

RISE for Local Foods

Program Report



The Remote Internship to Support Enterprises (RISE) for Local Foods was developed by the North Carolina Local Food Council (NCLFC) primarily to address challenges to food systems resulting from the COVID-19 pandemic. This internship paired seven North Carolina university students with various Host Sites across the state. Over the course of the RISE program, these paid student interns worked remotely to provide direct support in multiple and varying areas of focus to North Carolina producers, food hubs, and fisheries.

Our 2020-2021 RISE for Local Foods Interns and Host Sites



SARAH WHITE
NC State University
Class of '23

The RISE for Local Foods program "was very critical for us during a time when our resources (time and hours) were minimized due to increased duties related to COVID-19 and less budget for support staff due to less income."

- **Angie Blomer, Greensboro Farmers Curb Market**

"I have seen the impact local food systems can have in these unprecedented times of a global pandemic and how we should incorporate local food in our lives for better health and to support local farmers and organizations."

- **Aditya Vhanmane (RISE Intern)**



ADITYA VHANMANE
NC State University
Class of '21



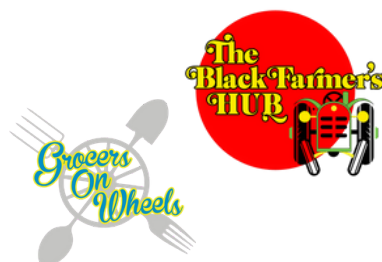
TAYLOR S.
High Point University
Class of '22

"Our RISE Intern has helped us by jumping in and learning our software in order to help us manage our new asset accounts. She has also helped us add tools for our administrators through creating videos and tutorials. Taylor has been great at being a team player and helping with things as they come up!"

- **Victoria Patterson, Visit NC Farms App**

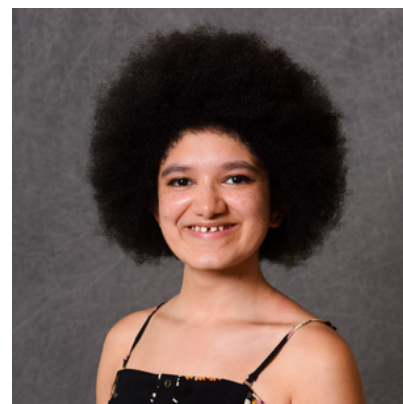
"Throughout this internship I have learned so much about my community and my local food systems. I have a much better understanding of the level of support that local growers need...Going forward, I plan to continue working within my community, and the marketing knowledge that I gained during this internship will help me with that."

- Divya Lipscomb (RISE Intern)



DIVYA LIPSCOMB

NC State University
Class of '21 (Dec)



CARLISLE POTEAT-DEBLOCK

Appalachian State University
Class of '21

"Being a part of an internship that has been positively impacted by the pandemic in regards to sales and helping farmers, I can see how technology can truly bring people and communities together in a whole other way."

- Carlisle Poteat-Deblock (RISE Intern)

Liz helped vendors in "developing an engaging customer newsletter, providing a consult for a farm's social media presence, developing a donor sustainer program for a farmer's business, and supporting a farmer's Facebook presence...Liz made a very handy and professional guide to using Instagram that I can share with our farmers."

- Maggie Funkhouse, Carrboro Farmers Market



ELIZABETH CAMPBELL

UNC - Chapel Hill
Class of '21



SIENNA ZUCO

UNC - Chapel Hill
Class of '20 (Dec)

"RISE was hugely beneficial to my recipients, who are sharing their deliverables with friends, family and associates to the extent I'm still getting requests for website assistance. There is a strong, ongoing need for technology assistance among seafood products that another RISE effort can satisfy."

- Barry Nash, NC Sea Grant

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PROGRAM STATISTICS

The RISE program ran from early November to early April. During that time, our team of 7 interns put in over **1,500 hours** of remote work with their Host Sites. As a cohort, our interns...



Designed **over 50 graphics and posts** for social media (infographics, marketing campaigns, recipes, etc.)



Created and edited **8 videos** from oyster marketing to app tutorials



Developed and distributed **15+ newsletters and e-blasts** highlighting various products and celebrating local events and Raleigh-specific Black History



Created **over 10 guides and presentations** to teach vendors how to use Instagram, Facebook, WordPress, and more



Our interns developed **4 websites** from scratch and created or updated **over 15 webpages/websites** including integrating online sales and donation pages, vendor bios, and COVID-19 impacts.



To support Host Sites, interns created **5 community surveys** regarding organization impact and local needs. In addition to compiling results from those surveys, our intern team conducted and reported on **7 research topics** including website-builder comparisons, aggregation models for food hubs, and cost-effective (and COVID-19-safe) shipping strategies.



In addition to working with their individual Host Sites, our interns also provided **website, marketing, and analytical support** to the Chapel Hill and Surry County Farmers Markets, Organic Growers School, Community Food Strategies, CEFS, and the NCLFC.

For a full list of outcomes or more information on the RISE for Local Foods program, please contact Dr. Angel Cruz (aecruz@ncsu.edu) or Daniel Holloman (djhollom@ncsu.edu)

PROFESSIONAL DEVELOPMENT

