



NORTH CAROLINA LOCAL FOOD COUNCIL

Working Collaboratively Across the State to Support North Carolina's Local Food Systems

Launch of Remote Internship to Support Enterprises (RISE) for Local Foods

The North Carolina Local Food Council (NCLFC) is excited to announce the launch of a new internship to support local producers during COVID-19. *The Remote Internship to Support Enterprises (RISE) for Local Foods* program matched seven paid college interns with eight regional food, farming, and seafood organizations to help these organizations and the producers they serve improve their direct marketing or online presence due to impacts of COVID-19. With a variety of backgrounds, interests, and skills, the RISE for Local Food interns will help our host sites improve their profitability and connection to local consumers while learning about food systems and supply chains directly. All while keeping students and businesses safe through completely virtual work.

The COVID-19 pandemic and resulting lockdowns disrupted food supply chains and demonstrated the fragility of people's access to healthy foods. The pandemic changed the way food is grown, distributed, accessed, prepared, and eaten across the state. Communities continue to struggle and the state's local farms, food hubs, and fisheries are constantly developing new strategies to sell products directly to the consumers who want and need it. Businesses who have been able to adapt their online sales and marketing presence have seen greater market success. Competency in direct marketing, however, requires a familiarity with technology and a commitment of time that not all producers and organizations currently have. To address this challenge, NCLFC, with extra funding from Self-Help Credit Union, the Center for Environmental Farming Systems, Resourceful Communities, and NC Sea Grant, developed the Remote Internship to Support Enterprises (RISE) for Local Foods. This program is coordinated by Dr. Angel Cruz and Daniel Holloman.

Our 2020 Host Sites and Interns



Host Site: Greensboro Farmers Market

Intern: Sarah White

Sarah is a current student at NC State University where she is pursuing a B.S. in Agricultural Science with a minor in Agricultural Business. Sarah comes to this internship with a passion for learning and finding new ways to communicate the importance of agriculture with local communities. Her work with Greensboro Farmers Market will help numerous vendors develop and modify websites and online sales platforms, as well as build their social media presences.



Host Sites: Carrboro Farmers Market and Surry County Farmers Market
Intern: Elizabeth Campbell

Elizabeth (Liz) is studying Public Policy, Sustainability, and Entrepreneurship at UNC-Chapel Hill. Recently, Liz completed an internship with Britain Loves Baking - a startup in England that Liz helped develop, market, and organize. Originally from Surry County, Liz is in the unique position to serve her home community. Her work with both Carrboro and Surry County Farmers Markets will allow her to work with local producers to assist them in creating websites with online sales capabilities, as well as help them establish social media presences to further market their products.



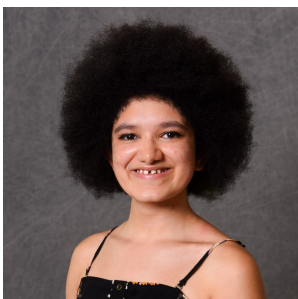
Host Site: Resourceful Communities
Intern: Aditya Vhanmane

Aditya is working towards a Masters in Industrial Engineering at NC State University.. Aditya has worked to support his fellow graduate students by helping to coordinate the NC State's Indian Grad Student Association. Aditya will help Resourceful Communities by researching aggregator models between food hubs and helping to implement a system of a cross-food hub supply chain to more efficiently serve communities with local products.



Host Site: NC Sea Grant
Intern: Sienna Zuco

Sienna is a current student at UNC-Chapel Hill working towards a degree in Global and Environmental Studies with a focus in Sustainability. Having previously interned with the U.S. Green Chamber of Commerce, Sienna comes to this internship with experience in and passion for sustainability. At NC Sea Grant, Sienna will help local seafood companies develop online sales capabilities and social media presences, while creating educational content for consumers about the importance of local seafood.



Host Site: Grocers on Wheels
Intern: Divya Lipscomb

Divya is studying Plant Biology at NC State University with a passion and interest in medicinal plants and ethnobotany. Divya also has experience and interest in communications through film and is a part of the NC State Student Film Society. With Grocers on Wheels, Divya will assist in modifying their current website and streamlining an online ordering system with the possibility of cross-platform integration.



Host Site: NCDA's Visit NC Farms App
Intern: Taylor S.

Taylor is attending High Point University and pursuing a B.S. in Business Administration with a focus in Marketing and a B.A. in Sports Management. In the past, Taylor has worked with the High Point Rockers baseball team where she helped implement a youth outreach club called Hype's Herd. Taylor will work with the Visit NC Farms App team to increase producer presence by coordinating with farmers and fisheries to help spread producer-to-consumer networks.



Host Site: Blue Ridge Women in Agriculture
Intern: Carlisle Poteat-Deblock

Carlisle attends Appalachian State University where she is working towards a Masters of Social Work. She comes to food systems with a background of working with youth. With Blue Ridge Women in Agriculture, Carlisle will work on community outreach efforts through surveys, creating promotional material, and research. She will also be working internally to assist in developing efficient and equitable collaborations.

For more information, contact:

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Find out more at:
nclocalfoodcouncil.org