



“GOT TO BE NC” is the official statewide marketing brand and membership program from the North Carolina Department of Agriculture & Consumer Services... promoting North Carolina products- *GROWN, RAISED, CAUGHT, MADE*. The program functions to boost sales and expand markets both domestically and internationally, for North Carolina’s *\$84 billion* food, fiber and forestry industries.

The “Got to be NC” brand identifies top-quality North Carolina products and serves to heighten awareness and availability of NC products to consumers, retail and wholesale industries, while meeting the needs of our member companies who desire connections to buyers within the retail and food service sectors either directly or thru sponsored events. The program provides business to business networking opportunities, industry trade shows, consumer shows, statewide fairs & festivals and branded contests & promotions.

Our core B2B strategies provide access to decision makers within retail grocery, specialty food outlets, independent and chain restaurants, caterers, chefs, wholesale food service broad-line & specialty suppliers, and food service management within institutional, corporate, academia and health care settings.



The NC Department of Agriculture's "Savor NC on the Menu" Identity Program for restaurants emphasizes the following core objective:

"A Menu That Promotes North Carolina Products...A Restaurant That Supports North Carolina Agriculture."

This objective is obtained through a unified approach between the

restaurant, chef and broad-line and specialty suppliers. Whether it's adding a NC supplier to the mix or proposing menu development that emphasizes North Carolina's seasonal availability...this unified support is critical. From the time ingredients are sourced and purchased by wholesale suppliers to the delivery to restaurants for chefs to prepare and promote on the menu, the program's core objective can be achieved in an effective way.

Restaurants agree to the following objectives:

- Enhance the "locally sourced in NC" message on the menu
- Identify North Carolina ingredients
- Feature & promote seasonal North Carolina products
- Engage supply chain partners to align purchasing decisions to NC product availability

Benefits to your restaurant include:

- Assistance in how to embrace and use our brands in concert with your current strategy that will engage customers and build loyalty to enhance the frequency of their visits
- Regular correspondence about program through email newsletter
- General facility signage available to promote your connection to the program
- Provide assistance in sourcing local product
- Engage supplier(s) to provide and identify NC product
- Assist in building menu promotions during peak harvest times
- Included in NCDA's current and future consumer resource tools
- Access to NCDA marketing events as vendor, attendee or resource partner
- Eligible for marketing funds for NC product purchases when available

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