

GOAL 1: Develop a value added fresh food marketing cooperative to aggregate and market locally produced aquaculture, produce, and viticulture; create an identifiable Eastern Shore brand; increase crop diversity; and increase production and sale by 20% by December 2018. This goal is in support of and is targeted toward small farmers.

Objective A: Assess the regional production capacity (small farmer focus).

Strategy	Responsibility	Key Contact	Timeline		Activity Outcome/Output Measurements	Progress Status
Inventory growers at this scale and evaluate current production along with potential capacity.	<i>Primary:</i> USDA offices (NASS, FSA) <i>Secondary:</i> Virginia Cooperative Extension, Virginia State University, Virginia Institute of Marine Science, Virginia Shellfish Growers Association	USDA/FSA; Patrick Johnson (Virginia State University); Karen Hudson (Virginia Institute of Marine Science)	Short Term	October 2017	Comprehensive inventory publication of all vegetable, grain, fiber, and oilseed crops and aquaculture. - VIMS compiles an non-ESVA-specific annual report on shellfish production based on survey results	Incomplete - Current inventory/surveys available but need to fill in data holes.
Conduct a feasibility study for expanding locally-produced products with additional consideration for organic and value-added products.	<i>Primary:</i> Virginia Dept. of Agriculture & Consumer Services, Accomack-Northampton Planning District Commission <i>Secondary:</i> Virginia Finest Program, Delmarva/Eastern Shore Growers Union, Eastern Shore Resource Conservation & Development Council, Perennial Roots Farm	Butch Nottingham (Virginia Dept. of Agriculture & Consumer Services); Curt Smith (Accomack-Northampton Planning District Commission)	Short/ Mid Term	October 2018	Economic analysis of high margin items and processed goods and feasibility of raising items on the Eastern Shore. - Need to pursue USDA Value-Added Producer Grants through farmers and USDA Rural Business Development Grants through A-NPDC	Planning phase – Curt to contact USDA Rural Development to develop plan for pursuing RBDG during November/December 2017
Conduct a feasibility study for expanding local seafood processing capacity with additional consideration for value-added products	<i>Primary:</i> Virginia Institute of Marine Science, Accomack-Northampton Planning District Commission <i>Secondary:</i> Toms Cove Aquafarms	Richard Snyder (Virginia Institute of Marine Science); Curt Smith (Accomack-Northampton Planning District Commission)	Mid-Long Term	October 2019	Economic analysis of seafood products and feasibility of increasing value of local products	Not Started

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Objective B: Assess the potential for specific farm and farmer's markets throughout the Eastern Shore.

Survey towns for possible establishment of additional local farm markets.	<i>Primary:</i> Virginia Dept. of Agriculture & Consumer Services <i>Secondary:</i> Town Councils, local businesses	Butch Nottingham (Virginia Dept. of Agriculture & Consumer Services)	Short Term	May 2016 and again in May 2018	<ul style="list-style-type: none"> Establishment of local markets in major Eastern Shore towns. Expand capacity of community-supported agriculture's (CSA) for promotion and availability of local foods. Promotion of local products in grocery stores, restaurants, etc. 	Complete for 2017 – Individual initiatives needed. Help from VDACS as needed. Revisit capacity in 2018.
Design a study to assess the market potential for sales off of the Eastern Shore.	<i>Primary:</i> Virginia Dept. of Agriculture & Consumer Services <i>Secondary:</i> USDA-NASS, USDA-ERS, Virginia Tech, Virginia Institute of Marine Science, Virginia Marine Products Board	Butch Nottingham (Virginia Dept. of Agriculture & Consumer Services)	Mid Term	January 2018	<ul style="list-style-type: none"> Product movement from the Eastern Shore to large city centers Establishment of contracts with markets and restaurants off the shore <ul style="list-style-type: none"> Local sales to: Food Lion, Walmart, Publix, Military Produce, Kroger, and Shockley Farms Farm Stand in VA Beach 	Very few formal arrangements exist for off-shore food movement.

Objective C: Evaluate and enhance existing agriculture business infrastructure.

Improve agriculture research facility for use by local stakeholders	<i>Primary:</i> Virginia Tech, Virginia Cooperative Extension, Virginia Institute of Marine Science <i>Secondary:</i> Farm Operators, Chincoteague Bay Field Station, Kiptopeke State Park, local government-owned parks	Mark Reiter & Steve Rideout (Virginia Tech); Ursula Deitch & Theresa Long (Virginia Cooperative Extension); Richard Snyder (Virginia Institute of Marine Science)	Long Term	January 2020	<ul style="list-style-type: none"> Improve meeting facilities and demonstration areas for information dissemination for stakeholders Funding needed to improve research laboratories for assistance with local questions Purchase necessary equipment to produce new and innovative crops in test and demonstration plots Opportunity for farmers to share innovative growing techniques (best practices) 	Ongoing - Several projects in planning phase but implementation needs support and funding. VIMS has grant funds available for private aquaculture improvement or innovation
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Objective D: Research and promote production opportunities.

Specialty Crops - Explore at least 3 (Hops, sweet potatoes, new varieties of potatoes, horseradish, lavender, herbs, asparagus, grapes (viticulture), bay scallops, Hog Island figs and honey)	<u>Primary:</u> Virginia Tech, Virginia Institute of Marine Science <u>Secondary:</u> Virginia Cooperative Extension	Mark Reiter & Ramon Arancibia (Virginia Tech), Richard Snyder (Virginia Institute of Marine Science)	Mid Term	Dec. 2020	<ul style="list-style-type: none"> • Identification and production practice development for novel and innovative specialty crops and markets for Eastern Shore farmers. • Identify new aquaculture opportunities for Eastern Shore producers. • Grant dollars to support new crop research - USDA Value Added Producer Grant 	Ongoing – Crop research grants acquired but promotion production opportunities still needed. VIMS working on Bay Scallop restoration grant
Test process for season extension of vegetable production. For example: sweet potatoes, white potatoes and strawberries	<u>Primary:</u> Virginia Tech <u>Secondary:</u> Virginia Cooperative Extension, Eastern Shore Resource Conservation & Development Council	Mark Reiter & Ramon Arancibia (Virginia Tech), Ursula Deitch & Theresa Long (Virginia Cooperative Extension); Josephine Mooney (Eastern Shore Resource Conservation & Development Council)	Long Term	January 2020	<ul style="list-style-type: none"> • High tunnels • Identify, research, and demonstrate new technologies for season extension to give farmers longer crop producing time (high and low tunnels, row covers) • Identify profitable crops that are marketable during the shoulder seasons. • Grant dollars to support research and Extension programs 	Planning and preliminary data collection ongoing. Season extension projects ongoing. Educational talks being held across the state. High tunnel work continuing.

Objective E Encourage participation in a buy fresh, buy local chapter.

Expand current interests with a formal establishment of a Buy Fresh, Buy Local Eastern Shore chapter.	<u>Primary:</u> Virginia Tech, Virginia Cooperative Extension <u>Secondary:</u> Virginia Dept. of Agriculture & Consumer Services, Virginia Institute of Marine Science, Eastern Shore Resource Conservation & Development Council	Ramon Arancibia (Virginia Tech), Ursula Deitch & Theresa Long (Virginia Cooperative Extension); Josephine Mooney (Eastern Shore Resource Conservation & Development Council)	Short/ Mid Term	<ul style="list-style-type: none"> • Farmer Launch: Sep. 2017 • Public Launch: May 2018 	<ul style="list-style-type: none"> • Establish an Eastern Shore Chapter with 20 members. • Members present at each of the local farm markets. <ul style="list-style-type: none"> - No grant funding received to date - Evaluation on-going 	Need to confirm interest in local participation remains as some farmers already belong to Hampton Roads Buy Fresh Buy Local group. Project pending confirmation.
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GOAL 2: Develop a wholesale production facility supporting larger-scale farmers to add value to crops grown on the shore and create value added opportunities for larger-scale farmers with a focus on supporting potato chip production on the Eastern Shore. The final goal is to attract Jimmy Ash potato chip manufacturer to the Eastern Shore.

Objective A: Research priority crop production.

Research production practices; explore first for potato varieties	<i>Primary:</i> Virginia Cooperative Extension, Virginia Tech <i>Secondary:</i> Virginia Dept. of Agriculture & Consumer Services, USDA – FSA, USDA-NASS,	Ursula Deitch & Theresa Pittman (Virginia Cooperative Extension), Ramon Arancibia (Virginia Tech)	Short Term	Dec. 2017	Identification and production practice development (potato varieties initially)	Current research is ongoing, but more research and funding is needed. Snap bean trials underway in 2017 (Ramon).
Priority commodity	<i>Primary:</i> Virginia Dept. of Agriculture & Consumer Services <i>Secondary:</i> Virginia Cooperative Extension, USDA – FSA, USDA-NASS, Virginia Tech Association of Potato & Vegetable Growers	Butch Nottingham (Virginia Dept. of Agriculture & Consumer Services)	Long Term	Dec. 2020	<ul style="list-style-type: none"> Identify, research, and demonstrate new technologies for dissemination to growers in order to increase profitability and yields Identify profitable crops that are marketable Identify grant dollars to support research and Extension programs. 	Current research is ongoing, but more research and funding is needed.

Objective B: Assess and address infrastructure needs.

Natural Gas	<i>Primary:</i> Accomack & Northampton County Boards of Supervisors <i>Secondary:</i> Delegate Rob Bloxom, Directors of Economic Development, Local Suppliers	Board of Supervisors – Accomack County	Mid Term	Dec. 2019	<ul style="list-style-type: none"> Assistance with extending a natural gas line into Accomack County from Maryland to serve Eastern Shore residents and commercial operations Key to food processing – many of the operations setup to utilize natural gas not electricity 	Project is currently in open season.
Conduct a needs assessment for cold and warm ag storage.	<i>Primary:</i> Virginia Cooperative Extension <i>Secondary:</i> Virginia Dept. of Agriculture & Consumer Services, USDA – FSA, USDA-NASS, Virginia Tech	Ursula Deitch & Theresa Pittman (Virginia Cooperative Extension); Butch Nottingham (Virginia Dept. of Agriculture & Consumer Services)	Mid Term	Dec. 2018	Conduct assessment of warm and cold storage that may lead to expansions of existing sites such as the Bloxom Agricultural Complex or additional construction.	Ongoing - Plan is to reach out and communicate with growers to assess needs during 2018

GOAL 3: Develop a sawmill on the Eastern Shore of Virginia by December 2018. (Pine)

The forest resource on the Eastern Shore has been devalued by more than 50% since 2007 because of the loss of 80% of industrial sawmill capacity on the Delmarva peninsula, thereby reducing asset values to both Eastern Shore of Virginia forestland owners and the real estate tax base required for local County revenue generation.

Objective A: Educate local public officials in both Accomack and Northampton Counties and State Officials on the community economic impact of the loss of pine saw timber manufacturing on the Eastern Shore of Virginia.

Strategy	Responsibility	Key Contact	Timeline		Activity Outcome/Output Measurements	Progress Status
Conduct presentation to both County Boards of Supervisors	<i>Primary:</i> Eastern Shore of Virginia Chamber of Commerce, Virginia Dept. of Forestry <i>Secondary:</i> Virginia Dept. of Agriculture & Consumer Services	Steve Mallette (Eastern Shore of Virginia Chamber of Commerce); Robbie Lewis (Virginia Dept. of Forestry)	Short Term	Fall 2017	Develop County support to provide partial funding for an Eastern Shore Forest Inventory and Market develop plan. Cost sharing available VDACS Agricultural and Forestry Industry Development Planning Grant	Ongoing – No update provided for November 2017
Conduct educational presentation to County Economic Development organizations and stakeholders	<i>Primary:</i> Virginia Dept. of Agriculture & Consumer Services, Virginia Dept. of Forestry, Eastern Shore of Virginia Chamber of Commerce <i>Secondary:</i> Farm Bureau organizations, Agribusiness & Food Processing Working Group Partners	Butch Nottingham (Virginia Dept. of Agriculture & Consumer Services), Robbie Lewis (Virginia Dept. of Forestry), Robie Marsh (Eastern Shore of Virginia Chamber of Commerce)	Short Term	Fall 2017	Develop County support to provide partial funding for an Eastern Shore Forest Inventory and Market develop plan. Cost sharing available from VDACS Agricultural and Forestry Industry Development Planning Grant	Ongoing – No update provided for November 2017

Objective B: Obtain funding for development of Eastern Shore Forest Inventory and Pine Sawmill Marketing Plan.

Solicit local and state supporters for Planning Grant(s)	<i>Primary:</i> Eastern Shore of Virginia Chamber of Commerce, Accomack-Northampton Planning District Commission <i>Secondary:</i> Agribusiness & Food Processing Working Group Partners	Robie Marsh (Eastern Shore of Virginia Chamber of Commerce); Curt Smith (Accomack-Northampton Planning District Commission)	Mid Term	Summer 2018	Obtain letters of support for Planning Grant(s) including the Virginia Board of Forestry and Virginia Agribusiness Council	Not started
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Prepare application for Governor's Agriculture and Forestry Industries Development Grant and US Forest Service Planning Grant	<p><u>Primary:</u> County Economic Development Directors, Accomack-Northampton Planning District Commission</p> <p><u>Secondary:</u> Virginia Department of Forestry, Virginia Dept. of Agriculture & Consumer Services, U.S. Fish & Wildlife Service, others</p>	County Economic Development Directors, Curt Smith (Accomack-Northampton Planning District Commission)	Mid Term	Fall 2018	Obtain approx. \$100,000 for planning grant	Not started
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Objective C: Develop a regional Eastern Shore Forest Inventory and Pine Sawmill Marketing Plan.

Solicit Request for Proposals for Plan	<p><u>Primary:</u> Accomack and Northampton Counties, Accomack-Northampton Planning District Commission</p> <p><u>Secondary:</u> Private service providers</p>	County Economic Development Directors, Curt Smith (Accomack-Northampton Planning District Commission)	Mid Term	Fall 2019	Planning document that categorizes extent and type of forest resources available and associated domestic and international marketing opportunities to attract investors	Not started
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Objective D: Attract forestry sector operations.

Attract a sawmill company to create a mill on the Eastern Shore.	<p><u>Primary:</u> Accomack and Northampton Counties, Accomack-Northampton Planning District Commission</p> <p><u>Secondary:</u> Investors, Virginia Dept. of Agriculture & Consumer Services, Virginia Dept. of Forestry, Governor's office</p>	County Economic Development Directors, Curt Smith (Accomack-Northampton Planning District Commission)	Long Term	Fall of 2020	Creation of Eastern Shore of Virginia pine sawmill manufacturing facility	Not started
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GOAL 4: Equip individuals with appropriate skills to work in the agribusiness and food processing cluster.

Objective A: Establish agricultural education and training programs in middle/high schools and at the community college level.

Strategy	Responsibility	Key Contact	Timeline		Activity Outcome/Output Measurements	Progress Status
By graduation every student has a Meaningful Agricultural Experience (MAgE)	<u>Primary:</u> Accomack & Northampton County School Boards, Eastern Shore Soil & Water Conservation District, Virginia Cooperative Extension <u>Secondary:</u> Agribusiness & Food Processing Working Group Partners	Carmie Savage (Eastern Shore Soil & Water Conservation District); Ursula Deitch & Theresa Pittman (Virginia Cooperative Extension); Accomack & Northampton County School Superintendents	Mid Term	By 2018/2019	<ul style="list-style-type: none"> • Farm Tours • Aquaculture Tour/Experience • Pumpkin Mania • School Gardens • Job Shadow within industry • Agriculture Fairs • Watershed Festivals 	Ongoing - Currently being held with plans to expand. CTE High School Curriculum John Pavlik and Susie Henderson in Northampton Co.
Expand non-credit, but credential oriented training program with a focus on areas of agribusiness	<u>Primary:</u> Eastern Shore Community College <u>Secondary:</u> Agribusiness & Food Processing Working Group Partners	TJ Johnson (Eastern Shore Community College)	Short/Mid Term	December 2017	Offer noncredit training leading to industry-recognized credentials - ESCC's Adult Ed. Program does offer GED and Integrated English Literacy/Civics classes on-site at Perdue and have also had classes at Tyson's; these classes incorporate basic work skills in the industry	Ongoing – need to add quantifiable metrics to this strategy
Establish an active and engaged Future Farmers of America (FFA) program in public schools on the Eastern Shore of Virginia	<u>Primary:</u> Accomack & Northampton County School Boards <u>Secondary:</u> Farm Bureau, Virginia Future Farmers of America Foundation, Young Farmers of Virginia, Agribusiness & Food Processing Working Group Partners	Accomack & Northampton County School Superintendents	Mid Term	By 2018-2019 school year	<ul style="list-style-type: none"> • Agriculture Teachers in High Schools • Regional FFA Competition • Certificate Programs 	Planning phase – No update provided for November 2017
Establish a college level program at Eastern Shore Community College (reference SVCC, CCC, RCC)**	<u>Primary:</u> Eastern Shore Community College; Accomack-Northampton Planning District Commission <u>Secondary:</u> Agribusiness & Food Processing Working Group Partners	TJ Johnson (Eastern Shore Community College); Curt Smith (Accomack-Northampton Planning District Commission)	Long Term	By 2020 the first cohort will have associate degree	<ul style="list-style-type: none"> • Agribusiness Associate • Horticulture Associate • Aquaculture Associate Degree – ESCC, VIMS and private aquaculture partners currently discussing potential programs <p>Build upon Building a Sustainable rural business class</p>	Progress being made regarding aquaculture but agribusiness and horticulture not started

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Objective B: Prepare skilled labor within specific industries: nursery, vegetable, aquaculture and grain crops.

<p>Develop an apprenticeship with the private sector</p>	<p><u>Primary:</u> Eastern Shore Community College <u>Secondary:</u> Agricultural associations (Farm Bureau, Potato, Soybean board, Nurserymen)</p>	<p>TJ Johnson (Eastern Shore Community College)</p>	<p>Mid Term</p>	<p>2018</p>	<ul style="list-style-type: none"> • Skilled labor ready to enter workforce - Currently in progress, but looking to expand through a Dept. of Labor grant in partnership with Tidewater Community College; timeline is being worked out with TCC • Establish industry specific job fair 	<p>ESCC has an apprenticeship program with Tyson's Foods in the Industrial Technology program. Students begin employment in their 2nd year of education, work at Tyson's for a good wage (\$14/hour) and this leads to full-time employment with benefits.</p>
<p>Fund, expand and market internship programs – target agribusiness and aquaculture</p>	<p><u>Primary:</u> Eastern Shore Community College, Virginia Institute of Marine Science <u>Secondary:</u> University of Virginia, Virginia Tech, Virginia Cooperative Extension</p>	<p>TJ Johnson (Eastern Shore Community College), Richard Snyder (Virginia Institute of Marine Science)</p>	<p>Mid/ Long Term</p>	<p>2019</p>	<ul style="list-style-type: none"> • 50% increase of interns at each school – Need to establish baseline year (2016 or 2017?) -Currently in progress, but expansion to other programs at ESCC is planned in the next 1-2 years -VIMS ESL supports 5 interns each summer • 30% more funding – Need to establish baseline year (2016 or 2017?) - Funding ended on June 30, 2016 but the program will continue. Additional resources need to be secured. ESCC does market the internship program through all marketing venues 	<p>Current internships exist at schools although attendance yet to be cumulatively quantified. Current Internships also at Tyson and Perdue.</p>

**SVCC- Southside Virginia Community College - Agribusiness
 CCC- Carteret Community College – Aquaculture
 RCC- Rappahannock Community College – Horticulture