

Food System Role Play Cards

Lesson One: What is Local? Pg 1

Seed Supplier #1

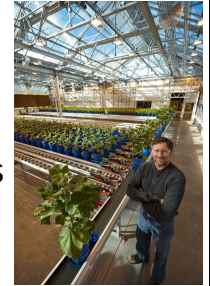


A company that sells seeds and chemicals to farmers or producers for production. Usually only sells a handful of crop types to farms.

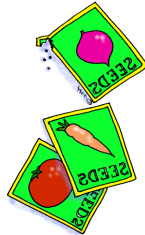
MONSANTO



A leading seed and chemical supplier with over 12,000 Employees. It produces and sells genetically modified crops, a controversial topic. Employees receive full health, retirement, and insurance benefits.



Seed Supplier #2



A person or company that sells seeds to farmers or producers for production.



A specialized company with approximately 200 employees that pollinate, care for and sell seeds and plants, including organics. They do not sell genetically engineered seeds. The company is employee owned.



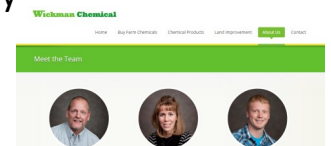
Chemical Supplier



A person or company that sells fertilizers, pesticides, growth regulators, and other chemicals to farmers.

Wickman Chemical

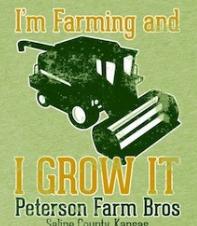
Wickman Chemical supplies low cost, name brand and generic chemicals to farmers and retailers from Texas to Montana. It is an authorized dealer for most chemical manufacturers. With only twenty employees, they offer quality customer service.



Farmer/Producer #1



A person or company who grows and harvest food on a farm (plants or animals)



The Peterson Farm Bros are four siblings who farm together with their parents near Assaria, KS. They produce and market a YouTube channel and blog about agriculture misconceptions. Their farm primarily raises beef cattle, but grows wheat, corn, alfalfa, milo, and soybeans as well.

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Farmer/Producer #2



A person or company who grows and harvest food on a farm (plants or animals).

BLACK RIVER FARM

SAMPSON COUNTY, NC

Black River Farm is a 16 acre certified organic farm with a selection of traditional and heirloom vegetables. They sell their vegetables and free range chicken at several regional farmers markets, wholesale to restaurants and organic produce distributors, and through a Community Supported Agriculture program.



Food Processor #1



A person/company who washes, cuts, mixes and packages food from the farm.

Smithfield Smithfield Foods Company is the seventh largest food processing company in the world. They only process pork— at a rate of one hog every seven seconds. It has over 21,000 employees, with half of those positions in processing.



Food Processor #2



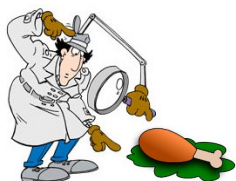
A person/company who washes, cuts, mixes and packages food from the farm.



The Borden Dairy Company is over 100 years old and has under 5,000 employees. Borden works with over 18,000 dairy farmers. The Borden Cheese brand is cooperatively owned with dairy farmers. 100% of the cheese proceeds go back to the farmers.



Food Inspector



A person/company who visits farms or processing centers to ensure that foods are grown and processed safely.



Food inspectors are employed by the United States Department of Agriculture, or USDA, and comprise the largest category of employees in the agency, with over 7,500 nationwide. Entry-level food inspectors in private commercial slaughtering plants are responsible for much of the day-to-day in-plant inspection of animals before and after slaughter.



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Food Transporter #1



A person/company who moves food from one location to another, such as by truck, train, ship or airplane.



As one of the nations leading food grade trucking companies, Kan-Haul has been a leader in establishing the procedures for clean and safe transportation of liquid food products in bulk liquid tankers for close to 30 years.



Food Distributor #1



A person/company who decides which stores receive the food

Eastern Carolina Organics markets



and distributes wholesale Carolina organic farm produce to retailers, restaurants and buying clubs. Eighty percent of our sales go right back to our growers. Our customers get fresh organic veggies and fruits, along with the knowledge that they're enabling farmers to protect their family land.

Food Distributor #2



A person/company who decides which stores receive the food

Sysco is the global leader in selling, marketing and distributing food products to restaurants, educational facilities, lodging establishments and more. The company operates 193 distribution facilities serving approximately 425,000



customers. In 2013, the company generated record sales of more than \$44 billion.

Advertiser #1

A person/company who designs the advertisements that promote food to consumers.



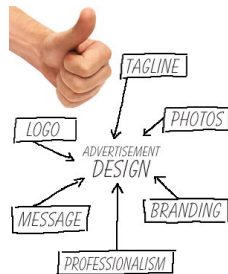
The Food Group is a creatively led, strategically driven, technology friendly and food obsessed marketing company. With over 40 years of building some of the world's most iconic brands and businesses, they can provide a full suite of marketing, advertising, planning and public relations services designed to connect brands with people, buyers with sellers and sales with marketing.

Food System Role Play Cards

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Advertiser #2

A person/company who designs the advertisements that promote food to consumers.



LRXD is a Health & Happiness Advertising Agency that helps people get healthy and celebrate feeling good. They're independently owned and take on a select number of clients, which translates into thoughtful strategy, top quality and involvement from the highest level of the agency, and completely original solutions.

Past clients are Chipotle, Pepsi, Red Robin, and Chiquita.



Grocer/Food Retailer #1

A person/company who sells food to consumers (such as through a grocery store or supermarket).

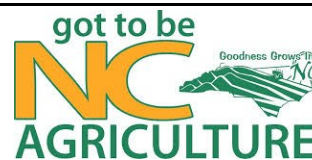


Walmart Walmart is the top food retailer in the United States. It is known for its low prices. Many products are shipped great distances; however, at least 25% of all produce is grown in the state in which the store is located.



Grocer/Food Retailer #1

A person/company who sells food to consumers (can be a farmers market or Community Supported Agriculture Program).



North Carolina Farm Fresh is a directory of pick-your-own farms, roadside farm markets, and farmers markets throughout North Carolina. It is designed to help the consumer, find the freshest locally grown fruits, vegetables, plants, and herbs. Check it out at www.ncfarmfresh.com!

Consumer #1



A person who buys the food that has been grown or prepared.



You are the consumer.

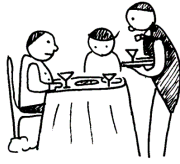
Where do you purchase your food?

Where do you spend Your food dollars?

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Restaurant #1



A person/company that purchases wholesale products from food distributors to serve to customers.

The Chef and the Farmer is a unique restaurant in Kinston, NC that locally sources all of its menu items. The owners strive to educate the public about agriculture and NC farms through its show on PBS, "A Chef's Life."



Restaurant #2



A person/company that purchases wholesale products from food distributors to serve to customers.

McDonald's is the number one chain restaurant in the United States. It's revenues total three times that of its competitors. The chain is large enough that it buys directly from farmers and processes all of its menu items.



Compost/ Waste Manager



A person/company who disposes of leftover food scraps by either composting or throwing food away (sending to a landfill).

WM Waste Management offers environmental services to nearly 27 million residential, industrial, municipal and commercial customers in the United States, Canada, and Puerto Rico. The company's network includes 367 collection operations, 355 transfer stations, 273 active landfill disposal sites, 16 waste-to-energy plants, 134 recycling plants, 111 beneficial-use landfill gas projects and six independent power