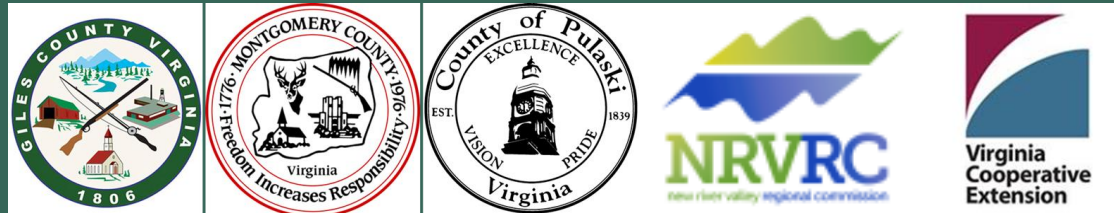


BLUE TO NEW REGIONAL BRAND *PLANNING FOR AN AGRICULTURE FUTURE IN THE NEW RIVER VALLEY OF VIRGINIA*

A COLLABORATIVE STRATEGIC PLANNING PROJECT AROUND AGRIBUSINESS AND AGRITOURISM IN GILES, PULASKI, MONTGOMERY, AND FLOYD COUNTIES



KELLI H. SCOTT – VIRGINIA COOPERATIVE EXTENSION

Objectives:

- Paint the picture of agriculture for the New River Valley
- Highlight Blue to New, a regional Agritourism & Agribusiness branding campaign in the NRV.
- Panel Discussion w Tourism



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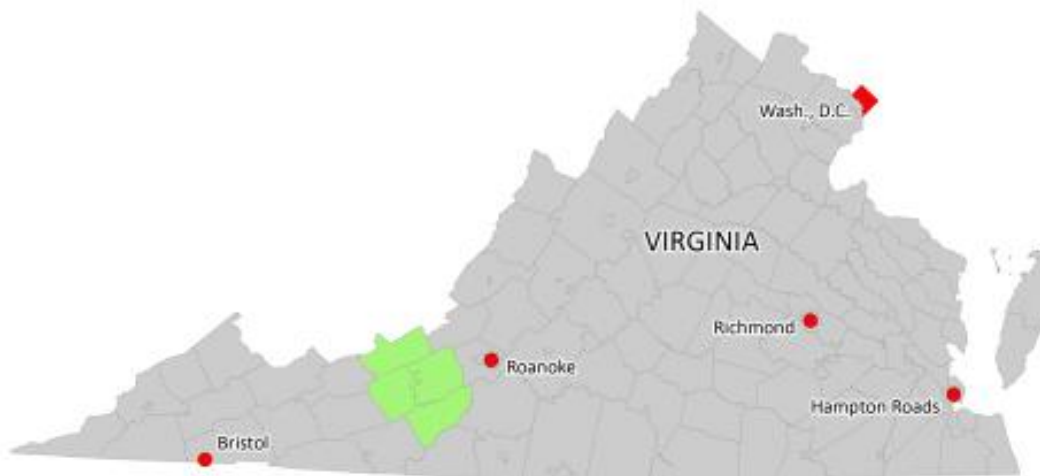
LAY OF THE LAND



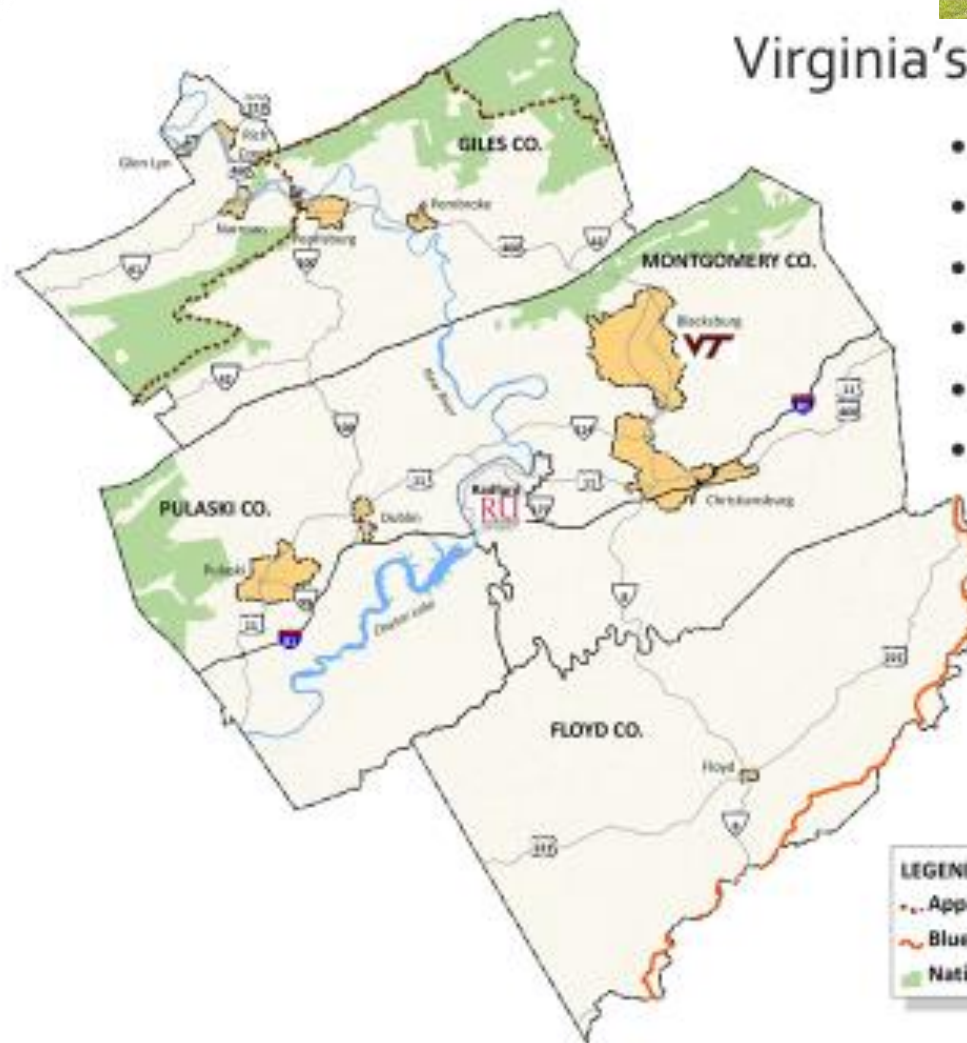
Grown to
explore
taste
savor
enjoy
love



Virginia's New River Valley



Regional Commission Boundary



Virginia's New River Valley

- Population: 179,967
- 4 Counties
- 1 City
- 10 Towns
- Virginia Tech
- Radford University



WHAT IS PRODUCED IN THE NEW RIVER VALLEY?



- Beef
- Hay/Forage
(grass based systems to support beef)
- Sheep
- Goats
- Grain (Wheat, Barley, Corn)
- Vegetables
- Pumpkins
- Grapes
- Tree Fruit
- Forestry
- Open, Natural Land and Waterways – Recreation





VT
VIRGINIA TECH.



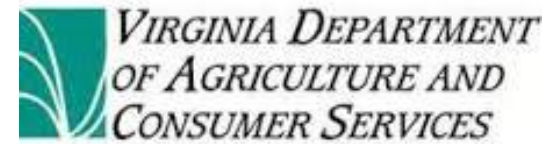
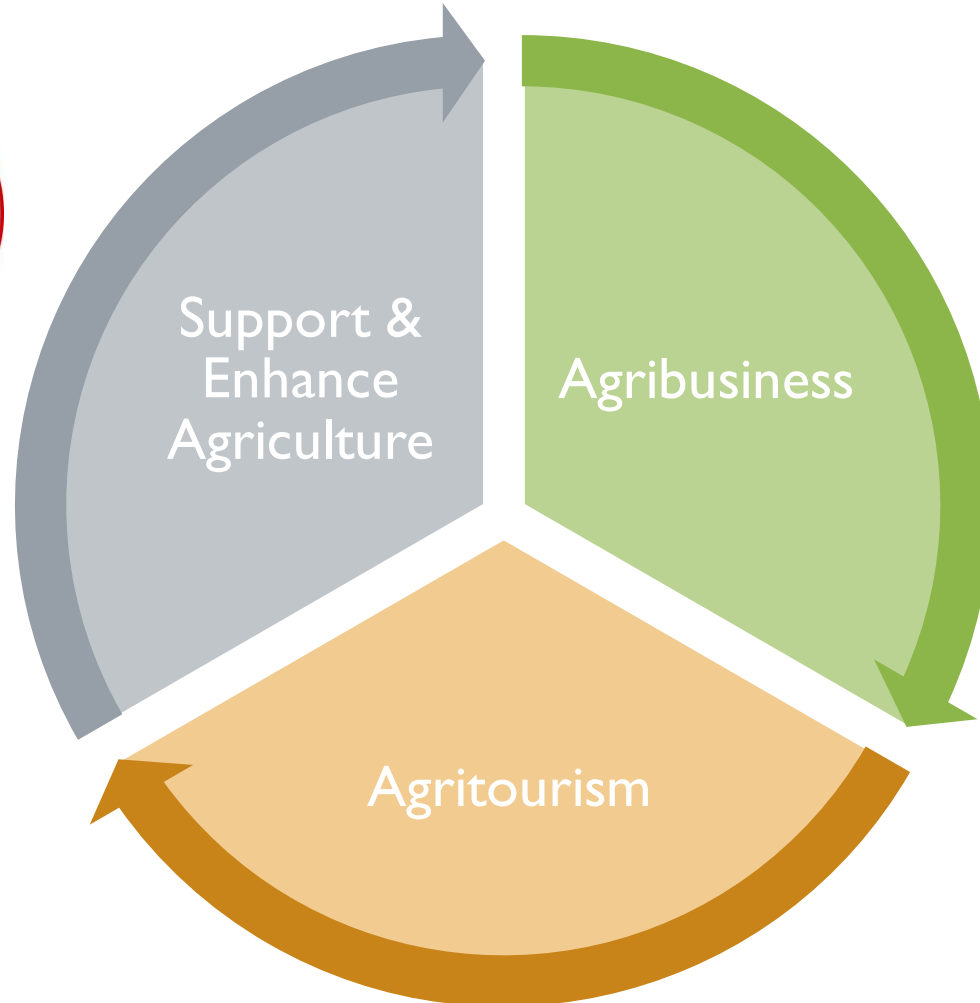
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PARTNERS



\$35,000



\$35,000



\$30,000

AG SECTORS OF THE NRV - IDENTIFIED BY THE STRATEGIC PLAN

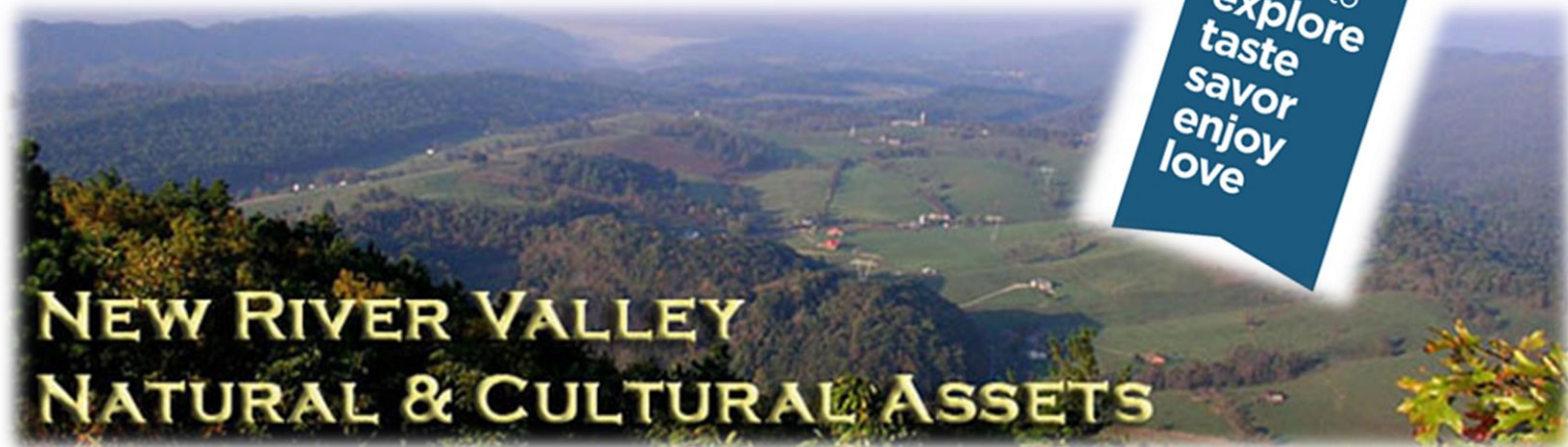


- Beef and forestry/timber are the largest agriculture sectors, generating over \$60 million annually.
- Also a focus on grape production to support the Virginia Wine Industry and Agritourism.
- Floyd, Giles, Montgomery, and Pulaski Counties have a total of farms, 2,289 farms with nearly 414,657 acres of farmland.
- Regionally, the population is aging and the average aged farmer is 57.



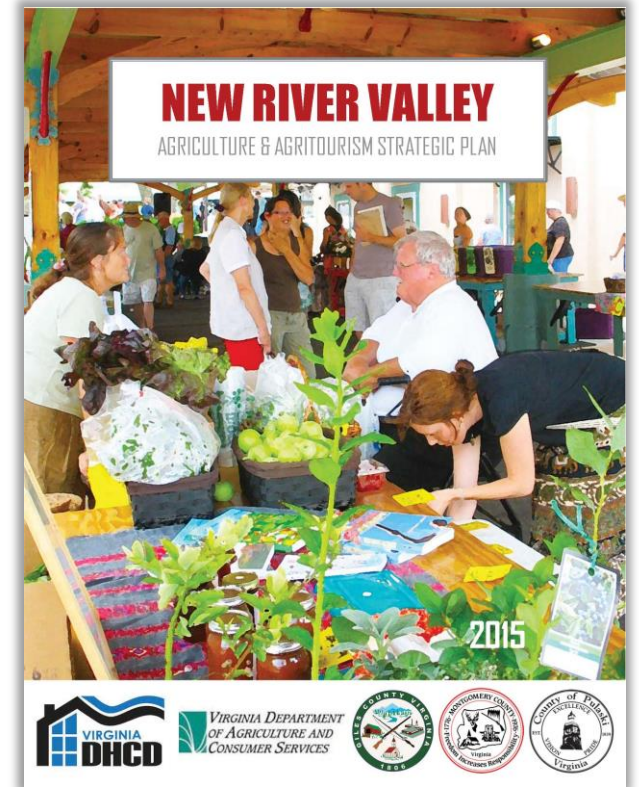
THE WAY OF LIFE IN THE NRV

- Agriculture is not only an economic driver in our region, but also provides the **sense of place** and **rural character** the citizens and visitors desire.
- We value green, open space
- Quite, lower paced life
- Connection with Nature



NRV REGIONAL PRIORITIES

- Identify our agriculture assets
- Develop a plan of work for agribusiness
- Develop a plan of work for agritourism
- Develop a brand/identity



AGRIBUSINESS PLAN OF WORK: TOP 5 PRIORITIES

- Agriculture Development Board(s)
- Production infrastructure for meats & produce
- Small producer network(s)
- Opportunities for beginning farmers
- Whole farm planning teams



AGRITOURISM PLAN OF WORK: TOP 5 PRIORITIES

- Develop & enhance marketing strategies
- Increase number of festivals/events
- Create an interactive web-based tool
- Provide educational opportunities
- Increase on-farm direct sales of local products



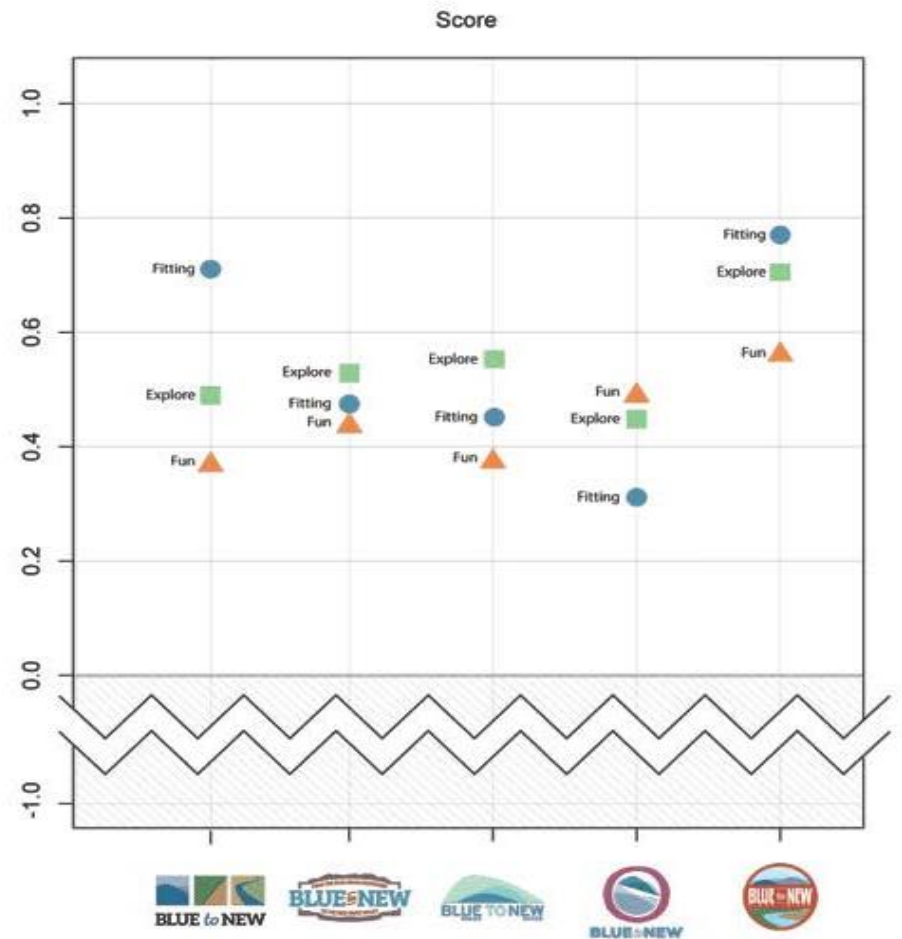
MARKETING



Is the Brand a good fit for the demographics and interests of the agri-tourist?

Is the Brand able to deliver on the promise to the consumer?

MARKETING



IDENTIFYING AGRICULTURE ASSETS



FARMERS MARKET CONT.

Southwest Virginia Farmers' Market/ Carroll County

Kevin Semones, Market Manager
www.farmersmarket.chillonet.com
farmersmarket@carrollcountyva.org
Hillsville, VA 24343 (760) 728-5540
Located at 497 Farmers Market Drive in Hillsville, Virginia, just off of I-77 at Exit 14. We are open year-round, 7 days a week from 8 am to 5 pm. We offer a large selection of fresh, local produce, baked goods, honey, canned products, meats, plants and flowers, and a variety of local arts & crafts.

Vinton Farmers Market

www.vintonva.gov
Mary Beth Layman 540-983-0613
mbhlayman@vintonva.gov
204 West Lee Avenue in downtown Vinton
April-December, Monday-Saturday, open daylight hours; Sunday, 12pm-6pm. (call or email for fall 2010 updated hours). Fresh produce, handmade crafts, artwork, plants, baked goods daily.

Wytheville Farmers Market

Stacie Richert
Wytheville, VA 24382 276-389-9306
Located at 355 East Main Street in downtown Wytheville.
June - October, Saturdays 9am-1pm. Locally grown vegetables, fruits, and cut flowers along with meats, eggs, honey, and a variety of baked goods.

Agrarian Acres

Paolo Scardina (Farmer P)
3610 Hawley Rd Christiansburg, VA 24073
540-230-3408 Montgomery County
www.agrarianacres.com farmerp@agrarianacres.com
Agrarian Acres farm, located in the heart of Montgomery County, provides families throughout the NRV with the finest possible sustenance. Farmer P raises grass-grown beef, plump pastured poultry, free ranging eggs, scrumptious wackies, and piggy wiggles. Live stock and pastures are grown via organic methods, and some non-organic options are available for price conscious consumers. We have pet foods, too. There are home delivery options, or we'll see you at the markets.

Anderson Grass-Fed Farms

765 Whackertown Dr. Bland, VA 24315
276-682-4435 http://www.andersongrassfed.com Bland County
We are a three generation old-fashion hard work farm. The farm sells custom beef, USDA beef, chickens, eggs, maple syrup, jams, and if we get lucky sometime -- honey. We also do agri-tourism. Grass-fed beef is our primary focus and we are moving to being totally sustainable.

Blueberry Hill Warren

Lydia Warren
4540 Shelbourne Road Radford, VA 24141
540-639-1739 Paliski County
chickenberry@gmail.com
Berries available late June through mid-July, and free-range eggs year round. The berries are pesticide free. We sell by the pound and provide picking buckets and a purposeful, novel "backyard" setting. Usually open Monday through Saturday from 8am to 6pm. No Sunday picking.

Bright Farm LLC

Larry and Debby Bright
794 Spangler Mill Road Floyd, VA 24091
540-745-5790 Floyd County
bright@svwa.net
Antibiotic- and growth hormone-free, pasture - raised pork, poultry, and beef. Beef is grass fed and finished - no grain.

Big Oak Angus Beef

Jerry and Margaret Smith
4425 Old Rough Road Riner, VA 24149
540-382-7284 Montgomery County
100% grass-fed beef, no feedlot sales by appointment.

Brush Creek Aquaponics

Andy and Ralph Birkenmaier
PO Box 71 Pilot, VA 24138
540-384-1456 Montgomery County
BrushCreekAquaponics.com BrushCreekAquaponics@verizon.net
Antibiotic-free pasture-raised duck eggs, produced by Riverbend Duck and her happy, healthy sliders in Riner, VA. Find our duck eggs, soaps, cards, bookmarks, buttons and other fun and soothing items at the Shawsville Farmers Market and the Meadowbrook Market, or connect directly.

Brush Creek Buffalo Farm

Jim Phillips
5629 Brush Creek Road Riner, VA 24149
540-381-2779 Montgomery County
www.bhbuffalofarm.com bhbuffalo@aol.com
Antibiotic-free, mostly grass-fed buffalo. Off-farm sales, Annie Kay's, Harvest Moon, Sweet Providence Farm, Sharkey's, Bogens, Big Al's, Riverrim.

Cassell Family Farms

1940 Queens Knob Wytheville, VA 24382
766-228-7966 Wayne County
We offer year-round local naturally grown beef with no hormones and no antibiotics. We have steaks, roasts, and ground beef. We have a cow-calf operation and raise our own beef from birth to your freezer. The beef is state inspected.

Cavalier Farms

Brute and Tressa Caldwell
421 Coles Knob Road Pilot, VA 24138
540-651-3919 Floyd County
cavalier@svwa.net
Beef, pork, lamb (seasonal), free-range chicken (seasonal), and eggs. No antibiotics. Non-GMO feed organic vegetables, Apples, pears, cherries and blueberries. Baked goods, jams, jellies, honey and vegetable and bedding plants. Blacksburg Farmers Market, on-farm sales by appointment only.



Virginia Cooperative Extension

A partnership of Virginia Tech and Virginia State University www.ext.vt.edu



NRV Local Food Coalition

Ellen Stewart 540-239-8290
bfarmersmarket@gmail.com
NRV LFD Planning Team: A collaboration of community members and organizations committed to increasing awareness, access, and purchase of locally produced foods.



Slow Food Blue Ridge

Promoting good, clean, and fair food in the New River Valley

megan@shadowlakevillage.org



Accelerating land-based businesses

NEW RIVER VALLEY FOOD DIRECTORY

2nd Edition

An Informative Guide to Finding Locally Produced Foods

Blacksburg Farmers Market

Mike Burton Director, Setting Floyd
Blacksburg, VA 24060 540-239-8230
www.bfarmersmarket@gmail.com
540-250-0111 Floyd County
susan@floydva.com mikel@floydva.com
Located in Market Square Park at the corner of Draper Rd and Roanoke St in downtown Blacksburg.
January-March, Saturdays 10am-2pm; April-October, Wednesdays 2-7pm and Saturdays 8am-2pm; November-December, Wednesdays 2-7pm and Saturdays 9am-2pm. Wide variety of local produce, meats, eggs, cheese, honey, baked goods, cut flowers, plants, and local crafts.

Bland County Farmers Market

591 Main Street (downtown Bland)
Bland, VA 24315
Hours of Operation: June - October, Saturdays, 9am-1pm.
Locally grown vegetables, fruits, meats, eggs, honey, maple syrup, etc.

Bluefield, VA Farmers Market

Star Carr
Bluefield, VA 24605 276-988-9090
Located on Thorn Street in downtown Bluefield, VA. Open the first Friday in May to the last Friday in October from 8:00-12:00. Locally grown vegetables, fruits, plants, and cut flowers along with chicken, duck, and ostrich eggs, meats, baked and canned goods, honey, and crafts.

Carroll County

farmersmarket.chillonet.com
farmersmarket@carrollcountyva.org
Farmers market selling local produce and other goods. Open year round.

Catawba Valley Farmers Market

Christy Gabbard VT Earthworks
Catawba, VA 24070 540-767-6114
Located at the Catawba Valley General Store on Route 311 in the village of Catawba.
Open June-October on Wednesdays from 4pm-7pm. Offering local produce, meats, eggs, baked goods, and other local products.

Floyd Farmers Market

Mike Burton Director, Setting Floyd
483 Lanes Road NE, Cheek, VA 24070
540-250-0111 Floyd County
susan@floydva.com mikel@floydva.com
The Floyd Farmers Market will operate in downtown Floyd under the Community Market Pavilion each Saturday morning, 9am - noon, beginning in May and operate through the growing season.

Grandin Village Community Market

www.grandinvillage.com/market/bsheet
Brent Cochran 540-597-2914
brent@roanokenaturalfoods.coop
Westover Avenue, behind "Star'n Turf" restaurant in Grandin Village area of Roanoke.
May-October, Saturdays, 8am-12pm. We have local primarily organic produce, pastured beef, lamb, and poultry, fresh trout, goat cheese, fresh baked goods, and cut flowers. Featuring artists from 100 miles of our location.

Meadowbrook Market

Michael Hemphill
267 Alleghany Springs Rd. Shawsville, VA 540-268-1623 or 540-556-2879 Montgomery County
www.eastmontva.com
michael@eastmontva.com
Meadowbrook Market is located inside the Williams YMCA at the Meadowbrook Center in Shawsville. Hours are Mon - Fri 6am-8pm, Sat 7am-1pm and Sun 11am-3pm. The market features local produce, including organic, pasture-free meats, dried herbs, honey, jams, baked goods, and plants. It is open to buyers, vendors, and artists. It is open to buyers, vendors, and artists. It is open to buyers, vendors, and artists.

Narrows Farmers Market

www.townofnarrows.org/farmersmarket.html
Jessie Parrell
540-726-2421 jessieparrell@townofnarrows.org
Monroe Street in downtown Narrows, April-October, selling days are Monday through Saturday, 9am-4pm

Pulaski Farmers Market

Shirley Bandy
67 Commerce Street Pulaski, VA 24301
540-994-0200 Pulaski County
pulaskifarmersmarket@gmail.com
Seasonal produce, plants, baked goods, honey, jams and jellies, handmade jewelry, and crafts. Entertainment and food trucks and lunch items. Located outside the Maple Shade Shopping Center.

Radford Farmers Market

Becky Hant 540-736-3668
www.mountainradford.com/bsheet@mainstreetradford.org
Newtown Square public park and lot, East Main Street, downtown Radford. May-October, Saturdays 8am-1pm. A variety of locally grown produce, plants, meats, crafts and goodies.

Roanoke City Market

www.downtonroanoke.org/market.htm
540-942-2028, ext 15
Intersection of Campbell Avenue and Market Street in downtown Roanoke. Open year-round, Monday-Saturday, 8am-5pm and Sunday, 10am-4pm, closed only for Christmas and New Year's. Fresh fruits, vegetables, flowers, plants, variety of fresh meats, handcrafted jewelry and other art objects.

Salem Farmers Market

www.salemva.gov/depts/streets/market/
Alice Aspin 540-375-4098
alice@cityofsaalem.com
Corner of Main and Broad Streets in downtown Salem. April-December, Monday-Saturday, dawn to dusk. Fresh produce, home-baked goods, fresh cut flowers, honey, eggs, preserves, jams and jellies.

Shawsville Farmers Market

Marcia Nevels
267 Alleghany Springs Rd. Shawsville, VA 24162
540-556-2879 Montgomery County
mnevels@montva.com
Located outside The Meadowbrook Center and Meadowbrook Public Library in Shawsville. Hours of operation are May 1st, first and third Tuesdays, from 4-7 pm. Fresh produce, eggs, plants, dry treats, dried herbs, honey, jams, baked goods, gourmet goodies, grass-finished beef, vegetable plants and locally-made crafts and artwork.

MEAT, DAIRY, AND EGGS



Thank you to our sponsors and partnering organizations. Visit us on Facebook at NRV Local Food Guide.

FARMERS MARKETS



ASSET INVENTORY: LINKING THE COMMUNITIES HIDDEN GEMS



Grown to
explore
taste
savor
enjoy
love

SOUTHWESTERN VIRGINIA LOCAL FOODS GUIDE

Locally Produced,
Locally Sold



Map created by



This local foods guide
is a project of



Producers/Farms

Vegetables, Fruits, Herbs

Meats

Dairy, Eggs, Honey

Wine, Beer, Cider, Mead, Coffee

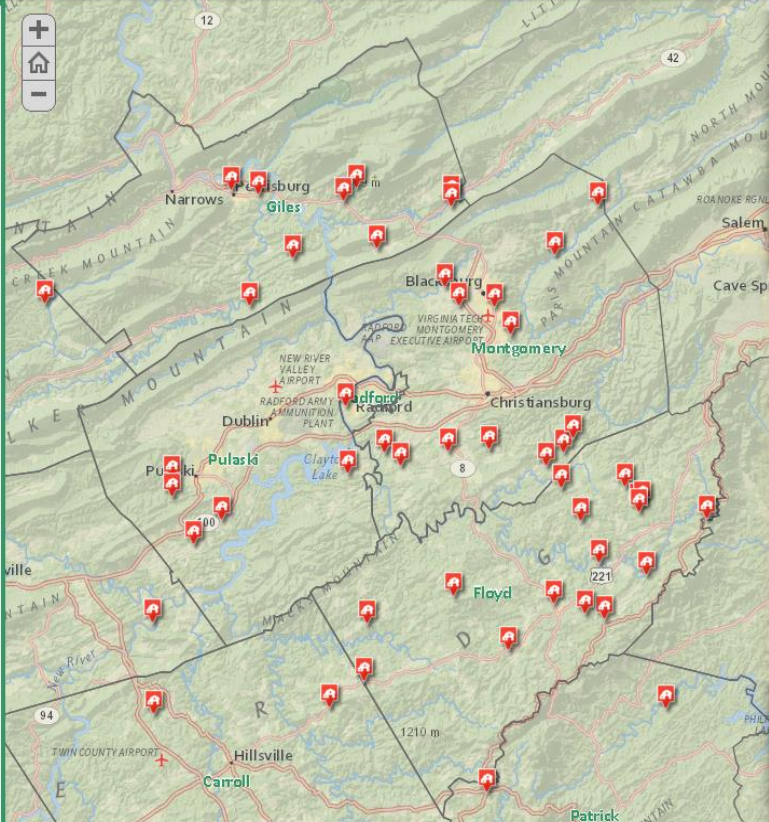
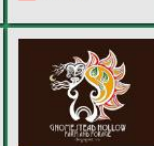
Baked Goods, Preserves, Salsa

Plants

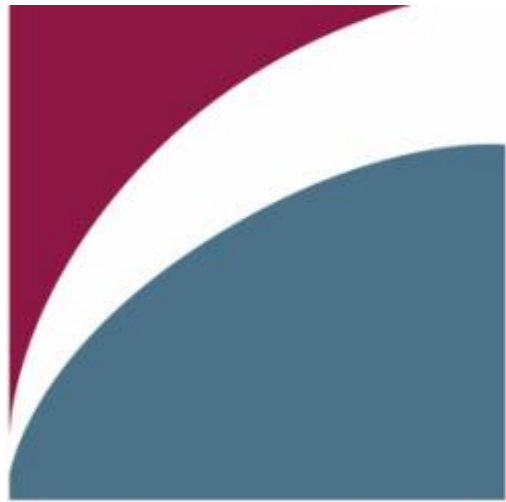
Farmers Market

CSA, Local Foods Restaurants

Agritourism, Pick Your Own



COLLABORATIVE PROCESS



**Virginia
Cooperative
Extension**

Virginia Tech
Virginia State University
www.ext.vt.edu



LISA BLEAKLEY – MONTGOMERY COUNTY REGIONAL TOURISM

- Tourism and Agriculture
- Marketing
 - Branding
- Regional Collaboration



Lisa Bleakley

540-394-2120 Ext. 4225

bleakleyts@montgomerycountyva.gov

www.gotomontva.com



Giles

VIRGINIA'S
MOUNTAIN
PLAYGROUND™

NEW RIVER
WATER TRAIL™

www.gilescounty.org

www.newriverwatertrail.com

Cora Gnegy
Tourism Marketing Director
cgnegy@gilescounty.org
540-921-2079



PEGGY WHITE – PULASKI COUNTY CHAMBER OF COMMERCE



Peggy White
4440 Cleburne Boulevard
Suite B
Dublin, VA 24084
540-674-1991
info@pulaskichamber.info

TOURISM AND AGRICULTURE- THE ODD COUPLE?



Grown to
explore
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TOURISM AND AGRICULTURE: THE ODD COUPLE?



TOURISM AND AGRICULTURE: THE ODD COUPLE?



QUESTIONS?

Thank You!