

FY 2014

\$88,539 to the Executive Center for Economic and Educational Development, Greenville, NC, to promote healthier eating, connect customers to local growers, and improve the economic conditions in the communities.

Final Report

**Farmers Market Promotion Program (FMPP)
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	
Authorized Representative Name:	Carlton gay
Authorized Representative Phone:	252-320-0297
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Recipient Organization Name:	The Executive Center for Economic & Educational Dev
Project Title as Stated on Grant Agreement:	Down East Farm to Table Network Initiative
Grant Agreement Number: <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-NC-0022
Year Grant was Awarded:	2014
Project City/State:	Greenville, NC
Total Awarded Budget:	\$88,539

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

Same Authorized Representative listed above (check if applicable).

Different individual: Name: _____; Email: _____; Phone: _____

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

- i. **Goal/Objective 1: To actively engage area consumers in targeted educational events**

- a. Progress Made:

- Fresh fruits and locally grown produce delivered to over 10,000 community residents in the food deserts in Pitt County, NC were increased by 1,500 pounds per month and returning customers to the 3 new farmers markets increased from one visit per week to three visits per customer. The FMPP Grant accomplished its Goals to “increase domestic consumption of, and access to, locally and regionally produced agricultural products, and by the development of new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, technical assistance and assisting in the development, improvement, and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agro-tourism activities, and direct producer-to-consumer market opportunities.”

- b. Impact on Community:

- The community has been positively impacted by:
 1. An estimated increase of 50 percent (3,000 pounds per month) more fresh fruits and produce monthly have been made available in the food deserts.
 2. Community programs have been established to provide education, outreach and training in food preparation and benefits of eating healthy foods purchased at their local farmers market.
 3. Changes in community residents’ behavior in the amount of healthy food purchased locally and increased consumption.
 4. Local hospital officials have reported decreases in emergency room visits for food related incidences.
 5. Communities are being transformed by demolishing vacant and condemned properties and using the lots for community gardens to grow their own food and selling the excess to local farmers markets.

- ii. **Goal/Objective 2: To increase market sales**

- a. Progress Made:

- Spring Run Market opened in 2015 with average sales of approximately \$50.00 per week. In 2016 sales increased to \$150.00 per week on site and CSA sales increased by 40% during the same period. The market operates 5 hours per day 3 days a week.
- Down East Farmers Market setup new vendor booths. Future plans are to enlarge the market in the Spring of 2017.

b. Impact on Community:

- Market goers have increased their purchasing power in both numbers of visits and purchases.
- Access has increased returning and new customer's visits to the market saving them time and money by buying at the community market.
- facilitating new relationships between local growers, ag-extension agencies and groups committed to eradicating hunger in the low-income community to work more closely together has translated into an average thirty percent (30%) increase in sales of locally grown local produce to Farmers' Markets in rural communities, inner cities and Food Deserts in Pitt County.
- Direct community marketing and communications strategies, which includes social media and more traditional media outlets are reaching one third (3,000+) residents in the targeted communities weekly.

iii. Goal/Objective 3: **To expand the existing markets; create new jobs**

a. Progress Made:

- Four (4) New Markets operating in the Food Deserts:
 - a. Spring Run Market
 - b. Third Street Urban Farm and pop-up Market
 - c. Partnering with Green Rural Redevelopment Organization created a new Farmers Market at the Intergenerational Community Center (IGCC) in the West Greenville food desert.
 - d. Established Access Connect Mobile Market the three food deserts in Pitt County.

b. Impact on Community:

- Increased availability and access to locally grown agriculture products by 50% over the past two years.
- 14,000 happier and healthier community residents
- Double Bucks and Fresh Bucks that subsidizes purchases when SNAP benefit cards are swiped and when fresh fruits and vegetables are purchased in the neighborhood as a result of increased access.

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2016). Include further explanation if necessary.

- i. Number of direct jobs created: 4 new jobs created for the Mobile Market operations.
- ii. Number of jobs retained: 2 jobs retained at Spring Run Market.
- iii. Number of indirect jobs created: 2 jobs created at the Third Street Farmers Market.
- iv. Number of markets expanded: 2 (GRRO mobile market and Down East Farmers Market).
- v. Number of new markets established: 3 serving the West Greenville Community
- vi. Market sales increased \$1,314.00 per week approximately or 30%.
- vii. Number of farmers/producers that have benefited from the project: 20-25.
 - a. Percent Increase: 25%

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

- The 4 new mobile market trucks and pop-up stands provided new sources of delivery of fresh locally grown fruits and vegetables directly to the 14,000+ low income/low access communities in Greenville and Farmville, in addition the approximately 85% African American and Hispanic populations living in the 27 limited resource counties are being served through the partnership with Green Rural Redevelopment Organization (GRRO) Mobile Market and Micro Market Farm School.
4. Discuss your community partnerships.
- i. Who are your community partners?
 - ii. How have they contributed to the overall results of the FMPP project?
 - iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?
- Partners:
 - a. NC Food and Nutrition Agency SNAP (EBT)
 - b. Spring Run Market, CSA and agro tourism activities.
 - c. Spring Run Cooperative (DBA) Southern Organic Farmers Association (SOFA).
 - d. NC Green Rural Redevelopment Co-op (Micro Farm School, entrepreneurship training)
 - e. Community Food Network, CSA and Distribution Network Developer.
 - f. Vidant Mobile Farmers Market CO-OP and Medical Center Foundation.
 - g. Lucille B. Gorham Intergenerational Community Center community garden.
 - h. Third Street Education Center Urban Farm and Farmers Market.
 - Collaborators
 - a. Rural Advancement Foundation International (RAFI).
 - b. Conservation Fund Resourceful Communities.
 - c. NC Growth and University of North Carolina Kennan Institute.
 - d. City of Greenville Community Development Division.
 - e. City of Greenville Community Gardens Network.
 - e. CoopEcon Educational and Training institute.
 - The activities carried out with FMPP grant funds helped to facilitate the relationships, partnerships and collaborations with the entities and agencies listed above. Through their efforts and willingness to work with EXCEED, we have developed a regional network of growers, producers and technical assistance providers that expand over 27 counties in Eastern North.
 - The Micro Market Farm School offers ongoing training and learning opportunities for new farmers and ranchers in both the Hispanic and Low income African American communities. The farm school also foster entrepreneur activities in these underserved limited resource communities.
5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

- Yes. Consultants specializing in Urban and Community Development were contracted to conduct a Community Impact Study to determine the potential benefits of mobile farmers markets as an alternative food delivery source to the food deserts in Pitt County and Rural Communities. The findings of the Study recommended mobile markets over market stands, pop-up markets or roadside stands.

6. Have you publicized any results yet?*

- If yes, how did you publicize the results?
- To whom did you publicize the results?
- How many stakeholders (i.e. people, entities) did you reach?

*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

- **Yes.** Residents in 27 limited resource (Tier1) Counties throughout Eastern North Carolina are reached through the local news papers, local TV stations, radio stations and magazines; and distribution of flyers, brochures; and announcements through outreach and education efforts to local churches, schools, restaurants, community centers and housing authorizes.

7. Have you collected any feedback from your community and additional stakeholders about your work?

- If so, how did you collect the information?
- What feedback was relayed (specific comments)?

- The feedback from the entire community has been positive. News paper articles, special visits from elected officials and community leaders have been overwhelming. (reflected in the attached articles and comments).
- The FMPP funding has facilitated an increased interest among local organic growers to form a producer Co-op to serve new farmers markets.

8. Budget Summary:

- As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: **X**
- Did the project generate any income? **NO.**
 - If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:

- Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
- If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
- Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

- First, EXCEED project team learned that in addition to bringing in consultants early in the process to identify best practices to provide effective outreach and training to a close network of agriculture producers, that developing workshops, seminars and training around subjects to create relationships, collaborations and partnerships, while bringing together like minded agencies and organizations will produce positive outcomes.
- Second, it is critical that when choosing a project director that strong consideration should be given to someone who brings experience in working with their community and within the agricultural industry. You will find it counter-productive to have to change the Project Director after you have begun to implement your project. This waste time, damage relationships and most of all deplete funding that will be needed to successfully complete the project.
- Third, the lack of farming experience and the needs of the farmers create negative outcomes. Though the outcomes of this project are positive producing an increase of 1,500 lbs of produce monthly to the community and an increase of 30% in sales for market operators, It has been determined after evaluating the overall project performance outcomes, that up to twenty five percent (25%) of the allotted personnel could have been used for program activities and would have produced an even more positive outcome.

10. Future Work:

- i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
 - Going forward, EXCEED has formed several formidable relationships and partnerships that are anticipated to develop into a network of growers, producers, community gardens and community development organizations to fully serve the new farmers markets that will be opened over next 3 – 5 years.
 - a. Access Connect Mobile Market: The mobile market concept is an initiative implemented as a direct result of FMPP funding. Future proceeds from the Mobile Market operations will insure the market is sustainable. The formation of a mobile market cooperative will further support the creation of new farmers markets in Eastern North Carolina.

Twenty seven (27) new farmers markets will be established.
Fifty four (54) new permanent jobs will be created.
Estimations are that locally grown agriculture produce and domestic consumption will increase by 30% per year for the next three years.
 - b. Vidant Mobile Farmers Market CO-OP: EXCEED, Inc mobile market has been identified by Vidant Hospital leadership for participation in a system project.

The intent of the project team is to create a Farmers Market on the Greenville campus to help the hospital fulfill their commitment to their employees and the community. The Vidant Medical Center is comprised of nine (9) regional hospitals

We anticipate serving all nine and create 30 new jobs in 3 years.

- c. Green Rural Redevelopment Organization (GRRO): EXCEED has partnered with GRRO Micro Market Farm School to help expand their farmers' market activities and reach into both the low-income African American and Hispanic communities.

We will facilitate farmer's market activities in 27 counties in Eastern North.

- d. Conservation Fund Resourceful Communities (CFRC) and CSX Railroad: A relationship with CFRC and CSX will support the regional transportation system needed to serve the new farmers markets being developed by the CO-OP with the funding of refrigerated trucks.

Three (3) trucks will be purchased and operated by the EXCEED/GRRO/Spring Run Mobile Farmers Market Cooperative.

11. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

- Findings resulting from surveys conducted with FMPP funding supports the concept of Community Farmers Markets and Mobile Farmers Markets as means of building sustainable economies in rural low income/low access communities.
 - a. EXCEED aim for the future growth of farmers markets is to strengthen and make this concept a reality.
 - b. Through the partnerships with Vidant Hospital, Green Rural Redevelopment Organization (GRRO), Southern Organic Farmers Association (SOFA), Conservation Fund Resourceful Communities, CSX Railroad and Rural Advancement Foundation International (RAFI), a producer cooperative that will foster new farmer markets activities in low income communities in Eastern North Carolina will be pursued fully.
 - c. The Project Director and Executive Director of EXCEED, Inc after attending the four day 2016 CoopEcon gathering in Epes, Alabama Sponsored by the Southern Grassroots Economies Project (SGEP), recommendation to the Board of Directors that EXCEED, Inc be one of the driving forces to help build a network of Farmers Markets across Eastern North Carolina was accepted.
 - d. Participation in the creation of the Vidant Mobile Farmers Market COOP increases EXCEED chances to be sustainable going forward.



Join us in increasing access to locally grown foods!

Farmers and local growers are encouraged to partner with us as we address this real problem in our communities. By selling your goods to the ACMM you will help us stock the mobile market with quality fruits and vegetables as well as other approved value added goods. Not only will this help many of the most vulnerable members of our communities, it will also increase the profitability of local growers by raising sales and reducing waste. We want the citizens of Pitt County to develop meaningful relationships with the people who grow our foods. Together we can do just that.

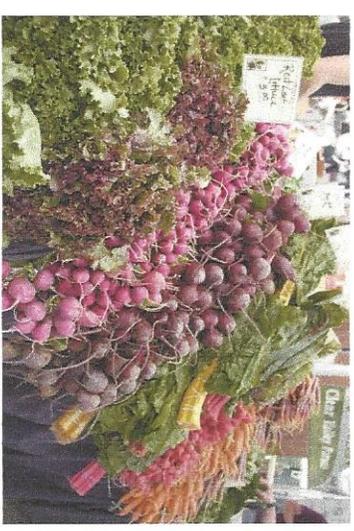
Think you don't have time to sell your goods with another local farmer's market? Think again!

This is the perfect opportunity for local farmers to increase sales and maximize profits.

"Know your food, know your farmers, know your kitchen" –

Joel Salatin

Our primary goal is to connect farmers with the consumers who depend on the foods they grow. To accomplish this we strive to build relationships with the growers so that we can introduce healthy produce to people who live in areas with limited access to the nutritious foods needed for a healthy life.



Local grown goodness from Farm to Table

Our customers depend on us to provide the quality and quantity they need to nurture their families. In an effort to secure the best produce we will maintain a standard price list for goods; however, there will some flexibility to allow for supply and demand.

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Goods

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Fire

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completely destroyed because the roof caved in on them, while others near the end of the row suffered smoke and water damage.

Brenda Gay, a resident of Tanglewood Apartments, was struck by the suddenness of the fire.

"My son and I were fixing to go get groceries and he said, 'Momma get back in the house,'" she said as she recalled the evening's events.

A resident of an apartment adjacent to Tanglewood, who wished to remain anonymous, noted how quickly the fire started.

"I came home and went to get groceries at about 5 p.m. I didn't notice anything was wrong when I left. When I came back about 30 minutes later, there were already firefighters and I couldn't get back into my apartment," he said.

While firefighters had managed to more or less put the fire out by 9 p.m., the size of the blaze ebbed and flowed throughout the evening, according to Sierra Hines, a neighbor living in the apartment building adjacent to the one that was destroyed.

"Stuff like this you see on TV, you never think it will end up here," Hines said. "It took so long before the fire was out."

Hines and her fellow neighbors were concerned the fire would spread to other buildings, she said. "I was worried it was going to stretch all the way down," Hines said.

When the smoke finally cleared, neighbors got a full view of just how extensive the damage was. Every apartment in the complex had some kind of fire damage, while the roof fell through in many portions of the building.

Officials deemed the building unsafe. Residents have not been able to go back in to their homes to salvage belongings.

For the families displaced, their futures are uncertain. Many of them were put up in nearby rooms and most had one-on-one

sessions with representatives from the American Red Cross, but they are not sure what is going to happen next.

"I spoke with Red Cross. They put us in an apartment down there and we're just waiting on Red Cross to help us get things together," said displaced Tanglewood Apartments resident Bobby Pittman. "We haven't been in (our home) yet. All the doors are locked."

The displaced residents are moving forward with their lives with a little bit of help from the community and local businesses. Donations are being collected at Rise and Grind Coffee Shop and Foskey's Barbershop on Main Street and Barnes Car Wash on Wilson Street.

"We decided to help the families out and get the community together and get them back on their feet. A lot of the people in that fire are our clients, so I thought it would be a good idea," said Chris Foskey, the owner of Foskey's Barbershop.

Businesses are encouraging citizens to donate toiletries. Individual citizens are also coming together to help. Denita McCloud, who operates Bless Others, a grassroots organization that provides support to underprivileged residents, is hosting a fundraiser from 8 a.m. to 1 p.m. Saturday at the apartment complex.

"Helping the victims is something God put on my heart. I am trying to help

them rebuild their life," said McCloud, who also lives in Tanglewood Apartments.

McCloud is collecting clothing, food and monetary donations. To help clothe the children, McCloud is asking for boys' T-shirts, sizes 4, 8, 12, 16 and 18. Girls' clothing is needed in sizes 4 and 6. For more information, call McCloud at 252-378-8478.

The Tanglewood Apartment fire was one of the largest fires fought this year, according to Wells.

"It's one of the biggest I've seen in a long time," said Wells, who encourages residents to be mindful of their actions and surroundings. "Don't just leave cigarettes out. Don't smoke and go to sleep."

Jags

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"We added some of the girls from the basketball team," Buchanan said. "They are very competitive, but they are still very raw in the game of volleyball, but they replace the height we lost. We may even be bigger than last year's team now with them here. They are athletes, so they can

easily pick up what we are doing. It is just a matter of how quickly we can make the learning curve happen for them from basketball to this sport."

Having had success with some freshman players that took to the game quickly in Kate Lancaster and Diantynese Williams, Farmville Central also has another impressive freshman class joining the team.

"We had three solid players join us," Buchanan said.

"Ivy Hood, Kiely Shackelford and Abby Foster all have softball backgrounds, so they are scrappers. They will help out quite a bit on the junior varsity team to begin with. That team is very young and raw itself, so we will get very good talent there."

Although they have some inkings for success milling about, the Lady Jags have some skills that Buchanan wants to build upon.

"We have many return-

ing players, but we also have to work on some basic skills," Buchanan said. "Because we have so many girls that are new to the game, we have to learn how to pass the ball better. We have used some devices to help them, so that has been a lot of our focus so far. Because some players swing at the ball without proper technique it gets a little crazy out there."

"Working on the fundamental stuff helps so much at the right time. We can

hit the crap out of the ball, and that is always good but you cannot always get to that point of the game unless you have someone that knows how to properly set them up."

As the Lady Jags prepare for their season, they know that the conference is dealing with their own issues as well. That is the motivation to work hard now so that they are ahead of the game before conference play begins in September.

"Everyone in our conference is kind of in the same

predicament," Buchanan said. "Having lost aggressive defensive players last season, many teams, like North Pitt, are also in the same boat as we are."

"The good thing is that staying consistent is what I am most concerned about within our conference. Whoever is most consistent throughout the season will win it."

The Lady Jaguars open their season Aug. 16 on the road at Fike High School with the first set scheduled at 6 p.m.

Soccer

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builders to start, moving into conference play Sept. 21 at Washington. Getting the first conference win in almost three years (3-1 versus Southwest Edgecombe Oct. 24, 2013) will not be an easy task for the squad, but they are certain of what they must do in order to make it happen.

"We have to maintain our endurance," Passwater said. "We have to play two solid halves and we can not

wear down. Instead, we have to wear down teams by attrition. To make that happen, we have been working very hard on our conditioning."

"We are a little behind schedule, but the kids have been putting in the work, even before I got here, so they are up to the task. I was surprised at all the work they had done, but I am extremely proud of them."

With the understanding that successful programs approach the game of soccer in a myriad of ways, Farmville Central is attentive to two means of getting over

the hump.

"The game of soccer is a mixture of intelligence and a battle of wills," Passwater said. "You cannot be purely athletic, but teams also can not simply rely on their intelligence alone. In soccer it is all about putting the ball in a space and then being able to get it. The right decision must be made so you have to use your intelligence to your advantage. Knowing what tactics you can use and when to use them makes all the difference."

New beginnings happening at just the right time are

what has the Farmville Central soccer squad excited about their future. With a roster of players seeking to please, the wins will come as they continue to put in the work.

"I am happy to be able to have the program from the start of the season to finish," Passwater said. "We are ready to win and then get to understanding how to knock off some of the giant teams in the conference and around Pitt and Greene Counties."

The Jags begin their season at 6 p.m. Aug. 24 versus Southside High School.

Tennis

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in place, so we focus on cardio and keeping their legs strong for long matches in the season. That is going to be the only way we can get this monkey off our backs."

Coming off of last season, the team is hungry, and it has showed in their preparation and approach to ensuring that they play as a team, regardless of who is on the court.

"Last season we knew that we would have the best chance for wins when we played Southwest Edgecombe," Jones said. "Although we dropped

those matches (5-4 losses Sept. 15, 2015 and Oct. 1, 2015), they still came down to the wire, dependent on the outcome of doubles play."

"Now, the girls know that each point matters, in both singles and doubles play, so they have been getting after it that much harder to ensure that close matches go in our favor."

Getting after it is what the team is motivated to do all season long. With a small squad thus far, they will continue to get down to business as they await the arrival of some younger players (freshman) once the school year begins.

"We have a couple of freshman coming in later," Jones said. "They will get

a late start so they will not have the opportunity to take part in many of the non-conference matches, but they should be able to step in and follow the direction of the older players."

With their team in place now, the Lady Jaguars will lean on their upperclassmen to lead the way as they fight for wins.

They know they have an uphill battle, but now they know they have experience on their side to combat that.

"What we need are some athletic girls out there," Jones said. "Once we get that first win, that is one goal out of the way. Then we want to move forward and have some players qualify for regionals and then keep

marking off those goals on our list for the season. It will not be easy but we have the team to get it done. They are very motivated."

Oakley

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shape or form.

Don't get me wrong, I am all for paying off debt early and saving money for a rainy day. As an accounting major in a two-year college, I am the first to believe in proper accounting practices.

And, as such, I also believe in looking at state government inefficiencies and eliminating them. In other words, I believe in less government and more money staying in the pockets of citizens.

I do not oppose all the things that Republicans have done in Raleigh. In

fact, I believe they have a far better long term plan than do Democrats.

However, I want to see those two guiding principles of Republicanism put into play. Let's cut taxes, but also cut government. Let's have a fair tax system that encourages savings and work.

And, let's be truthful to the public when talking about taxes. Let's talk about all taxes and all fees, not just the income tax that has been effectively reduced.

Mitchell Oakley, the publisher emeritus of this newspaper, may be contacted at mookey@ncweeklies.com.

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Snow Hill, N.C. 28580
252-747-4199

Greene Dental Services
6 Professional Drive
Snow Hill, N.C. 28580
252-747-3846

Student Health Services
140 School Drive
Snow Hill, N.C. 28580
252-747-5841

James D. Bernstein Community Health Center
261 Belvoir Highway
Greenville, N.C. 27834
252-695-6362 (medical)
252-695-6365 (dental)

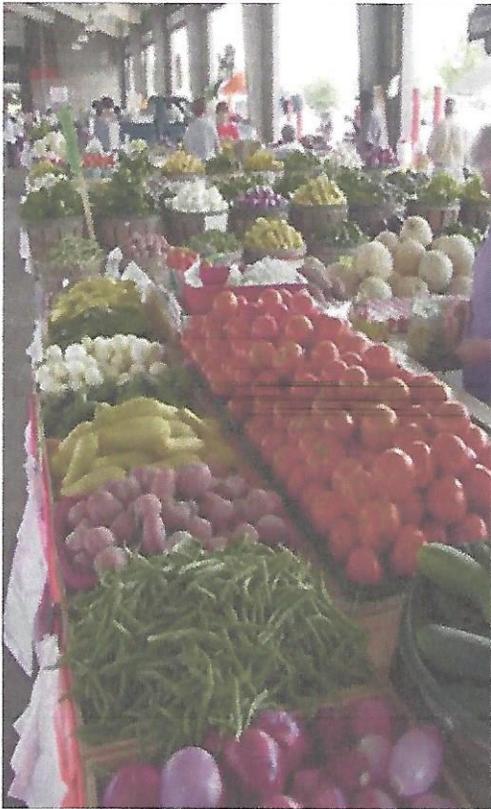
We accept Medicare, Medicaid and most private insurances. We also offer a sliding fee program.

We accept Medicare, Medicaid and most private insurances. We also offer a sliding fee program.

We accept Medicare, Medicaid and most private insurances. We also offer a sliding fee program.

We are an equal opportunity provider and employer.

COMING
CULTIVATE GREENVILLE
&
ACCESS CONNECT MOBILE MARKET



Sponsors

Executive Center for Economic &
Educational Development (EXCEED)
800 W Fifth Street Greenville, NC

Cultivate Third Street

Vidant Health foundation

USDA Farmer's Market
Promotion Program

Join us

Saturday, August 13, 2016

8:00 am —12:00 pm

**3606 S. Main Street
Farmville, NC**

5:00 pm—7:00 pm

**3rd Street Community Gardens
600 W. 3rd St. Greenville, NC**

Community gardens and local farmers are great sources of delicious and nutritious fruits and vegetables; however, far too often many of our citizens don't have access to this valuable resource. Well that is about to change. The Access Connect Mobile Market will be strategically parked in Pitt County communities that have been identified as food deserts.

Join us on Saturday for the launch of the markets to learn more about us and how we can help you provide healthy food for your family!



farmers market popping up downtown

BY THE DISPATCH STAFF

This Friday, a new pop-up farmers market will be open from 9 a.m. to 4 p.m. in front of the Henderson Police Department on Breckenridge Street.

Backed by the Green Rural Redevelopment Co-op, the market will provide an outlet for the Latino Micro Market Farmers Association. There are 37 people participating in the association, with each having one or two garden beds. The co-op turned four vacant lots within the city into working farms, according to Green Rural Development Executive Director Henry Crews. The organization hopes to expand in the future.

The Embassy Cultural Center Foundation board agreed to let the co-op use the space for the market. The pop-up market will also support other local farmers; people with the plan to go the the vari- Wednesday farmers mar- in the area and purchase ce, which will be kept market's refrigerated

MARKET/PAGE A7

HELP HENDERSON CELEBRATE 175 YEARS

The Daily Dispatch is bringing a special section on Henderson's 175th anniversary, and we would love to share your stories, either in print or online. If you have a favorite memory from four years ago or 175 years ago, please share it with us. We are looking for no more than 150 words, and we are

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Blackburn said.

MARKET

FROM THE FRONT PAGE

truck for sale at the Friday market. This will help support other local markets and increase the selection for shoppers, Crews said.

The market will also help address food deserts in Henderson, Crews said. Food deserts are low-income areas where people have to travel long distances to buy healthy food at reasonable prices. Grant funding from Triangle North Healthcare Foundation is helping with that goal.

The Friday pop-up market will feature baked goods, produce such as peppers and tomatoes, honey and other products. There will also be hamburgers, hot dogs and barbecue for sale.

Customers can use debit cards, credit cards, SNAP cards and cash. The market will double those SNAP funds up to \$20. The ability to be able to work with customers who receive food assistance through SNAP was important to market organizers.

"We want to provide fresh produce to people who live downtown, who work downtown," said Carolyn Powell, executive director of the Downtown Development Commission.

Powell initially suggested the idea for creating a downtown market to Green Rural Development.

Organizers expect the market to grow, with educational components coming online. Powell said she also sees it as a business incubator.

"It gives people who work downtown the opportunity to support the local economy," she said.

The market will be

a beneficial addition to downtown, bringing more foot traffic and more money into the district.

Organizers plan to make this a weekly event during the growing season.

AT THE MARKET

The following is some of what you'll find at the pop-up farmers market in front of the Henderson Police Department on Breckenridge Street on Friday: squash, zucchini, eggplant, string and butter beans, tomatoes, peppers (bell, jalapeno, chile and cayenne), hot dogs, hamburgers, barbecue chicken and corn on the cob.



Home & Garden
Fall 2016

Coming
Wednesday, September 7th

A wide variety of home topics, landscaping, interior decorating, construction planning and remodeling.

Advertising Deadline:
Thursday, August 25th

THE DAILY DISPATCH
252-436-2821



New farmers markets increase healthy eating options

BY GINGER LIVINGSTON

The Daily Reflector

Access to local and sustainability grown food is growing in Greenville with the opening of two new farmers' market locations this month.

The Coalition for Healthier Eating is partnering with the city of Greenville to operate Down East Farmers Market on Saturdays at Five Points Plaza at the corner of Fifth and Evans streets. EX-CBED Inc. is partnering with several local and federal organizations to op-

erate the Third Street Farmer's Market and Access Connect Mobile Market on Saturdays at Third Street Community Gardens, 600 W. Third St.

The new markets developed in

See MARKET, A7

Vickie Sumrell shops for produce from the A&M Farm stand in front of Five Points Plaza last week. Multiple groups are launching new initiatives to sell locally grown fresh produce in Greenville and Pitt County.

JULIETTE COOKE/THE DAILY REFLECTOR

135th year, No. 268 © 2016



FACEBOOK.COM/DAILYREFLECTOR

Lottery

Pick 3: 0-6-6 Pick 4: 6-2-8-4 (day)
 Thursday night drawings:
 Pick 3: 0-9-8 Pick 4: 3-4-6-6
 Cash 5: 1-18-19-21-24
 Lucky for Life: 15-17-27-37-45 8

REFLECTOR.COM

Weather



Today: 86, warm
 Tonight: 67, cloudy
 Forecast on A2



Peylor
 Sawyer,
 Christ
 Covenant

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REFLECTORNEWS

MARKET

Continued from A1

part out of concern that the county-owned Leroy James Farmers Market is out of reach for some city residents. The facility is at 4560 County Home Road several miles from west Greenville and the downtown areas. The Leroy James market is operated by Pitt County Cooperative Extension.

"People are saying they want to consume locally produced products but they don't always have time to drive out to County Home Road," said Maxine White, executive director of the Coalition for Healthier Eating. "Many of the people who visited our market are people who are riding their bikes or who walked, including students from East Carolina University."

Transportation

Transportation is an even greater issue for residents living in neighborhoods surrounding the Third Street Community Center, which the U.S. Department of Agriculture has designated as a food desert, said C.D. Gay, executive director of EXCEED Inc., the Executive Center for Economic and Education Development.

"In the west Greenville area there are about 5,200 residents, mostly African-American residents. The issue is that population for the most part is either elderly and don't drive or those that do drive don't have adequate transportation," Gay said.

To reach the two nearest supermarkets in the community, Piggly Wiggly and Save-A-Lot, which are both located on Dickinson Avenue, people have to struggle with carrying grocery bags on buses or have to hire a taxi or a neighbor to drive them, Gay said.

The Mobile Market purchases produce from local growers and drives to locations in the community that are easily accessible to neighbors. In its inaugural season, the market will be

we can have two units," Gay said. "We have the support out there."

Increasing the market's supply chain is a top priority for Gay.

"Smaller growers can't grow amounts to reach commercial markets but they can grow enough for us and folks like Maxine," he said. The more outlets growers have the more opportunity to sell their products and increase their income, Gay said.

The Coalition for Healthier Eating works with a network of 34 growers located throughout the state. The suppliers provide the coalition with product and the coalition sells it from a single stand.

"We can get a variety of whatever it is the consumers want," White said. A supplier based in the North Carolina mountains can provide asparagus; others are raising grass-fed meat. There also is demand for standard vegetables such as tomatoes and potatoes.

Both projects developed out of conversations White and Gay had with Tiana Keith, the city of Greenville's Neighborhood Liaison/Community Ombudsman.

Greenville City Council members on several occasions expressed a desire to have a farmers market. Surveys determined where residents wanted markets to be located and hours of operation.

"We had some significant response and interest in a farmers market in the center city area," Keith said. The success of Uptown Greenville's summertime Umbrella Market at Five Points Plaza further demonstrated the interest and support for a market.

Framework

Keith discussed with Pitt County Cooperative Extension what framework the city needed to build to support a market. She then turned to White.

"We have had some conversations with Miss White for other projects," Keith said.

University's home football game with North Carolina State University. Keith said she was interested to see the response given the attention Greenville pays to that football rivalry. She was not disappointed.

Destination

"What I found interesting is the folks who came to the market it was their destination," she said. It was good to know people were seeking out a source of sustainability grown food, Keith said.

The Mobile Market launched Sept. 17 and 75 customers turned out, Gay said.

EXCEED is getting its produce from several local growers and Greenville Produce. The Mobile Market is not set up at this time to accept SNAP/EBT payments, Gay said.

However, the market is partnering with the Green Rural Redevelopment Co-op which accept Supplemental Nutrition Assistance Program payments and provides a dollar-for-dollar match to be spent at the mobile market and other vendors at the Third Street location.

The result is an individual who uses \$20 of the SNAP benefits will get \$40 in tokens to spend at the market, Gay said.

The Down East market accepts SNAP/EBT cards along with debit and credit cards, White said.

White and Gay said they are pleased the community is supporting their respective markets and look forward to continued growth.

Gay said the Mobile Market will run through late November or early December then close for the winter months. Keith said the Down East Farmers Market is scheduled to run through mid-November, but White said the market's staff believes it could run year-round because some of its producers grow vegetables in winter.

"We want the public to drive our goals, drive demand," White said.

"I just hope the market contributes to a fun, vibrant uptown Greenville," Keith



Bringing farm fresh goodness to your neighborhood!

Now proudly serving the residents of Pitt County!

Our mobile market is strategically deployed to three identified Pitt County food deserts. Through careful collaboration with local growers and area nonprofits, EXCEED brings fresh fruits and vegetables as well as other value added products to needy and deserving families.

Third Street: The Mobile Market will be parked at the Third Street School on Saturday evenings 5pm-7:30pm

Main Street Farmville: ACMM brings fresh produce to the Farmville Community on Saturday mornings 8am-1pm. Visit us at 1306 S. Main Street

South Greenville: Our market serves the residents of South Greenville on Thursdays from 10am-4pm

Who We Are

About Us

Access *Connect Mobile Market* is a committed to connecting Pitt County families with local farmers and growers to ensure that all residents have access to healthy food choices. Our *Farm to Table Network* includes farmers, community garden operators, nonprofit agencies and vendors

Contact Us

Phone: Carlton Gay 252-320-0297

Email: exceedcd@gmail.com

Phone: Jason Lindsay (919) 808-1246

Email: growfoodgrowcommunity@gmail.com

Building strong communities through partnership:

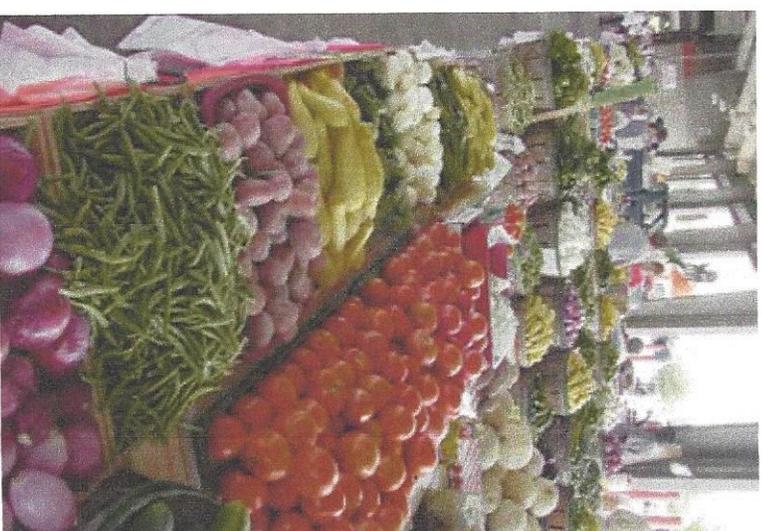
Executive Center for Economic & Educational Development, Inc. (EXCEED)

USDA Farmer's Market Promotion Program

Vidant Health Foundation
Cultivate 3rd Street

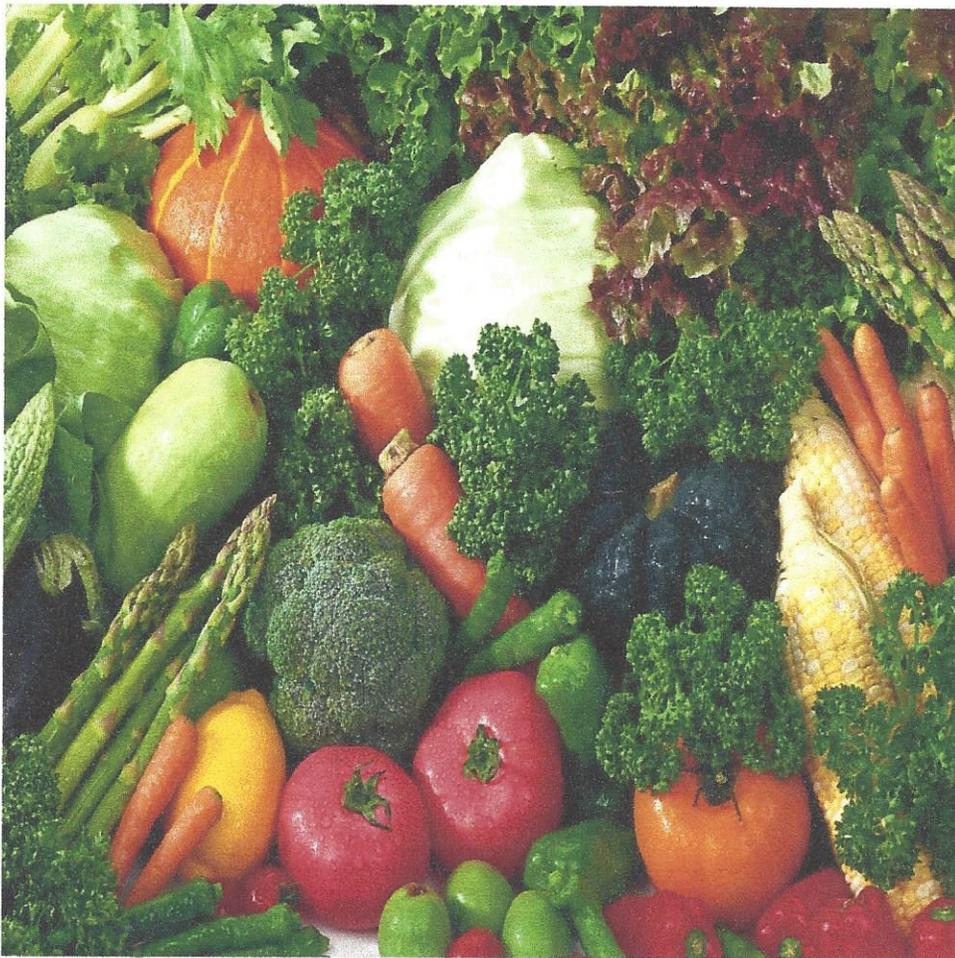


ACCESS CONNECT MOBILE MARKET
800 W. Fifth Street
Greenville, NC 27834



ACCESS CONNECT MOBILE MARKET

A Division of EXCEED, Inc.



SAT MAY 30TH

FARM TO TABLE

EVENT

It's hard to beat fresh foods grown in Eastern NC

Come out and meet some of the area's local growers and see what they have to offer. Vegetable stands and farmer markets offer a wealth of fresh foods and Saturday morning (May 30th) there will a host of growers in the heart of the city. Look for us on the corner of 5th and Contentena (800 West Fifth Street) and bring a friend!



Sponsored by the Farm To Table Network Initiative

A USDA Farmers' Market Promotion

**Farmers Feed
America!**

**Farm Fresh
Goodness in the
heart of the city!**

**Locally grown
fruits and
vegetables**

**Healthy Choices
Healthy Families**

**Come support our
local growers**

EXCEED-CDC

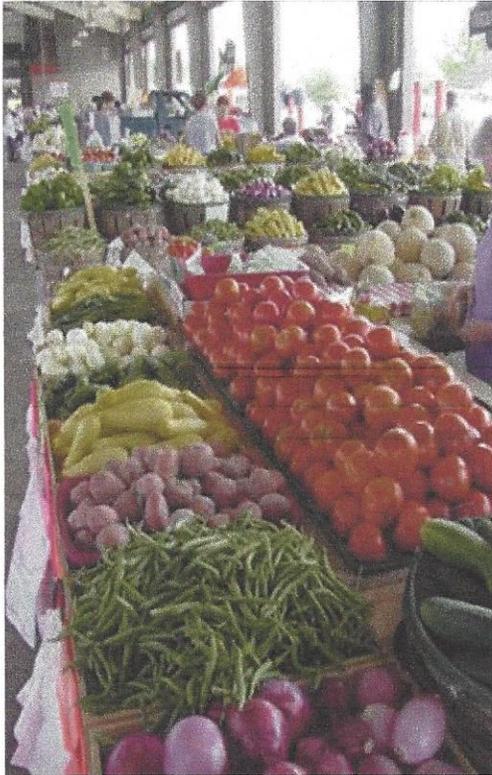
Post Office Box 8396
800 West Fifth Street
Greenville, NC 27834

www.exceedcdc.com

exceedcdc@gmail.com

Coming Soon

Third Street Farmer's Market & ACCESS Mobile Market



Sponsors

Executive Center for Economic &
Educational Development (EXCEED)
800 W Fifth Street Greenville, NC

Green Rural Redevelopment Co-Op

Vidant Health foundation

USDA Farmer's Market
Promotion Program

Saturday, September 17, 2016
8:30 am—12:30 pm
**Third Street Community
Gardens**
600 W. 3rd St. Greenville, NC

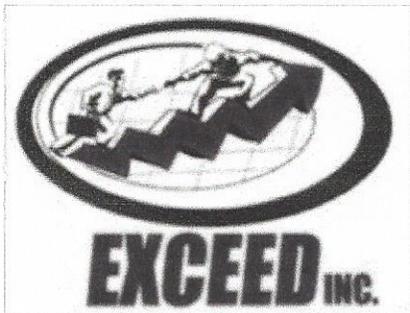
Community gardens and local farmers are great sources of delicious and nutritious fruits and vegetables; however, far too often many of our citizens don't have access to this valuable resource. Well that is about to change. Third Street Farmer's Market and ACCESS Connect Mobile will be play a vital role in Pitt County to address this need.

Join us on Saturday for the launch of these markets to learn more about us and how we can help you provide healthy food for your family!

Local farmers and vendors are encouraged to participate by calling EXCEED's office 252-689-6460 or registering at 800 West Fifth Street Suite 1 Greenville, NC 27834.

Registration cost \$10.00 to vend.

*Activities will be available for
your children.*



Executive Center for Economic & Educational Development, Inc.

Operating and Growing in 2016

Tips and Tools for Small Businesses, Non-profits, and Local
Farmers

Thursday, March 24, 2016 9:30 AM - 1:00 PM

*WORKSHOP
DESIGNED TO EMPOWER
ORGANIZATIONAL
LEADERS AND
ENTREPRENEURS*

*PROFESSIONAL
DEVELOPMENT*

NETWORKING

LIMITED SEATS

FREE REGISTRATION



Workshop Description: Operating and Growing in 2016: Tools and Tips for Small Businesses, Non-profits, and Local Farmers is a half day workshop designed to empower business and organization leaders to better serve their customers while achieving their established goals. During the event subject matter experts will discuss: 1) Business and Organizational Structure 2) Governance and Staffing 3) Marketing and Solicitation 4) Budgeting and Recordkeeping and 5) Partnerships and Collaborations. In addition to the professional development, participants will have the opportunity to network with the presenters and with each other.

Executive Center for Economic &
Educational Development, Inc.

800 West Fifth Street Suite 1
P.O. Box 8396
Greenville, NC 27834

Phone: 252-689-6460
Fax: 252-558-1324
E-mail: exceedcdc@gmail.com

To register please visit: <https://www.eventbrite.com/e/operating-and-growing-in-2016-tickets-2090521> or call 252-689-6460 **Register early, space is limited.**

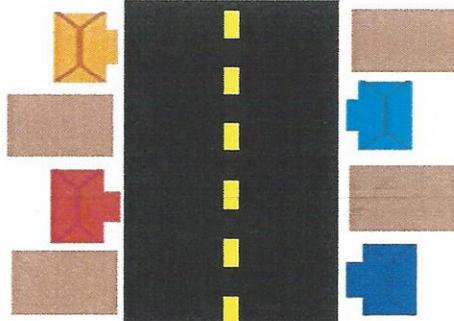
**Place: The Heart Institute at ECU
115 Heart Drive Greenville, NC 27834
Auditorium Room A**

GRRO RURAL MICRO MARKET FARM

GROWING OPPORTUNITY

In many communities, there is a vast number of city-owned, empty and unused lots located between residential areas.

Many of these communities are also food deserts. Residents there do not have easy access to a grocery store or other healthy, affordable food sources.



IMPLEMENTING THE PLAN

Green Rural Redevelopment Organization (GRRO) has a plan:

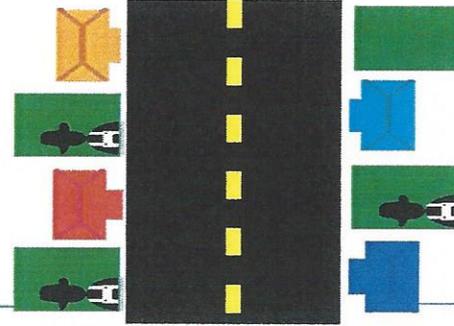
They're transforming empty lots into profitable, sustainable micro-market farms. This model provides entrepreneurial opportunities for locals and increases access to fresh, local, organic food within walking distance for neighbors.

Follow the yellow line to learn about GRRO's step to productive plots. >

ECONOMIC DEVELOPMENT

Farmers will sell as a co-op to large markets. Since farmers are both organic and GAP certified, they will be able to sell to local schools, restaurants and institutions.

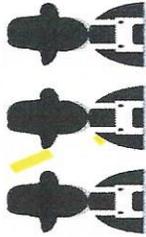
This model creates job opportunities for the farmers and partnering companies in the area.



ACCESSIBILITY

Our neighbors can walk from their houses to nearby farm stands to buy fresh produce at affordable prices. This model increases access to healthy, local foods and strengthens food security, health outcomes, and quality of life in local communities.

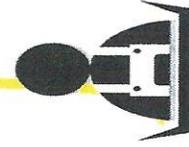
5 At the close of the growing season, the most exemplary trainees are chosen from the entire group as Lead Farmers for the newly developed micro-market farms.



6 The remaining trainees are encouraged to continue practicing on empty lots or at micro-market farms during future growing seasons in order to become Lead Farmers.

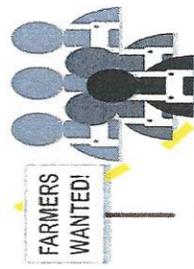


3 Learning continues at a local community garden where trainees observe skills learned in the classroom.



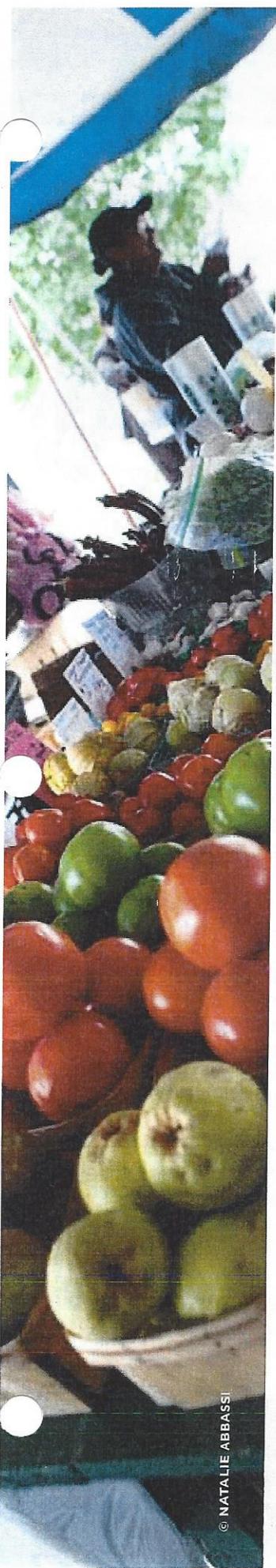
2 Classroom sessions are facilitated to teach the trainees useful farming practices and entrepreneurial skills required of a successful farmer.

4 Trainees are divided into small groups and become responsible for an empty lot in the community. As a unit, the group practices farming and entrepreneurial skills for a complete growing season.



1 Recruit members from the community who are interested in becoming small farmers. Provide details about trainings and program expectations.





AT A GLANCE

Resourceful Communities, a specialized program of The Conservation Fund, helps partners build on local assets to create sustainable communities. For more than 20 years, we've provided vital support so communities can plan and implement locally-led projects that provide economic, environmental and social benefits. Read on to learn how we help.

Investing In Community

Resourceful Communities' small grant program, the Creating New Economies Fund, provides direct investment to community-based efforts. Seed money supports a range of "triple bottom efforts" such as: eco- and heritage tourism, youth conservation programs, farmers' markets, alternative energy production, and more. For one grantee, Green Opportunities, assistance from Resourceful Communities helped launch their "green collar" job training program, which mentors hard-to-employ youth and places program graduates in career-based jobs; and helped secure more than \$4 million in additional support.

Strengthening Organizations

Our experience demonstrates that organizational training, in addition to direct small grant investment, ensures success of community organizations. Resourceful Communities takes needed training to partner organizations. For community partner Stecoah Valley Center, this training included organizational business planning, leadership transition, fundraising and more. Stecoah now provides small business training for local entrepreneurs and generates revenue for businesses offering traditional Appalachian food, music and crafts to 10,000 neighbors and visitors every year.

Building The Network

Resourceful Communities has built a dynamic and diverse network of community organizations and resource providers. We provide opportunities to engage through workshops, learning visits, small group meetings and facilitated introductions. This engagement builds peer-to-peer connections so community leaders can learn from and support each other. We help communities secure funding and connect with other resources, share "triple bottom line" strategies, and create partnerships to replicate innovative efforts.

Since 2001, Resourceful Communities Program has created more than 500 jobs, funded 332 grants, and trained more than 5,000 community leaders. We have awarded over \$2.8 million, which has helped partners leverage \$12 for every \$1 awarded.

Find out more at www.resourcefulcommunities.org

Farmer's Market Connection

Congratulations! You have been selected to assist with a Farmer's Market project. We would like to invite you to attend a Farmer's Market Connectivity meeting on Monday, December 5th, 2016. This meeting is intended to provide an opportunity to learn about the project and promote relationships with the community farmers. We look forward to seeing you all there! * Refreshments will be served. *

Where: Vidant Health Administration Board Room

When: December 5th, 2016

Time: 10:30 am— 11:30am

RSVP Contacts:

~ Jennifer Dietsche: (252) 847-4182 or Carolyn Wineland (252) 816-7357 ~



VIDANT HEALTH™



VIDANT HEALTH™

Good Afternoon,

As we work to meet the changing aspects of a health care world, we realize the value of the combined knowledge and skills on our project efforts. The power of knowledge will become more important than ever as we move forward together in our dynamic project efforts.

You have been selected by leadership for participation in a system project. The intent of the project team is to create a Farmer's Market on the Greenville campus. This project is designed to support our local communities through a foundational commitment to employee and community wellness.

This team will support the project charter and execution of the work breakdown structure, with all efforts leading to knowledge sharing, task connectivity, and project transparency. Not all components of the project will involve all members of the team. More than one project task may be undertaken at a time, but there will be a focused effort on task interdependencies and project movement.

An appointment of the above will be sent to your calendar. We are excited for you to partners with us in our project efforts. We genuinely hope you will find this project energizing, useful, and informative. If you have any questions or concerns, please contact Jennifer Dietsche at 252-847-4182. We are looking forward to working with you and thank you for your partnership. You will be a valuable asset to this team.

Sincerely,

Jennifer Dietsche, Director

Janet Mullaney, Chief Administrative Officer and Executive Sponsor

VIDANT FARMERS MARKET

GRRO (Green Rural Redevelopment Organization), EXCEED, and Conetoe Family Life Center (CFLC), all Vidant-supported grantees, have agreed to work cooperatively to support a bi-weekly pop up farmers' market at Vidant for the more than 3,000 employees of the hospital. Employees will walk past the market on their way to and from the employee parking lot, making it easy for them to have access to fresh, local, healthy produce. This effort will support Vidant's wellness programming to benefit the healthcare center staff.

The pop up farmers' market will accomplish several goals that are critical to the regional food system in eastern North Carolina. First, it will provide readily-accessible, locally-grown and freshly prepared healthy food for the Vidant medical family through the Mobile Farmers Market. It will build the capacity of the partner organizations, and existing and beginning farmers to provide a variety of local produce from their own Micro Market Farms that will be USDA GAP Certified. All of the source food offered would have to be USDA certified, FDA approved and / or prepared in Certified Kitchens. Finally, it will be an important step forward in demonstrating food value chain coordination through Food LINC (<http://www.usda.gov/documents/food-linc-overview.pdf>), a national initiative spearheaded by USDA and philanthropic partners. The Conservation Fund's Resourceful Communities program (www.resourcefulcommunities.org), a national nonprofit and funder / partner with GRRO, EXCEED and CFLC, is one of the ten value chain coordination partners in Food LINC.

GRRO, EXCEED and CFLC propose to provide services related to stocking and staffing the pop up farmers' market and selling produce, meal kits and other healthy foods onsite, including:

- Coordinate crop planning and production, and aggregate produce from fellow local GAP or Organic Certified farmers, buying from them directly and selling on their behalf;
- Provide meal kits – produce packaged/sold together with a recipe for a simple meal using those ingredients;
- Offer samples at the Farm Owned Grocery Stands (FOGS) that will be erected beside the Mobile Farmers Market;
- Serve as vendors / staff the pop up farmers' market; and
- Rotate weeks, shifts among the organizations – GRRO brings their stand to the market one week, EXCEED the next, Conetoe Family Life Center the next, etc. – to ensure ongoing availability of foods.

Initially, the partner organizations propose to offer the pop up farmers' market once every two weeks at one Vidant location, to ensure that production, processing, transportation and other logistics are effective in meeting the demand for fresh healthy foods. We will also test whether there is a need for the partners to utilize a refrigerated/freezer truck to store produce, or mobile market units to meet increased demand for the foods. As the partners and farmers increase capacity, we will coordinate with Vidant regarding replication at any additional location(s).

Benefits: The proposed pop up farmers' market will:

- Promote health and wellness for participating Vidant employees;
- Create a new market for existing and new / beginning farmers, and build their

- capacity by helping the farms become GAP certified;
- Strengthen the food value chain connections by intentionally connecting and supporting community organizations working in the region's food deserts; and
- Help the participating organizations strengthen their operations, generate revenue and become more financially sustainable.

Roles and responsibilities of partner organizations: In order to most effectively coordinate the pop up farmers' market, the project partners propose the following for initial consideration:

- **GRRO, EXCEED and CFLC** will develop and implement a plan for the first Vidant location, including:
 - o Identifying potential demand by developing a brief survey to be distributed by Vidant, and aggregating/ analyzing the responses;
 - o Identifying and coordinating with farmers to supply the food, helping them secure GAP certification, and supporting them in crop planning;
 - o Developing and implementing aggregation, processing and transportation schedules for getting the products to the market;
 - o Developing product pricing and ensuring availability of SNAP/ EBT machines for use in sales; and
 - o Providing staffing for all activities above, and coordinating evaluation of the market activities.
- **Resourceful Communities** will provide planning and capacity-building support to the project partners and farmers, as needed, to strengthen partner operations and food value chain coordination.
- **Vidant** will provide support to:
 - o Provide the location for the pop up farmers' market;
 - o Distribute the survey to employees to identify potential demand;
 - o Market the pop up farmers' market to employees, and encourage participation through purchases; and
 - o Explore potential for providing "Double Bucks" matching funds for SNP/ EBT benefits, to ensure affordable prices for low-income consumers and fair market prices for farmers.

Summary: The proposed pop up farmers' market will provide an important opportunity to increase health and wellness for the Vidant medical system family, while also strengthening the project partners' operations and connections across the regional food value chain. We greatly appreciate the opportunity to bring together this extraordinary collaborative effort that will be good for Vidant's employees, as well as the region's people, farmers, communities and health. Thank you.

Eastern North Carolina Mobile Farmers Market Cooperative Team

Direct Technical Assistance:

Malissa Hoover
Executive Director, Democracy at Work Institute

The only national organization dedicated to worker cooperative development.

The Democracy at Work Institute advances the worker cooperative field in order to create a fairer economy and better jobs. Across the country rural communities face unique challenges in building and maintaining thriving economies. Cooperatives have long been a staple of rural economic development, ensuring communities have access to the goods and services they need through a business model that builds the community, not extracts from it. Today rural communities are increasingly exploring worker owned cooperatives as a tool for economic development and community asset creation.

Worker Cooperatives in rural areas face the same challenges as urban cooperatives, and in addition they often lack access to resources and connections to other cooperatives to learn from. The technical assistance programs of the Democracy at Work Institute and Network help to bridge this gap by providing free or low cost support to worker cooperatives in rural areas. Our services range from business planning and feasibility studies to cooperative education and training to support in designing effective cooperative governance and management structures.

Community Organizations:

Mikki Sager
Director, Resourceful Communities and Vice President The Conservation Fund

Working with a network of 500 grassroots and community organizations, we take a balanced 'triple bottom-line' approach that generates economic, environmental and social justice benefits. Our

effective combination of direct support, skills building and connections to resources nurtures real change where it's needed the most. By bringing together communities and conservation, people and places, we have created or retained over 1,000 jobs, and advanced a \$12 to \$1 return on investments in community solutions.

FARMERS & TRAINING: GAP, Organic

**Karen McSwain, Farm Services and Food Systems Director
Carolina Farm Stewardship Association**

The Carolina Farm Stewardship Association (CFSA) is a farmer-driven, membership-based 501(c)(3) non-profit organization that helps people in the Carolinas grow and eat local, organic foods by advocating for fair farm and food policies, building the systems family farms need to thrive, and educating communities about local, organic agriculture.

Founded in 1979, they are the oldest and largest sustainable agriculture organization in the Southeast. For over three decades, they have successfully united farmers, consumers and businesses to build a just, healthy food and farming future.

FUNDING & Co-op Development:

Ed Whitfield, Co-managing Director, Fund For Democratic Communities

F4DC was founded in 2007 and since then has made over \$1 million in grants to support grassroots democratic organizing efforts, primarily focused in the Southeast, North Carolina and Greensboro. We operate with a strong belief in the power of ordinary people in neighborhoods, workplaces and other communities to understand and solve their own problems when given an opportunity to put their heads together and hear the diverse voices of all involved. The Fund for Democratic Communities (F4DC), a Greensboro, North Carolina based private foundation, supports community-based initiatives and institutions that foster authentic democracy to make communities better places to live. F4DC makes grants to groups that engage in participatory democracy to further their social change objectives; convenes groups

and individuals committed to social and economic justice through deepening democratic practice; conducts research; and and produces materials to nurture the growth of authentic democracy.

FARMERS, EBT/SNAP:

Margaret Krome-Lukens, Project Manager, **Beyond Hunger Relief Program**
Rural Advancement Foundation International (RAFI)

RAFI cultivates markets, policies, and communities that support thriving, socially just, and environmentally sound family farms. Connect2Direct aims to dramatically increase farm to consumer direct sales and the usage of EBT/SNAP at farmers markets in NC by:

- providing training and technical assistance to markets and market vendors
- creating effective marketing and outreach campaigns
- facilitating the transactional process for EBT/SNAP, and
- Building statewide capacity and efficiency to ensure all North Carolinians have access to fresh foods grown by local farmers.

PRODUCE & STORAGE:

Keith Purvis & Rea Purvis, Greenville Produce

. Fresh Local Produce, Fast Friendly Service. We strive to satisfy our customers through a motivated work staff to ensure the up-most convenient, reliable service available while meeting high standards of quality. A mutual benefit is the greatest thing we can establish and that is the goal.

As a wholesale company, we stress the importance of relationship over any other facets of business. A strong relationship comes from good communication and sacrifice of time to ensure a job well done. We see the product from the supplier to the end user. This makes our relationship with our suppliers just as important as those with our customers. In this industry it is all about relationships and customer service

Farmer's Market Project:
Identified Internal Project Team
11/7/2016



- Legal
 - Mary Beth Johnston
 - Carroll Hightower
- Wellness
 - Russell Allen
- Vidant Foundation
 - Kahla Hall
- Transportation
 - Jeff Dial
- Vidant Company Police
 - Gary Askew
- Facilities & Properties (F&P) – Property Oversight and Structure Construction
 - Garrett Theisen
- Internal Communication
 - Katie Frick
 - Olivia Richmond
- Dietary
 - Colleen Bucher
- Human Resources
 - Bobbie Jo Vaughn
 - Liz Gurkin
- Employee Recognition and Retention
 - Will Moore
- Organizational Development/Communication
 - Ryan Samia

→ Teach 200 class a week

Eastern Carolina Mobile Farmers Market Cooperative

Cooperative Business Pre-Feasibility Guiding Questions

Overview	
Does the business idea or project have a name?	Placeholder for this document: Mobile Market
Briefly describe the project in 1-3 sentences, focusing on the main revenue-generating activity of the business and the benefit it provides to its members and the community.	The business is a cooperatively-owned mobile farmers market serving anchor institutions, starting with hospital in Greenville, North Carolina. The market provides three central benefits: (1) It gives community members access to fresh healthy foods, helping healthcare institutions meet community health equity goals, (2) It provides an outlet for local small farmers to sell their produce, and (3) It provides revenue as a social enterprise to its owners, local nonprofit organizations working in affiliated fields.
Cooperative Business Model	
What is the main activity of the business?	Setting up and staffing mobile farmers markets that serve local hospitals.
What need is this business meeting?	Meets community need for fresh produce in convenient location; meets nonprofit organizations need for additional revenue.
Who are its customers and sources of revenue?	The main source of revenue the hospital paying Mobile Market to come set up the farmers market? Or is the main source of revenue customers paying Mobile Market is effectively a grocery store, buys produce from farmers (or on consignment?) and resells it at the market. Revenue source: contract with hospital and all income from sales.
What are its most significant ongoing costs?	Costs are equipment, transport, staffing, and wholesale produce costs.
Market	
What is the market or markets for this business? Where and to whom will it sell its goods or services?	Hospitals and other large anchor institutions. More specifically, hospitals and anchor institutions that have some commitment or obligation to health equity outcomes, increasing access to healthy food, and/or improving the health of their workforce. Is there incentive funding for health equity work that Mobile Market can tap into? Would Robert Wood Johnson foundation be interested in investing in projects like this that meet their health equity funding area?
Membership	
A cooperative is a member benefit entity, and its activities	This project is intended as a revenue-generating social enterprise that ultimately benefits the nonprofit organizations that will co-

are intended to benefit its members – either through providing them with quality jobs, bringing them goods or services they wouldn't otherwise have, or helping them gain access to markets. Why is this project uniquely suited to be democratically owned and governed by members as a cooperative as opposed to some other business structure?	own it. These organizations are in affiliated fields, and their mission-driven work is complementary to the aims of the cooperative. MH comment: There is still an open question to me about the value and fit of a cooperative in this case.
Who will be the members of the cooperative? (The people who work in it? Buy from it? Use it to market their goods?)	The proposed members of the cooperative are organizations that work in related fields. There may be some advantage to having multi-stakeholder membership that includes customers and workers, but this has not been explored yet.
Startup	
What capital does the business need to launch?	Rough estimate: two trucks, equipment and supplies, working capital (what are working capital needs? for how many months?).
What is the target size at launch (\$ revenue, # workers)?	The business will open with a pilot project serving one hospital. (
What is the business's breakeven point? What are the working capital needs until it reaches break even?	
Do you have initial financial projections for the project?	It will be key to put together even a very basic pro forma that shows profit and loss and cash flow projections for the length of the pilot project, as well as initial capital needs.
Growth and Added Value	
What are the growth opportunities and pressures for this business?	Growth opportunities seem strong, if the business is able to effectively deliver value to its customers and to the farmers it serves. An assessment of the anchor institutions interest/needs/capacity is needed to help better understand the true growth potential.
What additional positive impacts will be generated by the growth of the business?	There is an opportunity to use the additional market opportunities generated by Mobile Market to help local farmers change their practices. The MM could tie in to other work being done to retrain and certify farmers in more sustainable methods, by providing a market incentive to make this change.

**Meeting Agenda:
Farmer's Market
Monday | 11/7/2016**



VIDANT HEALTH™

Meeting Location: Doctors Park 5 Main Conference Room

Date/Time: Monday, November 7, 2016 | 9:00am-10:00am

MEETING PURPOSE/OBJECTIVE:

- Communicate awareness of the Farmer's Market multidisciplinary project.
- Conduct knowledge sharing and stakeholder identification for project management coordination.

MEETING AGENDA:

- A. Welcome | Jennifer Dietsche
- B. Measurable Outcomes & Supply Items | Small Group Discussion (900am-0945am)
- C. Drafted Criteria | Small Group Discussion (945am-100am)
- D. Adjourn | 1000am

MEETING INVITED PARTICIPANTS:

Kahla Hall, Jennifer Dietsche, Carolyn Wineland, Keith Wilbur, Luke Waller, and our Farmer Partners.

Enclosures:

- Drafted Criteria

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