

CREATING HEALTHY, VITAL COMMUNITIES

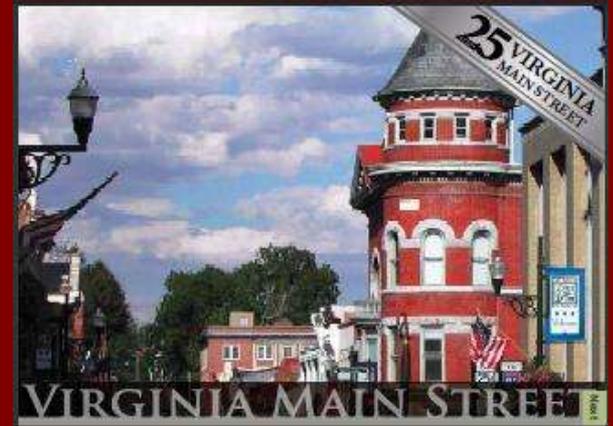


Leanne DuBois
Promotions and Marketing Division

Stephen Versen
Agriculture and Forestry Development Services

Trends At The Intersection Of Food And Downtown

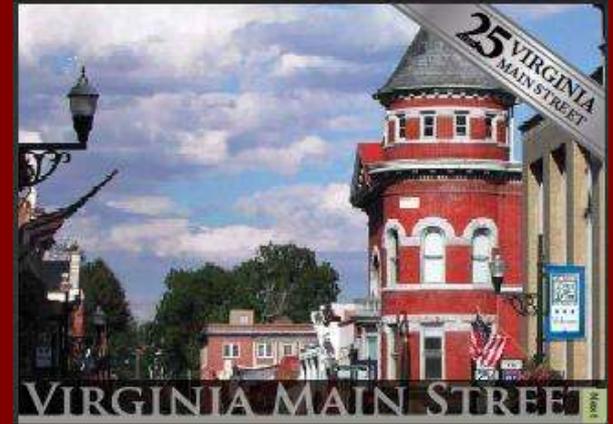
- Farm to Fork Dinners
- Hyperlocal
- Health and Wellness
- Children's Culinary
- Farmers Markets



VIRGINIA MAIN STREET
2009 Annual Report

Trends At The Intersection Of Food And Downtown

- Gorilla Gardening
- Virtual Farms
- Wedding Destinations
- Hyperlocal Cocktails
- Urban Chickens



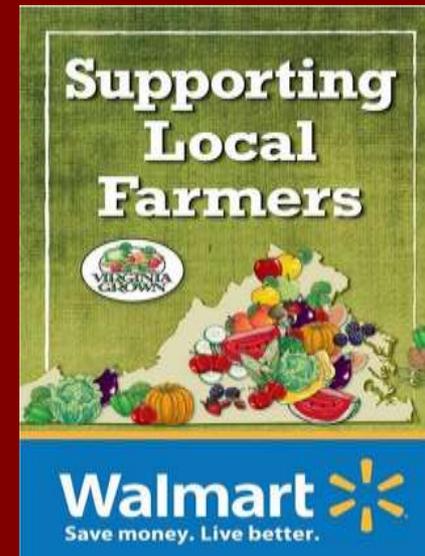
VIRGINIA MAIN STREET
2010 Annual Report

Local Food is No Small Potatoes: Farmers Rake in Almost \$5 Billion

40% of all fruit and vegetable producers are now selling locally

The bulk of the new sales came from supermarkets and restaurants

Represents 2 % of American agricultural sales. The rest — 98%— comes largely from sales of big commodities like soybeans and corn



***The Rise of the 'Locavore'
How the strengthening local food movement in towns across the U.S. is reshaping farms and food retailing***

Kudos to the Local Food Movement!

The market for local food -- food that is produced, processed, distributed and sold within a specific region, is growing.

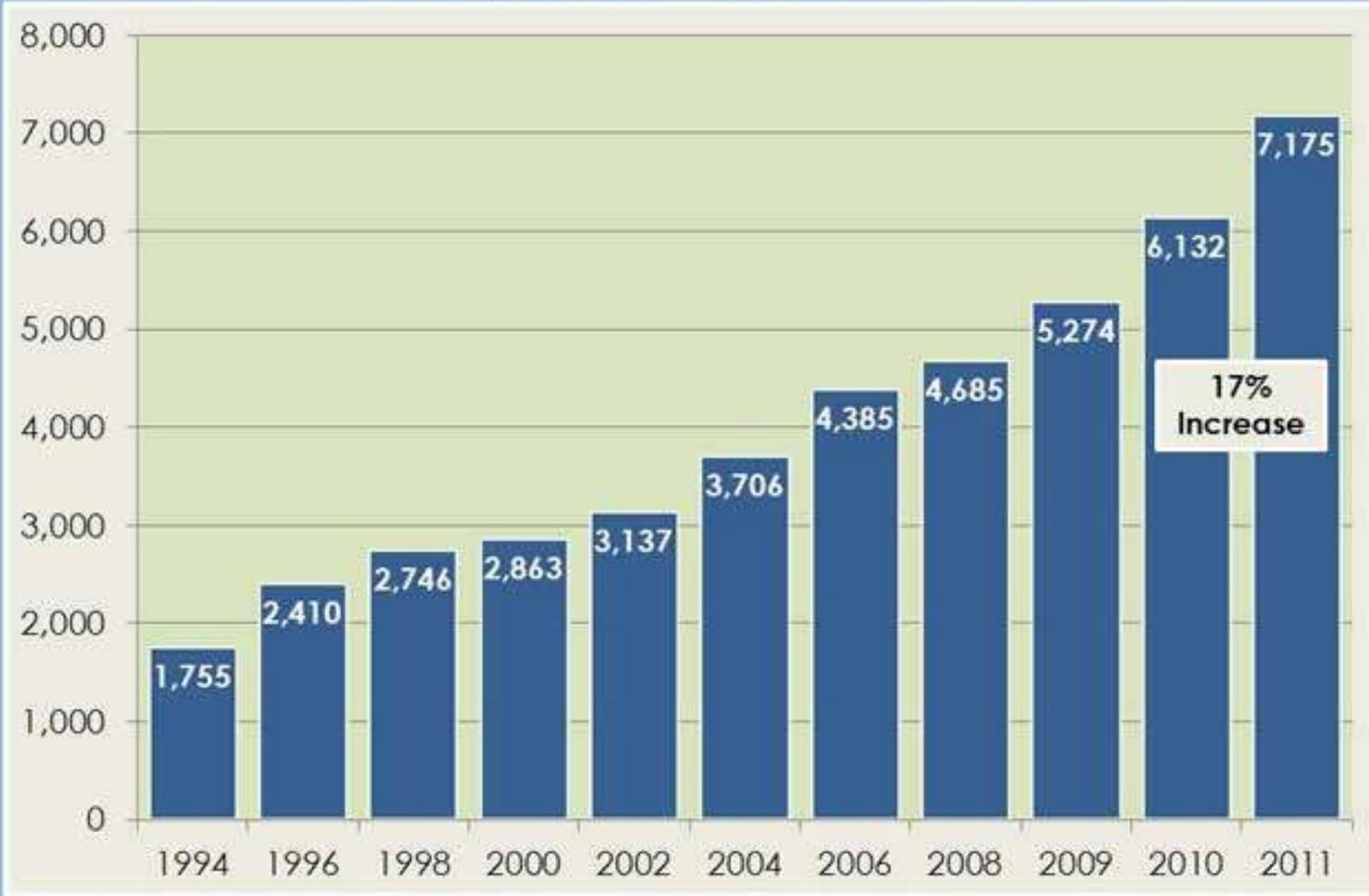
On average, farms reported that local food sales accounted for 61% of their total sales.

Direct sales from farms to consumers has grown by 215% between 1992 and 2008.

Fruit and vegetable farms selling into local and regional markets employ 13 full-time workers per \$1 million in revenue earned, equaling 61,000 jobs in 2008.



Number of Operating Farmers Markets



Source: USDA-AMS-Marketing Services Division

Growth in Virginia's Farmers Markets

Virginia Farmers' Markets – Growth Chart

Year	Number of Farmers Markets	Annual Increase (%)	Cumulative Increase (%)
2005	88 Farmers Markets	##	##
2006	90 Farmers Markets	2%	2.0%
2007	123 Farmers Markets	37%	40%
2008	134 Farmers Markets	9%	52%
2009	171 Farmers Markets	28%	94%
2010	190 Farmers Markets	11 %	116%
2011	198 Farmers Markets	4%	124%
2012	208 Farmers Markets	5%	136%

Choose the Commonwealth

Sourcing & Selling Virginia Food is good business!

Virginia.gov

Governor McDonnell Announces
"Choose the Commonwealth!"

*Encourages Virginia Businesses and
Trade Groups to Incorporate Virginia
Food and Beverage Products in Day-to-
Day Business Operations*



Why Choose the Commonwealth

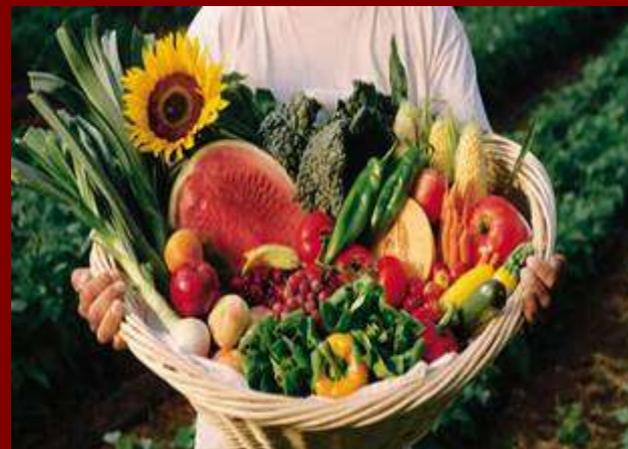
Who's Choosing the Commonwealth

Success Stories

Submit Your Story

Governor's Honor Roll

**How to Choose
the Commonwealth**



Trend Watching

What is Springwise? -Springwise editors scan the globe for smart new business ideas, delivering instant inspiration to entrepreneurial minds. Time to start the next big thing!
www.springwise.com



TrendsSpotting is a Trends Research company. Using a unique combination of marketing research with design focused user experience research, we identify key industry trends, develop marketing insights and provide new product development plan and market leading strategy.

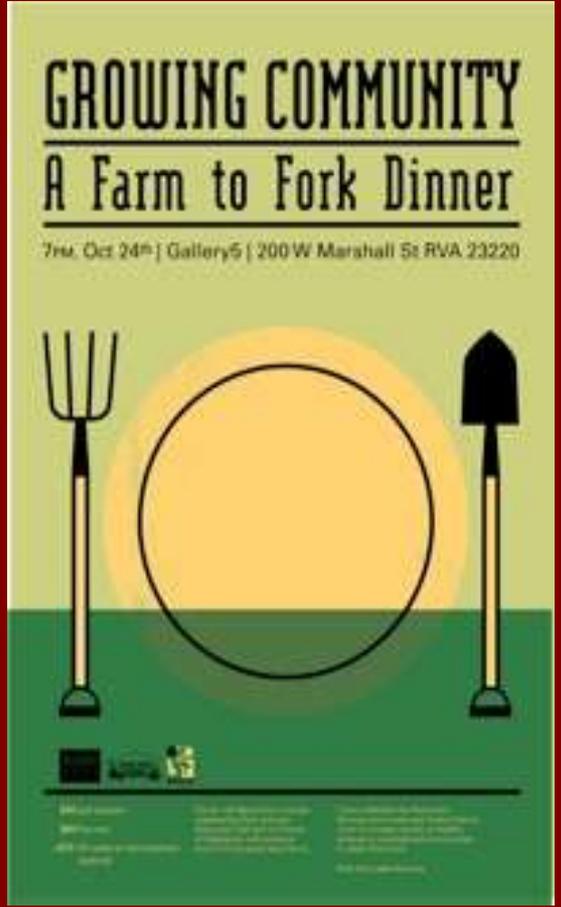
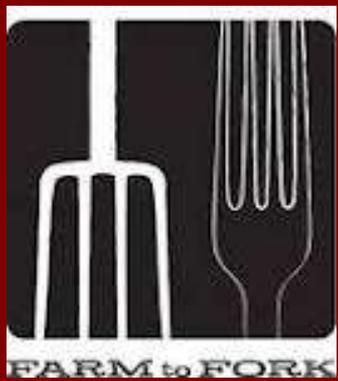


The National Restaurant Association's "What's Hot in 2012"

*Annual survey of chefs by the
National Restaurant Association (NRA).*

1. Locally sourced meats and seafood
2. Locally grown produce
3. Healthful kids' meals
4. Hyper-local items
5. Sustainability as a culinary theme
6. Children's nutrition as a culinary theme
7. Gluten-free/food allergy-conscious items
8. Locally produced wine and beer
9. Sustainable seafood
10. Whole grain items in kids' meals





Agritourism and Community Restoration

Local Food Showcase

Community Celebration

Plan a Summer Series

Featuring Chefs, Restaurants, Wineries



[Farm-to-Fork Loudoun](#) – an 11-day culinary celebration of local food, farming, and fabulous dining in Virginia's beautiful Loudoun County.

Farm-to-Fork *Loudoun* brings together Loudoun's farmers with restaurant chefs and owners to develop new, or strengthen existing, relationships

Participating chefs and restaurant owners have **committed to using at least 70 percent locally sourced food** in a special menu.

Featuring locally grown and raised produce, beef, lamb and poultry, complemented by a selection of Loudoun wine, brew and spirits.



Join RAMW and [Farm-to-Fork Loudoun](#) in an 11-day culinary celebration of local food, farming, and fabulous dining in Virginia's beautiful Loudoun County.

July 26 through August 5



Farm-to-Fork *Loudoun* brings together Loudoun's farmers with restaurant chefs and owners to develop new, or strengthen existing, relationships – a unique camaraderie that helps drive the local

economic engine!

All participating chefs and restaurant owners have **committed to using at least 70 percent locally sourced food** in a special Farm-to-Fork *Loudoun* menu each will develop for patrons who come out to enjoy, featuring some of the county's best locally grown and raised produce, beef, lamb and poultry, complemented by a selection of Loudoun wine, brew and spirits.

[View Participating Restaurants](#)

[View Participating Farms](#)

[View Participating Wineries, Breweries, & Distilleries](#)

Make your reservations at participating restaurants today!

For more information:

www.farmtoforkloudoun.com



is set to become the new buzzword in gastronomy

Means having the character of being oriented around a well defined community with its primary focus directed toward the concerns of its residents.

Refers to the increasing number of 'hyperlocal' commercial establishments that grow their own produce on site, either for use in their menus or to be sold directly to the consumer.





Small-scale farm and food enterprises have thrived by establishing direct relationships with retailers and consumers

Farm Raises Food for Downtown Restaurants

A small farm has big plans to do more than just sell vegetables.



Stop and Taste the Honey...all the honeys



Honeybees Take Jefferson Hotel by Swarm

A hive of honeybees has taken up residence on the roof of Richmond's storied hotel at the behest of Lemaire chef Walter Bundy.

The hotel is the first local business to have a hive installed by beekeeper David Stover and garden consultant Nina Zinn, owner of Urban Backyard Edibles.

250,000 bees atop New York City's Waldorf-Astoria Hotel



Chicago restaurants move toward hyper-local food production



Daniel Greenwald and Isaac Weliver stand on the roof space for their planned garden.

Restaurants are converting standard urban rooftops to green gardens to help reduce their environmental impact and support local food production.





Restaurants

For a restaurant that wishes to add fresh, supremely local ingredients to their menu, we will construct a garden on the premises or grow specialty herbs and vegetables to order (cosmic purple carrots or anise scented basil anyone?).



Ancillary Business Development

There is a a lot of interest in green roofing especially when food production is involved,” said Molly Meyer, owner of **Rooftop Green Works LLC**, a green-roof consulting, design, and installation firm

Beekeeper David Stover and garden consultant Nina Zinn, owner of **Urban Backyard Edibles**.

City Soil - Lightweight soil is designed for rooftop urban gardens



CITYSOIL OFFERS A THRIVING GROWING MEDIUM FOR ALL TYPES OF VEGETATION WITHOUT THE NEED FOR HEAVY AND EXPENSIVE MULTILAYER SYSTEMS

Backyard Farmer specializes in the creation and operation of:
Farms
Gardens
Orchards
Greenhouses
Compost Facilities

URBAN BACKYARD EDIBLES



Urban Farming



Vertical Farming



The Intersection of HEALTH & WELLNESS



Healthy Food, Healthy Hospitals, Healthy Communities.

Unhealthy diets and limited access to fresh fruits and vegetables adversely affect the health of many Americans.

Farmers' Markets and CSAs on Hospital Grounds



A Walk with Doc Program

Physicians, specialists and healthcare professionals from your community will provide support and answer questions.



The Healthy Corner Stores Network

Supports efforts to increase the availability and sales of healthy, affordable foods through small-scale stores

Require stores to actively promote healthy foods, or to restrict or eliminate ads for tobacco and alcohol

Local organizations can provide assistance, health, community development, neighborhood, community food, and youth groups.

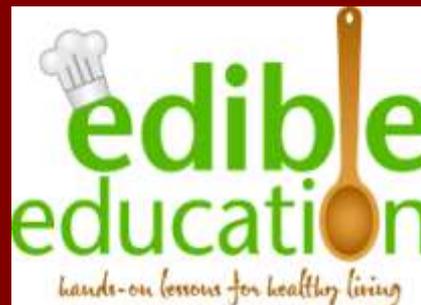
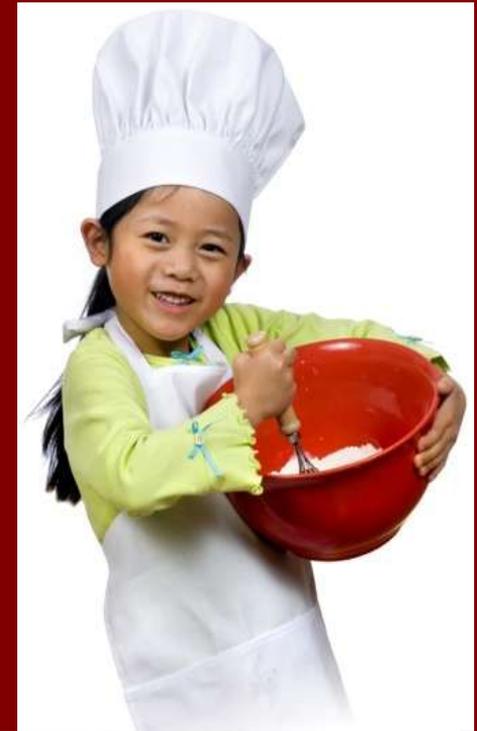


HEALTHY KIDS, HEALTHY COMMUNITIES

Kids Culinary Throwdown with Whole Foods Market

Kids Summer Cooking Camps at Art Centers

Young Chefs' Academy



Farm Fresh Kids At Abingdon Farmers' Market!

Youth Engagement

Community Gardens

Farm Fresh Kids combines education with access, empowering the regions youth by giving children the opportunity to form healthy eating habits

Grant awarded by the HEAL Appalachia Obesity Collaborative



VEGucation



Introduction to Unique Seasonal Vegetables & Fruits



Introducing Children to the Sources of Food

Farm Camp: Would You Pay \$460 to Shovel Crap?

Time Magazine, May 30, 2011

The American Camp Association (ACA) has surveyed its members to report that 83% of day and resident camps have added gardening activities in the past five years, and 19% have launched farming and ranching programs, which include raising animals. "



Farmers Markets

Farmers' markets have taken on the function of a lively new public square.



The attempt to redefine the traditional role of consumer has become an important aspiration of the food movement



The Farmers Market Diet Anti Ageing, Cosmetic, Healthy Hair, Glowing Skin



Peddling produce like ice cream

Mobile Farmers Market serves a community with no easy access to fresh food

In a U.S. neighborhood served by 26 liquor stores but only one grocery, a community group is peddling fresh fruits and vegetables like ice cream.

Loudspeaker plays R&B and puts out the call: "Nutritious, delicious. Brought right to you. We have green and red tomatoes, white and sweet potatoes. We have greens, corn on the cob and cabbage, too."





EBT/SNAP Benefits

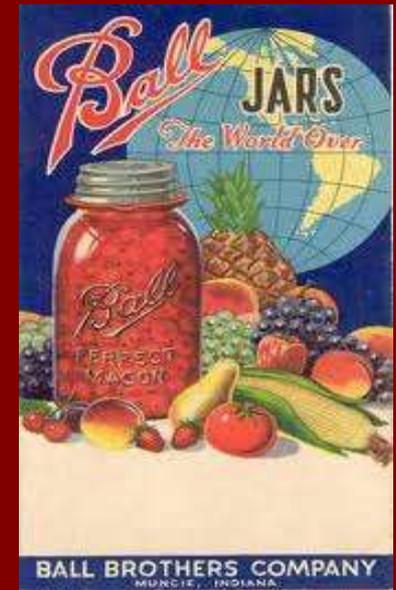
You can now use your
**SNAP, Credit or Debit
Cards at many
Farmers Markets**

EBT: Electronic Benefits Transfer (EBT) is an electronic system that allows participants in the Supplemental Nutrition Assistance Program (SNAP) to authorize transfer of their government benefits from a federal account to a retailer account to pay for fresh foods.



SNAP benefits can be used to buy food or seeds and plants to grow food in a home garden.

Discover You Can...at Farmers Markets!



Community Canning Workshops



FOOD TRUCKS

A food truck, mobile kitchen, mobile canteen, or catering truck is a mobile venue that sells food

Today's food truck is not your ordinary taco truck you find at a construction site. These gourmet trucks' menus run the gamut of ethnic and fusion cuisine.





The Virginia's Finest program and the Virginia Grown programs both have proven track records for increasing visibility, developing additional media attention and enhancing marketing opportunities for Virginia Grown and Processed products.

The Virginia's Finest program is standards-based. Industry sets the standards, Then producers or processors whose products meet those standards may apply to participate in the program.

www.shopvafinest.com

Virginia Artesian®

Bottled Water – Hanover VA
www.VirginiaArtesian.com
 (804) 779-7500

For The Serious Chocoholic

CHOCOLATE CRAVINGS

ChocCravings.com 804-363-6873

When Quality is at the Top of Your Shopping List

Serenity Farm & Studio
 980 Cypress Chapel Rd. Suffolk, VA 23434
 757-986-2010 email: aheepman@qte.net

CHOOSE THE COMMONWEALTH THIS HOLIDAY SEASON

www.vafinest.com

Look for premium VIRGINIA'S FINEST foods and beverages in specialty shops, grocery stores, gift baskets and online.

VIRGINIA'S FINEST
 Specialty Foods and Beverages

The Virginia Department of Agriculture and Consumer Services • 1.800.284.9452

FIRST COLONY
 COFFEES AND TEA

HIGH-QUALITY BLEND 11003
 ROANOKE, VA

Your First Choice in Coffee.

Available in your local market or at
www.firstcolonycoffee.com
 Full service restaurant delivery programs available: 800.446.8555

WHOLE SOME FOODS
 Est. 1987
 EDINBURG, VA

Virginia's Best
 WHOLESALE FOODS DISTRIBUTOR

DISTRIBUTOR OF:
 POULTRY, BEEF, PORK, DELI MEATS, EGGS, CHEESES, OLD DOMINION COUNTRY HAM PRODUCTS, & VIRGINIA'S BEST CUSTOM LABEL BOTTLED WATER.

986 South Ox Road, Edinburg, VA 22824
 Phone: 540-984-8219 ext 2 1-800-72FOODS
www.wholesomefoodsinc.com

Wholesale Customers: Call our sales office for deliveries or pickups.
 1(800) 725-6637 ext 2 • sales@wholesomefoods.com
 We deliver to VA, MD, WV, Washington DC and surrounding areas.

Visit our Outlet Store!
 Open M-F, 8AM-5PM, Sat. 8AM-1:30PM (540) 984-8219 ext 2

WHITLEY'S
 A Nut Passion

Virginia Peanuts, Hand made candies and more!
www.whitleyspeanut.com
 800-470-2244 • P.O. Box 647 Hayes, VA 23072



VDACS

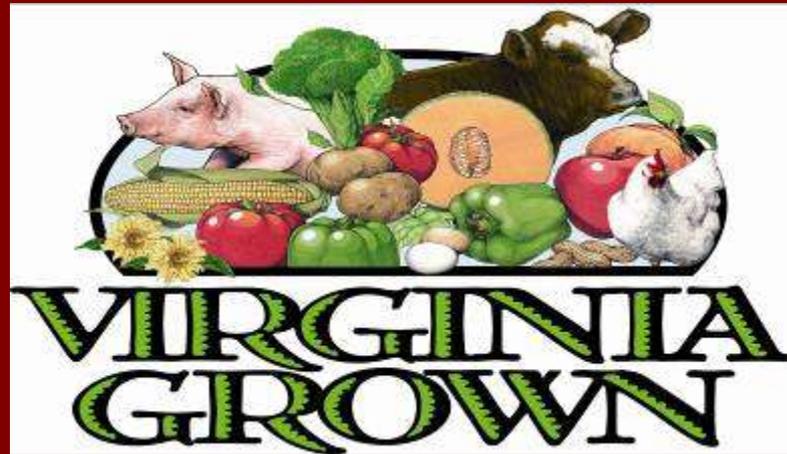
Marketing Resources



The Virginia Grown program is a VDACS marketing tool promoting fresh, local products to consumers



Look For Virginia Grown Point of Sale Material



www.virginiagrown.com



Click.
Pick. Enjoy.
VirginiaGrown.com

Locally Known • Virginia Grown

What's in Season?

Fresh From The Farm...Fresh To You
Look for Virginia Grown when you want the
finest locally grown products available.

VIRGINIA FRUIT AND VEGETABLE AVAILABILITY CALENDAR	www.virginiagrown.com											
	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC
APPLES												
ASIAN PEARS												
ASPARAGUS												
BEETS												
BLACKBERRIES												
BUTTERBEANS												
BROCCOLI												
CABBAGE												
CANDALOPES												
CUCUMBERS												
EGGPLANT												
GRAPES												
CREAM BEANS												
GREENS/SPINACH												
HERBS												
NEOCAKINES												
ONIONS												
PEACHES												
PEPPERS												
POTATOES												
PUMPKINS												
KASPERBERIES												
SQUASH												
STRAWBERRIES												
SWEET CORN												
SWEET POTATOES												
TOMATOES												
WATERMELONS												

To find a farmers' market, pick-your-own farm, farm stand, community supported agriculture (CSA) or agritourism destination, make your first stop

VirginiaGrown.com

*Fresh Fruits and Vegetables • Fresh Meats and Dairy
Artisan Cheeses • Farm Fresh Eggs • Herbs
Flowers, Plants and Seeds • Jams and Jelly
Specialty Products • Recipes and more...*

Virginia Department of Agriculture and Consumer Services
102 Governor Street • Richmond, VA 23219
804.225.3663

2010 GUIDE
VIRGINIA GROWN
Christmas Trees

**CHOOSE-AND-CUT
FRESH-CUT
BALLED AND BURLAPPED LIVE TREES**

VIRGINIA GROWN
VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
www.VirginiaGrown.com

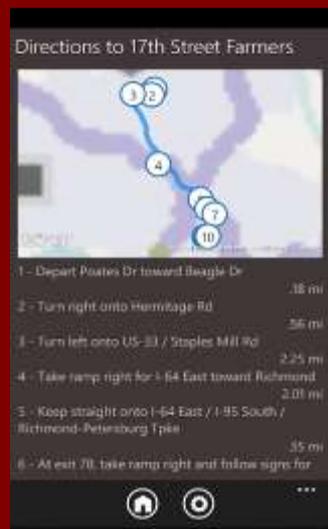
Home is where the food is!

Virginian Dawgwood Sandwich

- 1 whole wheat whole wheat bun
- 1 slice turkey
- 1 slice cheddar cheese
- 1 slice tomato
- 1 slice onion
- 1 slice lettuce
- 1 slice pickled jalapeno
- 1 slice pickled cucumber
- 1 slice pickled carrot
- 1 slice pickled radish
- 1 slice pickled dill
- 1 slice pickled garlic
- 1 slice pickled onion
- 1 slice pickled pepper
- 1 slice pickled tomato
- 1 slice pickled cucumber
- 1 slice pickled carrot
- 1 slice pickled radish
- 1 slice pickled dill
- 1 slice pickled garlic
- 1 slice pickled onion
- 1 slice pickled pepper
- 1 slice pickled tomato

Nature's Own

Virginia Grown Mobile ~ Locating delicious Virginia Grown products is as easy as asking for them when you visit your neighborhood grocer or you can search for them right here on Virginia Grown Mobile, where you'll find a wide variety of fresh, nutritious products, fresh from the farm.



Thank You

