

PIEDMONT TRIAD
REGIONAL FOOD COUNCIL



Understanding the Piedmont Triad Food System

Virtual Engagement Meeting

May-June 2020

Welcome!

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PIEDMONT TRIAD
REGIONAL COUNCIL



**SECOND
HARVEST
FOOD
BANK** 
of northwest nc





Please Introduce Yourself!

Use the comment section to tell us your name and home county

A screenshot of a meeting interface's comment section. At the top, a text input field is labeled "Your meeting question or comment". An orange arrow with the number "1" points to this field. Below the field is a blue button labeled "Comment", with an orange arrow and the number "2" pointing to it. Underneath the button is a sample comment in a light gray bubble: "Hi I'm Jane Smith from Caswell county, thanks for putting this on!". Below the comment, it says "2 minutes ago". To the right of the comment are two icons: a curved arrow for "Reply" and a speech bubble for "Agree".



About this project



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REGIONAL **FOOD** COUNCIL

The Piedmont Triad Regional Food Council (PTRFC) is currently working with **Carolina Creative Works** to conduct a comprehensive regional food system assessment centered on building equity for the twelve counties in the Piedmont Triad.

This work is made possible by a four-year, \$634,500 grant from Blue Cross Blue Shield of North Carolina Foundation.

www.ptrc.org/triadfoodcouncil



About the Piedmont Triad Regional Food Council

Vision

Communities united for an inclusive, healthy, and resilient local food economy

The council envisions a Piedmont Triad region comprised of:

- Well-networked well-resourced food councils
- Regional planning and policy process that consistently consider local food impacts
- Representation from each county in the 12-county region through regional or local food councils

Mission

We are community partners working together to improve the Piedmont Triad foodshed. We exist to convene stakeholders and provide structure for collaboration and collective action.

Counties Served

Alamance, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Yadkin

Carolina Creative Works Project Team



Emily Edmonds
Founder and
Principal
Investigator



Josh Meduri
Principal
Consultant



Chanel A. Nestor
Outreach and
Engagement
Manager



Ryne Jones
Community
Development
Research Manager



Hallee Haygood
Research
Coordinator

North Carolina A&T State University Apprentices



Zene`thia Shipp
Agricultural &
Environmental
Systems, BS



Enoch Sarku
Applied Engineering
Technology, MS Agricultural &
Environmental Systems, MS



Nallah Muhammad
Agricultural &
Environmental
Systems, BS

Our goals for the project

The Impacts of Covid-19 in the Triad have highlighted significant issues surrounding food production, food access, supply chains, and inequities that PTRFC will analyze with this assessment process.

This assessment allows us to hear the needs of our communities now and plan for the future.

- **PTRFC can identify immediate and longer-term needs in every Triad community.** Citizens will have the opportunity to connect with resources, agencies, organizations, and knowledge that they need
- **PTRFC can report the results of the assessment** with local governments, nonprofits, hospitals, and others working to address both immediate and long-term food system needs from COVID-19 impacts.

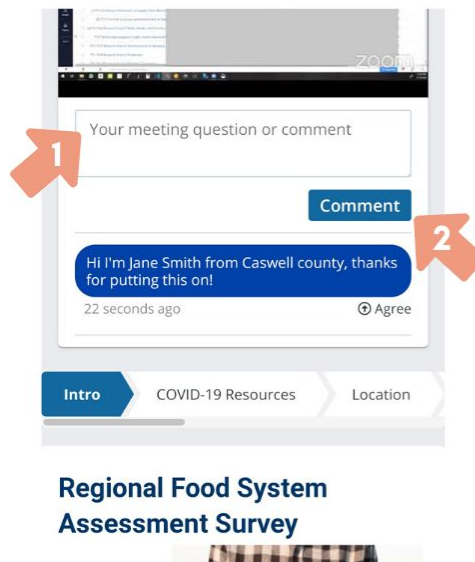
How this platform works

- Comments display on this page in real time
- You can write your own comments & questions and respond to others

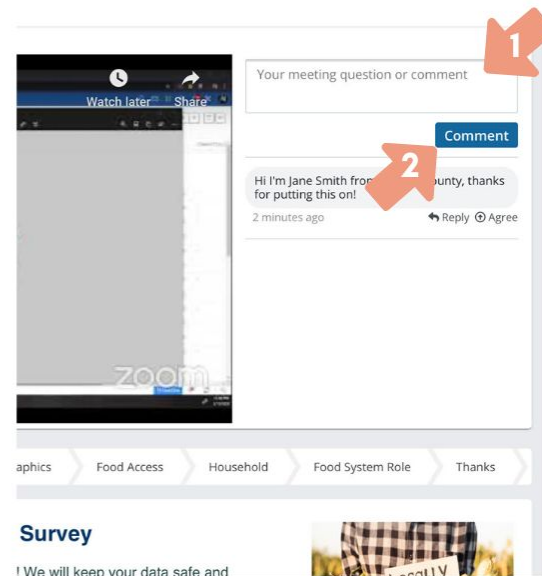
Commenting Policy

It is essential to us that comments remain respectful and kind to ensure that everyone has an opportunity to participate and be heard. As such, moderation for hate speech, rude language, and other inappropriate and/or irrelevant comments is being implemented in all channels.

MOBILE / PHONE



DESKTOP / TABLET



You can email follow-up comments to community@carolinacreators.com if you don't want to comment publicly.

What we're discussing today

1. Equity Discussion

- A facilitated discussion about food system issues, particularly equity, the impacts of COVID-19, and the supply chain
- Quick statistics on the current state of the regional food system

2. Definitions & "Where we are right now"

- An overview of the food system definitions we will be using

3. Survey

- A chance to complete the survey about your role in the food system

4. Mapping

- A mapping exercise to identify food system assets in your community

5. Questions

- Discussion with the presenters

Definitions we'll use: food equity

Food Inequity - Conditions that mean all people do not have the same opportunity to grow and consume healthy, affordable foods that they and their families enjoy eating

Equity - just and fair inclusion into a society in which all can participate, prosper, and reach their full potential

Why is this important in the Triad?

County	2017 Food Insecurity Rate	2017 Child Food Insecurity Rate
Alamance	14.4%	20.5%
Caswell	17.5%	23.3%
Davidson	13.0%	20.2%
Davie	11.4%	19.7%
Forsyth	15.5%	20.9%
Guilford	17.1%	20.4%

County	2017 Food Insecurity Rate	2017 Child Food Insecurity Rate
Montgomery	14.5%	21.7%
Randolph	12.4%	20.9%
Rockingham	15.7%	22.1%
Stokes	12.1%	20.4%
Surry	12.4%	20.7%
Yadkin	11.7%	21.2%



Equity Discussion

Our council members will discuss some of the issues we discussed in the survey.

Please use the comments function to ask questions as we go!

In your county or community, what's the most important equity issue you see in the food system?

Do you think the COVID-19 crisis has changed these issues? How?

In your county, what's the biggest challenge facing farmers, food businesses, or consumers?

Taking the survey

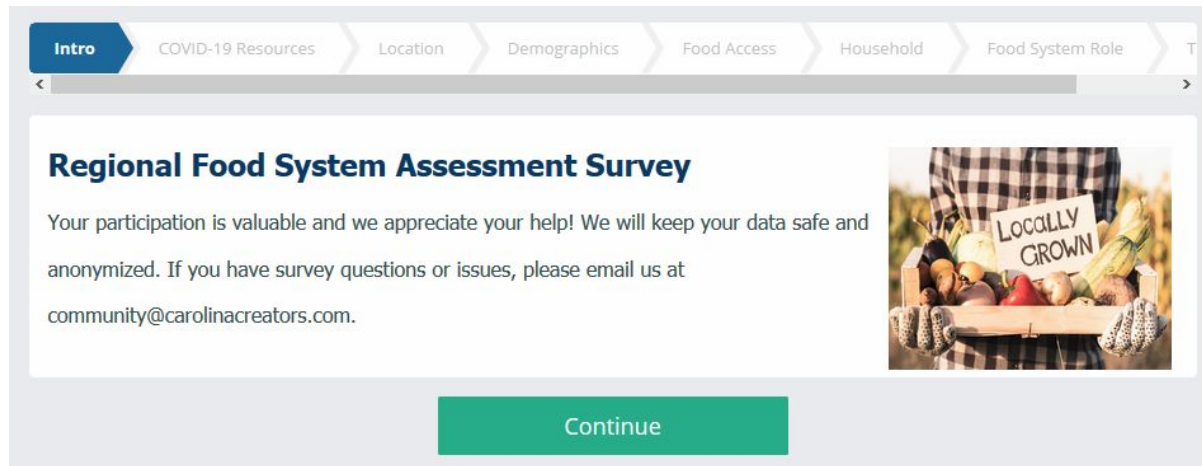
Scroll to the bottom of the meeting page
(or visit publicinput.com/triadfood)

Click the green “continue” button under
the survey description

Complete the survey (it should take only
5-6 minutes)!

The video will remain on your screen
while you take the survey.

*We ask that you answer the survey & interact with
others based on your own direct experience with
the food system. This helps us collect more accurate
data and create a more comprehensive assessment.*

A screenshot of a web-based survey introduction page. At the top, there is a horizontal navigation bar with several tabs: "Intro" (highlighted in blue), "COVID-19 Resources", "Location", "Demographics", "Food Access", "Household", and "Food System Role". Below the navigation bar, the main heading reads "Regional Food System Assessment Survey" in a bold, dark blue font. Underneath the heading, a paragraph of text states: "Your participation is valuable and we appreciate your help! We will keep your data safe and anonymized. If you have survey questions or issues, please email us at community@carolinacreators.com." To the right of this text is a photograph of a wooden crate filled with various fresh fruits and vegetables, including apples, pears, and corn. A small white sign with the words "LOCALLY GROWN" is placed inside the crate. At the bottom of the page, there is a large, green rectangular button with the word "Continue" written in white text.

Definitions we'll use: food for families

- **Food Hardship** - Experiencing a time within the past 12 months of not having enough money to buy the food a household needs
- **Food Desert** - A geographic area in which it is difficult to buy affordable or good quality fresh foods within any given point within the neighborhood
- **Food Insecurity** - being unable to find or afford enough food on a regular basis that you and your family enjoy eating
- **Food Access** - a household's ability to get and buy enough nutritious food (includes transportation access, availability of items, income, and other factors)



Definitions we'll use: food in communities

- **Community garden** - Formal, managed small plots of land that are shared by community members and rotated seasonally
- **Urban gardening** - Typically smaller garden and farm activities taking place within city neighborhoods in metro areas
- **Micro-farming or Micro-gardening** - Small community-based "leftover" plots of land, including backyards, parking areas, undeveloped parcels (usually under 0.5 acres) on which food is grown



Definitions we'll use: the food chain

- **Production** - usually, agricultural production of crops or the production of foods for consumption (sometimes called value-added)
- **Harvesting** - the process of gathering crops that have been planted
- **Processing** - The physical, chemical, and biological changing of agricultural products in order to keep them fresh for future use
- **Packing** - The method by which food grown or processed on farms is physically covered and protected to be transported to stores



Definitions we'll use: the food chain

- **Transporting** - To take or carry goods from one place to another
- **Marketing** - The action or business of promoting and selling any given product or service
- **Food supply chain** - Everything involved between production (creating food) and consumption (eating food); includes processing, storing, packing, distributing, and selling food items
- **Food system assets** - Anything that serves your neighborhood or community, such as gardens, shared kitchens, food pantries, etc.



MAPPING

- Do you buy food from anywhere other than a commercial grocery store?
- Do you know of programs in the community that serve or give food to people in need?
- Do you know of other programs like community or school gardens, urban gardens, or educational programs about food that you can share?

Help us crowdsource your community map!

[Click the link](#) in the sidebar or drop a note in the comments!



Equity Discussion

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Please use the comments function to ask questions as we go!

In your county or community, what's the most important equity issue you see in the food system?

Do you think the COVID-19 crisis has changed these issues? How?

In your county, what's the biggest challenge facing farmers, food businesses, or consumers?

Final Discussion

What are your thoughts about
what we heard from people
today?

Any questions?

If you entered your email in the
survey, we'll keep you updated on
the status of the project!



Thank you!

Contact the Food Council

jbedrosian@ptrc.org

www.ptrc.org/triadfoodcouncil

Contact Carolina Creative Works

community@carolinacreators.com

www.carolinacreators.com

Share the survey!

www.publicinput.com/triadfood

To leave a comment by phone, please call **855-925-2801** and enter project code **8784**.



Thank you!

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