

**North Carolina Department of Agriculture and Consumer Services
(NCDA&CS)**
www.ncagr.com

Freda Butner, RD LDN
Media and Nutrition Marketing Specialist
(919) 733-7887 ext. 230
(919) 733-0999 fax

Media Section
Division of Marketing
NCDA&CS
freda.butner@ncmail.net

NCDA&CS functions are diverse and numerous. This section of the '*NC 5 Day Toolkit*' includes resource guides to identify 5-a-Day opportunities, and awareness for how support of the program expressly relates to NC agriculture. The web site above is another sufficient link to information.

The primary objective of the *Division of Marketing* is to promote all North Carolina commodities. There are several *Sections* within the *Division of Marketing* that offer a different angle to promote agricultural commodities. Exports, Specialty Foods, Goodness Grows in North Carolina, Food Service, and Retail Food sales are *Sections* aimed toward meeting the *Division's* objectives. Occasionally, there is a nutrition crossover with other *NCDA&CS Divisions* such as Food and Drug Protection, State Fair, Research Stations, et.al. Please note that the 'Consumer Services' capacity relates to tasks like meat grading, processing facility inspections, crop pesticides and some non-food regulations such as gasoline standards, veterinary services, validating cash register receipts, soil testing, etc.

The nutritionist's role in the *Media Section* within the *Division of Marketing* is to promote NC commodities from a nutritional perspective by creating and implementing strategies that boost production and sales. There is often significant inter-relatedness to the mentioned *Sections*. This is done in a variety of ways. Both traditional and innovative marketing methods are used. Traditional examples are health fairs, radio PSAs, and TV shows featuring NC commodity nutrition. Non traditional ways include finding new or expanded markets for product promotion or unique marketing enterprises, such as creating Farmer's Markets on corporate campus settings during the workday (in comparison to traditional weekend tailgate markets).

Cooperative groups, such as retail food chains, restaurants, novelty food vendors, schools, public service agencies, hunger coalitions, non profits, etc., who conduct business with, or have the potential to promote the value of NC items in their programming, are eligible to receive marketing assistance, provided the request is within the *Division's* guidelines. All nutrition and media marketing activities are specifically designated to enhance the marketability of a NC food or food product and thereby substantiate the economic viability of NC people.

As with most state government agencies, the *Department's* organizational framework is often difficult for the general public or other collaborative organizations to target or locate the desired representation. The nutritionist is a liaison for external health and nutrition professionals and universities, as well as business entrepreneurs, processors, growers and small farmers to connect programs with people and help navigate access to services.