



Agriculture, Food & Beverage Quarterly Industry Forum

By: Trent Ensley, Reena Bhatia, Sherry Gaylor

Industry focus: Agriculture, Food & Beverage

Date: Apr 30th, 2026

Agenda

- **Welcome & Overview**
- Highlights for current procurement opportunities
- Business Spotlight: Blue Mountain Distributors, Gina Peoples, Co-Owner
- Featured Presentation: NC Department of Agriculture and Consumer Services - Sim McIver, Domestic Marketing Assistant Director
- Question & Answers
- Closing & Next Steps



Disclaimer

The opinions expressed by participants in this meeting do not necessarily represent the official views or positions of the NC Military Business Center, the North Carolina Community College System, or the State of North Carolina. This meeting and its contents are provided for **informational purposes only** and do not constitute legal advice. The NC Military Business Center, the North Carolina Community College System, and the State of North Carolina assume no responsibility for any actions taken based on the information provided during this meeting.



Who We are

The NCMBC is a statewide business development and technology transition entity of the State of North Carolina, embedded in the state's community colleges and headquartered at Fayetteville Technical Community College. It is the only statewide, military-focused economic development organization in the U.S. and the only North Carolina entity solely dedicated to growing the defense economy through existing industry.

How NCMBC Can Help

- One-on-one business counseling
- Opportunity sourcing and daily email notifications
- Proposal development and solicitation interpretation
- Pre-award capture assistance and teaming support
- Federal agency market intelligence and acquisition forecasts
- Training events, webinars, and contracting workshops



Mission, Goals, and outcomes

Mission: To leverage military and federal business opportunities to expand the economy, grow jobs and improve quality of life

Goals and Operations:

1. Increase federal revenues for businesses
2. Support technology transition to federal agencies
3. Support integration of military into workforce
4. Support defense-related business recruitment



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Opportunity 1: Fort Jackson Boxed Noon Meals Services

Department of the Army

- *Pre-Solicitation #: Notice ID W9124D26QA119*
 - *Location: Fort Jackson Military Entrance Processing Station (MEPS), 2435 Marion Avenue, Columbia, SC 29207*
 - *Contract Type: Request for Quotations (RFQ)*
 - *Set-Aside: Total Small Business Set-Aside (FAR 19.5)*
 - *NAICS: 722310 - Food Service Contractors*
 - *Response Due: 22 May, 2026 @ 10:00 AM EST*
 - *Sam.gov link*
<https://sam.gov/workspace/contract/opp/d6c00c4d49eb4c138890300dc57d97a1/view>

NCMBC Guidance:

- Please read the entire solicitation, including all attachments, to ensure completion of all required representations, certifications, and submissions. Acknowledge all Solicitation amendments (SF-30) issued by the Government.
- The contractor shall provide services every Monday through Friday, excluding legal holidays and training days scheduled by the MEPS, as well as a maximum of 28 Saturdays annually, for a total estimated 264 days per year.
- Historical data last 12 months: Lunch meals, daily average 58 meals, total meals 15,219.



Opportunity 2: Campus Style Dining Venue (CSDV) Concession 2.0 Solicitation

Installation Management Command (IMCOM)

- *Solicitation #: NAFBA1-26-R-0014*
- *Location: Forts Bliss, Irwin, Riley, Campbell, Polk and JBLM*
- *Contract Type: Solicitation - Nonappropriated Fund Instrumentality (NAFI)*
- *Set-Aside: No Set aside used*
- *NAICS: 722310 Food Service Contractors PSC: M1FD - OPERATION OF DINING FACILITIES*
- *Value Range: Revenue Generating Contract Base period of five (5) years with five (5) one-year option periods for a possible total of ten (10) years*
- *Response Due: Jun 12, 2026 4:00 PM CDT*
- *Sam.gov link*
<https://sam.gov/workspace/contract/opp/877d3f1774fa4d3ab8f060e97f970d1a/view>

NCMBC Guidance:

- Provide modernized feeding alternative with a modern feel, online ordering and delivery solutions, and an abundance of healthy food options for Soldiers and to the wider installation community.
- Execute a revenue generating Campus Style Dining Venue (CSDV) that will support Soldiers, their Families, “Soldiers for Life” and others.
- Expand the dining opportunities and hours of availability.
- Potential for opportunities to be a supplier or subcontractor



Opportunity 3: Campus Style Dining Venue (CSDV) Concession 2.0 (B) Solicitation

Installation Management Command (IMCOM)

- *Solicitation #: NAFBA1-26-R-0019*
- *Location: Forts Knox, Sill, and JBMHH*
- *Contract Type: Solicitation - Nonappropriated Fund Instrumentality (NAFI)*
- *Set-Aside: No Set aside used*
- *NAICS: 722310 Food Service Contractors PSC: M1FD - OPERATION OF DINING FACILITIES*
- *Value Range: Revenue Generating Contract Base period of five (5) years with five (5) one-year option periods for a possible total of ten (10) years*
- *Response Due: Jul 02, 2026 4:00 PM CDT*
- *Sam.gov link*
<https://sam.gov/workspace/contract/opp/631fb4f98f6f4b6594c3fc364c09e837/view>

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Business Spotlight

Blue Mountain Distributors

- Hendersonville, NC
- Family owned and operated purveyors of local, specialty and perishable products
- Blue Mountain Blue Mountain provides products to multiple retail outlets and major grocery stores in the southeast
- Recently awarded a contract with the Defense Commissary Agency (DeCA) and will soon be providing products in the local / regional section of the North Post, Fort Bragg, NC Commissary
- Gina Peoples, Co-Owner will discuss their journey and provide insights regarding the process of becoming a vendor with DeCA





Purveyors of Local, Specialty & Perishable Products

BLUE MOUNTAIN DISTRIBUTORS – SERVICE AREA MAP

*Proudly delivering to our customers across North Carolina,
South Carolina and parts of Tennessee and Georgia.*

WEST HUB
★ Asheville, NC
119 Weaverville Road
Fighting
(West Hub)

TENNESSEE

EXPANSION POTENTIAL
(Future Consideration)

★ **SOUTH HUB**
Spartanburg, SC
500 Ucci Way
(Main / South Hub)

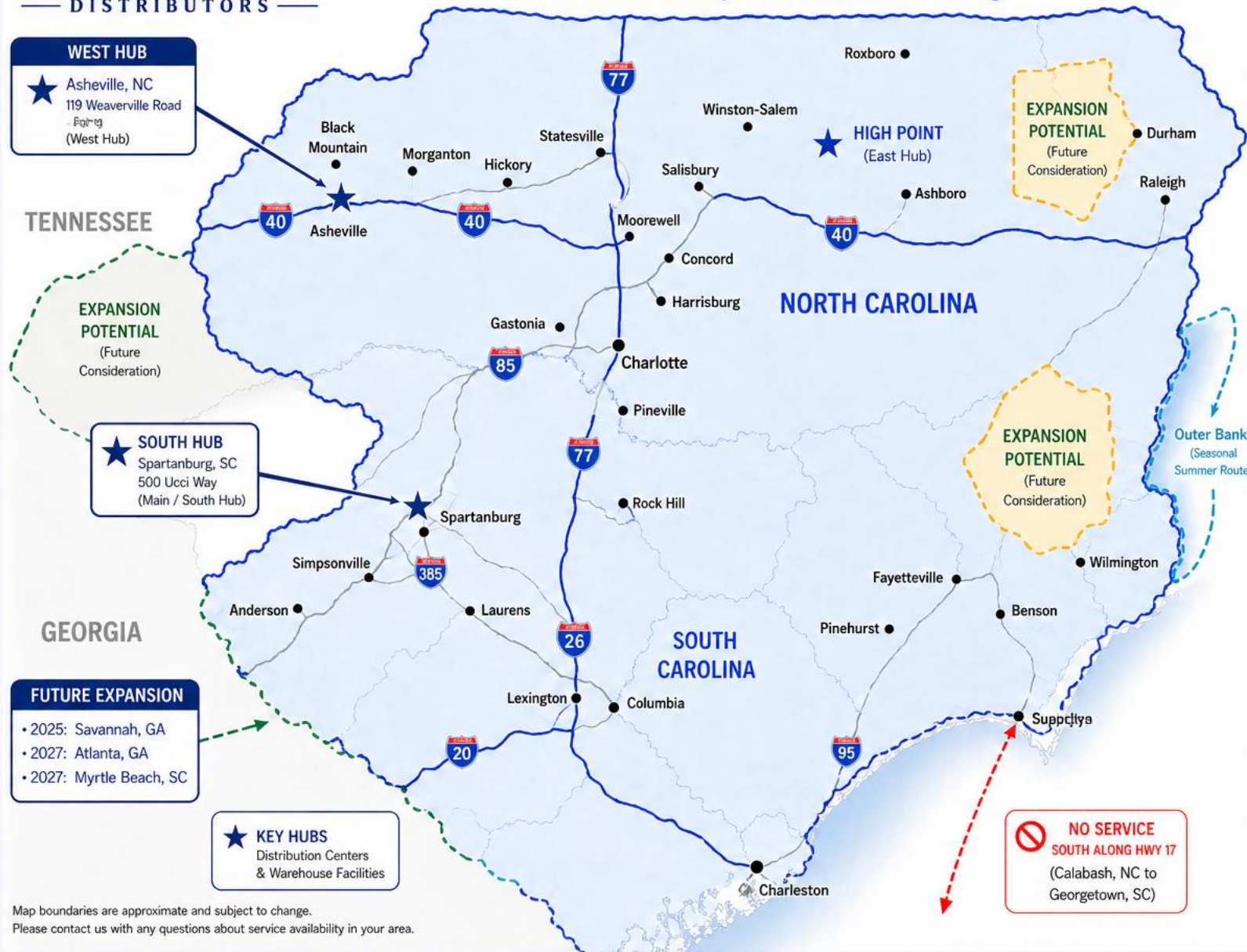
GEORGIA

FUTURE EXPANSION

- 2025: Savannah, GA
- 2027: Atlanta, GA
- 2027: Myrtle Beach, SC

★ **KEY HUBS**
Distribution Centers
& Warehouse Facilities

Map boundaries are approximate and subject to change.
Please contact us with any questions about service availability in your area.




OUR SERVICE AREA

Blue Mountain Distributors currently services select regions of North Carolina, South Carolina, Tennessee and Georgia. Please refer to the map for exact coverage.

-  **ACTIVE DELIVERY COVERAGE**
Areas inside the blue boundary are actively serviced.
-  **SERVICE BOUNDARY**
Represents the outer limits of our current service area.
-  **EXPANSION POTENTIAL**
Areas we are evaluating for future service expansion.
-  **NOT CURRENTLY SERVICED**
Areas outside the boundary are not serviced at this time.
-  **NO SERVICE ZONES**
Specific areas within the boundary that we do not service.

KEY BOUNDARY NOTES

-  Coverage is limited to approximately 20 miles off I-26 and I-20 corridors in South Carolina.
-  Coverage in North Carolina is limited to key metro areas and corridors along I-40 and I-77.
-  **Southern Coastal Limit: Supply, SC**
We do not go south of Supply, SC. We do not service Hwy 17 from Calabash, NC to Georgetown, SC.
-  **Outer Banks (Seasonal Summer Route)**
We run a truck for 3 months in the summer up the NC coast to the Outer Banks.

 **NO SERVICE SOUTH ALONG HWY 17**
(Calabash, NC to Georgetown, SC)

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N.C. DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES



Marketing



Steven W. Dwyer
Commissioner

The seal of the North Carolina Department of Agriculture and Consumer Services is a circular emblem. It features a central figure of a woman holding a scale of justice, with a sheaf of wheat and a cornucopia. The text "DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES" is written around the top inner edge, and "FOUNDED 1877" is at the bottom. The entire seal is rendered in a light green color against a darker green background.

The NC Department of Agriculture & Consumer Services
is the state government agency responsible for
promoting
and supporting agriculture, ensuring food safety,
regulating agricultural practices, and protecting
consumers
in the state of North Carolina.

NCDA&CS DIVISIONS

Agricultural Statistics
Agronomic Services
Budget & Finance
Emergency Programs
Environmental Programs
Farmland Preservation
Food & Drug Protection
Food Distribution
Human Resources
Internal Audit
Legal Affairs
Marketing

The background of the slide features a large, faint, circular seal of the North Carolina Department of Agriculture and Consumer Services. The seal contains various agricultural symbols such as a plow, a sheaf of wheat, a cornucopia, and a scale of justice, surrounded by the text "DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES" and "FOUNDED 1877".

Meat & Poultry Inspection
NC Forest Service
NC State Fair
Plant Industry
Property & Construction
Public Affairs
Research Stations
Small Farms
Soil & Water Conservation
Standards
Structural Pest Control & Pesticides
Veterinary

Our Purpose

NCDA&CS Marketing Division Objectives

- Increase the value of North Carolina agricultural products at the farm gate.
- Increase awareness of North Carolina agriculture, focusing primarily on urban areas.
- Ensure the quality and safety of North Carolina agriculture products.

Fulfilling the Mission

- This is primarily done with researching local, national, and international markets and conditions, developing strategic marketing plans, developing, and implementing promotions, and educating consumers on NC agriculture.
- We want to keep the importance of NC agriculture at the top of everyone's mind. We create and promote awareness campaigns in cities and urban areas within the state. Where agriculture may be overlooked by the urban consumer today.
- North Carolina agriculture industry, including food, fiber and forestry contributes over \$113 billion to the states economy annually. These marketing efforts are crucial to strengthening and increasing North Carolina's leading industry and achieving economic profitability.

Marketing Sections

International
Ag Business Development & Grading &
Market News
Livestock
Farmers Markets & Ag Centers
Multimedia
Domestic

International

Provide Export assistance to NC agribusinesses and connecting international buyers with NC agricultural products.

Research Markets, Training, International Trade Shows, In-Bound Trade Missions, International Marketing Campaigns

NC Ag exports have increased by about 10 percent a year on average.



AG Business Development & Grading & Market News

Ag Business provides comprehensive business plan reviews, identify potential financial resources, referrals to regulatory agencies, information on other agency services, product liability insurance, and product testing.

The Cooperative Grading Service provides inspection of fresh fruits and vegetables, peanuts, specialty and ornamental crops.

The Federal-State Market News Service provides current, unbiased, price and sales information to assist in the orderly marketing and distribution of farm commodities.



Livestock

Livestock Marketing Specialists assist NC producers with the development and implementation of marketing avenues for sheep, swine, goat, beef, and dairy cattle.

They aid producers in getting enrolled in the USDA PVP Program so that their calves can be age and source verified. They also assist in qualifying feeder calves for the NC Value-Added sales.

The Livestock specialists develop, coordinate, and manage the livestock shows at the NC State and Mt. State Fairs.



Farmers Markets & Ag Centers

There are four regional farmers markets owned by the State of NC and operated by the NCDA&CS. These farmers markets are strategically located across the state to serve North Carolina farmers, both large and small.

Raleigh – Greensboro – Charlotte - Asheville

There are four regional agricultural event centers owned by the State of NC and operated by the NCDA&CS. These Ag centers host a wide variety of events from equestrian shows, tractor pulls, concerts and more.

Fletcher – Lumberton – Raleigh - Williamston



Multi-Media

Got To Be NC Program Administration

The Got to Be NC program is a business development initiative designed for companies that are working to grow and expand market share.

Information and communication, media, advertising, website, social media, podcast, nutrition, film and photography, editing and graphic design. Provide support for other marketing sections.





GOT TO BE NC

GROWN, RAISED, CAUGHT, MADE





“Got to Be NC” is the official statewide marketing brand and membership program for these key industry sectors, concentrating on our states food and fiber sectors.

It is our mission to provide services that promote and improve agriculture, agribusiness, and forests; protect consumers and businesses; and conserve farmland and natural resources for the prosperity of all North Carolinians.

www.gottobenc.com

Benefits of MEMBERSHIP



- **Specialized Programming with Retail and Foodservice**
- **Got to Be NC logo on your Packaging and Labels**
- **Cooperative Advertising Opportunities**
- **Comprehensive Marketing Programs**
- **Consultation for Retail, Foodservice & International Markets**
- **Grower Meetings and Farm Tours**



- **Eligible to Participate in Grower & Buyer Exchange Programs**
- **Subscription to Electronic Monthly Newsletter**
- **Got to Be NC will Follow your Social Media Accounts**
- **We List Your Company on our Got to Be NC Website**
- **Participate in Got to Be NC Shows, Events & Promotions**

Domestic Marketing



- Connecting NC Agriculture to Consumers & Businesses

- Locally here in North Carolina & across the United States

Domestic

Through our “**Got to be NC**” marketing brand and staff marketing specialists, we focus on market expansion and business development for North Carolina agriculture, food & beverage, fiber and forestry industries.

North Carolina & United States

Commodity Section – Market NC Commodities

Retail Section – Market to Various Retail Outlets



Commodity Section

Marketing Specialist that work to support and promote NC Ag commodities.

Proteins – pork, poultry, eggs, beef, dairy, lamb, goat, seafood, aquaculture, meat processing.

Horticulture – sweet potatoes, strawberries, organics, apples, tomatoes, vegetables, greenhouse vegetables, blueberries, greens, herbs, cane berries, pumpkins, Christmas trees, pine needles, green industry, potatoes, pumpkins, watermelons, cantaloupes, pine needles, sod/ turf, honey, pecans, etc..

Field Crops – soybeans, peanuts, cotton, corn, small grains, peanuts, rice and feed industry

Grown, Raised, Caught



The background features a large, faint seal of the North Carolina Department of Agriculture and Consumer Services. The seal is circular with a yellow border containing the text "DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES" at the top and "FOUNDED 1877" at the bottom. The central emblem depicts a plow, a sheaf of wheat, and a cornucopia overflowing with various agricultural products.

Retail Section

Marketing Specialist that work to support and promote NC Ag commodities in retail locations.

Grocery stores, food service, restaurants, specialty foods, beverage industry, military, prisons, food banks, food hubs, agritourism, hospitals, schools, Ag. fairs, farmers markets, roadside stands, distilleries, breweries and wineries.

Made, Promoted, Sold

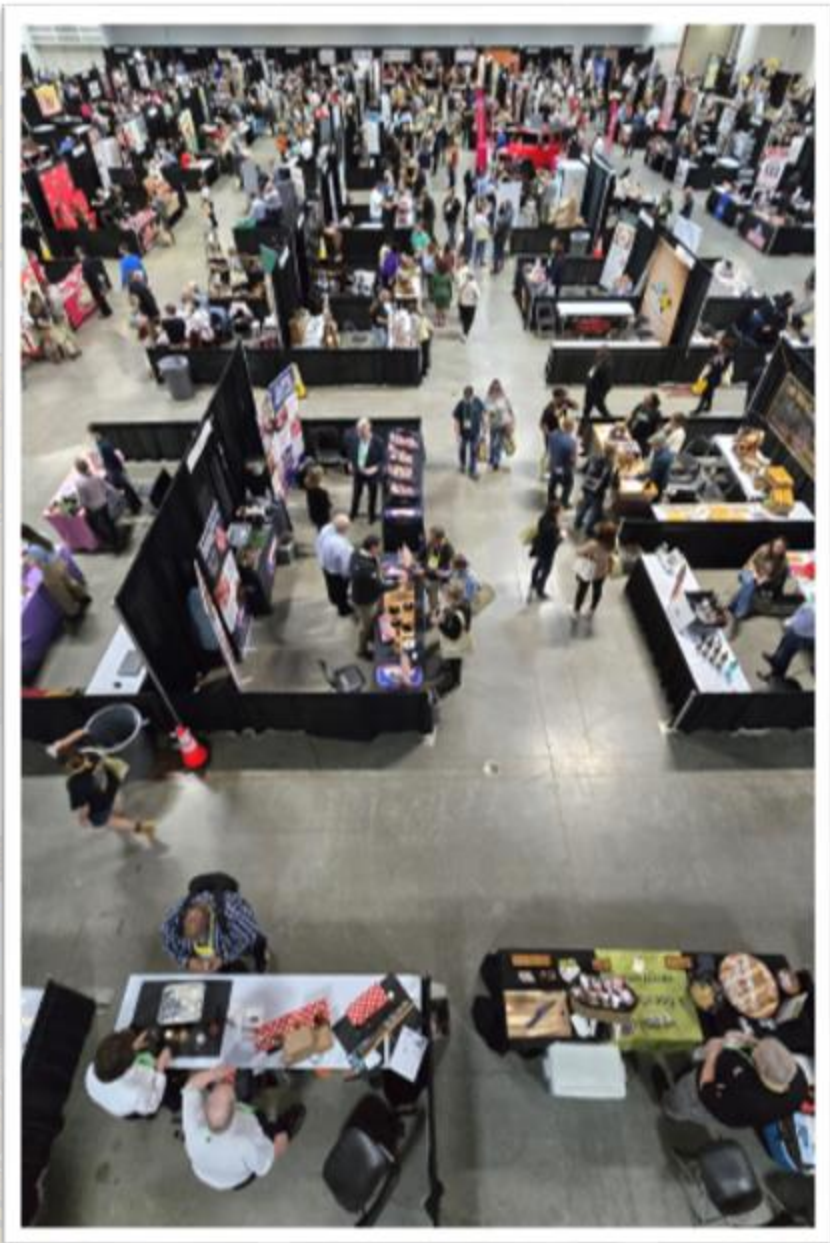


Domestic Marketing Events & Promotions

Statewide Events, Programs, Social Media, Digital Marketing, Influencer Campaigns, Video Marketing, Print, Website, E-Mail, Brochures, Education Materials, Etc.



2025 FLAVORS of Carolina



NORTH AMERICAN SEAFOOD EXPO

- Seafood Expo North America is the largest seafood industry trade event in North America. It's a marketplace where seafood buyers, suppliers, and other professionals can connect, discover new products, and stay up-to-date on industry trends.
- Over 1,200 Exhibitors
- Over 20,000 Attendees
- Representing 50 states &
- 51 countries



National Restaurant Association Show

- 10 NC Companies Participated In 2025 Show
- Generated Over 3.6 Million Dollars In Sales.
- All 10 companies want to return next year and contacted by several additional companies wanting to participate in 2026.



Got to Be NC Pavilion

- Got to Be NC Festival – every May at the state fairgrounds → May 15-17, 2026
- Got to Be NC Membership Opportunity with over 100 booths featuring NC products!
- Featuring Got to Be NC Members from the Mountains to the Coast
- The Got to Be NC festival is a fun-filled weekend of rides, tractor parades, music, and more! The three-day event showcases the **BEST** of North Carolina.





**THE
2025
NCRLA
CHEF
SHOWDOWN**





2025 IFPA WAS
ATTENDED BY 18 NC
COMPANIES AND
GENERATED OVER
3.3-MILLION DOLLARS IN
SALES FOR NC.





Got to Be NC Pavilion

located in Dorton Arena

North Carolina State Fair
October 16-26, 2025

The N.C. State Fair is the place to be this fall! The fair creates an experience unique to North Carolina and is an unparalleled value with free entertainment, thrilling rides and games, thousands of animals, endless family activities, competitions, vendors and creative deep-fried delights.

DOMESTIC MARKETING



SIM MCIVER
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ADMINISTRATIVE SPECIALIST
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VACANT
GRANT & DATA COORDINATOR

RETAIL

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Food Service Marketing
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GROCERY/ MILITARY/ PRISONS
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VACANT
Grocery / Food Hubs / Food Banks

SARA LILLY
EVENT PLANNER/ SPECIALTY FOODS
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ERICA CALDERON
AGRITOURISM
Sarah.Lilly@ncagr.gov

TYLER SENTER
FARM TO SCHOOL/ BREWREIES/ DISTILLERIES
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SARA LILLY
EVENT PLANNER/ SPECIALTY FOODS
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VACANT
AGRICULTURE FAIRS/ FARMERS MARKETS/
ROADSIDE STANDS/ MKT VEHICLES

DOMESTIC MARKETING



PROTEINS

VACANT

SEAFOOD/ AQUACULTURE

KATIE WILLIAMS

Pork/ Poultry/ Eggs/ Meat Processing

Katie.Williams@ncagr.gov

JACK NALES

Beef/ Dairy/ Lamb/ Goats/ Small Meat Producers

Jack.Nales@ncagr.gov

HORTICULTURE/ FIELD CROPS

KHAILA DAYE

Blueberries / Greenhouse Vegetables / Peaches / Watermelon

Khaila.Daye@ncagr.gov

KEVIN HARDISON

Agriculture Fairs / Farmers Markets / Feed Industry / NC Vegetable Growers / Roadside Farm Stands / Small Grains

Kevin.Hardison@ncagr.gov

TONY HAYWOOD

Blackberries / Herbs / Nursery & Landscape / Pumpkins / Raspberries / Western Christmas Trees

Tony.Haywood@ncagr.gov

HEATHER LIFSEY

Cotton / Organics / Peanuts / Strawberries / Sweet Potatoes

Heather.Lifsey@ncagr.gov

MATT LUKS

Leafy Greens / Pine Needles / Potatoes / Turf & Sod

Matt.Luks@ncagr.gov

MICHELE ROBERTS

Apples / Tomatoes

Michele.Roberts@ncagr.gov

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Questions:

Use the Q&A function or
raise your hand to ask questions



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Upcoming Forums and Other Events

- July 30th- Quarterly Agriculture, Food and Beverage Industry Forum
- May 19-20, 2026- Raleigh, NC Federal and Defense Textile and Tactical Gear Summit
- Federal Technology Symposium (August 4-5, Fayetteville)
- Medical, Biomedical & Biodefense: Support to the Warfighter & Veteran Symposium (September 23-24, Chapel Hill)

Visit [NCMBC.US](https://ncmbc.us) for more information
Stay connected via LinkedIn and the NCMBC Newsletter



Contact the NC Military Business Center



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