

Rowan County

LOCAL FARMS AND FOOD PROFILE

DATA FROM 2017 & 2012 USDA CENSUS. MORE INFO AT GO.NCSU.EDU/AGCENSUS

118,914

ACRES
— OF —
FARMS

DOWN
2%
FROM
2012

UP
7%
FROM
2012

129
ACRES
AVERAGE
SIZE
OF FARM

517
ANIMAL
FARMS

DOWN
9%
FROM
2012

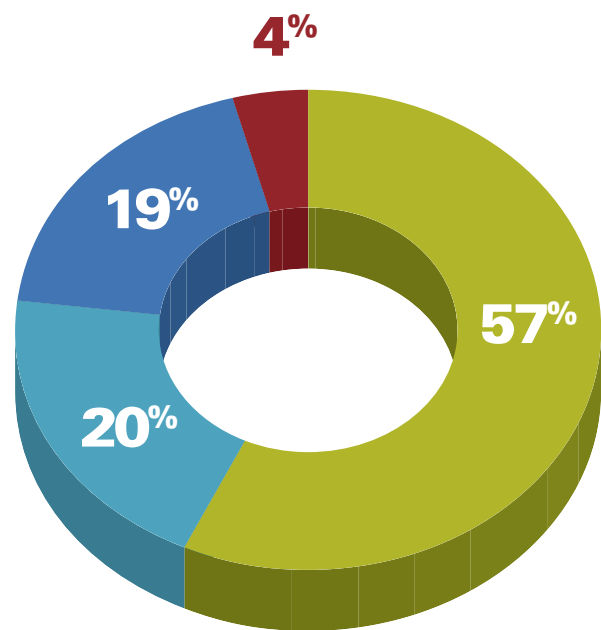
DOWN
3%
FROM
2012

\$81,781,000

TOTAL AG PRODUCTS SOLD

925 FARMS

DOWN
9%
FROM
2012



FARMLAND COMPONENTS

- CROPLAND
- WOODLAND
- PASTURELAND
- OTHER

\$33,708,000
VALUE OF ANIMAL PRODUCTS

UP
1%
FROM
2012

26

SOD, GREENHOUSE, NURSERY, FLORICULTURE FARMS

DOWN
7%
FROM
2012

VALUE OF SOD, GREENHOUSE, NURSERY, FLORICULTURE PRODUCTS

* Insufficient Data

507

TOTAL CROP FARMS, INCLUDING NURSERY & GREENHOUSE

UP
10%
FROM
2012

\$48,073,000

VALUE OF CROP INCLUDING NURSERY & GREENHOUSE

DOWN
5%
FROM
2012

98 FARMS THAT SELL DIRECT TO CONSUMER

DOWN
3%
FROM
2012

\$1,127,000

DIRECT TO CONSUMER SALES

UP
91%
FROM
2012

169

GRAIN, OILSEED, BEAN, PEA FARMS

UP
17%
FROM
2012

\$18,820,000

VALUE OF GRAIN, OILSEED, BEAN, PEA PRODUCTS

DOWN
35%
FROM
2012

10 FARMS WITH INTERMEDIATED SALES

\$326,000
VALUE OF INTERMEDIATED SALES

DOWN
12%
FROM
2012

37 FRUIT, NUT & BERRY FARMS

VALUE OF FRUIT, NUT & BERRY

* Insufficient Data

56 VEGETABLE, MELON, & POTATO FARMS

UP
30%
FROM
2012

\$10,758,000

VALUE OF VEGETABLE, MELON & POTATO

AGRITOURISM REVENUE

* Insufficient Data

DOWN
47%
FROM
2012

8 AGRITOURISM FARMS

476 FEMALE PRODUCERS

1006 MALE PRODUCERS

429 NEW & BEGINNING FARMERS

176 PRODUCERS WITH MILITARY SERVICE

58.9 PRINCIPAL PRODUCER AVERAGE AGE



NC FarmLink



NC Local Food

Agriculture as Economic Development



North Carolina's agricultural industry, including food, fiber and forestry, contributes \$91.9 billion to the state's economy, accounts for more than 17 percent of the state's income, and employs 17 percent of the workforce. *

North Carolina is one of the most diversified agriculture states in the nation. The state's 46,418 farmers grow over 80 different commodities, utilizing 8.4 million of the state's 31 million acres to furnish consumers a dependable and affordable supply of food and fiber. The state ranks eighth nationally in Total Market Value of Agricultural Products Sold. Net income per farm in the state is over \$86,645.

This Local Food and Farms infographic is designed for economic developers, planners, local food advocates, and community members to understand the impact of their county and region to the overall NC agricultural economic impact. The economic indicators provided here can help local governments as they design ways to support agricultural businesses as key components of vibrant and resilient, local and rural economies. Each region in North Carolina presents a unique set of opportunities for sustainable economic growth and entrepreneurship.

Consider one example: When school systems purchase food from local farmers, students benefit from access to healthy fresh produce, farmers benefit from sales into local schools, and the community benefits because these local sales are spent at other local businesses. This type of local business opportunity keeps farms in production, maintaining North Carolina's agricultural asset base both in terms of land and farming know-how. And it keeps dollars spent on food circulating among other local businesses.

As decision makers consider policies, programs and practices to support the agriculture sector there are numerous examples and supporting reports providing guidance:

NCSU / Center for Environmental Farming Systems / NC State Extension Local Food
Local Government Guide to Developing Local Food Economies

<https://cefs.ncsu.edu/food-system-initiatives/local-food-economies/local-government-guide-to-food-economies/>

Food System Initiatives (includes NC case studies)

<https://cefs.ncsu.edu/food-system-initiatives/local-food-economies/>

The NC 10% Campaign Initiative

<https://www.nc10percent.com/>

NC Local Food

<https://localfood.ces.ncsu.edu/>

<https://localfood.ces.ncsu.edu/food-system-supply-chain/>

USDA

The Economics of Local Food Systems: A Toolkit to Guide Community Discussions, Assessments, and Choices

<https://www.ams.usda.gov/sites/default/files/media/Toolkit%20Designed%20FINAL%203-22-16.pdf>

For up to date information on this project go to

go.ncsu.edu/agcensus

This material is based upon work supported by NC State Extension [Local Foods Program](#), NC State Extension [FarmLink](#), and the [EmPOWERing Mountain Food Systems Project](#) of the Center for Environmental Farming Systems.



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https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_2_US_State_Level/st99_2_0004_0004.pdf