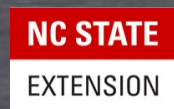


Vacation Vittles Round II- Connecting Vacationers with Local Food



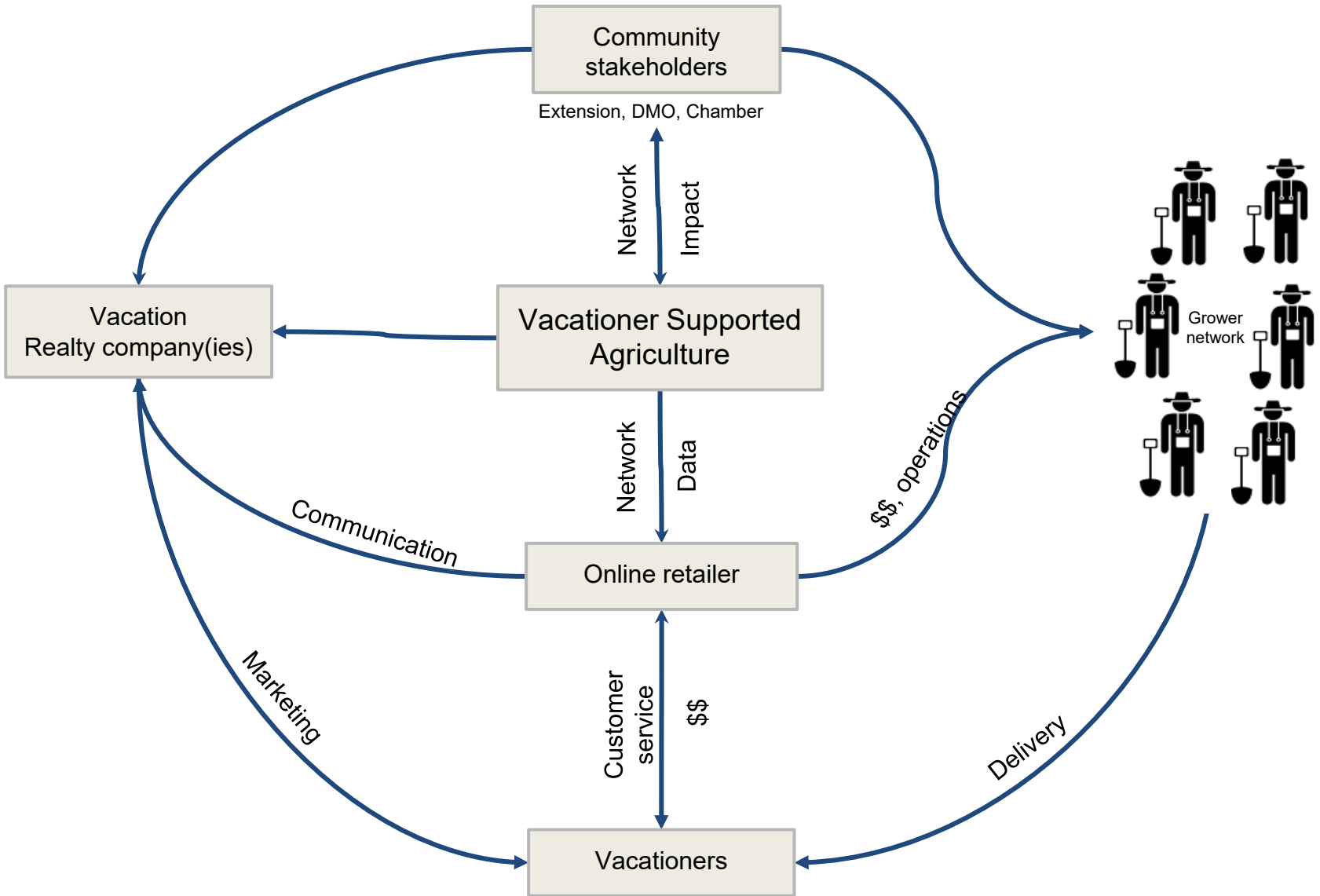
Vacationer Supported Agriculture (aka “Vacation Vittles”)

Context

- Popularity of **self-catered vacation home rentals** due to value and convenience
- Increased interest in **genuine connections** with host communities and in fresh **local food**
- **Destination management orgs.** (DMO) more interested in engaging with their communities
- **Lodging and food companies** more interested in benefiting neighboring communities
- **Small farmers** are transitioning from commodity agriculture and seeking sale of fresh product
- Opportunity to sell fresh produce for a week vacation

The “not-so-cool” cooler





Welcome to the OIB Vacation Vittles market!

Vacation Vittles sells beach vacationers at Ocean Isle Beach one or more produce bags filled with local food grown and harvested by farmers located in Brunswick, Columbus, and Bladen Counties, North Carolina.

Youth ambassadors at **Men and Women United for Youth and Families, CDC** will fill the Vacation Vittles Produce Bags and deliver them on Saturday of each week. To pick up your Vacation Vittles bag(s) in OIB, go to **Cooke Realty** from 3-5pm on Saturday or to **Surf Unlimited** from 10am-12pm on Sunday.

Each Vacation Vittles Produce Bag will be filled with a variety of produce picked at the peak of freshness by area farmers, and packed and delivered the following day for easy customer pickup the day they arrive in Ocean Isle Beach. Each bag will contain enough fresh produce to feed a family of four at least three servings of fruit and vegetables for the week.

\$45.00



BUY PRODUCE BAGS NOW



June Produce Bag
\$45.00

In June, the Vacation Vittles Produce Bag will contain enough fresh produce to feed a family of four at least three servings of fruit and vegetables for the week. Listed below are the types of fruit and vegetables typically included in a June produce bag; however, the actual contents of your bag will vary depending on each week's harvest.

- Summer and zucchini squash
- Blueberries
- Variety of potatoes
- Blackberries
- Green beans
- Variety of tomatoes
- Herbs and cucumbers
- Onions and scallions
- Variety of lettuces and radish



July Produce Bag
\$45.00

In July, the Vacation Vittles Produce Bag will contain enough fresh produce to feed a family of four at least three servings of fruit and vegetables for the week. Listed below are the types of fruit and vegetables typically included in a June produce bag; however, the actual contents of your bag will vary depending on each week's harvest.

- Summer and zucchini squash
- Blueberries and watermelon
- Variety of tomatoes
- Sweet corn
- Herbs and cucumbers
- Green beans and okra
- Peaches and grapes
- Variety of peppers
- Variety of lettuces and radish



August Produce Bag
\$45.00

In August, the Vacation Vittles Produce Bag will contain enough fresh produce to feed a family of four at least three servings of fruit and vegetables for the week. Listed below are the types of fruit and vegetables typically included in a June produce bag; however, the actual contents of your bag will vary depending on each week's harvest.

- Summer and zucchini squash
- Variety of tomatoes
- Blackberries
- Apples, peaches and grapes
- Herbs
- Variety of peppers
- Okra
- Watermelon
- Variety of lettuces and radish

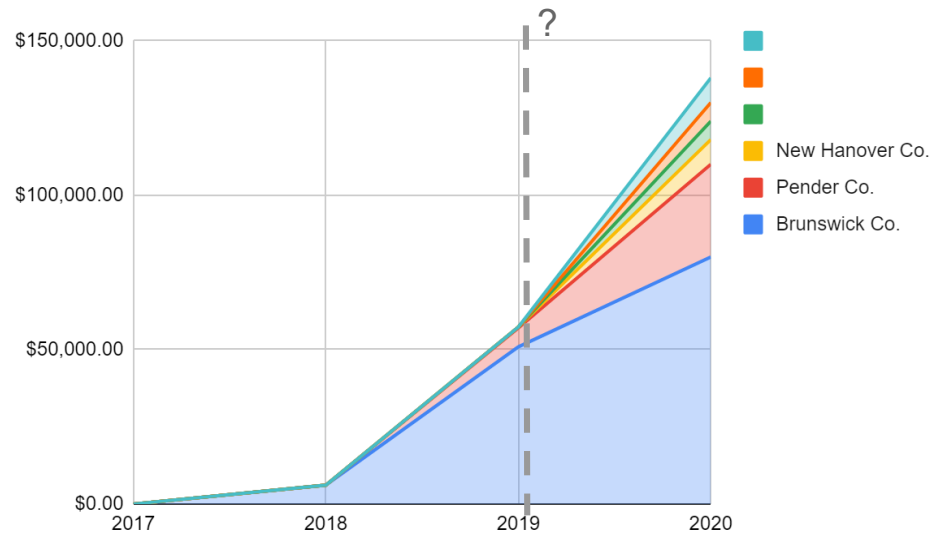
Brunswick Co. Vacation Vittles
\$45.00

Vacation Week:
June 15-21

Sold out

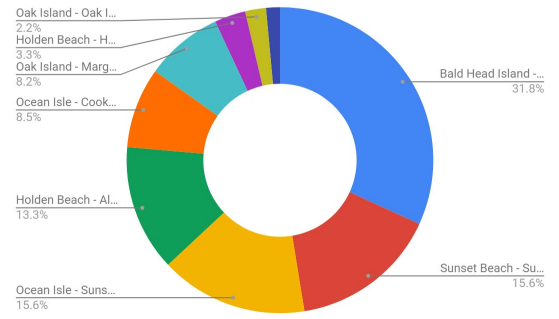
PURCHASE

VSA by the Numbers

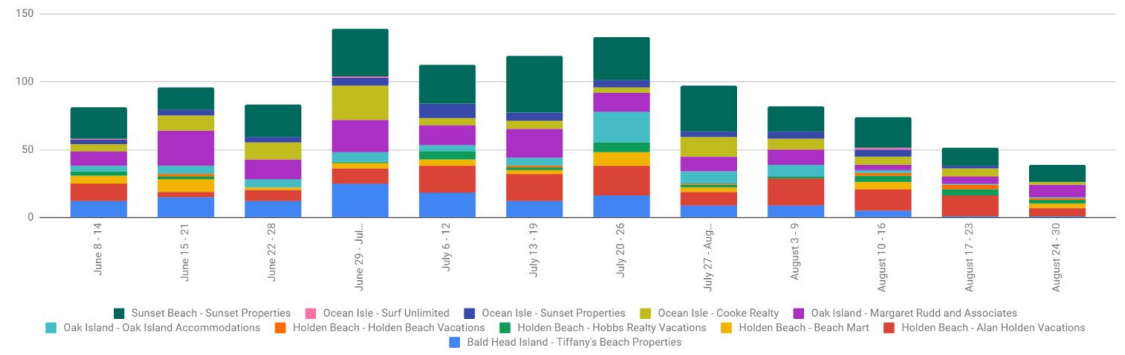


20+ farmers in 5 counties
 12 realties in 3 counties
 1,247 bags for produce sold

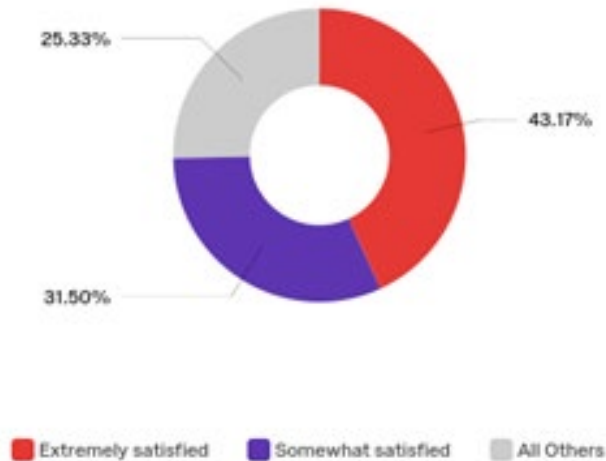
Realty % Contribution to Sales (normalized by # units)



Bag Sales By Vacation Week and Realty



Vacationer Satisfaction



Satisfaction with program attributes



“The vegetables were very fresh and plentiful, we really appreciated having farm fresh veggies on vacation!”

“Keep supporting local. Loved the details in the packaging and communication leading up to our arrival.”

“It is a great program. We used all of the produce provided. Nothing went to waste. The taste of farm fresh/field ripen produce is so much better than what we get at the grocery store. I frequent a farmers market at home.”

Ways to improve the program in 2020

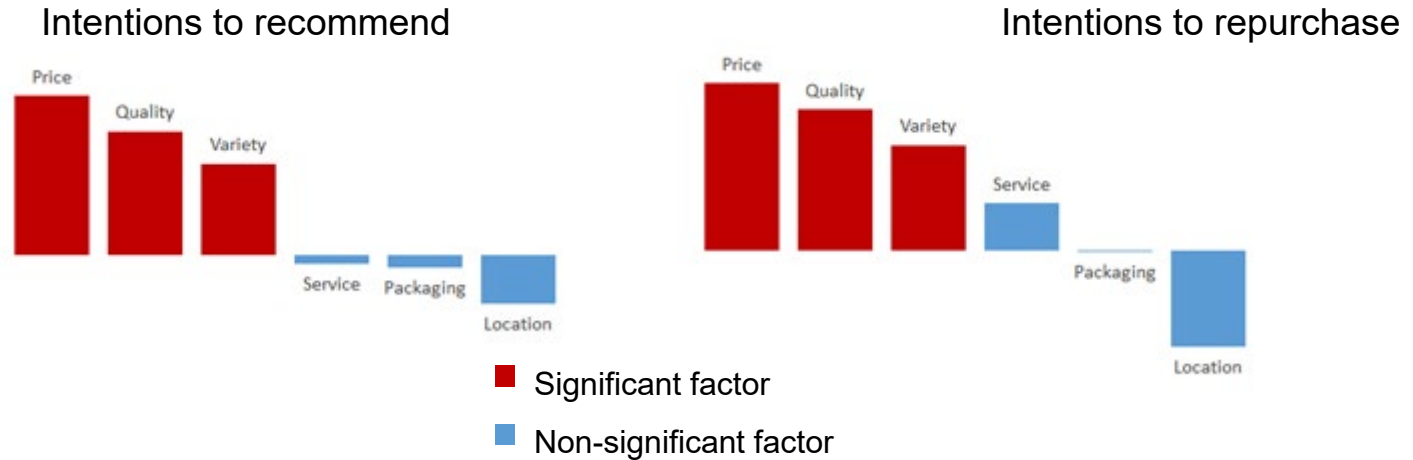
Positive

- Appreciative of the opportunity to **support local** farmers
- Enjoyed access to **fresh fruits and vegetables**
- Bags were **plentiful** in quantity and variety
- Customers felt good about being involved in an initiative that is **helping others**
- **Communication** prior to arrival was helpful
- **Convenience** of pickup and access to fresh produce

Negative

- Poor **variety** of produce (e.g., too much corn, need more fruits & greens)
- **Quality** of produce was poor (e.g., overripe)
- Poor **packaging** that damaged produce (e.g., bruised peaches)
- **Quantity** was not enough for a family of 4 as advertised
- **Communication** of bag contents was unclear (i.e., planned meals based on list)

Influencing vacationers' intentions to repeat in 2020



The quality of the produce, variety of the produce, and price are the three most important factors affecting vacationers' intentions to support the program next year.

Analysing customer service interactions

45 (out of 1k) inquiries, comments or complaints

- Dissatisfaction with quality of some produce

*I was **disappointed** in the peaches and tomatoes enclosed in our bag as they were **damaged** and past their peak perhaps when they were packed? I am only sending this as a **suggestion for tweaking** the level of ripeness and/or packing method in the future.*

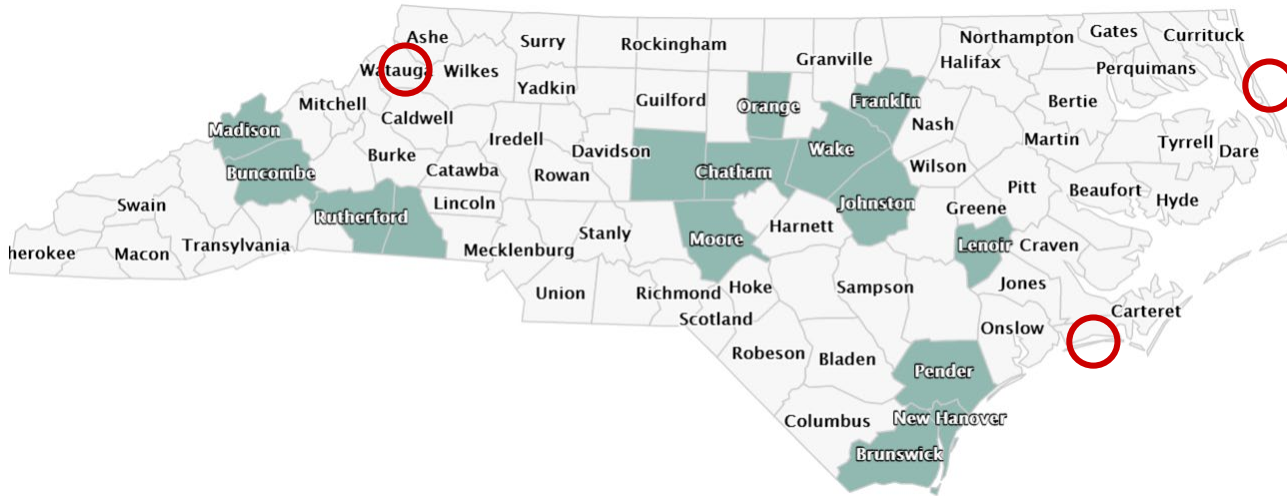
- Miscommunication

Better information (condition of farms, updated list) sent to vacationers during preceding week, resulted in **less complaints**. Information helped adjust vacationers' expectations and helped them prepare for their meals and plan additional grocery runs.

- Extremely effective in recovering customers (but costly)

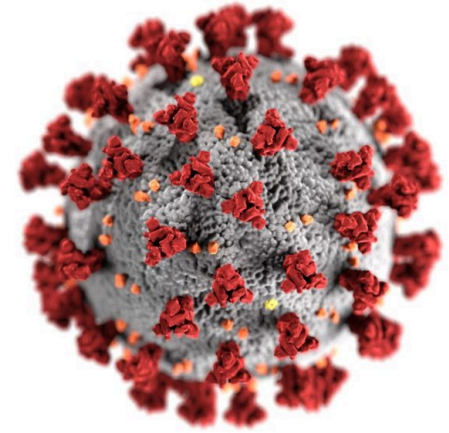
*[The farmer] did indeed make it by today [with replacement bag] and I must say this was way **beyond expectations**. The quality and quantity [of produce] are exceptional. Thank you for the quick follow up. We will participate again next year and will recommend this to others.*

2020 Outlook



- Participation of 20 realties managing 5,000 units
- \$120,000 of income generated
- Seeking funding to support cold chain infrastructure
- Providing training on packaging

COVID-19 IMPACTS



- NC Beaches reopened early May, so slow start
- 2 Realties dropped out – pick up sites now include public places
- Increased marketing through social media and traditional media outlets
- COVID-19 trainings and signage, PPE, and Hand Sanitizer
- Expansion efforts stalled



People-First Provisions


Buy vacation provisions from local farmers. The best little roadside farm stand is just a click away.

We make it easy to eat local while on vacation.




Local Produce

We connect with local farmers near tourism destinations. We learn to what produce they want to share with vacationers.



Easy Pre-order

We partner with realty companies in vacation destinations to provide access to our pre-order system.



Convenient Pick-up

Farmers pack and deliver fresh produce bags to your convenient pick up location.

Participating Vacation Home Rental Companies

All	Bald Head Island, NC	Holden Beach, NC	Oak Island, NC	Ocean Isle, NC	Outer Banks, NC
Sunset Beach, NC	Toppali Island, NC	Wrightsville Beach, NC			
Sunset Beach Vacationers Sunset Beach, NC	Brindley Beach Vacations Outer Banks, NC	Twidley Vacation Rentals Outer Banks, NC	Ward Realty Toppali Island, NC		
Bryant Real Estate Wrightsville Beach, NC	Ocean Isle Vacations Ocean Isle, NC	Margaret Rudd and Associates Oak Island, NC	Oak Island Accommodations Oak Island, NC		
Hobbs Realty Vacations Holden Beach, NC	Alan Holden Vacations Holden Beach, NC	Holden Beach Vacations Holden Beach, NC	Tiffany's Beach Rentals Bald Head Island, NC		

52

Local Farmers

63457

Farmer Revenue

15

Destinations



Our Story

People First Provisions is a business unit of People First Tourism Inc., NC State University's first tech-based social status. PFI has been connecting discerning travelers with genuine experiences provided by local people in destination communities in North Carolina and internationally since 2012 (www.peoplefirsttourism.com).

In 2018 our company started collaborating with NC State's Vacationer Supported Agriculture project (www.tourfarmer.com) to make bags of local produce available to vacationers in the NC coast. As illustrated in the short animation below, NC State's project team and county Extension partners coordinate groups of local farmers in the growing, packaging and delivery of bags of local produce to pick-up locations convenient to vacationers. In turn, our company collaborates with select vacation rental companies to market the bags to vacationers.

Vacationer Supported Agriculture has received awards from the following organizations:



Discerning Vacationers



Provisions bag pick-up provided by Men and Women United Youth in Ocean Isle Beach

More and more people enjoy local foods in their lives, but when they go on vacation they struggle to conveniently find fresh produce from local farmers. Through our partnership with Extension and other agriculture and local foods organizations in destination communities, we developed relationships with groups of local farmers and with vacation home rental agencies to make it very convenient for you to order fresh produce from the destination communities you visit. Through our Provisions web marketplace, you can easily pre-order locally-sourced bags of produce well in advance of your summer vacation. As we receive your orders of produce bags, we send regular sales numbers and payments to the farmers and coordinate with them the packaging of the fresh produce bags the day before your arrival and the delivery to a convenient pick-up location at your vacation destination. All you have to do is pick up the bags! once you arrive.

Industrious Local Farmers

Farmers are consummate entrepreneurs and innovators who cope with increasingly volatile climate conditions and intensely competitive business environments to draw livelihoods from their land, support their families and supply us with fresh, delicious and healthy food. We work with multi-generational family farms and with groups of farmers coordinated by community nonprofits and local Extension offices. Our NC State partners communicate with these groups of farmers throughout the year, sharing feedback from vacationers (for example this technical report from 2017), providing training on packaging and food safety, discussing which produce to grow, etc.

Recent research from NC State [1] revealed that farmers that are connected with Extension offices, other support organizations and private companies like PFI, become more innovative and are more likely to diversify their farm businesses by becoming directly involved in tourism. So, when you buy produce bags from Provisions you are supporting the long term viability of farms near your destinations as well as the wellbeing of rural North Carolina.



The Wooten family from Bear Ridge Farm supplying Provisions bags in Surf City and Toppali Island since 2015.

Community-focused Vacation Home Rental Companies



Tiffany Williams, of Tiffany Beach

When on vacation you surely want to make sure your experience is fun and invigorating. AND you probably would like to know that your visit is helping improve the wellbeing of the local community. Vacationers can just tell when they are welcomed by their hosts.

A sure way to ensure that your vacation brings desired benefits to the host community is to stay with hospitality businesses that are community-focused... i.e., they hire local staff, purchase services from small local businesses, and connect their guests with genuine local experiences, services, and products.

The vacation home rental companies that partner with us are recommended by local organizations and by the local farmers. They do not earn income from produce bag sales - they help us market the bags to their guests because they feel that this is a service appreciated by their guests and because they want to contribute to the collective wellbeing of their communities.



Food Handling and COVID-19

In our role of connecting local farmers with chefs and vacationers interested in their fresh produce we want to encourage safe food handling, pick-up and delivery best practices during the COVID-19 Pandemic. In preparation for the 2020 summer season we researched food safety procedures from the FDA, NC State Extension and the US Travel Association, discussed them with the farmer groups participating in this initiative, and facilitated related training and awareness programs in collaboration with local Extension offices. In this page we summarize some of the most relevant advice and make select resources available to farmers, partners and vacationers.



[full size infographic from FDA]

Food aggregation

Reducing transmission starts with adapting operations, modifying workers' behaviors and monitoring their health. Farmers must educate their workers on the symptoms of COVID-19, monitor their symptoms regularly, and excuse workers that show any symptoms. Farmers also must rigorously disinfect equipment and high-touch surfaces. Additionally, to reduce the potential spread of virus among workers, farmers must provide personal protection equipment to workers, enforce the use of this equipment and encourage proper hand hygiene.

COVID-19 PREVENTATIVE MEASURES

CLEAN YOUR HANDS OFTEN

The best way to prevent illness is to avoid being exposed to this virus. Washing your hands is easy, and it's one of the most effective ways to prevent the spread of COVID-19.

HANDWASHING STEPS

- 1 Wet your hands with clean, running water
- 2 Apply soap
- 3 Lather and scrub your hands for at least 20 seconds
- 4 Rinse your hands well under clean, running water
- 5 Dry your hands using a clean towel or air dry them

WHEN TO WASH HANDS

- After blowing your nose, coughing, or sneezing
- Before and after caring for someone that is sick
- After going to the bathroom
- Before and after preparing food
- During food preparation as needed
- Before eating food
- Before putting on a face covering and after removing/handling a used face covering

HAND SANITIZER

If soap and water are not readily available, use an alcohol-based hand sanitizer with at least 60% alcohol, cover all surfaces of your hands and rub them together until they feel dry.

NC STATE EXTENSION Stay informed: go.ncsu.edu/covid-19 www.cdc.gov/coronavirus/2019-ncov NC STATE UNIVERSITY

COVID-19 Handwashing by NC Extension

HANDLING COVID-19 PRODUCE FARMS AND PACKINGHOUSES

While there is no evidence that the COVID-19 virus is a food safety concern, it is a worker health concern as it spreads and lives longer on produce surfaces by contact with environmental surfaces. Food that is exposed to it by direct contact of COVID-19 transmission, but many of the same practices used to prevent foodborne illness on foods should still be used to reduce the likelihood of COVID-19 transmission on food produce and the use of COVID-19 disinfecting sprays and pasteurized markets.

- COMMUNICATION TO WORKERS**
- Educate workers on COVID-19 symptoms, how to prevent, and how to reduce the spread of the disease. Instruct workers to stay home if they are sick (coughing, sore throat, fever, diarrhea, vomiting, etc.).
 - Some employees may need reassurance that they will not be punished for missing work due to illness, while others

Helpful Links

<https://youtu.be/lgwgWhoU8dA>

<https://p1provisions.com/>



Q&A

Vacation Vittles



CAMPUS SECURITY
POLICE OFFICER
OFFICIALS ONLY