



## **PLEDGE OF PURCHASE PARTNER – LOCAL FOOD GUIDELINES**

### **Raw ingredient standard**

The 10% Campaign adheres to a standard that represents “Local” as defined by “origin in North Carolina”.

The NC 10% Campaign defines local as: Raw products and whole ingredients originating in North Carolina or surrounding waters. (grown, or produced) This standard must be verifiable.

*For example: Eggs from a North Carolina producer must be verified to be entirely from North Carolina and may not be mixed with eggs from another source to represent a single product.*

### **Processed products standards**

The 10% Campaign accepts processed foods with:

- Primary ingredients that are produced or grown in North Carolina. (Point of origin)
- No Single Primary ingredient may be a mixture or combination of local and non-local sources.

*For example: A tomato salsa must have a local primary ingredient. Tomatoes must be grown in North Carolina, and not a mixture of tomatoes from NC and outside sources.*

### **Retailers, Wholesalers, and consumer standards**

The 10% Campaign is flexible in terms of what counts toward a Pledge of Purchase partnership, such as a local product line, or a specific commodity purchase.

*For example: Sweet potatoes may be the only local item purchased, but it may meet the required 10% pledge of purchase of overall food purchases.*

If there is a question on a product, we prefer to only count what is verifiable.