



Scaling Up 2023

Annual Business Meeting & Keynote Address

Presented by **ambrook**



High Country  
**Food Hub**

Operated by: BLUE RIDGE WOMEN IN AGRICULTURE

# Tonight We'll Hear From:



**Liz  
Whiteman**

Executive  
Director



**Jess  
McClelland**

Producer  
Programs  
Coordinator



**Taylor  
Campbell**

Food Hub  
Manager

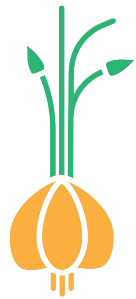


**Clarenda  
"Farmer  
Cee"  
Stanley**

CEO of  
Green Heffa  
Farms

# ambrook

Making sustainability profitable for  
agriculture



# Navigation

- Overview of Blue Ridge Women in Agriculture
- 2022 Growth & Success
- New LFM App!
- Planning for the Future, 2023 & Beyond
- A Word from our Sponsors
- Keynote Address: Clarenda “Farmer Cee” Stanley



# Mission

Supporting producers and cultivating community connections that educate, inspire, and increase the demand for local food.

# Vision

We envision an equitable and sustainable High Country food system where producers are thriving and local food is accessible to all.

## OUR GOALS



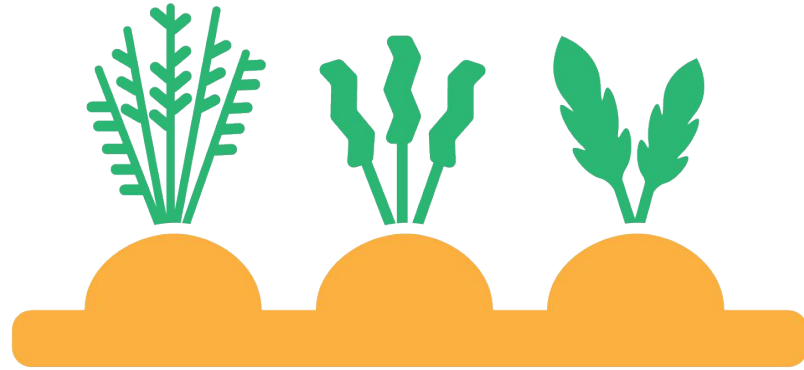
Increase consumer demand for local food



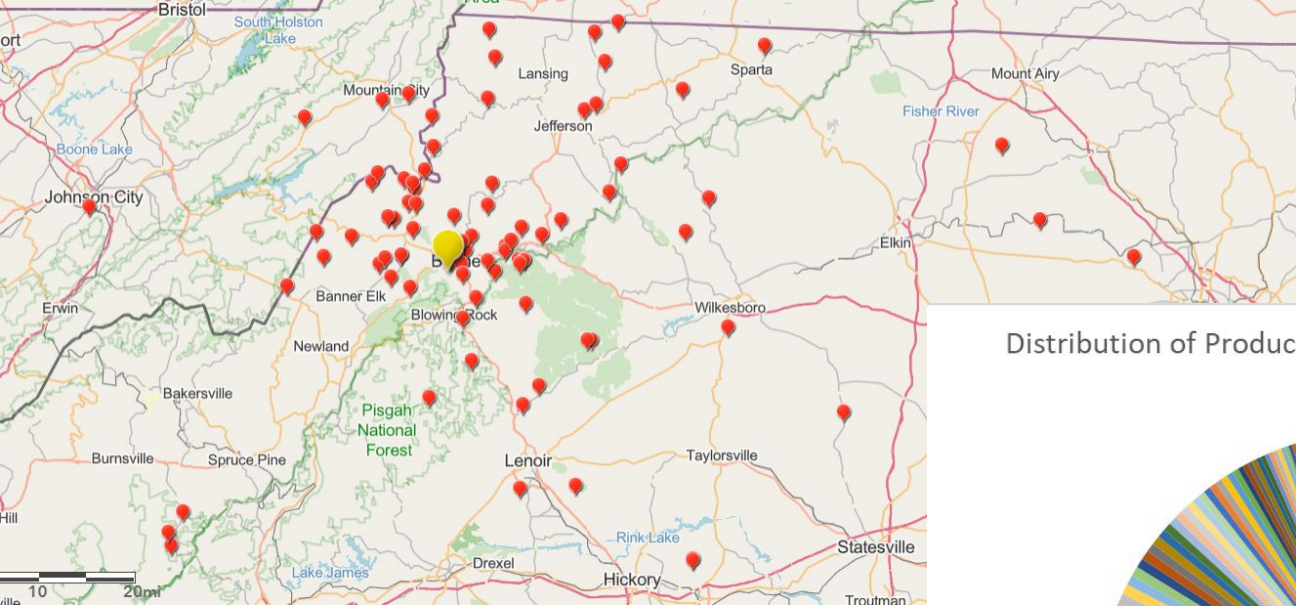
Ensure equitable access to high quality local food



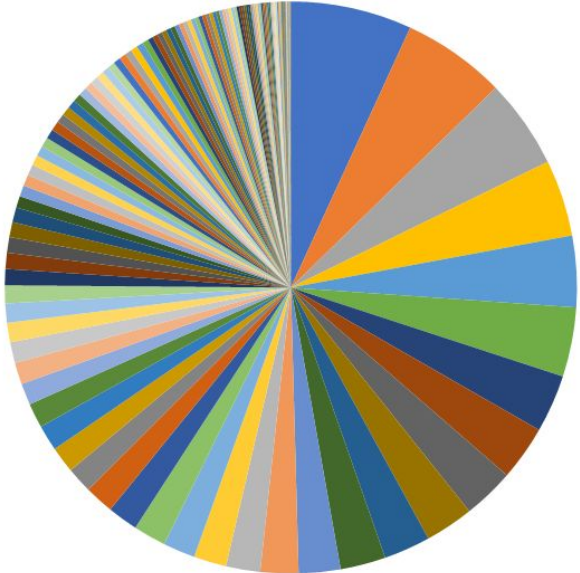
Provide producers the support they need



2022 Growth & Success



Distribution of Producer Payments Among 151 Producers  
2017 - 2022

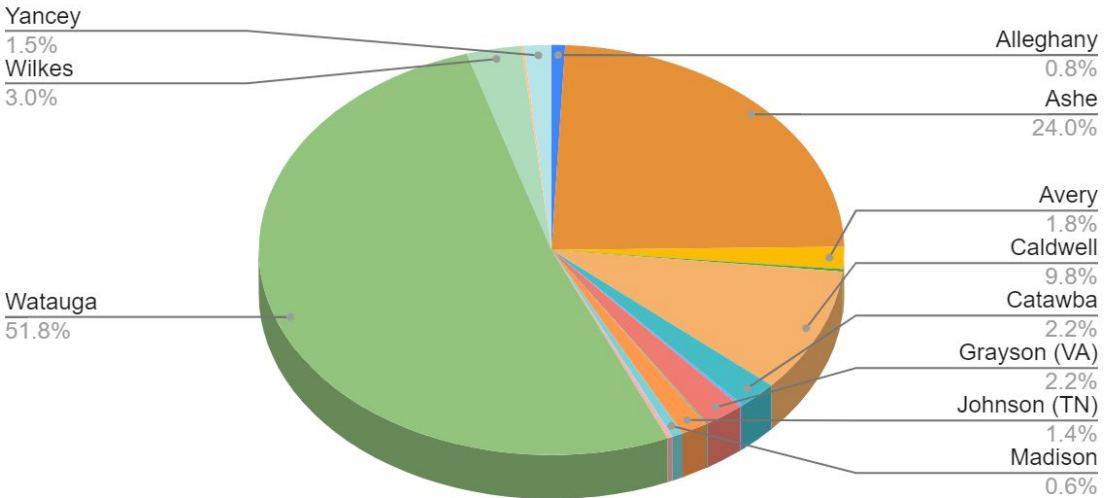


- 100 producers served in 2022
- 14 new producers
- 12,706 customer orders
- more than 5,000 unique products

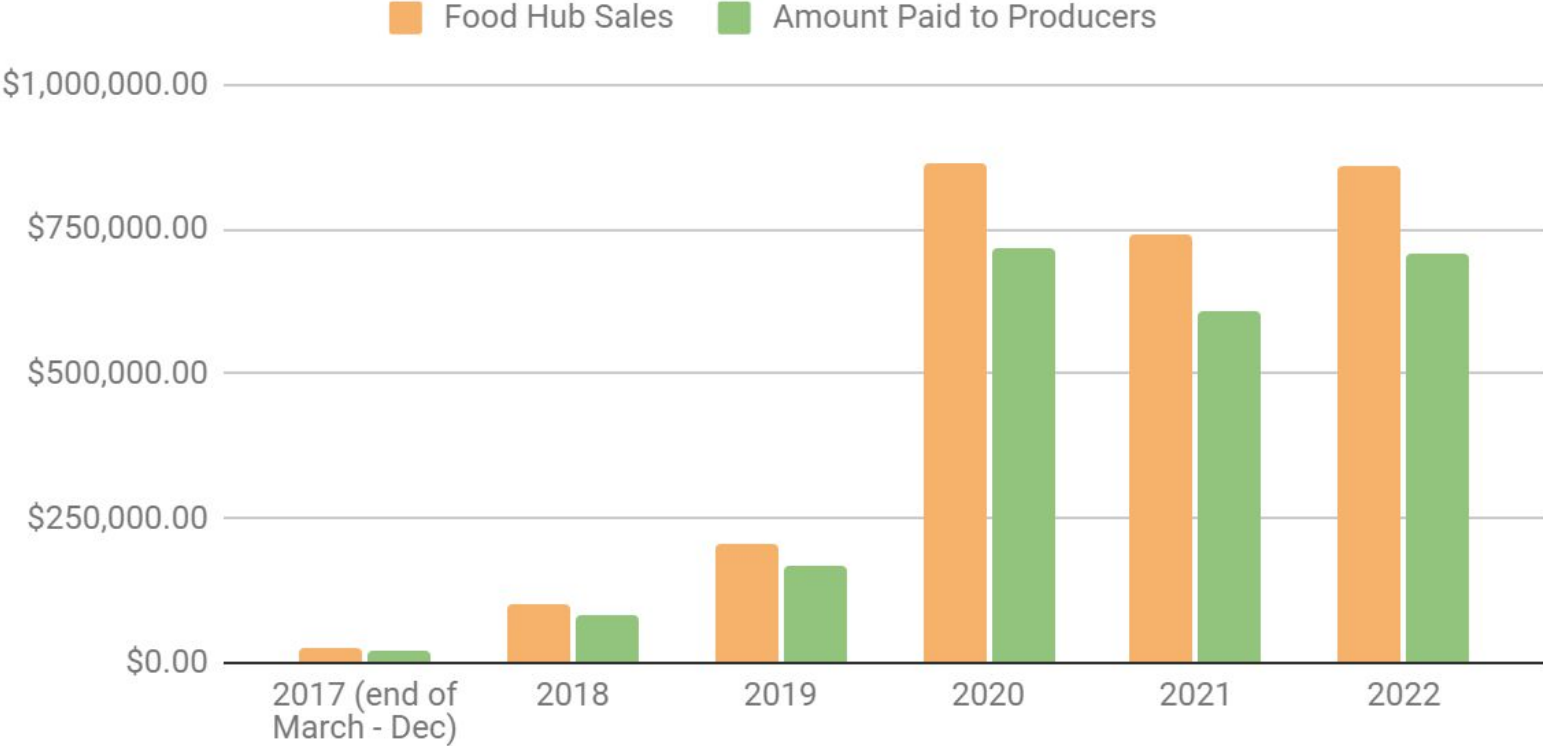
# Producer Location and Sales % by County

County	# of Producers	% of Total # of Producers
Alleghany	3	2.01%
Ashe	21	14.09%
Avery	3	2.01%
Buncombe	2	1.34%
Caldwell	14	9.40%
Catawba	3	2.01%
Forsyth	3	2.01%
Grayson (VA)	1	0.67%
Henderson	1	0.67%
Iredell	1	0.67%
Johnson (TN)	6	4.03%
Madison	2	1.34%
Mecklenburg	1	0.67%
Surry	1	0.67%
Watauga	76	51.01%
Wilkes	7	4.70%
Yadkin	1	0.67%
Yancey	3	2.01%
<b>Grand Total</b>	<b>149</b>	<b>100.00%</b>

% of Sale by County 2018-2022



# High Country Food Hub Sales and Producer Payments



Yearly Sales Overview



<b>Other Food Hub Expenses</b>
Credit Card Processing Fees
Equipment (van, shelving, stainless steel tables, laptops, printer)
Advertising & Marketing
Contract Services
Dues
Event / Fundraising Expenses
Fees
Food
Insurance
Internet & Phone
Job Supplies
Office Supplies & Software
Payroll Expenses
Professional Development
Repairs & Maintenance
Travel
Utilities
Vehicle Expenses

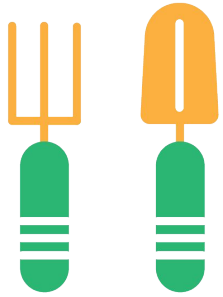
# Food Hub Person Hours each week

~195 hours/week of paid staff time

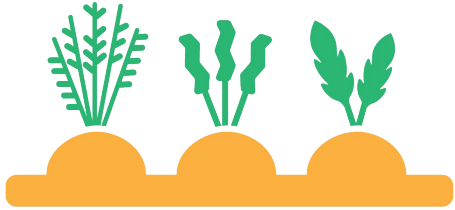
~ 14 hours/week of volunteer time

~730 Volunteer hours in 2022





**\$3,525 donated to Double Up Food Bucks** and \$1,930 to BRWIA by Food Hub customers



**DUFB/EBT customers contributed \$81,522.15 in sales** (1.5 x 2021's total), including 53 new DUFB/EBT customers



**\$75 Daily Match!**

St. Mary's of the Hills  
High Country United Way  
Crossnore Presbyterian Church  
Moravian Ministries  
St. Luke's Episcopal Church  
Wellcare of North Carolina



**MOUNTAIN**wise



# Satellite Program

**\$181,500 total sales since 2021 launch**

## Satellite Locations

- **Deep Gap**  
Bald Guy Brew Coffee Roasting Co  
Wednesday 3:30-5:30
- **West Jefferson:**  
Ashe County Public Library  
Wednesday 4:00-6:00
- **Banner Elk:**  
WYN Avery Office  
Thursday 3:30-5:30
- **Blowing Rock:**  
Blowing Rock Market  
Thursday 4:00-6:00
- **The Pineola (seasonal)**  
Thursday 3:30-5pm



Spirited veggies at the Boone  
Holiday Parade, 2022



Maggie Caswell,  
Delivery  
Coordinator

# Local Food As Medicine (LocalFAM)

- All producers with qualifying products are automatically included in the program
- 2022 partners include:
  - Casting Bread Food Pantry
  - Blowing Rock Cares Food Pantry
  - Piney Creek UMC
  - Hunger & Health Coalition
  - Hospitality House
  - And more!



Funder	County	Dates	Amount	Details
Impact Health	Avery, Yancey, Mitchell	March 2022-ongoing	Weekly, \$300+	Weekly purchases, funds will increase as year progresses
FarmSHARE	Any NC	May-September, 2023, 2024	weekly, 50-100 shares	Shares distributed weekly

# New Funding Requirements for Participating in LocalFAM

- **Produce:** Food Safety Plan
- **Produce AND meat AND/OR eggs:** Food Safety Plan, Allergen control program for pack, hold, and transport
- **Eggs:** Allergen control program for pack, hold, and transport



Blue Ridge Women's Agriculture Winter Workshop Series  
Presented by Ambrook Financial

## Produce Safety Plan Development Workshop

February 13th, 2023  
10am-2pm  
Watauga Ag. Conference Center  
252 Poplar Grove Rd, Boone, NC  
28607

DETAILS & TICKETS AT [BRWIA.ORG/CRAFT](http://BRWIA.ORG/CRAFT)

Connect App Update

Local Food

CONNECT



Taking nominations for the  
Food Hub Advisory Committee



# Storage and Service Rates

## Storage & Service Rates

Product/Service	Sales Description	Price/month	Price/month (Watauga residents)
Freezer Column	1 shelf unit column FREEZER (5 bins – 3 small, 2 large)	\$12.00	\$10.00
6 ft Freezer Shelf Unit	6-foot shelf unit FREEZER (20 bins – 12 small, 8 large)	\$42.00	\$35.00
5 ft Freezer Shelf Unit	5-foot shelf unit FREEZER (15 bins – 9 small, 6 large)	\$32.40	\$27.00
Small Freezer Bin	1 small bin FREEZER	\$2.70	\$2.25
Large Freezer Bin	1 large bin FREEZER	\$3.00	\$2.50
Dunnage Freezer Rack	Dunnage Rack FREEZER	\$24.00	\$20.00
3 ft Cooler Shelf	3' x 2' walk in COOLER shelf	\$12.00	\$10.00
Glass front Cooler shelf	21.5" x 19" shelf in glass door cooler	\$3.00	\$2.50
2 ft Dry Storage Shelf	2' x 2' Dry Storage Shelf	\$3.00	\$2.50





# Opportunities to Connect with Customers

- Tabling on Wednesdays during customer pick up ([sign up here](#))
- King Street Farmers Market:
  - May-October, Tuesdays, 4-7pm
  - Applications open in February



# Help boost business!



Courtney Wheeler  
**Outreach & Events  
Coordinator**  
courtneyw@brwia.org

Please share about our services with your customers and social media followers!

Please tag us -  
**@highcountryfoodhub** on  
FB and Instagram.



# Plans for the future!



Scaling up our LocalFAM program- more recipients, more funding for producers



Betsy Lawson Willis Female Farmer Education Scholarship program coming in spring 2023!



On-farm individual producer meetings



20th Anniversary celebration, including farm to plate dinners, parties, and more!

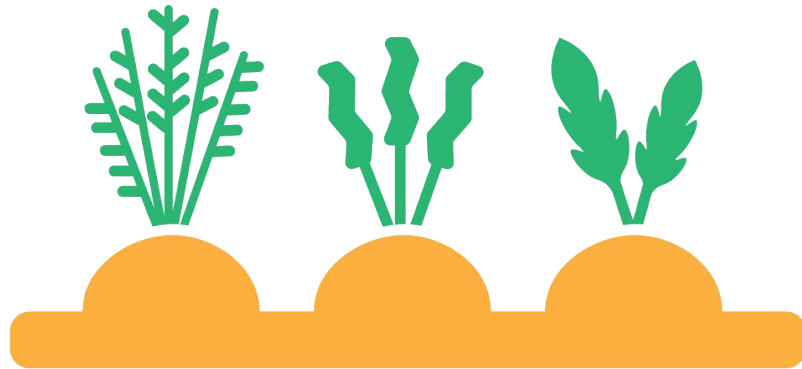


This growth wouldn't have been possible without community sponsors & funders

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QUESTIONS?



A word from our presenting sponsor:

**ambrook**

Making sustainability profitable for agriculture

Clarenda “Farmer Cee” Stanley  
Owner & Operator, Green Heffa Farms

