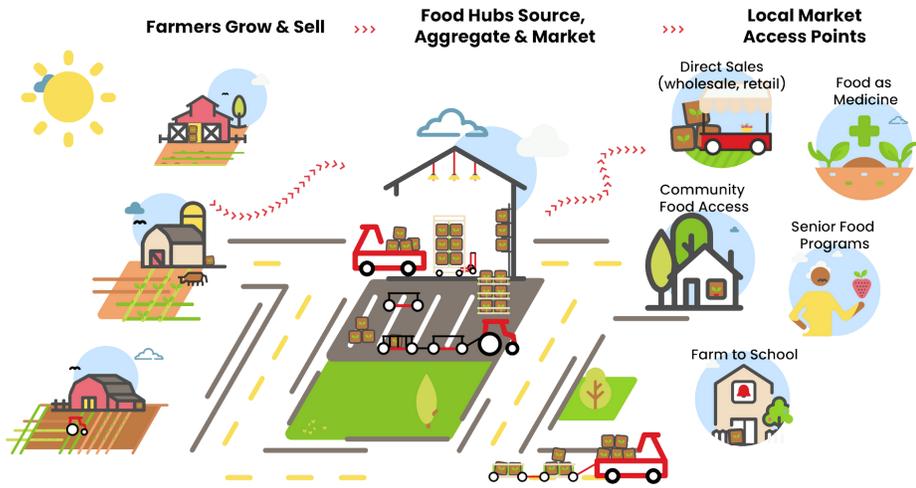




1. WHAT IS A FOOD HUB?

Food hubs are businesses and organizations that create new market opportunities for multiple small farms by **aggregating, distributing, and marketing locally-sourced foods** to retail, institutional, and/or wholesale customers. Hubs are instrumental in growing rural economies, strengthening our food supply chain, and supporting small and mid-scale farms.



FOOD HUBS IN NC

There are various food hubs, **both non-profit and for-profit**, that make up the food hub ecosystem in NC.

\$16.5 MILLION+ IN FARM PURCHASES IN 2022

SUPPORTED 1000+ LOCAL FARMS



2. WHY ARE FOOD HUBS IMPORTANT?

With their strong ties to small and mid-sized growers, food hubs **aggregate and provide vital infrastructure** (e.g. cold storage, transportation, value-added processing), helping their farmers overcome the barriers that often keep them from accessing new markets.

In addition to supporting small farmers, food hubs provide many additional benefits. They:

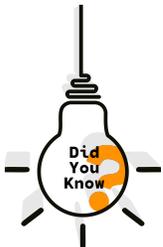
- Promote and **market local food**, increasing overall demand
- Advocate for **fair prices** across the food chain – from local farmers to consumers
- Serve as key linkages to ensure sustainable **local food value chains**, especially important in times of crisis



3. FOOD HUB MARKETS

Food hubs distribute local food through a variety of **market channels**, including but not limited to: individual consumers, restaurants, grocery stores, community-based organizations, healthcare partners, senior centers, and school systems. Sales can be wholesale and/or retail.

While the food insecurity market is projected to stay strong, **food hubs are looking to diversify to support their sustainability**, especially direct-to-individual sales.



56% OF NC FOOD HUBS' ANNUAL INCOME CURRENTLY COMES FROM SALES!

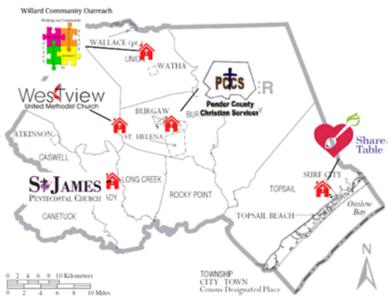


4. COMMUNITY FOOD SECURITY SPOTLIGHTS

Pender Faith + Food Coalition

6 churches in Pender county, all different denominations. They coordinate purchases for their respective food ministries with **Feast Down East** and collect and aggregate data and client feedback.

The Coalition distributed **16,409 lbs** of fresh, local produce to **8,518 individuals in 3,111 households** from April 2022 to September 2022 alone!



*"There have been many changes in our society lately, and **one of the hardest is to provide a stable nutrition to our families.** This has forced my family to reach out to Pender County Christian Services. We have gladly received the help and more than I would have ever imagined **receiving fresh produce and a variety of food that has provided for our nutritional needs... Thank you"***

- Pender County Resident

Food Bank Partnership

TRACTOR Food & Farms and **MANNA FoodBank** engage in coordinated collaboration by sharing resources to connect WNC people with locally-grown food amongst a shared network. **In 2022, TRACTOR delivered 134+ tons to 24 food pantry partners!**



*"The quantity and quality of vegetables from TRACTOR is nothing short of fantastic...**Our neighbors continually tell us that they love the vegetables** TRACTOR is supplying. Our pantry provides **cooking demonstrations and recipes** so our neighbors can easily incorporate vegetables into their diet."*

-Food pantry leader, TRACTOR partner



"I use every bit of what you send me every week..." -

High Country Food Hub food box recipient



5. WHAT IS THE NC FOOD HUB COLLABORATIVE?

The **NC Food Hub Collaborative** is a subset of food hubs in NC that make up a network of **long-standing nonprofit, mostly-rural food hubs** across North Carolina that came together to advocate, learn and grow together. Collectively, they seek to **increase access to local, fresh food** for all community members; **support small farmers**, and **create markets in their own communities.**

The Conservation Fund's Resourceful Communities Program (RCP) supports the Collaborative through grant funding, capacity-building services, resource connections, and advocacy. **Learn more at www.ncfoodhubs.org**

