

Mecklenburg County Board of County Commissioners

Mecklenburg County Local Foods Production and Distribution Center

Presented by: Zack Wyatt, President/CEO
Carolina Farm Trust
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Carolina Farm Trust

Our Vision: A region in which food systems promote social, environmental, and economic resilience.

Our Mission: To strengthen equitable local food systems in the Carolinas, from production to consumption.





Guiding Principles

- ❖ Everyone, especially those in equity-seeking communities, deserve food that is flavorful, vibrant, and packed with nutrition.
- ❖ Relationships between land and people matter.
- ❖ Food systems must provide equitable opportunities.



What We Do

- ❖ Deliver healthy food to communities
- ❖ Preserve land for farming
- ❖ Support small farmers
- ❖ Foster a network of sustainable farms
- ❖ Collaborate with front line partners



Our Food System Challenges

Disparities in
Access to Healthy
Foods

Declining
Nutritional
Quality

Environmental
Degradation



Effect of COVID on Health & Food Systems


- ❖ **People of color more at risk of getting sick with and dying from COVID-19 due to systemic racism (*Centers for Disease Control and Prevention*)**
 - Health disparities related to healthcare access & use; occupation; disparities in educational attainment, income, and wealth gaps; and, housing
- ❖ **Reduced income + disrupted supply chains + Disrupted access → Rise in food insecurity**
 - More likely to be food insecure if unemployed, living on lower income, or earned less than a Bachelor's Degree (*NYU 2020 Survey*)
 - The rate of food insecurity in 2021 in NC was predicted to rise to 20% of households, higher for those with children (*Feeding America*)



The Missing Piece

**A centralized facility to
address pain points in
distribution and access**





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**Local Food Production &
Distribution Center**



CFT & the Food Supply Chain

- ❖ Involvement in wholesale supply chain → Increases economic sustainability of farming
- ❖ Supply chain intermediaries reduce cost and improve quality (*UNCC Urban Institute*)

The Food Supply Chain

Farming → **Post Harvesting** → **Processing** → **Distribution** → **Retail** → Consumer

The Missing Piece: CFT's Role



What will the LFPDC provide?

- ❖ A reliable, year-round source of fresh, affordable, nutrient-dense foods
- ❖ A reliable, year-round marketplace for farmers and agripreneurs to sell their products
- ❖ Educational opportunities
 - Training and continued education in the areas of butchery, cooking, operations, sourcing, purchasing, marketing, customer service, and partner engagement
- ❖ Employment pathways
 - 18 jobs at opening, 70+ jobs at full capacity
 - Focus on providing pathways to upward mobility
- ❖ Entrepreneurial development



Local Food Production & Distribution Center

Goal: Food Equity in Mecklenburg County

How?

Buying and
selling nutritious,
locally grown
food at affordable
prices

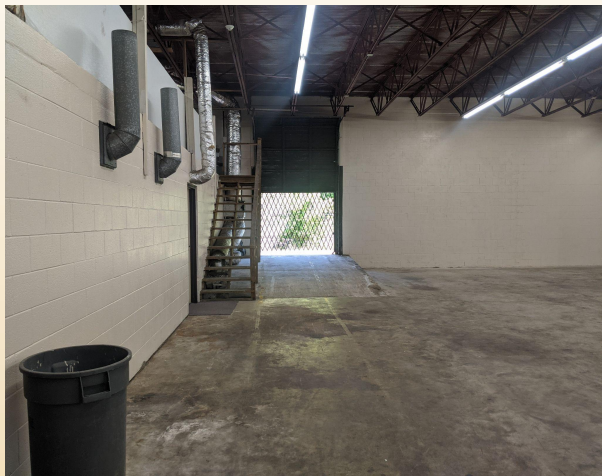
Who?

Retail and
commercial
customers (equity
focused)

Where?

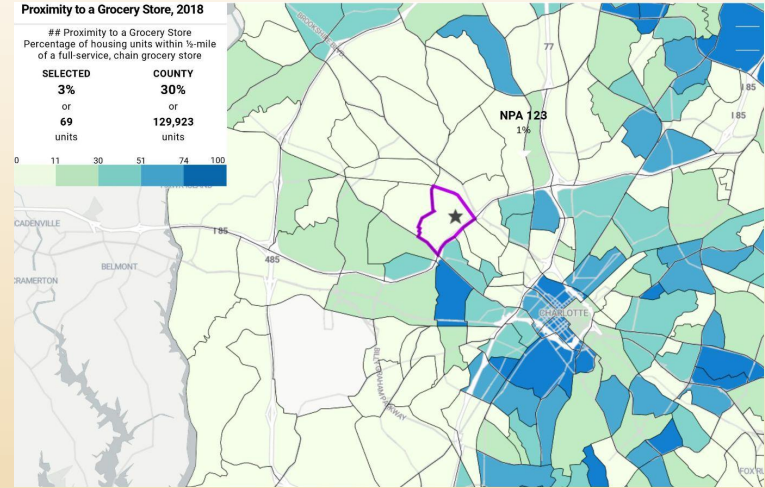
Vacant
warehouse space
on S. Hoskins
Road





Location

- ❖ 75.8% Black or African American (*30.7% County-wide*)
- ❖ 82% of adults in the labor force who are employed (*93% County-wide*)
- ❖ 13% of adults over age 25 have Bachelor's degree or higher (*44% County-wide*)
- ❖ Job density of 0.6 per acre (*2 per acre County-wide*)
- ❖ Median household income of \$29,395 (*\$61,695 County-wide*)
- ❖ 43% who receive Medicaid or N.C. Health Choice (*15% County-wide*)
- ❖ Average age of death of 66 years (*71 years County-wide*)
- ❖ 45% enrolled in Food and Nutrition Services (FNS) (*12% County-wide*)
- ❖ 3% of housing units within ½-mile of a full-service, chain grocery store (*30% County-wide*)





PROGRAM BREAKDOWN

Main Building

Kitchen	2,157 SF
Washroom	910 SF
Packaging	910 SF
Coolers	4,345 SF
Retail	2,449 SF
Multi-Use	1,938 SF
Teaching Kit.	380 SF

Meat Building

Dry Room	1,378 SF
Process Room	1,395 SF
Cooler	1,597 SF
Freezer	201 SF
Kitchen	208 SF





Revenue Model

❖ Wholesale

- Commercial Clients (eg: Compass Group, Earthfare)
- Potential partnerships with County Corner Store Initiative
- Restaurants

❖ Retail

- Onsite Retail Space with Teaching/Presentation Kitchen
- A mobile app to optimize delivery options

❖ Value Added Products

- Creating of a CFT line of products such as: sauces, dressings, pre-made meals, etc.

- ❖ CFT will create a consumer generated revenue model to be financially sustainable long term.



Outcomes

- ❖ Increasing the availability & affordability of fresh, nutritious, culturally relevant food → **Better health**
- ❖ Creating equitable economic opportunity in agriculture & supporting sectors → **Upward mobility**
- ❖ Building regional food security → **Resilience planning**
- ❖ Reducing the environmental impact of the food we eat → **Mitigate climate change & improve ecosystem health**
- ❖ Shifting the power of food systems toward consumers & local growers, **empowering local communities**



Partners & Community Engagement

- ❖ West Boulevard Neighborhood Coalition
- ❖ Neighboring Concepts
- ❖ Thomasboro-Hoskins Neighborhood Leaders
- ❖ A Brighter Day Ministries & A Brighter Day Outreach



Farming Partners

- ❖ Nebedaye Farms
- ❖ Deep Roots CPS Farm
- ❖ Brewington Farms
- ❖ Boy and Girl Farm
- ❖ Barbee Farms



Measuring & Sharing Impact

- ❖ CFT will work in partnership with a third party to develop an annualized reporting framework that will measure impact
- ❖ Reporting can be customized to meet the needs of ARPA funding requirements





Programming
Employment
Education

Early Funding Partners

Lowe's

\$35,000

City of Charlotte

Asking for
\$1,500,000

Microsoft

Software

**Mecklenburg
County**

Asking for \$3,000,000



Budget Overview: Renovation + 3 Years Open

Total Cost <i>(Renovation + 3 years operations)</i>	\$14.1M
Capital Expenses	\$8.6M
Operating Expenses	\$5.5M





Budget Overview: Capital Expenses, Renovation + 3 Years Open

Renovation <i>(Bringing the space to code, building commercial kitchen space, production & manufacturing space, and meat processing facility)</i>	\$5.75M
Transportation <i>(Purchase or lease of vehicle fleet for pickup and delivery)</i>	\$1.14M
Technology <i>(Point of sale system, inventory management system)</i>	\$1M
Warehouse Equipment	\$0.33M
Kitchen Equipment	\$0.38M
Total	\$8.6M

Budget Overview: Operating Expenses, Renovation + 3 Years Open

Payroll	\$4M
Utilities/Other <i>(Including solar panels and measures to reduce environmental impact)</i>	\$1.5M
Total	\$5.5M



Budget Overview: Renovation

Operating Expenses		\$ 6,000
	<i>Utilities</i>	\$ 6,000
Capital Expenses		\$ 5,000,000
	<i>Warehouse Renovation</i>	\$ 5,000,000
YO Total		\$ 5,006,000



Budget Overview: Year 1



Operating Expenses		\$ 1,398,735
	<i>Payroll</i>	\$ 905,935
	<i>Utilities</i>	\$ 492,800
Capital Expenses		\$ 1,467,695
	<i>Transportation</i>	\$ 425,000
	<i>Warehouse Equipment</i>	\$ 315,600
	<i>Kitchen Equipment</i>	\$ 127,095
	<i>Technology</i>	\$ 600,000
Y1 Total		\$ 2,866,430

Budget Overview: Year 2



Operating Expenses		\$ 1,555,407
	<i>Payroll</i>	\$ 1,062,607
	<i>Utilities</i>	\$ 492,800
Capital Expenses		\$ 1,407,695
	<i>Warehouse Renovation</i>	\$ 500,000
	<i>Transportation</i>	\$ 565,000
	<i>Warehouse Equipment</i>	\$ 15,600
	<i>Kitchen Equipment</i>	\$ 127,095
	<i>Technology</i>	\$ 200,000
Y2 Total		\$ 2,963,102

Budget Overview: Year 3



Operating Expenses		\$ 2,509,213
	<i>Payroll</i>	\$ 2,016,413
	<i>Utilities</i>	\$ 492,800
Capital Expenses		\$ 730,295
	<i>Warehouse Renovation</i>	\$ 250,000
	<i>Transportation</i>	\$ 150,000
	<i>Warehouse Equipment</i>	\$ 3,200
	<i>Kitchen Equipment</i>	\$ 127,095
	<i>Technology</i>	\$ 200,000
Y2 Total		\$ 3,239,508

Thank You



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