A Community Based Approach to Developing Partnerships with a Food Hub

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WHY TRACTOR?

• Yancey & Mitchell
  – Lost 219 farms and 9484 acres from 2002 to 2007
  – Average age of Farmer 59
TRACTOR
A FOOD HUB FOR WNC
2010 Goals of the Project

Increase

Increase

Increase
When Tobacco Was King

- 1500 acres in Yancey
- 800 acres in Mitchell
- $8 to 11 Million in value
Bowditch Bottoms
TRACTOR Markets

- Warehouse 2
- Restaurants 14
- Wholesale 24
- Other 1
Helping Farmers: Boxes
$87,652
Helping Farmers: Labels Costs $22,457
Helping Farmers: Deliveries

24,829 Miles 

2,821 Miles
Challenges

- Lost Generation of Farmers
- Scale of Production
- Market Prices
Challenges

- Affordable Land
- Increasing Supply
- Education & Training
- Staffing TRACTOR
Challenges

• Not able to meet demand
• Recruiting New Growers
• Accessing New land
• Funding
The Good News
TRACTOR Total Sales $512,312
Top Crops

2016
1. Tomatoes
2. Cucumbers
3. Organic Butternut
4. Lettuce
5. Cabbage
6. Squash
7. Peppers, Hot
8. Corn
9. Beans
10. Peppers Sweet

2015
1. Tomatoes
2. Cabbage
3. Cucumbers
4. Corn
5. Peppers, Sweet
6. Organic Cabbage
7. Lettuce
8. Pepper, Hot
9. Winter Squash
10. Cabbage, Red
TRACTOR Sales by Year

- 2012: $8,570
- 2013: $52,618
- 2014: $135,784
- 2015: $147,236
- 2016: $169,899
YANCEY County TRACTOR Grower’s Sales

- 2012: $7,294
- 2013: $44,603
- 2014: $54,587
- 2015: $58,260
- 2016: $63,467
Forty Two Funding Partners
Because of TRACTOR
TRACTOR Farm to Fork
Dining on the Square
25 Acres of GAP Certified Land
Helping Neighbors

Graham’s Children Health Services Summer Feeding Program

Dig In! Community Garden
>Contact TRACTOR

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