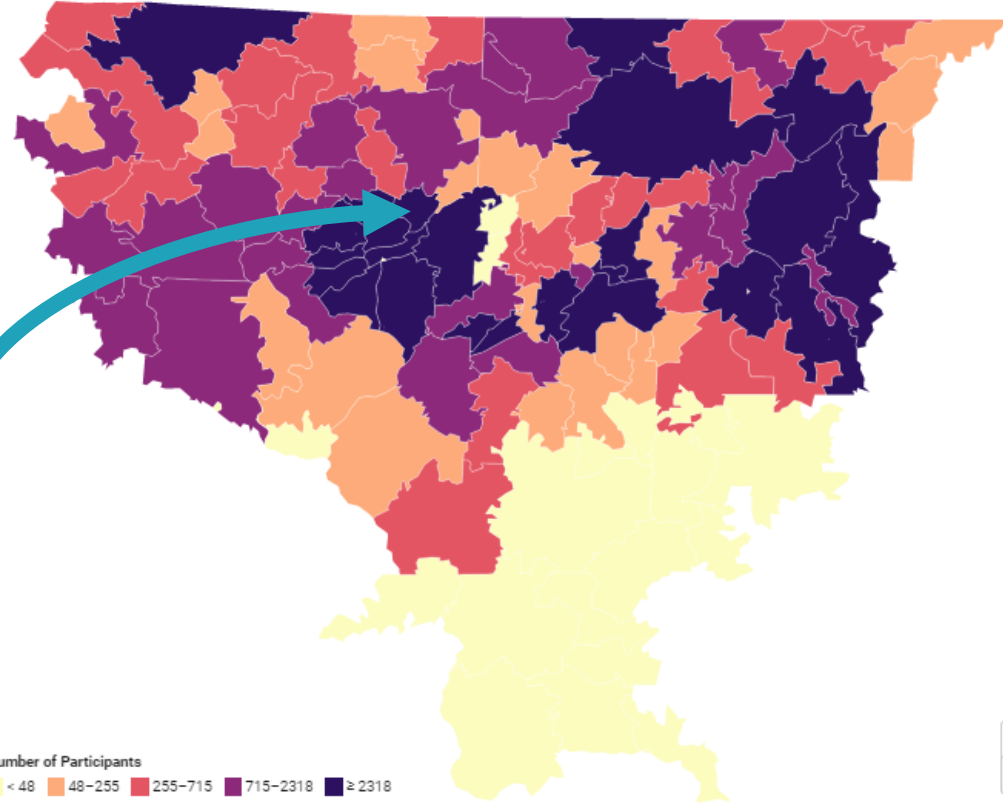
Recommendations

County Profiles



Number of Food Bank Participants by Zip Code

It is challenging to show the full extent of this data using a map. For example, darker areas on the map may have more participants simply because there are more people living there. However, this map does provide some insight on rural areas with high numbers of food bank participants.



Map: Carolina Creative Works • Source: Second Harvest • [Get the data](#) • Created with [Datavrapper](#)

COUNTY PROFILES



This county profile has been created as part of the [Piedmont Triad Regional Food System Assessment](#), conducted in 2020 by the [Piedmont Triad Regional Food Council](#), an initiative of the [Piedmont Triad Regional Council of Governments](#).

The profiles are intended to provide a snapshot of results in a number of research areas, including food security, supply chains, food and farm production, and economic development. These toolkits also include information about recommended strategies at the regional level to help guide the co-creation of county priorities as the council develops its workplan.

Alamance



Caswell



Davidson



Davie



Forsyth



Guilford



Jump to Section:

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Food Assessment Highlights



**Food
Security**



**Community
Assets &
Network
Analysis**



**Food & Farm
Production**



**Supply
Chains**



**Market
Analysis &
Economic
Assessment**

Food Council Member Speakers



**Food
Security**

Rachel Zimmer

*DNP, NP-C, Assistant Professor, Director of Wake Forest Baptist Health
Mobile Clinic and Co-leader of Fresh Food RX*

Nikki McCormick

VP, Partnerships and Impact at Second Harvest Food Bank of NW NC

Kana Miller

*Local Food Distribution Coordinator, Carolina Farm Stewardship
Association*



Food Security

FOOD INSECURITY

The state of being when one does not have reliable access to a sufficient quantity of affordable, nutritious food at the household level.

2x

Communities of color at least twice as likely to live in poverty as white communities with per capita income between 20K-29K.



Increase of food insecurity in US between 2007 – 2008.



Peaking again due to COVID-19

Locally the food insecurity rates are projected to increase by

1.5 - 3x

in 2021

Childhood food insecurity rates projected to be about

8%

higher; between 28-34% in 2020

1 in 3

North Carolinians experience food insecurity

Socioeconomic Indicators and Food Security Rates in the Piedmont Region

Search in table

County	Adults Below the Poverty Rate	Civilian Population Unemployment Rate	Per Capita Income	Less Than High School Education	Food Insecurity Rate
Alamance	16%	6%	\$21,157	15%	14%
Caswell	18%	8%	\$21,692	22%	18%
Davidson	15%	8%	\$24,231	17%	13%
Davie	14%	6%	\$29,234	13%	11%
Forsyth	17%	7%	\$28,640	11%	16%
Guilford	16%	7%	\$28,582	11%	17%
Montgomery	20%	6%	\$20,900	22%	14%
Randolph	15%	6%	\$22,349	19%	12%
Rockingham	18%	7%	\$22,521	19%	16%
Stokes	13%	7%	\$23,500	17%	12%
Surry	16%	5%	\$22,533	22%	12%
Yadkin	16%	6%	\$23,038	21%	12%

Table: Carolina Creative Works • Source: American Community Survey / Feeding America • Get the data • Created with Datawrapper



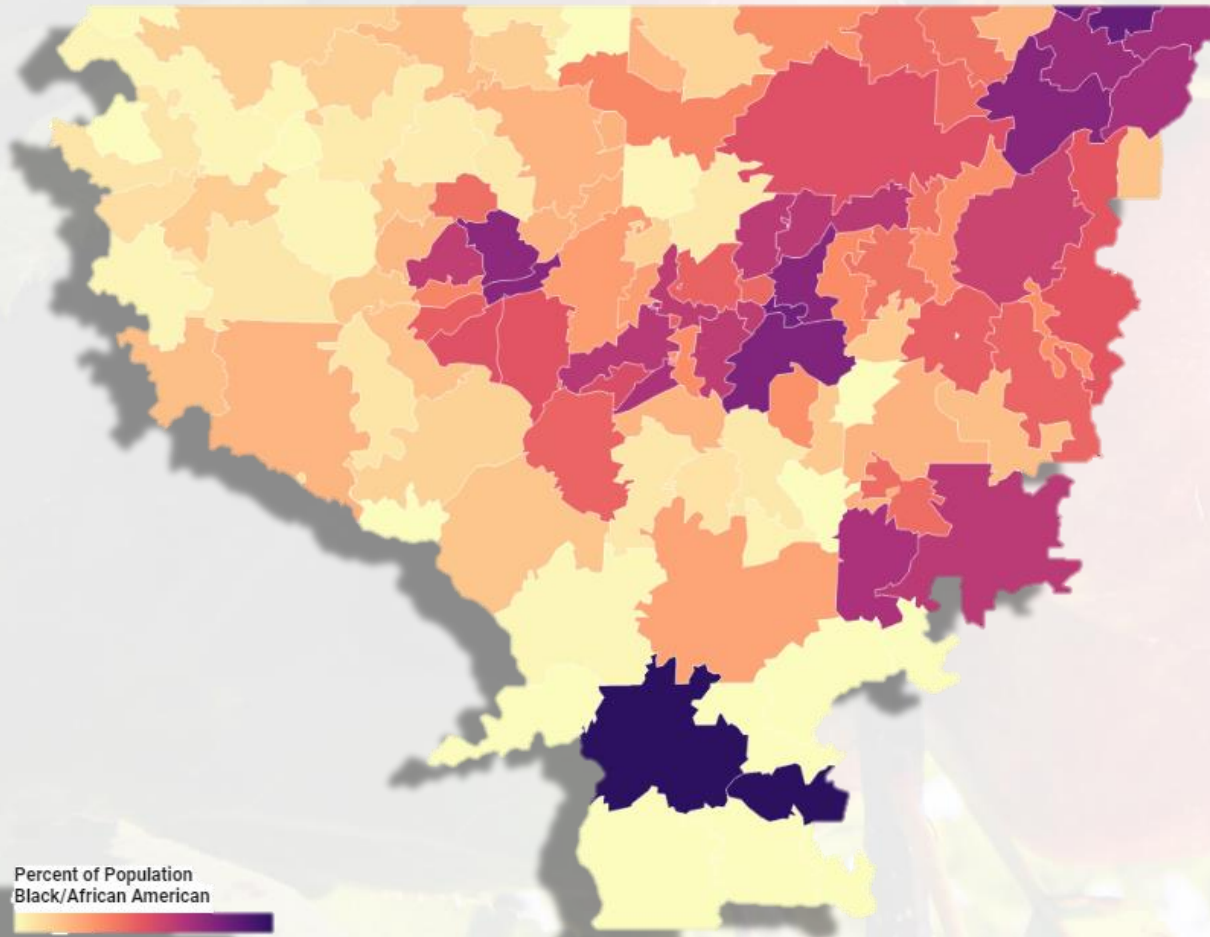


Food Security

Why is this data different and where did it come from?

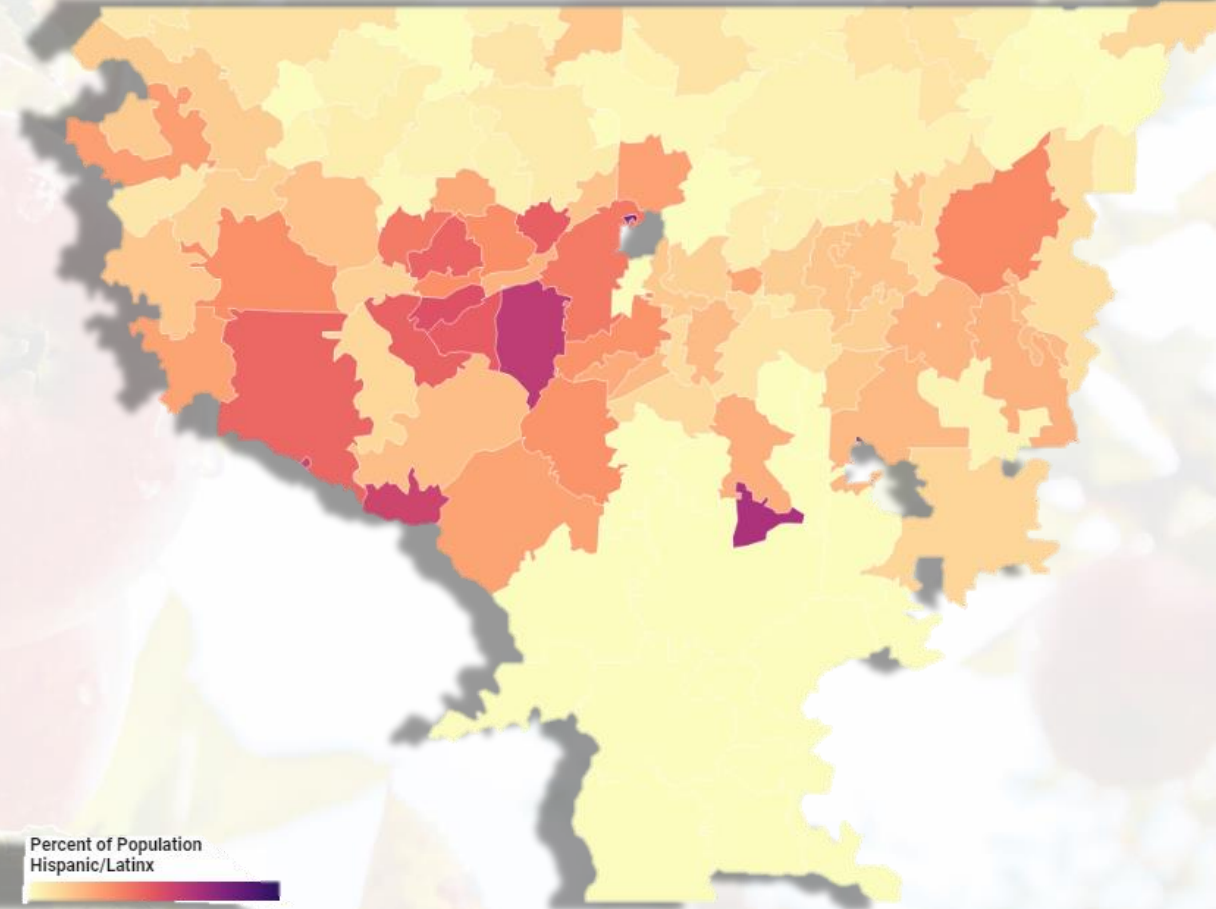


Percent of Food Bank Participants Identifying as Black/African American by Zip Code



Percent of Population
Black/African American

Percent of Food Bank Participants Identifying as Hispanic/Latinx by Zip Code



Percent of Population
Hispanic/Latinx





Food Security



Greater Collaboration



Building Small Grant Programs



Hunger Alleviation Incentive Programs



Tracking Food Bank Participation with Second Harvest Food Bank





Food Security



Food Council Member Speakers



**Community
Assets &
Network Analysis**

Michael Banner

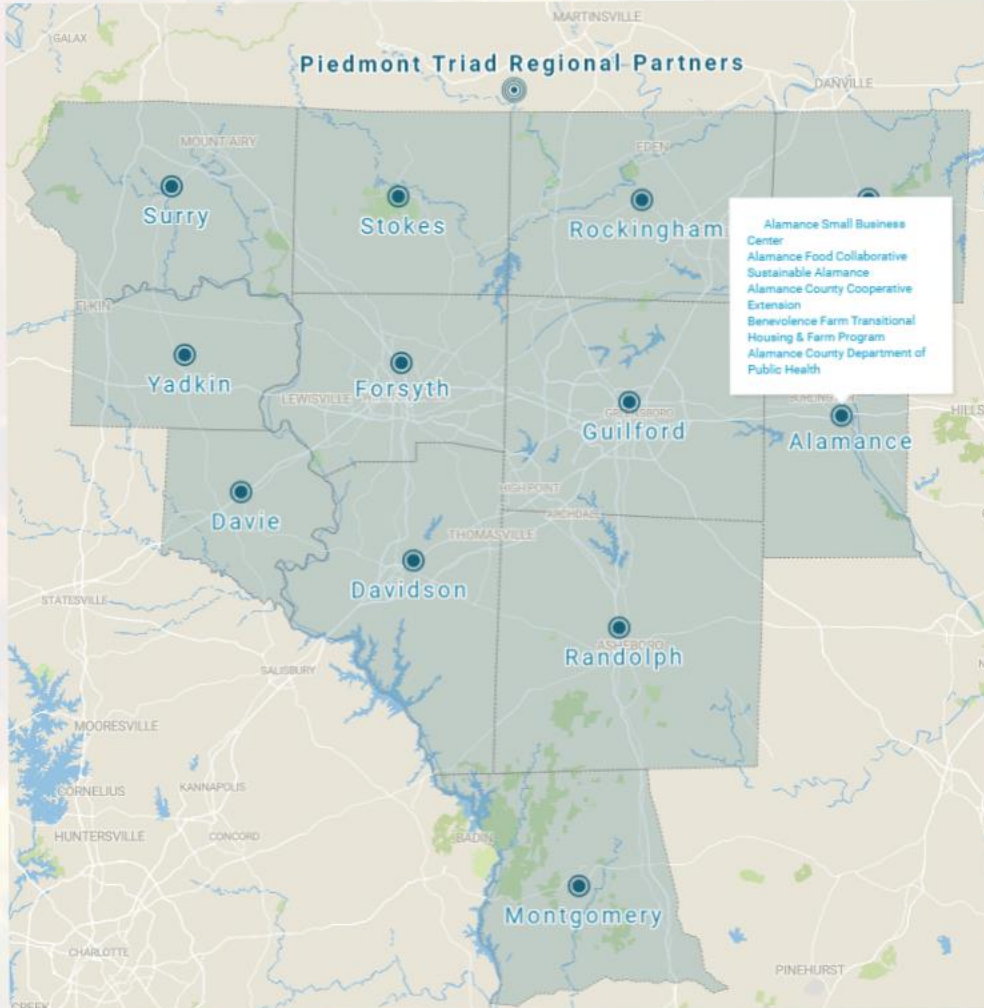
Island CultureZ

Tinece Holman- Payne

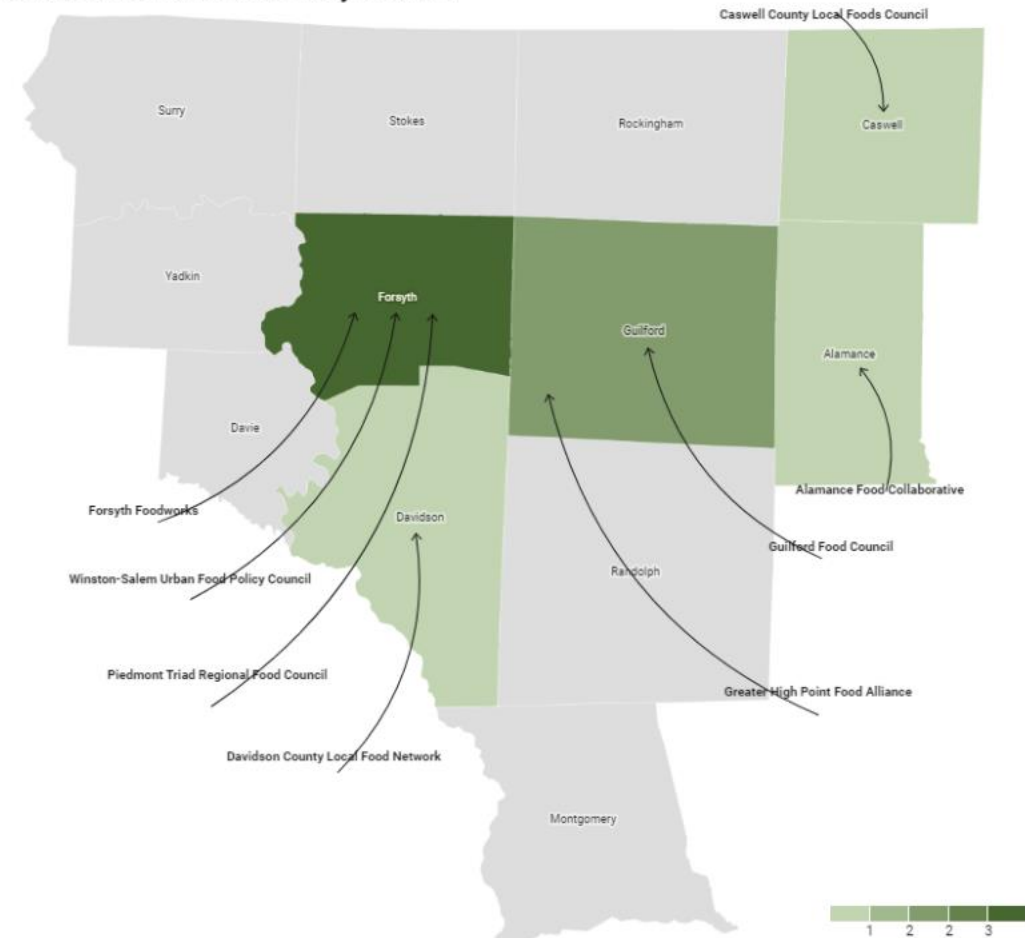
Founder, Healing Springs Farmacy



Community Assets & Network Analysis



Piedmont Triad Local Food Policy Councils





Community Assets & Network Analysis



Increased local partnerships and leveraged resources

transportation planners

economic developers



Create local food councils



submit updates and suggestions for local community food assets to jbedrosian@ptrc.org

Food Council Member Speakers



**Food & Farm
Production**

Tom Henslee

Part time attorney, Part time farmer & Co- owner, Back to Earth Farm

Emma Hendel

Owner, Farmer Fair Share Farm

Stesha Warren

Owner Eliana's Garden, LLC; Secretary/Treasurer, Good Stewards of Rockingham; Coordinator, Rockingham Co. Food Council Task Force; Chair, R.C. Agricultural Advisory Board; Educator, RCC & independent



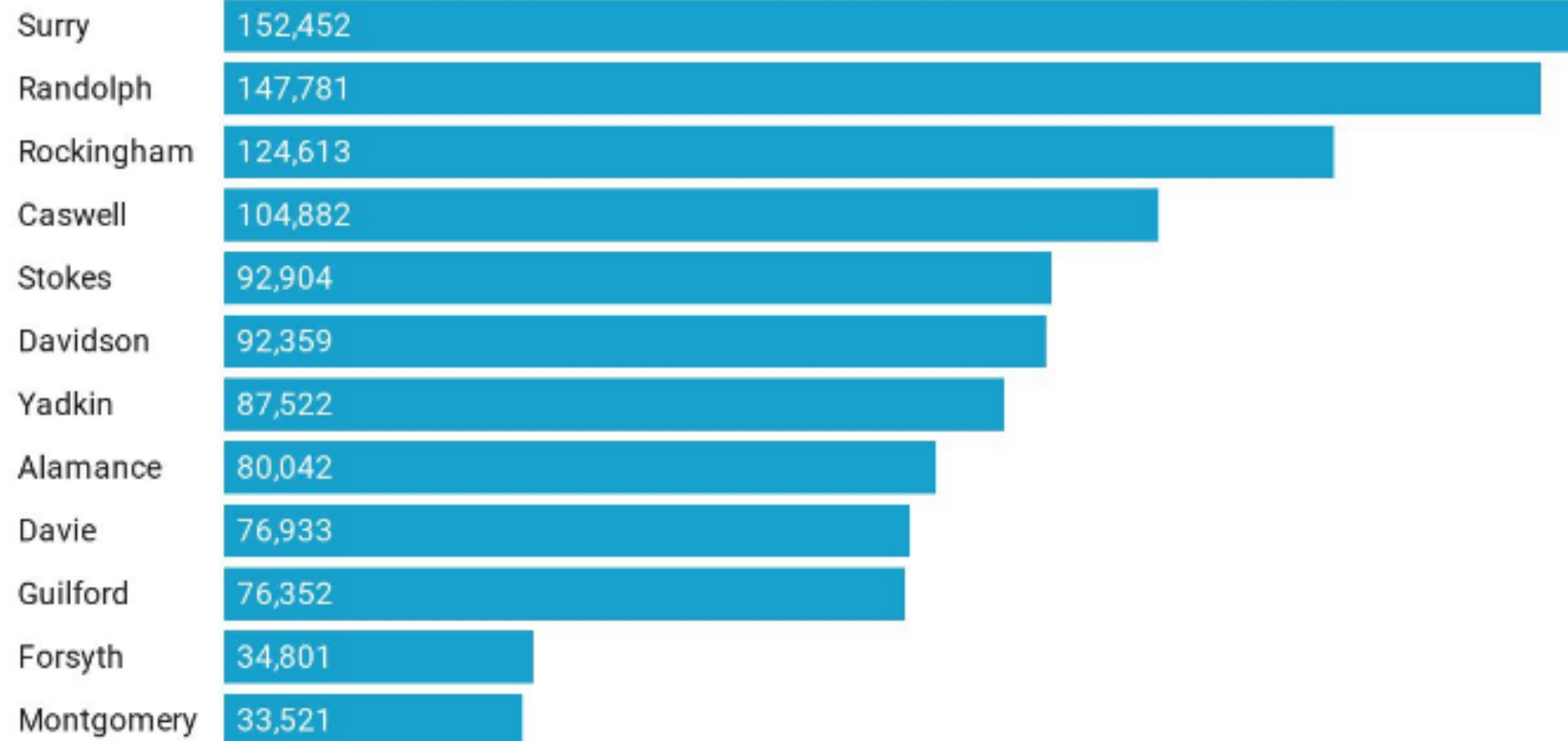
Food & Farm Production

IN THE TRIAD THERE OVER

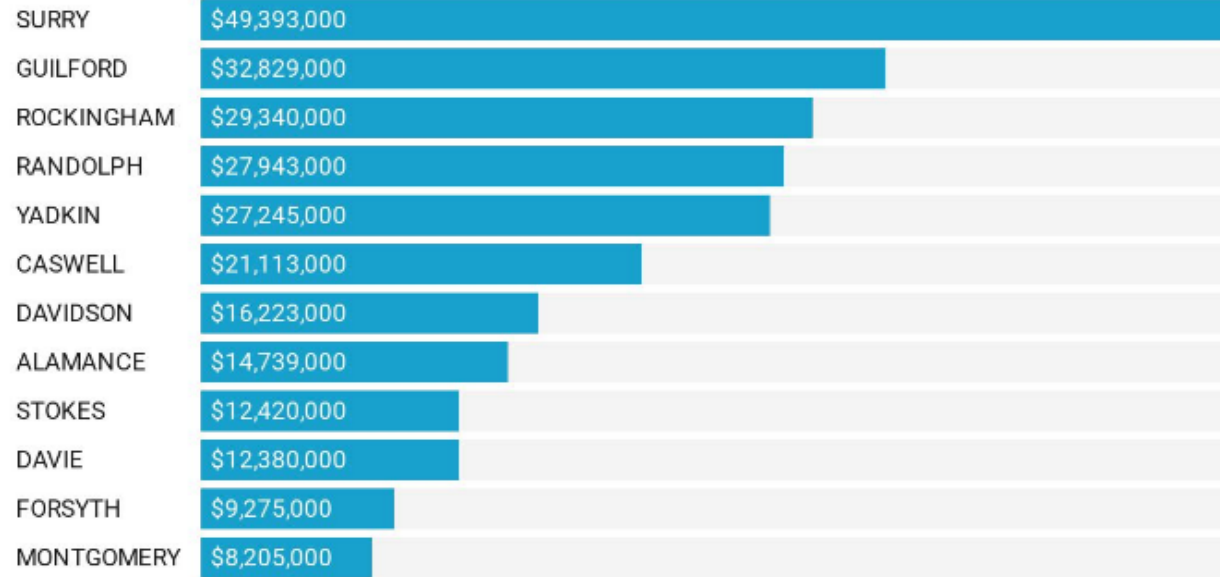
1

MILLION ACRES BEING
FARMED

Number of Acres Operated by County in 2017



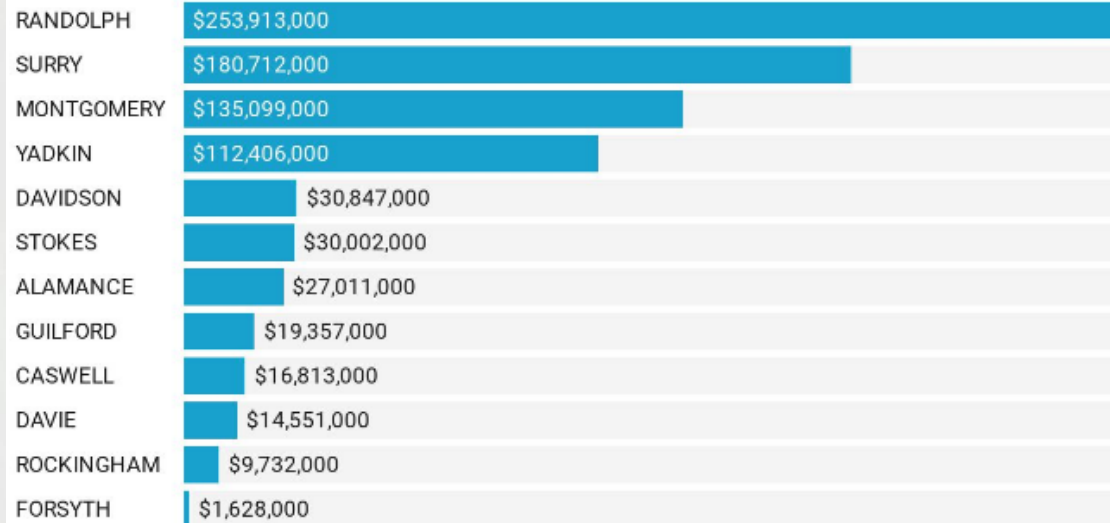
Crop Product Sales in 2017



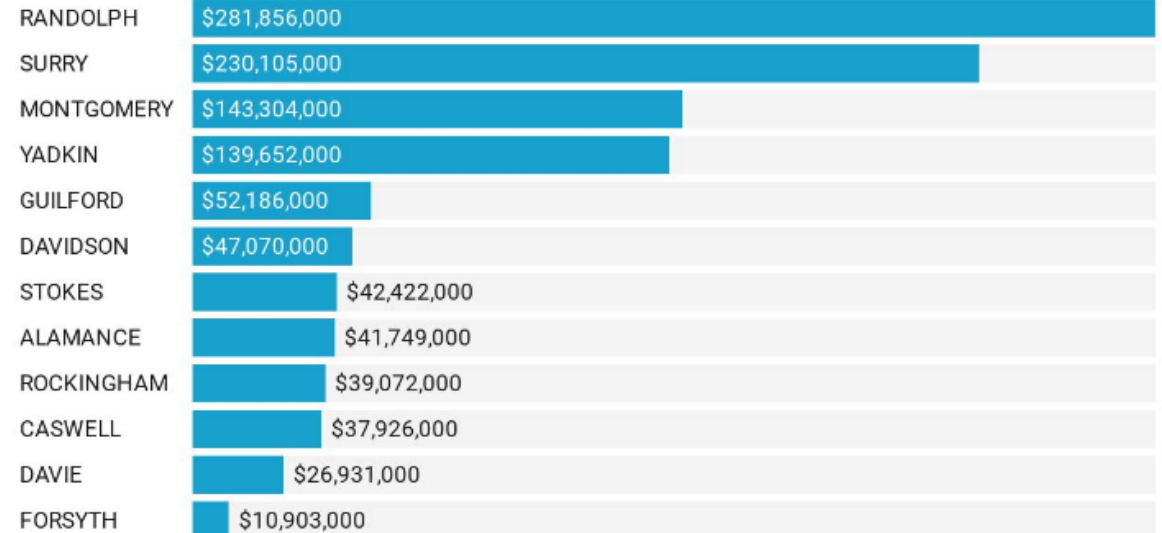
COUNTY PROFILES



Animal Product Sales in 2017



Commodity Product Sales in 2017





Food & Farm Production

Notable Trends:



Livestock plays a significant role - processing impacted by COVID



9,408 farms operating in the Triad and 8,471 of those farms bring in less than \$100,000 in revenue



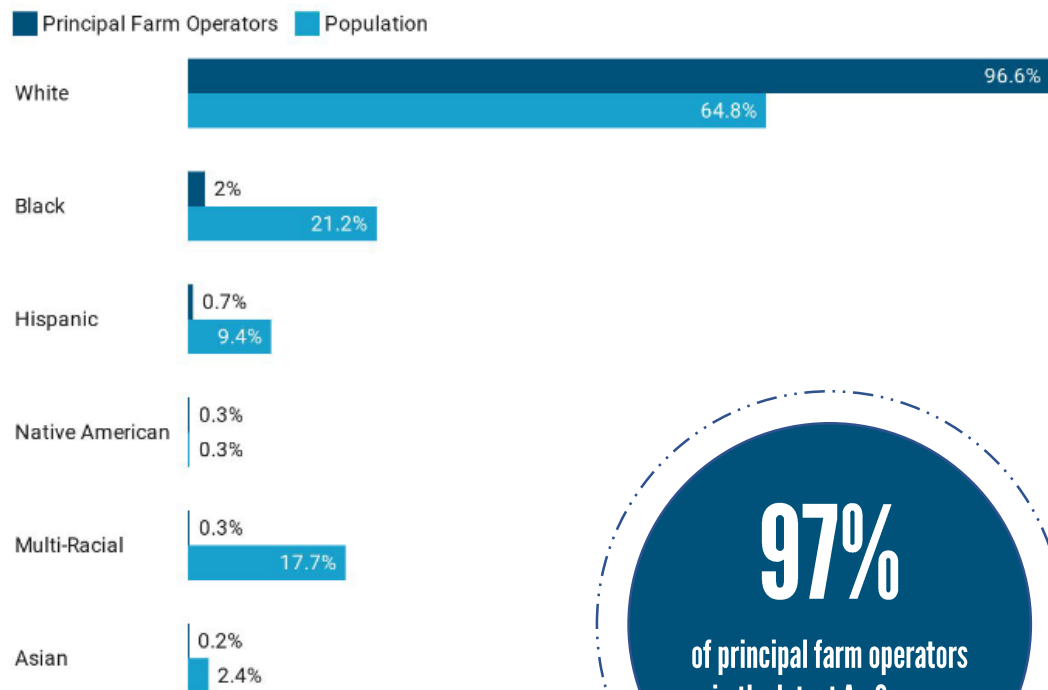
60% drop in number of farms in Randolph and Surry counties





Food & Farm Production

Race/Ethnicity Comparison of Principal Farm Operators to Overall Population: Piedmont-Triad



97%
of principal farm operators
in the latest Ag Census
identified as white

Comparison of Principal Farm Operators to Population by Gender - Piedmont Triad

Despite comprising 52% of the population in the region, women constitute only 25% of principal farm operators.



Ag census does not allow for answering that a farm is equally owned or operated by more than one person in partnership or in a collective





Food & Farm Production

**How can we use this data
to impact the region?**

Food Council Member Speaker



Supply Chains

Jason Kampwerth

*Independent Director and Special Projects Director,
Foster Caviness*



Supply Chains



67% of the food consumed in the Triad is imported from outside the region



Supply Chain Leakage - An opportunity for innovation



Invest in Infrastructure



Food Council Member Speakers

David Allen

Randolph County Commissioner

Zulfiya Tursunova

Associate Professor, Guilford College



**Market Analysis &
Economic
Assessment**



Market Analysis & Economic Assessment

FOOD SUPPLY CHAINS
BRING IN OVER

\$28

BILLION IN ANNUAL
SALES

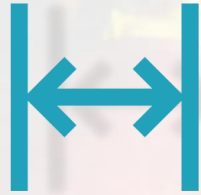
Number of Businesses in each industry by County

County	Agriculture	Storage	Markets	Processing	Restaurants	Transportation	Wholesale
Alamance	26	3	117	25	304	38	20
Caswell	10	0	16	1	44	4	1
Davidson	26	1	108	21	299	54	16
Davie	18	0	34	5	101	16	9
Forsyth	38	5	307	63	683	108	42
Guilford	65	1	416	99	1,069	244	53
Montgomery	16	0	17	4	67	5	5
Randolph	74	0	102	25	341	57	21
Rockingham	18	1	67	12	183	21	8
Stokes	22	0	34	6	94	7	6
Surry	33	0	74	28	242	44	24
Yadkin	38	0	31	17	126	13	11





Market Analysis & Economic Assessment



GAP IN INTERMEDIARY MARKET



RESTAURANTS HIT PARTICULARLY HARD

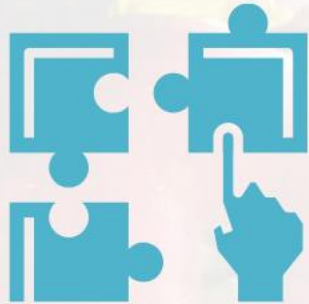


**COLD STORAGE NEEDS ACROSS THE
REGION**





Market Analysis & Economic Assessment



COORDINATED SUPPORT



INSTITUTIONAL PURCHASING



INVEST IN INFRASTRUCTURE



“Equity is just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.”

Policylink.org | PTRFC Adopted Equity Definition

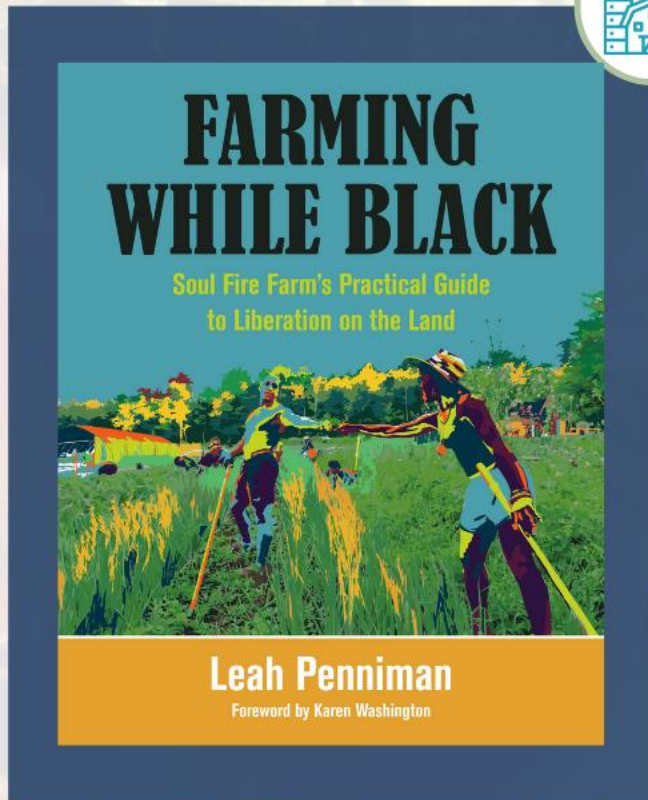




Karen Terrell Jackson
Assistant Professor
Leadership Studies & Adult Ed
N.C. A&T



Chyi-Lyi (Kathleen) Liang, Ph.D.
Kellogg Distinguished Professor and Director of the
Center for Environmental Farming Systems
N.C. A&T



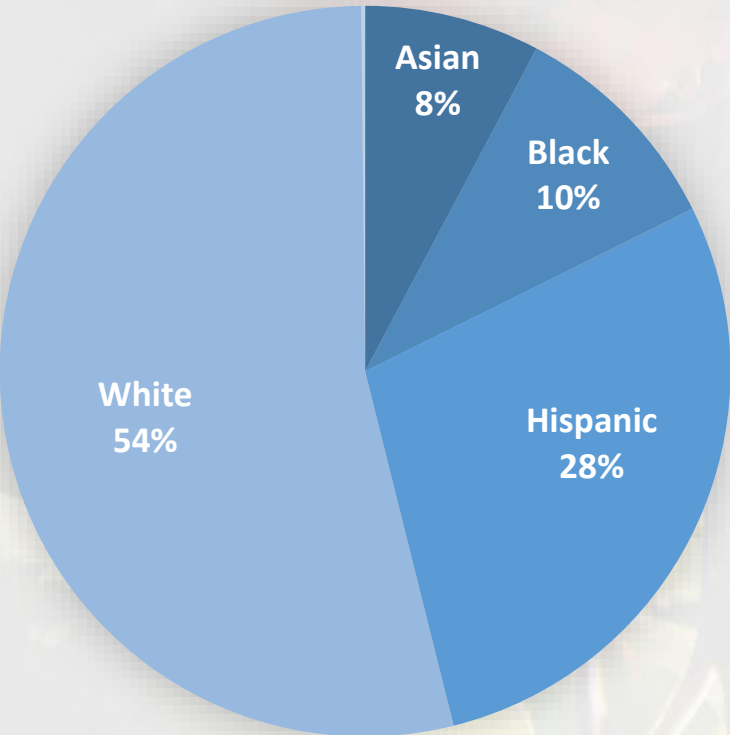
“If the means of production are in the hands of people outside our community, we are dependent on those who might not have our best interests in mind.” (Leah Penniman, black, female, Fulbright scholar, owner of Soul Fire Farm, author of Farming while Black)



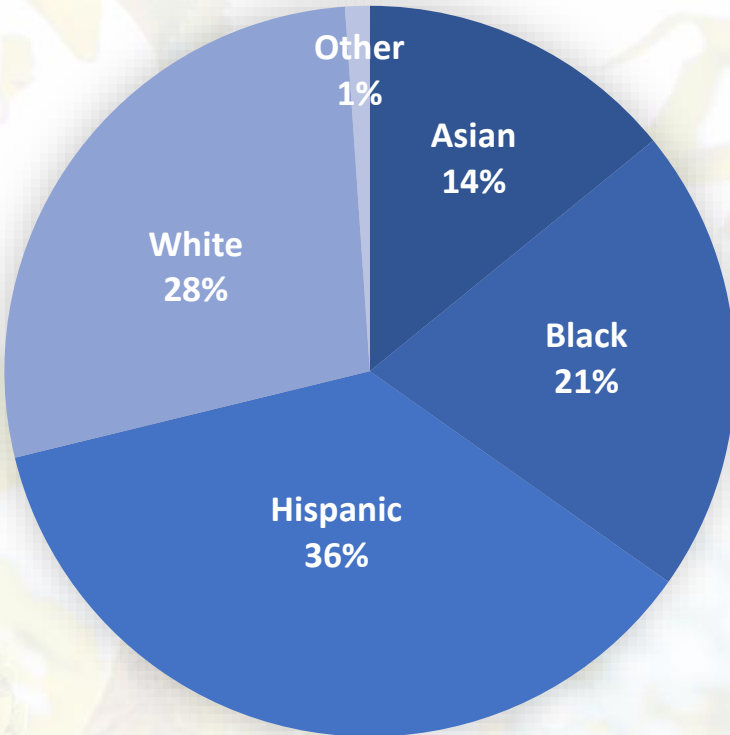
“Local data allow us to make more informed decisions that are specific to our communities. Collecting local data also ensures community voices are represented.” (Lifetime Eating and Physical Activity Practices (LEAP) Progress Report, 2020).

Covid-19 and PPP

Total \$ Amount of Small Food Business PPP Loans by Race



Number of Small Food Business PPP Loans by Race



Community Involvement & Food Access

Equitable Food Systems Address

1. Accessibility
2. Availability
3. Affordability
4. Accountability

Relationships between Equity & Food Security

Creative Networks efforts throughout the Country

Innovative Strategies and Missing Links



Council to Community Listening Sessions

Quarterly listening sessions between furthest from justice community members and council members. An opportunity for the council to listen, connect groups with resources and funding opportunities, generate ideas for partnerships, work and on policy changes.



Partner Presentations

Schedule presentations with city and county leaders, farmers and other community organizations groups across in the Triad to share the food assessment and build connections.



Listen - Build - Eat *Microgrant Gifting Events*

In 2021, microgrants will be awarded to 4 counties* in the Triad. Over the next 12-18 months, opportunities will be offered to the remaining 8 counties in the Triad. The budget for each round of funding is \$30,000, and we are seeking additional match to make each project more impactful.

**Alamance, Caswell, Davidson and Forsyth*

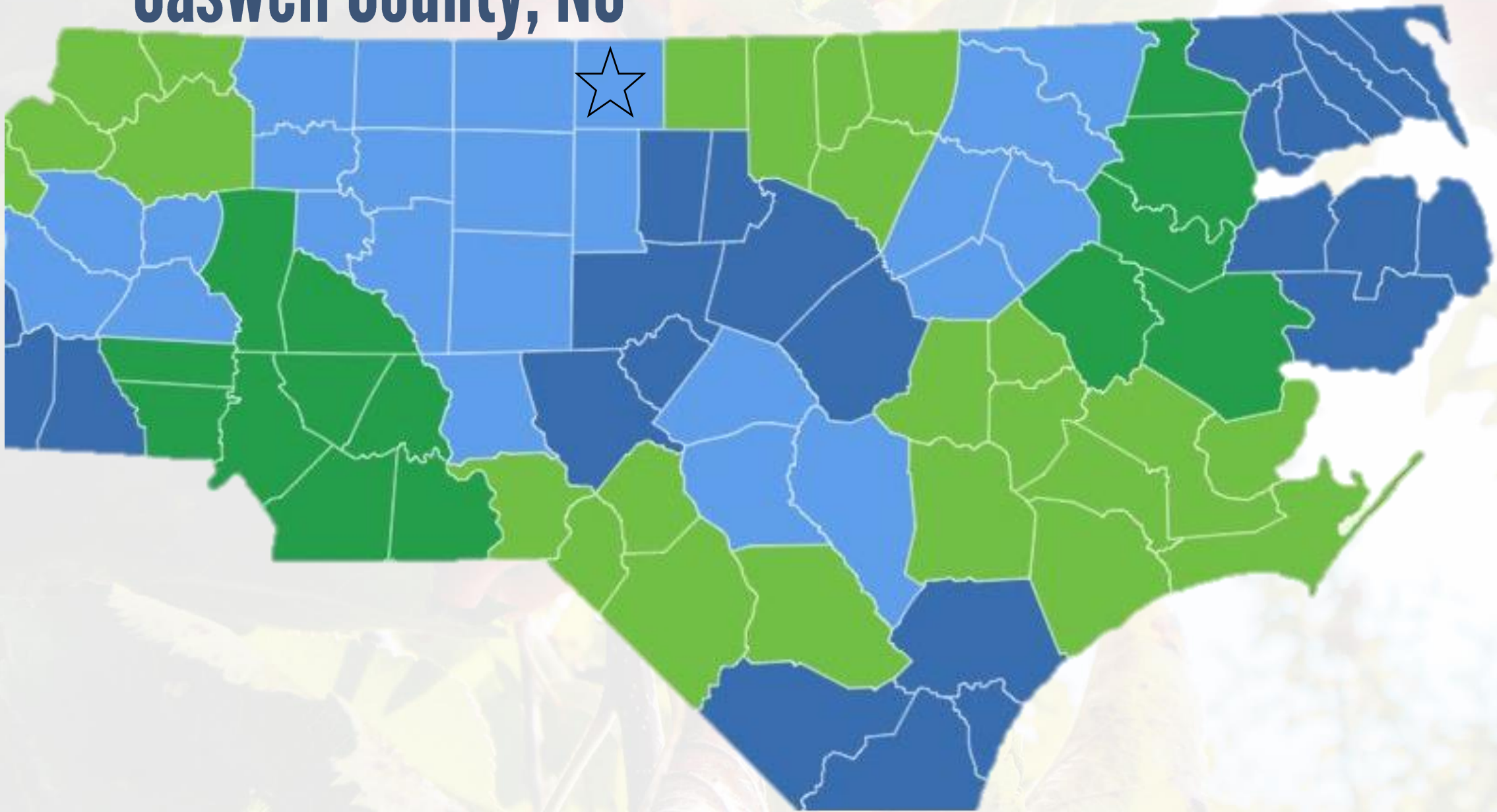
Undercurrent Restaurant





Caswell
Economic Development

Caswell County, NC



Increase Support for Entrepreneurs and Small Businesses



Strategy 1: Entrepreneurship Training



Strategy 2: Explore a mixed use incubator facility



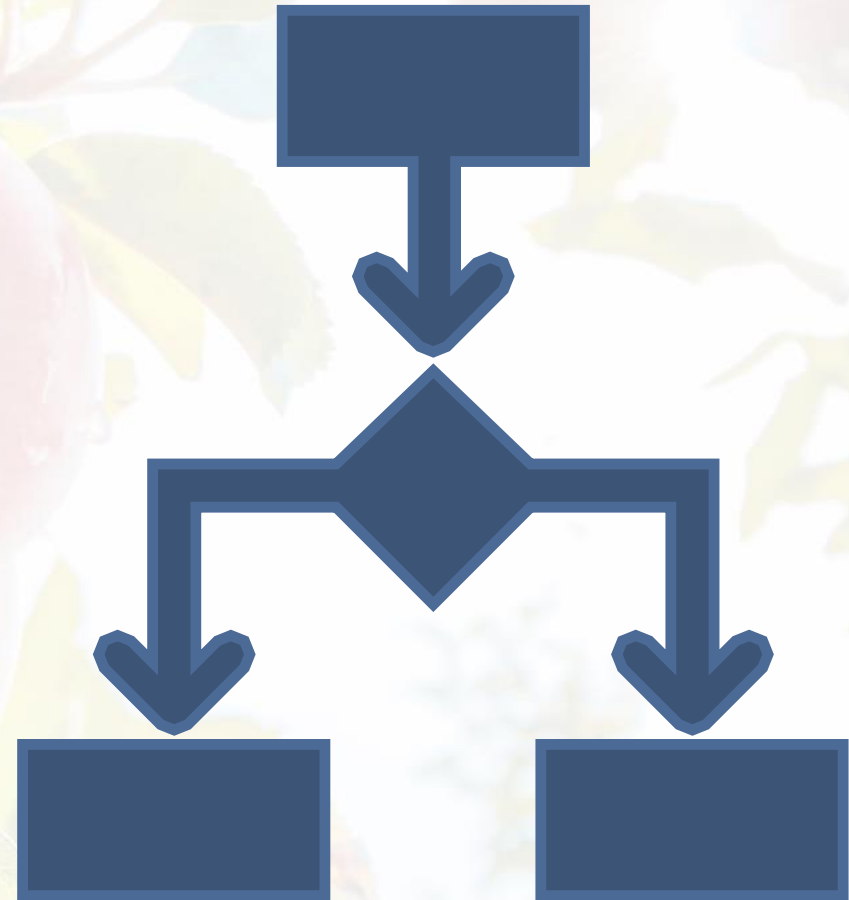
Strategy 3: Explore an agriculture related enterprise center

Project Development



Operations

- Affiliate of Raleigh Founded
- Econ Dev Office manages
- Developed Membership Rates
- Subscribed to Coworks, mgmt. app
- Policies and Procedures for Membership and Space Use
- Positive Revenue at 60% capacity of our Suites and 12 Coworking Members



Operations

- 9000 sf
- 12 Office Suites
- Shared Coworking Area
- 3 Conference Rooms
- Kitchen, Business Center and Restrooms
- 24/7 Access
- 1 GIG of Internet Service
- Affiliate program



Three Membership Levels

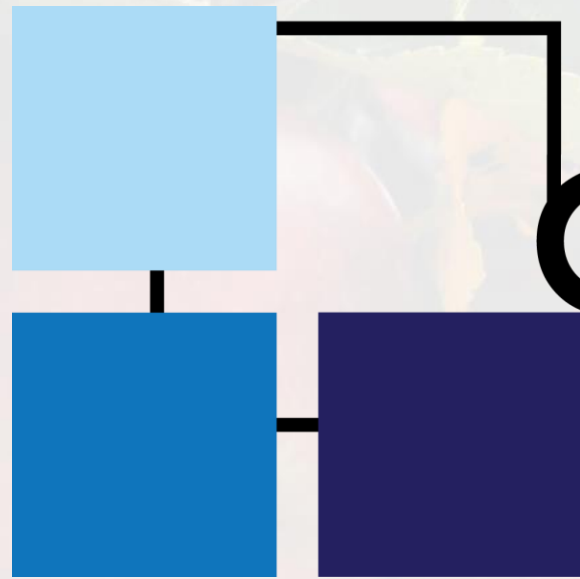
- Coworking \$50/month
- Dedicated Desk \$150/month
- Suite Varies

Community Philosophy

- Equitably **ENGAGE** all types of entrepreneurs.
- Help entrepreneurs **ACCESS** all resources available for their business.
- **SUPPORT** entrepreneurs in their business ventures.
- **ENERGIZE** entrepreneurs to reach their definition of business success.



**Presence, Programs,
and Partnerships**

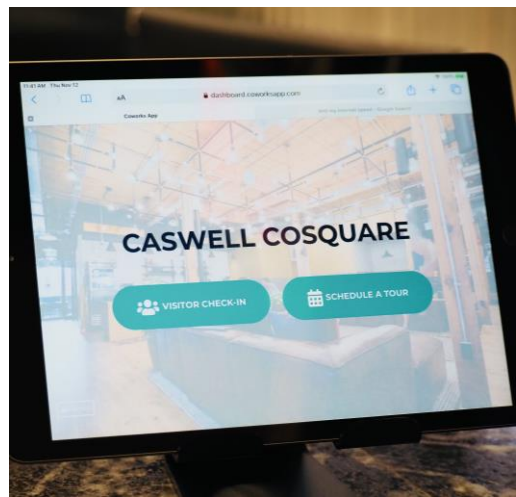
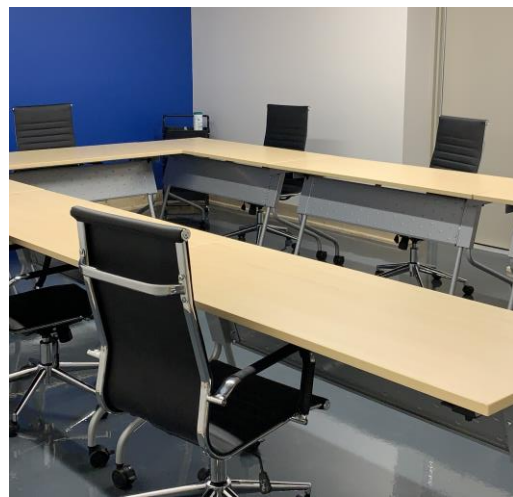


CoSquare

Connect Collaborate COWORK

Opened December 2020

- **Gaining 2-3 members a week**
- **Two Suites leased**
- **Trending toward Dedicated Desk Usage**
- **Begin Full Programming (hopefully) in the Fall**
- **Many of our Area Farmers are using the space and becoming Members**



CASWELL
COUNTY

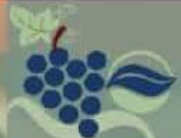
FOOD SYSTEM PROFILE

This county profile & policy toolkit has been created as part of the [Piedmont Triad Regional Food System Assessment](#), conducted in 2020 by the [Piedmont Triad Regional Food Council](#), an initiative of the [Piedmont Triad Regional Council of Governments](#).

The profiles are intended to provide a snapshot of results in a number of research areas, including food security, supply chains, food and farm production, and economic development.

If you're ready to get involved, read through for resources that can be leveraged to contribute to your county's food system and contact information for local leaders and other agencies working near you.

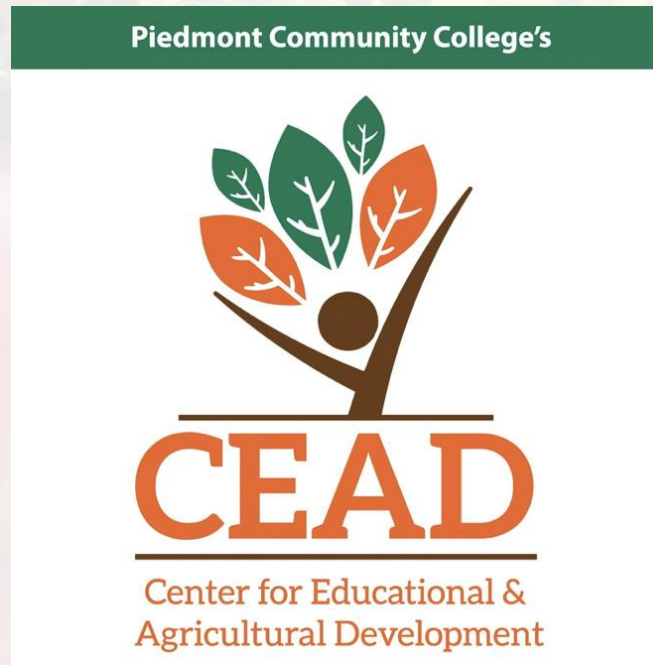
You can also view the full food system assessment report online at carolinacreators.com/ptrfc-regional-food-assessment/.



PIEDMONT TRIAD
REGIONAL FOOD COUNCIL

Entrepreneurship & Food Systems

- **Farmers are Business Owners**
- **We saw this as a key to our economic development efforts**
- **Nearly 15% of Caswell County's principal producers are Black – the largest Black farming populations in the Triad Region. All other counties are 96-99% White principal producers.**
- **Helped to clearly identify impact of a local nonprofit Piedmont Progressive Farmers Group**
- **Our office is continuing to support their development of an African American led Coop**
- **The coop and nonprofit are both partners in our next project**



MISSION STATEMENT

The Center for Educational & Agricultural Development

We **educate** students and the community on agribusiness practices and **incubate** local food and agriculture enterprises to **build** thriving rural economies and food systems.

CEAD is a Food Systems Project

RAISED OVER
\$5 million

- Education Building
- Incubator Farm
- Demonstration Farm
- Food Aggregation
 - Storage and Distribution for 4P Foods, Piedmont Progressive Food

- Coop, and County-based Food Pantries
- Health Dept Clinic Site
- Emergency Shelter
- Walking Trails



Incubator Farms: 10 acres
Demonstration Livestock Farms: 10.75 acres
Demonstration Horticulture Plot: 0.75 acres



Cori Lindsay
Caswell County
Economic Development Director
clindsay@caswellcountync.gov



Dr. Pamela Senegal
Piedmont Community College
President
Pamela.Senegal@piedmontcc.edu

Mitchells Meat Processing



Fair Share Farm



0:13 / 2:38

▶ 🔊

CC ⚙️ 📺 🗉



Foster Caviness Company





Wake Forest[®]
School of Medicine

Food Insecurity & Health: Fresh Food Rx

Rachel Zimmer, DNP, AGPCNP-C
April 20, 2021



Food insecurity and poor health

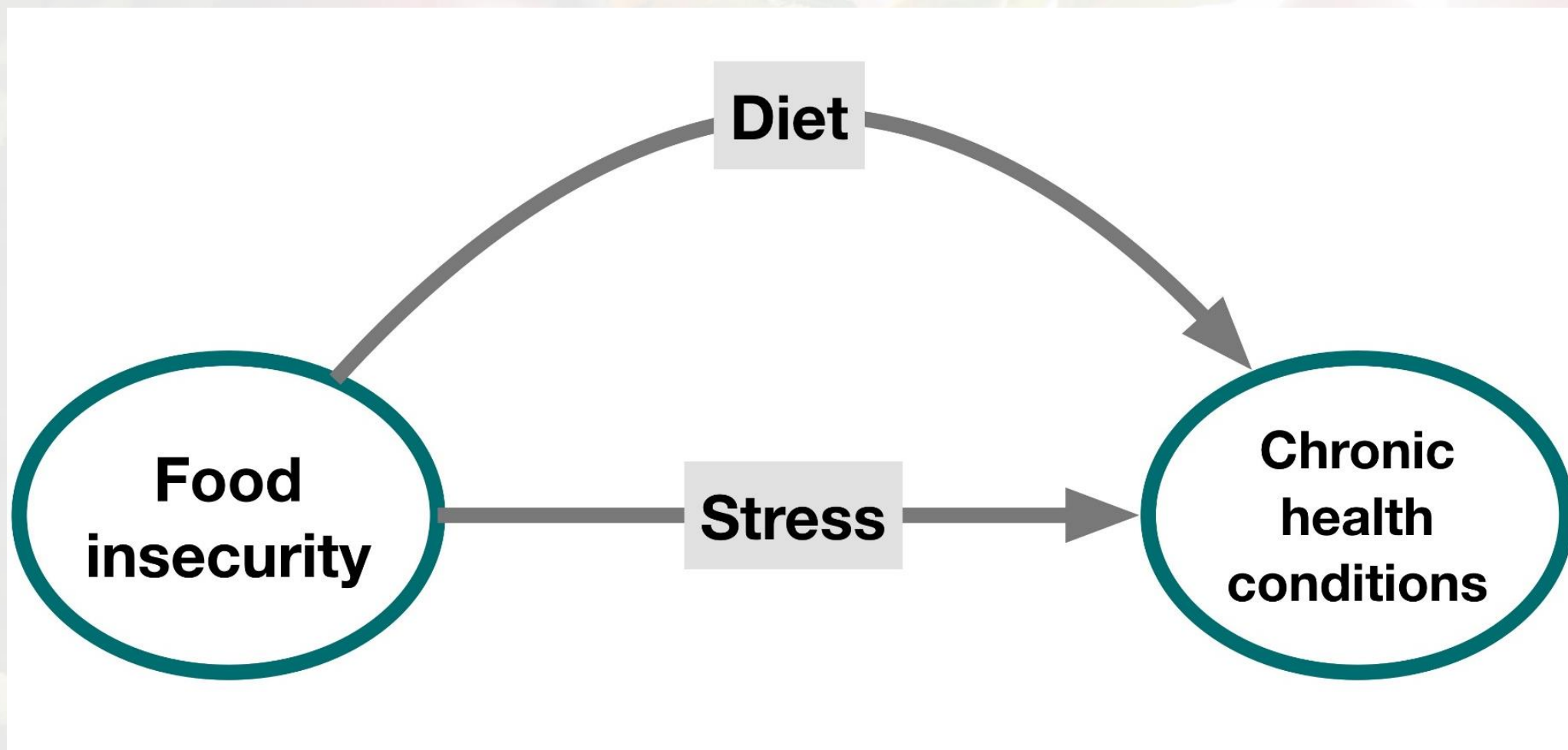
Adults:

- Diabetes
- Hypertension
- Dyslipidemia
- Coronary heart disease
- Obesity
- Mental health problems
- Increased acute care use

Children:

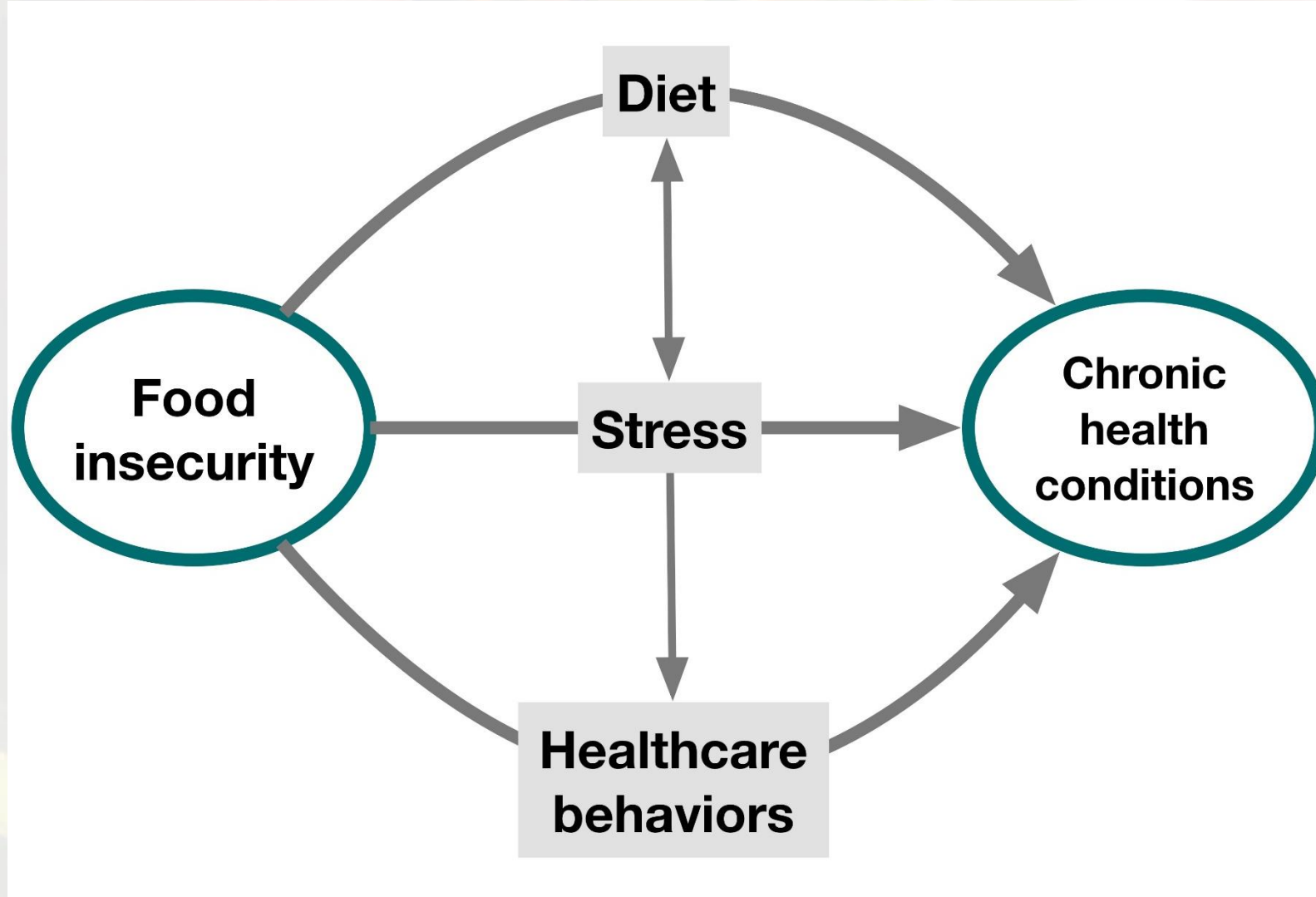
- Worse general health
- Anemia
- Asthma
- Psychosocial and behavioral problems
- Obesity-certain age groups
- Hospitalizations

Food insecurity and health



Whitaker et al, 2006; Black & Garbutt 2002; Dallman et al, 2003; Laraia et al, 2006; Gunderson et al, 2008

Food insecurity and health



Food Insecurity Interventions in Health Care Settings: A Review of the Evidence

- Identified 29 studies of 22 separate interventions:
 - *Food referrals, (2) Produce vouchers, (3) Food provision*
- Evidence strongest for home-delivered meals
- Food referrals and vouchers-some improvement in food insecurity and diet (mixed)
- Active referral programs appear more impactful



Fresh Food Rx

Addressing food
insecurity

the Fresh Food Rx

Food Connection



February 8, 2021

FFRx Program Coordinator, Sheena McNeill: 336-705-1858

Freezing Fruits & Vegetables

To save your produce to use later in soups, smoothies, stews, or casseroles – freezing them is a great option! Good containers to store frozen fruits and vegetables include plastic freezer containers, Ziploc freezer bags, or wide-mouth glass canning jars.

1. Wash produce first in cold water.
2. **Blanch** (boil or steam for 3-4 minutes) vegetables first – this helps keep the flavor, color, nutrition, and texture of vegetables. Fruits do not need to be blanched.
3. Cool vegetables quickly by plunging into cold water for a few minutes.
4. Drain vegetables well, and spread onto a cookie sheet to place in the freezer until frozen.
5. Fill freezer bags or plastic containers with vegetables and store for 8-12 months.

Happy Valentine's Day!



the Fresh Food Rx

Food Connection



Recipe of the Week:

Sugar Snap Pea, Carrot & Pepper Stir-Fry

Ingredients:

- 1 tablespoon oil
- 1 red bell pepper, sliced
- 2 cups sugar snap peas
- 1 cup carrots, sliced
- 1 onion, sliced
- 2 cups cabbage, shredded
- ¼ cup soy sauce
- 3 garlic cloves, minced (or 1 ½ teaspoons garlic powder)
- 2 tablespoons brown sugar
- 1/3 cup chicken broth, or water
- 1 tablespoon cornstarch

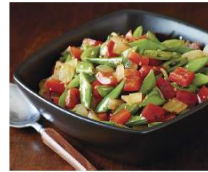
Instructions:

1. In a large skillet, add 1 tablespoon oil over medium high heat. Once hot, add pepper, peas, carrots, onion, and cabbage. Stir and cook until vegetables are almost tender (3-4 minutes).
2. In a small bowl, whisk together the soy sauce, garlic, brown sugar, broth or water, and cornstarch.
3. Pour the sauce mixture over the vegetables and cook until the sauce has thickened.
4. Serve over rice or noodles. Enjoy!

Recipe adapted from therecipeclinic.com

Stir-Fry Tips

- Stir-frying is a traditional Asian method of cooking. It is a fast way to cook small pieces of food in a hot skillet or wok.
- Chop food in small pieces so they cook evenly.
- You can make a stir-fry from what you have on hand – use any combination of vegetables, and you can also add meat like chicken, pork, shrimp or beef.
- Make it spicy by adding crushed red pepper flakes.



VISIT US AT
www.wakehealth.edu/FreshFoodRx

Participant Feedback

What is most impactful about receiving the Fresh Food Rx delivery each week?

It helps me to eat better. I don't eat junk food like I used to. I'm not buying potato chips...The doctor is proud of my A1C and keeping my weight down...

The food is well prepared and fresh and clean. Helpful to have healthy and prepared food with her medical appointments. Helps keep her home and out of the store (does not see well). The driver's represent the program well.

The food is different. The program is wonderful. It helps that it's delivered since she is not very mobile. Helps supplement her income. Very healthy.

For me it's a blessing. Remember I'm old school. Old folks take whatever we get and put a blessing over it...I don't understand how you got my name. it was a blessing from God...I just lost my husband...Now someone else is fixing me something to eat instead of me fixing it.

Learn - Build - Eat

The Triad's Food Assessment



PIEDMONT TRIAD
REGIONAL FOOD COUNCIL



Willow Longbrake
Student Filmmaker
at UNCSA

Sous Chef Jonathan Ramos
Chef De Cuisine Michael Harkenreader
at Undercurrent Restaurant



Fair Share Farm



H.O.P.E and Fresh Food Rx



Mitchells Meat Processing



Foster Caviness Company



Food Council Members

- Alamance - Ann Meletzke, Executive Director, Healthy Alamance
- Caswell - Cori Lindsay, Economic Development Director, Caswell County
- Davie - Colleen Church, County Extension Director, Davie County
- Forsyth - Rachel Zimmer, DNP, NP-C, Assistant Professor, Director of Wake Forest Baptist Health Mobile Clinic and Co-leader of Fresh Food RX
- Forsyth - Emma Hendel, Owner, Farmer Fair Share Farm
- Forsyth - Michael Banner, Island CultureZ
- Forsyth - Hannah Harrison, Ph.D. Visiting Assistant Teaching Professor in the writing program, Department of English at Wake Forest University
- Forsyth- Nikki McCormick, VP, Partnerships and Impact at Second Harvest Food Bank of NW NC
- Forsyth, Kana Miller, Local Food Distribution Coordinator, Carolina Farm Stewardship Association
- Forsyth, Gary Williams, Rev./SHARE Cooperative of Winston-Salem Co-Founder
- Guilford - Jose Abreu, Owner & Manager, Superior Foods and Budding Artichoke/ Twin Oaks Urban Farm Manager
- Guilford - Tinece Holman- Payne Founder, Healing Springs Farmacy
- Guilford - Zulfiya Tursunova, Associate Professor, Guilford College
- Montgomery - Demond Hairston, Community-Centered Health Coordinator, Montgomery County Partnership for Children
- Randolph - Tom Henslee, Part time attorney/ Part time farmer/ Co- owner, Back to Earth Farm
- Randolph County - David Allen, County Commissioner
- Rockingham - Stesha Warren, Owner, Eliana's Garden, LLC; Secretary/Treasurer, Good Stewards of Rockingham; Coordinator, Rockingham Co. Food Council Task Force; Chair, R.C. Agricultural Advisory Board; Educator, RCC & independent
- Rockingham County - Steven Pulliam, Chairman, Dan Riverkeeper for Good Stewards Rockingham
- Stokes - Carl Mitchell, Chief of Operations, Mitchell & Son Meat Processing, Mitchell's Butchery
- Triad Region- Grace Messinger, Project Director, Piedmont Conservation Council
- Triad Region -Jason Kampwerth, Director of Pricing and Contracts, Foster Caviness
- Durham, NC, Jason Williams, Chair of Economic Board



View the interactive report at
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Email Jennifer Bedrosian at jbedrosian@ptrc.org with any questions about the presentation, partnership opportunities, and/or updates.

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