



**PIEDMONT TRIAD**  
REGIONAL COUNCIL

# 2024 NADO Annual Training Conference

CREATIVE REGIONAL SOLUTIONS

Jennifer Bedrosian- Food Systems Coordinator



## Who we are

The PTRC is one of the largest regional councils in NC serving the Piedmont Triad Region, serving 78 member governments in a 12 county area.

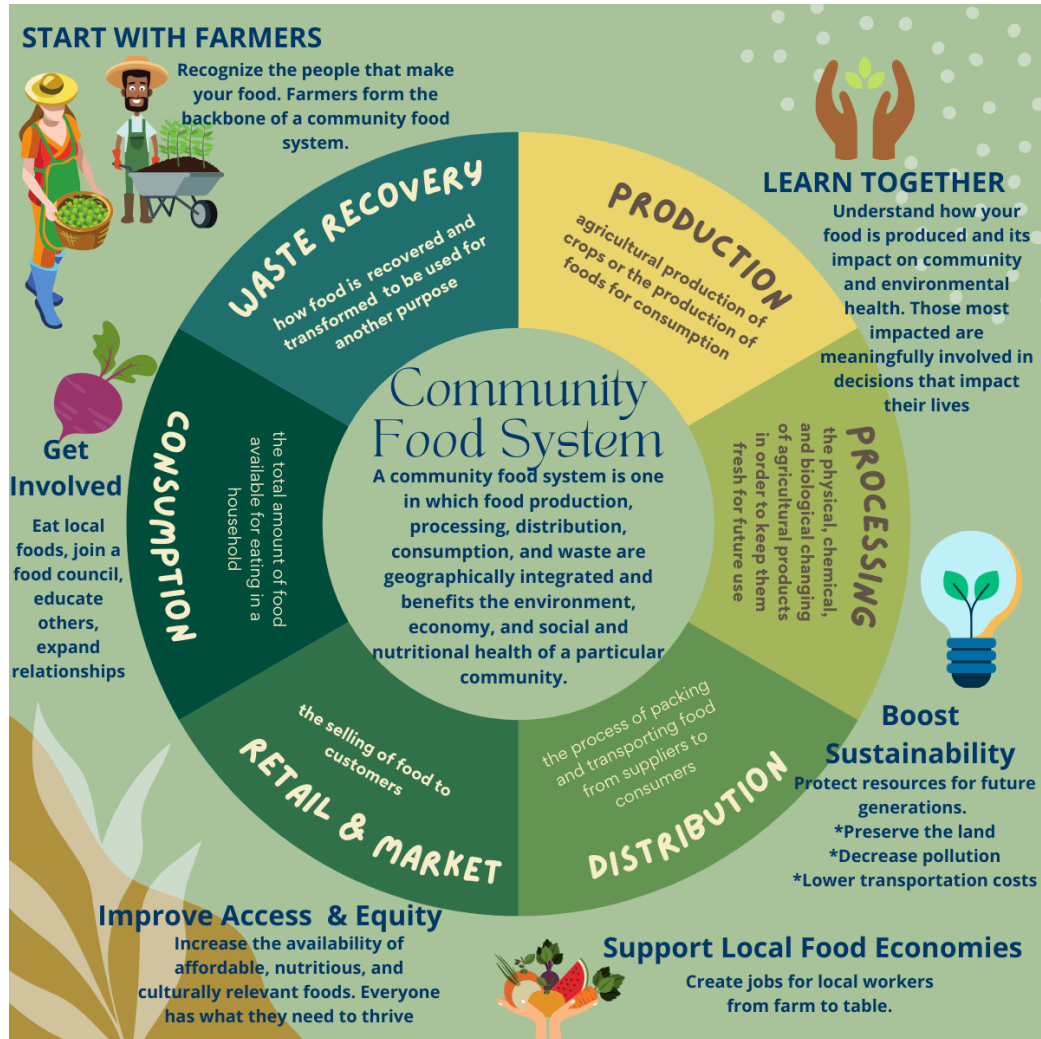
## What we do



## Piedmont Triad Regional Food Council

Formed in 2019 and represented by ~20 diverse partners and community members across the 12 Triad counties, the PTRFC aims to balance various perspectives in the food system.



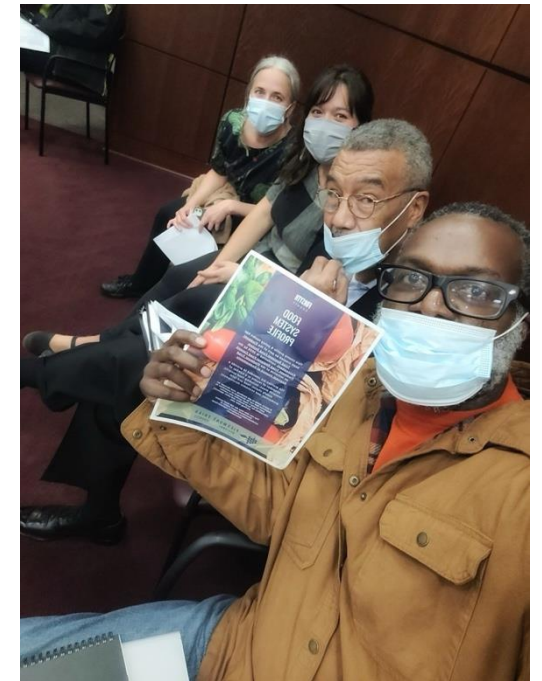


## Food Consumption, Food Security & Equitable Access

In 2015, the Food Research and Action Center (FRAC) ranked the Greensboro-High Point Metropolitan Statistical Area as number one in the nation in food hardship and number four in food insecurity. Since that time, it has moved to hover around number 14.

**“Equity is just and fair inclusion into a society in which all can participate, prosper, and reach their full potential.”**

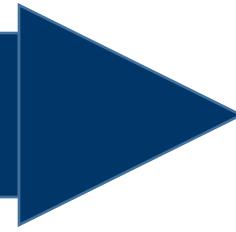
**Policylink.org | PTRFC adopted equity definition**





Regional  
Food Systems

Food Systems  
Change



### **Recommendations from 2020 Regional Food System Assessment:**

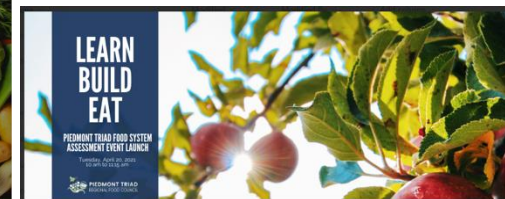
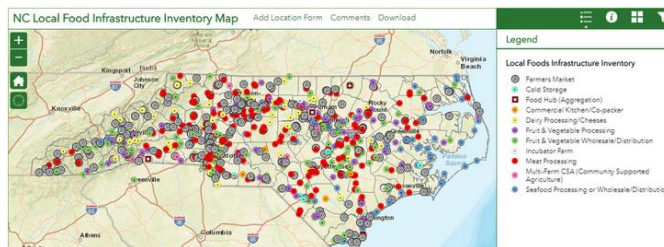
- Engage leaders of color and small grassroots organizations to co-create strategies;
- Reduce administrative burden to participate in programs and relationships;
- Expand partnerships;
- Integrate food system needs into local and regional economic development strategies;
- Build small grant programs that support food access at micro level;
- Mapping micro farms and food infrastructure; and
- Work with existing lenders to expand access to capital for underserved food businesses.



## Engaging in Food Systems

**Convene and Facilitate Partnerships:** share best practices and resources to increase collaboration, align programs, and energize the work

**Strengthen Systems:** analyze local food system economic development and policy opportunities



### NC Growing Together project, from 2013–2018

- Center for Environmental Farming Systems (NC State) USDA National Institute for Food and Agriculture Grant
- Highly collaborative, over a dozen partners across the state
- NC Local Food Infrastructure Map—inventory of businesses that serve as intermediary steps in food supply chain
- Housed on PTRC website (GIS)

### Task Force→ Regional Food Council, 2019

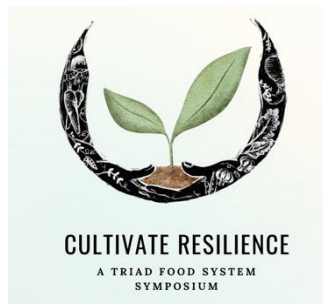
- USDA NIFA Grant awarded to PTRC—food council start up & website development
- Partnered with statewide entity for support to form a Task Force
- Leverage funding for Regional Food Council & staff position (BCBS NC Foundation)

### Regional Food System Assessment, 2019–2020 Learn Build Eat, 2021

- Conduct regional food system assessment, including equity findings, community survey, focus groups, hosting Food Talks webinars
- Learn Build Eat virtual launch event
- Presentations to partners and county commissioners



## Engaging in Food Systems



### Triad Food System Symposium, 2023

- Triad Food Symposium to showcase food efforts, celebrate local food, and promote networking
- More than 120 attended to engage in conversations on Building Equitable Farmer Support and Creating Resilient Food Hubs in the Triad
- Results summarized as part of a collaborative process to develop a grant proposal



### Healthy Food Financing Initiative Grant Award, 2024

- PTRC was one of 16 groups across the nation awarded
- For five years, PTRC provides a technical assistance hub to inform, engage and train those needing external funds for food projects.
- PTRC also offers grants and incentivizes loans from lending partners to eligible projects.



### USDA RFSP Application, 2024

- Mapping the Pathway to Resilient Regional Food Systems in North Carolina –to raise awareness about food system infrastructure that can help farmers gain access to markets, address equity issues, and identify opportunities for high-impact investment in distressed communities
- PTRC, The Conservation Fund (TCF), and North Carolina State University (NCSU)– Center for Environmental Farming Systems (CEFS) partnered
- Community-based approach to data collection will "ground truth" the locations of food system entities throughout NC



## Build Relationships; Build a Stronger Food System

To learn more about Piedmont Triad Regional Food Council, please visit:  
[www.ptrc.org/triadfoodcouncil](http://www.ptrc.org/triadfoodcouncil)

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