



NOT JUST AGRICULTURE, IT'S GOT TO BE NC.

NORTH CAROLINA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

The North Carolina Department of Agriculture & Consumer Services works to support our state's diverse economy within the agriculture, food, fiber and forestry sectors through services, regulation, legislation, research and market development.

NCDA&CS MARKETS DIVISION- Our mission is to develop and expand markets, using both domestic and international channels for North Carolina's \$90+ billion food, fiber and forestry products and to engage and educate the consumer about NC Products. We assist our growers and manufacturers in product and category development and engage our agriculture/food/beverage businesses for industry development using NC products. Through the "Got To Be NC" brand, we have created the official statewide marketing brand and membership program concentrating on our state's food and fiber sectors.

MARKETS STRATEGY- Using the "GOT TO BE NC" marketing brand, we support top-quality North Carolina products and serve our membership within the food & fiber industries to heighten the general awareness and availability of NC products to the end user. Our core B2B strategies provide our grower and processor membership with access to decision makers within retail grocery, specialty food outlets, military commissaries, independent and chain restaurants, caterers, chefs, wholesale food service broad-line & specialty suppliers, and food service management within institutional, corporate, military, academia and health care settings...either directly or thru sponsored events, trade shows, chef events/ competitions, farm tours, grower/buyer exchanges, etc. The program is involved with numerous promotional and event opportunities including consumer shows, statewide fairs & festivals and branded contests and sponsorships. Our campaigns, promotions, events are designed to increase consumer awareness of local products, leading to increased sales of NC products.

The Domestic Team includes: Creative Design Team, Wine & Grape Marketing Program, Retail/Grocery Specialists, Foodservice/ Restaurant Specialist, Signature Events Specialist, Meat & Poultry Marketing, Specialty Foods Association Liaison, Nutrition/ Dietary/ Wellness Specialist, GTBNC Brand Manager and Media Marketing Specialist. Our team works closely with NCDA Commodity Specialists who are tasked with assisting growers as well as staff that focus on international markets.

Domestic Marketing Specialists provide assistance in developing a strategy to engage customers with the buy local concept, resource for locating quality North Carolina products direct from the grower/ processor, review current supply chain to identify current North Carolina products and look for opportunities to add additional ones, provide general facility signage promoting our partnership, and assistance in building promotions during peak harvest times.