



**Local
Government
Council**

Strategic Plan for the Agriculture and Forestry Economy in Virginia's Region 2000

July 2014

Acknowledgements

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- Scott Baker – Virginia Cooperative Extension (VCE) Bedford County
- John Benner – Virginia Cooperative Extension (VCE) Amherst County
- Traci Blido – Bedford County, Office of Economic Development
- Jeremy Bryant – Amherst County Planning and Zoning Department
- Kevin Camm – Virginia Cooperative Extension (VCE) City of Lynchburg
- Lee Cobb – Amherst County Economic Development
- Mike Davidson – Campbell County Economic Development
- Philipp Gabathuler – Virginia's Region 2000 Local Government Council
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Regional and Statewide Participants

- Anne Marie Clarke, Robert E. Lee Soil and Water Conservation District
- Greg Farmer, President, Colonial Farm Credit
- Dr. Jewel Hairston, Dean, College of Agriculture, Virginia State University
- Dr. Alan Grant, Dean, College of Agriculture and Life Sciences, Virginia Tech University
- Jimmy Jones, Georgia Pacific
- Dr. Lincoln Montgomery-Rodgers, Agrarian Veterinary Services
- Paige Pratt, Virginia Tech Department of Animal and Poultry Sciences
- Wren Roberts, Centra Health Systems
- Andy Seibel, Virginia FFA Association
- Jeff Wilkerson, Westover Dairy (The Kroger Company)

Amherst County

- Scott Barnes, Morris Orchard
- Robert M. Curd, Clover Hill Farm
- Donna Meeks, Sweet Briar College
- Henry S. Myers, The Canebrakes Farm
- Frank Walton, Buffalo River Ranch
- Len Thompson, Vineyards

- Bill Tucker, Tucker Family Farms

Appomattox County

- Ron Coleman, Coleman & Sons Farm Supply
- W.A. Coleman, Cattle and Appomattox Farm Bureau Board Member
- Matt English, Sheep and Livestock Auctioneer
- Kenneth Goin, Tobacco, Cattle and Appomattox Farm Bureau Board of Directors Member
- Jack Goin, Cattle producer and Appomattox Farm Bureau Board Member
- John O. Harrison, Cattle, Timber, and Robert E. Lee SWCD Vice Chairman
- Danny Hix, Hix Brothers Farm – Tobacco, Cattle, and Saw Mill Operator
- Fred H. Jones, Fred H. Jones Well Company and Grain
- Mary Lund, Lund Angus Farm – Beef
- Larry Majerus, Beef
- Nelson Mann, Appomattox Farm Bureau Board of Director member
- Cynthia Spiggle, Poultry
- Dennis Torrence, Hay and Robert E. Lee SWCD Board Member
- Cecil Wooldridge, Cattle

Bedford County

- Craig Coker, Bedford County Economic Development Authority
- Jerry Craig, Bedford County Planning Commission
- Rodney Dellis, Farm Credit
- Sam Gardner, Farm Bureau Young Farmers
- John Hicks, Bedford-Augusta Co-op
- Danny Johnson, Johnson's Orchard
- W.P. Johnson, Bedford Agricultural Economic Development Advisory Board, Farm Bureau Young Farmers
- Todd Kready, Forestry
- Dorothy McIntyre, Forest Farmers Market
- Lucy Overstreet, Idlewild Farm
- Jeff Powers, Bedford Agricultural Economic Development Advisory Board
- Mark Reeter, Bedford County Administrator
- Barbara Rezzonico, Bedford School System
- Steve Wilkerson, Bedford County Board of Supervisors
- Sam Williams, Bedford Southern State

Campbell County

- Paul Anctil, Vineyard & Winery
- Walter Bass, Jr., Sod
- W B Bass. III, Sod
- Bryan Bennett, President Campbell County Farm Bureau
- James Bennett, Beef
- Kevin Dawson, Virginia Dept. of Forestry – Campbell County
- Carter Elliott, Dairy
- Charles Fariss, Beef
- Frank Goff, Goats and Small Ruminants

- Mark Gregory, Beef
- Mark Guthrie, Aquaculture – Prawns
- Charles Hogue, Beef
- H. B. Hunter, Goat and Dairy, President of Campbell County Leadership Extension Council
- Clint Jones, High School Ag Teacher
- George Jones, President Campbell County Cattlemen’s Association
- Shelia Jones, Dodds Farm Supply
- Roger Keesee, Beef
- Shelton Miles, Beef
- Betty Mitchell, Bartlett Milling
- Lawrence Narehood, Cider Apple Orchard Manager
- Matt Neighbors, Landscaping
- Roy Neighbors, Bartlett Milling
- Brad Phillips, Equipment – John Deere
- Chris Phillips, Equipment – John Deere
- Brandon Schmidt, Past President Campbell County Cattlemen’s Association
- Scott Tweedy, Grain Producer and Campbell County Economic Development Commission
- Don Yancey, Natural Resources Conservation Service, USDA – Campbell County
- Delvin Yoder, Dairy
- Lowell Yoder, Dairy

City of Lynchburg

- John Abel, Randolph College and Lynchburg Area Food Council
- Jason Fowler, Land and Table
- Urs Gabathuler, Main Street Eatery
- Donald Johns, Conner Produce Co.
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- Mike Russell, Department of Minority Business Enterprise – Lynchburg Office
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How to Use this Plan

The intent of the *Strategic Plan for the Agriculture and Forestry Economy in Virginia's Region 2000* is to provide the Region 2000 community with a framework for action to promote regional growth in the agriculture and forestry industries. Formed as a collaborative entity linking economic development organizations and Virginia Cooperative Extension (VCE) offices across localities in Virginia's Region 2000, the Strategic Plan Coordinating Team is charged with driving immediate actions outlined in the plan, tracking metrics to monitor progress, and determining continued actions working with local and regional partners.

The plan is structured around a Vision Statement and Guiding Principles that identify the intended overarching results of the plan for Virginia's Region 2000. Within the plan, three goal areas have been defined:

- Goal #1: Coordinate Regional Marketing and Outreach
- Goal #2: Strengthen Resources for Producers
- Goal #3: Promote Career and Small Business Development Opportunities

Each goal is broken out into specific projects. The projects include defined actions separated by set time frames: Immediate (<year); Short-term (1-2 years); Mid-term (2-4 years); and Long-term (ongoing). For each immediate action, a responsible lead entity is identified along with key partners to support implementation of the action. For short-term, mid-term, and long-term actions, the Strategic Plan Coordinating Team will conduct an annual planning session to assign lead entity and partner responsibilities for the upcoming year.

For each project, the plan includes a list of applicable grant programs to obtain funding, outcome measures to monitor progress, and a best practices case study for reference. This information is intended to provide guidance to support the implementation of project actions.

The grant programs include federal, state, and foundation funding opportunities identified specifically with each project in mind. A more detailed description of each funding opportunity is included in Appendix B. Outcomes are performance measures used to monitor implementation and results related to the identified project. It is the responsibility of the lead agencies identified for each action item and the Strategic Plan Coordinating Team to collaborate and gather this information. The best practice case studies provide insight on where a particular program is successfully working in the Commonwealth of Virginia or in other locations throughout the United States. The lead agencies and the Strategic Plan Coordinating Team can reference them as they design and implement projects according to their respective action items.



Thomas P. Miller and Associates

VISION STATEMENT:

We recognize and promote the agriculture and forestry industries to strengthen regional economic development and future sustainability.

Guiding Principles:

- Leaders within economic development and the Virginia Cooperative Extension (VCE) collaborate to leverage resources and engage partners to actively target opportunities for business attraction and expansion.
- Elected officials and residents increasingly understand the significance of agriculture and forestry to the regional economy and value the preservation of its heritage.
- Locally grown foods are readily accessible and incorporated into local food systems.
- Forestry is a viable industry embracing the principles of sustainability and creates jobs in the region.
- Value-added agriculture increases profitability on farms, helps retain and attract young producers, and enhances regional identity.



Source: <http://www.pubzi.com/paisaje~es~JlwZYwca96D.html>

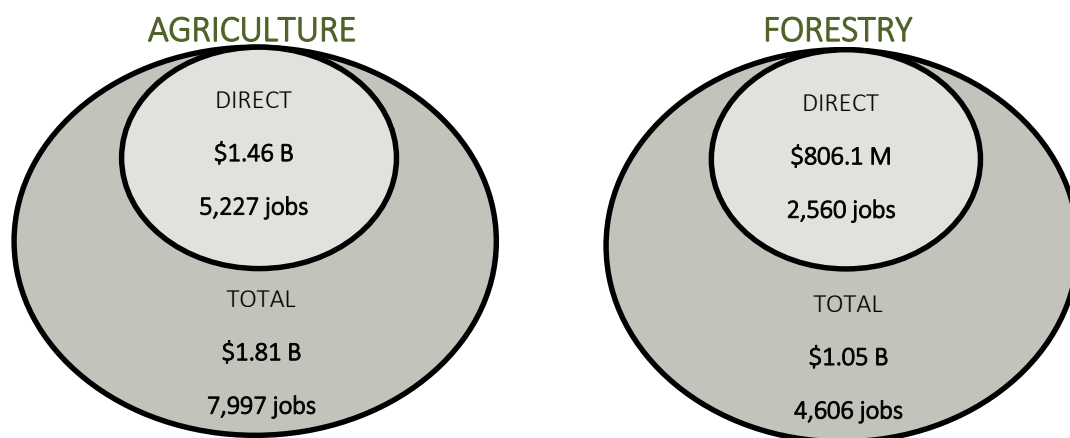
Introduction: The Impact



Virginia's Region 2000 Partnership ("Region 2000") is a network of organizations focused on providing regional leadership in the 2,000 square miles including Amherst County, Appomattox County, Bedford County, Campbell County, and the City of Lynchburg. Areas of focus include economic development, workforce development, technology, and community development. Region 2000's Local Government Council is specifically tasked with addressing challenges and opportunities on a regional basis that can collectively strengthen localized responses. Region 2000 is fortunate to have a diversified

economy with primary industry clusters in wireless technology, manufacturing automation, nuclear energy, plastics, pharmaceuticals, and health care.¹ Additionally, the region has a number of colleges and universities which provide employment and attract students from throughout the United States to the region. Through this plan, the Local Government Council has prioritized agriculture and forestry as industries with potential and opportunity to promote economic development.

Agriculture has a direct economic impact of over \$1.46 billion in Region 2000 with 5,227 jobs. Forestry has an \$806.1 million direct economic impact with 2,560 jobs. Direct economic impact consists of the addition of economic activity or expenditure into the region such as sales of agriculture and forestry-related industries in Virginia's Region 2000. The total impact includes the direct economic impact as well as the indirect and induced impacts. Indirect impacts are dollars re-spent in the region on supplies and services. For example, producers spend a portion of their sales revenue to purchase seeds, fertilizer, utilities and insurance from companies in the region. These companies utilize their sales revenues to purchase supplies and services from other firms which leads to spending through multiple rounds of inter-industry purchases to calculate the indirect impact. The induced impact is based on spending of households. For example, an agriculture business pays wages to its employees. These employees then purchase goods and services from regional firms who then receive a portion of their labor and material inputs.² The sum of these purchases is used to calculate the induced impact.



¹ Region 2000 Business Economic Profile: <http://www.region2000.org/economic-profile.html>

² Economic Impacts of the Agriculture and Forest Industries in Virginia June 2013: <http://www.coopercenter.org/sites/default/files/publications/Virginia%20AgricultureForest%202012reva.pdf>

Plan on a Page



VIRGINIA'S REGION 2000 – STRATEGIC PLAN FOR THE AGRICULTURE AND FORESTRY ECONOMY

Vision :

We recognize and promote the agriculture and forestry industries to strengthen regional economic development and future sustainability.

Guiding Principles:

- Leaders within economic development and the Virginia Cooperative Extension (VCE) collaborate to leverage resources and engage partners to actively target opportunities for business attraction and expansion.
- Elected officials and residents increasingly understand the significance of agriculture and forestry to the regional economy and value the preservation of its heritage.
- Locally grown foods are readily accessible and incorporated into local food systems.
- Forestry is a viable industry embracing the principles of sustainability and creates jobs in the region.
- Value-added agriculture increases profitability on farms, helps retain and attract young producers, and enhances regional identity.

GOALS	PROJECTS
#1 Coordinate Regional Marketing and Outreach	<ul style="list-style-type: none"> • Project 1.1 Develop a regional agriculture and forestry website • Project 1.2 Prepare and update regional and local data profiles of the agriculture and forestry industries • Project 1.3 Promote locally grown foods working with producers, local governments, community organizations, school districts, and farmers markets • Project 1.4 Work with existing convenience stores in the City of Lynchburg to improve access to fresh and healthy produce
#2 Strengthen Resources for Producers	<ul style="list-style-type: none"> • Project 2.1 Complete a regional food hub feasibility study • Project 2.2 Coordinate with county cattlemen's associations to discuss direct marketing opportunities within and outside of the region
#3 Promote Career and Small Business Development Opportunities	<ul style="list-style-type: none"> • Project 3.1 Convene meetings to connect producers with food service professionals and other larger buyers interested in making local food purchases • Project 3.2 Coordinate agriculture and forestry career awareness activities for high school and colleges students in Region 2000 • Project 3.3 Develop a regional young farmers institute to provide ongoing workshops and technical assistance

GOAL #1

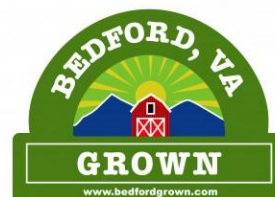
Coordinate Regional Marketing and Outreach

Project 1.1 Develop a regional agriculture and forestry website

The first priority identified by the Strategic Plan Coordinating Team is to promote awareness of agriculture and forestry industries and associated regional assets available to support continued and future growth. It is a story that has not been effectively told. Currently, the localities in Virginia's Region 2000 do not have a region-specific website that provides information about the agriculture and forestry industries. The creation of a website will help strengthen awareness about the industries with a centralized source for information. Potential functions of the website include:

- Providing information on educational workshops related to agriculture and forestry offered by the Virginia Cooperative Extension (VCE) and other organizations/agencies.
- Listing upcoming United States Department of Agriculture (USDA) grant opportunities and applicable grant opportunities from public and foundation sources.
- Incorporating a digital asset map that plots location of producers, technical assistance resources, education and training providers, and other resource suppliers.
- Listing of regional producers, types of products available, and seasonal availability.
- Promoting agri-tourism and upcoming events.
- Offering a message board to post discussion topics and employment opportunities.
- Providing links to existing local economic development organizations and VCE Office websites,

Within Virginia's Region 2000, Bedford County has the Bedford Grown website that can serve as a local model to review and build upon (see link: <http://www.bedfordgrown.com/>). Bedford Grown is a branding campaign for consumers, retailers, wholesalers, farmers markets, and restaurants to promote locally grown produce and goods. The initiative is a collaboration between the Bedford County Office of Economic Development, the Bedford County Agricultural Economic Development Board, and the VCE Bedford County Office.



Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)

1.1.1 Incorporate the digital asset map into the websites of the following organizations: Virginia's Region 2000, local economic development organizations, and local VCE websites (see Appendix H for directions).

Responsible:
Lead: Virginia's Region 2000
Partners: Strategic Plan Coordinating Team

Immediate Actions (< year) continued

1.1.2 Review current outreach activities to share information on events, workshops, and funding opportunities – share information between local VCE Offices.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Strategic Plan Coordinating Team
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Short-Term Actions (1-2 years)

1.1.3 Develop grant application and apply for Virginia Department of Agriculture and Consumer Services (VDACS), Virginia Tourism Commission (VTC), and other applicable grants to fund a regional website focused on agriculture and forestry.	Responsible: <u>Lead:</u> To Be Determined (TBD) <u>Partners:</u> TBD
1.1.4 Once funding is received, identify a local partner to design website and create regional brand for agriculture and forestry.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
1.1.5 Gather information from producers, VCE, economic development, etc. to populate the regional website.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
1.1.6 Launch regional website.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Long-Term Actions (On-going)

1.1.7 Work with local VCE Offices and Economic Development Organizations to coordinate distribution of information and making updates to the website.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Funding Opportunities

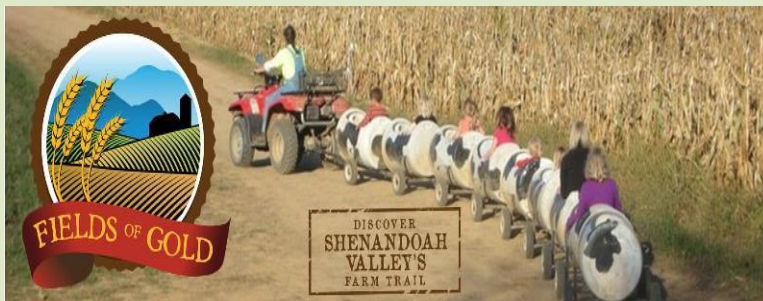
- [Virginia Department of Agriculture and Consumer Services \(VDACS\) Agriculture and Forestry Industries Development \(AFID\) Fund](#)
- [Virginia Tourism Corporation \(VTC\) Marketing Leverage Program](#)
- [USDA Farmers Market and Local Foods Promotion Program](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Number of ag-related events including workshops, training sessions, and presentations
- ✓ Participation in events (number of attendees – growth/decline)
- ✓ Number of hits to the regional website

Best Practice | Central Shenandoah Planning District Commission (CSPDC) – Fields of Gold



Fields of Gold is a regional agri-tourism program managed by the CSPDC designed to collectively market and promote the Shenandoah Valley's agri-tourism sites and activities. The goal is to create a coordinated tourism experience for the traveling public and to brand the region as an agri-tourism destination. Localities in the Fields of Gold region include Augusta County, Bath County, Botetourt County, Highland County, Page County, Rockbridge County, Rockingham County, Shenandoah County, City of Buena Vista, City of Harrisonburg, City of Lexington, City of Staunton, and City of Waynesboro.

After completing a regional planning process in 2012-13, funded by the Department of Housing and Community Development (DHCD), CSPDC was able to receive significant support and buy-in from member localities for the program. In 2013, they were awarded an AFID grant to develop and market a robust website that will include an interactive map of agri-tourism sites, an events calendar and farm-to-restaurant guide. The marketing and build-out of the website were identified as key deliverables in their strategic marketing plan.

Source:

- CSPDC Fields of Gold <http://www.cspdc.org/fieldsofgold/fieldsofgold.htm>

Project 1.2 Prepare and update regional and local data profiles of the agriculture and forestry industries

Regional residents see farmlands, grasslands, and forested areas in their communities and on their daily commutes. While agrarian land is part of the landscape, its simple existence does not translate well into demonstrating how it is an integral component of the local and regional economy. Agriculture has a total economic impact of \$1.46 billion on Region 2000 with over 5,200 jobs. Forestry has an \$806.1 million total economic impact with over 2,560 jobs.³ Region 2000 is home to nearly 3,000 farms, averaging 186 acres in size.⁴ Economic development leaders and Virginia Cooperative Extension (VCE) agents need clearer profiles of the economic and employment data for the agriculture and forestry industries in order to maximize the effectiveness of outreach efforts and to elevate the importance of these industries in the minds of elected officials and regional residents. The development of local and regional data profiles allows data to be presented in a summary format for use in presentation and incorporation into websites for economic development and agriculture/forestry awareness efforts. To begin these efforts, regional and local data profiles are provided in Appendix G: Data Snapshots.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)	
1.2.1 Incorporate local data profiles (see Appendix G) into existing local economic development websites, Virginia’s Region 2000 website, and local VCE office websites.	Responsible: <u>Lead:</u> Virginia’s Region 2000 <u>Partners:</u> Strategic Plan Coordinating Team
1.2.2 Distribute and present information to local Board of Supervisors and Economic Development Organization Boards.	Responsible: <u>Lead:</u> Region 2000 <u>Partners:</u> Strategic Plan Coordinating Team

Long-Term Actions (On-going)	
1.2.3 Update data annually to maintain up-to-date information.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Funding Opportunities

- [Virginia Department of Agriculture and Consumer Services \(VDACS\) Agriculture and Forestry Industries Development \(AFID\) Fund](#)

³ *Economic Impacts of the Agriculture and Forest Industries in Virginia* June 2013:

<http://www.coopercenter.org/sites/default/files/publications/Virginia%20AgricultureForest%202012reva.pdf>

⁴ USDA Census 2012, Table 1:

http://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1,_Chapter_2_County_Level/Virginia/

- [Virginia Tourism Corporation \(VTC\) Marketing Leverage Program](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Percentage of local Board of Supervisors that are briefed on agriculture and forestry industry
- ✓ Website traffic to VCE local websites
- ✓ Number of requests to economic development organizations for agriculture and forestry data

Best Practice | Jefferson County Agriculture Development Council (NY)

In Upstate New York, the Jefferson County Local Development Corporation worked with the Jefferson County Board of Legislators to form the Jefferson County Agriculture Development Council. The organization focuses on raising awareness about agriculture in the County and has established a website called www.comefarmwithus.com. Through the efforts, the County is accomplishing the following:

- Established a Jefferson County agricultural website.
- Advertising the quality of our natural and man-made resource and infrastructure base to attract new investment into the County's agricultural sector.
- Identified an agricultural point person to provide leadership and act as a spokesman for agricultural issues in Jefferson County.
- Make better use of the news media to inform the public on agricultural issues.
- Give agriculture a focus among government, the Jefferson County Local Development Corporation, and other agencies.
- Develop new agricultural products and markets for Jefferson County farmers.
- Establish a local development corporation for agriculture.
- Finding better ways to increase positive media coverage of agriculture in the County.

Source:

- Jefferson County Agriculture Development Council www.comefarmwithus.com



Project 1.3 Promote locally grown foods working with producers, local governments, community organizations, school districts, and farmers markets

Many areas within Region 2000 have begun to embrace the economic opportunities offered by expanding the role of locally grown and marketed food and other agricultural products. There are organized farmers markets in the region's localities as well as community supported agriculture (CSA) operations. The VCE has estimated that a \$1.65 billion annual economic benefit would be realized if each Virginia household would repurpose only \$10 of its weekly food expenditure to foods and drinks produced locally.

According to the USDA Farm to School Census,⁵ an estimated 2.6% of all food purchased by public schools in Virginia's Region 2000 are from local sources, a small percentage that could grow with a better understanding of how to access locally grown foods.

Consumers are extremely interested in local food. A 2013 national survey found that 66% of respondents embrace local food options because they believe it helps local economics and 70% were willing to pay more for local food.⁶ Almost 30% of respondents indicated that they would consider purchasing food elsewhere if their preferred local store did not carry local foods. Better awareness about locally grown products helps consumers understand where they are available and benefits local producers by providing them with access to additional buyers.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)	
1.3.1 Hold meetings with producers to raise awareness about opportunities to market locally grown products.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations; Local Ag-Related Organizations

Short-Term Actions (1-2 years)	
1.3.2 Reach out directly to school districts to involve in the discussion by sharing a listing of available locally grown foods; coordinate with Project 3.1.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
1.3.3 Explore development of farmers markets, CSAs and direct to consumer selling in Virginia's Region 2000.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

⁵ USDA Farm to School Census: <http://www.fns.usda.gov/farmentoschool/census#/district/vareports>

⁶ Buying into the Local Food Movement January 2013: http://www.atkearney.com/paper/-/asset_publisher/dVxv4Hz2h8bS/content/buying-into-the-local-food-movement/10192

Mid-Term Actions (2-4 Years)

1.3.4 Continue seeking grant funding for specific initiatives that arise based on continued monitoring of producer capacity and market need.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Long-Term Actions (On-going)

1.3.5 Building awareness about local food available to consumer and growing opportunities for ag producers; create collaboration building events/campaigns.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Funding Opportunities

- [USDA Specialty Crop Block Grants](#)
- [USDA Farm to School Grants](#)
- [USDA Value-Added Producer Grants](#)
- [Centra Health Foundation](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Annual farmers market attendance by locality; year-over-year growth/decrease in farmers markets attendance
- ✓ Number of new vendors participating in farmers markets by locality
- ✓ Number of new products offered at farmers markets by locality
- ✓ Number of calls to Local VCE Offices focused on direct marketing assistance
- ✓ Attendance at VCE workshops and presentations focused on direct marketing assistance
- ✓ Annual percentage of local produce, meat, and value-added agriculture purchased through public school systems, colleges and universities in the region

Best Practice | Sustain Floyd



Created in 2009, SustainFloyd is a 501(c) (3) non-profit organization that assists the community of Floyd County, Virginia in sustainable, local growth. The organization's vision is a mix of the past and the future. They work to develop new ideas that will support the next generation of their rural community, while preserving local traditions and history.

Led by a 13-member board and 3-member staff, they have created a virtual hub (sustainfloyd.org) and coordinated activities related to sustainability in Floyd County (located 40 miles southwest of Roanoke) with a focus on food, the arts, education, and energy. They organize a Farmers Market which starts at the end of May each year. It is equipped to process SNAP benefits (formerly known as food stamps). Certain vendors at the farmers market allow Individuals and families to double the amount of food they purchase with their SNAP benefit.

SustainFloyd has formed a Farm to School Working Group in close partnership with Floyd County Schools, county farmers and a series of groups including New River Valley Community Services, Plenty! (a community organization focused on providing access to fresh healthy food in Floyd County), Virginia Cooperative Extension, and the School Health Advisory Board. In Fall 2013, they began delivering potatoes once a month to all five county schools (including the high school), apples twice a month to all five schools and lettuce twice a month to the four elementary schools.

In November 2013, the USDA awarded a Farm to School grant to SustainFloyd and the Floyd Farm to School Working Group. The grant will cover the salary of a full-time Farm to School Coordinator to work with local producers, new kitchen equipment for school cafeterias, educational and field trip expenses, and a career & technical program for Floyd County High School's agriculture class who will use a hydroponic system to grow fresh produce year-round. The goal of the program is to have Floyd County farmers supply a minimum of 20-40% of food served in school cafeterias to generate revenue for farmers and ensure fresh, healthy food for students.

Sources:

- SustainFloyd <http://sustainfloyd.org/>
- SustainFloyd Farm to School Program <http://sustainfloyd.org/agriculture/farm-to-school/>

Project 1.4 Work with existing convenience stores in the City of Lynchburg to improve access to fresh and healthy produce

An estimated 26.4% of City of Lynchburg residents live in food deserts. The USDA defines food deserts as areas where people cannot access affordable and nutritious food. They are usually found in impoverished areas lacking grocery stores, farmers markets, and healthy food providers.⁷ City residents without reliable personal transportation and those reliant on public transportation do not have easy access to grocery stores. While there are a number of convenience stores located in the City, not all stock fresh produce. One solution is to target existing stores and provide assistance for them to offer local produce in their stores.

There are already a number of programs in Lynchburg that are working to address food deserts. Lynchburg Grows is an urban farm with nine greenhouses growing roses and fresh vegetables while providing vocational training for disabled and low-income residents. They operate a Community Supported Agriculture (CSA) program where buying a share allows participants to receive a basket of in-season produce weekly from May through October. The Lynchburg Community Market offers locally produced fruit, vegetables, meat, and cheeses for sale through a Farmers Market held year round every Wednesday and Saturday in Downtown Lynchburg. Select vendors accept benefits from the federally funded Supplemental Nutrition Assistance Program (SNAP), formerly known as the Food Stamp program that provides financial assistance to eligible low-income individuals and families. A targeted initiative offering fresh produce in convenience stores will build upon these activities and provide another avenue to address food deserts and promote healthier eating in Lynchburg.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)		
1.4.1	Reengage owners of local convenience stores to discuss the concept and interest.	Responsible: <u>Lead:</u> Lynchburg Area Food Council <u>Partners:</u> TBD
1.4.2	Host callout event for the initiative with attendance by interested producers, convenience stores, and supporting organizations to gather input for designing the program.	Responsible: <u>Lead:</u> Lynchburg Area Food Council <u>Partners:</u> TBD
Short-Term Actions (1-2 years)		
1.4.3	Design program with identified technical assistance, application process, and outreach materials	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

⁷ Food Desert in Virginia. Recommendations from the Food Desert Task Force January 2014:
<http://agriculture.vsu.edu/special-programs/food-desert-study.php>

1.4.4	Prepare grant application to submit to regional foundation(s) and federal agencies for financial support.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
1.4.5	Submit funding applications to foundations and federal agencies for financial support.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Mid-Term Actions (2-4 Years)

1.4.6	Launch Healthy Corner Store program with convenience stores in Lynchburg.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Long-Term Actions (On-going)

1.4.7	Provide ongoing assistance, hold regular meetings with convenience store owners.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Funding Opportunities

- [Centra Health Foundation Community Initiative Fund](#)
- [Center for Disease Control \(CDC\) Healthy Communities Program](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Number of convenience stores participating in the program
- ✓ Number of local producers providing fresh produce to participating convenience stores
- ✓ Annual dollar amount of fresh produce purchased at participating convenience stores

Best Practice | Louisville Healthy in a Hurry Corner Stores (KY)



The YMCA of Greater Louisville, the Louisville Department of Public Health and Wellness, and the Center for Health Equity work collaboratively on Louisville's Healthy In A Hurry Corner Store initiative. They leveraged CDC grant funding and private donations to provide store owners in two neighborhoods located in "food deserts" with refrigeration, signage, marketing, start-up inventory, and ongoing technical assistance. As a result of this initiative, store owners are able to renovate their facilities to make them more attractive and easier to sell fresh produce. Customers see a Healthy in a Hurry sign displayed on the outside of the convenience store and know fresh fruits and vegetables are available at the store. The initiative has led store owners to hire community members in the neighborhood to assist with produce management. Additionally, relationships have formed between stores and neighborhood schools.

Sources:

- *Healthy Kids Healthy Communities – Healthy Corner Store Case Studies* <http://www.healthykidshealthycommunities.org/node/675>
- *Healthy in a Hurry Corner Stores – YMCA Louisville* <http://www.ymcalouisville.org/social-responsibility/social-services/healthy-in-a-hurry-corner-stores.html>

GOAL #2

Strengthen Resources for Producers

Project 2.1 Complete a regional food hub feasibility study

Trends in small farming show regular growth in the number of new farmers. However, most of these new farmers will be operating farms less than 200 acres in size. Further, the trend continues to show that barriers for entry into larger-sized operations are high while more accessible new farming options exist for producers starting small, niched farming ventures. Simultaneously, urban and rural communities are grappling with the issue of food deserts – areas where access to healthy, affordable food is limited by high poverty rates, lack of transportation, and no full-service grocery stores. At the intersection of these two issues comes the concept of a food hub – a facility that manages the aggregation, storage, distribution, and marketing of locally grown foods. An examination of the feasibility of a food hub for Virginia’s Region 2000 will determine if it is a viable enterprise to implement.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)

2.1.1 Organize a Food Hub Planning Committee to discuss feasibility and design of a food hub concept in Virginia’s Region 2000.	Responsible: <u>Lead:</u> City of Lynchburg VCE Office <u>Partners:</u> Centra Health
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Short-Term Actions (1-2 years)

2.1.2 Apply for funding for a food hub feasibility study.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
2.1.3 Receive funding and complete the feasibility study of regional food hubs.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Mid-Term Actions (2-4 Years)

2.1.4 Begin food hubs, as feasible. This includes implementation of models such as online hubs and pick up/drop off sites.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
2.1.5 Grow awareness and participation in food hubs in diverse markets throughout Virginia’s Region 2000 such as local school systems, within the City of Lynchburg and rural communities.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Funding Opportunities

- [USDA Value-Added Producer Grants](#)
- [USDA REAP Grants, B and I Loans](#)
- [USDA Specialty Crop Block Grants](#)
- [Virginia Department of Agriculture and Consumer Services \(VDACS\) Agriculture and Forestry Industries Development \(AFID\) Fund](#)
- [The Virginia Tobacco Indemnification and Community Revitalization Commission Competitive Education Grant Program](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Number of food hubs in Virginia's Region 2000
- ✓ Number of pick up/drop off sites for local food distribution to consumers by 2016

Best Practice | Hoosier Harvest Market Feasibility Study

In 2012, a food hub feasibility study was completed for Central Indiana, resulting in the creation of the Hoosier Harvest Market. It was formed as a collaboration between the Purdue Cooperative Extension Service (CES) and a local organization called the Harvest Council in Greenfield, Indiana. The concept of expanding regional marketing opportunities for farmers and offering more choices in locally grown food for consumers was first explored following CES winning a USDA Specialty Crop Block Grant. A business planning process was completed with engagement of an affiliated group of volunteers and members of the existing Harvest Council. From the plan, it was determined that a food hub, the Hoosier Harvest Market, would be organized and be an online marketplace where consumers could order directly from individual producers that participated in the market and then pick up their product weekly at set delivery and pick-up points.



In addition to the study and business plan, members of the Hoosier Harvest Market have attended conventions of the National Good Food Network (www.ngfn.org) to continue learning more about formal food hub organization and networking within the industry each year.

Sources:

- Central Indiana Feasibility Study: <http://www.ngfn.org/resources/ngfn-database/knowledge/8-20-12%20Central%20IN%20Food%20Hub%20Feasibility%20Study.pdf/>
- Hoosier Harvest Market: www.hoosierharvestmarket.com

Project 2.2 Coordinate with county cattlemen’s associations to discuss direct marketing opportunities within and outside of the region

Virginia’s Region 2000 encompasses a strong livestock presence with a high concentration of cow/calf and other cattle producers. Across Region 2000, cattle and calf production generated more than \$41 million in sales in 2012.⁸ Cattle production is well suited to the region’s topography and climate providing new opportunities for cattle producers to grow and maintain their operations.

The Region currently has access to a small variety of meat processing facilities for various livestock including swine, sheep, cattle, and goats. However, as more producers examine expanding their direct to consumer offerings in meats, the current processing capacity will be strained or potentially inadequate.

Further, demand is such that producers need access to processors that better understand their needs and have more available hours to process, age, and package meats than are currently offered. Finally, getting animals to a processor can be a logistical and costly challenge for some livestock producers creating a barrier to expanding operations. The prospect of a mobile slaughterhouse that can provide USDA certified meat is a possible solution to these challenges of cost and accessibility.

In 2010, *Rural Cooperatives*, an official publication of the USDA, released statistical examples of the costs associated with mobile slaughterhouse units. The article noted the following:

“Per producer, at a cost of \$103 average, 10 head of beef cattle could be processed daily, at \$37 each, 40 sheep could be processed and at a cost of \$53 each, 24 hogs. This cost is up to 20 to 30 percent less per head than many local 'bricks and mortar' processors.”⁹

To support the discussion above, actions for this goal include investigating the feasibility of expanding meat processing capability, including mobile processing and the exploration of a meat marketing cooperative.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)	
2.2.1 Convene meetings and organizational call-outs to involve producers in the process.	Responsible: <u>Lead:</u> Local VCE Offices; County Cattlemen’s Associations <u>Partners:</u> County Farm Bureaus
2.2.2 Create simple survey and poll (by county) livestock producers and existing processors to	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> County Cattlemen’s Associations

⁸ USDA Census 2012, Table 1:

http://www.agcensus.usda.gov/Publications/2012/Full_Report/Volume_1,_Chapter_2_County_Level/Virginia/

⁹ Thompson, Steven. “Going Mobile.” *Rural Cooperatives* November/December 2010:

<http://www.rurdev.usda.gov/supportdocuments/CoopMag-nov10.pdf>

gauge interest in increasing capacity/ convenience of species-specific meat processing.	
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Short-Term Actions (1-2 years)

2.2.3 Apply for grant funding to conduct a feasibility study for meat processing expansion and/or meat cooperative development.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
2.2.4 Business planning and organizing of producer groups and individual farmers for branding and awareness building about locally raised meats.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Mid-Term Actions (2-4 Years)

2.2.5 To help expand locations where locally raised meats are sold, find/curate an 'on the ground team' to devise promotions, raise awareness and build messaging.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
2.2.6 Facilitate formation of a regional-raised meats brand and marketing materials.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
2.2.7 Implement possible construction of new sites and/or updates to existing facilities per study results of the study.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Long-Term Actions (On-going)

2.2.8 Continually seek additional funding options for expansion and building awareness.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
2.2.9 Work to encourage ongoing adoption of new strategies, attend industry-wide events to remain current in other marketing trends in livestock production and marketing.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Funding Opportunities

- [USDA Value-Added Producers Grants](#)
- [USDA Rural Energy for America Program \(REAP Grants\)](#)
- [USDA Business and Industry \(B and I\) Loans](#)

- [USDA Agriculture and Food Research Initiative \(AFRI\) Grants](#)
- [USDA Sustainable Ag Research and Education Grants \(SARE\)](#)
- [USDA Rural Business Enterprise](#)
- [Rural Business Opportunity Grants](#)
- [USDA Rural Utilities service grants such as REDLG \(Rural Economic Development Loans and Grants\)](#)
- [USDA Cooperative Market Development Grants](#)
- [Virginia Department of Agriculture and Consumer Services \(VDACS\) Agriculture and Forestry Industries Development \(AFID\) Fund](#)
- [The Virginia Tobacco Indemnification and Community Revitalization Commission Competitive Education Grant Program](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Annual number of new producers raising meats for retail sale
- ✓ At least one or more county-based groups are coordinated specifically around new direct marketing options for meat producers by year end 2015
- ✓ Funding for a feasibility study or business plan is applied for and obtained by end of 2015
- ✓ Business plans and structures are explored and a new marketing opportunity emerges by end of 2016
- ✓ Region 2000 becomes an example of a best practice for expanded meat marketing opportunities for farmers, including new and young producers

Best Practice | Shenandoah Valley Beef Cooperative (VA)



The farming partners of the Shenandoah Valley Beef Cooperative are committed to providing customers with beef that is locally raised, environmentally friendly, and humanely produced,

The cooperative consists of twelve farmers located primarily in Virginia's Rockingham County. Collectively, the group markets about 25 head of cattle per month into local markets. They use a common brand and marketing approach to provide their beef to wholesalers and retailers in the Shenandoah Valley and greater Washington D.C. area. Due to their efforts at building a distribution network, a number of Virginia and Washington, D.C.-area restaurants feature their beef.

Source:

- Shenandoah Valley Beef Cooperative <http://www.shenandoahvalleybeefcoop.com/>

Best Practice | Island Grown Farmers Cooperative (WA)

Island Grown Farmers Cooperative (IGFC) provides a USDA-inspected mobile animal slaughter service to members and non-members in San Juan, Whatcom, Skagit, Island, and Snohomish counties in Washington State. The facility is also WSDA/USDA Certified Organic. Other services include a small retail outlet open on Fridays and Saturdays where many co-op members sell their product. Additionally, at a facility in Bow, Washington, IGFC provides services for cutting and wrapping, fresh and frozen storage, and some retail sales. IGFC specializes in grass fed beef, pork, lamb, and goat.



The organization is structured as a member-owned producer cooperative and it is led by an elected board from the membership. Currently the co-op has a closed membership of approximately 42 farms. The co-op employs a general manager and small project team that oversees the operations of the organization.

Sources:

- *Island Grown Farmers Cooperative – A Little History* <http://www.igfcmeats.com/>
- *Local Harvest Profile – Island Grown Farmers Cooperative* <http://www.localharvest.org/island-grown-farmers-cooperative-M33263>

GOAL #3

Promote Career and Small Business Development Opportunities

Project 3.1 Convene meetings to connect producers with food service professionals and other larger buyers interested in making local food purchases

Discussions in local input sessions and one-on-one interviews indicated interest from large institutional buyers to have a better mechanism in place to learn about locally grown products, understand what they purchase, the quantity available, and when it can be delivered or picked up. Currently, some local school systems are making local produce purchases. According to the USDA Farm to School Census, Amherst County Public Schools spent 5% of their food budget on local purchases of products including apples, sweet potatoes, romaine lettuce, and spinach that were grown locally.¹⁰ Centra Health maintains an on-site vegetable garden and estimates two-thirds of their produce purchases from June through August are made through local producers.

A coordinated approach to connect these larger buyers with local producers is not available at a regional scale. Local VCE offices – along with the Strategic Plan Coordinating Team provide an entity that can coordinate initial regional discussions between producers and buyers to determine effective tools and activities to increase purchases of locally grown products. As an example, a regional farm tour for food services professionals and other institutional buyers could be developed to improve knowledge of available products and boost sales for regional producers.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)	
3.1.1 Coordinate meetings with school system food services professionals, producers, large buyers and other organizations to discuss ways to increase purchases of locally grown products.	Responsible: <u>Lead:</u> Local VCE Offices

¹⁰ USDA Farm to School Census – Amherst County Public Schools (VA) Responses
<http://www.fns.usda.gov/farmtoschool/census#/district/va/5100210>

Short-Term Actions (1-2 years)

3.1.2 Determine priority activities and prepare proposal to apply for grant funding from various sources (e.g. USDA Farm to School program planning grant, Centra Health Foundation, Virginia Farm Bureau, etc.).	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
3.1.3 Investigate the concept of a Regional Farm Tour; work with producers to gather their buy-in and create parameters for each on-site visit.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Long-Term Actions (On-going)

3.1.4 Offer an annual calendar of events linking buyers and producers.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
3.1.5 Work to increase participation from other large purchasers including nursing homes, colleges, universities, and restaurants.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD

Funding Opportunities

- [USDA Farm to School Grants](#)
- [USDA Beginning Farmers and Ranchers Development Program](#)
- [USDA DLT Grants](#)
- [Centra Health Foundation](#)
- [Virginia Department of Agriculture and Consumer Services \(VDACS\) Agriculture and Forestry Industries Development \(AFID\) Fund](#)
- [The Virginia Tobacco Indemnification and Community Revitalization Commission Competitive Education Grant Program](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Percentage of school district food purchased locally
- ✓ Number of producers hosting food services professionals/institutional buyers

Best Practice | VDACS Taking Root Farm Tours (VA)

From May through June 2013, farms and agribusinesses throughout Virginia opened their operations to teachers and food service professionals. Tours provided them an opportunity to learn about Virginia grown products, production practices and the opportunity to source more fresh Virginia Grown Products on school menus. The motivation for setting up the Taking Roots Farm Tours was a 2010 statewide assessment of the Virginia Farm to School program completed by Virginia Tech. It surveyed local school nutrition directors and found that 75% of respondents were interested in connecting with local farmers.



Focused directly on school district nutrition directors, the Taking Root Farm Tours allowed participants a chance to tour farms and distribution centers throughout the Commonwealth. A total of 20 school districts registered for the tours. Additionally, representatives from area/regional hospitals, community health and wellness organizations and Virginia Cooperative Extension participated in the tours.

Sites visited included Johnson's Orchard in Bedford, Pickett's Harbor Farm in Cape Charles, Public House Produce in Luray, Windmill Produce Farm in Powhatan, Cullipher Farm Market in Virginia Beach, Homestead Creamery in Wirtz, Arcadia Center for Sustainable Food and Agriculture in Alexandria, Agriberry in Studley, and the Local Food Hub in Charlottesville.

Sources:

- VDACS Taking Root Farm Tour <http://www.vdacs.virginia.gov/marketing/farm-tours.shtml>
- Farm Tour Visits Creamery <http://www.lancasterfarming.com/Farm-Tour-Visits-Creamery->

Project 3.2 Coordinate agriculture and forestry career awareness activities for high school and college students in Region 2000

A collaborative approach for career awareness in agriculture and forestry can strengthen knowledge of the industries and encourage high school and college students to pursue education and training programs to prepare themselves for future job opportunities. There is interest between producers and educators (K-12 and postsecondary) to provide students work-based learning experiences in agriculture and forestry. Currently, there is not a dedicated regional resource available to connect students and producers/employers. Through the creation of a regional website about the agriculture and forestry industries in Project 1.1, the functionality exists for employers and producers to post work-based learning opportunities such as internships and student co-op positions as well as interest in hosting student field trips and participating in classroom and on-campus presentations. High school and college students can apply for work-based learning opportunities. Educators can promote the resource to their students and work to incorporate producers and employers into their coursework to promote regional agriculture and forestry career opportunities.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)

3.2.1 Facilitate meetings with regional school systems and colleges and universities located in Virginia's Region 2000 to discuss ways to strengthen agriculture and forestry career awareness activities.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations
3.2.2 Determine interest from employers and producers to provide student internships, host field trips, and participate in classroom presentations.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations

Short-Term Actions (1-2 years)

3.2.3 Incorporate web-based capability to post work-based learning opportunities into the new regional agriculture and forestry website (see Project 1.1).	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Long-Term Actions (On-going)

3.2.4 Maintain list of work-based learning opportunities each year; actively work to expand producer, employer and student participation in	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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agriculture and forestry career awareness activities.	
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Funding Opportunities

- [USDA Farm to School Grants](#)
- [USDA Beginning Farmers and Ranchers Development Program](#)
- [USDA DLT Grants](#)
- [The Virginia Tobacco Indemnification and Community Revitalization Commission Competitive Education Grant Program](#)
- [American Farm Bureau Foundation for Agriculture White-Reinhardt Mini-Grants](#)

Outcome Measures

Note – The Strategic Plan Coordinating Team will update and refine the outcome measures each year during the annual planning session based on defined actions and assigned responsibilities.

- ✓ Program launched by Fall 2016
- ✓ Number of students participating in internship programs
- ✓ Number of producers/employers offering internship programs
- ✓ Percentage of interns who become full-time employees
- ✓ Percentage of interns who pursue/participate in ag/forestry related career opportunities

Best Practice | Virginia Cooperative Extension (VCE) Internship Program



Virginia Cooperative Extension internships give students the opportunity to explore careers in nutrition, agriculture, environmental science, natural resources, family and consumer sciences, or community and youth development. Summer-long internships are available for college credit. Students get a firsthand view of careers in Extension and do community-changing work with agents who are Virginia Tech faculty members. Examples include helping a family and consumer science agent teach parents how to build a safer environment for their

children, showing students how to avoid chronic diseases with healthy food with the help of a 4-H agent, or helping community leaders set up and run a farmers market.

Source:

- <http://www.ext.vt.edu/internship/>

Project 3.3 Develop a regional young farmers institute to provide ongoing workshops and technical assistance

Agriculture is struggling with an aging population. According to the United States Department of Agriculture 2012 Ag Census, only 6% of farmers were under the age of 35. The average farmer was 58.3 years old, 1.2% higher than in 2007, continuing a 30-year trend of steady increase. Providing assistance to those younger farmers starting out and/or taking over family operations is important to ensure that agriculture as a career continues with the next generation of regional residents. There are efforts underway to organize and provide support. The Bedford County Farm Bureau has a 27 member Young Farmers Committee that meets monthly to discuss ways to provide leadership and promote agriculture to young people. A coordinated regional approach that brings together young farmers throughout Virginia's Region 2000 can assist with providing workshops and technical assistance. This approach can connect with activities through 4-H and FFA to promote agriculture to K-12 students.

Among 2.1 million principal farm operators in 2012:

- 92% non-Hispanic white, 8% minority
- 86% men, 14% women
- 78% in current operation 10 years or more, 22% in operation less than 10 years
- 75% had 2012 agricultural sales and government payments of less than \$50,000; 25% had sales and payments of \$50,000 or more
- 48% called farming their primary occupation, 52% had a different primary occupation
- 6% under 35 years old, 61% 35 to 64 years, and 33% 65 years and older

Source: USDA NASS, 2012 Census of Agriculture, Preliminary Report.

Note – Defined short-term and long-term actions will be reviewed and revised during an annual planning session of the Strategic Plan Coordinating Team. At this time, lead and partner responsibilities will be assigned.

Immediate Actions (< year)

3.3.1 Work with existing ag-related organizations, ag-lending organizations, and county farm bureaus to determine interest in a regional young farmers institute.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations
3.3.2 Coordinate with state and local VA Farm Bureau Staff and ag-lending organizations to provide information on local young farmer production and financial educational programs for area producers; create a regional young farmers institute for Virginia's Region 2000.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations

Short-Term Actions (1-2 years)

3.3.3 Develop one-day program workshop for region to provide to young farmers; determine topics based on inputs from producers.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Mid-Term Actions (2-4 Years)

3.3.4 Evaluate one-day program workshop and determine which courses to continue to offer and applicable new courses to offer in subsequent years.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Long-Term Actions (On-going)

3.3.5 Market available workshops and programs to young farmers including those involved in traditional agriculture and non-traditional agriculture practices; work with local 4-H and high school FFA programs to connect with youth interested in agriculture.	Responsible: <u>Lead:</u> TBD <u>Partners:</u> TBD
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Funding Opportunities

- [USDA Farm to School Grants](#)
- [USDA Beginning Farmers and Ranchers Development Program](#)
- [USDA DLT Grants](#)
- [The Virginia Tobacco Indemnification and Community Revitalization Commission Competitive Education Grant Program](#)

Outcome Measures

- ✓ Number of young farmers in the region ages 18-35
- ✓ Percentage growth of young farmers in the region
- ✓ Number of events held targeting young farmers

Best Practice | Farm Credit – Young Farmers Institute (VA)

Virginia Farm Credit sponsors the annual Young Farmer Institute, a full day class on the economics of farm transitioning.

The 2014 Institute was held on February 14, 2014 in Goochland

at Virginia Farm Bureau Headquarters. Additionally, Virginia Farm Credit offers a six-month agribusiness course with cost reimbursed if the participant completes all of the assignments. By the end of the course, they have a business plan for running their farm.



Source:

- *Farm Credit - Young, Beginning and Small Farmers* <http://www.colonialfarmcredit.com/ybs-farmers.html>

Writing Region 2000's Agriculture and Forestry Story

"The care of the Earth is our most ancient and most worthy, and after all our most pleasing responsibility. To cherish what remains of it and to foster its renewal is our only hope."

~Wendell Berry, poet and farmer

In agriculture there abounds a storied past with deep cultural roots that reaches into the very soul of both today's farming public and the notions that consumers have about food and fiber. Yet, too, we live at the very intersection between what's modern and the need for progress and a real interest in doing things in a simpler way. We have pressures in agriculture and forestry from development that threatens to take and remake agricultural land and yet there is a real need to forge growth and new opportunities to keep the industry attractive to the young and the innovative of all ages.

This strategic planning process has knowingly begun to tackle this very relevant issue of our age and has asked the questions about:

- What is the status of agriculture and forestry today?
- Who are the key players in our Region and what do they need and want?
- What are the opportunities for leverage and where do we make those simple connections?
- What are the big new ideas we have to implement and who should lead that charge?

The goals and accompanying projects identified in the plan can and should shift as the lead agencies identified for each action item implement immediate actions and when the Strategic Plan Coordinating Team determines continued actions in their annual planning sessions. To move the goals outlined in the plan forward, it will be important to evaluate, assign, and measure three key components:

- ✓ **Engagement** – the opportunity to invite the right people to the table and keep them involved to leverage time and resources.
- ✓ **Excellence** – the harnessing of the desire to grow the agriculture and forestry industries.
- ✓ **Extension** – the ability to perpetuate this project and its aims into many facets of other regional plans and goals and for a generation or more.

It is recommended that Virginia's Region 2000 take the lead in hosting an annual planning session of the Strategic Plan Coordinating Team. The purpose of the planning session will be to conduct an annual review of completed actions and to set priority actions and responsibilities for the next year. More than a discussion, the Strategic Plan Coordinating Team will consider the following questions:

- What is working? Denote specific actions that occurred and why they had impact.
- What best practices were implemented during the previous year that now serve as the 'new normal' for the Region?
- What challenges are still present and how does the Team prioritize addressing those challenges in the coming year?
- Who are the best partners to aid in moving the identified annual goals forward and how does the Team engage them?

Appendix A: Immediate Actions

Goal #1: Coordinate Regional Marketing and Outreach

Project 1.1 Develop a regional agriculture and forestry website

Immediate Actions (< year)	
1.1.1 Incorporate the digital asset map into the websites of the following organizations: Virginia's Region 2000, local economic development organizations, and local VCE websites (see Appendix H for directions).	Responsible: <u>Lead:</u> Virginia's Region 2000 <u>Partners:</u> Strategic Plan Coordinating Team
1.1.2 Review current outreach activities to share information on events, workshops, and funding opportunities – share information between local VCE Offices.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Strategic Plan Coordinating Team

Project 1.2 Prepare and update regional and local data profiles of the agriculture and forestry industries

Immediate Actions (< year)	
1.2.1 Incorporate local data profiles (see Appendix G) into existing local economic development websites, Virginia's Region 2000 website, and local VCE Office websites.	Responsible: <u>Lead:</u> Virginia's Region 2000 <u>Partners:</u> Strategic Plan Coordinating Team
1.2.2 Distribute and present information to local Board of Supervisors and Economic Development Organization Boards.	Responsible: <u>Lead:</u> Region 2000 <u>Partners:</u> Strategic Plan Coordinating Team

Project 1.3 Promote locally grown foods working with producers, local governments, community organizations, school districts, and farmers markets

Immediate Actions (< year)	
1.3.1 Hold meetings with producers to raise awareness about opportunities to market locally grown products.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations; Local Ag-Related Organizations

Project 1.4 Work with existing convenience stores in the City of Lynchburg to improve access to fresh and healthy produce

Immediate Actions (< year)	
1.4.1 Reengage owners of local convenience stores to discuss the concept and interest.	Responsible: <u>Lead:</u> Lynchburg Area Food Council <u>Partners:</u> TBD
1.4.2 Host callout event for the initiative with attendance by interested producers, convenience stores, and supporting organizations to gather input for designing the program.	Responsible: <u>Lead:</u> Lynchburg Area Food Council <u>Partners:</u> TBD

Goal #2: Strengthen Resources for Producers

Project 2.1 Complete a regional food hub feasibility study

Immediate Actions (< year)	
2.1.1 Organize a Food Hub Planning Committee to discuss feasibility and design of a food hub concept in Virginia's Region 2000.	Responsible: <u>Lead:</u> City of Lynchburg VCE Office <u>Partners:</u> Centra Health

Project 2.2 Coordinate with county cattlemen's associations to discuss direct marketing opportunities within and outside of the region

Immediate Actions (< year)	
2.2.1 Convene meetings and organizational call-outs to involve producers in process.	Responsible: <u>Lead:</u> Local VCE Offices; County Cattlemen's Associations <u>Partners:</u> County Farm Bureaus
2.2.2 Create simple survey and poll (by county) livestock producers and existing processors to gauge interest in increasing capacity/convenience of species-specific meat processing.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> County Cattlemen's Associations

Goal #3: Promote Career and Small Business Development Opportunities

Project 3.1 Convene meetings to connect producers with food service professionals and other larger buyers interested in making local food purchases

Immediate Actions (< year)	
3.1.1 Coordinate meetings with school system food services professionals, producers, large buyers and other organizations to discuss ways to increase purchases of locally grown products.	Responsible: <u>Lead:</u> Local VCE Offices

Project 3.2 Coordinate agriculture and forestry career awareness activities for high school and college students in Region 2000

Immediate Actions (< year)	
3.2.1 Facilitate meetings with regional school systems and colleges and universities located in Virginia's Region 2000 to discuss ways to strengthen agriculture and forestry career awareness activities.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations
3.2.2 Determine interest from employers and producers to provide student internships, host field trips, and participate in classroom presentations.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations

Project 3.3 Develop a regional young farmers institute to provide ongoing workshops and technical assistance

Immediate Actions (< year)	
3.3.1 Work with existing ag-related organizations, ag-lending organizations, and county farm bureaus to determine interest in a regional young farmers institute.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations
3.3.2 Coordinate with state and local VA Farm Bureau Staff and ag-lending organizations to provide information on local young farmer production and financial educational programs for area producers; create a regional young farmers institute for Virginia's Region 2000.	Responsible: <u>Lead:</u> Local VCE Offices <u>Partners:</u> Local Economic Development Organizations

Appendix B: Grant Funding Resources Directory

Below is a short funding resources directory listing possible opportunities that exist for funding the projects outlined in the balance of the strategic plan. This list is not exhaustive and while several opportunities have immediate spring/summer 2014 open dates and deadlines, this list should not be construed as a complete eligibility evaluation nor as a guarantee of funding. It should, however, be looked at as a solid option for exploring the dollars that exist within the marketplace for funding the projects recommended.

FEDERAL FUNDING OPPORTUNITIES

USDA Value Added Producer Grant

Synopsis: The Value-Added Producer Grant Program (VAPG) is a competitive grants program administered by the Rural Business Cooperative Service of USDA to help producers expand markets for, and increase their profitability through value-added agricultural enterprises. The program makes small and mid-size family farmers and ranchers, as well as beginners, a priority for funding by giving those applicants extra points in the ranking process. Eligible applicants for the VAPG, include independent farmers or ranchers, farmer owned cooperatives and producer groups.

Comments: This may be a good source of funding to support and expand farmers markets.

Due Date: Estimated due date is February 2015.

Max Grant Request: \$200,000 for Working Capital grants, and \$75,000 for Business Planning grants.

Match Required: \$1 to \$1.

Eligible Applicants: Independent Producer, Agricultural Producer Group, Farmer or Rancher Cooperative, or Majority-Controlled Producer-Based Business Venture. Your proposed value-added product must also fall within one of the five product categories:

- Commodity Processing
- Market Differentiation or non-standard production method
- Commodity Segregation
- On-Farm Renewable Energy
- Local Food

Website: http://www.rurdev.usda.gov/BCP_VAPG.html

USDA REAP (Rural Energy for America Program)

Synopsis: The REAP grant provides assistance to entities that will assist agriculture producers and small rural businesses by conducting energy audits and providing information on renewable energy development assistance.

Comments: This grant would be a good fit for small business owners who are interested in energy efficiency upgrades or renewable energy projects.

Due Date: The due date for 2014 is July 7.

Max Grant Request: The minimum Renewable Energy System Grant request is \$2,500 up to a maximum of 25% of eligible project costs or \$500,000, whichever is less. The maximum amount for an energy audit-renewable energy development assistance grant is \$100,000.

Match Required: REAP grants provide 25% of eligible project costs.

Eligible Applicants: State, tribal, local government or their instrumentalities, land grant colleges, universities and other institutions of higher learning, rural electric cooperatives and public power.

Website: http://www.rurdev.usda.gov/BCP_ReapEaReda.html

USDA Rural Business Opportunities Grant (RBOG)

Synopsis: To provide technical assistance for business development and conduct economic development planning in rural areas (less than 50,000 population).

Comments: This grant would be beneficial for overall rural economic development planning projects including brownfield development efforts.

Due Date: TBD

Max Grant Request: \$100,000

Match Required: None

Eligible Applicants: Public bodies, nonprofit corporations, Indian tribes, institutions of higher education, and rural cooperatives are eligible to apply.

Website: http://www.urdev.usda.gov/BCP_RBOG.html

USDA Rural Business Enterprise Grants (RBEG)

Synopsis: The RBEG program provides grants for rural projects that finance and facilitate development of small and emerging rural businesses help fund distance learning networks, and help fund employment related adult education programs. To assist with business development, RBEGs may fund a broad array of activities.

Comments: This grant would be beneficial for small businesses.

Due Date: TBD

Max Grant Request: There is no maximum level of grant funding. However, smaller projects are given higher priority. Generally grants range \$10,000 up to \$500,000.

Eligible Applicants: Rural public entities (towns, communities, State agencies, and authorities), Indian tribes and rural private non-profit corporations are eligible to apply for funding. At least 51 percent of the outstanding interest in any project must have membership or be owned by U.S. citizens or resident aliens.

Website: http://www.rurdev.usda.gov/BCP_rbeg.html

USDA Distance Learning and Telemedicine Grants (DLT)

Synopsis: The Distance Learning and Telemedicine Loan and Grant Program (DLT) is designed specifically to meet the educational and health care needs of rural America. Through loans, grants and loan/grant combinations, advanced telecommunications technologies provide enhanced learning and health care opportunities for rural residents.

Comments: This grant would help with adult education and for medical outreach programs to very rural locations.

Due Date: Typically summer or early fall of each year

Max Grant Request: \$50,000 to \$500,000

Match Required: 15%

Eligible Applicants: Entities providing education and medical care via telecommunications including corporations or partnerships, Indian tribes or tribal organizations, state or local units of government, consortia, and private for-profit or not-for profit corporations.

Website: http://www.rurdev.usda.gov/UTP_DLT.html

USDA Business and Industry (B&I) Loans

Synopsis: The purpose of the B&I Guaranteed Loan Program is to improve, develop, or finance business, industry, and employment and improve the economic and environmental climate in rural communities. This purpose is achieved by bolstering the existing private credit structure through the guarantee of quality loans that will provide lasting community benefits. It is not intended that the guarantee authority will be used for marginal or substandard loans or for relief of lenders having such loans.

Comments: Loan, not a grant. This loan may be a good option to augment grant funding.

Max Grant Request: The total amount of Agency loans to one borrower must not exceed \$10 million. The Administrator may, at the Administrator discretion, grant an exception to the \$10 million limit for loans of \$25 million under certain circumstances. The Secretary may approve guaranteed loans in excess of \$25 million, up to \$40 million, for rural cooperative organizations that process value-added agricultural commodities.

Match Required: Sliding scale

Eligible Applicants: A borrower may be a cooperative organization, corporation, partnership, or other legal entity organized and operated on a profit or nonprofit basis; an Indian tribe on a Federal or State reservation or other federally recognized tribal group; a public body; or an individual.

Website: http://www.rurdev.usda.gov/bcp_gar.html

USDA Farmers Market Promotion Program (FMPP)

Synopsis: The goals of FMPP grants are to increase domestic consumption of, and access to, locally and regionally produced agricultural products, and to develop new market opportunities for farm and ranch operations serving local markets by developing, improving, expanding, and providing outreach, training, and technical assistance to, or assisting in the development, improvement, and expansion of, domestic farmers markets, roadside stands, community-supported agriculture programs, agri-tourism activities, and other direct producer-to-consumer market opportunities.

Comments: Eligible projects might include, but are not limited to:

- Farmer training and education
- Farmer organization and networking
- Advertising, outreach for the market, agri-tourism
- Market startup, operating, infrastructure
- Product introduction or improvement, value added, branding
- Market analysis and planning, customer and producer surveys
- Vendor and customer recruitment, new venue establishment

Due Date: June 20, 2014

Max Grant Request: The maximum amount awarded for any one proposal cannot exceed \$100,000; the minimum award is \$15,000.

Match Required: No match is required.

Eligible Applicants: Agricultural Businesses; Agricultural Cooperatives; Community Supported Agriculture (CSA) Networks; CSA Associations; Economic Development Corporations; Local Governments; Nonprofit Corporations; Producer Networks; Producer Associations; Public Benefit Corporations; Regional Farmers Market Authorities

Website: <http://www.ams.usda.gov/AMSv1.0/fmpp>

USDA Farm to School Grant Program

Synopsis: The purpose of the USDA Farm to School Grant Program is to assist eligible entities in implementing farm to school programs that improve access to local foods in eligible schools. On an annual basis, USDA awards up to \$5 million in competitive grants for training, supporting operations, planning,

purchasing equipment, developing school gardens, developing partnerships, and implementing farm to school programs.

Comments: In the last funding round, USDA solicited applications for four types of grants:

- **Planning grants** intended for school districts or schools just starting to incorporate farm to school program elements into their operations.
- **Implementation grants** intended for school districts or schools to help scale or further develop existing farm to school initiatives.
- **Support Service grants** intended for state and local agencies, agricultural producers or groups of agricultural producers, and non-profit entities working with school districts or schools to further develop existing farm to school initiatives and to provide broad reaching support services to farm to school initiatives.
- **Conference/Event grants** are intended to support conferences, events and trainings that strengthen farm to school supply chains, or conferences, events and trainings that provide technical assistance in the area of local procurement, food safety, culinary education and integration of agriculture-based curriculum.

Due Date: Last deadline was April 30, 2014

Max Grant Request: \$100,000

Match Required: A 25% cash or in-kind match of the total project cost is required.

Eligible Applicants: Eligible schools are considered K-12 school food authorities (SFAs) that participate in the National School Lunch or Breakfast Programs; State and local agencies; Agricultural producers or groups of agricultural producers; and non-profit entities.

Website: <http://www.fns.usda.gov/farmtoschool/fy-2015-farm-school-grant-program-funds-available>

USDA Agriculture and Food Research Initiative Grants (AFRI)

Synopsis: The Agriculture and Food Research Initiative (AFRI) at the National Institute of Food and Agriculture (NIFA) supports research, education, and extension grants that focus on key national and regional problems of sustaining all components of agriculture, including farm efficiency and profitability, ranching, renewable energy, forestry (both urban and agroforestry), aquaculture, rural communities and entrepreneurship, nutrition, food safety, biotechnology, and conventional breeding. AFRI aims to advance science in support of agriculture and coordinate opportunities to build on these discoveries which will allow people to make informed practical decisions.

Comments: The Agriculture and Food Research Initiative (AFRI) encompasses several different Request for Applications (RFA) that contain many Program Areas. These Program Areas cover a broad array of issues and topics important to U.S. agriculture. Examples include:

- Childhood Obesity Prevention Challenge Area
- Food Safety Challenge Area

- Food Security Challenge Area
- Water for Agriculture Challenge Area

Due Dates: See link: http://www.nifa.usda.gov/funding/afri/afri_program_deadline_dates.html

Max Grant Request: Varies by program area (see link: <http://www.nifa.usda.gov/funding/rfas/afri.html>)

Match Required: Varies by program area (see link: <http://www.nifa.usda.gov/funding/rfas/afri.html>)

Eligible Applicants: Varies by program area (see link: <http://www.nifa.usda.gov/funding/rfas/afri.html>)

Website: http://www.nifa.usda.gov/funding/afri/afri_synopsis.html

USDA Rural Utilities service grants such as REDLG (Rural Economic Development Loans and Grants)

Synopsis: The Rural Economic Development Loan and Grant (REDLG) program provides funding to local businesses in rural areas through local utility organizations. The USDA offers zero interest loans to local utilities as Intermediaries. They, in turn, pass through to local businesses (Ultimate Recipients) for projects that will create and retain employment in rural areas. The ultimate recipients directly pay back the Intermediary, which is responsible for repayment to the USDA. Grants operate through a similar process, except payback from Intermediaries is not required.

Comments: REDLG grantees and borrowers pass the funding on to eligible projects. Examples of eligible projects include:

Capitalization of revolving loan funds

- Technical assistance in conjunction with projects funded under a zero interest loan
- Business Incubators
- Community Development Assistance to non-profits and public bodies (particularly job creation or enhancement)
- Facilities and equipment for education and training for rural residents to facilitate economic development
- Facilities and equipment for medical care to rural residents
- Telecommunications/computer networks for distance learning or long distance medical care

Due Dates: See link for further details (http://www.rurdev.usda.gov/BCP_redlg.html)

Max Grant Request: During FY 2014, approximately \$91 million is available for loans and \$10 million for grants.

Match Required: See link for further details (http://www.rurdev.usda.gov/BCP_redlg.html)

Eligible Applicants: To receive funding under the REDLG program (which will be forwarded to selected eligible projects) an entity must:

- Have borrowed and repaid or pre-paid an insured, direct, or guaranteed loan received under the Rural Electrification Act or,
- Be a not-for-profit utility that is eligible to receive assistance from the Rural Development Electric or Telecommunication Program
- Be a current Rural Development Electric or Telecommunication Programs Borrower

Website: http://www.rurdev.usda.gov/BCP_redlg.html

USDA Cooperative Program Grants and Assistance

Synopsis: Cooperative Program Grants aim to promote understanding and use of the cooperative form of business as a feasible organizational option for marketing and distributing agricultural products. A range of grants are available, including Value Added Producer Grants (VAPG), Rural Business Opportunity Grants (RBOG), Small Socially Disadvantaged Producer Grants, and Rural Cooperative Development Grants.

Comments:

- **Value-Added Producer Grants (VAPG) Grants** may be used for planning activities and for working capital for marketing value-added agricultural products and for farm-based renewable energy.
- **Rural Business Opportunity Grants (RBOG)** promotes sustainable economic development in rural communities with exceptional needs through provision of training and technical assistance for business development, entrepreneurs, and economic development officials and to assist with economic development planning.
- **Small Socially-Disadvantaged Producer Grant (SSDPG)** The purpose of this section is to assist in the development of new and emerging technologies for the development of advanced biofuels.
- **Rural Cooperative Development Grant Program (RCDG)** are made for establishing and operating centers for cooperative development for the primary purpose of improving the economic condition of rural areas through the development of new cooperatives and improving operations of existing cooperatives.

Due Dates: Varies by program (see link: <http://www.rurdev.usda.gov/cphome.html>)

Max Grant Request: Varies by program (see link: <http://www.rurdev.usda.gov/cphome.html>)

Match Required: Varies by program (see link: <http://www.rurdev.usda.gov/cphome.html>)

Eligible Applicants: Varies by program (see link: <http://www.rurdev.usda.gov/cphome.html>)

Website: <http://www.rurdev.usda.gov/cphome.html>

USDA Beginning Farmers and Ranchers Development Program

Synopsis: The Beginning Farmer and Rancher Development Program (BFRDP) was authorized in the 2008 Food, Conservation, and Energy Act (Pub .L. No. 110-234, Section 7410,) amending Section 7405 of the previous Farm Bill, and amended in section 7409 of the Agricultural Act of 2014 (Pub. L. No. 113-333).

Approximately \$19.2 million will be available to support training, education, outreach, and technical assistance initiatives for beginning farmers or ranchers in fiscal year 2014. There will be three types of projects: (a) Standard Projects: to new and established local and regional training, education, outreach and technical assistance initiatives that address the needs of beginning farmers and ranchers in selected areas; and (b) Educational Enhancement Projects: To help develop seamless beginning farmer and rancher education programs by conducting evaluation, coordination and enhancement activities for Standard Projects and other non-funded beginning farmer programs; and (c) Curriculum and training clearinghouse, to make educational curricula and training materials available to beginning farmers and ranchers and organizations who serve them.

Comments: Topics for programs and services, as listed in the Agricultural Act of 2014, include:

- basic livestock, forest management, and crop farming practices;
- innovative farm, ranch, and private, nonindustrial forest land transfer strategies;
- entrepreneurship and business training;
- financial and risk management training (including the acquisition and management of agricultural credit);
- natural resource management and planning;
- diversification and marketing strategies;
- curriculum development;
- mentoring, apprenticeships, and internships;
- resources and referral;
- farm financial benchmarking;
- assisting beginning farmers or ranchers in acquiring land from retiring farmers and ranchers;
- agricultural rehabilitation and vocational training for veterans;
- farm safety and awareness; and
- other similar subject areas of use to beginning farmers or ranchers.

Due Date: June each year

Max Grant Request: See link (<http://www.nifa.usda.gov/fo/beginningfarmersandranchers.cfm>)

Match Required: At least 25 percent

Eligible Applicants: Collaborative, State, tribal, local, or regionally-based network or partnership of public or private entities, which may include state cooperative extension service, community-based and nongovernmental organizations; college or university, or any other appropriate partner.

Website: <http://www.nifa.usda.gov/fo/beginningfarmersandranchers.cfm>

Sustainable Ag Research and Education (SARE) Grants

Synopsis: SARE works to advance innovations that improve profitability, stewardship, and quality of life in the agricultural sector by funding groundbreaking research and education. The North Central (Midwest)

region of SARE has grant opportunities for Farmer Rancher, Research and Education, Professional Development, Graduate Students, and Youth Educators.

Comments: North Central Region SARE administers several grant programs, each with specific priorities, audiences and timelines. The focus for all of NCR-SARE grant programs is on research and education. Funding considerations are made based on how well the applicant articulates the nature of the research and education components of their sustainable agriculture grant proposals.

NCR-SARE's Grant Programs include:

- Farmer Rancher
- Research and Education
- Professional Development Program
- Graduate Student
- Youth Educator

Due Dates: Varies by program (see link: <http://www.northcentralsare.org/Grants/Our-Grant-Programs>)

Max Grant Request: Varies by program (see link: <http://www.northcentralsare.org/Grants/Our-Grant-Programs>)

Match Required: Varies by program (see link: <http://www.northcentralsare.org/Grants/Our-Grant-Programs>)

Eligible Applicants: Varies by program (see link: <http://www.northcentralsare.org/Grants/Our-Grant-Programs>)

Website: <http://www.northcentralsare.org/Grants/Our-Grant-Programs>

State Department of Agriculture Specialty Crop Block Grant

Synopsis: The purpose of the Specialty Crop Block Grant Program (SCBGP) is to solely enhance the competitiveness of specialty crops. Specialty crops are defined as “fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).”

Comments: This grant could help support and enhance farmers markets or develop food hubs. It is federal funding administered through the state.

Due Date: May each year

Max Grant Request: \$70,000

Eligible Applicants: The agency, commission, or department responsible for agriculture within any of the 50 States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the U.S. Virgin Islands, and the Commonwealth of the Northern Mariana Islands is eligible to apply directly to the U.S. Department of Agriculture for grant funds.

Website: <http://www.vdacs.virginia.gov/marketing/scrop.shtml>

Center for Disease Control (CDC) Healthy Communities Program

Synopsis: The CDC administers the Healthy Communities Program that works with communities through local, state, and national partnerships to improve community leaders and partners skills and commitments for establishing, advancing, and maintaining effective population-based strategies that reduce the burden of chronic disease and achieve health equity. Communities create momentum that assists people in making healthy choices where they live, learn, work, and play through sustainable changes that address the major risk factors—tobacco, physical inactivity, and unhealthy eating. Currently, 331 communities and 52 state and territorial health departments have been funded.

Comments: Funding for healthy communities program was cut in the most recent federal budget. Check back to determine what funding programs are available in 2015.

Due Date: Grant application cycles are announced annually. Check website for update (see link below).

Max Grant Request: TBD

Match Required: TBD

Eligible Applicants: Eligible applicants include local and state governments

Website: <http://www.cdc.gov/nccdphp/dch/programs/healthycommunitiesprogram/>

VIRGINIA FUNDING OPPORTUNITIES

Centra Foundation – Community Initiative Fund

Synopsis: A specific purpose fund established and funded by Centra and administered by the Centra Foundation. This fund supports community health-related projects and programs on a pro-active basis.

Grant proposals submitted for funding from the Centra Community Health Initiative Fund will be received by the Centra Foundation to be reviewed by its grants committee. To receive consideration, proposals should be submitted by March 1.

Comments: The Centra Foundation emphasizes health-related programs so projects would need to link to healthy eating and healthy lifestyles.

Due Date: March 1st and September 1st each year

Max Grant Request: Average grants range from \$5,000 - \$25,000

Match Required: No match required

Eligible Applicants: 501c3 non-profit organizations serving Central and Southside Virginia

Website: <http://foundation.centrahealth.com/about-us/community-health-initiative-fund>

Virginia Department of Agriculture and Consumer Services (VDACS) Governor's Agriculture and Forestry Industries Development Fund (AFID)

Synopsis: AFID grants are now available for political subdivisions of the Commonwealth interested in growing their agriculture and forestry industries by strategically targeting for assistance those businesses that add value to Virginia grown agriculture and forestall products. AFID grants are made at the discretion of the Governor with the expectation that grants awarded to a political subdivision will result in a new or expanded processing/value-added facility for Virginia grown agricultural or forestall products. The amount of an AFID grant and the terms under which it is given, are determined by the Secretary of Agriculture and Forestry and approved by the Governor. An AFID grant is awarded to a political subdivision for the benefit of the company, with the expectation that the grant will be critical to the success of the project.

Businesses interested in AFID should first contact their local economic development professional, or other appropriate representative of the political subdivision, to discuss the qualifying project. If the political subdivision is interested in applying for the grant and providing the required local match, they should contact the Virginia Department of Agriculture and Consumer Services to discuss the application process.

Factors used by the Secretary of Agriculture and Forestry in determining grant awards and conditions include: anticipated levels of job creation, capital investment, amount of Virginia-grown agricultural and forestall products used by the project, as well as projected impact on agricultural and forestall producers, a return on investment analysis, and an analysis of the impact on competing businesses located in the area.

Comments: Grants are made upon an application by both the local government and the business beneficiary for a project under the following conditions:

- The business beneficiary is a facility that produces "Value-added agricultural or forestall products,"
- A minimum of 30% of the agricultural or forestry products to which the facility is adding value are produced within the Commonwealth of Virginia on an annual basis in normal production years
- The grant request does not exceed \$250,000 or 25% of qualified capital expenditures (whichever is less)
- The applicant provides a dollar-for-dollar matching financial commitment (cash or qualified in-kind)
- A performance agreement is executed between the applicant and the company to ensure fulfillment of promised job creation, capital investment and purchase of Virginia grown agricultural or forestry products
- Public announcement of the project is coordinated with the Governor's Office

Due Date: Rolling

Max Grant Request: \$250,000 or 25% of qualified capital expenditures (whichever is less)

Match Required: Dollar-for-dollar matching financial commitment (cash or qualified in-kind)

Eligible Applicants: Political subdivisions in Virginia and business beneficiary for a project

Website: <http://www.vdacs.virginia.gov/agribusiness/afid.shtml>

Virginia Department of Agriculture and Consumer Services (VDACS) Planning Grants for the Governor's Agriculture and Forestry Industries Development Fund (AFID)

Synopsis: AFID Planning Grants give local governments the flexibility to undertake the kind of planning, study, or local initiative they think best to grow and support agriculture and forestry-based businesses in their community and region. The planning grant program also provides a greater voice in local economic development to agriculture and forestry stakeholders by requiring that any grant funded program be implemented by a board, committee or working group representing agriculture and/or forestry interests in the affected local area.

The competitive grant program allows political subdivisions to apply for up to \$20,000 in matching funds, or up to \$35,000 for multi-jurisdictional applications, to undertake efforts that support local agriculture and forestry-based businesses. These efforts might include developing a strategic plan for agriculture and forestry economic development, creating new local policies and zoning ordinances that better support these industries, or funding feasibility studies and predevelopment work for new facilities that bring significant and lasting benefits to the local agriculture and forestry sectors.

The amount of an AFID Planning Grant and the terms under which it is given are determined by the Secretary of Agriculture and Forestry and approved by the Governor. Factors used in determining grant awards and conditions include the project's expected impact on the affected local area's agriculture and forestry related industries, and the extent to which the effort will improve local capacity to support these industries' development beyond the life of the grant.

Comments: Examples of projects include:

- Develop a strategic plan for agriculture and/or forestry economic development
- Develop local policies and ordinances that better support agriculture and/or forestry based business, agri-tourism, and other rural enterprises
- Create new plans, policies or programs that will lead to the preservation of working lands
- Fund feasibility studies, business plans and other predevelopment work for projects that will have a significant and lasting positive impact on the local agriculture and/or forestry sector
- Develop and/or implement local initiatives supporting agriculture and/or forestry based businesses, such as those promoting agri-tourism, local food systems, biomass heat, addressing food deserts, etc.
- Other projects that advance the interests of agriculture and/or forestry in the local area

Due Date: Rolling

Max Grant Request: \$20,000 for single political subdivision, \$35,000 for multi-jurisdictional applications

Match Required: Dollar-for-dollar matching financial commitment (up to 50% can be qualified in-kind)

Eligible Applicants: Political subdivisions in Virginia

Website: <http://www.vdacs.virginia.gov/agribusiness/afid.shtml>

Virginia Tourism Corporation (VTC) Marketing Leverage Program

Synopsis: The Virginia Tourism Corporation (VTC) Marketing Leverage Program is designed to stimulate new tourism marketing programs through the creation of tourism partnerships and to extend the “Virginia is for Lovers” campaign. The objective of this program is to leverage limited marketing dollars, resulting in increased visitor spending. A minimum of three entities must partner financially to apply for funding consideration. Partners may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations (DMO), private businesses, museums, attractions, cultural events, and other not-for-profit entities.

Comments: Focus is on tourism so would align with activities related to agri-tourism.

Due Date: TBD

Max Grant Request: There are two levels of funding in the VTC Marketing Leverage Program: Tier One Leverage Program Up to \$10,000 Maximum award of \$10,000; Tier Two Leverage Program \$10,001 to \$50,000 Minimum of \$10,001 up to a maximum of \$50,000

Match Required:

Tier One Leverage Program: **1:1** match required

Tier Two Leverage Program: **2:1** match required (two dollars from partners matched by one dollar from VTC).

Eligible Applicants: A minimum of three entities must partner financially to apply for funding consideration. Partners may consist of Virginia towns, cities, counties, convention and visitors bureaus, chambers of commerce, other local or regional destination marketing organizations (DMO), private businesses, museums, attractions, cultural events, and other not-for-profit entities.

Website: <https://www.vatc.org/PAM/leverageprog/>

Virginia Tobacco Indemnification and Revitalization Commission

Synopsis: The Commission achieves its statutory charge through its indemnification program and seven grant programs that are intended to accomplish the economic revitalization and diversification of Virginia’s tobacco-growing region. Program of funding include:

- Economic Development Program - building regional economic development capacity to diversify the economic base through creation or improvement of sites, buildings and utility infrastructure, workforce training facilities, tourism infrastructure etc. Two economic development committees exist, one for each region (note that Southside Economic Development funds are distributed under a formula that allocates the funds based on tobacco employment, warehousing and quota in each local area).
- Special Projects - implement projects that are innovative in nature and regional in their impacts

- Education - prepare citizens for new-economy employment through GED and workforce development, higher education scholarship programs for the two regions and competitive grants to community colleges and other educational entities.
- Agribusiness - encourage regional efforts that reduce dependency on tobacco and provide value-added crops, livestock, products, facilities, etc.
- Tobacco Region Opportunity Fund (TROF) - provides performance-based monetary grants to tobacco region localities to assist in the creation of new jobs and investments, whether through new business attraction or existing business expansion.

Comments: Only applicants from Appomattox, Bedford, and Campbell counties are eligible to receive funding.

Due Date: Grant application cycles are announced annually. Check website for updates.

Max Grant Request: Up to \$1,000,000 depending on the project

Match Required: Document matching funds in application

Eligible Applicants: **Eligible applicants** include local governments, economic development organizations, and IRS-designated nonprofits (funds that will ultimately benefit a private entity must have a public purpose and flow through a public or nonprofit grantee, based upon terms of a performance-based agreement).

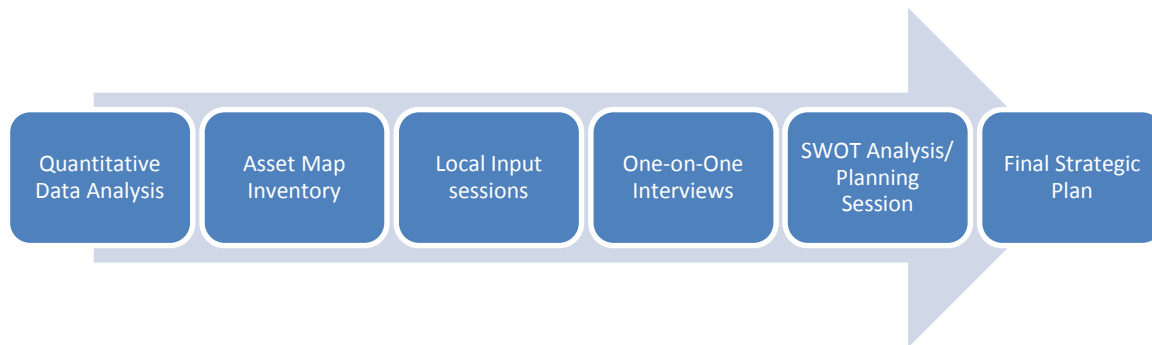
Website: <http://www.tic.virginia.gov/competitivegrantprog.shtml>

Appendix C: Methodology

Thomas P. Miller and Associates (TPMA), an Indianapolis, Indiana consulting firm, in collaboration with Prosperity Ag & Energy Resources, collectively “the Consulting Team,” was selected to facilitate a strategic planning process with the Strategic Plan Coordinating Team. Specific goals of the project include:

- Develop and define an approach to promote and strengthen the region’s agriculture and forestry economy;
- Develop a framework for a regional agriculture vision that will garner widespread support from agricultural and forestry stakeholders, property owners, policymakers, and business leaders;
- Prioritize rural economic development strategies with focus on agriculture and forestry.

The components of the strategic planning process are displayed below.



For each component, the Consulting Team completed the following activities.

Quantitative Data Analysis – review of quantitative data to understand the agriculture and forestry industries and its economic impact. The Consulting Team reviewed data from the 2012 USDA Ag Census and the June 2013 report titled the *Economic Impacts of the Agriculture and Forest Industries in Virginia* prepared by the University of Virginia’s Weldon Cooper Center for Public Service.

Asset Map Inventory and Digital Asset Map – identification of regional and local resources available to support agriculture and forestry operations. Each summary profile included background on operations and/or services, contact information for key staff, and website links for additional information. It is structured around the following categories:

- Agriculture Agencies and Organizations
- Youth Education
- Higher Education
- Economic Development
- Farm Bureau
- Forestry Agencies and Organizations
- Region 2000 Companies
 - Feed and Supply Dealers
 - Equipment Dealers
 - Forestry and Wood Products

- Livestock Markets/Meat Processing
- Animal Health
- Food Processing
- Fuel
- Milling
- Wholesale
- Utilities

A print version of the Asset Map Inventory is included as Appendix H in the Strategic Plan. A Digital Asset Map was developed using the Google Maps platform and can be accessed here: https://mapsengine.google.com/map/embed?mid=zg0ss2ELI-90.kiFR8LIV_TMw.

Local Input Sessions – gathering information from key stakeholders in each local area of Region 2000 (Amherst County, Appomattox County, Bedford County, Campbell County, and the City of Lynchburg). The Consulting Team worked with the Strategic Plan Coordinating Team to promote and schedule the input sessions. A standard agenda was utilized (see below) and summary notes were prepared for all of the input sessions (see Appendix D).

1. Welcome/Introductions
2. Overview of Planning Process
 - Background on Project and Approach
 - County and Regional Data Snapshot
3. Discussion Questions
 - What are Bedford County's and the Region's unique agriculture and forestry assets?
 - How are they being leveraged successfully now?
 - How should leverage of these assets be improved?
 - What barriers to growth are agriculture and forestry concerns facing?
 - Primary: broad-based barriers
 - Secondary: specific/situational barriers
 - What support is available today and what are the gaps in assistance?
 - What should be priority action items in Bedford County? For regional collaboration?
4. Conclude and Adjourn
 - Summary of Discussion
 - Next Steps

One-on-One Interviews – scheduled with regional and state leaders to gather input for the strategic plan. The Consulting Team conducted the interviews using guiding questions (see below). A summary of key findings from the interviews is included as Appendix E.

1. Provide background on your company/organization (e.g. size of operations, products, initiatives, etc.) and current activities in Region 2000.
2. How would you describe the agriculture/forestry economy in Region 2000? What are its assets and strengths?
3. What are the key constraints and/or challenges facing the agriculture/forestry economy in Region 2000?
4. What activities/initiatives would help the region to improve and strengthen its agriculture/forestry economy?

5. What regional activities/initiatives would help your business/organization better achieve its outcomes?
6. How could activities/initiatives be organized to encourage engagement of your company/organization and other partners?
7. Would you have interest in staying engaged with a regional effort focused on agriculture/forestry?
8. Any other comments?

SWOT Analysis/Planning Session – prepare SWOT Analysis based on findings and conduct a strategic planning session with the Grant Management Team. The Consulting Team prepared a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis utilized findings from the launch meeting with the Strategic Plan Coordinating Team, local input sessions, and one-on-one interviews to prepare a draft of the SWOT Analysis. It was during a planning session held in Lynchburg on February 19, 2014. The Consulting Team incorporated additions and changes into the SWOT Analysis based on feedback provided during the planning session. The SWOT Analysis is included in the plan as Appendix F.

Final Strategic Plan – The Consulting Team facilitated three review sessions with the Strategic Plan Coordinating Team to 1) review plan framework captured in a Plan on a Page, 2) review first full draft of the plan, and 3) review final draft of the plan. The final plan is framed by a vision statement and guiding principles. The plan includes three goal areas. Each goal area includes projects with defined actions. Immediate actions have an identified lead entity and partners to support implementation activities. Under each project, information is available on funding sources, outcome measures, and case studies for reference.

Appendix D: Local Input Sessions

The purpose of these Input Sessions was to gather input from local stakeholders for a Strategic Plan for the Agriculture and Forestry Economy in Virginia's Region 2000. As one component of the strategic planning process, this information was combined with insights gathered from each local area, as well as one-on-one interviews and desktop research to create a final plan with goals and actions to strengthen the local economy. Attendees of the sessions were asked a series of questions aimed at identifying the County and Region's assets, barriers, opportunities, resources needed, and priorities for action.

Amherst County Input Session

January 23, 2014, 9:00am to 11:00am

Attendees

- Scott Barnes, Morris Orchard
- Robert M. Curd, Clover Hill Farm
- Donna Meeks, Sweet Briar College
- Henry S. Myers, The Canebrakes Farm
- Frank Walton, Buffalo River Ranch
- Len Thompson, Vineyards
- Bill Tucker, Tucker Family Farms
- Facilitators – Sarah Aubrey, Prosperity Ag and Energy Resources, Kristen Barry, Thomas P. Miller and Associates, and Jonathan Faris, Thomas P. Miller and Associates
- Philipp Gabathuler, Virginia's Region 2000 Local Government Council

Assets

- Agri-tourism – good environment for drawing individuals to the area
 - Direct marketing, sell experiences as well as products right on the farm
 - Lots of vineyards and wineries in the area
 - Natural beauty – “viewsapes”
 - Fruits and orchards (soil here is good for these crops)
 - Garlic Festival (25,000 people)
 - Apple festival
 - Sorghum festival
 - Need to market these things collectively
- Soil and slope/topography good for a variety of crops
 - And for cattle: northern and eastern portions of county are good for growing grass
 - No dairies
- Board of Supervisors support the ag industry with Land Use Taxation
 - This has historically been an asset – have had a long string of having an advocate on the board

- Grassroots farmers markets and other orgs
- Smaller farms – could be a barrier and an asset
 - Provide opportunities for more collaboration so there can be sharing of resources

Leveraging Assets

- Agri-tourism – Build on things that are already successful
 - Model after some of the things going on in Bedford County
- 2/3 of county is zoned for agriculture, support of board to maintain that is essential
 - 18% of county is in national forest – contributes to natural beauty/tourism
 - Southern part of county is more residential, less focus on/understanding of agriculture
 - Could use more zoning assets – sliding scale zoning
- VA Extension works with NRCS/USDA – good collaboration now
 - Look at programs/education on increasing farm income
 - How to make farming profitable?
- Maintaining natural beauty – real estate value
- Need to do more promoting youth involvement
 - Farm tours
 - Need more producers involved in these activities
 - 4H/FFA growth – not as much of a presence in county anymore
- Leverage knowledge at local education institutions
 - Sweet Briar College has specialists and experts
 - VA Tech experts in vineyards and grape growing
- Need to maintain Extension presence – cuts to agents in the county and area were proposed in 2009

Major Barriers to Growth

- High entry costs and getting access to this capital
 - No farm credit in the county
- Youth involvement in agriculture has decreased; need to get more kids educated on ag
 - Less 4H/FFA, youth showing in the county
 - Education in schools is not geared toward agriculture and agriculture careers
 - Need to get kids out to the farms
 - Summer opportunities to work in agriculture – don't underestimate the power of experience
- Need to focus on attitude surrounding agriculture
 - Producers themselves need to focus on being positive in the way they talk about farming, especially to kids
- Urban-oriented legislators that are not pro-ag and might even be anti-ag
 - Negativity surrounding agriculture (us vs. them for ag and non-ag communities)
- Former tourism staff position in the county was eliminated – could be helpful to add it back
- County boundaries and region boundaries do not necessarily follow the 'community' boundaries – difficult when the community seems disconnected from where their resources are
 - Farming is in north end of Amherst, but some of the regional resources are on the southern end of the region

- How can farming be profitable? Hard to see this, so it is a barrier to entry
- Producers see that there is enough demand for some resources to locate in Amherst County or in the Amherst/Nelson area
 - Is there a way to look at their data or combine data from different regions to show that this community has a lot of opportunities?
 - Ex: crop spraying, has to come from far away – don't see it as being worth it to make the trip to spray 1 farm when they can stay local and do 6
- Don't have Tobacco Commission money like the surrounding counties
 - Other sources of funding? How do we find out about them

Priorities

- Education on how to make farming profitable
- Support for entrepreneurship activities in agriculture
- Agritourism growth and diversity of options
- Education to youth about agriculture
- Maintain land use incentives for farming
- Support and encourage a community that fosters agriculture in many segments, including local government, non-ag industry, service providers (such as feed, other input suppliers, insurance, banking), and the linkages between these types of organizations and business

Appomattox County Input Session

January 21, 2014, 9:30am to 11:30am

Attendees

- Ron Coleman, Coleman & Sons
- W.A. Coleman, Coleman & Sons
- Matt English, Appomattox County High School
- Kenneth Goin, Livestock
- Jack Goin, Livestock
- John O. Harrison, Wildwood Farm
- Danny Hix, Hix Brothers Farm
- Fred H. Jones, Fred H. Jones Well Company
- Mary Lund, Lund Angus Farm
- Larry Majerus, Beef
- Nelson Mann, Crops
- Cynthia Spiggle
- Dennis Torrence, TRF Auctions
- Cecil Wooldridge, Crops
- Facilitators – Sarah Aubrey, Prosperity Ag and Energy Resources, Kristen Barry, Thomas P. Miller and Associates, and Jonathan Faris, Thomas P. Miller and Associates
- Philipp Gabathuler, Virginia's Region 2000 Local Government Council
- Bob White, Virginia's Region 2000 Local Government Council

Assets

- Cattlemen's Association
 - Networks for activities
 - Monthly/quarterly meetings – have access to feed dealers, mineral dealers, vets, minerals
- FFA is a very big program in Appomattox, nationally recognized
 - Have an alumni owned approximately 25 acre working farm adjacent to the school facility with capacity to raise sheep, goats, hogs, cattle and small scale poultry. This property also has approximately three acres utilized for forestry education.
- Livestock market for cattle is especially strong
 - Secondary market for sheep and goats
 - Mentioned markets in Emporia and Pamplin
 - Also mentioned Buckingham Online Auction
- Virginia Cooperative Extension
- Robert E. Lee Soil & Water Conservation district
 - Provides education
 - State support for fertilizer
- Regional colleges
 - Sweet Briar College, Randolph College, Liberty University
- Tractor Supply store & Southern States coop
- Have a new lime plant located within Appomattox County
- VA Quality Assurance program

Leveraging Assets

- There are a lot of opportunities to leverage, other than through Extension there is not much happening
- Need to improve distribution of information and knowledge of those assets
- Could have regular meetings to share this information for those who don't have internet access

Major Barriers to Growth

- Broadband – not everyone has internet access or reliable internet access, information still needs to be available in hard copy
- Forestry land use taxation – much needed to take pressure off land owners to bear county taxes
- No real manufacturing or other industry left in the county besides agriculture
- Seen as a bedroom community for Lynchburg or Farmville, not as much for an industrial area
- Traffic out of the region for jobs since forestry mills left the area
- Major barrier is cash flow for new farming operations
- Huge for young people getting into farming
- Makes farming a part-time job (or not primary income) for many farmers, widely regarded as a lifestyle choice, not a career
- Credit – need good credit to get credit
- Awareness – forestry is an asset than many landowners have, but they do not see the value or how to take advantage of it
- Not a good way now locally to utilize timber assets
- Need education

- New grain handling facility is coming to the area, but there is a high cost of entry into growing specialty grains (like chickpeas) because of specialty equipment and other materials/systems

Priorities

- Group formation in many facets and niches in the ag industry to help direct market the many products to unique/relevant markets, such as hay to universities and sheep/goats to ethnic populations
- Possible ag board to meet a couple of times a year and discuss these options and to create networking opportunities
- Local branding programs such as Buy Fresh/Buy Local
 - Already exists, but does not include many Appomattox producers
- New attempts at starting local markets (like farmers markets) in the area
- Support for niche marketing
- Marketing for products
- Broadband access
- Establish networks for niche products
- Evaluation of land use taxation policy
- Possible on-site local auction/market

Bedford County Input Session

February 19, 2014, 6:30pm to 8:30pm

Attendees

- Craig Coker, Bedford County Economic Development Authority
- Jerry Craig, Bedford County Planning Commission
- Rodney Dellis, Farm Credit
- Sam Gardner, Farm Bureau Young Farmers
- John Hicks, Bedford-Augusta Co-op
- Danny Johnson, Johnson's Orchard
- W.P. Johnson, Bedford Agricultural Economic Development Advisory Board, Farm Bureau Young Farmers
- Todd Kready, Forestry
- Dorothy McIntyre, Forest Farmers Market
- Lucy Overstreet, Idlewild Farm
- Jeff Powers, Bedford Agricultural Economic Development Advisory Board
- Mark Reeter, Bedford County Administrator
- Barbara Rezzonico, Bedford School System
- Steve Wilkerson, Bedford County Board of Supervisors
- Sam Williams, Bedford Southern State
- Facilitators – Tom Miller, Thomas P. Miller and Associates, and Jonathan Faris, Thomas P. Miller and Associates
- Philipp Gabathuler, Virginia's Region 2000 Local Government Council

Assets

- Size of Bedford County – 5th largest county by land in the Commonwealth of Virginia
- Water resources – lakes, rivers that aren't polluted
- Farming Heritage – historical connections, agriculture in largest industry in the County
- Cattle Operations – top five county in Virginia, largest in Region 2000
- Farmers Markets – active market in Forest; also markets in Bedford and Moneta
- Central location – between Roanoke and Lynchburg
- Equine Industry – number of operations located in the County
- Abundance of grassland in the County
- Strong personnel with agriculture support agencies (i.e. Virginia Cooperative Extension)
- 100% wood burning biomass plant located in a neighboring county
- New London Community Cannery – operated by Bedford County Parks and Recreation Department
- Agri-tourism – Orchards, Christmas tree farms, pick-your-own farms, vineyards/wineries (e.g. Bedford Wine Trail)
- Claytor Nature Study Center – part of Lynchburg College provides education activities for K-12 students and research opportunities for college students
- Peaks of Otter – hiking trails and recreational opportunities
- Farm Bureau – active with a young farmers group and women's group
- Bedford County Agricultural Economic Development Advisory Board – 12-member board dedicated to supporting agriculture in the County; directly report to the Board of Supervisors

Leveraging Assets

- County Extension Service – offer services, research available to support farmers; well connected with the local agriculture community
- Agricultural Economic Development Advisory Board – great resource to represent and present on behalf of the County's producers to the Board of Supervisors on ag-related issues; provide collective voice to identify recommendations and/or policy changes to strengthen the County economy
- Bedford Grown – branding effort for products grown in Bedford County, has online presence
- Local buys – have co-ops selling product locally, keeping money in Bedford County
- Youth programming – active programs in 4-H and FFA (e.g. Liberty High School) but opportunity to expand and grow local activities
- Farm Tour – annual event targeting the non-farm public – tour farm and provide understanding of the value of agriculture
- Young Farmers Group – meets regularly, has guest speakers, discuss ways to better support efforts and agriculture operations in Bedford County
- Peaks of Otter Soil and Water Conservation District – access to resources for projects, technical assistance available to producers
- Tourism Department – actively promotes agri-tourism activities in the County

Major Barriers to Growth

- Continued local support for agriculture – challenges with government restrictions (e.g. setbacks, limits impeding poultry operations)

- Infrastructure to handle processing – industrial facilities to process/package meat (e.g. meat processing co-op) are lacking; with large concentration of cattle operations and other proteins (e.g. goats, sheep, etc.), this is currently a gap in the County
- Producers – challenging to purchase land with increased prices due to growth of real estate/development market
- Farm operations – looking at the market value and need to promote growth of output by operation
- Generational farms with traditional mindset – changing mentality to run like a business and strengthen operations
- Involvement of more producers in education and technical assistance programs – have great resources available through the Cooperative Extension but same producers attending/utilizing
- Awareness about Forestry programs – have seen a lot of turnover with staff members and start of local group of partners but not much follow through/activities
- Better collaboration of amongst agriculture and forestry agencies/organizations – infrastructure is there but need to bring together more regularly

Priorities

- Diversify the Agriculture Economy
 - Investigate the feasibility of a meat processing facility
 - Greater capability to provide USDA Inspections in the County and Region
 - Discuss opportunities and potential financial benefits of poultry operations
- Connect traditional and non-traditional/conventional farmers – ways to better understand each other and opportunities for collaboration moving forward
- Broadband access – challenging for obtaining information and participating in direct marketing opportunities; explore ways to address working with phone/cable providers
- Transitional/Succession Planning – providing information and technical assistance to family members who inherit or will inherit a family farm
- Explore potential for an event center for agriculture-related events
- Consistent land use planning across localities – helps with determining where operations should go or should not go in the region

Campbell County Input Session

January 22, 2014, 4:00pm to 6:00pm

Attendees

- Paul Anctil, Vineyard & Winery (Campbell County)
- Walter Bass, Jr., Sod
- W B Bass. III, Sod
- Bryan Bennett, President Campbell County Farm Bureau
- James Bennett, Beef
- Kevin Dawson, Virginia Dept. of Forestry – Campbell County
- Carter Elliott, Dairy
- Charles Fariss, Beef

- Frank Goff, Goats and Small Ruminants
- Mark Gregory, Beef
- Mark Guthrie, Aquaculture - Prawns
- Charles Hogue, Beef
- H. B. Hunter, Goat Dairy, President of Campbell County Leadership Extension Council
- Clint Jones, High School Ag Teacher
- George Jones, President Campbell County Cattlemen's Association
- Shelia Jones, Dodds Farm Supply
- Roger Keesee, Beef
- Shelton Miles, Beef
- Betty Mitchell, Bartlett Milling
- Lawrence Narehood, Cider Apple Orchard Manager
- Matt Neighbors, Landscaping
- Roy Neighbors, Bartlett Milling
- Brad Phillips, Equipment – John Deere
- Chris Phillips, Equipment – John Deere
- Brandon Schmidt, Past President Campbell County Cattlemen's Association
- Scott Tweedy, Grain Producer AND Campbell County Economic Development Commission
- Don Yancey, Natural Resources Conservation Service, USDA – Campbell County
- Delvin Yoder, Dairy
- Lowell Yoder, Dairy
- Facilitators – Sarah Aubrey, Prosperity Ag and Energy Resources, Kristen Barry, Thomas P. Miller and Associates, and Jonathan Faris, Thomas P. Miller and Associates
- Philipp Gabathuler, Virginia's Region 2000 Local Government Council

Assets

- There are several direct to consumer opportunities in the surrounding markets
 - Retail in Lynchburg
 - Farmers markets
- High quality auction market
- Cattlemen's Association is a great resource for networking and communication
- Farm Bureau
- Transportation – major east/west highways run through the county
- The County Board of Supervisors is supportive of agriculture
 - Land Use Taxation

Leveraging Assets

- Need more collaboration to be able to find buyers
 - Example: It is difficult to get buyers to come to the livestock auction because the volume they need isn't available
 - Could be opportunities to advertise combining product with other producers
 - This is a by-product of having smaller farms – need to collaborate to overcome
- Tele-auction – there is a lack of understanding on what to do
 - Could use education on this to get others interested and to know how it works

- Need to continue to support FFA and 4H
 - This is a big part of getting people to want to be in agriculture
- Need more direct marketing – get consumers out to the farms

Barriers

- For most farmers, farming is a part-time job (or provides less than 50% of income)
 - Don't always have the time or resources to put more into the farm when there needs to be another job to make a living
- Capital-intensive – there are higher costs to entry, preventing new producers from entering the market
- Credit is difficult to obtain for start-ups; too much risk involved
- Difficult to get youth involved
 - Too much money unless they inherit an operation
 - There has been downturn in agricultural programs, some schools have consolidated programming which has hurt FFA
 - Career in agriculture isn't portrayed as a positive career path
- People don't understand agriculture
 - Need to get more people out to visit the farms
 - Need to show positive images of agriculture; the responsibility of farmers, as well, to project a positive image
 - Another barrier is that bringing people to the farms requires insurance that some don't have
- Need education on conservation easements

Priorities

- Promotion of the opportunities that are available
- Collaboration to communicate this and create a brand
 - Would require protocols that participants would have to follow
 - Include both part-time and full-time farmers
- Marketing program
 - What is available in the region and what is imported
 - Add PR mind to agriculture – what are the markets, where can they sell, how can producers sell directly to consumers or restaurants
- Provide information on how to acquire biosolids
- Staffing – sustainability coordinator
- Education
 - Consumers – starting at a young age, get them positive about agriculture even if they aren't going to become a farmer
 - Producers – alternative financing options
- Conservation easements
- Local listings of producers and the products they make to offer direct to consumers
- Network or forum or coop that would facilitate marketing and sales

- Opportunities to provide jobs in marketing to younger people – get people involved in agriculture without being farmers

City of Lynchburg Input Session

January 22, 2014, 10:00am to 12:00pm

Attendees

- John Abel, Randolph College and Lynchburg Area Food Council
- Jason Fowler, Land and Table
- Urs Gabathuler, Main Street Eatery
- Donald Johns, Conner Produce Co.
- Mike Russell, Department of Minority Business Enterprise – Lynchburg Office
- Steve Simpson, Lynchburg Health Department, Environmental Health Manager
- Meryl Smith, Lynchburg City Schools, Supervisor of School Nutrition
- Facilitators – Sarah Aubrey, Prosperity Ag and Energy Resources, Kristen Barry, Thomas P. Miller and Associates, and Jonathan Faris, Thomas P. Miller and Associates
- Philipp Gabathuler, Virginia's Region 2000 Local Government Council
- Bob White, Virginia's Region 2000 Local Government Council

Assets

- Presence of a local food movement and the enthusiasm of young leaders to be involved and support the growth of this movement
 - Farmers Market operates year-round and is the 3rd oldest in the nation
 - Many local artisan producers
 - Emerging movement of a brewery and wine trail
 - Community gardens
 - An emphasis on urban agriculture; the first Urban Agriculture Summit will be held in April of 2014
- Wealth of knowledge and education represented in the five colleges of the region, four of which are in Lynchburg
 - These institutions also promote agriculture and/or sustainability programs
- High quality environment for agriculture with good soil and water resources
- Investment is happening and is available, from both public and private sources
 - Processing facilities are available in the region and show commitment; for example, one paper mill just got a \$45 million upgrade
 - New funding streams and incentives are becoming available at all levels of government – local, state, and federal

Opportunities to Leverage Assets

- Collaboration has proven to be successful in launching several new programs, and can be extended to create more linkages

- Health Department Double Bucks program has incentivized farmers to accept SNAP payments at markets
 - New bus route from an identified food desert to a grocery store – free for low income residents
 - More communication can break down silos that exist across the food movement in Lynchburg
- There are many charitable organizations in Lynchburg that are a big part of the movement, examples include churches, Daily Bread, Salvation Army, Society of St. Andrew
 - They are able to have an impact, but there is room for more organizations like them – they need more partners to be able to take advantage of all the resources that are offered to them
- Residents often do have access to food, but it is not always healthy food
- Education is needed in many areas to improve programs and utilization of programs
 - Food drives are happening, but it is not always specified what is needed or what can make a difference
 - Some classes on food and nutrition exist, but transportation and cost can be issues
- Connection points need to be made so buyers can connect directly with producers
 - Education on procurement rules for public organizations
 - Lists of what buyers are looking for, and what producers can provide

Barriers to Growth

- Access to high quality, healthy food
- Personal and consumer apathy about health
- Producer apathy or lack of knowledge on how to do outreach and how to network to connect directly to consumer markets
- Silos – lack of communication between organizations doing similar or connecting things

Priorities

- Marketing – overall, promoting the different aspects of the food movement so that connections can be made
 - Sourcing products
 - Networking
 - Existing systems and programs
 - Education
 - Financial Assistance
- Growing the local food economy – take advantage of the opportunities that are available with an urban agriculture setting
 - Use brownfields and empty lots
 - Farm to freezer opportunities
 - Community kitchens and Food ventures
- Need buy-in from local governments – work on zoning and ordinances in the City that support possible farming and food production/distribution options in the City
- Education on sustainability – it is not understood culturally
- USDA inspection of food products

Appendix E: Summary of Interviews

One-on-one interviews were conducted to gather inputs from regional and state-level organization leaders to inform the *Strategic Plan for the Agriculture and Forestry Economy in Virginia's Region 2000*. A summary of key findings is provided below.

Interviewees

- Greg Farmer, President, Colonial Farm Credit
- Dr. Jewel Hairston, Dean, College of Agriculture, Virginia State University
- Dr. Alan Grant, Dean, College of Agriculture and Life Sciences, Virginia Tech University
- Jimmy Jones, Georgia Pacific
- Kim Payne, Lynchburg City Manager
- Paige Pratt, Virginia Tech Department of Animal and Poultry Sciences
- Wren Roberts, Centra Health Systems
- Andy Seibel, Virginia FFA Association
- Jeff Wilkerson, Westover Dairy (The Kroger Company)

Assets and Strengths of Agriculture/Forestry in Region 2000

- Population center with Lynchburg metropolitan area – access to customers and opportunities for direct and value-added products
- Central location accessible to multiple markets in Virginia as well as in the Mid-Atlantic (e.g. proximity to Charlotte, Richmond, Baltimore, Washington, D.C.)
- Diversified economy with major employer operations located in the region (e.g. Abbott Nutrition, Areva, B&W, etc.)
- Higher education institutions in the region (i.e. Central Virginia Community College, Liberty University, Lynchburg College, Randolph College, Sweet Briar College)

Agriculture

- Westover Dairy – dairy processing facility for Kroger located in Lynchburg; 90 employees, majority live in the area; produces 20-25 million gallons of milk per year; receive raw milk at the facility; been in operation over 44 years; 90% of waste is recycled at the facility; have programs in place to donate product to local nonprofit organizations (e.g. Daily Bread)
- Colonial Farm Credit - 600 individual customers, \$40-\$50 million in loans in the region to purchase real estate, build homes, fund general operating, and capital needs;
- Centra Health – commitment to sustainability and purchasing locally grown foods; Eco-Express program is available for hospital staff to pay a small membership fee and use reusable plastic containers/cups rather than one-use Styrofoam containers; estimate 1/3rd of food purchases from June-August); have community gardens at hospital facilities – chefs use fresh herbs and produce from the gardens in their preparations; work directly with local producers
- Lynchburg Area Food Council – policy-based, assisting with education about healthy eating, buying locally grown
- Lynchburg Grows – urban farm in Lynchburg that provides locally grown produce and flowers; collaboration with Virginia State University to assist with specialty crop production
- Land rich which enhances the ability to produce – acres available, prices have come down

- Livestock Market in Lynchburg – well-regarded with good participation
- Cattle operations – have seen more profitability with rise in beef prices
- Number of unique, small agriculture operations in the region
- 4-H and FFA – pockets in the region with lots of activity and recognition (e.g. in Appomattox County)

Forestry

- Strong forestry land base – acres/volume and network of landowners, loggers, and timber dealers
- Paper mills and saw mills located in the region (e.g. International Paper, Georgia Pacific, Grief)
- Georgia Pacific – has three facilities in Region 2000 (Big Island (Bedford County) – paper mill with 330 employees; Brookneal (Campbell County) – produces oriented strand board (similar to plywood) at a facility with 130 employees; Brookneal Chip Mill – facility is contracted out with 17 employees); buy wood chips from approximately 70 sawmills in the area; facility been in the area since 1891, owned by Georgia Pacific since 1990; don't have much trouble finding qualified employees for majority of hourly positions; have to recruit a wider area for some specialized positions
- Biomass energy – two power plants in Region 200 that are 100% wood-fired

Constraints/Challenges in Region 2000

- Connecting small producers to markets – better ways for producers to get involved in direct marketing, connected to large buyers and also for those interested in locally grown to have understanding of what produce, meat, etc. is available locally at any given time so it can be accessed – one common resources for this would be beneficial
- For locally grown produce, ability to have reliable volume and quality to meet orders of larger buyers – need capacity and capability for it to be viable rather than just a few months each year
- Agriculture education programs in K-12 could be grown – ways to incorporate 4-H and FFA into urban areas and get students in rural areas interested in agriculture again
- Awareness of job opportunities in agriculture – not just farmers but includes marketing, processing facilities, logistics, etc. and making students, particularly those at the region's colleges and universities aware of these opportunities
- Education about Agriculture and Forestry – misconceptions from the public and ways to provide better information about its economic impact in the region and job opportunities available
- Food deserts – areas in Lynchburg without easy access to fresh produce and nutritious foods
- Need for more processing facilities based in the region (e.g. grain processing facilities, meat processors)
- Increased competition particularly with introduction/growth of new products (e.g. almond and soy milk)
- Lending to specialty crop producers – not traditional so it can be difficult for lenders to provide loans – need a better understanding of financial opportunity
- Oversight of small operation, local meat – some issues with quality control and level of certification (state vs. USDA) and making quality consistent to the consumer (e.g. different requirements for what is sold at a farmers market than what is sold at a grocery store)
- Poultry – lack of operations in the region, constrained due to local policies enacted; also no local processing facilities

- National/State networks for selling product – might want to buy from local producers but tied into networks that determine what goes where (e.g. product from Shenandoah Valley or Pennsylvania goes to Lynchburg; product from region goes to North Carolina)
- Growth of area and increased urbanization can impact available farm acreage and timberland
- Agri-tourism – some activities but not as well organized as in other regions in Virginia

Opportunities to Improve/Strengthen Agriculture and Forestry in Region 2000

- Regularly updated list of available locally grown products – producers can provide updates and this can be distributed to restaurants, employers (e.g. hospitals, colleges/universities, K-12 schools), consumers, etc.
- Sustainable Forestry/tree planting initiative – opportunity to work with Virginia Forestry Association and promote better awareness of forestry in the region
- Internship programs to help regional employers work with colleges and universities in the area to raise awareness of their job options and build employees internally from interns
- Agri-tourism – great opportunity to develop a collaborative approach to link the region's assets (e.g. orchards, vineyards, pumpkin patches, etc.) and promote to visitors and regional residents
- Farmers Market – marketing and continuing to grow and utilizing technical assistance and resources available (e.g. Colonial Farm Credit has monetary assistance available)
- Potential for urban ag research center/training center in Lynchburg – preliminary discussions underway between Virginia State University and Lynchburg Grows
- Education to producers about specialty crops and how they can be profitable (get more of return on investment on smaller amount of acreage) – technical assistance available from Virginia State University and Virginia Tech
- Better inform regional residents about the economic impact of agriculture and forestry in the region
- Investigate feasibility for meat processing, grain processing facilities
- Hire/identify dedicated, full-time staff focused on agriculture and economic development in the region; focus is on gathering, maintaining information on available products, connecting producers to additional markets, promoting agri-tourism, etc.
- Information to regional cattle producers on export markets – Commonwealth is exploring how to better connect and ways to improve process to make profitable
- FFA/4-H in urban schools – connecting city students with agriculture
- Investigate food hub with realistic objectives and financial considerations in mind – needs model that suits market economy and will garner support/buy-in from larger purchasers
- Promote healthy lifestyle and nutrition to regional residents and where to purchase fresh, locally grown produce, meat, etc.
- Connect local workforce training specific to agriculture and forestry
- Provide new farmer training initiatives and programming to educate about practices and production in marketing
- Utilize services and resources available from Cooperative Extension Service, Farm Bureau, Farm Credit, etc.

Appendix F: SWOT Analysis

The Consulting Team prepared a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis utilizing findings from the launch meeting with the Strategic Plan Coordinating Team, local input sessions, and one-on-one interviews. A draft of the SWOT Analysis was presented by the Consulting Team to the Strategic Plan Coordinating Team during a planning session held in Lynchburg on February 19, 2014. Additions and changes were incorporated into the SWOT Analysis based on feedback provided during the planning session. The SWOT Analysis informed the development of Guiding Principles, Goals, and Projects defined in the Strategic Plan.

STRENGTHS

- **Population Center** – customers and opportunities for direct and value-added products in Lynchburg metropolitan area
- **Central Location** – accessible to multiple markets in Virginia as well as in the Mid-Atlantic (e.g. proximity to Charlotte, Richmond, Baltimore, Washington, D.C.)
- **Diversified Economy** – major employer operations located in the region (e.g. Abbott Laboratories, AREVA, B&W, Georgia Pacific, Frito Lay, Greif, etc.)
- **Higher Education** – large number of college students (e.g. CVCC, Liberty University, Lynchburg College, Randolph College, Sweet Briar College, Virginia University of Lynchburg)
- **High quality environment for agriculture with good soil and water resources**
- **Growing direct to consumer activities** (e.g. Lynchburg Community Market, farmers markets, Lynchburg Grows)
- **Presence of a local food movement** and enthusiasm of young leaders
- **Active Organizations (e.g. Cattleman’s Association) with networking opportunities**
- **Pockets of Strong 4-H/FFA activities** (e.g. Appomattox County FFA with land lab)
- **Cattle operations** – have seen more profitability with rise in beef prices
- **Active Virginia Cooperative Extension offices in the localities**
- **Strong forestry land base** – acres/volume and network of landowners, loggers, and timber dealers
- **Paper mills and saw mills located in the region (e.g. International Paper, Georgia Pacific, Greif)**
- **Biomass energy** – two power plants in Region 2000 that are 100% wood-fired

WEAKNESSES

- **Education about Agriculture and Forestry** – misconceptions from the public and ways to provide better information about its economic impact in the region and job opportunities available
- **Food deserts** – areas in Lynchburg without easy access to fresh produce and nutritious foods
- **Processing facilities based in the region** – lack of grain processing facilities, meat processors
- **Producers lack of knowledge, technical assistance about direct marketing**

- **Broadband access** – some rural areas with bad connections and not easy to access resources and monitor web-based activities
- **Youth involvement in agriculture**– decreased participation in some FFA, 4-H chapters, how to get more involved and education on careers available in agriculture
- **Capital-intensive** – there are higher costs to entry, preventing new producers from entering the market
- **Lending to specialty crop producers** – not traditional so it can be difficult for lenders to provide loans – need a better understanding of financial opportunity
- **Silos** – lack of communication between organizations doing similar or connecting things
- **Reliable volume and quality of locally grown produce** – ability to meet orders of larger buyers
- **Local USDA inspection of food products** – have state inspections but need USDA inspection to sell to larger buyers
- **Poultry** – lack of operations in the region, constrained due to local policies enacted; also no local processing facilities
- **Awareness of Sustainable Forestry** – forestry is an asset than many landowners have, but they do not see the value or how to take advantage of it
- **Forestry land use taxation** – much needed to take pressure off land owners to bear county taxes (e.g. Appomattox County)
- **Agri-tourism** – some activities but not as well organized as in other regions in Virginia

OPPORTUNITIES

- **Awareness about Agriculture and Forestry in the Region** – educate internal audiences and tie-in with external economic development efforts
- **Agri-tourism** – great opportunity to develop a collaborative approach to link the region’s assets (e.g. orchards, vineyards, pumpkin patches, etc.) and promote to visitors and regional residents
- **Growing the local food economy** – take advantage of the opportunities that are available with an urban agriculture setting
- **Local branding** programs such as Buy Fresh/Buy Local – technical assistance for direct marketing
- **Education and experiential learning opportunities** in agriculture and forestry for local students – look at field trips, internship, summer work opportunities
- **Regularly updated list of available locally grown products** – producers can provide updates and this can be distributed to restaurants, employers (e.g. hospitals, colleges/universities, K-12 schools), consumers, etc.
- **Support and encourage a community that fosters agriculture in many segments** – local government, non-ag industry, service providers (such as feed, other input suppliers, insurance, banking), and the linkages between these types of organizations and business
- **Support for entrepreneurship activities in agriculture** – understanding specialty crops, niche markets, etc.

- **Hire/identify dedicated, full-time staff** focused on agriculture and forestry in the region; focus is on gathering, maintaining information on available products, connecting producers to additional markets, promoting agri-tourism, etc.
- **Provide new farmer training initiatives** – programming to educate about practices and production, direct marketing, etc.

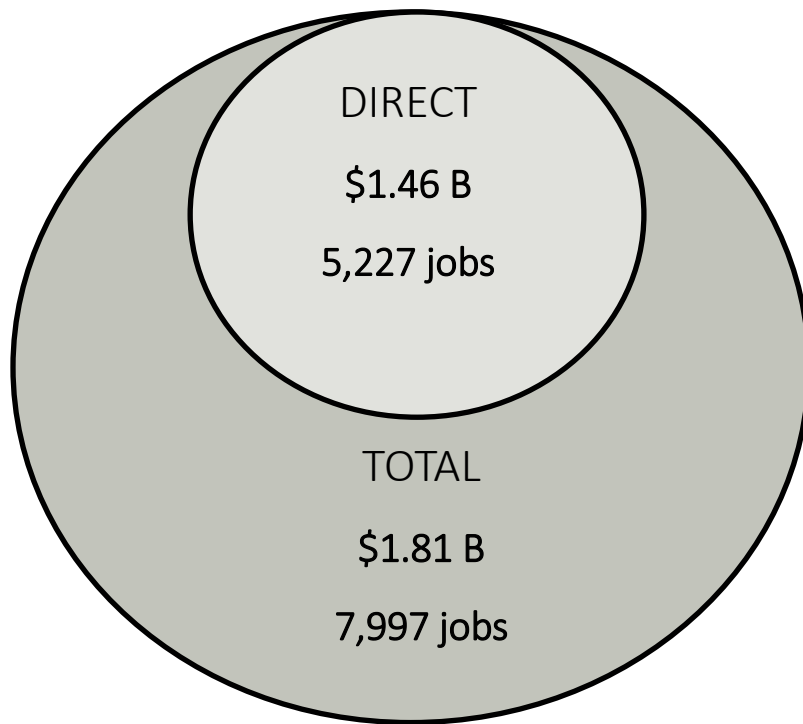
THREATS

- **Growth of area and increased urbanization** – can impact available farm acreage and timberland
- **Major barrier is cash flow for new farming operations** – challenging to get credit, purchase land, and turn profit
- **No real manufacturing or other industry left in certain counties** – need to have jobs locally so residents do not leave
- **Personal and consumer apathy** – health and value of locally grown, fresh products
- **Farming not a full-time job (provides less than 50% of income)** – don't always have the time or resources to put more into the farm when there needs to be another job to make a living
- **Attitude surrounding agriculture** – producers themselves need to focus on being positive in the way they talk about farming, especially to kids
- **Buy-in from local governments** – work on zoning and ordinances in localities that support agriculture, forestry, and food production/distribution options
- **National/State networks for selling product** – might want to buy from local producers but tied into networks that determine what goes where (e.g. product from Shenandoah Valley or Pennsylvania goes to Lynchburg; product from region goes to North Carolina)

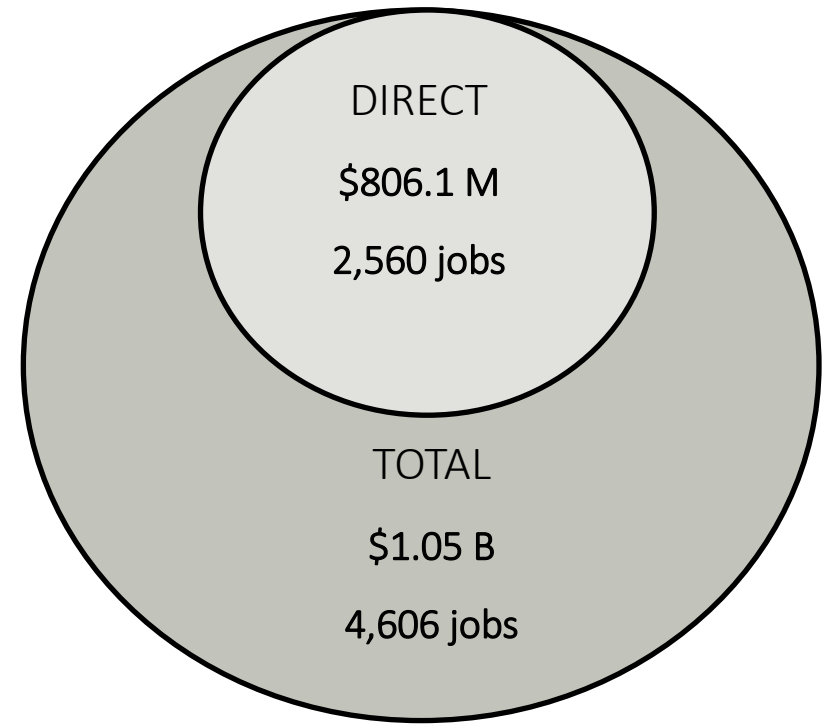
Appendix G: Data Snapshots

VIRGINIA'S REGION 2000

Agriculture IMPACT



Forestry IMPACT



Source: *The Economic Impacts of Agriculture and Forest Industries in Virginia*, June 2013, Weldon Cooper Center for Public Service, University of Virginia

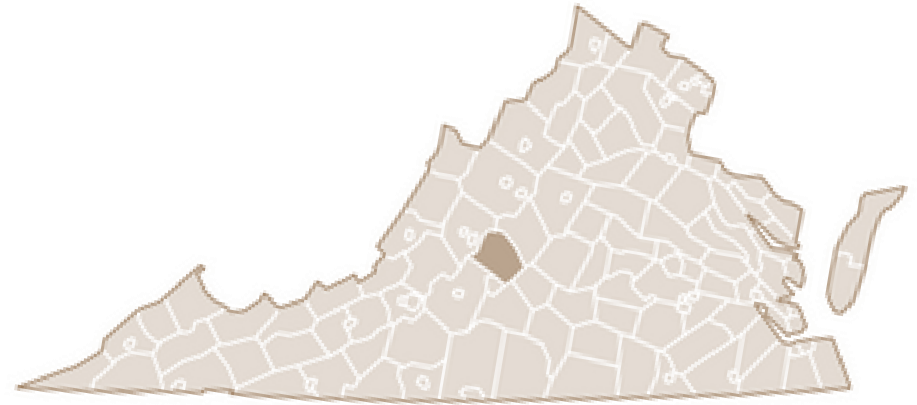
TOP CROP ITEMS BY VALUE OF SALES	
Crop	Amt. (\$1,000)
Cattle and calves	41,320
Milk from cows	9,261
Other crops and hay	7,213
Grains, oilseeds, dry beans, and dry peas	7,012
Nursery, greenhouse, floriculture, and sod	2,442

DID YOU KNOW...?

- Region 2000 is home to nearly **3,000** farms, spanning more than **550,000** acres
- The value of agricultural products sold from Region 2000 in 2012 was **\$74,410,000**
- This value is an increase of **16%** from 2007
- The average farm size in Region 2000 is around **186 acres**
- **41%** of Region 2000 farms' primary operators consider their primary occupation to be something other than farming
- **67%** of farms are operated by full-owners, **28%** by part-owners, and **4%** by tenant

Source:
2012 USDA Census

AMHERST COUNTY



426 farms

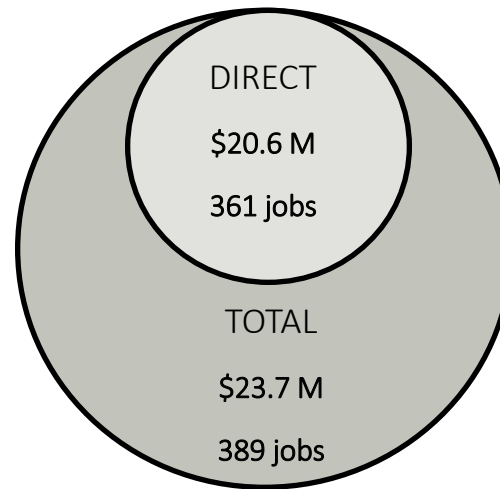
98,966 acres in farms

Average farm size = 232 acres

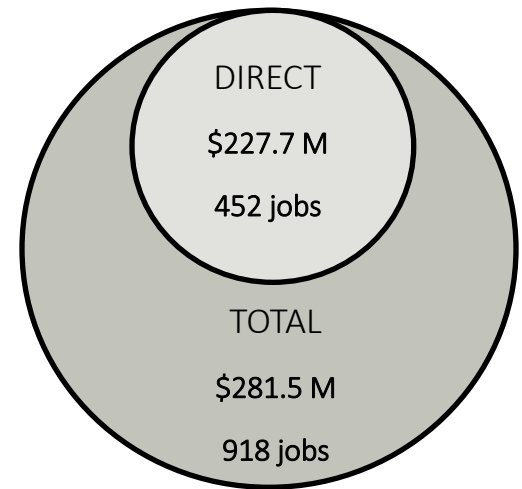
\$9,269,000 in products sold

Average value of products sold
per farm = \$21,757

Agriculture IMPACT



Forestry IMPACT



Sources:

2012 USDA Census

The Economic Impacts of Agriculture and Forest Industries in Virginia, June 2013, Weldon Cooper Center for Public Service, University of Virginia

TOP CROP ITEMS BY VALUE OF SALES

Crop	Amt. (\$1,000)
Cattle and calves	5,769
Crops, including nursery and greenhouse	3,259
Fruits, tree nuts, and berries	1,474
Other crops and hay	1,026
Horses, ponies, mules, burros, and donkeys	129

TOP CROP ITEMS

Crop	Acres	State Rank
Forage - land used for all hay and haylage, grass silage, and greenchop	15,014	38
Apples	Undisclosed	6
Corn for silage	Undisclosed	Undisclosed
Corn for grain	Undisclosed	Undisclosed
Grapes	81	11

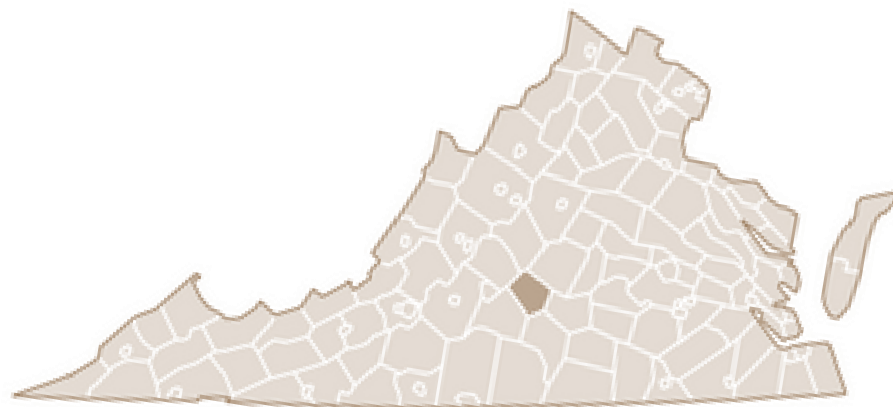
TOP LIVESTOCK ITEMS

Crop	Quantity	State Rank
Cattle and calves	18,760	31
Layers	1,086	60
Goats, all	566	34
Horses and ponies	486	54
Guineas	206	6

Source:
2012 USDA Census

AMHERST COUNTY, VIRGINIA

APPOMATTOX COUNTY



410 farms

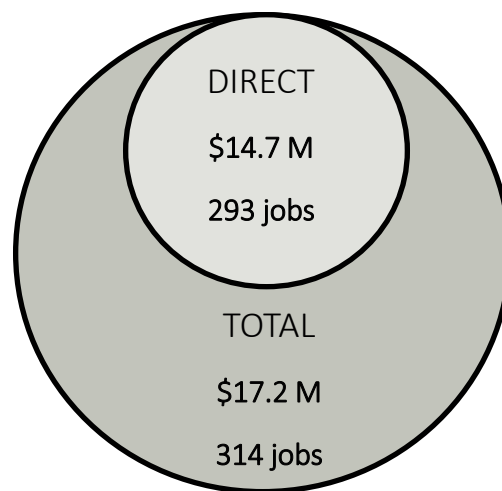
96,299 acres in farms

Average farm size = 235 acres

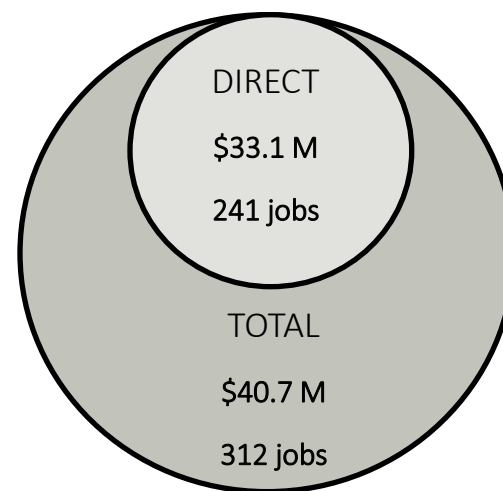
\$12,623,000 in products sold

Average value of products sold
per farm = \$30,789

Agriculture IMPACT



Forestry IMPACT



Sources:

2012 USDA Census

The Economic Impacts of Agriculture and Forest Industries in Virginia, June 2013, Weldon Cooper Center for Public Service, University of Virginia

TOP CROP ITEMS BY VALUE OF SALES

Crop	Amt. (\$1,000)
Cattle and calves	6,962
Other crops and hay	1,314
Soybeans	877
Wheat	738
Vegetables, melons, potatoes, and sweet potatoes	423

TOP CROP ITEMS

Crop	Acres	State Rank
Forage - land used for all hay and haylage, grass silage, and greenchop	17,791	32
Soybeans for beans	2,345	50
Wheat for grain, all	2,148	36
Winter wheat for grain	2,148	36
Corn for silage	355	46

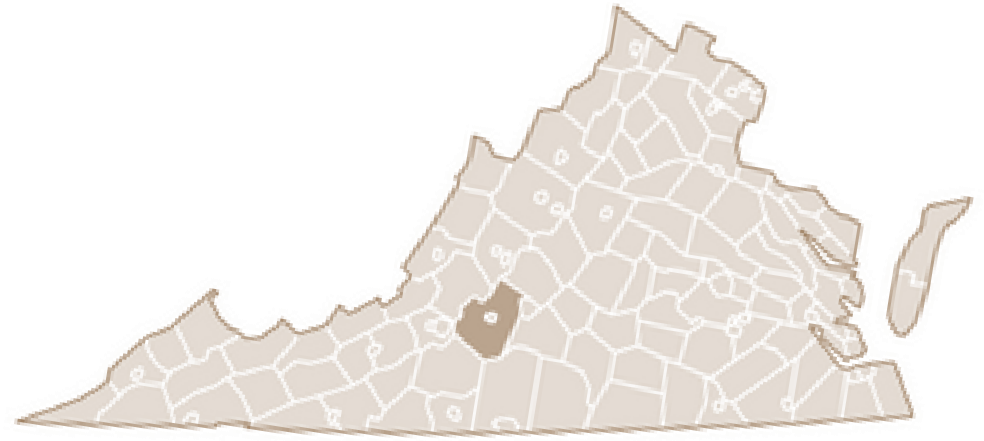
TOP LIVESTOCK ITEMS

Crop	Quantity	State Rank
Cattle and calves	20,924	29
Layers	19,235	16
Roosters	Undisclosed	14
Horses and ponies	292	74
Bison	177	73

Source:
2012 USDA Census

APPOMATTOX COUNTY, VIRGINIA

BEDFORD COUNTY



1,369 farms

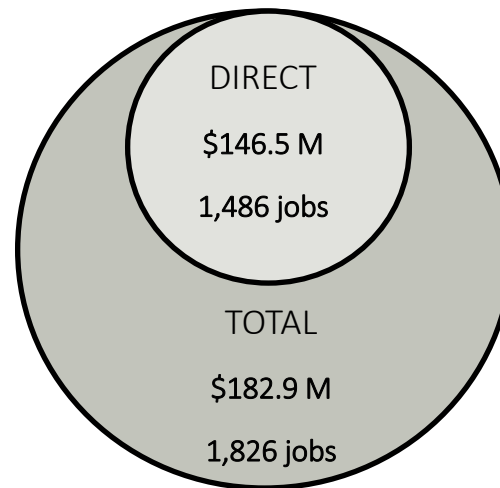
206,534 acres in farms

Average farm size = **151 acres**

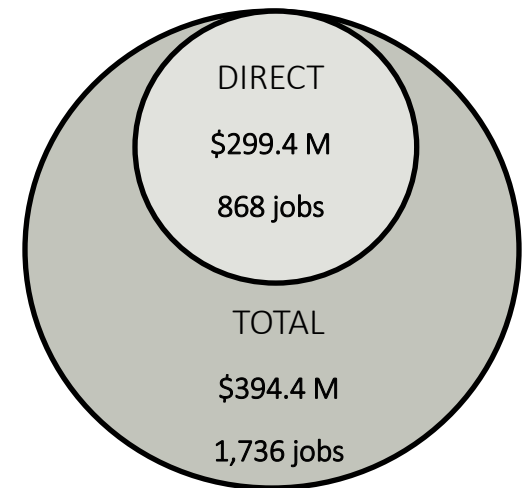
\$28,283,000 in products sold

Average value of products sold
per farm = **\$20,660**

Agriculture IMPACT



Forestry IMPACT



Sources:

2012 USDA Census

The Economic Impacts of Agriculture and Forest Industries in Virginia, June 2013, Weldon Cooper Center for Public Service, University of Virginia

TOP CROP ITEMS BY VALUE OF SALES

Crop	Amt. (\$1,000)
Cattle and calves	15,814
Milk from cows	4,272
Other crops and hay	1,766
Grains, oilseeds, dry beans, and dry peas	1,698
Nursery, greenhouse, floriculture, and sod	1,157

TOP CROP ITEMS

Crop	Acres	State Rank
Forage - land used for all hay and haylage, grass silage, and greenchop	46,147	4
Corn for silage	2,575	10
Wheat for grain, all	1,879	38
Winter wheat for grain	1,879	38
Corn for grain	734	62

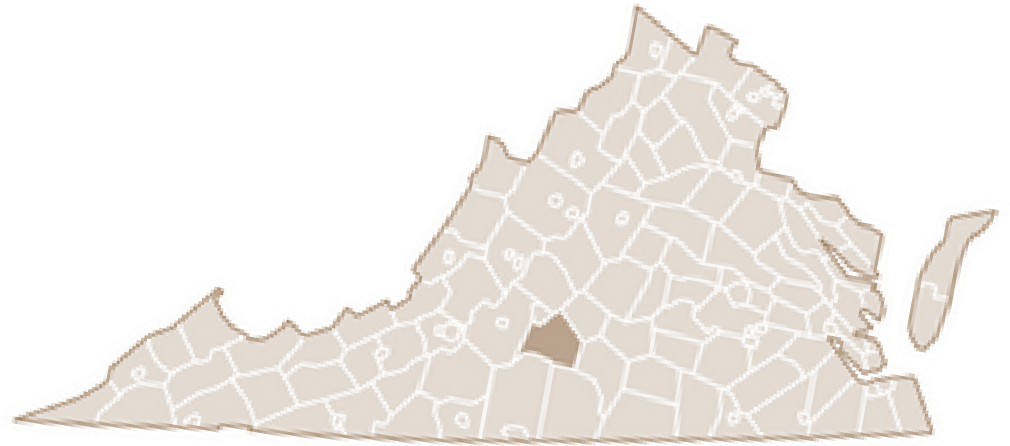
TOP LIVESTOCK ITEMS

Crop	Quantity	State Rank
Cattle and calves	49,253	9
Layers	6,576	20
Horses and ponies	2,506	7
Goats, all	1,137	10
Hogs and pigs	435	29

Source:
2012 USDA Census

BEDFORD COUNTY, VIRGINIA

CAMPBELL COUNTY



Agriculture IMPACT*

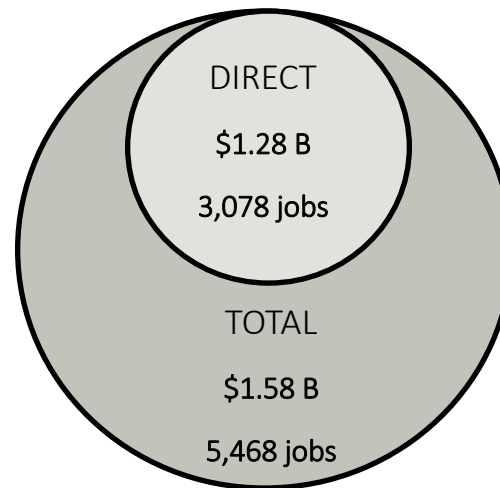
761 farms

150,689 acres in farms

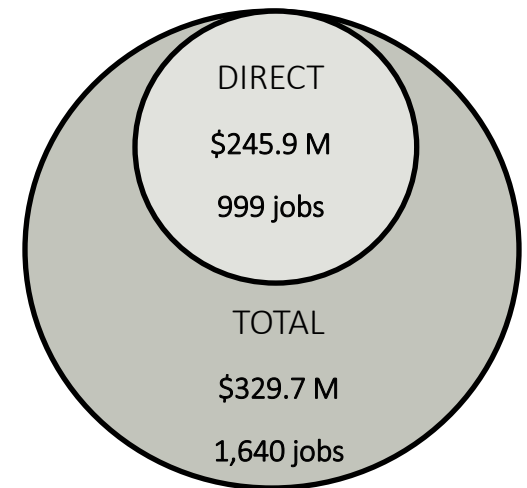
Average farm size = 198

\$24,235,000 in products sold

Average value of products sold
per farm = \$31,864



Forestry IMPACT*



* Impact figures include Campbell County and Lynchburg City

Sources:

2012 USDA Census

The Economic Impacts of Agriculture and Forest Industries in Virginia, June 2013, Weldon Cooper Center for Public Service, University of Virginia

TOP CROP ITEMS BY VALUE OF SALES

Crop	Amt. (\$1,000)
Cattle and calves	12,755
Milk from cows	4,272
Soybeans	1,766
Other crops and hay	1,698
Nursery, greenhouse, floriculture, and sod	1,157

TOP CROP ITEMS

Crop	Acres	State Rank
Forage - land used for all hay and haylage, grass silage, and greenchop	27,383	17
Soybeans for beans	4,338	40
Wheat for grain, all	2,470	32
Winter wheat for grain	2,470	32
Corn for silage	2,082	13

TOP LIVESTOCK ITEMS

Crop	Quantity	State Rank
Cattle and calves	34,314	16
Sheep and lambs	2,075	25
Layers	1,633	45
Horses and ponies	972	33
Sheep and lambs	934	24

Source:
2012 USDA Census

CAMPBELL COUNTY, VIRGINIA

Appendix H: Asset Map Inventory and Digital Asset Map

Asset Map Inventory

The Asset Map Inventory provides contacts at agencies, suppliers, resources, and technical assistance available to support agriculture and forestry operations as well as information on major ag-related and forestry-related employers in the region. It first provides regional and local contacts for agriculture resources, forestry resources, and educational resources. It then provides county-specific contacts at local businesses available to support producers, information on major local agriculture and forestry employers, and contacts at economic development organizations. It concludes with contacts at statewide agencies and organizations. Many thanks to the members of the Strategic Plan Coordinating Team for their support in developing the Asset Map Inventory.

Digital Asset Map

The Asset Map Inventory is translated into a web-based Digital Asset Map utilizing the Google Maps platform. It can be viewed here: https://mapsengine.google.com/map/embed?mid=zg0ss2ELI-90.kiFR8LIV_TMw. An Excel Worksheet of information in the asset map is available for each local area. Representatives from the local economic development organization and Virginia Cooperative Extension (VCE) office should review annually to make updates. A member of the Strategic Plan Coordinating Team should be designated to combine and incorporate into the Digital Asset Map following the provided instructions.

Embedding the Digital Asset Map into Existing Websites

The capability is there to incorporate the Digital Asset Map into Virginia's Region 2000 website, existing local economic development organization websites, local VCE office websites, and other regional websites. The instructions on the next page describe how this is accomplished. They were adapted from Google Earth Outreach (see link: <https://www.google.com/earth/outreach/tutorials/websitemaps.html>).

1. Go to [Google Maps](#). Open the map that you wish to embed in your website. You can embed a map of driving directions, a local search or a map you've created using Custom Maps. If you want to view your saved maps, sign in with your [Google Account](#). If you don't have a Google Account, [sign up here](#).
2. Click **Link to this page** and copy the code from the **Paste HTML to embed in website** field. To resize and preview the map, click **Customize and preview embedded map**.
3. Go to your webpage editing application and locate the best place for the map within your website.
4. Paste the map code you copied into the HTML code where you'd like your map to appear on your website.
5. Save your web page and view the map you just embedded.

A tutorial video is available here: https://www.youtube.com/watch?feature=player_embedded&v=Zo-0AV54jPw.

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Introduction

Virginia's Region 2000 is a regional leadership organization consisting serving Amherst County, Appomattox County, Bedford County, Campbell County, and the City of Lynchburg. As part of its mission, Region 2000 is focused on regional economic development activities identifying ways to promote economic growth that capitalize on the region's industries, infrastructure, workforce, and natural resources. Industries such as manufacturing, information technology, energy, and healthcare provide the region with a diverse economy and often where economic development attraction, retention, and expansion efforts are focused.

Region 2000 is fortunate to have a number of agriculture and forestry operations as part of its regional economy. This has not been a traditional focus for economic development strategy but an area that Region 2000 is interested in exploring further and defining a collaborative approach to promote economic growth.

The Asset Map Inventory is the first step in a larger project to define an economic development strategy for agriculture and forestry in Region 2000. It provides contacts at agencies, suppliers, resources, and technical assistance available to support agriculture and forestry operations as well as information on major ag-related and forestry-related employers in the region.

Agriculture Resources

Virginia Farm Bureau

Farm Bureau is a non-governmental, nonpartisan, voluntary organization committed to protecting Virginia's farms and ensuring a safe, fresh and locally grown food supply. With nearly 150,000 members in 88 county Farm Bureaus, the Virginia Farm Bureau Federation is Virginia's largest farmers' advocacy group. The organization works to support its producer members through legislative lobbying, leadership development programs, commodity associations, rural health programs, insurance products, agricultural supplies and marketing, and other services. Virginia Farm Bureau is a voluntary organization wholly controlled by its members and financed by members' \$40 annual dues.

CONTACT INFORMATION

Amherst County Farm Bureau

113 Falcon Crest Lane

Amherst, VA 24521

(434) 946-5336

<https://vafarmbureau.org/MemberPrograms/CountyFarmBureaus/AmherstCounty.aspx>

Contact: Derek Mays, President

Appomattox County Farm Bureau

230 Lees Crossing Lane

Appomattox, VA 24522

(434) 352-7851

<http://www.vafbarchive.org/Appomattox/>

Contact: Joanne Jones, President

Bedford County Farm Bureau

803 Blue Ridge Ave.

Bedford, VA 24523

(540) 586-9103

<http://www.vafbarchive.org/Bedford/bedford2.asp?colD=220>

Contact: Bill Nance, President

Campbell County Farm Bureau

923 Village Highway

Rustburg, VA 24588

(434) 332-5411

<http://www.vafbarchive.org/Campbell/>

Contact: Brian Bennett, President

Peaks of Otter Soil and Water Conservation District

The Peaks of Otter Soil & Water Conservation District serves Bedford City and Bedford County, and aims to focus or coordinate available technical, financial and educational resources so that they meet the needs of the local citizens for conservation of soil, water and related resources.

CONTACT INFORMATION

1071 A Turnpike Road
Bedford, VA 24523
(540)587-7645
www.poswcd.com

Robert E. Lee Soil & Water Conservation District

The Robert E. Lee Soil & Water Conservation District is made up of Amherst, Appomattox, and Campbell Counties, and the City of Lynchburg. The District exists to prevent the loss of valuable soil resources through conservation efforts. The District covers an area of about 1,385 square miles.

KEY PROGRAMS/INITIATIVES/SERVICES

- *Virginia Agriculture Cost-Share Program* – The cost-share program supports using numerous practices in conservation planning to treat animal waste, cropland, pastureland, and forest land. Some are paid for at a straight per acre rate, while others are cost-shared on a percentage basis up to 75%. In some cases, USDA also pays a percentage. In fact, the program’s practices often can be funded by a combination of state, federal and even private funds, reducing the landowner’s expense to less than 20% of the total cost.
- *Watershed Protection Program* – The Watershed Protection Program exists to protect the water supply in the region. The goal of the program is to try to reduce non-point source pollution (NPS) from entering local waterways.

CONTACT INFORMATION

7631 A Richmond Highway
Appomattox, VA 24522
(434) 352-9405
<http://www.releeconservation.com/index.htm>
Contact: Julie Stratton, Office Administrator (julie.stratton@releeconservation.com)

USDA Rural Development – Lynchburg

US Department of Agriculture (USDA), Rural Development provides financing through loans, loan guarantees, and grants, for the construction, remodeling or purchasing of modest housing. The agency also provides financing for essential community facilities in the form of loans, business and industry loan guarantees, and loan and grants for water and waste disposal systems. There are also loan programs for Multi-Family Housing, Farm Labor Housing and Self Help Housing.

CONTACT INFORMATION

20311-A Timberlake Road

Lynchburg, VA 24502

(434) 239-3473

Contact: Anne Herring, Area Director (anne.herring@va.usda.gov)

www.rurdev.usda.gov/va

USDA Service Centers (Farm Service Agency, Natural Resources Conservation Service)

USDA Service Centers are designed to be a single location where customers can access the services provided by the Farm Service Agency and Natural Resources Conservation Service. See link for additional information:

<http://www.apfo.usda.gov/FSA/stateoffapp?mystate=va&area=home&subject=landing&topic=landing>.

CONTACT INFORMATION

Bedford County Service Center

1031 Turnpike Road

Bedford, VA 24523

(540) 586-9646

Contacts: Shelby Trail, County Executive Director (shelby.trail@va.usda.gov)

Jessie Howard, District Conservationist (jessie.howard@va.usda.gov)

Rustburg Service Center (serves Amherst, Appomattox, and Campbell Counties, and City of Lynchburg)

163 Kabler Ln

Rustburg, VA 24588

(434) 332-6640 ext. 2

Contacts: Anthony Landrum, County Executive Director (anthony.landrum@va.usda.gov)

Ronald Kraszewski, Farm Loan Manager (ron.kraszewski@va.usda.gov)

Don Yancey, District Conservationist (don.yancey@va.usda.gov)

Forestry Resources

Virginia Department of Forestry

The mission of the VA Department of Forestry is to protect and develop healthy, sustainable forest resources for Virginians by providing service focused on:

- Protecting Virginia's Forests from Wildfire
- Managing the Forest Resource
- Protecting Virginia's Waters
- Conservation of Virginia's Forests
- Managing the State Lands and Nurseries
- Regulated Incentive Programs for Forest Landowners

See link for additional details: <http://www.dof.virginia.gov/index.htm>.

KEY PROGRAMS/INITIATIVES/SERVICES

- **Landowner Services** – VDOF offers a variety of services to landowners, including incentive programs, forest management assistance, timber sales assistance, forestry consultants, and tax credits.
- **Cooperative Forestry** – Cooperative Forestry allows private landowners and rural communities to use VDOF programs and partnerships to help care for their forests, strengthen local economies, and maintain a high quality of life.

CONTACT INFORMATION

Amherst County Office (serves Amherst and Campbell Counties)

177 East Monitor Road

Amherst, VA 24521

(434) 946-7955

Contact: Martha Warring, Senior Area Forester (martha.warring@dof.virginia.gov; (434) 981-4548)

Appomattox County (served by office based in Buckingham County Office)

1685 Francisco Road

Dillwyn, VA 23936

(434) 983-1486

Contact: Patrick Murphy, Senior Forester (patrick.murphy@dof.virginia.gov; (434) 547-3421)

Bedford County Office

1071 Turnpike Road, Suite B

Bedford, VA 24523

(540) 586-3109

Contact: Jeremy Falkenau, Senior Forester (jeremy.falkenau@dof.virginia.gov; (540) 685-3969)

Educational Resources

Virginia Cooperative Extension

Virginia Cooperative Extension brings the resources of Virginia's land-grant universities, Virginia Tech and Virginia State University, to the people of the commonwealth. Understanding that knowledge is power, it places that power in the hands of Virginians and help them learn how to use it to improve the quality of their lives. Extension agents and specialists form a network of educators whose classrooms are the communities, homes, and businesses of Virginia, where they bring research-based solutions to the problems facing Virginians today.

To better utilize the available resources, the Extension forms collaborations with hundreds of public and private partners and volunteers, who help reach larger and more diverse audiences and also leverage the impact of the institutions' work.

KEY PROGRAMS/INITIATIVES/SERVICES

- ***Agriculture and Natural Resources*** – Agriculture and natural resources (ANR) programs help sustain the profitability of agricultural and forestry production and enhance and protect the quality of our land and water resources. We help the agriculture industry use the most current technology and management practices to develop strong businesses that prosper in today's economy. We deliver programs that help put research-based knowledge to work for Virginia's agriculture industry.
- ***Family and Consumer Sciences*** – Virginia Cooperative Extension views the family unit as the cornerstone of a healthy community. We strive to improve the well-being of Virginia families through programs that help participants put research-based knowledge to work in their lives.
- ***4-H Youth Development*** – 4-H is a community of young people across America who are learning leadership, citizenship, and life skills. 4-H, the largest comprehensive youth development program in the nation, educates young people, ages 5 to 18, through a variety of experiential techniques that encourage hands-on, active learning.
- ***Community Viability*** – Community viability programs are dedicated to strengthening communities and their economic viability by creating innovative programs that allow citizens and local governments to respond to local issues. Our faculty can assess community needs, design a plan of action, and determine the appropriate delivery method suitable for various programs.

CONTACT INFORMATION

Amherst County Office – Virginia Cooperative Extension

100 Goodwin Street

Amherst, VA 24521

(434) 946-9365

Contact: John Benner, Extension Agent (benner89@vt.edu)

<http://offices.ext.vt.edu/amherst/>

Appomattox County Office – Virginia Cooperative Extension

177 Morton Lane

Appomattox, VA 24522

(434) 352-8244

Contact: Bruce Jones, Unit Coordinator, Extension Agent (brjones4@vt.edu)

<http://offices.ext.vt.edu/appomattox/>

Bedford County Office – Virginia Cooperative Extension

122 East Main Street, Suite 102

Bedford, VA 24523

(540) 586-7675

Contact: Scott Baker, Unit Coordinator, Extension Agent (scbaker@vt.edu)

<http://offices.ext.vt.edu/bedford/>

Campbell County Office – Virginia Cooperative Extension

163 Kabler Lane

Rustburg, VA 24588

(434) 332-9538

Contact: Todd Scott, Unit Coordinator, Extension Agent (todds08@vt.edu)

<http://offices.ext.vt.edu/campbell/>

City of Lynchburg Office – Virginia Cooperative Extension

2348 Lakeside Drive

P.O. Box 10364

Lynchburg, VA 24506

(434) 455-3740

Contact: Kevin Camm, Unit Coordinator, Extension Agent (kecamm@vt.edu)

<http://offices.ext.vt.edu/lynchburg/>

Virginia 4-H Youth Development Program

4-H is the youth development education program of Virginia Cooperative Extension. Through 4-H, young people are encouraged to participate in a variety of activities that emphasize 4-H's "learning by doing" philosophy of youth development. Young people in 4-H learn leadership, citizenship, and a vast array of life skills that benefit them for the rest of their lives.

4-H participants are youth, ages 5 to 19, taking part in programs provided as the result of actions planned and initiated by Extension personnel in cooperation with volunteers. With a direct connection to research at Virginia's land-grant universities, Virginia Tech and Virginia State University, 4-H is the first experience many young people have with higher education. 4-H is characterized as being community-centered, volunteer-led, Extension-staff supervised, research-based, home- and family-oriented, and responsive to change. See link for additional information: <http://www.4-h.ext.vt.edu/>.

CONTACT INFORMATION

Amherst County 4-H Youth Development

100 Goodwin Street

Amherst, VA 24521

(434) 946-9365

Contact: Kevin Irvin (keirvin@vt.edu)

Appomattox County 4-H Youth Development

177 Morton Lane

Appomattox, VA 24522

(434) 352-8244

Contact: Bonnie Tillotson (btillots@vt.edu)

Bedford County 4-H Youth Development

122 East Main Street

Bedford County Administration Building, Suite 102

Bedford, VA 24523

(540) 586-7675

Contact: Beth Hawse (bhawse@vt.edu)

Campbell County 4-H Youth Development

163 Kabler Lane

Rustburg, VA 24588

(434) 332-9538

Contact: Robbie Morrison (robbiem7@vt.edu)

City of Lynchburg 4-H Youth Development

2348 Lakeside Drive

Lynchburg, VA 24501

(434) 455-3740

Contact: Kevin Camm (kecamm@vt.edu)

Holiday Lake 4-H Educational Center

Located only 14 miles northeast of the town of Appomattox, Holiday Lake 4-H Center is within easy driving of many Virginia cities including Richmond, Lynchburg, Roanoke, Charlottesville, and Farmville.

During the months of October through April (by the day or week) and weekends year-round, Holiday Lake 4-H Center facilities are available for groups of up to 120 to experience the stress-free, back-to-basics atmosphere.

The Holiday Lake 4-H Educational Center programs include leadership development, environmental and aquatic science, performing arts, shooting education, forestry, outdoor adventure, high/low ropes course, climbing, primitive skills, journalism and broadcasting, animal science, wildlife, canoeing, fishing, outdoor sports, and swimming.

KEY PROGRAMS/INITIATIVES/SERVICES

- **Youth and Family Programs** – includes various camps for youth, teens, and families.
- **Adult Programs** – The Adult Education Workshops & Experiential Programs (AEWEP) grew out of a desire to provide adults 18 years and older the opportunities to continue their educations through a variety of hands-on, cultural, and service-oriented programs. Piloted at Holiday Lake in the fall of 2000 with a Banjo Making Workshop, the AEWEP has blossomed into a multi-offering program annually at both centers. Workshops including Natural Dyes, Mandolin Making, Weaving, Outdoor Skills and Experience, Golf, Shooting Education, and Trail-Building and Maintenance.
- **Natural Resource Education** – During the year over 3,200 youth from public and private schools, as well as home school associations, learn through experiencing the Natural Resource Education Program (NRE). The NRE program focuses on teaching students hands-on earth and live science curriculum that is correlated to Virginia's Standard of Learn (SOLs) during the school year.

CONTACT INFORMATION

1267 4-H Camp Road

Appomattox, VA 24522

(434) 248-5444

Contact: Bryan Branch, Center Director (bbranch@vt.edu)

<http://holidaylake4h.com/>

Virginia FFA Association

The mission of the National FFA Organization is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education.

To accomplish its mission, FFA:

- Develops competent and assertive agricultural leadership.
- Increases awareness of the global and technological importance of agriculture and its contribution to our well-being.
- Strengthens the confidence of agriculture students in themselves and their work.
- Promotes the intelligent choice and establishment of an agricultural career.
- Encourages achievement in supervised agricultural experience programs.
- Encourages wise management of economic, environmental and human resources of the community.
- Develops interpersonal skills in teamwork, communications, human relations and social interaction.
- Builds character and promotes citizenship, volunteerism and patriotism.
- Promotes cooperation and cooperative attitudes among all people.
- Promotes healthy lifestyles.
- Encourages excellence in scholarship.

Virginia provides FFA activities overseen by the Virginia FFA Association (see link: <http://www.vaffa.org>) and has local programming available through regional schools.

CONTACT INFORMATION

Amherst County High School FFA

139 Lancer Lane

Amherst, VA 24521

(434) 946-2898

Contact: Derek Mays (wmays@amherst.k12.va.us)

Appomattox County High School FFA

198 Evergreen Ave, Appomattox, VA 24522

(434) 352-7146

Contact: Ed McCann (EWMcCann@appomattox.k12.va.us)

<http://acpssharepoint.appomattox.k12.va.us/agriculture/FFA/SitePages/Home.aspx>

Staunton River High School FFA (Bedford County)

1095 Golden Eagle Drive

Moneta, VA 24121

(540) 297-7151

Contact: Diane Poole (dpoole@bedford.k12.va.us)

Liberty High School (Bedford County)

100 Liberty Minuteman Drive

Bedford, VA 24523

(540) 586-2541, ext. 725

Contact: Lindsay Tomlinson (ltomlinson@bedford.k12.va.us)

William Campbell Combined School (Campbell County)

474 William Campbell Drive

Naruna, VA 24576

(434) 376-2015

Contact: Roy Wilson (rwilson@campbell.k12.va.us)

<http://www.campbell.k12.va.us/index.aspx?page=832>

Central Virginia Community College

Central Virginia Community College, a two-year institution established as a member of the Virginia Community College System, provides State-supported educational facilities beyond the high school level for the cities of Lynchburg and Bedford and the counties of Amherst, Appomattox, Bedford, and Campbell. The curricula and programs of the College serve more than 228,000 people within this geographical jurisdiction.

CONTACT INFORMATION

Central Virginia Community College

3506 Wards Road

Lynchburg, VA 24502

(434) 832-7600

<http://cvcc.vccs.edu/index.asp>

Altavista Center (Campbell County)

701 5th Street, Suite 100

Altavista, VA 24517

(434) 309-1225

Amherst Center

200 Richmond Highway

Suite 103

Amherst, VA 24521

(434) 832-7898

Appomattox Center

136 Carver Lane
Appomattox, VA 24522
(434) 832-7200

Bedford Center

1633 Venture Blvd.
P.O. Box 925
Bedford, VA 24523
(434) 832-7284

Liberty University

Liberty University is the largest private, nonprofit university in the nation, the largest university in Virginia, and the largest Christian university in the world. Nestled in the Blue Ridge Mountains on more than 7,000 acres in Lynchburg, VA, Liberty offers over 300 programs from the certificate to the doctoral level, and is home to more than 100,000 residential and online students.

KEY PROGRAMS/INITIATIVES/SERVICES

- *Morris Campus Garden* – The campus garden became available to students in the summer of 2013. Liberty University developed a 70-acre tract of land where students can enjoy farming and agriculture. The 15 acres of prepared land is home to various fruits, vegetables, and herbs. Students take part in preparing the soil, planting the seed, and harvesting the crops. The vegetables have been used by campus dining halls and local community food organizations.

CONTACT INFORMATION

1971 University Boulevard
Lynchburg, VA 24515
(434) 582-2000
Contact: Alicia Cripe, Campus Garden Manager (abcripe@liberty.edu)

Lynchburg College

Lynchburg College is a private, independent, residential college located on 250 beautiful acres in central Virginia. The student body numbers 2,700 undergraduate and graduate students. LC offers 39 undergraduate majors, 52 minors, 13 pre-professional programs, and 14 graduate degrees, all supported by a strong liberal arts foundation.

KEY PROGRAMS/INITIATIVES/SERVICES

- *Environmental Science and Environmental Studies* – Majors and minors are available in environmental science and environmental studies to study the effects of the human population on the environment and the pressures that face the earth, as well as strategies for environmental protection, conservation, and sustainability.
- *Claytor Nature Study Center* – The Claytor Nature Study Center is a preserved farm and plantation that serves as an education and research center for environmental study.
- *Center for Economic Education* - The Center for Economic Education at Lynchburg College promotes economic literacy with a special emphasis on educating and supporting K-12 teachers. Innovative, SOL-compliant economic education resources and training opportunities are provided for teachers to develop students into competent, productive participants in our local and global economy.

CONTACT INFORMATION

1501 Lakeside Drive
Lynchburg, VA 24501
(434) 544-8791

Contact: Rebecca Booth, Director (booth.r@lynchburg.edu)
<http://www.lynchburg.edu/center-economic-education>

Randolph College

Randolph College in Lynchburg offers liberal arts curriculum in 30 majors and 44 minors. Randolph's campus—all trees and grass and red brick buildings—is minutes from the Blue Ridge Mountains and the James River, so any time is a good time for mountain biking, hiking, rafting or simply taking a scenic study break.

KEY PROGRAMS/INITIATIVES/SERVICES

- *Organic Garden and Orchard* – The Organic Garden at Randolph College is a small parcel of land located on a hill northeast of the Maier Museum that has been developed through the efforts of students, staff, faculty, and members of the Lynchburg community dedicated to the principles and practices of organic gardening such as Permaculture and Indigenous Knowledge (IK).

CONTACT INFORMATION

2500 Rivermont Ave.
Lynchburg, VA 24503
(434) 947-8387

Contact: Ludovic Lemaitre, Sustainability Coordinator at Randolph College
(llemaitre@randolphcollege.edu)
<http://www.randolphcollege.edu/x16458.xml>

Sweet Briar College

Sweet Briar College is a small liberal arts college for women located 12 miles north of Lynchburg with a total enrollment of 760 students. According to its mission statement, Sweet Briar College prepares women (and at the graduate level, men as well) to be productive, responsible members of a world community. It focuses on personal and professional achievement through a customized educational program that combines the liberal arts, preparation for careers, and individual development. The faculty and staff guides students to become active learners, to reason clearly, to speak and write persuasively, and to lead with integrity. They do so by creating an educational environment that is both intense and supportive and where learning occurs in many different venues, including the classroom, the community, and the world (see link: <http://sbc.edu/about/our-mission>).

KEY PROGRAMS/INITIATIVES/SERVICES

- **Sustainability Steering Committee** – Work has begun through an identified steering committee focused on a long-range plan focused on a commitment to sustainability. So far, it has identified five areas that will underpin the plan: energy usage, student engagement, community initiatives, land usage and a mechanism to make progress reports available.

CONTACT INFORMATION

134 Chapel Road
(434) 381-6276
Sweet Briar, VA 24595
Contact: Donna Meeks, Grounds Superintendent, Physical Plant (dmeeks@sbcc.edu)
<http://www.sustainability.sbcc.edu/index.html>

Economic Development Resources

Amherst County Economic Development

Amherst County Economic Development is committed to the local business community and its success. The department advertises the advantages of doing business in Amherst County to support business retention, expansion, and attraction.

153 Washington Street
Amherst, VA 24521
(434) 946-9400
<http://www.countyofamherst.com/departments/fDD=9-0>

Amherst County Economic Development Authority

The Economic Development Authority of Amherst County was created by the Amherst County Board of Supervisors with authority to acquire, own, lease, and dispose of properties and make loans for the general purpose of promoting and developing manufacturing, industrial, governmental, non-profit, and commercial enterprises and institutions of higher education to locate or remain in Amherst County.

P.O. Box 390
Amherst, VA 24521
(434) 946-9400
<http://www.countyofamherst.com/departments/board.php?fDD=9-79>
Donald Manley, Chairman

Appomattox County Economic Development Authority

The Appomattox County Economic Development Authority develops and executes a business attraction and retention program in order to stimulate job creation and build the commercial tax base. The Board of Supervisors uses the commercial tax base to fund public services for a growing and diversifying population.

153-A Morton Lane
Appomattox, VA 24522
(434) 352-3637
Contact: Jeff Taylor, Director (jeff.taylor@appomattoxcountyva.gov)
<http://www.appomattoxcountyva.gov/>

Bedford County Office of Economic Development

The Bedford County Office of Economic Development understands the drivers that support a healthy economy, and is committed to nurturing and supporting efforts to sustain a community that results in quality jobs for county residents. The office assists with starting, locating or expanding businesses in the County, and provides information and connections with local, state and national resources that offer programs or assistance that meet businesses' needs. The Office of Economic Development works with the Bedford County Economic Development Authority (EDA) which consists of members appointed by the Board of Supervisors to four-year terms and represent one of the seven election districts.

The **Bedford County Agriculture Economic Development Advisory Board** was established by the Bedford County Board of Supervisors in the spring of 2007 to develop and implement a continuing plan to sustain and enhance the rural economy, including support for farms, dairies, cattle operations and other industries. <http://www.bedforeconomicdevelopment.com/agriculture-in-bedford-county-virginia/ag-board/>

122 East Main Street, Suite 202

Bedford County, VA 24523

(540) 587-5670

Contact: Traci Bildo, Director of Economic Development (tbildo@bedfordcountyva.gov)

<http://www.bedforeconomicdevelopment.com/>

Campbell County Department of Economic Development

The Campbell County Department of Economic Development supports the growth of the local economy through the promotion of resources for improving quality of life, business development, and tourism.

47 Courthouse Lane

Rustburg, VA 24588

(434) 592-9595

Mike Davidson, Director (jmdavidson@co.campbell.va.us)

<http://www.campbellvirginia.com/>

Lynchburg Economic Development Authority

The Lynchburg Economic Development Authority, or LEDA, is a political subdivision of the Commonwealth of Virginia and serves as the incentive arm of the City of Lynchburg. But the LEDA takes a much more active role in economic development efforts than more passive, pass-through-oriented EDAs. LEDA actively pursues investment and development opportunities, and elevates the economic development profile of the City.

900 Church Street

Lynchburg, VA 24504

(434) 455-4490

Marjette Upshur, Director (marjette.upshur@lynchburgva.gov)

<http://opportunitylynchburg.com/>

Amherst County

Amherst Milling Company

140 Union Hill Road
Amherst, VA 24521
(434)946-7601

Colleen Feed & Seed

4071 Thomas Nelson Highway
Arrington, VA 22922
(434) 263-4919

Green Valley Meat Processors

2494 W. Perch Road
Monroe, VA 24574
(434) 299-5529
Contact: Joseph Albert

Greif Brothers

P.O. Box 339
Amherst, VA 24521
(434)933-8681

Outback Motorsports

After opening in 1996 as a used car and ATV dealership, Outback Motorsports has steadily grown to include used farm equipment, implements, new/used lawn and garden equipment, and new/used compact and utility tractors.

1953 South Amherst Highway
Amherst, VA 24521
(434) 381-6035
<http://www.outbackmotorsports.com/>

Performance Livestock and Feed Company –Amherst Dealers

A.W. Tomlin
Madison Heights, VA 24572
(434) 316-3054

Frank Walton
222 Smokey Haven Rd
Amherst, VA 24521
(434)922-7485

Tractor Supply Co.

Tractor Supply provides products to support their customers' rural lifestyle, from welders and generators to animal care products and men and women's workwear. Each store team includes welders, farmers and horse owners who collectively provide an exceptional depth of knowledge and resources. Tractor Supply is committed to understanding and fulfilling the needs of those who enjoy the rural lifestyle: folks who frequently describe themselves as hobby farmers and hobby ranchers.

248 Amelon Square
Madison Heights, VA 24521
(434) 929-6730
<http://www.tractorsupply.com/>

Appomattox County

Agrarian Veterinary Services

Agrarian Veterinary Services is a full service large animal veterinary practice.

P.O. Box 225
Buckingham, VA 23921
(757) 277-2637
Dr. Lincoln Montgomery-Rodgers
<http://www.agrarianvet.com/>

Appomattox Animal Hospital

5399 Richmond Hwy
Appomattox, VA

(434) 352-8483

<http://www.appomattoxanimalhosp.com/>

Dr. Bill Burger

Campbell Lumber Company

4374 Promise Land Rd

Appomattox, VA 24522

(434) 352-7829

Chestnut Mountain Feed

557 Vineyard Road

Concord, Virginia 24538

(434) 993-2556

<http://chestnutmountainfeed.homestead.com/>

Coleman Farm Supply

125 Main Street

Appomattox, VA 24522

(434) 352-7298

Contact: Ron Coleman

MeadWestvaco Forestry (now Plum Creek Timber)

MeadWestvaco has divested the local timber holdings to Plum Creek Timber.

6969 Richmond Hwy

Appomattox, VA 24522

(434) 352-2622

Rockydale Quarries Corporation

The Appomattox location provides agricultural lime for raising soil pH for row crop and forage production.

143 Quarry Road

Appomattox, VA 24522

(434) 933-8258

Contact: Bobby Sutphin

<http://www.rockydalequarries.com/sp/AgriculturalLime.htm>

Tiger Fuel

Tiger Fuel Company is Central Virginia's largest local distributor of petroleum energy products, including propane, heating oil, and branded gasoline: Exxon, Texaco, Shell, BP, Citgo, and EXCEL.

103 Commerce Street
Appomattox, VA 24522
(434) 352-5757
Contact: T.B. Wright, Facility Manager

Tractor Supply Co.

Tractor Supply provides products to support their customers' rural lifestyle, from welders and generators to animal care products and men and women's workwear. Each store team includes welders, farmers and horse owners who collectively provide an exceptional depth of knowledge and resources.

7645 Richmond Highway
Appomattox, VA 24522
(434) 352-5206
<http://www.tractorsupply.com/>

Bedford County

Augusta Co-op

The Augusta co-op supplies the items you need to keep your farm running – feed, fertilizer, agronomic services, fencing, cattle handling equipment, and waterers.

1078 Custer Lane
Bedford, VA 24523
(434) 546-0771
www.augustacoop.com

Bedford Animal Hospital

1064 Centerville Road
Bedford, VA 24523
(540) 586-0372
Contact: Dr. Scott Noe (bedfordanimalhospital@yahoo.com)

Boone Tractor

Boone Tractor supplies top products to the agricultural, industrial and commercial markets. Services include equipment rental, repair and parts supply.

1111 East Main Street
Bedford, VA 24523
(540)586-2134
www.boonetractor.com

Boxely Materials Co.

Boxely primarily engages in producing stone and paving materials. They also produce and market agricultural lime as part of Blue Ridge location's business.

15415 West Lynchburg Salem Turnpike
Blue Ridge, VA 24064
Main Office (540) 947-2211
Contact: Ronnie Thompson, (540) 354-5971
<http://www.boxley.com/products/aggregate/>

EcoFriendly

As a leading proponent of alternative agriculture, EcoFriendly Foods purchases locally grown, specially bred livestock from a regional network of farmers adhering to strict ethical standards, and processes pork, beef, lamb and chicken at its Moneta, Va., facility for sale to leading East Coast restaurateurs and direct-to-consumers at several regional farmers' markets.

3397 Stony Fork Road
Moneta, VA 24121
(540) 297-9582
<http://ecofriendly.com/>

Georgia Pacific – Big Island

Utilizes wood products to produce containerboard used as corrugating medium for boxes.

9363 Jackson Hwy
Big Island, VA 24526
(434) 299-5911

Little Doc's Veterinary Care

1484 Wandering Acres Road
Huddleston, VA 24104
(540) 297-1051
Contact: Karen Baum (lildoc@mindspring.com)

Moneta Home and Farm Center

11739 Moneta Road
Moneta, VA 24121
(540) 297-5558
www.monetafhc.com

New London Trailers

13001 East Lynchburg-Salem Turnpike
Forest, VA 24551
(434) 525-1211
www.newlondontrailers.com

Oakridge Cattle Equipment

1954 Patterson Mill Road
Bedford, VA 24523
(540) 330-9089
oakridgeche@gmail.com

Powers Tractor & Equipment

17690 Stewartsville Road
Vinton, VA 24179
(540) 890-4055
www.powerstractor.com

Robertson Equipment

1545 Link Road
Bedford, VA 24523
(540) 586-9186

Royal Oak Farm

Royal Oak Farm, LLC owns and operates the largest solid waste composting operation in Virginia, capable of handling over 300 tons per day of clean, non-toxic, non-hazardous biodegradable materials. These materials are professionally recycled into composts, topsoils, and specialty compost-based soil blends.

1220 Royal Oak Farm Road
Evington, VA 24550
(540) 297-3299
<http://www.royaloakfarmllc.com/>

Southern State Co-op

1053 Independence Blvd.
Bedford, VA 24523
(540) 586-8201
www.southernstates.com

Springlake Stockyard

1069 Sickle Court
P O Box 147
Moneta, VA 24121
(540) 297-1707
Contact: Brandy Ferguson, General Manager
www.springlakeauctions.com

Tractor Supply – Bedford

1128 East Lynchburg-Salem Turnpike
Bedford, VA 24523
(540) 587-6600
www.tractorsupply.com

Campbell County

Altavista Power Station

Altavista Power Station uses 100% renewable biomass as its fuel. The fuel is primarily derived from waste wood typically left behind in the forests as part of the logging process for roundwood. Roundwood is harvested to make lumber, pulp and paper, or wood pellets. Waste wood is the smaller tree tops and branches left behind after roundwood harvesting.

104 Wood Lane

Altavista, VA 24517

(434) 369-4406

<https://www.dom.com/about/stations/fossil/altavista-power-station.jsp>

Bartlett Milling Co. Inc.

7126 Wards Road

Rustburg, VA 24588

(434) 821-2501

Dodd Farm Supply

1103 Lynchburg Ave

Brookneal, VA 24528

(434) 376-5901

Goldys Truck Plaza

7335 Wards Road

Rustburg, VA 24588

(434) 821-1513

Farm Bureau Insurance

923 Village Highway

Rustburg, VA 24588

(434) 332-5411

Farm Service Co. Inc.

13693 Wards Road
Lynchburg, VA 24501
(434) 239-2421

Foster Fuels

6720 Brookneal Highway
Brookneal, VA 24528
(434) 376-2322

Georgia Pacific – Brookneal

Processes hardwood chips into paper products

245 Price Ave
Brookneal, VA 24528
(434) 376-6202

Lynchburg Livestock Market

243 Livestock Road
Lynchburg, VA 24501
(434) 821-5956
Dwayne Gilliam, Owner

Peaks Slaughter House

4832 Campbell Highway
Lynchburg, VA 24501
(434) 846-5593

Phillips Equipment Corp.

10364 Wards Road
Rustburg, VA 24588
(434) 821-2649

Schrocks Slaughter House

4141 Pigeon Run Rd.
Gladyds, VA 24554
(434)283-5400

VDACS Lab

4832 Tyreeanna Road
Lynchburg, VA 24504
(434) 200-9994

City of Lynchburg

Conner Produce Co., Inc.

Wholesale company for fruits and vegetables in Central Virginia.

125 Oakley Avenue Suite B
Lynchburg, VA 24501
(434) 845-4583
Contact: Connie Mattox
<http://connerproduce.com>

Flowers Baking Company of Lynchburg

Produces fresh baked breads and cakes with 160 employees at its Lynchburg facility.

1905 Hollins Mill Road
Lynchburg, VA 24503
(434) 528-0441
Contact: Jackie Forrest
<http://www.flowersfoods.com/>

Frito Lay

Food manufacturer of snack products including tortilla chips and potato chips with 400 employees at its Lynchburg facility.

230 Jefferson Ridge Pkwy

Lynchburg, VA 24501
(434) 316-5700

International Paper

Manufacturer of corrugated packaging employing 175 employees at its Lynchburg facility.

3491 Mayflower Drive
Lynchburg, VA 24501
(434) 522-2701
Contact: Aimee Gregg

Lynchburg Area Food Council

The Lynchburg Area Food Council (LAFC) is a non-profit organization, comprised of partners from various segments of the health, farm, education, service, and food communities. It is a forum for food system issues, advocate for coordination between sectors, clearinghouse to develop and evaluate policy affecting health and nutrition, and the catalyst to launch and support programs as they address food access, insecurity, quality, and systems.

(434) 947-2629
Contact: Leslie Hoglund, Senior Health Educator (leslie.hoglund@vdh.virginia.gov)
<http://lynchburgareafoodcouncil.org/>

Lynchburg Community Market

The Lynchburg Community Market offers the best of locally produced fruit, vegetables, cheese, meat, baked goods, and specialty items. Farmers sell their products on Wednesdays and Saturdays year-round.

1219 Main Street
Lynchburg, VA 24504
(434) 455-4485
<http://www.lynchburgva.gov/community-market>

Lynchburg Grows

Lynchburg Grows' mission is to help all disadvantaged persons enjoy the healthy benefits of gardening and have access to such spaces. Lynchburg Grows is responding to critical community issues by creating nutrition and food systems programming for elementary school children, implementing a vocational training program for disabled and low-income individuals, and organizing workshops for anyone interested

in increasing their gardening efforts. Lynchburg Grows currently has programs at seven community centers, five targeted elementary schools, six local gardening efforts, and a summer camp.

1339 Englewood Street

Lynchburg, VA 24501

(434) 846-5665

Contact: Michael G. Van Ness, Esq., President (mgvanness@gmail.com)

<http://lynchburggrows.org/>

Lynchburg Wholesale Floral Corporation

Wholesale company that provides fresh cut flowers and floral supplies to businesses in Central Virginia.

2004 Memorial Avenue

Lynchburg, VA 24501

(434) 845-9095

<http://lynchburgwholesale.com/>

Westover Dairy

Dairy processing facility for the Kroger Co. in Lynchburg with 90 employees.

2801 Fort Avenue

Lynchburg, VA 24501

(434) 528-2580

Contact: Jeff Wilkerson, General Manager (jeff.wilkerson@kroger.com)

Statewide Resources and Organizations in Virginia

Virginia Department of Agriculture and Consumer Services

The Virginia Department of Agriculture and Consumer Services is located within the Governor's Secretariat of Agriculture and Forestry and has both economic development and regulatory responsibilities under state law.

VDACS is organized into four units - the Commissioner's Office, Division of Animal and Food Industry Services (AFIS), Division of Consumer Protection, and Division of Marketing.

The agency employs about 498 employees who work in and out of the Department's several field offices; in the agency's five regional diagnostic animal health laboratories located in Warrenton, Lynchburg, Ivor, Harrisonburg, and Wytheville; at an international office in Hong Kong and at the VDACS headquarters in

Richmond. The Agency utilizes representatives in Asia, Europe, India and Latin America to promote Virginia agricultural products in these important export markets.

KEY PROGRAMS/INITIATIVES/SERVICES

- **Virginia Grown** – To encourage consumers to buy from local farmers and vendors, VDACS hosts www.VirginiaGrown.com to assist in locating local foods and beverages, plus plants, gifts, wool, and other non-edible items.
- **Agriculture and Forestry Development Services** – Agriculture and Forest Development Services (AFDS) staff assist entrepreneurs and existing companies at every stage of their business, from developing the concept to coordinating the Grand Opening.
- **Virginia's Finest** – Virginia's Finest promotes the development of Virginia agriculture and specialty food products. It highlights top quality Virginia-produced and processed products, including snacks, candy, nuts, cider, meats, and produce. Consumers recognize the familiar Virginia's Finest "checkmark" and trust that Virginia's Finest products have been deemed the best of the best.

CONTACT INFORMATION

Virginia Department of Agriculture and Consumer Services

102 Governor Street

Richmond, VA 23219

(804) 786-7686

Contact: Sandra J. Adams, Acting Commissioner (sandy.adams@vdacs.virginia.gov)

<http://www.vdacs.virginia.gov>

Virginia Department of Conservation and Recreation

The Virginia Department of Conservation and Recreation (DCR) works to give individuals, businesses, communities and all levels of government the tools and information needed to make wise decisions in conserving Virginia's natural and recreational resources through planning, funding, education, and in some cases, regulation.

KEY PROGRAMS/INITIATIVES/SERVICES

- **Land Conservation** – The Office of Land Conservation helps citizens and organizations protect their land by understanding all of the options available, providing information to the public, and providing services to state and local agencies through technical assistance, workshops and training, and serving as a clearinghouse for information.

CONTACT INFORMATION

Virginia Department of Conservation and Recreation
600 East Main Street, 24th Floor
Richmond, VA 23219
(804) 786-6124
Contact: David Johnson, Director (david.johnson@dcr.virginia.gov)
<http://www.dcr.virginia.gov>

Virginia Department of Environmental Quality

DEQ administers state and federal laws and regulations for air quality, water quality, water supply and land protection. In addition, other programs cover a variety of environmental activities, such as improving the ability of businesses and local governments to protect the environment, and offering technical and financial assistance for air and water quality improvements.

CONTACT INFORMATION

Virginia Department of Environmental Quality
Blue Ridge Regional Office
7705 Timberlake Road
Lynchburg, VA 24502
Contact: Robert Weld, Regional Director, (540) 562-6870
<http://www.deq.virginia.gov/TheVirginiaDepartmentofEnvironmentalQuality.aspx>

Virginia Agribusiness Council

The Virginia Agribusiness Council is a non-profit member organization committed to representing the agriculture and forest industries in the Commonwealth with a unified voice through effective government relations efforts. Members include family and commercial farms, agribusiness companies, agricultural leaders, urban agriculture, industry associations, and professional individuals.

CONTACT INFORMATION

Virginia Agribusiness Council
P.O. Box 718
Richmond, VA 23218
(804) 643-3555
Contact: Katie Frazier (Katie.agribusiness@att.net)

Virginia Association of Biological Farming

The Virginia Association for Biological Farming (VABF) is the primary organization in the state of Virginia concerned with organic and biological farming and gardening. The organization is dedicated to bringing best practices and information about living lightly on the land.

CONTACT INFORMATION

Virginia Association for Biological Farming
9501 Deer Range Road
Moseley, VA 23120
Contact: Janet Aardema (janet@vabf.org)
<http://vabf.org/>

Virginia Biosolids Council

OVERVIEW DESCRIPTION

The Virginia Biosolids Council supports the recycling of biosolids in Virginia through information and education on the beneficial use and safety of biosolids. Its membership includes municipal wastewater treatment facilities that clean the waters of Virginia communities, companies that recycle biosolids for gardening and home use, and companies that apply biosolids to agricultural fields and forests throughout Virginia.

CONTACT INFORMATION

Virginia Biosolids Council
1011 E. Main Street, Suite 400
Richmond, VA 23219
(804) 525-1145
Contact: info@virginiabiosolids.com
<http://www.virginiabiosolids.com>

Virginia Cattlemen's Association

The Virginia Cattlemen's Association (VCA) was organized in 1944 and chartered in 1953 to promote the profit potential of Virginia's cattle industry. The early objectives of VCA were to promote more effective marketing from the farm to the consumer and to present cattlemen's views to the legislature on the state and local levels. These primary objectives provide the basis for most of VCA's activities today.

In addition to marketing, VCA works for Virginia's cattlemen in many areas, including: media relations, producer information, sponsorship of educational seminars for cattlemen, administrative support for Virginia's Beef Checkoff Program, and coordination of activities with cattle related organizations in Virginia.

CONTACT INFORMATION

Virginia Cattlemen's Association

4466 Roanoke Road

P.O. Box 9 (Mailing address)

Daleville, VA 24083

(540) 992-1009

Contact: Jason H Carter, Executive Secretary (jcarter@vacattlemen.org, (540) 292-7688)

<http://www.vacattlemen.org/>

Virginia Farmers Direct Marketing Association

OVERVIEW DESCRIPTION

The members of Virginia Farmers Direct Marketing Association are a diverse group of large and small farmers producing an array of farm-fresh products such as fresh fruits and vegetables, organic herbs, honey, meat and dairy products, Christmas trees, farm experiences, tours, fine dining, bed and breakfasts, and many other value-added products. Their products are marketed in a variety of ways: pick-your-own, on-farm markets, roadside stands, farmers markets, and directly to restaurants and specialty stores. Many direct marketing operations also offer educational and entertaining programs for their customers and their local school systems.

CONTACT INFORMATION

Virginia Farmers Direct Marketing Association

(757) 357-6126

Contact: Rachel Chieppa, President (rchieppa@iwus.net)

<http://www.vfdma.org/>

Virginia Food System Council

OVERVIEW DESCRIPTION

The Virginia Food System Council is a Board of 24 volunteer Directors, representing all aspects of our food system from local producers and consumers, social justice and environmental non-profit organizations, to dietitians and statewide organizations. We formally began working to strengthen Virginia's local and

regional food systems in late 2007. Our mission is to help ensure that all Virginians have access to healthy, affordable food grown right here in Virginia by:

- Educating and communicating to the public, the food system stakeholders, and to key decision makers, a sustainable food system's impact on health, economic development, natural resources, and social well-being.
- Examining how food is produced, distributed, and consumed throughout Virginia's localities and regions, in order to expedite connections and identify barriers to improvement.
- Making policy recommendations and implementing networking strategies to improve the availability and accessibility of safe, nutrient-rich foods to Virginians in all areas.

KEY PROGRAMS/INITIATIVES/SERVICES

- *\$10-a-week Campaign* – A campaign to encourage local residents to incorporate more local food into their diets. The campaign offers tips on finding local food in the community, eating local on a budget, eating local year-round, and nutrition.

CONTACT INFORMATION

Virginia Food System Council
410 East Water Street, Suite 700
Charlottesville, VA 22903
Contact: Spencer Neale, Chair
<http://virginiafoodsystemcouncil.org/>

Virginia Grain Producers Association

OVERVIEW DESCRIPTION

The Virginia Grain Producers Association (VGPA) represents Virginia's corn and small grains producers. VGPA's strategic plan focuses on Market Infrastructure, Media, Influence and Information Technology. The association's resources combined with staff and Board efforts include leadership meetings and travel, five annual events and producer programs implemented to support busy grain producers and Virginia's corn and small grains industries.

CONTACT INFORMATION

Virginia Grain Producers Association
2201 West Main Street
Richmond, VA 23220

Contact: Katie Hellebush, VGPA Executive Director (katie@virginiagrains.com or (804) 726-6022)
<http://www.virginiagrains.com/>

Virginia Independent Consumers & Farmers Association

VICFA was started by a handful of individuals in central Virginia who are deeply concerned about the over-regulation of small farm sales direct to consumers. Consumers were, in fact, being denied their right to have fresh, wholesome foods from farmers whom they knew and trusted. Incorporated in April of 2001 as a non-profit corporation, VICFA's mission statement was and remains: "To promote and preserve unregulated direct farmer-to-consumer trade that fosters availability of locally-grown or home-produced food products."

CONTACT INFORMATION

Virginia Independent Consumers & Farmers Association
P.O. Box 6838
Charlottesville, VA 22906
(804) 366-6051
Contact: Lois Smith, President
<http://www.vicfa.org>

Virginia State Dairywomen's Association

The goal of the Virginia State Dairywomen's Association (VSDA) is to provide information about the dairy industry and its producers in Virginia.

CONTACT INFORMATION

Virginia State Dairywomen's Association
P.O. Box 29
104 North Main St.
Bridgewater, VA 22812
(540) 828-6960
Contact: Cline Brubaker, President
<http://www.vsdaonline.com>