



Steve Troxler, Commissioner of Agriculture

Joe Sanderson, Director of Marketing

Jamie Hall, Marketing Manager – Got To Be NC

The North Carolina Department of Agriculture & Consumer Services works to support our state's diverse economy within the agriculture, food, fiber and forestry sectors through services, regulation, legislation, research and market development.

“Got To Be NC” is the official statewide marketing brand and membership program for these key industry sectors, concentrating on our states food and fiber sectors. The program functions to boost sales and expand markets for our membership both domestically and internationally.

The “Got To Be NC” brand serves to heighten awareness and availability of NC products to consumers, as well as retail and wholesale industries, while meeting the needs of our members who desire connections to buyers either directly or through sponsored events. The program provides business to business networking opportunities, industry trade shows, consumer shows, statewide fairs and festivals, branded contests and promotions. The Got To Be NC program works to serve both member companies as well as consumers who buy local products.

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I. GTBNC MEMBERSHIP CRITERIA

The following criteria must be met to qualify for membership in the Got To Be NC program:

1. A business that owns, leases or has contractual obligations within the state of North Carolina for growing operations (fields, nurseries, greenhouses, etc.), or with processing/packaging/production facilities that is producing a raw or processed **FOOD OR FIBER PRODUCT from cultivated crops or livestock animals market ready product are eligible for membership.**
 - a. **Food and fiber defined:** *Food provides fuel and nutritional support and can be metabolized for energy, growth and development and is consumed for taste and nutritional value. Fiber is field crops from cotton, flax, hemp, jute used for paper, cloth and rope products. Fiber and fleece from animals include products with wool, silk, mohair, angora, and leather. Note criteria below in Section II specific to hemp.*
2. Market ready products, **NOT FROM FOOD OR FIBER, are limited to wax products and candles, wood products, animal feeds, and animal milk soaps.**
3. Topicals or ingested tinctures, dietary supplements, oils, extracts, syrups, infusions, mists, creams, salves, ointments etc., do not meet our food or fiber definition.
4. For a business whose product is produced outside of North Carolina, we require verification that the main ingredient is sourced from North Carolina.



5. Facilities and products are required to meet all applicable Federal, State and County regulations and inspections. Regulations require that all inspections are current. Nursery, greenhouse, and tree farms are encouraged to be certified by the NCDA&CS Plant Industry Division.
6. A business whose ONLY North Carolina connection for their product is through a Call Center, Fulfillment Center or Sales/Broker office, is not eligible for membership.
7. Membership into the program does not imply automatic eligibility into our signature shows and events.
8. Products with claims relating to cures or prevention of disease, including therapeutic or medical benefits, unless FDA approved, are ineligible.
9. Business operations that reflect a genuine commitment and willingness to sourcing supplies, ingredients, products and services first from NC vendors.

II. GTBNC MEMBERSHIP ELIGIBILITY

1. There is no fee for membership in the Got To Be NC program.
2. **Current business liability insurance is required** for membership in the GTBNC program. Proof of insurance may be requested.
3. **A commitment to promoting your own business. A minimum digital footprint that includes a business email address and a business owned web site and/or active business social media account (preferably both) is required for membership.**
4. Online application must be fully completed and submitted for review. Emails not completely filled in will not be reviewed.
5. Agriculture business service providers/outlets (financial institutions, farm equipment companies, co-packers, etc.) as well as retail/ wholesale operations, (i.e., grocery stores, food distributors and specialty stores) are key partners in the success of the GTBNC program. For directory purposes, these will be listed in our resource section on the GTBNC website.
6. Business must have a market ready finished product to qualify for membership.
7. Brokerage firms do not qualify for membership in the GTBNC program.
8. Green Industry (nursery, greenhouse, trees, etc.) items must be grown in North Carolina.
9. **Sellers of meat must be inspected and have a meat handler's license number to qualify for membership.**
10. Packaging and marketing materials/assets(including websites) must avoid claims of medicinal benefits or implications that a product prevents, treats, or cures a condition.

CRITERIA FOR PRODUCERS OF HEMP AND HEMP DERIVATIVES

The 2018 Farm Bill removed hemp from the Controlled Substances Act, legalizing the crop and its derivatives. However, The US Food and Drug Administration currently considers the following to be “prohibited acts” and unlawful within its regulatory authority relating to Cannabidiol (CBD):

- The sale of food and beverage products to which CBD has been added
- The sale of CBD products as a dietary supplement
- The sale of CBD products with claims of medicinal/ health benefits or with implications that it prevents, treats, or cures a condition.

Accordingly, products falling within any of these prohibited acts are NOT approved for membership and cannot bear the GTBNC marketing brand nor can the products be marketed, sold or sampled at any GTBNC event/ facility. However, other hemp derived products not associated with the prohibited acts above and which meet all other state and federal regulations, are considered eligible for membership. Once you place products into the marketplace, you have a responsibility to understand and comply with all federal, state and local laws.



III. Application

1. To be considered for membership, you must submit a **completed** application form. **If you require county, state or federal inspections for your business, copies may be requested in order to process your application.**
2. Applications for membership and directory listing will be reviewed by the GTBNC application committee
3. Photo documentation of product/label/operation or site visit may be requested in order to process your application.
4. Please allow up to 4 weeks to review your application. If accepted into the Got to be NC program, you will be notified via email.

IV. Membership Benefits

- Specialized cooperative programming with the retail and foodservice industries
- GTBNC brand power – Utilization of the iconic trademarked Got to be NC logo on packaging, labels and point-of-sale material
- Cooperative and umbrella advertising opportunities
- Comprehensive marketing and media programs
- Consumer-directed promotions
- Trade shows and food shows
- Digital marketing campaigns
- Special presentations to the food industry
- Consultation availability with trade specialists for retail, foodservice, institutional, specialty and international markets
- Grower meetings and farm tours
- Monthly industry e-newsletter

V. Logo Usage/Brand Guidelines

Permission to use the Got To Be NC logo will be granted upon Got To Be NC committee approval of application. Only current Got To Be NC Members are authorized to utilize the Got To Be NC logo. Application and products will be under continual review by the Got To Be NC committee. All decisions of the Got To Be NC committee are final.

The Got To Be NC logo is a registered trademark, registered with the N.C. Secretary of State's office, and controlled exclusively by the N.C. Department of Agriculture's Division of Marketing.

Food, fiber, and forestry processed products are encouraged to use NC ingredients within their products. GTBNC members are approved to use one of three versions of the Got To Be NC logo for marketing and identification on bulk and individual packaging.

- I. Those that grow/ raise plants or animals use the Agriculture version of the brand
- II. Those that develop, process or package food, fiber or wood use the Product version of the brand
- III. Those that catch or process wild-caught or farm-raised seafood use the Seafood version of the brand
- IV. Products not produced, raised or caught in North Carolina are not eligible to display any version of the Got To Be NC logo

Any person, firm, partnership, corporation or association who violate any provision or give false information in the application to package products under the Got To Be NC label, shall be subject to a suspension of his/her authority to use the Got To Be NC label. Nothing herein shall be construed to exempt any person or firm from provisions of other applicable laws or regulations. The North Carolina Department of Agriculture and Consumer Services reserves the right to change these by-laws as necessary.



got to be
NC
AGRICULTURE™



got to be
NC
PRODUCTS™



got to be
NC
SEAFOOD™



VI. Certified Roadside Market Program

1. The Certified Roadside Farm Market Program is designed to promote North Carolina roadside farm markets that primarily sell produce (horticultural crops) grown by the operator and other local farmers. The goal of this program is to increase sales to consumers of products grown and sold by North Carolina farmers. The program also seeks to assist roadside farm markets with improving their marketing skills, to improve the quality of products sold, and to promote fair and honest marketing practices.
2. To qualify for participation in this program, a roadside farm market must sell primarily agricultural commodities direct to the public, with a minimum of 51% of total sales from farm products grown by the market operator. Applicants must submit a NCDA&CS Grower's Certification, signed by their county extension agent, along with their application.
3. The operator of any roadside farm market as herein defined, may apply to the North Carolina Department of Agriculture & Consumer Services, Division of Marketing, for participation in this program. A separate application must be filed for each location.
4. Membership in the North Carolina Certified Roadside Farm Market program will be granted upon NCDA&CS committee approval of application. Membership will be under continual review by the NCDA&CS, Division of Marketing.
5. The business whose name appears on the Certified Roadside Farm Market application shall give written assurance of the business's compliance with all applicable Federal, State and local laws, rules and ordinances, including all applicable license and permit requirements.
6. Certified Roadside Farm Markets will receive a sign to display at their market that identifies them as a North Carolina Dept. of Agriculture & Consumer Services, Certified Roadside Farm Market. The sign shall at all times remain the property of the N.C. Department of Agriculture & Consumer Services. Certified markets will also receive a marketing kit with posters and price cards to use in their displays, a checklist of suggestions for successful roadside markets (information on displays, market appearance, product quality, parking, etc.), camera ready logo to use in ads, sample newspaper or radio ads, and sample press releases.
7. The applicant shall have a permanent sign posted in a prominent and visible location at the roadside market that states the name of the business. Certified Roadside Farm Market Program – Membership Criteria
8. If ownership of an approved roadside farm market changes, the new owner must reapply for membership. In no event shall market approval or signs be transferable from one location to another.
9. All approved farm markets must maintain adequate parking space for all vehicles to park clear of the highway and highway right-of-way.
10. Produce or other agricultural products packaged with the topping or facing of containers exposing produce with inferior produce or products concealed underneath shall constitute "False Packs" and as such shall not be offered for sale at any Certified Roadside Farm Market.
11. With respect to size, quality, weights, volumes, packaging, and labeling, all products sold at a Certified Roadside Farm Markets must comply with all laws and rules and regulations applicable to that product.
12. Failure to comply with the membership criteria of the Certified Roadside Market Program shall constitute grounds for disapproval of any application for participation or for revocation of any approval previously granted.

Application to the Certified Roadside Market Program must be made by completing and submitting the below forms in addition to and separate from your Got To Be NC application. Please download the forms and submit via the instructions provided on the document.

- [Certified Roadside Farm Market Program – Membership Application](#) (PDF)
- [Certified Roadside Farm Market Program – Grower Certification](#) (PDF)



VII. Updating Your Company Profile on Gottobenc.com

Please keep us updated of changes within your organization. It is important we have the most recent information on your organization in order to serve you better. Requests to update your company profile are easily submitted in our [members](#) section on gottobenc.com. Example updates include:

- New product launches and production capabilities/services
- Updating or adding new contacts – Ex: new employee info - email address, title, contact numbers

VIII. Got To Be NC Livestock Tag Program

Neil Bowman, Manager 919-707-3151 – neil.bowman@ncagr.gov

The N.C. Department of Agriculture and Consumer Services has launched a tag program to promote livestock born and raised in North Carolina. [View Tag Program Brochure](#)

The Got To Be NC tag program uses special ear tags to identify N.C.-born-and-bred cattle, swine, sheep and goats. The voluntary program is a collaboration between the department's Got To Be NC marketing program, Livestock, and Veterinary Division.

To qualify for the program, ranchers must be North Carolina residents and complete the Got To BE NC Application and participating animals must be conceived and born in the state. Participating livestock must be identified with an official Got To Be NC tag purchased by the producer before they are sold. The tags cost \$5 apiece. Ranchers must complete a producer tag record and submit it to the department after tagging their animals.(Instructions below)

Application to the GTBNC Livestock Tag Program must be made by completing and submitting the below forms in addition to and separate from your Got To Be NC application. Please download the forms and submit via the instructions provided on the document.

In addition to promoting livestock, the tags also will help producers comply with state and federal laws governing interstate transportation of animals.

[How to tag properly video](#)

[Tag Order Form](#)

[Producer Tag Report](#) – must be returned to Neil Bowman after tagging

Return By Email: neil.bowman@ncagr.gov

Return By Mail: Attn: Neil Bowman

Producer Tag Report

1020 Mail Service Center

Raleigh NC 27699-1020

IX. N.C. State Fair livestock competitions

To qualify for the Got To Be NC competitions, producers who have traditionally sold their animals as N.C. Born and Bred during the fair will need to participate in the new tag program.

Click [here](#) for ear tag order forms and more information. Additional questions should be directed to the NCDA&CS Livestock Marketing Section Manager, Neil Bowman at 919-707-3151, neil.bowman@ncagr.gov.



NC Department of Agriculture & Consumer Services

XI. Marketing Team Contacts

| Domestic Marketing: (919) 707-3100 | | |
|---|---------------------------------------|--|
| Joe Sanderson | Director of Marketing | joe.sanderson@ncagr.gov |
| G.W. Stanley | Assistant Director Domestic Marketing | g.w.stanley@ncagr.gov |
| Sherry Barefoot | Flavors/Specialty Foods Marketing | sherry.barefoot@ncagr.gov |
| Chad Blackwelder | Foodservice Marketing | chad.blackwelder@ncagr.gov |
| Freda Butner | Nutritionist | freda.butner@ncagr.gov |
| Jamie Hall | Marketing Manager - Got To Be NC | jamie.hall@ncagr.gov |
| Paul Jones | Media Marketing | paul.jones@ncagr.gov |
| Randy Maness | Retail Marketing | randy.maness@ncagr.gov |
| Kelly Powell-McIver | Meat, Poultry, Eggs | kelly.powell-mciver@ncagr.gov |
| Jack Nales | Meat/Beef Marketing | jack.nales@ncagr.gov |
| Tim Parrish | Domestic Marketing Supervisor | tim.parrish@ncagr.gov |
| Bruce Whitehead | Retail Marketing | bruce.whitehead@ncagr.gov |
| Whit Winslow | Got To Be NC Wine | whit.winslow@ncagr.gov |

| Ag Business Development: (919) 707-3119 | | |
|--|--|--|
| Ron Fish | Assistant Director Ag Industry Development | ron.fish@ncagr.gov |
| Pete Anderson | Aquaculture Agribusiness(Eastern NC) | pete.anderson@ncagr.gov |
| Annie Baggett | Agritourism Marketing Specialist | annie.baggett@ncagr.gov |
| Tim Ivey | Agribusiness Developer | tim.ivey@ncagr.gov |
| Debra Sloan | Aquaculture Agribusiness(Western NC) | debra.sloan@ncagr.gov |

| Horticulture: (919) 707-3100 | | |
|-------------------------------------|--|--|
| Nick Augustini | Assistant Director Horticulture/Fruits & Vegetables | nick.augustini@ncagr.gov |
| John Aydlett | Seafood/Aquaculture – Elizabeth City Office | john.aydlett@ncagr.gov |
| Heather Barnes | Farm To School Program/Organics/Sweet Potatoes | heather.barnes@ncagr.gov |
| Tommy Fleetwood | Vegetables/Farm To School Program – Elizabeth City Office | tommy.fleetwood@ncagr.gov |
| Bill Glenn | Christmas Trees/Nursery/Herbs/Blackberries/Bramble – Asheville Office | bill.glenn@ncagr.gov |
| Kevin Hardison | Community Markets/Grants/Certified Roadside Markets/Agricultural Fairs | kevin.hardison@ncagr.gov |
| Christina Harvey | Christmas Trees / Nurseries | christina.harvey@ncagr.gov |
| Tony Haywood | Apples/Tomatoes | tony.haywood@ncagr.gov |
| Dexter Hill | Peaches/Pecans/Strawberries/Greenhouse Vegetables – Kinston Office | dexter.hill@ncagr.gov |
| Nick Lassiter | Small Grain/Corn/Soybeans/Peanuts | nick.lassiter@ncagr.gov |



| International Marketing: (919) 707-3102 | | |
|--|--|--|
| Peter Thornton | Assistant Director International Marketing | peter.thornton@ncagr.gov |
| Clay Altizer | International Marketing - Forestry | clay.altizer@ncagr.gov |
| Daniel Ding | International Marketing Director - China | daniel.ding@ncagr.gov |
| Fradbelin Escarraman | International Marketing Director – Caribbean Office | fradbelin.escarraman@ncagr.gov |
| Charles Hall | International Marketing Consultant - Europe | charles.hall@ncagr.gov |
| John Hammond | International Marketing - Beverages | john.hammond@ncagr.gov |
| Cathy Ma | International Marketing - Specialty Foods/Meat/Seafood | cathy.ma@ncagr.gov |
| Zach Mussler | International Marketing Specialist | zach.mussler@ncagr.gov |
| Francisco Ovalles | International Marketing – Caribbean Office | francisco.ovalles@ncagr.gov |
| Jade Wang | Marketing Manager – China Office | jade.wang@ncagr.gov |
| Michelle Wang | International Marketing – Row Crops | michelle.wang@ncagr.com |

| Animal Agriculture: (919) 707-3151 | | |
|---|--|--|
| Neil Bowman | Livestock Marketing/ Livestock Tag Program | neil.bowman@ncagr.gov |
| Ben Carpenter | Livestock Marketing | ben.carpenter@ncagr.gov |
| Steve Lathrop | Dairy/Livestock/Equine Marketing | steve.lathrop@ncagr.gov |
| Billy Lewis | Livestock Marketing | billy.lewis@ncagr.gov |
| Amanda Wachs | Livestock Marketing | amanda.wachs@ncagr.gov |

| Farmers Markets: (919) 707-3100 | | |
|--|---|--|
| Ron Moore | Assistant Director State Farmers Markets & Ag Centers | ron.moore@ncagr.gov |
| Sim McIver | State Farmers Market Manager - Raleigh | sim.mciver@ncagr.gov |
| Rick Cecil | Piedmont Triad Farmers Market Manager - Greensboro | rick.cecil@ncagr.gov |
| Amie Newsome | Charlotte Farmers Market Manager | amie.newsome@ncagr.gov |
| Doug Sutton | Asheville Farmers Market Manager | doug.sutton@ncagr.gov |

