

APPENDIX V:  
**AGRICULTURE  
ECONOMIC PROFILES**



**PROSPERITY**  
FOR GREATER CHARLOTTE

2017-2022 COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY



# Agriculture as Economic Development



Agriculture is one of North Carolina's top industries, bringing more than \$84 billion into the state's economy each year – that is 17% of the state's income! Over 16% of the state's workforce is employed in the agribusiness sector, and the state ranks 8th in the nation for agricultural cash receipts.<sup>1</sup> NC farms and agribusinesses are meeting the demand for food and food products by producing over 80 different commodities.<sup>2</sup>

This Local Food and Farms factsheet is designed for economic developers, planners, local food advocates, and community members to understand their geography's place in the multibillion-dollar NC agricultural industry. The economic indicators provided here can help local governments as they design ways to support agricultural businesses as key components of vibrant and resilient local economies.

Each region in North Carolina presents a unique set of opportunities for sustainable economic growth and entrepreneurship. Consider one example: When school systems purchase food from local farmers, students benefit from access to healthy fresh produce, farmers benefit from sales into local schools, and the community benefits because these local sales are spent at other local businesses. This type of local business opportunity keeps farms in production, maintaining North Carolina's agricultural asset base both in terms of land and farming know-how. And it keeps dollars spent on food circulating among other local businesses.



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## As decision makers consider policies, programs and practices to support the agricultural sector there are numerous examples and supporting reports providing guidance:

### Center for Environmental Farming Systems (CEFS) Resources:

*Local Government Guide to Developing Local Food Economies*

<https://cefs.ncsu.edu/food-system-initiatives/local-food-economies/local-government-guide-to-food-economies/>

*NC Growing Together Local Food Economies Initiative (includes NC case studies)*

<https://cefs.ncsu.edu/food-system-initiatives/local-food-economies/>

*The NC 10% Campaign Initiative*

<https://www.nc10percent.com/>

*From Farm to Fork: Building a Sustainable Local Food Economy in North Carolina*

<https://cefs.ncsu.edu/resources/from-farm-to-fork-a-guide-to-building-north-carolinas-sustainable-local-food-economy-2010/>

### USDA:

*The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments, and Choices*

<https://www.ams.usda.gov/sites/default/files/media/Toolkit%20Designed%20FINAL%203-22-16.pdf>

### NC State University:

*The North Carolina Food Processing and Manufacturing Initiative: An Economic Feasibility Study*

[http://harvest.cals.ncsu.edu/ckfinder/userfiles/files/The%20North%20Carolina%20Food%20Processing%20and%20Manufacturing%20Initiative%20-%20An%20Economic%20Feasibility%20Study\(1\).pdf](http://harvest.cals.ncsu.edu/ckfinder/userfiles/files/The%20North%20Carolina%20Food%20Processing%20and%20Manufacturing%20Initiative%20-%20An%20Economic%20Feasibility%20Study(1).pdf)

### American Farmland Trust:

*Growing Food Connections: Building Local Government Capacity to Support Agriculture and Promote Food Access*

<https://www.farmland.org/initiatives/growing-food-connections>



1 <https://projects.ncsu.edu/cals/agcomm/news-center/media-releases/ag-and-agbiz-worth-84-billion-in-nc/> 2

<http://www.ncagr.gov/stats/general/overview.htm>

Infographic sources

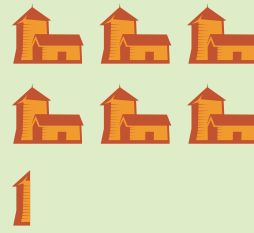
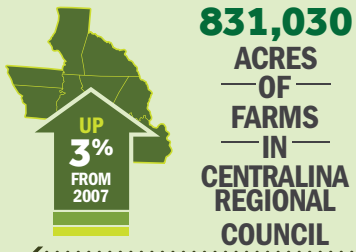
USDA Census of Agriculture

North Carolina Public Health Department- Farmer's Market Data

# Centralina Regional Council

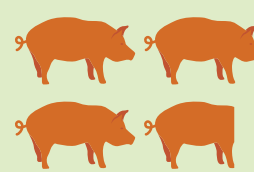
## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS



**\$553,000**  
GROSS REVENUE  
FROM AGRITOURISM  
& RECREATIONAL  
ACTIVITY

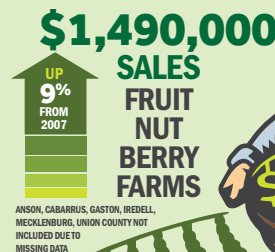
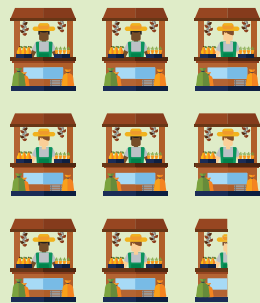
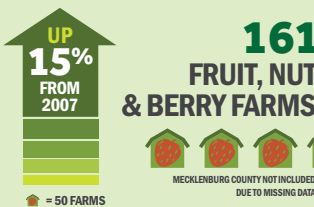
ANSON, IREDELL, LINCOLN,  
MECKLENBURG, ROWAN, STANLEY,  
UNION COUNTY NOT INCLUDED  
DUE TO MISSING DATA



**141** FARMS WITH  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY



**\$2,708,000**  
DIRECT TO  
CONSUMER SALES



**85**  
FARMERS MARKETS,  
ROADSIDE STANDS, AND  
PRODUCE MARKETS IN  
CENTRALINA REGIONAL  
COUNCIL

10 = 10 MARKETS/STANDS

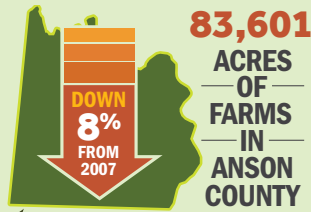




# Anson County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS

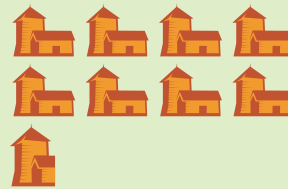
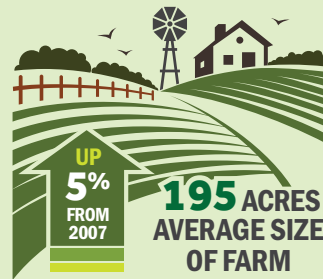


CENSUS DATA UNAVAILABLE FOR 2012

**GROSS REVENUE  
FROM AGRITOURISM  
& RECREATIONAL  
ACTIVITY**

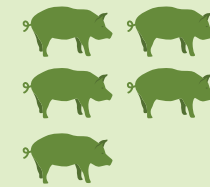
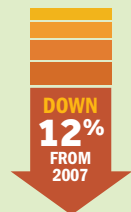
**\$25,000**

GROSS REVENUE FROM 2007



10 = 50 FARMS

**429**  
FARMS IN  
ANSON COUNTY



5 = 50 FARMS

**250**  
ANIMAL  
FARMS IN  
ANSON COUNTY



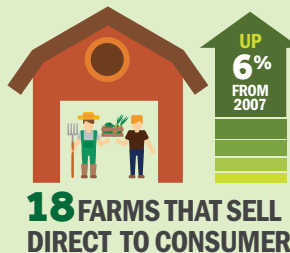
**10 FARMS WITH  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY**



**\$176,960,000**



**VALUE OF  
ANIMAL  
PRODUCTS IN  
ANSON COUNTY**



**\$25,000**  
DIRECT TO  
CONSUMER SALES



**8 FRUIT, NUT  
& BERRY FARMS**



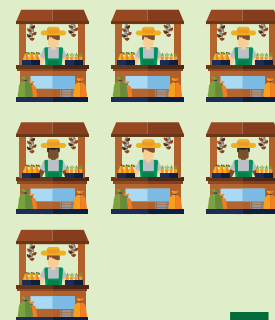
10 = 10 FARMS



**16 MELON,  
VEGETABLE &  
POTATO FARMS**



10 = 10 FARMS



**7**  
FARMERS MARKETS,  
ROADSIDE STANDS, AND  
PRODUCE MARKETS IN  
ANSON COUNTY



CENSUS DATA  
UNAVAILABLE  
FOR 2007

**\$84,000**  
SALES  
FRUIT,  
NUT,  
BERRY  
FARMS

CENSUS DATA  
UNAVAILABLE  
FOR 2007

**\$164,000**  
SALES  
VEGETABLE,  
MELON,  
POTATO  
FARMS

CENSUS DATA  
UNAVAILABLE  
FOR 2007



**24,035**  
ACRES  
HARVESTED



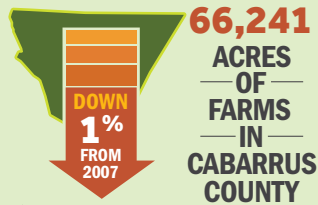
This material is based upon work that is supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture, under award number RD309-122/4940246 through the Southern Sustainable Agriculture Research and Education program. USDA is an equal opportunity employer and service provider. Data Compiled from USDA Census - North Carolina Public Health Department - Farmers Market Data



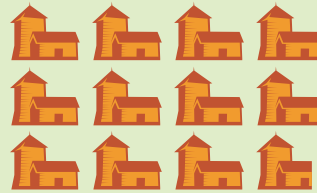
# Cabarrus County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS



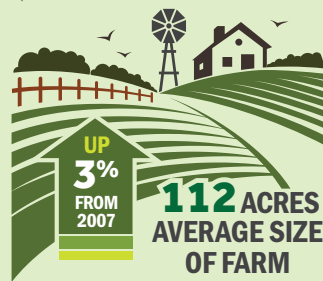
**66,241**  
ACRES  
OF FARMS  
IN  
CABARRUS  
COUNTY



**589**  
FARMS IN  
CABARRUS  
COUNTY

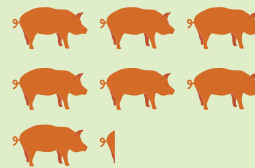


1 HOUSE = 50 FARMS



**112** ACRES  
AVERAGE SIZE  
OF FARM

**\$515,000**  
GROSS REVENUE  
FROM AGRITOURISM  
& RECREATIONAL  
ACTIVITY



**356**  
ANIMAL  
FARMS IN  
CABARRUS  
COUNTY



1 PIG = 50 FARMS

**19** FARMS WITH  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY



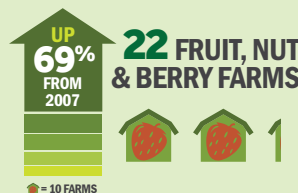
**\$41,980,000**

VALUE OF  
ANIMAL  
PRODUCTS IN  
CABARRUS  
COUNTY



**50** FARMS THAT SELL  
DIRECT TO CONSUMER

**\$148,000**  
DIRECT TO  
CONSUMER SALES



**22** FRUIT, NUT  
& BERRY FARMS



1 STRAWBERRY = 10 FARMS



**21** MELON,  
VEGETABLE &  
POTATO FARMS

1 CARROT = 10 FARMS



**14**  
FARMERS MARKETS,  
ROADSIDE STANDS, AND  
PRODUCE MARKETS IN  
CABARRUS COUNTY

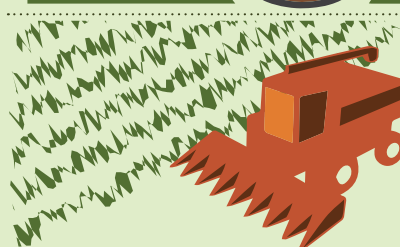


CENSUS DATA UNAVAILABLE  
FOR 2012

**SALES  
FRUIT, NUT,  
BERRY  
FARMS  
\$62,000**  
SALES FROM 2007



**\$457,000**  
SALES  
VEGETABLE,  
MELON,  
POTATO FARMS



**28,005**  
ACRES  
HARVESTED



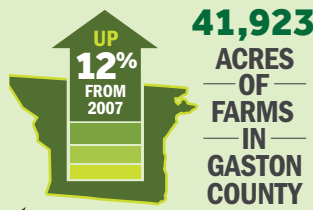
**PIEDMONT  
together** Community Choices.  
Regional Solutions.



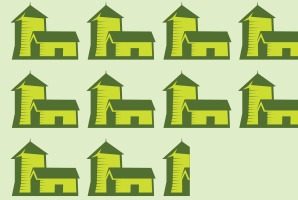
# Gaston County

## LOCAL FARMS AND FOOD PROFILE

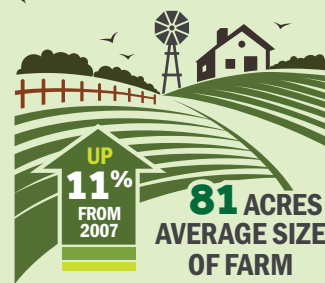
DATA FROM 2012 & 2007 USDA CENSUS



**41,923**  
ACRES OF FARMS IN GASTON COUNTY



**520**  
FARMS IN GASTON COUNTY



**81** ACRES  
AVERAGE SIZE OF FARM

**\$38,000**  
GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY



**281**  
ANIMAL FARMS IN GASTON COUNTY

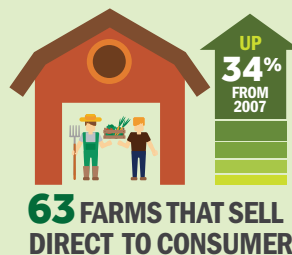


**10** FARMS WITH AGRITOURISM & RECREATIONAL ACTIVITY



**\$11,932,000**

VALUE OF ANIMAL PRODUCTS IN GASTON COUNTY



**63** FARMS THAT SELL DIRECT TO CONSUMER

**\$280,000**  
DIRECT TO CONSUMER SALES



**12** FRUIT, NUT & BERRY FARMS

10 FARMS



**33** MELON, VEGETABLE & POTATO FARMS

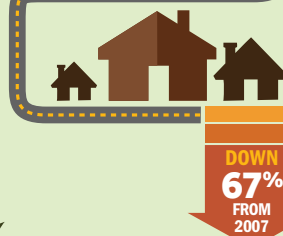
10 FARMS



**10** FARMERS MARKETS, ROADSIDE STANDS, AND PRODUCE MARKETS IN GASTON COUNTY

**3** FARMS

SELLING THROUGH



CENSUS DATA UNAVAILABLE FOR 2012

**SALES**  
FRUIT, NUT, BERRY FARMS  
**\$252,000**  
SALES FROM 2007

CENSUS DATA UNAVAILABLE FOR 2012

**SALES**  
VEGETABLE, MELON, POTATO FARMS  
**\$294,000**  
SALES FROM 2007



**12,302**  
ACRES HARVESTED

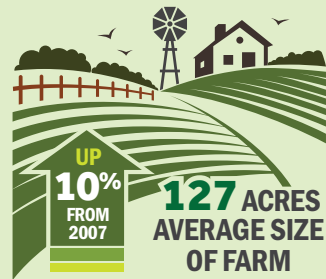
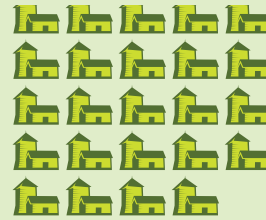
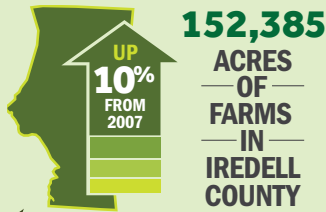




# Iredell County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS



**392,000 GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY**

CENSUS DATA UNAVAILABLE FOR 2007



**39 FARMS WITH AGRITOURISM & RECREATIONAL ACTIVITY**

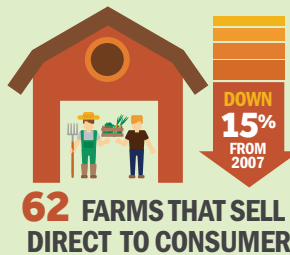


**\$128,687,000**

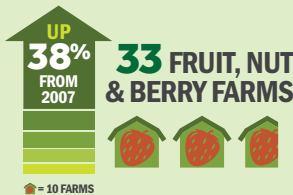


**VALUE OF ANIMAL PRODUCTS IN IREDELL COUNTY**

**UP 22% FROM 2007**



**\$778,000 DIRECT TO CONSUMER SALES**



**2 FARMERS MARKETS, ROADSIDE STANDS, AND PRODUCE MARKETS IN IREDELL COUNTY**



CENSUS DATA UNAVAILABLE FOR 2012

**SALES FRUIT, NUT, BERRY FARMS**

**\$651,000 SALES FROM 2007**



**\$565,000**

**SALES VEGETABLE, MELON, POTATO FARMS**

**DOWN 50% FROM 2007**



**70,383 ACRES HARVESTED**

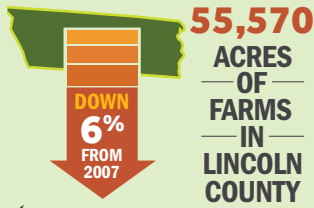
**UP 21% FROM 2007**



# Lincoln County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS

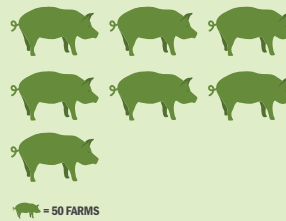


1 house icon = 50 FARMS



**\$110,000**  
GROSS REVENUE  
FROM AGRITOURISM  
& RECREATIONAL  
ACTIVITY

CENSUS DATA UNAVAILABLE FOR 2007



1 pig icon = 50 FARMS

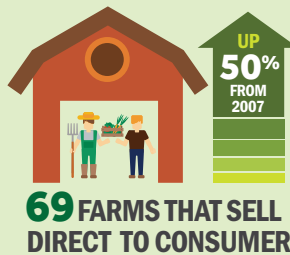
**15** FARMS WITH  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY



**\$46,746,000**



VALUE OF  
ANIMAL  
PRODUCTS IN  
LINCOLN  
COUNTY



**\$228,000**  
DIRECT TO  
CONSUMER SALES



1 house icon = 10 FARMS



1 house icon = 10 FARMS

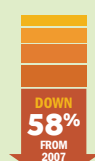


**10**  
FARMERS MARKETS,  
ROADSIDE STANDS, AND  
PRODUCE MARKETS IN  
LINCOLN COUNTY



**\$253,000**

SALES  
FRUIT,  
NUT,  
BERRY  
FARMS



**\$875,000**

SALES  
VEGETABLE,  
MELON,  
POTATO  
FARMS



**23,149**  
ACRES  
HARVESTED

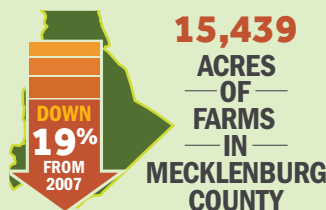




# Mecklenburg County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS



CENSUS DATA UNAVAILABLE FOR 2012

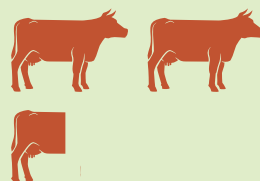
**GROSS REVENUE  
FROM AGRITOURISM  
& RECREATIONAL  
ACTIVITY**

CENSUS DATA UNAVAILABLE FOR 2007



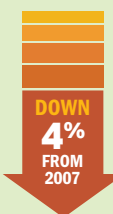
50 FARMS

**237**  
FARMS IN  
MECKLENBURG  
COUNTY



50 FARMS

**124**  
ANIMAL  
FARMS IN  
MECKLENBURG  
COUNTY



**8 FARMS WITH  
AGRITOURISM &  
RECREATIONAL  
ACTIVITY**



**\$1,753,000**  
VALUE OF  
ANIMAL  
PRODUCTS IN  
MECKLENBURG  
COUNTY



**\$95,000**  
DIRECT TO  
CONSUMER SALES



**12 FRUIT, NUT  
& BERRY FARMS**

CENSUS DATA UNAVAILABLE FOR 2007



10 FARMS



**24 MELON,  
VEGETABLE &  
POTATO FARMS**

10 FARMS



**24**  
FARMERS MARKETS,  
ROADSIDE STANDS, AND  
PRODUCE MARKETS IN  
MECKLENBURG COUNTY



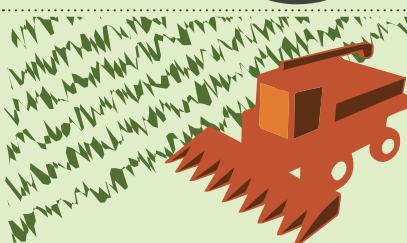
**1 FARMS**  
SELLING THROUGH  
CSA



**\$70,000**  
SALES  
FRUIT  
NUT  
BERRY FARMS

CENSUS DATA  
UNAVAILABLE  
FOR 2007

**\$292,000**  
SALES  
VEGETABLE,  
MELON,  
POTATO FARMS



**5,332**  
ACRES  
HARVESTED



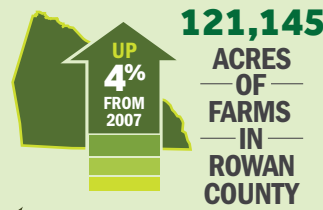
**PIEDMONT  
together** Community Choices.  
Regional Solutions.



# Rowan County

## LOCAL FARMS AND FOOD PROFILE

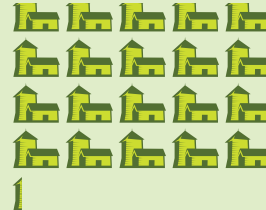
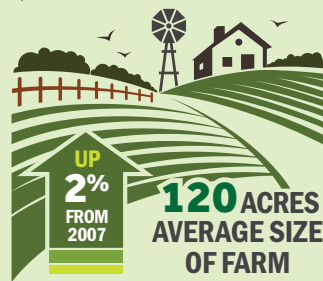
DATA FROM 2012 & 2007 USDA CENSUS



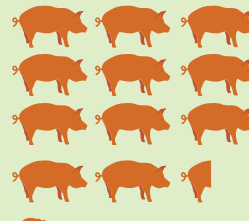
CENSUS DATA UNAVAILABLE FOR 2012

**GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY**

CENSUS DATA UNAVAILABLE FOR 2007



1 = 50 FARMS



1 = 50 FARMS

**15** FARMS WITH AGRITOURISM & RECREATIONAL ACTIVITY



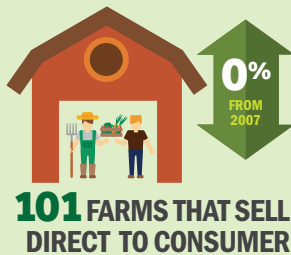
UP 88% FROM 2007

**\$33,211,000**



VALUE OF ANIMAL PRODUCTS IN ROWAN COUNTY

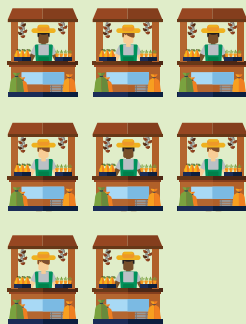
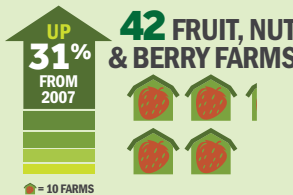
UP 23% FROM 2007



**\$589,000**  
DIRECT TO CONSUMER SALES



UP 8% FROM 2007



**8**

FARMERS MARKETS, ROADSIDE STANDS, AND PRODUCE MARKETS IN ROWAN COUNTY



**\$1,237,000**  
SALES FRUIT, NUT, BERRY FARMS

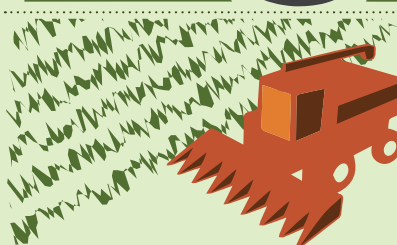
UP 62% FROM 2007



CENSUS DATA UNAVAILABLE FOR 2012

**\$7,728,000**  
SALES VEGETABLE, MELON, POTATO FARMS

SALES FROM 2007



**62,532**  
ACRES HARVESTED

UP 13% FROM 2007



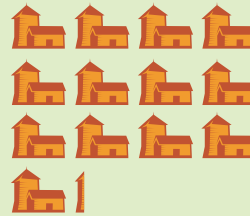
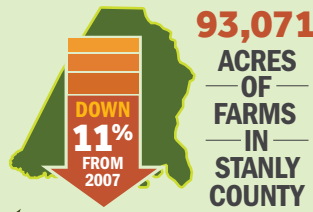
PIEDMONT together  
Community Choices.  
Regional Solutions.



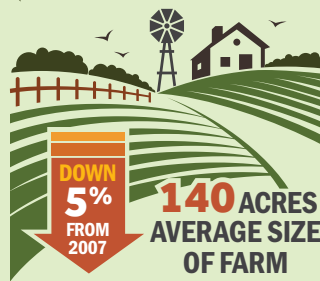
# Stanly County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS

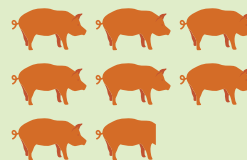


50 FARMS



**\$108,000**  
GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY

CENSUS DATA UNAVAILABLE FOR 2007



50 FARMS

**388**  
ANIMAL FARMS IN STANLY COUNTY

**DOWN 10%**  
FROM 2007

**10** FARMS WITH AGRITOURISM & RECREATIONAL ACTIVITY



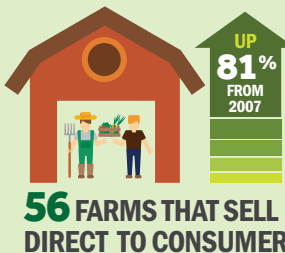
**UP 233%**  
FROM 2007



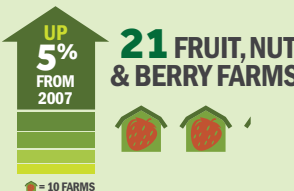
**\$63,870,000**

VALUE OF ANIMAL PRODUCTS IN STANLY COUNTY

**DOWN 30%**  
FROM 2007



**\$310,000**  
DIRECT TO CONSUMER SALES



CENSUS DATA UNAVAILABLE FOR 2012

**SALES FRUIT, NUT, BERRY FARMS**  
**\$483,000**  
SALES FROM 2007



CENSUS DATA UNAVAILABLE FOR 2012

**SALES VEGETABLE, MELON, POTATO FARMS**  
**\$49,000**  
SALES FROM 2007



**3**

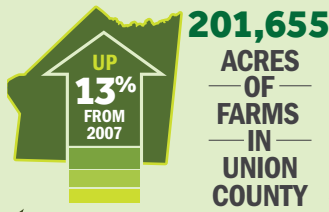
FARMERS MARKETS, ROADSIDE STANDS, AND PRODUCE MARKETS IN STANLY COUNTY



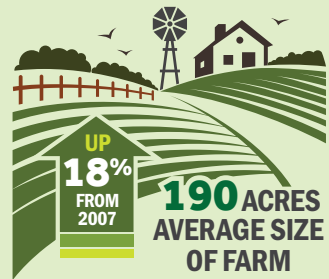
# Union County

## LOCAL FARMS AND FOOD PROFILE

DATA FROM 2012 & 2007 USDA CENSUS



**201,655**  
ACRES OF FARMS IN UNION COUNTY



**\$575,000**  
GROSS REVENUE FROM AGRITOURISM & RECREATIONAL ACTIVITY

CENSUS DATA UNAVAILABLE FOR 2007



**15 FARMS** WITH AGRITOURISM & RECREATIONAL ACTIVITY



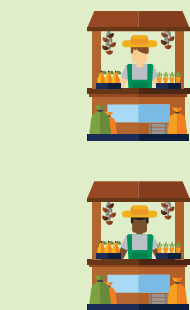
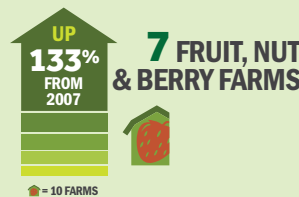
**\$407,461,000**



VALUE OF ANIMAL PRODUCTS IN UNION COUNTY



**\$255,000**  
DIRECT TO CONSUMER SALES



**2**  
FARMERS MARKETS, ROADSIDE STANDS, AND PRODUCE MARKETS IN UNION COUNTY



**\$53,000**  
SALES FRUIT, NUT, BERRY FARMS

CENSUS DATA UNAVAILABLE FOR 2007



**SALES VEGETABLE, MELON, POTATO FARMS**

CENSUS DATA UNAVAILABLE FOR 2007

