

Agriculture, food export briefings to be held Dec. 1

In-depth presentations on U.S. food and agriculture exports to China, India, Canada and Europe will be held in Charlotte on Dec. 1. The presentations are customized for companies producing packaged foods, fresh produce, pet foods, sauces and condiments.

Workshops will include discussions on trade opportunities and import requirements; SUSTA's Market Access Programs and how to receive 50% reimbursement on your marketing expenses; quoting, shipping, and getting paid; and one-on-one meetings with foreign market consultants for export and labeling advice.

The program is hosted by the Southern U.S. Trade Association and the N.C. Department of Agriculture and Consumer Services. Registration is \$30 and includes coffee and lunch. [Registration](#) deadline is November 27.



Last week, the N.C. Specialty Food Association filmed several promotional segments. The segments will air on WNCN's [My Carolina Today](#) during the holiday season.

The NCSFA is also running a full-page ad in the November edition of [Our State](#) magazine promoting its [catalog](#).

Horticulture companies can meet with Canadian buyers in January

N.C. horticulture companies can [register](#) to meet one-on-one with buyers from Canada during the Mid-Atlantic Nursery Trade Show on Jan. 6 in Baltimore.

Registration deadline is Nov. 23. There is a \$25 participation fee. Contact John Hammond for more information at 919-707-3160 or John.Hammond@ncagr.gov.

Canada continues to rank as one of the top destinations for U.S. agricultural exports due to proximity and similar consumption and shopping patterns. Under the tariff elimination provisions of NAFTA, the majority of U.S. agricultural products can enter Canada duty-free. In 2014, U.S. agricultural exports to Canada reached \$21.7 billion, making Canada the second-largest export destination following China.

USDA launches tool for new farmers

The U.S. Department of Agriculture announced a new [Web tool](#) last week to help new farmers navigate the resources they may need. The site includes information for first-time farmers, women in agriculture, youth and veterans.



Don't forget to vote in November

Three finalists are competing for the title of Ugliest Lawn during public [voting](#) Nov. 4-15 in a contest sponsored by WRAL and the N.C. Sod Producers Association.

Each finalist will receive a gift certificate for sod from an NCSPA member, based on their ranking.

Do the contestants' neighbors a favor and vote!

Calendar

- Nov. 4 RAFI [grant workshop](#) ([applications](#) due Dec. 31) 7-8 p.m. Roxboro
- Nov. 7 [Ciderfest](#), WNC Farmers Market in Fletcher
- Nov. 7 [Boer Goat Association of NC Production Sale](#), Rowan County Fairgrounds in Salisbury
- Nov. 10 [WFMY Protects Your Pet](#), Robert G. Shaw Piedmont Triad Farmers Market in Colfax
- Nov. 11-22 [Southern Christmas Show](#), Park Expo and Conference Center in Charlotte
- Nov. 13-15 [Fall Craft Fair](#), State Farmers Market in Raleigh
- Nov. 14 [Collard Festival](#), Beacham Park in Maxton
- Nov. 14 [Pickle Day](#), Charlotte Regional Farmers Market in Charlotte
- Nov. 20 [Colossal Collard Day](#), State Farmers Market in Raleigh
- Nov. 21 Sweet Potato Day, Charlotte Regional Farmers Market in Raleigh
- Nov. 23 [Registration](#) deadline for **Jan. 5** Canada Horticulture Inbound Trade Mission
- Nov. 26 Thanksgiving
- Nov. 27 [Registration](#) deadline for **Dec. 1** Export training in Charlotte
- Nov. 28 [Small Business Saturday](#)
Charlotte Regional Farmers Market will distribute free "thank you" recipes to shoppers
- Dec. 2 Publix [grand opening](#) Concord
- Dec. 5 WPTF's Weekend Gardener, State Farmers Market in Raleigh
- Dec. 11 Pecan Day, State Farmers Market in Raleigh

New 'chip' credit cards shift fraud responsibility to merchants

Last month payment networks including Visa and MasterCard shifted responsibility for credit card fraud onto U.S. merchants who do not adopt EMV (Europay, MasterCard, Visa) cards as their primary method of credit card payment.

Smart chips embedded within EMV cards are intended to make credit fraud less likely. Retailers' EMV terminals require customers to insert their credit cards into a slot at the bottom of the terminal, removing the card only after the transaction has been completed. While common in Europe and other parts of the world, the technology standard is just now being adopted in the United States. Some retailers will be ready to accept the new "chip" cards through the holiday season, while many will not be ready until next year. Consumers can use either traditional magnetic-stripe "swipe" or new chip cards with the same liability-protection tools available.

MasterCard defines the liability shift this way: *"The party, either the issuer or merchant, who does not support EMV, assumes liability for counterfeit card transactions."* By issuer, the card companies refer to banks, credit unions, and any other financial institution issuing credit or debit cards. A Wells Fargo survey in July indicated that less than half of small-business owners were aware of the shift, let alone prepared.

VISA offers an incentive package to merchants who make the conversion, relieving some of the financial burdens on the retail side. Square is [taking pre-orders](#) for its new contactless and chip reader, which also accepts Apple Pay, and is compatible with iPhone, iPad and Android devices without long-term contracts or re-terminalization fees. PayPal is [offering](#) its chip reader for \$149 with a \$100 rebate to your PayPal account after \$3,000 processed within three months.



Warhorse products now in Whole Foods stores

A high school teacher turned biofuel eco-entrepreneur, Tawana Weicker is the founder of [Warhorse Solutions](#), a Columbus-based company that forages for innovative, renewable plant oils to make "effective, sustainable cleaners for people, pets and the planet."

Several companies include the *Got to Be NC* logo on the side or back of their packaging. We like that Warhorse displays our logo on the front of the label. Warhorse products are now in Whole Foods stores and [elsewhere](#).

Weicker's career turning point came when her students became her teachers, challenging her to live up to her potential and to push past her fears. Watch her [presentation](#) on how she launched her company and the need for education to be local.

Sampling leads to national taste award

A sample of [Norm's Farms](#) jams during a Baltimore trade show in September has led to a national taste award by the American Masters of Taste, the nation's oldest third-party culinary endorsement organization.

In naming Norm's Farms a 2015 U.S.A. Taste Champion, the judging panel agreed that, "In the process of creating an American preservation effort for the precious commodity known as the elderberry, Norm's Farms has formulated a selection of delicious preserves and jams."

You can read the full story on [Norm's Farms blog](#).



Follow *Got to Be NC* on [Pinterest](#) and [Instagram](#) on your social media accounts.

Got to Be NC is the official marketing program for North Carolina agricultural products. The N.C. Department of Agriculture and Consumer Services is located at 2 West Edenton Street, Raleigh, NC 27601. Contact Jamie Hall, *Got to Be NC* program manager, at 919-707-3152 or Jamie.Hall@ncagr.gov about membership benefits. For information about this newsletter, contact Jack Nales, marketing specialist, at 919-707-3106 or Jack.Nales@ncagr.gov.