

UPDATES FROM NCDA&CS MARKETING DIVISION

Khaila Daye
Marketing Specialist II

ABOUT ME

- ▶ GRADUATED FROM NC A&T STATE UNIVERSITY IN MAY 2017 & DECEMBER 2018
- ▶ INTERNED AT NCDA&CS FOR 1 YEAR WITH SMALL FARMS DIVISION
- ▶ EMPLOYED BY NCDA&CS SINCE OCTOBER 2019
- ▶ MARKETING SPECIALIST SINCE MID-SEPTEMBER 2023
- ▶ MY COMMODITIES ARE BLUEBERRIES, HONEY, PEACHES, PECANS, GREENHOUSE VEGETABLES & ORGANICS

MARKETING DIVISION

- ▶ RESTRUCTURING
- ▶ DOMESTIC-includes horticulture
- ▶ MULTIMEDIA- GTBNC Program, art department, audio/videography, social media, advertising, nutrition
- ▶ INTERNATIONAL- exports
- ▶ AGRIBUSINESS/ GRADING SERVICES/ MARKET NEWS
- ▶ FARMERS MARKETS(Asheville, Charlotte, Greensboro, Raleigh)/ AG CENTERS (Western, Southeastern, JB Hunt Horse Complex, Bob Martin Eastern
- ▶ LIVESTOCK- grade cattle sales

MARKETING

- ▶ Future Farmers Market events (bigger events, better promotion, news coverage, “mini festival”... BIGGER IMPACT!)
- ▶ National Produce Shows
- ▶ Flavors of Carolina
- ▶ Grant- \$5,000 (social media, ads, brochures to promote NC Peaches)

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Blueberries, Honey, Greenhouse Vegetables Peaches, Pecans, Organics