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
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
Virginia’s New River Valley

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

Regional Commission Boundary
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
PARTNERS

NRVRC
new river valley regional commission

Support & Enhance Agriculture

Agribusiness

Agritourism

Virginia Department of Agriculture and Consumer Services

$35,000

$30,000

$35,000
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.
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?
IDENTIFYING AGRICULTURE ASSETS

FARMERS MARKET CONT.

Southeastern Virginia Farmer's Market - Carol County
Kiva Farm, 119 W. 1st St., 23030. (540) 549-2909.
View the market online at: www.carolkivafarm.com

Vinton Farmers Market
301 S. Main St., 24179. (540) 856-9313.
Open every Thursday, 3-7 PM, from April 23 through November 12.

Wytheville Farmer's Market
305 S. Main St., 24382. (276) 676-2662.
Open every Thursday, 3-7 PM, from April 23 through November 12.

FARMERS MARKET DIRECTORY

New River Valley Food Directory
An Informative Guide to Finding Locally Produced Foods
New River Valley Farmers Markets
Northern Virginia Asia 

New River Valley Food Co-op
5021 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

FARMERS MARKETS

Bluegrass Hill Farms
305 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

Braddock Valley Farm
305 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

Brown & Sons Farm
305 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

Cedar Grove Farm
305 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

Cedar Grove Foods Farm
305 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

Cranberry Farm
305 S. Main St., 24382.
Open every Thursday, 3-7 PM, from April 23 through November 12.

FARMERS MARKETS

Thank you to our sponsors and partnering organizations. Visit us on Facebook at NRV Local Food Guide.
ASSET INVENTORY: LINKING THE COMMUNITIES HIDDEN GEMS

SOUTHWESTERN VIRGINIA LOCAL FOODS GUIDE

NEW RIVER VALLEY LOCAL FOOD ASSETS
LISA BLEAKLEY – MONTGOMERY COUNTY REGIONAL TOURISM

- Tourism and Agriculture
- Marketing
- Branding
- Regional Collaboration

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TOURISM AND AGRICULTURE - THE ODD COUPLE?
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Thank You!