

NEW RIVER VALLEY AGRICULTURE & AGRITOURISM

PLANNING FOR AN AGRICULTURE FUTURE IN SOUTHWEST VIRGINIA



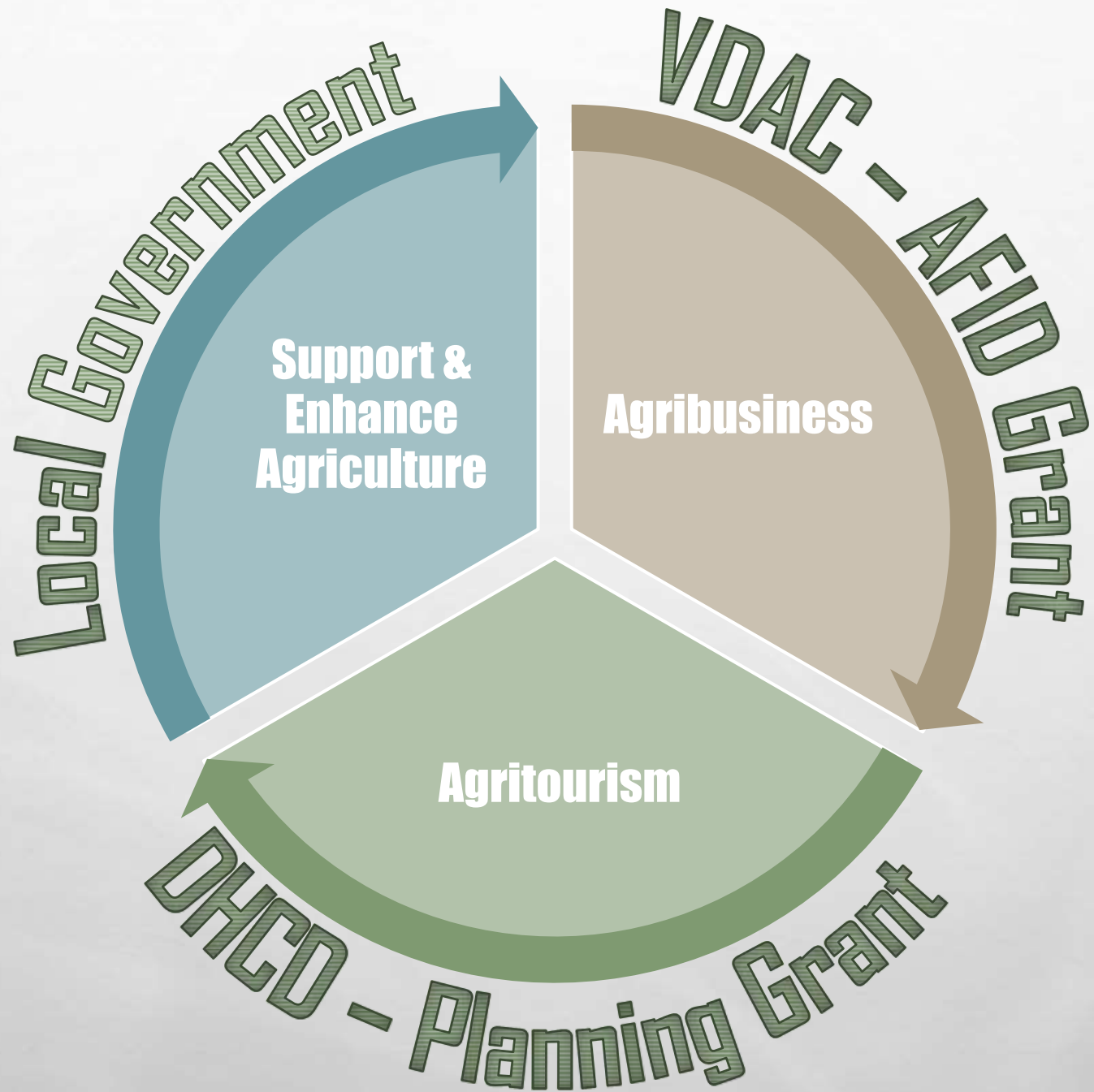
NEW RIVER VALLEY

AGRICULTURE & AGRITOURISM STRATEGIC PLAN

Elijah Sharp
NRV Regional Commission

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540.639.9313



COLLABORATION – PRIMARY FUNDING



\$35,000

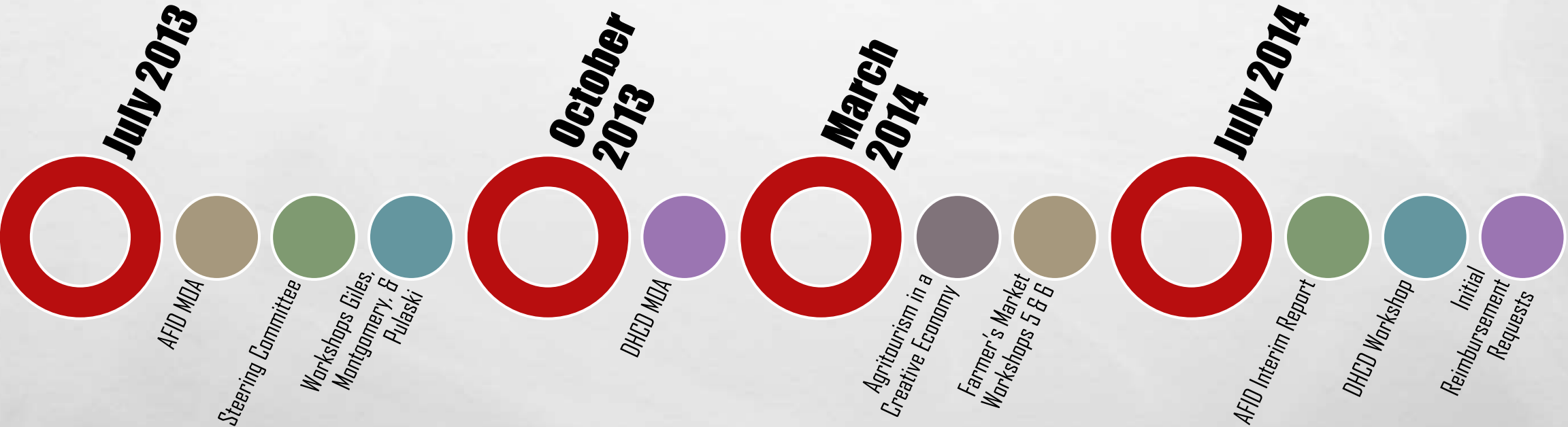
\$30,000

\$11,667

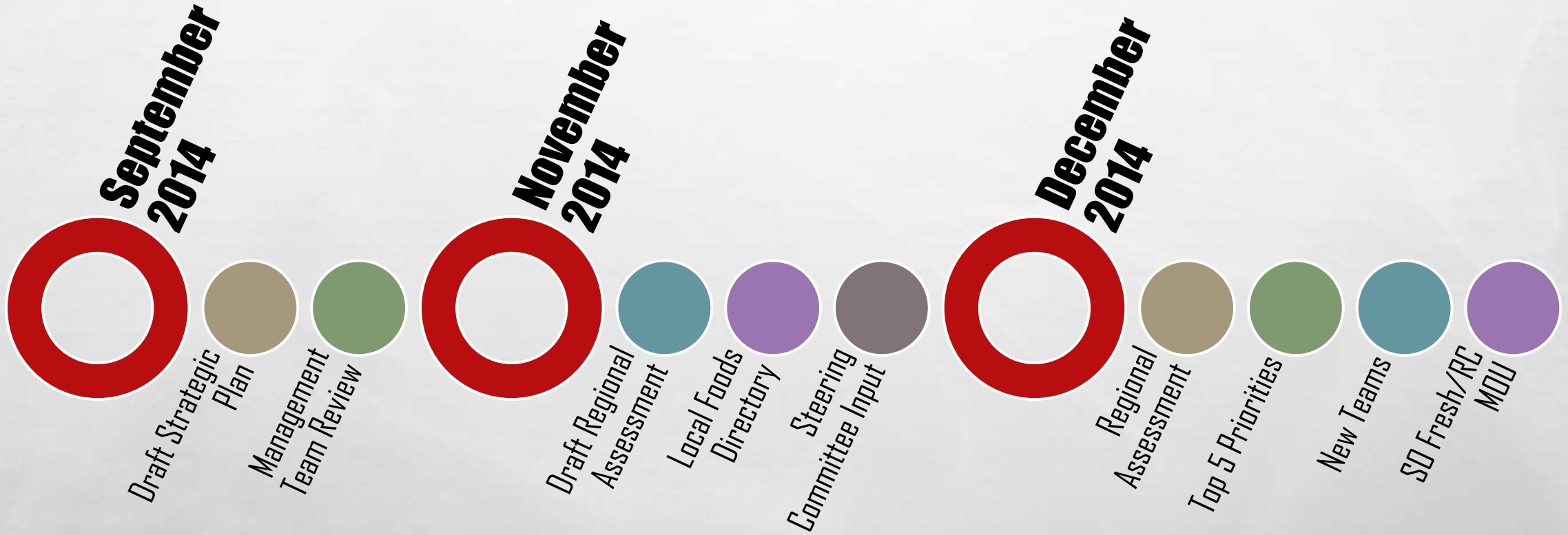
\$11,667

\$11,667

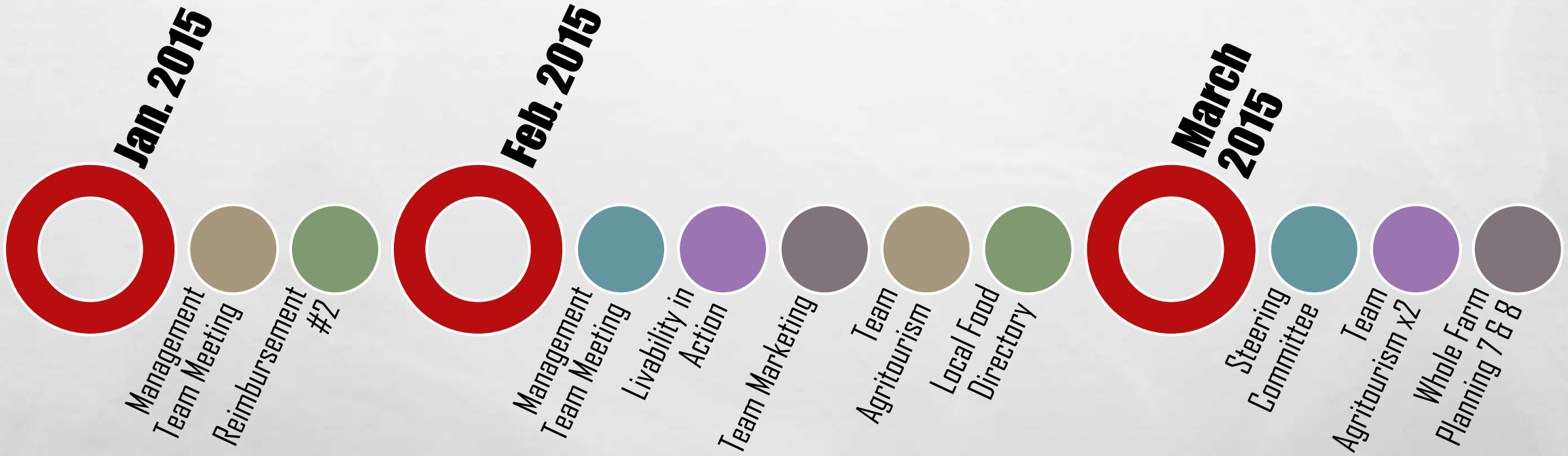
PROJECT TIMELINE



PROJECT TIMELINE



PROJECT TIMELINE



PROJECT TIMELINE

Apr. 2015

- State Ag-Conference x4
- Management Team Meeting
- Team Agritourism Plan of Work
- Cattle Risk Management 9

May 2015

- Draft Agribusiness Plan of Work
- Farm Management 10
- NRV Produce Safety 11
- NRV Meat Coalition

June 2015

- Draft Strategic Plan
- 4-H Livestock 12
- Steering Committee
- DHGD Final Report

PROJECT TIMELINE

July 2015



DHCD Funding
Expired



Branding
Workshop



Ag-Conference
Planning



AUG 2015



Branding
Workshop



Ag-Conference
Planning



Final Strategic
Plan Edits



Sep 2015



Southwest Ag-
Conference



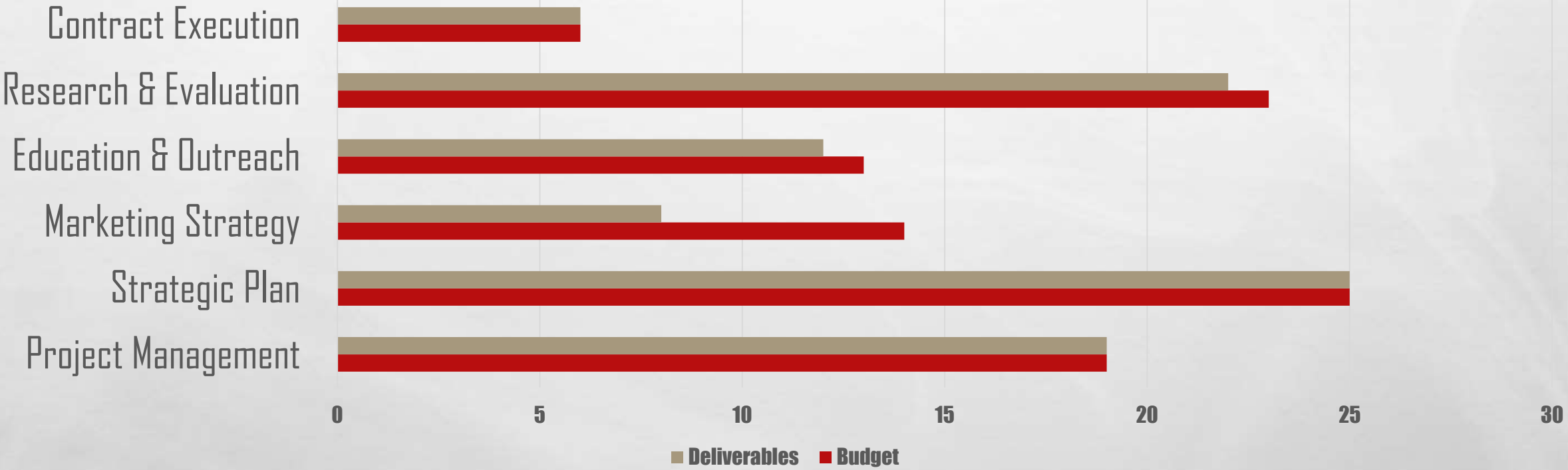
Branding
Unveiled



Final Report to
AFID

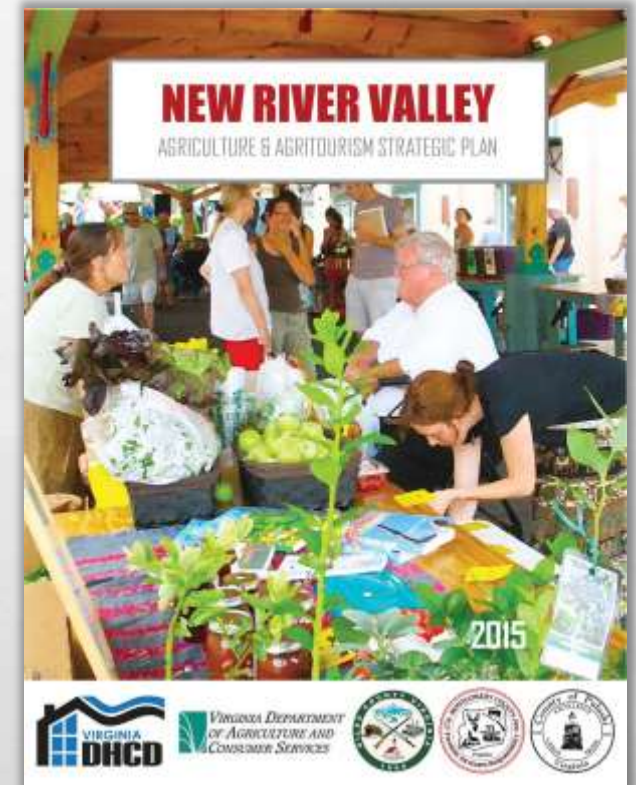


BUDGET VS. GRANT DELIVERABLES



NRV MANAGEMENT TEAM STRATEGY

- IDENTIFY AGRICULTURE ASSETS IN COMMUNITY
- DEVELOP A PLAN OF WORK FOR AGRIBUSINESS
- DEVELOP A PLAN OF WORK FOR AGRITOURISM
- DEVELOP A BRAND/IDENTITY



AGRICULTURE IN VIRGINIA

- VIRGINIA'S LARGEST & OLDEST INDUSTRY
- \$52 BILLION (ANNUALLY)
- 357,000 JOBS
- FACING A DECLINE OF MARKET VALUE

NOTE: DATA COURTESY OF VIRGINIA COOPERATIVE EXTENSION, 2014.

AGRICULTURE IN THE NEW RIVER VALLEY

- BEEF AND FORESTRY/TIMBER = LARGEST SECTORS
- \$60 MILLION (ANNUALLY)
- 1,426 FARMS
- 269,442 ACRES OF FARMLAND
- AVERAGE FARMER AGE = 57

NOTE: DATA COURTESY OF VIRGINIA COOPERATIVE EXTENSION, 2014.

AGRIBUSINESS – PLAN OF WORK

- AGRICULTURE DEVELOPMENT BOARD(S)
- PRODUCTION INFRASTRUCTURE FOR MEATS & PRODUCE
- SMALL PRODUCER NETWORK(S)
- OPPORTUNITIES FOR BEGINNING FARMERS
- WHOLE FARM PLANNING TEAMS

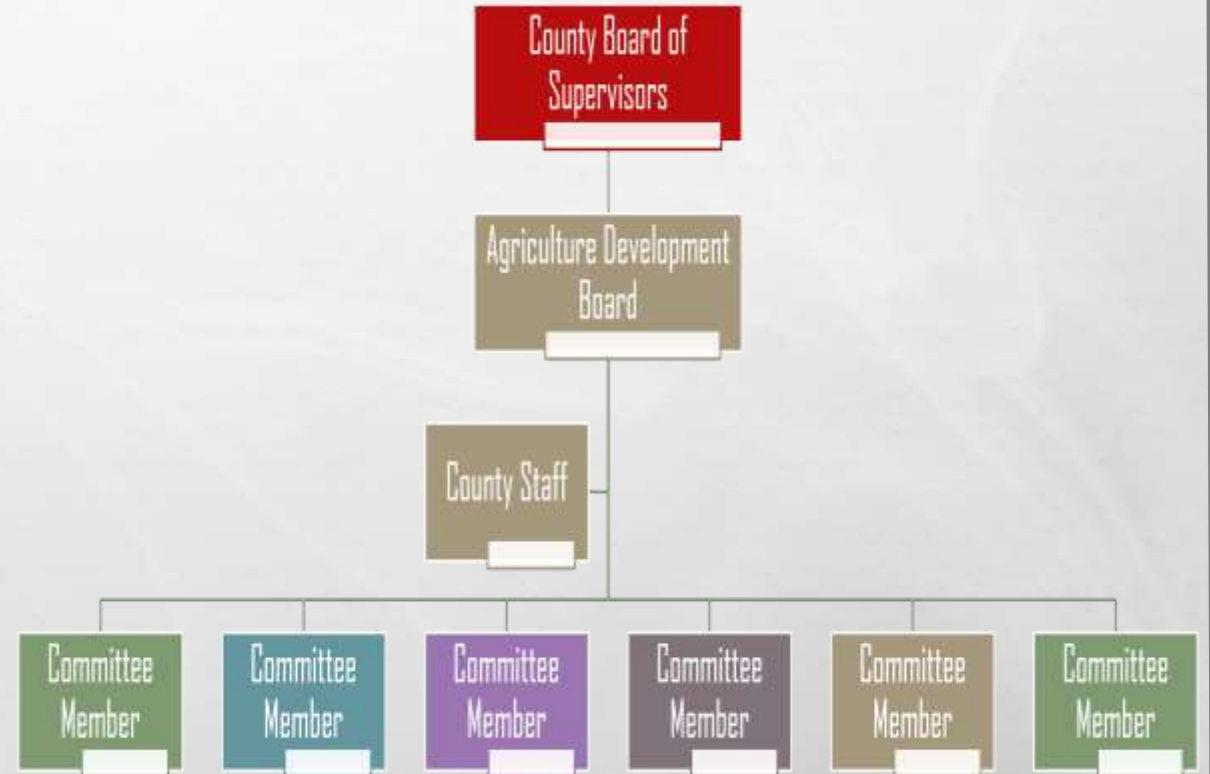
AGRICULTURE DEVELOPMENT BOARD

WHAT: COUNTY-LEVEL, LINKED TO B.O.S.

OUTCOME: LINK LOCAL GOVERNMENT TO AG-COMMUNITY

TIMELINE: JUNE 2016

WHO: COUNTY ADMINISTRATION, B.O.S.



PRODUCTION INFRASTRUCTURE

WHAT: PROCESSING FACILITY

OUTCOME: FACILITY PLAN, COST ANALYSIS,
BUSINESS PLAN, & COMMUNITY SUPPORT

TIMELINE: JUNE 2018

WHO: ADB, VDACS, NRHRC&D, NRV MEAT
COALITION, & DATA FROM LOCAL PARTNERS



**Transportation
Costs and
animal stress**







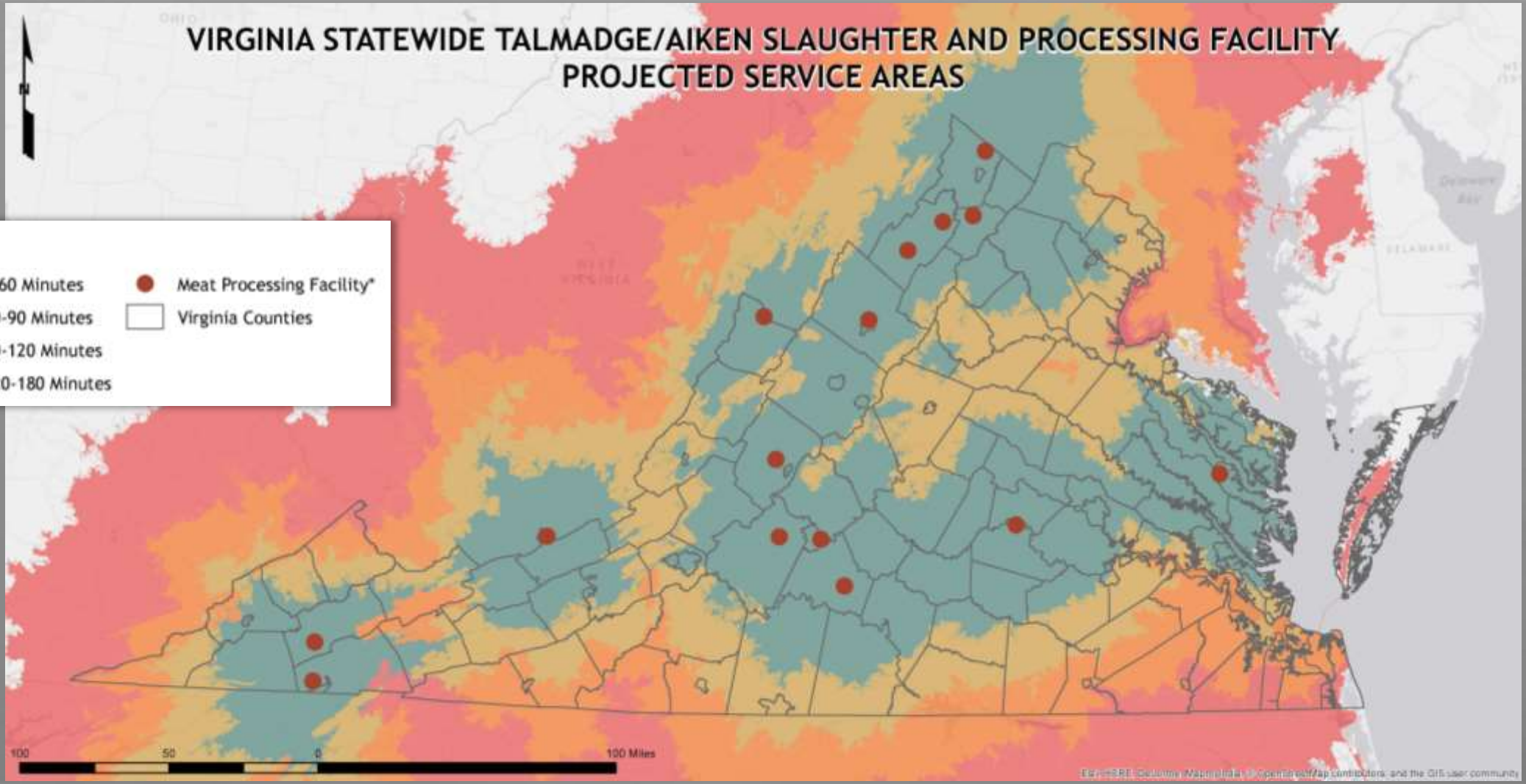
**Accessibility,
increase tax
revenue, and
opportunity**



VIRGINIA STATEWIDE TALMADGE/AIKEN SLAUGHTER AND PROCESSING FACILITY PROJECTED SERVICE AREAS

Legend

 0-60 Minutes	 Meat Processing Facility*
 60-90 Minutes	 Virginia Counties
 90-120 Minutes	
 120-180 Minutes	



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PRODUCTION INFRASTRUCTURE

Kelli H. Scott

**Virginia Cooperative Extension – Montgomery County
Agriculture & Natural Resources**

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540.382.5790



Virginia Cooperative Extension

Virginia Tech • Virginia State University

VIRGINIA Beginning Farmer & Rancher COALITION PROGRAM



Appalachian Virginia Food System Network



AGRITOURISM IN VIRGINIA

DEFINED BY VIRGINIA CODE SECTION 3.2-6400: ANY ACTIVITY ON A FARM THAT ALLOWS MEMBERS OF THE GENERAL PUBLIC ON PROPERTY.

- GENERATED OVER \$21.2 BILLION IN 2012
- TOURISM VISITORS:
 - 1.4 MILLION IN 2007
 - 2.3 MILLION IN 2012

NOTE: DATA COURTESY OF VIRGINIA COOPERATIVE EXTENSION, 2014.

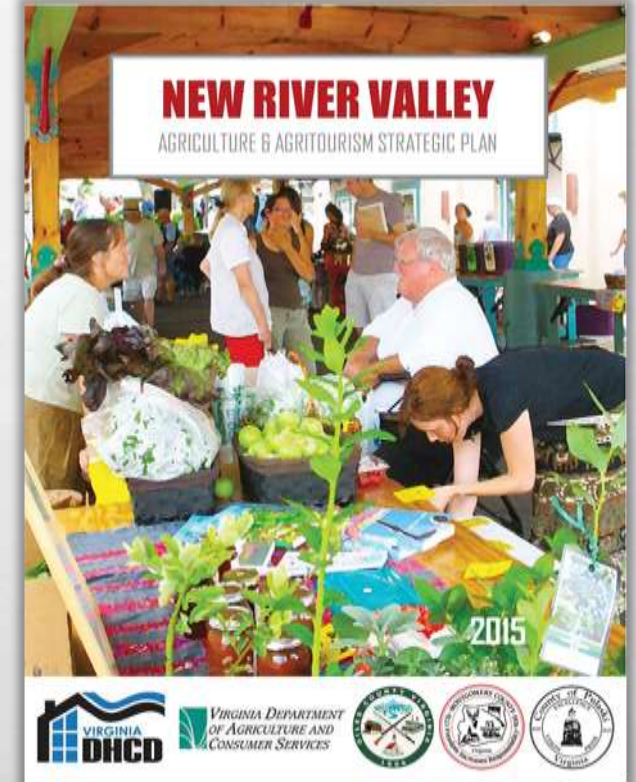
AGRITOURISM IN THE NRV

- CREATES OPPORTUNITIES FOR FARMS TO DIVERSIFY INCOME
 - ADDITIONAL EARNINGS HELP OFFSET LOSSES IN DIFFICULT GROWING SEASONS
- 47% OF VENUE USERS WILLING TO TRAVEL 30-60 MINUTES
- 65% SPEND \$11-\$30 AT EACH VENUE

NOTE: DATA COURTESY OF VIRGINIA TECH DEPARTMENT OF AGRICULTURE AND APPLIED ECONOMICS, 2015. *EXPLORING CONSUMER INTEREST IN AGRITOURISM VENUES LOCATED IN THE NEW RIVER VALLEY.*

AGRITOURISM – PLAN OF WORK

- PLAN OF WORK
 - DEVELOP AND ENHANCE MARKETING STRATEGIES
 - INCREASE NUMBER OF FESTIVALS/EVENTS
 - CREATE AN INTERACTIVE WEB-BASED TOOL TO PROMOTE & GROW AGRITOURISM
 - PROVIDE EDUCATIONAL OPPORTUNITIES
 - INCREASE ON-FARM DIRECT SALES OF LOCAL PRODUCTS



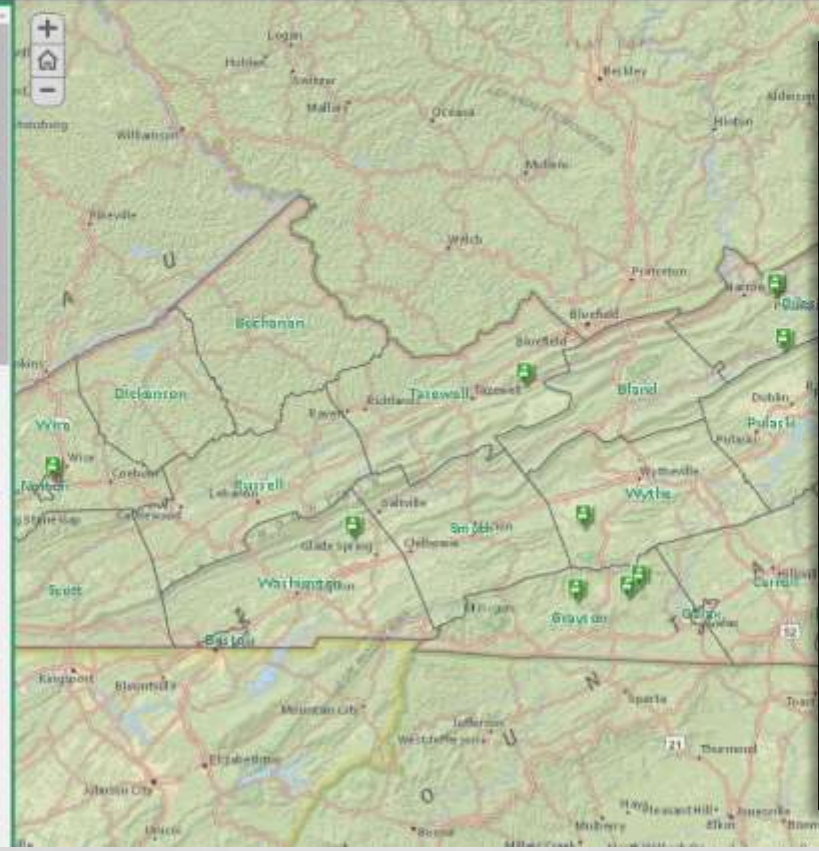
SOUTHWESTERN VIRGINIA **LOCAL FOODS GUIDE**

SOUTHWESTERN VIRGINIA LOCAL FOODS GUIDE

Locally Produced
Locally Sold



- Producers/ Areas
- Vegetables, Fruits, Herbs
- Meats
- Dairy, Eggs, Honey
- Wine, Beer, Cider, Mead
- Baked Goods, Preserves, Salsa
- Plants
- Farmers Markets
- CSA, Local Foods
- Restaurants
- Agritourism, Pick Your Own



NRV Farm

Logo Here

Products not available at this location

[Website](#)

We started in 2012 on a few thousand square feet and are now growing 4 acres. We practice permaculture, which mean we try to be more sustainable than organic and harness nature's power. We sell at the Blacksburg Farmers Market, Wednesdays and Saturdays and have a farm share. We do farm-to-table seasonal cooking with our produce at market. Unfortunately, we don't encourage on farm sales because of our long and crazy driveway. Come see us at market or contact us about joining the farm share!

Contact:

INTERACTIVE WEB-BASED TOOLS

EDUCATIONAL OPPORTUNITIES

WHAT: EDUCATION PROGRAMS, NETWORKING, MARKETING, & SHARING RESOURCES

OUTCOME: PROGRAMS, SKILLED FARMERS, LOCAL FOOD BUYERS, & REFERENCE MATERIALS

TIMELINE: FEBRUARY 2016

WHO: VCE, VA BEGINNING FARMER, NRHRC&D, VDAC, SO FRESH, & LOCAL FARM COMMUNITY

Twilight Series #2

VIRGINIA Beginning Farmer & Rancher COALITION PROGRAM



Join Us for a Twilight Farm Walk at Brann-King Farms on Tuesday, July 28th from 6-8pm.

We will be discussing:

- ☞ Pumpkin Production
- ☞ Wheat, Corn, Soybean Production & Rotation
- ☞ Leasing Farmland Options and Ideas
- ☞ Wholesale Marketing

RSVPs are Necessary

Kelli H. Scott
Virginia Cooperative Extension - Montgomery County
kescott1@vt.edu
540-382-5790



Light refreshments will be provided.




New River Valley Agriculture & Tourism Consortium

Workshop is generously provided by Seish Springs located in Giles, VA.

For more info on Seish Springs, visit: www.seishspringfarm.com

Fresh Lunch is provided by Freshness/Market located in Blacksburg, VA.

Agritourism programming in Virginia is co-sponsored by:

- Virginia Department of Agriculture & Consumer Services
- Virginia Department of Housing & Community Development
- Virginia Cooperative Extension
- Virginia Tourism

Thursday, March 20th
9:30am - 4pm

Seish Springs Farm
3320 Nolley Rd.
Giles VA

From Downtown Christiansburg, take Franklin Pike South for 2 miles until it becomes Pitt Mt. Road - Distance 2.6 miles. Turn Right onto Nolley Rd. Follow it 3.9 miles to 3020 on Left. Look for signs and take gravel drive 0.8 mile to large barn. Parking in front of barn.

New River Valley Agriculture & Tourism Consortium

540-382-5790

SAVE THE DATE

DHCO

Planning for an Agriculture Future in Southwest Virginia

September 21-22, 2015
Virginia Tech Skelton Conference Center



Jim Skelton, Secretary of Agriculture & Forestry, Task Force on the future of local food sales, food processing for farm enterprises, and production infrastructure. The event will feature guest speakers from all parts of Virginia. Enjoy the scenic road character of the area with local farm-to-table options.

Lisa Bleakley
Montgomery County Tourism Director
bleakleyts@montgomerycountymd.gov
540.394.2120

DEVELOPING OUR BRAND/IDENTITY

- WHILE SPEAKING TO AGRITOURISTS AND LOCAL RESIDENTS, THE REGIONAL BRAND WILL ENCOURAGE STAKEHOLDERS TO COOPERATE IN BUILDING STRONG EXPERIENCES AND A LARGER AGRITOURISM ECONOMY.
- IDENTIFYING CONSUMER SEGMENTS & STRATEGIES

DEVELOPING OUR BRAND/IDENTITY

- AGRITOURISM IS THRIVING IN VIRGINIA
 - NUMBER OF FARMS OFFERING SOME FORM OF AGRITOURISM HAS INCREASED 42% FROM 2007-2012
 - INCOME INCREASED \$2.3M OVER SAME PERIOD
- NRV ACTIVITIES INCREASED 27%-400% (BY COUNTY)

DEVELOPING OUR BRAND/IDENTITY

- CONSUMER SEGMENTS
 - 55% FEMALE
 - 67.8% LIVE IN NON-URBAN AREAS
 - 83% HAVE A HIGH SCHOOL DIPLOMA OR BACHELOR'S DEGREE
 - 69% WILLING TO DRIVE 50 MILES EACH WAY

DEVELOPING OUR BRAND/IDENTITY

- CONSUMER: “EAT LOCAL”
 - GREEN TREND
 - INTERESTED IN FOODS WITH LOCAL SOURCES
- CONSUMER: “DIRECT-TO-CONSUMER MARKETING”
 - CSA, U-PICK, FARMERS MARKET, ROADSIDE STANDS

DEVELOPING OUR BRAND/IDENTITY

- CONSUMER: “FOODLE”
 - PEOPLE WHO ENJOY COOKING AND ENJOYING SUBTLE FLAVORS OF FOOD.
 - SEEK OUT FRESH AND DISTINCTIVE FOODS BOTH AT HOME AND WHEN DINING IN RESTAURANTS

DEVELOPING OUR BRAND/IDENTITY

- CONSUMER: “HOMESTEADING”
 - MILLENNIAL LED
 - PREPARING FOOD, CLOTHES, AND FURNISHINGS THEMSELVES
- CONSUMER: “ORGANIC EATING”
 - VEGETARIANS AND OTHER SELECTIVE INDIVIDUALS

DEVELOPING OUR BRAND/IDENTITY

- CONSUMER PROFILES, WHO'S INTERESTED:
 - UPSCALE OLDER/MIDDLE AGE WITH OR WITHOUT KIDS
 - COLLEGE EDUCATED
 - DUAL INCOMES
 - BUY LATEST TECHNOLOGY
 - ACTIVE LIFESTYLES

DEVELOPING OUR BRAND/IDENTITY

- NRV POPULATION: 179,000 RESIDENTS
- NRV MARKET: 50,984 MATCH WELL/TARGET CONSUMER
- VIRGINIA TECH/RADFORD UNIVERSITY VISITORS
- PASSING THROUGH I-81
- FLOYD-FESTERS: 12,000

DEVELOPING OUR BRAND/IDENTITY

- COMMUNICATING EFFORTS OF THIS PROJECT WITH RACK CARD.

NEW RIVER VALLEY FARMERS MARKETS

Blacksburg Farmers Market
www.blacksburgfarmersmarket.com
101 Drake Road/Seaboard | 540-233-8291
Apr through Oct | Sat. 9 a.m. to 2 p.m., Weds. 2 to 7 p.m.
Nov through Dec | Sat. 9 a.m. to 2 p.m., Weds. 2 to 6 p.m.
Jan through March | Sat. 9 a.m. to 2 p.m.

Christiansburg Farmers Market
www.Christiansburg.org/farmersMarket
Downtown Christiansburg - Hickok Street
May through Oct | Thurs. 3 to 7 p.m.

Community Market of Blacksburg
www.TheCommunityFarmersMarket.com
141 South Main Street | 540-888-3720
Apr through Dec | Tues. 9 a.m. to 2 p.m., Sat. 9 a.m. to 2 p.m.

Floyd Farmers Market
www.FloydFarmersMarket.org
215 South Leard Street | 540-746-7333
May through Oct | Sat. 9 a.m. to 1 p.m.

Marketplace in Pulaski
www.PulaskiChamber.com/TheMarketPlace/event_directory
201 South Washington Avenue | 540-674-2911
May through Oct | Tues. 4 p.m. to 8 p.m.

Narrows Farmers Market
www.LoveOfNarrows.org
Marion Street | 540-326-1423
Apr through Oct | Thurs. 7 a.m. to 5 p.m., Sat. 9 a.m. to 2 p.m.

Pearisburg Farmers Market
1401 Riverside Avenue | 540-927-6340
May through Oct | Sat. 9 a.m. to 2 p.m., Third Thurs. 4 to 8 p.m.

Radford Farmers Market
www.RadfordChamber.com
1100 Block Downtown | 540-625-2202
May through Oct | Sat. 8 a.m. to 1 p.m.

Shaversville Farmers Market
www.ShaversvilleFarmersMarket.website.com
263 Algonquin Spring Road
May through Oct | Sat. 9 a.m. to 12 p.m.

NEW RIVER VALLEY FARMERS MARKETS

Grown with care

The New River Valley Agriculture and Tourism Consortium received a Governor's Agriculture and Forestry Industry Development Fund (AIFID) planning grant, and a grant from the Virginia Dept. of Housing and Community Development. Funding from both grants was used to prepare a strategic plan focusing on expanding agricultural economic development opportunities in the Counties of Giles, Montgomery and Pulaski.

The strategic plan addresses both agribusiness and agritourism in the Counties. Key recommendations for agribusiness includes:

- Support local educational programs
- Explore production infrastructure opportunities
- Enhance marketing strategies
- Develop and join agriculture development boards

Key recommendations for agritourism includes:

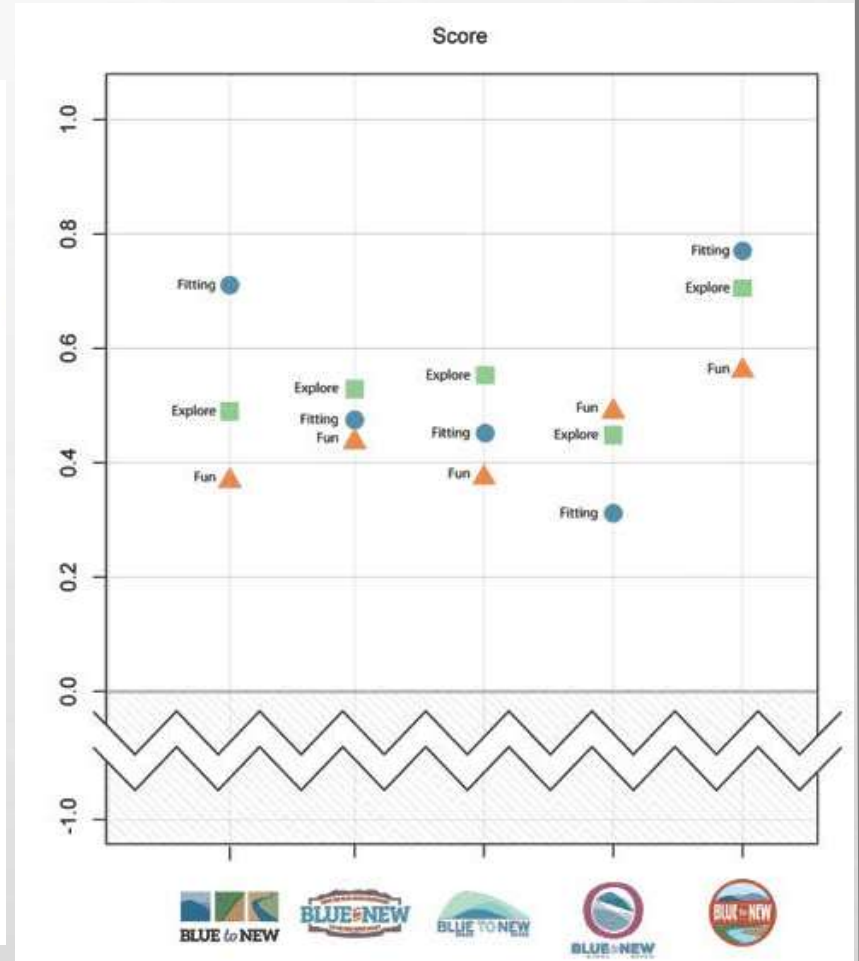
- Gain a better understanding of local agriculture assets in each community
- Develop a plan of work that will support and enhance agritourism in the region

Accomplishing the goals and strategies will preserve and promote the positive impacts that agriculture and agritourism offer our community.

To learn more about this project, please contact the NRW Regional Commission at 540-639-9313.

For an interactive local foods guide to southwest Virginia, visit www.SWVAfresh.org/food-producers

DEVELOPING OUR BRAND/IDENTITY



**QUESTIONS OR
COMMENTS?**