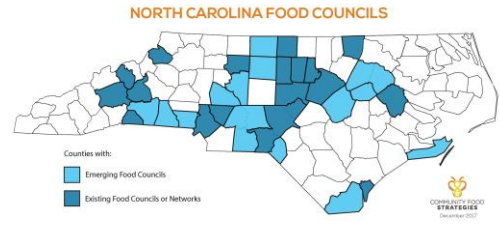


Mission

Grow and support a community-driven food system in the Orange County region of North Carolina.

Building strategic partnerships across all sectors, identify issues, advocate for policies, and coordinate action to ensure access to nutritious foods for all, promote sustainable agriculture, increase economic development, and advance social justice.



The Orange County Food Council is one of 35 food councils in North Carolina (counties with food councils highlighted above) that work together to share resources and best practices.

Process

In 2016, a [Baseline Community Food Assessment](#) helped the Orange County Food Council identify gaps and opportunities in the local food system. The Food Council hosted 2 community forums in 2017 and 200 community stakeholders attended these meetings to provide input on the council's priorities and actions. Workgroups were formed shortly after these forums. These groups meet monthly to further the work of the Food Council.



Our partners at Community Food Strategies have compiled a list of priorities from food councils in North Carolina including: promoting farmers & economic development, increasing awareness of food systems, advocating for policy & program change, addressing equity, expanding the network, increasing food access.

Priority Areas

- I. Network Development & Community Engagement
- II. Local Food Economy
- III. Food Access
- IV. Food Waste

I. Network Development & Community Engagement

Facilitate strategic relationships and increase collaboration between local organizations, community stakeholders and elected bodies in Orange County; engage the greater Orange County community; and collaborate with regional food councils to build a stronger county food system.

Goal I.1. Facilitate conversations between regional food councils, food system practitioners and elected officials to build collaboration as a regional foodshed.

Performance Measures

I.1a. Output: Attend 4 regional meetings per year.



I.1b. Outcome: The number of collaborative activities conducted will increase from 0 to 5.

Deliverable: Report containing an overview of the work the regional food councils have undertaken together.

Goal I.2. Hold regular food council and workgroup meetings and community forums.

Performance measures

I.2a. Output: Convene monthly meetings with Food Council members, workgroups, partners and community members and bi-annual community forums.

I.2b. Outcome: The number of people who attend meetings and community forums increases by 25%.

Deliverable: Meeting minutes (posted on website) and community forum reports (posted on website, disseminated via social media and shared with elected officials and those on our listserv).

Goal I.3. Learn about barriers and opportunities to engage hard to reach populations in creating a stronger county food system.

Performance Measures

I.3a. Output: a listening session guide is developed.

I.3b. Output: Up to 6 listening sessions are held across Orange County working with the Jackson Center for Saving & Making History, the Orange County Family Success Alliance, the Refugee Community Partnership, El Centro Hispano, community centers and senior centers.

Deliverable: Report of the barriers and opportunities identified during the listening sessions.

Goal I.4. Develop and implement a broad communication strategy to build awareness of the resources, activities and needs within the Orange County Food System

Performance Measures

I.4a. Output: Weekly social media posts.

I.4b. Output: Monthly website updates

I.4c. Outcome: website and social media engagement (clicks, likes, shares) increase by 20%.

Deliverables: Frequently updated website and social media (Twitter, Facebook, Instagram) with regularly scheduled posts

II. Local Food Economy



Grow the local food economy through researching and proposing policies and initiatives that support local farmers, producers, farmworkers, and food entrepreneurs.

Goal II. 1. Identify other funding sources to stimulate economic growth and increase demand for local foods.

Performance Measures

II.1a. Output: 12 meetings of the Local Food Economy Workgroup are held each fiscal year.

II.1b. Output: A presentation is developed on the use of other funding sources for local food system activities.

II.1c. Outcome: Develop a plan for the use of the identified other funding sources to stimulate economic growth and increase demand for local foods.

Deliverable: Orange County Food Council budget appropriation is increased with the identified funds for investment in the local food system.

Goal II. 2. Create a baseline of locally grown food consumption on UNC and Orange County public school campuses and increase the amount of locally grown food consumption by 20% (in dollars spent) within 3 years for those institutions and agencies.

Performance Measures

II.2a. Output: Meetings of the Local Food Economy Workgroup are held with UNC and Orange County public schools representatives to chart out a plan to meet the goal.

II. 2b. Output: UNC and Orange County public schools representatives work with local food providers to develop and implement a local food program for students.

II 2c. Outcome: Students attending UNC and Orange County public schools will have increased access to locally grown foods.

Deliverable: Report on the amount of locally grown foods that are served to students at UNC and Orange County public schools on a quarterly basis.

III. Food Access

Orange County residents have access to healthy, affordable, and local food and equitable participation in the food system.

Goal III. 1. Increase community awareness of food access resources available in Orange County.

Performance Measures

III.1a. Output: 10 meetings of the Food Access Workgroup are held each fiscal year.

III.1b. Outcome: Amount of meals/food served will expand due to increased knowledge of how and where to access nutrition support and other supplemental food resources.



Deliverable: A Community Food Resource Guide that incorporates the many different food access resource lists compiled by various agencies and organizations in the County. The guide will be updated regularly.

Goal III. 2. Coordinate with the Town and County departments and associated partners to research successful policies that provide incentives and subsidize purchasing healthy, fresh foods.

Performance Measures

III.2a. Output: 6 meetings with Town and County departments and food provider partners (Health, Housing, Aging, DSS, Summer Food Program etc.) to provide presentations on findings to the advisory boards associated with the Town and County departments.

III.2b. Outcome: There are Town and County departments as well as food provider partners that are better informed on policies and practices that can help increase access to healthy foods and help the Town and County departments meet their strategic goals

Deliverable: The Town and County elected officials receive a presentation related to increasing healthy food access.

Goal III.3. Reduce redundancies and coordinate services to reach more people who face food insecurity

Performance Measures

III.3a. Output: Food council representatives attend, convene, and/or facilitate meetings between outside agency food providers at least six times per fiscal year.

III.3b. Outcome: The number of duplicative services will be reduced by 50%.

III.3c. Outcome: The number of sites where direct food service is provided will increase based on a gaps analysis of redundant and missing services.

Deliverable: Report of the number of meals, bags/backpacks of food provided monthly and number of sites served within Orange County. Provide advice on funding for the outside agency food providers on an annual basis.

V. Food Waste

Advocate for the education and empowerment of Orange County residents to reimagine waste utilization.

Goal V.1. To reduce food waste across all sectors within Orange County.

Performance Measures

V.1a. Output: 10 meetings of the Waste Rescue Workgroup are held each fiscal year.

V.1b. Outcome: The number of businesses utilizing the Orange County Solid Waste composting program will increase by 20%.



V.1c. Outcome: The number of businesses working with the Orange County Solid Waste department to develop and implement waste diversion practices will increase by 20%.

Deliverable(s): A plan for how to educate and engage business owners on reimagining food waste; a report of the businesses who have adopted composting policies.

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