**Ways to Educate the Public about Local Food**

**December 4 - 5, 2012**

**NC Cooperative Extension**

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12/4 Meeting

Increase awareness and availability

Not expensive -1

Volunteers at school/PTA /sending flyers with children

Fliers, info packets upon discharge from hospital - 2

Targeted promotion (social services, local churches, schools) – 5

Local radio, local news station, work sites, Gaston College network

Billboards -1

Local resident mailings-1

Outreach events partnering

Community health fair (April) set up booth -1

Denver Days/Apple Festival booth

YMCA

Local school and hospital websites, magazines

Farm tours – 2

Large employers

Coordinating with organizations, clubs active in community

**Identify ways to educate the public about local foods**

12/5 meeting

Flyers in doctor offices, doctors talking with patients

Flyers in fitness centers, spas, YMCA

Educate nursing home/assisted living clients

School gardens

Programs in public housing thru housing authority – 1

WIC & EBT spent @ market

Encourage local restaurants to use local foods

Partner with CMC and Novant to publicize farmers market health fairs, festivals, etc.

Tear off calendars for market days

Offer cooked meals for sale at market

Battle of the food trucks using local food - 2

Local restaurant competitions using local foods -1

Utilize high school agriculture students – horticulture

Need more newspaper articles

Improve signage for downtown market – needs sign on Main St, Hwy 321 all main arteries; Denver market signs on Hwy 150, 16, & 73, new Hwy 16; state signs with DOT – 7

Market info @ all county offices for consumers

Get local restaurants to promote 1 day a week as local foods menu day “special on the menu” - 3