Retail Ready for Local Foods Summary

Buyer Interviews by Market Channel

11/14/13

**Channel Interview # Total Interviews**

Part I. Commercial Buyers

A. Specialty Distributors 11

(Online sales, primarily to household buyers with some direct to business; third party CSAs with either home delivery or pickup locations; smaller scale than wholesale distributors)

Downeast Connect, Columbus Co 10

Feast Downeast, Wilmington 16

Madison Farms, Marshall 11

Piedmont Local Food, Reidsville 2

Pilot Mountain Pride, Surry Co and NW 21

Produce Box, Raleigh 12

Sandhills Farm to Table Co-Op, Pinehurst 9

Mint Market, Durham 29

Farm to Fork Meat, Raleigh 48

Go Local NC Farms, Concord 46

Tractor Food and Farms, Burnsville 45

B. Specialty and Co-Op Groceries 8

Company Stores Market, Burlington 4

Hendersonville Community Coop 30

Chatham Marketplace Coop, Pittsboro 31

Tidal Creek Co-op, Wilmington 33

Deep Roots Market, Greensboro 34

French Broad Food Coop, Asheville 36

Lo-Mo Market, Durham 51

Weaver Street Market/Food House, Hillsborough 43

C. Grocery and Supermarket Chains (regional/national) 11

Carlie C’s IGA, Dunn, Dunn 7

Whole Foods, Atlanta (for NC) 8

Ingles Grocery, Black Mountain 24

Lowe’s Foods, Winston-Salem 22

The Fresh Market, Greensboro 25

Farm Fresh, Virginia Beach, VA 37

Piggly-Wiggly/ Preston Taylor Foods, Jacksonville 41

King’s Red & White Market, Durham 52

Bo’s Supermarkets, Lumberton 53

Hill’s Food Stores, Whiteville 55

Earth Fare, Fletcher 56

D. Restaurants 13

Green Sage Café/Coffeehouse, Asheville 17

Laurey’s, Asheville 1

Market Place, Asheville 18

Acme Food and Beverage, Carrboro 15

Angelina’s, Pittsboro 13

Lucky 32, Greensboro 14

Manna, Wilmington 19

Little Hen, Holly Springs 38

Persimmons Waterfront Restaurant, New Bern 57

Ashten’s, Southern Pines 58

Starlight Café, Greenville 59

Roosters Wood-Fired Kitchen, Charlotte 60

Knife and Fork, Spruce Pine 61

E. Wholesale Distributors 9

Eastern Carolina Organics (produce), Durham 6

Firsthand Foods (meat), Durham 20

Honeycutt Produce, Chadburn 3

Ward Produce, Raleigh 26

Albert’s Organics, SE District, Charlotte 40

Leading Green, Black Mountain 50

Southern Foods, Greensboro 49

New River Organic Growers 54

Lett-Us-Produce, Boone 71

F. Food Service Companies 8

Foster Caviness, Greensboro (2012) 23

Bon Appetit, SE Region, Durham (Duke Univ.) 28

Fresh Point (Sysco), Raleigh 32

Ford Produce, Raleigh 39

Southern Foods, Greensboro 49

Mountain Food Products, Black Mountain 62

Foster-Caviness, Greensboro (update 2013) 67

US Foods, Raleigh 77