




Reimagining Food in the Urban Landscape: From The Ground Up



“We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve that beauty.’ Embrace the transformative power of growth, for in every change, in every challenge, we find the wings to soar.”

Maya Angelou



Jose Luis Abreu “The Farming Grocer”

- ❖ Owner & Operator of Superior Foods Supermarket
- ❖ Director of Operations for Growing High Point
- ❖ Board Member of Greater High Point Food Alliance , Guilford County Food Security Team and the Piedmont Triad Regional Food Council

Lunch & Learn Objectives

01

Food Landscape

Lay of the land and the current state of food

02

The Power of Local

Opportunities of a local food system.

03

Urban AG in Action

Systems & Infrastructure of a regenerative food systems

04

A Greener Future

Impactful Projects

05

Our team

The Growing High Point Team

06

Be Part of Something Bigger

Get Involved!

State of Food

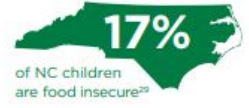
In North Carolina, people in nearly 590,000 households do not have enough food to eat each day. North Carolina has the 10th highest rate of food insecurity in the nation.

- 10.9% of NC residents are food insecure
- 17% of Children are food insecure
- 6.2% of NC residents report consuming 2-3 servings of fruits and vegetables per day

NORTH CAROLINA NUTRITION SECURITY PROFILE



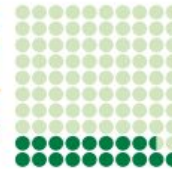
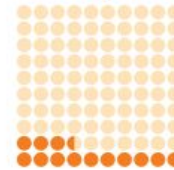
10.9% North Carolinians face food insecurity²⁸



Poverty Breakdown by Race and Ethnicity in NC⁴³



Percentage that live in poverty:⁴³



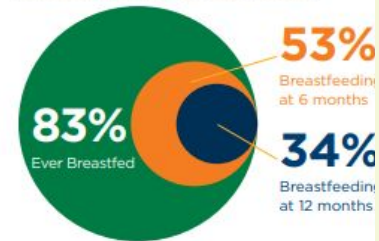
Fruit & Vegetable Consumption

Percent of adults who report eating 2 or more fruits and 3 or more vegetables daily⁴²



NC **6.2%** | US **7.4%**

Percentage of North Carolinians:³⁹



14% of NC FNS participants are over 60+



of US adults have to choose between paying for medical bills or basic necessities like food, heating and housing⁵⁰

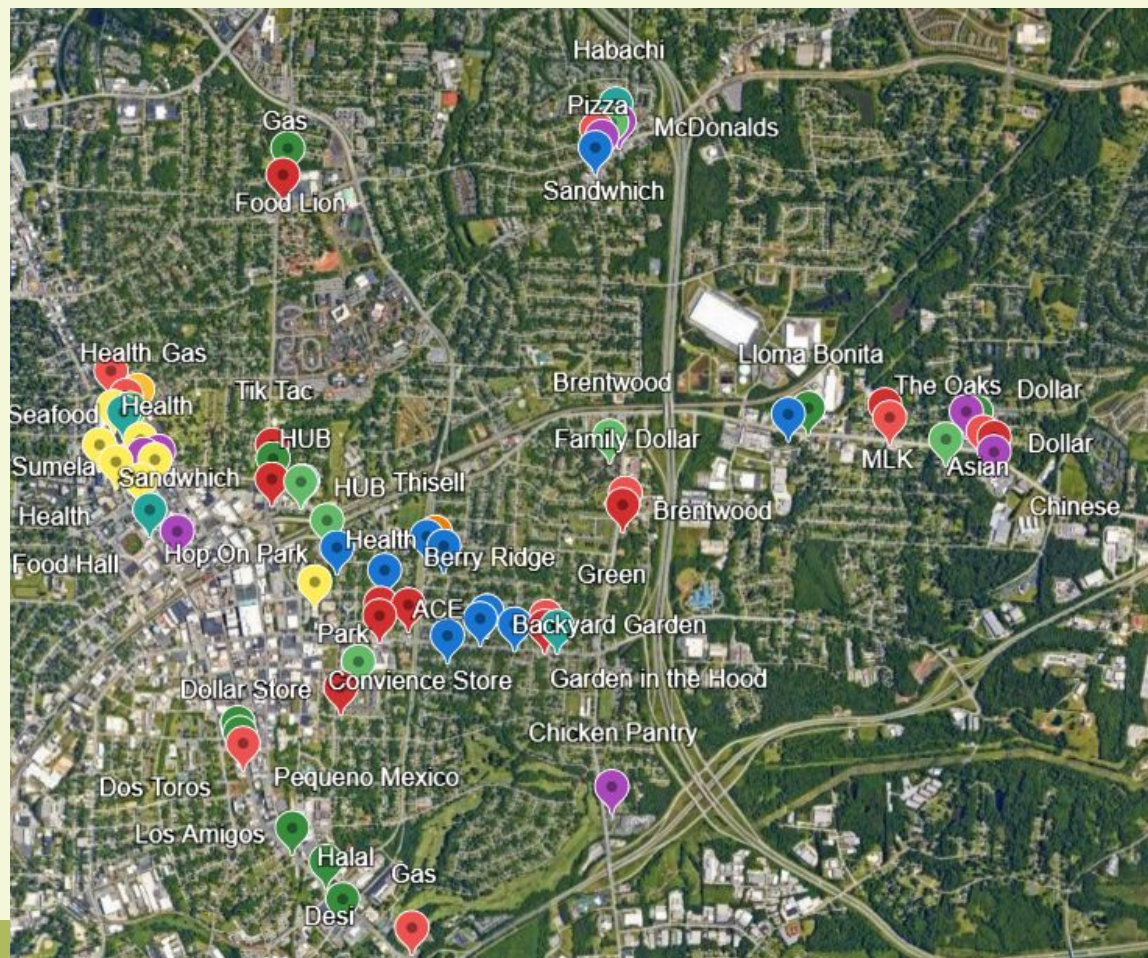



\$1.57 Medicare savings for every dollar spent on chronically ill seniors in the US after a hospitalization⁵¹

Food Landscape

Legend

- GHP Network (Blue)
- Growdega Stop (Lime)
- Fresh Food Grocer (Green)
- Convenience Stores (Red)
- Health (Yellow)
- Restaurant Healthy Opt (Teal)
- Restaurant (Purple)





\$ 9,229,954,400

Potential Food Dollars Sales in Guilford County



Growing Green

Urban agriculture is the transformative solution to economic hardship in impoverished neighborhoods. By cultivating local, fresh produce and establishing direct connections with consumers through farmers' markets and community programs, urban agriculture not only addresses food accessibility but also generates economic opportunities.

Total Sales by Industry per County

Click on each heading to sort and see which counties have the most businesses in a given sector.

County	Agriculture	Storage	Markets	Processing	Restaurants
Alamance	\$5,888,000	\$6,424,000	\$388,727,000	\$106,211,000	\$1,331,836,000
Caswell	\$2,076,000	\$0	\$10,342,000	\$1,580,000	\$38,325,000
Davidson	\$4,978,000	\$541,000	\$476,010,000	\$127,931,000	\$1,177,325,000
Davie	\$10,421,000	\$0	\$106,170,000	\$6,413,000	\$471,132,000
Forsyth	\$33,051,000	\$10,364,000	\$978,117,000	\$360,393,000	\$3,966,946,000
Guilford	\$51,924,000	\$641,000	\$1,344,786,000	\$527,504,000	\$4,662,747,000
Montgomery	\$3,652,000	\$0	\$17,947,000	\$12,046,000	\$287,079,000
Randolph	\$54,321,000	\$0	\$251,817,000	\$793,473,000	\$1,547,924,000
Rockingham	\$3,185,000	\$280,000	\$176,684,000	\$66,935,000	\$671,086,000
Stokes	\$4,462,000	\$0	\$66,702,000	\$4,851,000	\$431,832,000
Surry	\$32,216,000	\$0	\$205,895,000	\$278,674,000	\$1,123,460,000
Yadkin	\$8,912,000	\$0	\$40,646,000	\$120,445,000	\$309,270,000

Table: Creating Creative Works - Source: North American Industry Classification System (NAICS) - Get the data - Created with Datawrapper

It Begins with land Access

Farm and food production varies greatly across the 12-county region, more specifically along the rural/urban divide. The Piedmont Triad area is home to conventional and traditional family farms and livestock production. Although the Triad region is about 51% white and 49% people of color, almost 97% of principal farm operators in the latest Ag Census identified as white, indicating that communities of color are significantly underrepresented among principal farm operators in the region.

Race/Ethnicity Comparison of Principal Farm Operators to Overall Population: Piedmont-Triad

In the Piedmont-Triad, about 97% of farm operators are white though only about 64.8% of the total regional population identify as white. People of color are largely under-represented among principal farm operators.

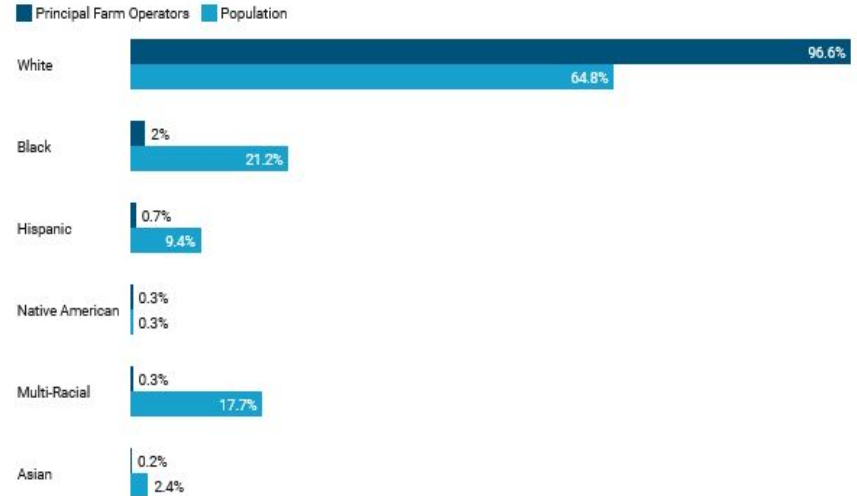


Chart: Carolina Creative Works • Source: American Community Survey 2017 (5-Year Estimates); 2017 Agricultural Census • [Get the data](#) • Created with [Datawrapper](#)

Number of Food Producers by Race - Piedmont-Triad



Chart: Austin Amandolia • Source: 2017 Agricultural Census • [Get the data](#) • Created with [Datawrapper](#)

“Unless someone like you cares a whole awful
lot, Nothing is going to get better. It's not.”

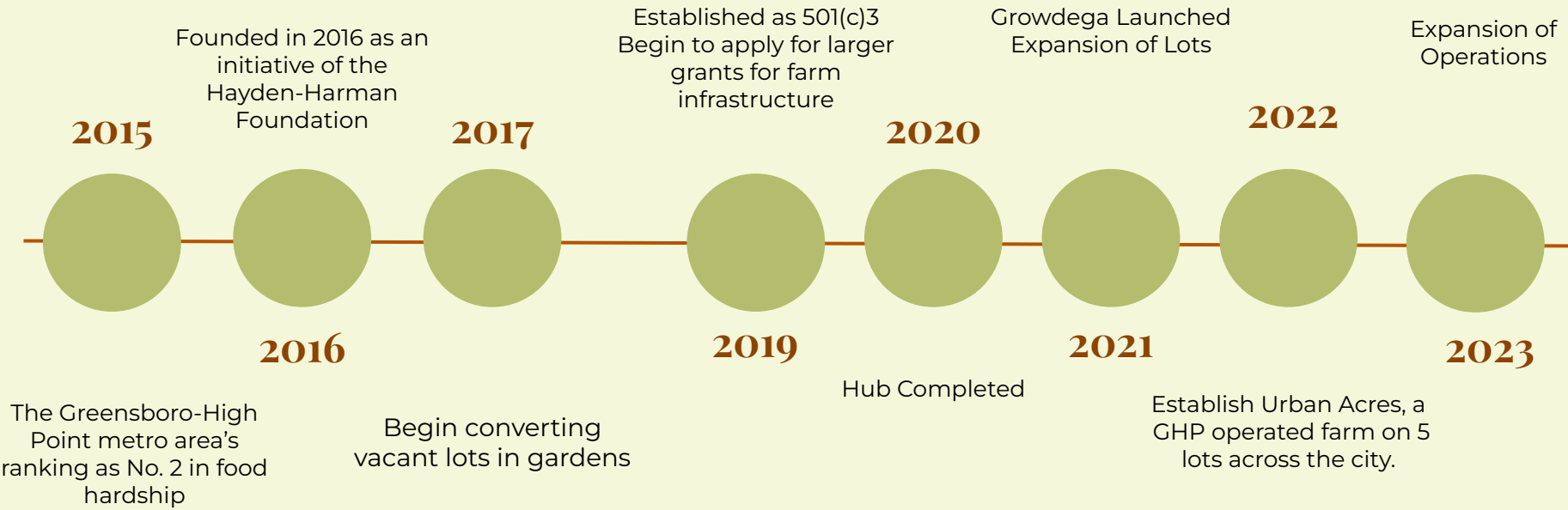
The Lorax - Dr. Seuss

From The Ground Up

Engaging and Empowering
Agricultural Entrepreneurs



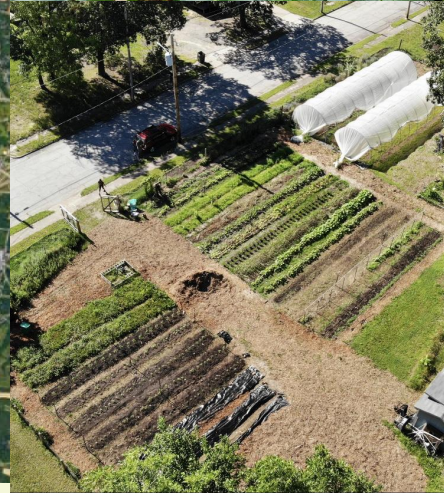
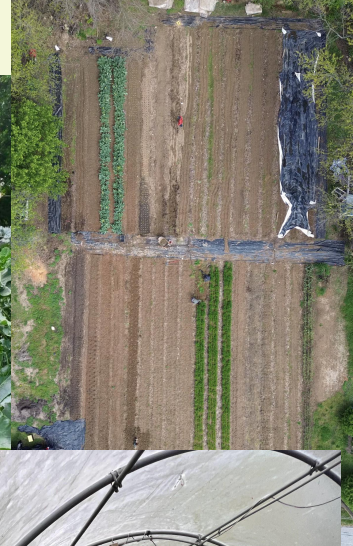
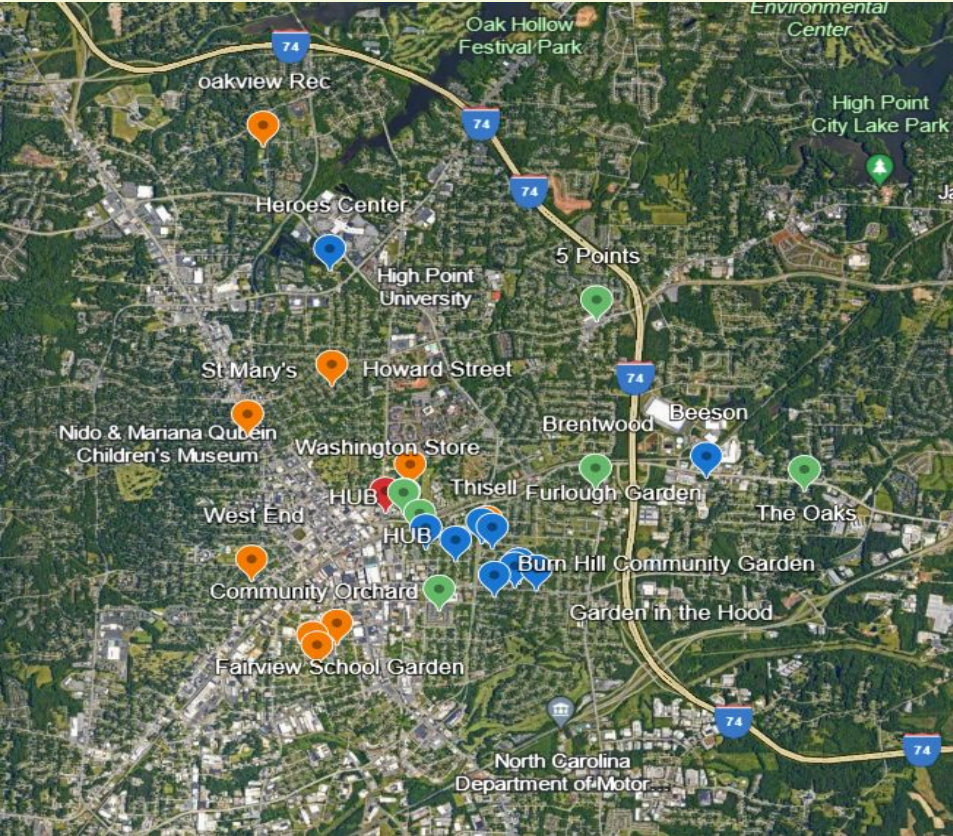
Growing High Point Timeline



Lot Conversion



Urban Farm Network



Food Hub



GROWDEGA

Your Community Mobile Market

FRESH, HEALTHY, AFFORDABLE!

We accept SNAP/EBT

“Double Your Bucks”



Fresh, Healthy, Affordable And Mobile

Cruising into communities with a burst of positivity, our repurposed bus turned mobile grocery store not only offers fresh, healthy, and affordable food but also aims to cultivate a sense of community by bringing neighbors together for a shared shopping experience on wheels.



GROWDEGA

Your Community Mobile Market

FRESH, HEALTHY, AFFORDABLE!

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“Double Your Bucks”



Farm to Senior Produce Boxes

Growing High Point's Farm to Senior Produce Program was born out of COVID-19 pandemic to serve this especially vulnerable population. Since then, we have continued our deliveries and saved these seniors over \$20,000 in 2023 alone by providing a produce box weekly free of charge.

The program is made possible by collaborating with Community gardens, the Farmers Markets farm share program, Home gardeners and donations made to the program from fundraising which help us reimburse the GHP farming program.



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Good Food For All

Growing High Point Urban Farm became a farm partner to the Second Harvest Food Bank Farm Nourish Program. Through the program we committed to deliver 30 weekly produce boxes to Renaissance Church Food pantry every Saturday in High Point for 20 weeks in the main farming season May-October.



Farm Fresh: 2021 Impact Summary

An Innovative Approach to Nourishing Communities


Emergency food providers partnered with local farms to launch a complementary approach that provided locally-grown, fresh produce and an innovative text-message health education program.

Challenge → Solution → Results

Policy, Systems, and Environmental Change



Small-scale BIPOC growers need access to **reliable markets**.

The #1 requested food item at food pantries is **fresh produce**. These individuals are at an increased risk for diet-related diseases. 

Established partnerships between local farms and food pantries to provide **monthly healthy food packages** that included locally grown, fresh produce.

\$251,552 in local economic activity

1270 households, including 2850 individuals

4725 boxes and **89,775 pounds** of fresh produce

85% of participants experienced **improved food security**

“

Our staff and volunteers are considering more ways to incorporate fresh produce and healthier food options.
- Farm Fresh Pantry

”




“

Because of this program, I feel healthier and have more energy!
- Farm Fresh Participant

”

Direct Education



Individuals and families living in low-resource communities have unique challenges to transportation and in-person education services. 



Provided a tailored text-message-based education program designed to **increase intake of vegetables**.

Participants received **2-3 text-messages** a week for **20-weeks** (60,000 total messages)

99% improved confidence in eating vegetables every day

96% reported improved confidence in managing health

90% enjoyed trying new fruits and vegetables for the first time

75% experienced 'excellent' or 'very good' health compared to 49% before the program began

Planting Seeds

Farmer-In-Training - F.I.T.

Growing High Point's Farmer-In-Training program provides the opportunity to gain skills in agriculture practices. The training lasts for one growing season learning the skills, strategies, and techniques for running a successful agribusiness. Once training is complete, F.I.T. graduates have the option to adopt a plot of land and become part of the network of urban farm leaders.

Youth Employment & Enrichment

YEE is designed to offer youth ages 14-20 an employment opportunity to learn about the fields of urban agriculture and food entrepreneurship while also developing skills that will help them in their future careers.

During this six-month program (April-October), YEE employees will spend at least 5 hours a week being mentored by GHP staff as they discover the importance of a robust local food system, nutrition as it relates to improving their health, and making an impact on their community.



Want to start your own business?
Want to grow your own food?
Want to grow food for your community?

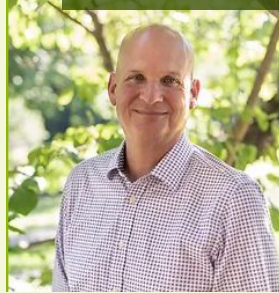
Become an Urban Farmer!
Farming & Beekeeping Apprenticeships Available


Contact: GrowingHighPoint@gmail.com
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Our team

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Founder & Board Chair



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Executive Director

Amanda Mitchell

Farm to Table
Coordinator



Andre Davis

Community Liaison



It Begins
with You



Thanks!

Do you have any questions?
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