

THE PICH GUIDEBOOK

A Guide to Local Foods in Your Community



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Partnerships to Improve Community Health (PICH)

Partnerships to Improve Community Health (PICH) is a program that aims to improve access to fresh fruits and vegetables in northeastern North Carolina. PICH works with local farmers markets and farm stands across the region to provide access to healthy foods in their community. The end of this guidebook provides a list of local farms and markets in each county. This copy was published in June 2020.



PICH

Partnerships to Improve
Community Health

the 1990s, the number of people with a mental health problem has increased by 50% (Mental Health Foundation 2000).

There is a growing awareness of the need to address the needs of people with mental health problems in the community. The Department of Health (1999) has set out a vision for the future of mental health services, which includes a focus on preventing mental health problems, promoting recovery, and supporting people with mental health problems to live in the community. The vision is based on the following principles:

- People with mental health problems should be able to live in the community, and not be institutionalized.
- People with mental health problems should be able to participate in the community, and not be isolated.
- People with mental health problems should be able to recover, and not be stigmatized.

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About Partnerships to Improve Community Health (PICH)

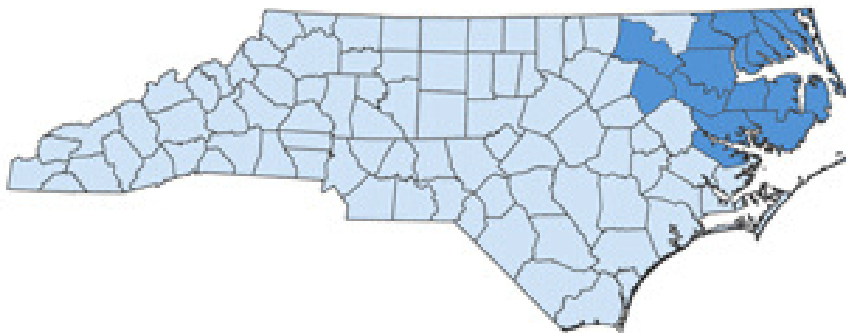
Access to healthy foods is important in the fight against chronic diseases and crucial to a healthy lifestyle. Our mission is to improve access to fresh fruits and vegetables throughout Northeastern North Carolina using the following strategies:

- Produce Prescription Programs
- Resource-sharing through a regional healthy foods coalition
- Promoting community use of grounds and facilities for fruit and vegetable production
- Assisting with the development of long-term plans that address healthy food access
- Identifying and reducing food related disparities

Counties that we serve:

Beaufort
Bertie
Camden
Chowan
Currituck
Dare
Edgecombe
Gates

Halifax
Hertford
Hyde
Martin
Pasquotank
Perquimans
Tyrrell
Washington



If you are interested in learning more about PICH you can find more information at www.healthync.org or contact the Healthy Foods Coordinator at 252-340-0395.

Why eat locally grown fruits and vegetables?

1. Local foods taste better – Food you grow or buy directly from a farmer often tastes fresher because farmers can select when to harvest the food based on taste and ripeness and has a shorter time between harvest and your table. Eating seasonally results in the most delicious and likely nutrient-dense produce.
2. Local foods create a stronger community – Shopping locally helps you get to know your neighbors. It is a place to meet up with your friends, bring your children, and engage with the community.
3. Local foods support the economy – Money spent locally tends to stay in the local economy, creating jobs and supporting local businesses and services.
4. Local foods benefit the environment – Buying locally keeps farmers on their land and keeps rural areas rural. Research suggests that direct to consumer farmers are more likely to use organic or environmentally friendly practices. When buying directly from a farmer, you can ask questions about how your food was grown and if they used pesticides or herbicides.



Photo to the left courtesy of Bryson Cahoon, owner of Slim Pickin's Produce in Swan Quarter, Hyde County, NC.

“

"To me, shopping local is more than just supporting our community financially. You are building personal relationships with your customers so that you can serve them better. In return, your product is one they come to know and trust."

- Bryson Cahoon

What if locally grown fruits and vegetables are not accessible to me?

You can grow them yourself! Gardening is a great way to get physical activity and grow the healthy foods needed for your diet. If you do not have the land needed for your own garden, look into participating or starting a community garden. A community garden is an area of land made available to community members to grow vegetables. Community gardening can help lessen the burden of gardening by distributing the labor and allowing everyone to share the harvest.

Gardening Resources:

- Collard Greens and Common Ground: A North Carolina Community Food Gardening Handbook: https://content.ces.ncsu.edu/show_ep3_pdf/1585584914/22969/
- Local Extension Offices or Master Gardener Volunteers may be able to provide in person assistance. See contact information by county at the end of this guidebook.
- North Carolina Extension Gardener Handbook: <https://content.ces.ncsu.edu/extension-gardener-handbook>



The photo above is courtesy of Farm to School to Healthcare, a program in Hertford County, NC that integrates gardening into school activities and sells the produce at local healthcare institutions.

How to pick the right fruit:

Fresh fruit is an important part of any diet. However, fruits are more tasty and nutritious when they're ripe and in season. Below are some tips for selecting ripe fruits.

- **Color:** Color is often an important indicator of ripeness. For example strawberries should be deep red even at the top.
- **Firmness:** Some fruits, like apples should be firm, while others, like peaches, should be softer.
- **Stems:** Some fruits, like pears and cantaloupes, should be a bit softer around the stem.
- **Smell:** The fragrance of a ripe fruit should be quite noticeable when you pick it up.



Photo courtesy of Strawberries on 903 in Pitt County, NC.

Basic Preparation Techniques:

1. Steam: If you have a steamer basket, place veggies in it and put it in a pot of boiling water. Leave it on the pot for approximately 5 to 7 minutes, or until the veggies are softened to your liking. If you don't have a steamer basket, you can also use a strainer/colander.
2. Boil: Bring a large pot of water to a boil, drop your vegetables in it and cook until they are tender.
3. Sauté: Cook vegetables on a skillet in olive oil, butter, or coconut oil over medium heat. Add minced garlic, herbs and spices, and/or salt and pepper for extra flavor!
4. Roast: Preheat the oven to 350 to 400 degrees F. Line a baking sheet with parchment paper. Chop veggies of choice, drizzle with olive oil, seasonings, and salt and pepper. Place in the oven and bake for 20 to 40 minutes, or until tender. The cooking time will depend on how large you cut the veggies and what kind you are using.
5. Grill: Drizzle the vegetables with olive oil and sprinkle evenly with salt and pepper. Grill the vegetables with the lid closed until tender and lightly charred all over.
6. Eat raw! Eating raw vegetables gives you the most vitamins and minerals needed for good health.

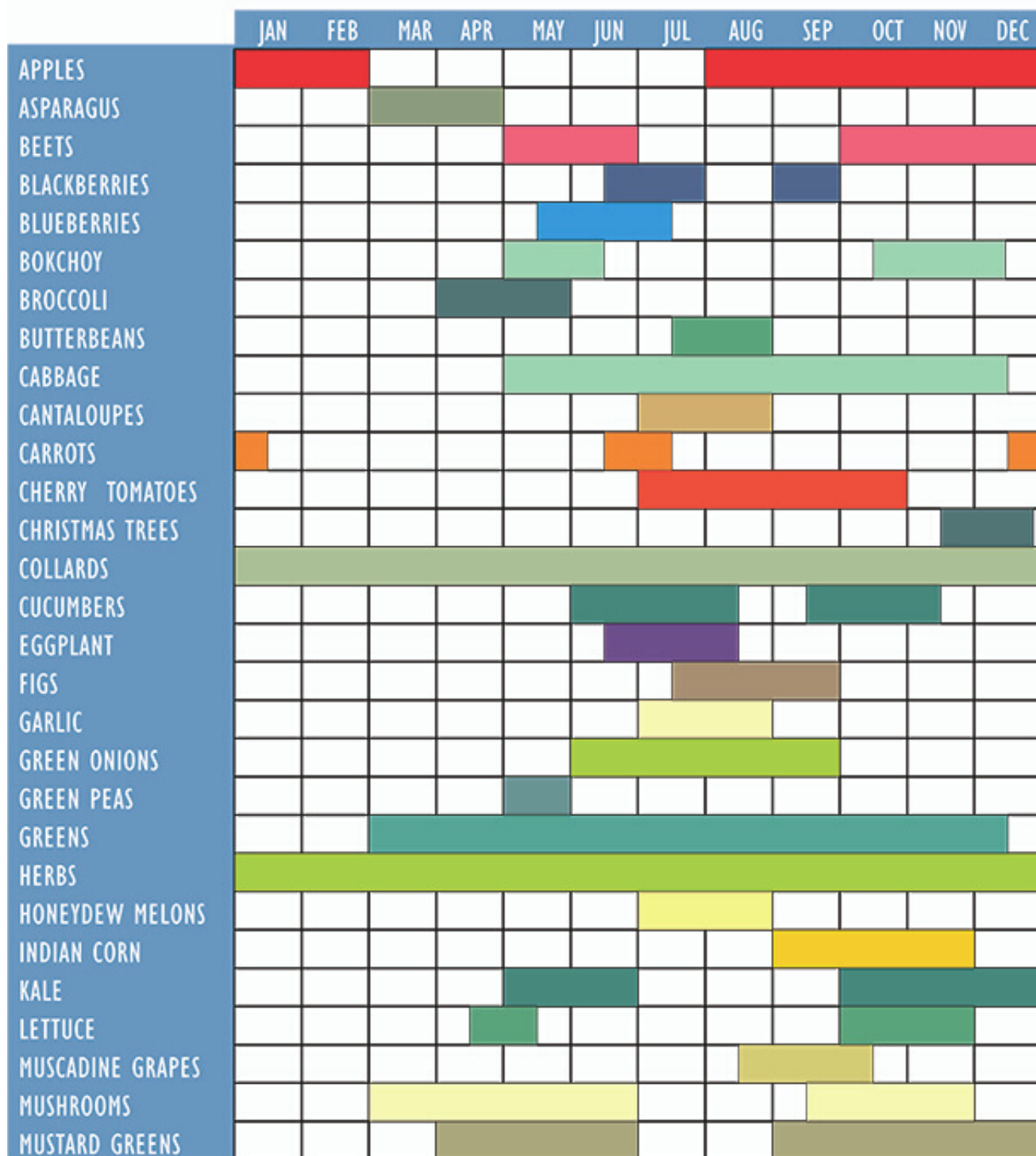
What's in Season?

North Carolina Fruit and Vegetable Availability



You can use this guide to choose the freshest, best tasting produce obtainable!

Insist on buying local NC grown food in grocery stores, restaurants, in the work place and schools, or - buy direct from a local NC grower at a farmers market, pick-your-own or roadside farm market.

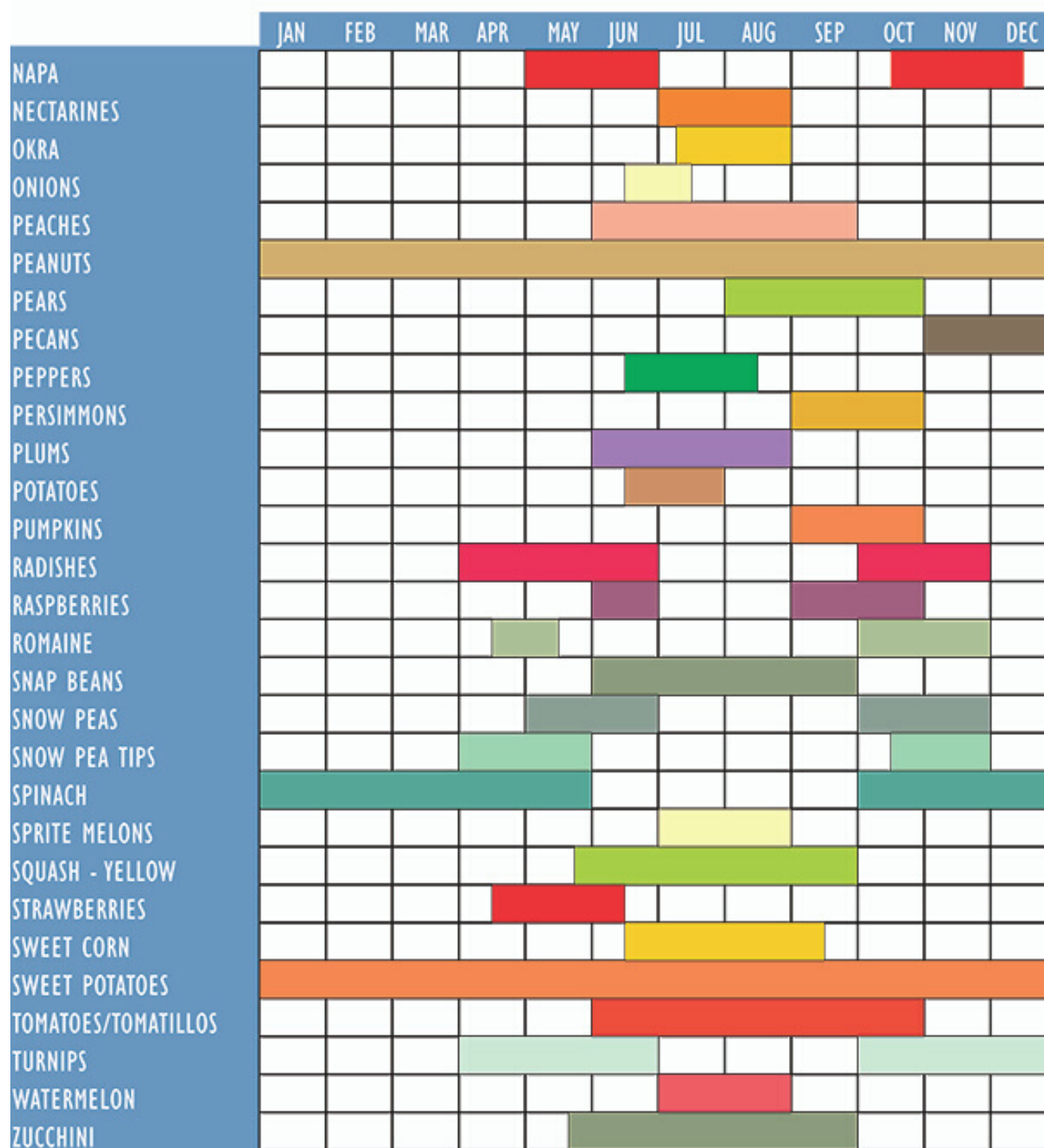


For directories and more information about NC produce, visit ncdamarkets.org.

Agriculture is NC's #1 industry. When you see the Got To Be NC logo on food products, you are contributing to the economic growth of North Carolina and to our farmers.

Visit: gottobeNC.com

Got To Be NC is the marketing program of the North Carolina Department of Agriculture.



Farms and Markets by County

Below are the names and contact information for local farmers markets and farm stands by county. Please call or check online before visiting as local farmers markets and farm stands often adjust their hours, dates and locations based on customer frequency. Local Cooperative Extension offices are also listed and may have further information on local produce and/or gardening.

BEAUFORT

Harbor District Market

140 W. Main Street, Washington, NC 27889
(252) 947-1487
www.harbordistrictmarket.org

Washington City Market

532 N. Market Street, Washington, NC 27889
(252) 945-5355

Petals and Produce

1101 John Small Avenue, Washington, NC 27889
(252) 940-0012
www.facebook.com/PetalsandProduce

Petals and Produce 2

19821 U.S. Highway 264, Pintetown, NC 27865
(252) 943-3116
www.facebook.com/PetalsandProduce

Black Brothers' Farms

604 Black Road, Washington, NC 27889
<https://www.facebook.com/Black-Brothers-Farms-104868007826874/>

Raised in a Barn Farm

2100 NC Hwy 33 East, Chocowinity, NC 27817
(252) 495-3398
www.facebook.com/raisedinabarnfarm

Deep Roots Farm

599 Mill Road, Washington, NC 27889
(252) 402-5195
www.facebook.com/deeproootsfarmnc

Moore's Produce

532 N. Market Street, Washington NC 27889
(252) 917-4144

Moore's Produce Family Farm

1990 Corepoint Road, Blounts Creek, NC 27814
(252) 702-7183

Southside Farms

320 Harding Lane, Chocowinity 27817
(252) 946-2487
www.southsidefarms.com

Aggies Run Produce

5271 VOA Road, Washington, NC 27889
252-320-0788
<http://aggiesrunproduce.com/>

Beaufort County Cooperative Extension

155A Airport Road, Washington, NC 27889
(252) 946-0111

BERTIE

Windsor Farmers Market

112 W. Water Street, Windsor, NC 27983
(252) 370-0324
www.facebook.com/WindsorNCFarmersMarket

Perry's Produce

Corner of NC 45 and HWY 17, Merry Hill, NC 27957
(252) 287-0441

Bertie County Berries

(252) 209-4652
<https://www.facebook.com/Bertie-County-Berries-100601238263965/>

Bertie County Cooperative Extension

104 Dundee Street, Windsor, NC 27983
(252) 794-5317

CAMDEN

Poor Boys

273 US Hwy 158, Camden NC 27921
(252) 335-1335
www.facebook.com/pg/Poor-Boys-789161681180490

Huck's Produce

NC 343 N 783, Camden, NC 27921
(252) 312-6487
www.facebook.com/hucksproduce

Keeterbarn Corner Farm

221 Keeterbarn Road, South Mills, NC 27976
(252) 207-7173
www.facebook.com/keeterbarn

William's Strawberry Farm

1383 North 343, South Mills, NC 27976
(252) 771-2647 (Franklin Williams)
www.facebook.com/Williams-Strawberry-Farm-136233526447680

Camden County Cooperative Extension

120 NC Highway 343 North, Camden NC 27921
(252) 331-7630

CHOWAN

Edenton Farmers Market

200 N. Broad Street, Edenton, NC 27932
(252) 209-4792
www.edentonfarmersmarket.org

Back 40 Produce

324 Mexico Road, Edenton, NC 27932
(252) 370-4391
<https://www.facebook.com/Back-40-Produce-252342765653832/>

W.R. Bunch Produce Stand

2833 Rocky Hock Road, Edenton, NC 27932
(252) 312-5855
www.facebook.com/pg/WRBunchProduceStands

Copeland's Peaches

1429 County Line Road, Belvidere, NC 27919
(252) 312-6322 (Randy Copeland)

Pigs Plus Farm

311 Evans-Bass Road, Edenton, NC 27932
(252) 333-9290 (Louis Nixon)

CC's Produce

2349 Virginia Road, Edenton, NC 27932
(252) 333-0766

A.J. Smith & Sons

433 Greenhall Road Edenton, NC 27932
(252) 333-5111 (Fred Smith)
(252) 312-5002 (Brandon Smith)
ajsmithsons.com

Triple B. Farms

511 Ryland Road, Tyner, NC 27980
(252) 221-4788
www.facebook.com/Triple-BFarms-116824715012495

Mill Fork Farms

3644 Rocky Hock Road, Edenton, NC 27932
(252) 339-2218
www.facebook.com/Mill-Fork-Farm-440746266044558

Full Nest Farms

1312 Macedonia Road, Edenton, NC 27932
(828) 335-8426 (Trent Tritt)
<https://www.facebook.com/Fullnestfarms>

Chowan County Cooperative Extension

730 N Granville Street # A, Edenton, NC 27932
(252) 482-6585

CURRITUCK

Seaside Farm Market

787 Sunset Blvd Timbuck II, Corolla, NC 27927
(252) 453-8285
seasidefarmmarket.com

Grandy Greenhouse and Farm Market

6264 Caratoke Hwy, Grandy, NC 27939
(252) 452-2658 or 800-942-2658
grandysfarmmarket.com

Morris Farm Market

3784 Caratoke Hwy, Barco, NC 27917
(252) 453-2837
www.morrisfarmmarket.com

Powells Roadside Market

2138 Caratoke Hwy, Moyock, NC 27958
(252) 339-9923
powellsroadsidemarket.com

Roberts Ridge Farm

501 N. Indiantown Road, Shawboro, NC 27973
(252) 202-9665
www.facebook.com/pages/Roberts-Ridge-Farm/357117727960676

Tarheel Produce

6954 Caratoke Hwy, Grandy, NC 27939
(252) 491-8600
www.facebook.com/pg/tarheelproduce

Coinjock Creek Farms and Mobile Market

112 Maple Road, Maple, NC 27956
(252) 267-3332
www.facebook.com/coinjockcreek/

Moyock Farm Market

193 Camellia Drive, Moyock NC 27958
(252) 455-0277
moyockfarmmarket.com

Point Harbor Pick Your Own

135 James Griggs Road, Point Harbor, NC 27964
(252) 491-8266

Martin Orchard and Vineyards

213 Martin Farm Lane, Knotts Island, NC 27950
(252) 633-3212

Currituck County Cooperative Extension

120 Community Way #120, Barco, NC 27917
(252) 232-2261

DARE

Dowdy Park Farmers Market

3005 S. Croatan Hwy at Bonnett Street
Nags Head, NC 27959
(252) 489-8551

Secotan Market

2868 NC-345, Wanchese, NC 27981
(252) 256-1243
www.facebook.com/pg/secotanmarket

Hatteras Island Farmers Market

41156 NC 12 Hwy Avon, 27915 (Koru Beach Club)
(252) 489-8980
www.coastalharvesters.org

Mitchell's Farm Market

3711 S. Croatan Hwy, Nags Head, NC 27959
(252) 619-9370

Manteo Farmers Market

407 Budleigh Street (George Washington Creef Park)
Manteo, NC 27954
(252) 473-2133 (Town Hall Manteo: James Ayers)

Green Acres Farm Market

1216 Duck Road, Duck, NC 27949
(252) 261-8687
www.outerbanks.com/green-acres-farmmarket.html

Tarheel Too Produce Market

3105 N. Croatan Hwy, Kill Devil Hills, NC 27947
(252) 207-1048
https://www.facebook.com/TarheelToo/

DARE (CONT.)

C & J Produce

23202 Hwy 12, Rodanthe, NC 27968
www.facebook.com/CJRodanthe/

Dare County Cooperative Extension

517 Budleigh Street, Manteo, NC 27954
(252) 473-4290

EDGECOMBE

Tarboro Market

526 N Main Street, Tarboro, NC 27889
(252) 904-6335
www.facebook.com/pg/TarboroMarket

Lake Valley Farms

128 Leggett Lane, Tarboro, NC 27886
(252) 883-3532
<https://www.facebook.com/LakeValleyFarms/>

Conetoe Family Life Center

204 N. Railroad Street, Conetoe, NC 27819
(252) 563-5411
<https://www.facebook.com/conetoefamilylifecenter/>

Golden Organic Farm

Pinetops, NC 27864
(252) 373-3694
<https://www.facebook.com/GoldenOrganicFarmLLC>

Dail's Strawberries

1118 Burnette Farm Road, Tarboro, NC 27889
(252) 823-0138
www.facebook.com/pg/DailsStrawberries

Green Acres Roadside Market

6838 NC Hwy 33 NW, Tarboro, NC 27889
(252) 823-3203

George's Collards INC.

11967 US 258 South, Macclesfield, NC 27852
(252) 883-7373

High's Farm Fresh Produce

5055 NC 42 West, Macclesfield, NC 27852
(252) 813-9271
www.facebook.com/pg/Highs-Farm-Fresh-Produce-331788036948403

Dew's Produce

3773 US 258 South, Tarboro, NC 27889
(252) 823-3763
facebook.com/pg/Dews-Produce-Farm-119558838077288

Edgecombe County Cooperative Extension

201 St Andrew Street # 118, Tarboro, NC 27886
(252) 641-7815

GATES

J Parker Produce Co.

133 North Carolina Hwy 32, Sunbury, NC 27979
(252) 465-8939
www.facebook.com/pg/jparkerproduce

Savage Patch Farms

09 US Hwy 13 South, Eure, NC 27935
(252) 506 5274
www.facebook.com/SavagePatchFarms

Farmer Frank's Produce

32 Reynoldson Road, Gates, NC 27937
<https://www.facebook.com/GatesCounty/>

Farm Chick's Produce

56 Kellogg Fork Road, Sunbury, NC 27909
(757) 403-1874
<https://www.facebook.com/farmchicks.produce/>

Gates County Cooperative Extension

112 Court Street, Gatesville, NC 27938
(252) 357-1400

HALIFAX

Happy Acres Farm

210 Wright Road, Roanoke Rapids, NC 27870
(252) 537-8537
www.happyacresfarm.net

Historic Halifax Farmers Market

18 S. King Street, Halifax, NC 27823
Downtown Halifax
(252) 673-5080

Roanoke Valley Farmers Market

378 NC Highway 158, Roanoke Rapids, NC 27870
(252) 583-5161
www.facebook.com/RVFM1985

Halifax County Schools: Greenleaf Farms

Southeast Collegiate Prep
Hwy 125 Halifax, NC 27839
(252) 445-2027 (Reginald Cotten)

Enfield Umbrella Market

Highway 301 (S. McDaniel Street) Enfield, NC 27823
In the parking lot of Just-Save
(252) 445-3146 (Montre Freeman)

Windy Acres

Bolling Road & Hwy. 158 Roanoke Rapids, NC
(252) 673-6931
www.facebook.com/pg/WindyAcresFarmProduce

Oak Grove Orchard

5135 Hwy 301, Halifax, NC, 27839
(252) 583-7661
www.facebook.com/pg/Oak-Grove-Orchard-126010317415996

A Better Chance A Better Community

Community Farm
362 Williams Scott Road, Enfield, NC 27823
(252) 592-1197
www.abc-2.net

Mohorn's Farm Fresh Produce

14100 Highway 48, Littleton, NC 27850
(252) 678-4949 (Nicholas Mohorn)
www.facebook.com/Mohorns-Farm-Fresh-Produce-501635999904543

Haliwa-Saponi Farmers Market

39021 Highway 561 Hollister, NC 27844
(252) 538-4017 Ext. 242
www.facebook.com/pg/Haliwa-Saponi-Tribe-Farmers-Market-400231960038698

Halifax County Cooperative Extension

359 Ferrell Lane, Halifax, NC 27839
(252) 583-5161

HERTFORD

McCaskey's Farm

145 McCaskey Road, Ahoskie, NC 27910
(252) 332-2855

The Brown Family Farm

123 W. Lewiston Road, Murfreesboro, NC 27855
(252) 398-7154 (Sharonda Brown)
(252) 398-7158 (Andrew Brown)

Farm to School to Healthcare Pop-Up Market

Location varies
(252) 209-0237 (Catherine Parker)
www.facebook.com/Farm2School2Healthcare

Winton Farmers Market

205 S Main Street, Winton, NC, 27986
(252) 642-5586

Wisdom Produce

2117 Faith Street U.S. Hwy 13 S, Ahoskie, NC 27910
(252) 332-3222

Hertford County Cooperative Extension

301 Tryon Street, Winton, NC 27986
(252) 358-7822

HYDE

Slim Pickins

17601 U.S. Hwy 264, Swan Quarter, NC 27885
(252) 542-0370
<https://www.facebook.com/slimpickingsproduce/>

Carawan's Blueberries

24860 Hwy 264 Swan Quarter, NC 27885
(252) 926-5861

Big Pompie's Produce and Other Stuff

31851 U.S. Hwy 264, Engelhard, NC 27824
(252) 542-9614

Dark Woods Produce

Watermelons & Canteloupes
11281 N. Lake Road, Engelhard, NC 27824
(252) 542-0921
<https://www.facebook.com/AFarmersTreasure/>

Hyde County Cooperative Extension

30 Oyster Creek Street, Swan Quarter, NC 27885
252-926-4486

MARTIN

Carolina Country Fresh Market

280 House Road Hwy 11, Bethel, NC 27812
(252) 825-2926
www.facebook.com/pg/CarolinaCountryFresh

J & J Farms

Hwy 64, Jamesville, NC 27846
(252) 799-8110
www.facebook.com/JJFarms-410246149177759

Martin County Farmer's Market

4001 W Main Street Ext, Williamston, NC 27892
(252) 792-1900
www.facebook.com/pg/martincountyfarmersmarket

Hamilton Farmer's Market

114 North Front Street, Hamilton, NC 27840
(252) 798-2001

Main Street Market

Barnes Plaza
West Main Street, Williamston, NC 27892
(252) 792-4131
mcmainstreetmarket@gmail.com
www.facebook.com/mcmainstreetmarket

The Berry Patch

7375 US Hwy 64, Robersonville, NC 27871

Oak City Food Mart Top Dogs and Catering

308 E. Hwy 11, Oak City, NC 27857
(252) 955-6531

Martin County Cooperative Extension

104 Kehukee Park Road, Williamston, NC 27892
(252) 789-4370

NORTHAMPTON

Garysburg Farmer's Market

504 Hwy 46, Garysburg NC 27831
(252) 536-2167 (Garysburg Town Hall)
www.townofgarysburgnc.org/2018/06/15/town-of-garysburg-farmers-market

Northampton County Cooperative Extension

9495 NC-305, Jackson, NC 27845
(252) 534-2831

PASQUOTANK

Painted Turtle Produce

312 Dry Ridge Road, Elizabeth City, NC 27909
(252) 562-4443
www.facebook.com/PaintedTurtleProduce

River City Flea Market

300 N Hughes Blvd Elizabeth City, NC 27909
(252) 337-5738
www.facebook.com/pg/RiverCityFleaMarket

SoHo Organic Market

406 S. Griffin Street Square, Elizabeth City, NC 27909
(252) 338-8378
www.sohoorganicmarket.com

Warrior's Ridge Pumpkin Patch

577 Body Road, Elizabeth City, NC 27909
(252) 562-5683 (Sam Reid)

Barclift's Blueberries

Old Hall's Creek Road, Elizabeth City, NC 27909
(252) 333-7332 (Donald Barclift)

Bobby Brothers Farm Market/CSA

1154 Perkins Lane, Elizabeth City, NC 27909
(252) 619-3920
www.facebook.com/pg/brothersfarmmarket

Halls Creek Blueberry Farm

583 Old Halls Creek Road
Elizabeth City, NC 27909
(336) 408-5947

Meadstown Produce

636 Meadstown Road, Elizabeth City, NC 27909
(252) 331-9253 (Wayne White)
www.facebook.com/pg/MeadstownProduce636

ARHS Farmers Market

711 Roanoke Avenue, Elizabeth City, NC 27909
252-338-4467 (Amanda Betts)

Pasquotank County Cooperative Extension

1209 McPherson Street, Elizabeth City, NC 27909
(252) 338-3954

PERQUIMANS

Jesse Byrum's Produce

Corner of Church and Grubbs Street
Hertford, 27944
(252) 312-5938 or (252) 221-8634

Manley Produce

Hwy 17 1839 E. Bear Swamp Road
Hertford, NC 27944
(252) 333-4123
www.facebook.com/Manleys-Produce-Hut-842706725938601/

Looking Back Farms (PYO Blueberries)

589 Chinquapin Road, Hertford, NC 27944
(252) 426-9661

Cedar Stretch Farms (PYO Strawberries)

316 Cedar Stretch Road, Hertford, NC 27944
(252) 339-1771
<https://www.facebook.com/cedarstretchfarms/>

Haven Acres Farm

1027 Beech Springs Road Hertford, NC 27944
(252) 209-1954 (Tara)
www.facebook.com/pg/fowlerhavenacres

Perquimans County Cooperative Extension

601A S Edenton Road Street, Hertford, NC 27944
(252) 426-5428

TYRRELL

Scuppernong Produce (Road Side Stand)

640 U.S. Highway 64 East, Columbia, NC 27925
(252) 796-7541

www.facebook.com/pg/Scuppernong-Produce-184987611553472

Tyrrell County Cooperative Extension

407 Martha Street, Columbia, NC 27925
(252) 796-1581

Swain's Produce

1479 Hwy 64 East, Columbia, NC 27925
(252) 394-6328

WASHINGTON

Bear Towne Market

118 Washington Street, Plymouth, NC 27962
(252) 809-2294 (Susan Styons)

www.facebook.com/pg/downtownplymouthopenairmarket

Washington County Cooperative Extension

128 East Water Street, Plymouth, NC 27962
(252) 793-2163

Lutons Fresh Produce

1500 Backwoods Road, Roper, NC 27970
(252) 793-4611 (Scot Luton)

Acknowledgements:

Thank you to the PICH Healthy Foods Coalition Partners for assisting with the content and pictures of this guidebook and to our partners at North Carolina State University and East Carolina University for reviewing the educational information. Lastly, we would like to extend a special thank you to the Kate B. Reynolds Charitable Trust for making this work possible. Photos on the front page of this guidebook are courtesy of Golden Organic Farm of Edgecombe County and Deep Roots Farm of Beaufort County.



Kate B. Reynolds
Charitable Trust

