



Envisioning the Sanford Agricultural Marketplace

Transforming Science Into Solutions

Extension addresses some of our state's and world's grand challenges – from supporting safe food systems and helping families adopt healthier lifestyles to equipping youth with life skills and helping farmers feed, clothe, heal and fuel a growing population.



Agriculture



Food + Nutrition



4-H Youth Development



**Environmental +
Natural Resources**



Home + Families



**Community + Rural
Development**

The Sanford Agricultural Marketplace

The Sanford Agricultural Marketplace (SAM) will be the interface where the City of Sanford and N.C. Cooperative Extension and partner organizations collaborate to support local agriculture and community wellbeing in and around Lee County.



Photo credit: HH Architecture

- Marketplace for local farms and food entrepreneurs
- Shared-use commercial kitchen to facilitate creation of value-added food products and to launch food businesses
- Increased access of fresh, healthy local foods to all Downtown residents and surrounding areas
- Classroom and outdoor spaces to host educational programming for all ages
- A venue to gather and celebrate local agriculture and promote wellness in the heart of our community

THE VISION



Be recognized as THE signature Agricultural Marketplace in the Sandhills region, a cultural epicenter for the community to celebrate its rich history and diversity through food and fellowship

Future Location in Downtown Sanford



Sanford Agricultural
Marketplace
(Future location)

Sanford Farmers' Market
(Current location)



THE FACILITY



HH ARCHITECTURE

Photo credit: HH Architecture



PARTS OF THE FACILITY

- Covered Market Pavilion
- Performing Arts Stage
- Demonstration Kitchen
- Shared Use Commercial Kitchen
- Meeting and Office Space
- Greenways and Gardens
- Audio / Visual Technology

Market Pavilion



Photo credit: HH Architecture



Opportunities of the Market Pavilion

- Provide a permanent home for the Sanford Farmers' Market
- Increase community access to fresh, locally produced foods
- Increase farmer profitability along with access to new consumers
- Offer educational opportunities to increase the public's awareness of local agriculture and its importance to our local economy
- Reduce food insecurity for low-income downtown residents by providing resources and support for programs (SNAP/EBT, WIC, SFMNP, Market Bucks, etc.)
- Offer community health and wellness promotions and events

Teaching & Demonstration Kitchen





Opportunities of the Teaching & Demonstration Kitchen

- Provide food and nutrition education programming with a focus on stretching food dollars while using fresh and locally grown ingredients
- Education on how to effectively shop at the farmers' market using SNAP-EBT benefits
- Support farmers' market vendors on best practices of food safety when handling food products and samples
- Offer home food preservation courses to increase knowledge of safe food storage practices
- Programming during the farmers' markets (ex. cooking demos and recipes) to help consumers incorporate local foods into healthy weekly meal planning
- Space for local chefs to offer food demonstrations and tastings to promote local restaurants

Shared-Use Commercial Kitchen



Photo credit: Neighborhood Centers Inc.

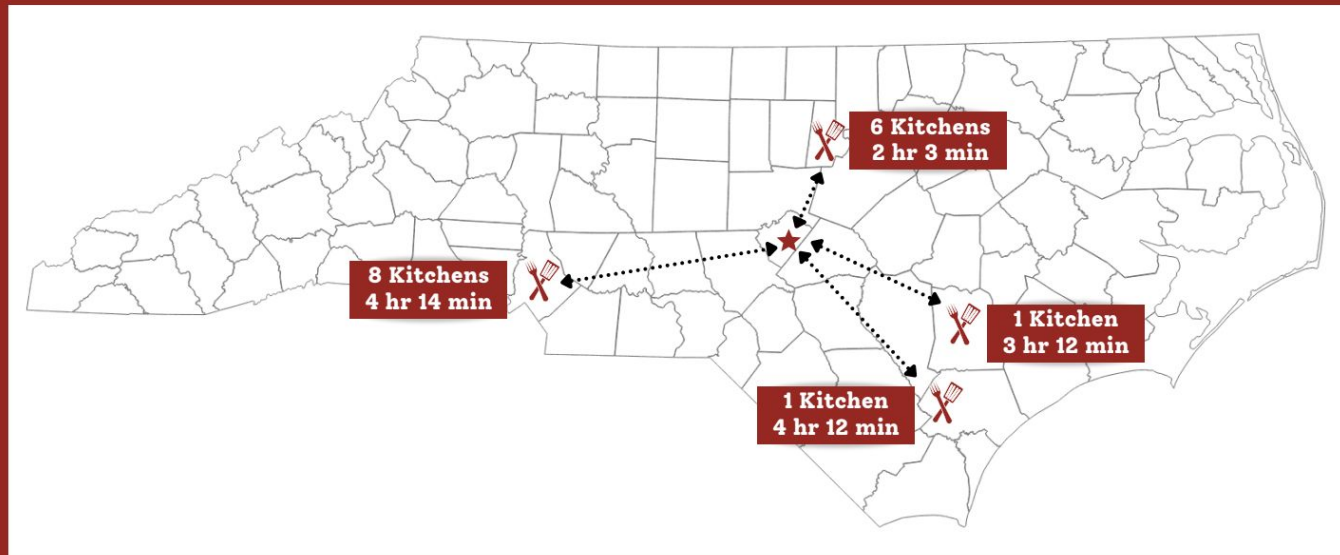


Photo credit: NC State University, Copyright.



Potential Value of the Shared-Use Commercial Kitchen

Shared-Use Kitchens within 100 Miles of Sanford
& Average Round-Trip Travel Time ¹





Opportunities of the Shared-Use Commercial Kitchen

- Provide infrastructure for the creation of value-added products and local food entrepreneurship development
- Access to specialized food production equipment and storage (dry, cold, and freezer space) in a facility compliant with all county, state, and federal regulations for safe food production
- Serve as incubator for farmers and food entrepreneurs to test their product concepts at low-risk and serve as model location to construct their own facilities
- Service location for food trucks operating in Lee County and surrounding areas



Potential Programs & Activities at the Sanford Agricultural Marketplace

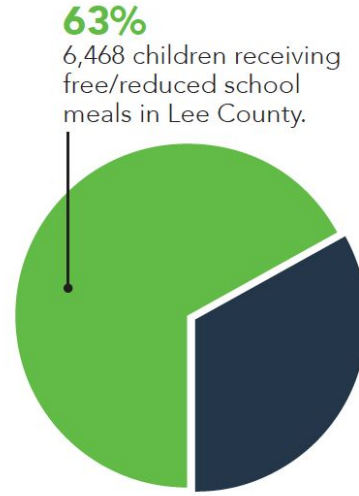
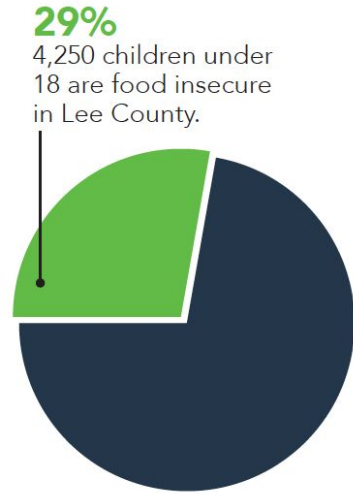
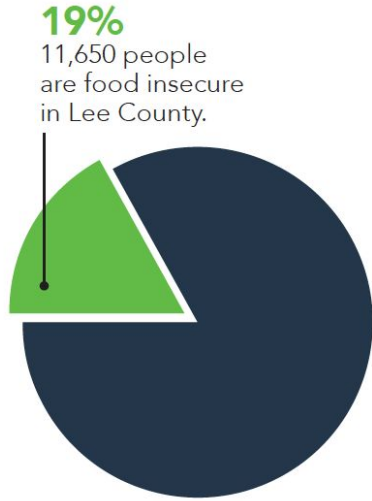


- Year-round market space for farmers and food producers
- Nutrition education and cooking classes
- Fitness and wellness events
- Gardening education programs (ex. vegetable, fruit, and herb gardening, vermicomposting, water conservation)
- Opportunities for youth leadership and community service
- Collaborations with community partners to provide access to healthy, local food options for food insecure groups
- **And MANY more!!**





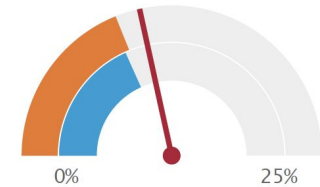
Potential to Address Food Insecurity in Lee County



Population Receiving SNAP Benefits

In Lee County, 13.8% of the population is receiving Supplemental Nutrition Assistance Program (SNAP) benefits.

Percentage of Total Population Receiving SNAP Benefits



- Lee County, NC (13.8%)
- North Carolina (12.1%)
- United States (11.7%)

References:
 Salud Health Equity Report (accessed August 20, 2022)
 Food Bank of Central and Eastern NC 2019-2020 Lee County profile



Representative Images of Spaces at the Sanford Agricultural Marketplace

Farmers Market Pavilion



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Farmers Market Pavilion



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Shared-Use Commercial Kitchen / Kitchen Incubator



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Teaching & Demonstration Kitchen



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Performing Arts Stage



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Classroom & Meeting Space



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Outdoor Spaces



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**Thank you for your time and interest in this
future community facility!**

Questions??

