



Tuesday, June 27th 2023
In Person | Lunch 12pm | Meeting 1PM

Attendees: (s) technical support staff; (v) visitor

Jennifer Bedrosian (S), Daniel Johnson, Savannah Moore, Jose Abreu, Eunice Calderon, Jan Jones, Kana Miller, Anna Davis (v), Zach Rierson (v), Raul Medina (v)

Courtney Alston-Wilson joined virtually.

1:00 Welcome: Kana welcomed the group and asked check-in question.

Check in & Intros: Name, organization, favorite summer activity.

- Favorite summer activities: local food, fresh tomatoes, fresh peaches, swimming holes, rope swings, summer music, outdoor concerts, salsa dancing, warm weather, being on the farm, mountain rivers and lakes, simple meals that come from the garden without turning on the oven, sitting in a hammock especially with a tomato sandwich, trails and woods, the summer itself and celebrating Juneteenth.

1:15 Guest Speaker: Zach Rierson, Food Hub Manager at Piedmont Fresh

Kickstarted Piedmont Fresh in October 2022 based off the High County Food Hub model, as a customizable CSA. Added 14 producers from surrounding counties – vegetables, microgreens, pork, chicken, beef, jams, jellies, preserves, seasonal fruit, etc.

- Consumers log in and order weekly. Farmers harvest to order, hopefully reducing waste.
- Excited that there are 5 pick up spots: Winston (2), Carolina Core Wellness in High Point, Lexington, Thomasville.
- 530 orders since first week of October 2022. \$25k total food moved from producers.
- Pay all producers fair market value.
- Looking for more produce vendors: need to be 100 miles of Thomasville. Also need to hold liability insurance. Also looking for artisan bakers- they sell out every week for what they have now.
- Partnered with FarmFresh Nourish program with Second Harvest Food Bank (25 boxes) and Davidson Senior Services (40-60 boxes).
- Looking into wholesale opportunities. Only direct to consumer now.
- Courtney asked about slice, dice and chop as option for customers.

1:30pm Opportunities and Updates: Jennifer Bedrosian updated the council on the following opportunities.

- Social Media posts- Check out socials! Subcommittee is starting interviews. Please add to the list, if you have suggestions. Let Jennifer know if you'd like to help with interviews or if you would like to be interviewed.

- [Water Resources Planner Job](#) open at PTRC. Please share.
- Partner Request Form- for food related project requests where PTRC is partner or fiscal agent- coming soon. Will request food council feedback.
- Triad Food System Symposium
 - Overview of event planning
 - Vote on Event Name by Friday, June 28th – Google Form
 - Next Advisory Team meeting is July 24th at 3pm
- Council member comments:
 - Jose- think about revisiting food assessment info, new members could benefit from presentations. There was discussion to share assessment info as signage on tables at symposium, to share data and stories.
 - Discussion on how to showcase info on area farmers markets (instead of hosting our own market) and best practices for farmers market- maybe a stand with local veg and educational pieces. How can we grow farmers market in region? Invite USDA to provide info on EBT machines (Courtney has contact), food safety program (Savannah and Extension has headsets with virtual FM training.
 - Include wholesale distributors in the conversation, like Foster-Caviness.
 - Regional needs were discussed as a group:
 - Marketing/Social media specialist for farmers- regional marketing grant/ point of contact/ be a resource. Support for web design.
 - Young farmers disconnect – how to share resources and connect
 - We need to move away from preaching to the bubble/ break silos/barriers direction
 - One of the biggest barriers to farming is land access
 - Grant support is needed. Can PTRFC maintain grant lists for farmers and apply for money to provide grant support for beginning farmers? Courtney agreed that this is a much-needed resource.
 - Jan mentioned the farm bill as one of the biggest things to talk about and get involved in, maybe separate from the symposium but an important way to impact the funding available- think long term about meeting with elected officials and the importance of them hearing stories in the food space. Large farms have powerful lobbies and their voices are most often heard. Have your voice at table.
 - Daniel also mentioned the need for a list of resources for farms to identify places to sell / a place to make contact with customers.

2 PM Council Member Updates

Jan Jones – FarmFresh Nourish is up and running. Total of 34 farms. Majority minority owned farms including women. Second Harvest is seeing an increase in emergency food assistance- they compared May '22 to May '23 and saw 68% increase, rising every month since January.

Jose Abreu- Growing High Point is looking for Executive Director and Social Media Coordinator.

Daniel Johnson- Triad Farmers Market is good- summer crops are in, height of busy season. They had successful pollination event with bee keepers and mead producers and highlighted the pollinator gardens all over market. Celebrated Juneteenth a few weeks ago at the market.

Savannah Moore- The Walnut Cove market going well, trying evening markets as request from last year. Excited for more produce.

Eunice Calderon- WellCare is supporting SNAP EBT in Forsyth with Cobblestone FM – over 23k members in Forsyth only.

Courtney Alston-Wilson- Glow House is working on community garden off Church Street in GSO- Haw Tower with fresh produce. Trying to locate donations for garden. Anyone know of groups that donate to community gardens?

Raul Median- SHARE is open to the public and seeking members as well as volunteers at events and to reach out to community.

2:25pm Council Business

- May minutes are approved.
- Photo is postponed since we did not have enough folks in person.

2:30pm Adjourn

- Next Council Meeting: July 25th on Zoom