

FEEAST

Food Entrepreneurship,
Excess, Applied Science
& Technology Initiative

Greenville NC's Food Economy, Entrepreneurship and Excess Opportunity

Eastern North Carolina, and Greenville NC specifically, have the potential to become a hub for food innovation, particularly in food entrepreneurship, processing, product development, and food excess management. This vision builds on the region's legacy of initiating the modern environmental justice movement while leveraging its robust agriculture industry and fast-growing economy. Through focused effort and collaboration with local partners, we can ensure that West Greenville not only avoids the burden of food waste but also benefits from the increasing demand for a waste-smart workforce and entrepreneurial talent.



Current Situation:

The 800-1000 blocks of West 5th Street have served as a vital commercial corridor within the West Greenville community for over 40 years, with businesses such as the Gold Post Cafe, PSG Maintenance, Carolina Wood Products, and Coffee + Spice, along with organizations like the NAACP and NC CIVIL, contributing significantly to the fabric of the neighborhood and Greenville as a whole.

Additionally, nearby allies and potential partners, including institutions like East Carolina University, Pitt Community College, ECU Health, and the City of Greenville, could play a crucial role in ensuring that the community's needs are met and that local residents benefit from the capital investment associated with this project.

The FEEAST NC Initiative:

The Food Entrepreneurship, Excess, Applied Science, and Technology NC Initiative emerged from ResilNC's efforts to enhance North Carolina's food economy, particularly by fostering entrepreneurship, innovation, and inclusion. In Pitt County, FEEAST NC aims to:

- Engage food, environmental, and social entrepreneurs in Pitt County.
- Develop an online training course focused on food excess innovation.
- Create a Food Excess Opportunity packet to recruit local innovators.
- Establish a dedicated facility for food entrepreneurship, excess management, workforce development, and research.

Partnership with Workforce System:

By collaborating with local workforce leaders, we aim to develop the nation's first Certified Food Waste and Systems Innovation credential to support the growing demand for skilled workers in this field. The strong track record of local organizations in innovation and workforce development makes them ideal partners for this endeavor.

Development Concept for FEEAST HUB:

We propose a 25,000 sq. ft. commercial development on the cleared lot on the south side of West 5th Street at the 800-900 block.

The project will include:

- A 10,500 sq. ft. customer-facing restaurant and retail demonstration space.
- A 4,000 sq. ft. commercial test, commissary, and kitchen space.
- A 2,000 sq. ft. "street lab" for product testing and innovation.
- A 5,000 sq. ft. flex space for events, training, and collaboration.
- An open-air food court with seating and a small stage for light entertainment.

Goals and Metrics:

The initiative seeks to enhance Eastern North Carolina's capacity to:

- Foster community-led food entrepreneurship and innovations.
- Expand neighborhood access to jobs, healthy foods, and wealth creation opportunities.
- Increase the availability and adoption of upcycled foods.
- Improve efficiency and cost-effectiveness in managing food excess at major institutions.
- Train more waste-smart talent entering the workforce.

Conclusion:

The FEEAST NC Initiative is poised to make a significant impact on the regional food system through entrepreneurship and innovation while driving economic development in West Greenville. This project will not only benefit the community but also serve as a model for similar efforts across the state."