

**PIEDMONT TRIAD**  
**REGIONAL FOOD COUNCIL**



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# Understanding the Piedmont Triad Food System

**Virtual Engagement Meeting**

**May-June 2020**

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# Welcome!

Jennifer Bedrosian, Food Systems Coordinator  
PTRC Regional Planning Department

[jbedrosian@ptrc.org](mailto:jbedrosian@ptrc.org) | [www.ptrc.org/triadfoodcouncil](http://www.ptrc.org/triadfoodcouncil)



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Rachel Zimmer, DNP, NP-C, Asst. Prof & Director WFBH Mobile Health Clinic  
Co-Director of WFBH House Call program

[r.zimmer@wakehealth.edu](mailto:r.zimmer@wakehealth.edu) | [www.WakeHealth.edu](http://www.WakeHealth.edu)



Cori Lindsay, Economic Development Director  
Caswell County

[clindsay@caswellcountync.gov](mailto:clindsay@caswellcountync.gov) | [www.caswellcountync.gov](http://www.caswellcountync.gov)



# About this project

The **Piedmont Triad Regional Food Council (PTRFC)** is currently working with **Carolina Creative Works & Community Food Lab** 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](http://www.ptrc.org/triadfoodcouncil)



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# 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.

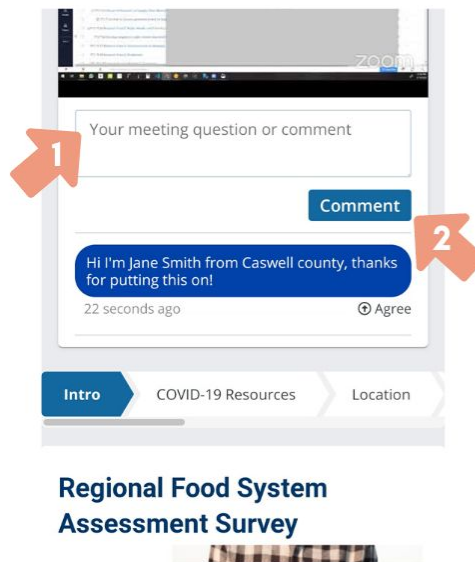
# How this platform works

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

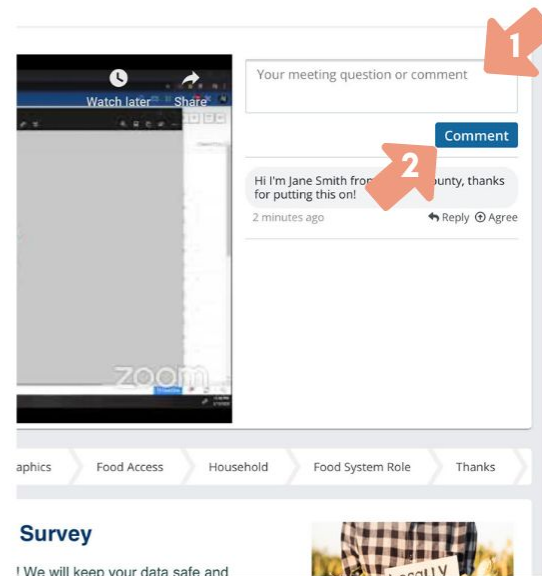
## Commenting Policy

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](mailto: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?

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# Taking the survey

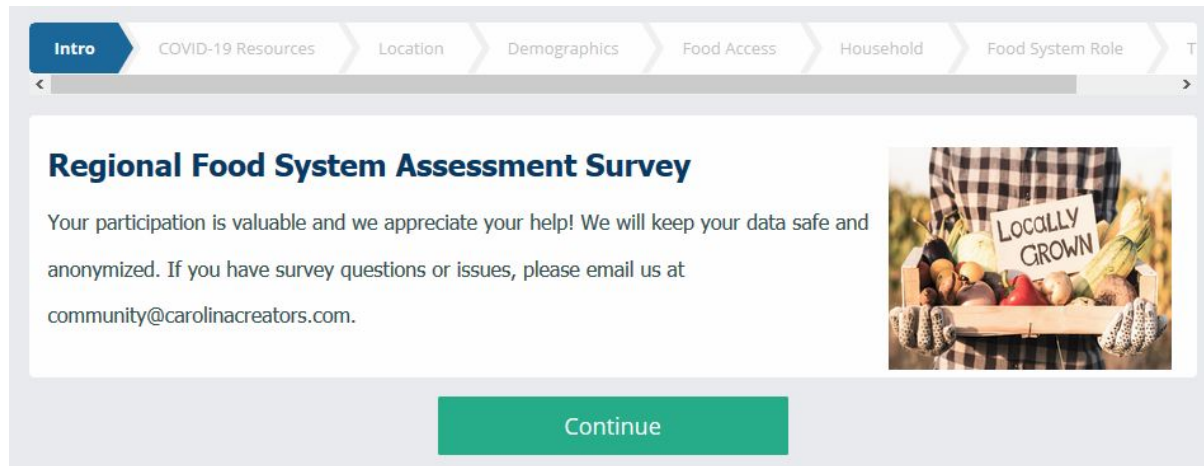
**Scroll** to the bottom of the meeting page  
(or visit [publicinput.com/triadfood](https://publicinput.com/triadfood))

**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 interface. 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 content area has a title "Regional Food System Assessment Survey" in bold blue text. Underneath the title is a paragraph of text: "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 the 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 survey page, there is a large green button with the word "Continue" 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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In your county or community, what's the most important equity issue you see in the food system?

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# 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](mailto:jbedrosian@ptrc.org)

[www.ptrc.org/triadfoodcouncil](http://www.ptrc.org/triadfoodcouncil)

## Contact Carolina Creative Works

[community@carolinacreators.com](mailto:community@carolinacreators.com)

[www.carolinacreators.com](http://www.carolinacreators.com)

## Share the survey!

[www.publicinput.com/triadfood](http://www.publicinput.com/triadfood)

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





# Thank you!

Jennifer Bedrosian, Food Systems Coordinator  
PTRC Regional Planning Department

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