



Jackson County Vacation Supported Agriculture

Lisa McBride

Submission Date

May 24, 2022 2:27 PM

Name of Initiative

Jackson County Vacation Supported Agriculture

Contact Person

Lisa McBride

Title

Executive Director, WNC Farm to Table

Address

513 Mill Street

City

Sylva

State

NC

Zip Code

28779

Primary Phone Number

8283311346

Email

wncfarmtotable@gmail.com

Organization Type

Non-Profit

Organization Tax ID

87-3451772

Time of Year of Initiative

Peak (April - November)

Describe the timing of the initiative in as much detail as possible (please list key project dates, milestones, timeframes, etc.)

This is the first year of WNC Farm to Table and NC State's Vacation Supported Agriculture project working together to supply local food to vacationers in Jackson County via an online ordering system supported by NC State's People-First Provisions. This project runs annually from April through October, hopefully November. We have 3 rental companies in Jackson County that have agreed to be a part of this launch: Landmark in Cashiers, Bear Lake Reserve in Tuckasegee and Sun Dog Realty in Sylva. This project has also been promoted through Jackson County TDA.

Describe your initiative

WNC Farm to Table is the chosen aggregator and distribution channel for the Vacation Supported Agriculture program for Jackson County. We are working to promote the program in Jackson County and to supply all the bags of vegetables, fruits, eggs, meats, flowers, etc. to the vacationers when they order through the links provided to the rental companies or via the TDA website.

Describe what previous experience applicant has in successful execution of similar endeavors

WNC Farm to Table has been providing local food to restaurants like Ilda, which is featured as the best mountain restaurant by Eater Carolinas, The Wine Bar, Bear Lake Reserve's Lake Club, even Guadalupe and Mad Batter over the past 20 months. Before that, the executive director ran the Jackson County Farmers Market for 3.5 years. Currently, there are 3 other Community Supported Agriculture/food box programs being organized and run by WNC Farm to Table, supported by USDA, ASAP Connections and Empowering Mountain Food Systems.

Website

<https://wncfarmtotable.org>

Social Media Channels - paste URLs below

<http://facebook.com/wncfarmtotable>, http://instagram.com/wnc_farm_to_table,
<http://twitter.com/wncf2t>

Amount of Funds Requested?

4,000.00

Date Funds Needed

Jun 17, 2022

Give a narrative description of how this project will increase tourism and visitation in Jackson County

Jackson County is a unique destination for many and it's close to major metropolitan areas like Atlanta. However, it's worlds apart in culture and in food. Many people are looking for a unique aspect of a vacation and Appalachia can give that in its wide-array of local food. Now that there are more farm to table restaurants in the area, those that wish to prepare meals while on vacation can do so easily and conveniently. It gives a feeling of connection to the area and data from other parts of the state have demonstrated that there are repeat customers that return to the same rental company and reorder each visit. Advertisements and information can be added to bags of produce, etc.

If this initiative has occurred before, what is new that differentiates it from prior years?

This is the first year that this initiative has occurred in Jackson County.

What is your advertising and marketing plan for your initiative?

The rental companies actually send out emails with links stating that this service is available. It's of no cost to the rental companies at all. As this develops, WNC Farm to Table will advertise on social media and other media channels as needed.

Do you agree to acknowledge the 'Jackson County TDA' in materials as required? Any releases or ad placements should have a statement that "the event was made possible, in part, by the Jackson County TDA." Print ad placements, where/when possible should include the JCTDA logo.

Yes

Total anticipated cost of initiative

15,000

Total funds your organization will provide toward total cost?

5,000

Detail funds requested from other sources and note commitments or anticipated receipt of funds from other sources

We have funds available through the sale of the VSA bags and other funding for our various projects through Nantahala Health Foundation, and Resourceful Communities. Coolers have been provided by a Tobacco Trust Grant via NC State.

Please upload your detailed budget, including event or initiative expenses and revenue. You can attach a spreadsheet (Excel), PDF, or Word Document.



[VSA for WNCF2T.pdf](#)

Anticipated Attendees from Jackson County:

0

Anticipated Attendees from outside Jackson County:

300

Anticipated overnight stays generated:

Varies

How did you determine audience/attendance numbers and where do they come from?

Estimating 15 customers for 18 weeks

How will you measure success of your initiative?

NC State and People-First Provisions keep up with the number of orders, the specific link it comes from and feedback from the customers and rental agencies.

Upload any supporting documentation for your application here:



[VSA 2021 Vacation Realities WNC.pdf](#)

Is there anything else you'd like to add?

This is our first year with the VSA program in Jackson County, so a specific budget is hard to determine. All we could show are costs that we know that we have and the cost/revenue from each order.

I do feel that this program will be more successful this year than we expect and it will grow into an exceptional asset for tourism and a feeling of connection that people want to have when visiting here.

Thank you.

Signature:

Lisa M. Breedlove



Nick Breedlove

2022-23 JCTDA Grant Application

May 24, 2022 1:32 PM

 Reply

to: wncfarmtotable@gmail.com

Hi Lisa,

Thanks for this submission. We were a bit unclear what the funds would be used for?
Can you send a detailed breakdown of the project itself and what our funds would go towards?

Thanks,

Nick

VSA For WNC Farm to Table

VSA Product	Weekly Supply	Vacationer Price	Aggregator Payout	Payout to Farmers	Notes
Produce/fruit (10-12lbs)	25 Bags	\$45.00	\$36.85	\$30.70	\$3.07/Lb of produce
Happy Hen Eggs	35 Dozen	\$7.25	\$6.00	\$5.00	
Protein Packs (breakfast/dinner 5 servings each)	15 packs	\$54.50	\$45.00	\$35.50	1lb bacon, 1 lb breakfast sausage, 3lbs dinner sausages
Fresh Cut Flowers (bouquet)	15 bouquets	\$25.00	\$20.00	\$16.70	

Other supplies needed/costs

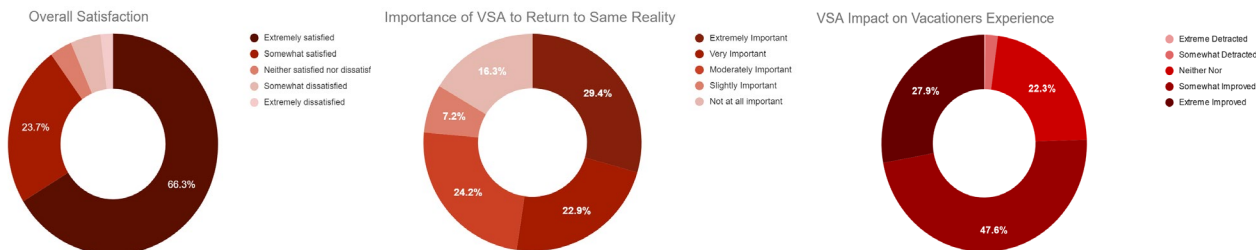
Other costs	Costs	Source
Cooler Bags	N/A	Supplied by NC State
Egg Cartons/each	\$0.20	WNC Farm to Table
Other grocery / each	\$0.05	WNC Farm to Table
Gas for delivery weekly	\$20.00	WNC Farm to Table
Labels and Tags	\$80.00	WNC Farm to Table
Coolers for delivery	\$2000.00	Tobacco Trust Grant
Assistant at \$15/hour for 15 hours/week, 17-18 weeks	\$4000.00	TDA Grant
Full-time (Ex Director) \$25/hour for 15 hours/week, 17-18 weeks	\$6750.00	WNC Farm to Table retail sales and other grants

VACATIONER SUPPORTED AGRICULTURE

2021 REALTY PARTNERS

VSA engages Extension offices, farmers, and nonprofits to coordinate the supply of local provisions to be pre-sold for each week of the vacation season; then collaborates with vacation realty companies and local tourism boards to advertise the products to vacationers.

VACATIONERS' FEEDBACK



VSA is **delighting** vacationers and it is making them **more loyal** to participating realties.

BEST PRACTICES

We **send VSA-dedicated emails** to all guests scheduled to **arrive three weeks** later detailing the program and the ordering/pick-up process. The **day before** the order deadline, we send a more specific reminder email to that same set of guests. (Jessica Fuller, Margaret Rudd & Associates)

We send periodic emails about VSA to our upcoming guests and we feature it in our blog. We really want to **support local farmers in our county**. (Charity Parsons, Coastal Vacation resorts)

We get the word out with **an email to all reservations in the VSA season**, and send **reminders two weeks prior** to each arrival. We want to support local businesses. (Mary Hanke, Sunset Properties)

I **send email verbiage** to each realty with a link to their specific page. I follow-up with vacationers and I am available by phone and email to **answer all inquiries**. (Madison, People-1st Tourism)

To learn more about the Vacationer Supported Agriculture go to: go.ncsu.edu/vsa

To visit the vacationer-facing online marketplace go to: p1provisions.com

Please direct any questions to dbmorais@ncsu.edu



4,175 Produce Bags Sold (2018-2021)



\$214k Revenue Generated (2018-2021)



13 Destinations



126k Vacationers Reached (2018-2021)



24 Realty Partners



69 Growers in 11 Counties

