

V(A). Planned Program (Summary)

Program # 13

1. Name of the Planned Program

Global Food Security and Hunger - Local Food Systems

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
704	Nutrition and Hunger in the Population	100%	100%	100%	0%
	Total	100%	100%	100%	0%

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Actual	6.7	2.0	7.1	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
206707	132024	144652	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
234485	248612	487623	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
575093	0	1777350	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Conduct consumer education workshops and training on food budgeting, the cost effectiveness of local and regional foods, healthy eating and cooking skills
- Conduct educational programs on crop and livestock production specific to local marketing channels
- Conduct research on the economic and environmental impacts of local or regional food system to

communities

- Conduct research on local or regional food system impact on the dietary and health of consumers
- Encourage collaboration and partnerships to improve food availability, food access, and consumption of fresh, nutritious local foods
- Provide educational programming on whole farm planning, marketing, food safety, and other educational needs to improve supply and availability of local foods.
- Develop and conduct a Virginia food system assessment and farm-to-table plan
- Organize and conduct, local regional and state conferences

2. Brief description of the target audience

Consumers
 Producers
 Educators pre-K - 12
 Governmental officials
 Extension educators
 Food-based business owners
 Farm-related business owners
 Environmental professionals
 Health and nutrition professionals
 Retail and institutional food service
 Distributors
 Community advocates

V(E). Planned Program (Outputs)

1. Standard output measures

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Plan	{NO DATA}	{NO DATA}	{NO DATA}	{NO DATA}
Actual	22287	11283	2634	0

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2010
 Plan:
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2010	Extension	Research	Total

Actual	4	0	4
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V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of programs offered regarding community food systems.

Year	Target	Actual
2010	{No Data Entered}	33

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of community gardening programs implemented to address food insecurity/hunger issues
2	Increasing Access to Fresh Foods and Produce for Low Income Populations at Virginia Farmers Markets
3	Strengthening Virginia's Food System from Farm-to-Table for Economic Vitality and Community Viability
4	Engaging Institutions to Facilitate the Aggregation, Distribution and Scaling Up of Local Food Supply and Use
5	Fostering Tangible Social and Economic Benefits with a More Locally-Integrated Community-Based Food System
6	Workplace Farmers Market Development
7	Establishing Community Supported Agriculture Marketing Programs

Outcome #1

1. Outcome Measures

Number of community gardening programs implemented to address food insecurity/hunger issues

Not Reporting on this Outcome Measure

Outcome #2

1. Outcome Measures

Increasing Access to Fresh Foods and Produce for Low Income Populations at Virginia Farmers Markets

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	20

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Virginia's overall food system directly impacts the survival and viability of farms and farmland, the economic development of rural and urban communities, the care, restoration and resilience of ecological resources, and critical health issues. Within this context, there are a multitude of economic, environmental, and social challenges that Virginia farmers, agriculture, and communities are currently facing that limit the strength and vitality of Virginia's food system. The recent economic downturn and prolonged recession has resulted in increasing discussions of agricultural economic vitality, community viability and overall quality of life in relation to the food system at local, regional, state, and national levels.

What has been done

Agriculture and the availability of good, fresh, nutritious food are critically important to the social and economic vitality of rural and urban communities in Virginia. In late 2009, Virginia Cooperative Extension received \$50,000 in grant funding from USDA Risk Management Agency (RMA) for the Shenandoah Valley Restorative Urban Food and Farm Project to improve overall

access to fresh local nutritious foods and enhance the risk management strategies limited resource, immigrant, socially disadvantaged, and traditionally under-served farmers.

Results

An EBT/SNAP program was implemented and well-received at the Harrisonburg Farmers Market as part of the grant funding. As a result of Extension's efforts to make this component of the RMA grant a priority, the Agua Fund and Shenandoah RC&D Council provided an additional \$15,000 for a double value incentive program so SNAP participants could double the amount of fresh food purchases at the farmers market. In the first five months from late June to the end of November, SNAP recipients were able to purchase an additional \$3,000 worth of fresh produce and food as direct result of the program. Similarly, this brought an additional revenue stream of \$6,000 to farmers at the market. In other farmers markets, participation in the EBT/SNAP program at participating farmers markets has increase 300% in the second and third years.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

Outcome #3

1. Outcome Measures

Strengthening Virginia's Food System from Farm-to-Table for Economic Vitality and Community Viability

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	29

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Many Virginia farmers, particularly small and mid-sized, are struggling to survive financially as they try to maintain and gain leverage and position in changing and volatile food markets. At the same time, individuals and Virginia communities are experiencing increased incidences of obesity, diabetes, diet-related diseases and in some instances, food insecurity. Expanding local fresh healthy food opportunities throughout Virginia's food system can improve agricultural

economic vitality and strengthen community health and well-being.

What has been done

Despite these challenges, there are assets and resources that can be mobilized within the Virginia landscape to strengthen and enhance the resilience of Virginia's food system and ecological resources. Virginia Tech faculty and the Virginia Food System Council and its participating organizations are collaborating on a Virginia Food System Research and Extension Initiative to conduct an assessment of Virginia' food system and develop a plan to address these social, economic and environmental challenges with specific recommendations and strategies.

Results

A multi-disciplinary team has been formed for a truly integrated capacity-building networked approach that will be transformative in considering the food and farming system as integrally related to healthy soils and ecological resources, healthy plants, healthy people, healthy families and communities. Anticipated outcomes include: 1) the development of more farm-to-table connections throughout the food system and in communities 2) increased market economic opportunities for Virginia's farms and farmers, 3) decreased effects of diet-related health conditions, and 4) greater overall community viability for all Virginians.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

Outcome #4

1. Outcome Measures

Engaging Institutions to Facilitate the Aggregation, Distribution and Scaling Up of Local Food Supply and Use

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	118

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The movement of purchasing fresh, locally grown foods is an emerging trend transforming Virginia and the United States. Many opportunities exist in Virginia for the sale of locally grown foods to the public. The list includes farmers markets, restaurants, grocery stores, nursing homes, universities, hospitals, public schools and other institutions. Within Loudoun County, the National Conference Center presents a tremendous opportunity for the aggregation, distribution and use of local food products.

What has been done

The practice of selling local foods impacts Loudoun County by creating economic activity, developing agriculture enterprises, improving rural health and culture and cultivating the environment. A 4-hour seminar organized by Virginia Cooperative Extension, Loudoun County Farm Bureau, and Loudoun Economic Development was attended by 118 local farmers and interested land owners that focused on the challenges of and successes to building more robust regional markets for local farm products. Participants learned how farmers can work together and with others to build the marketing, production and distribution infrastructure necessary for success.

Results

An emerging result is that The National Conference Center has appointed a local foods purchasing agent and has agreed to provide a site to serve as a hub for local food distribution. A task force comprised of local producers and business leaders are developing plans to develop a local "food hub" at the National conference Center. Willsford Development has hired a local producer to incorporate local foods into a marketing plan for a 2500 home development in Loudoun.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

Outcome #5

1. Outcome Measures

Fostering Tangible Social and Economic Benefits with a More Locally-Integrated Community-Based Food System

2. Associated Institution Types

- 1862 Extension
- 1890 Extension
- 1862 Research

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	54

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

The prolonged economic recession has resulted in increasing discussions of economic vitality, community viability and overall quality of life. Within this discussion, some people are looking for a magic silver bullet to drive economic recovery rather than look at the economic foundations of society and those business sectors that directly impact everyone's daily life. Food, farming, and the food system affect's people's lives each and every day through its production, processing, distribution, consumption, and waste disposal pathways. Virginia's overall food system is socially, economically, and environmentally foundational and directly impacts the survival and viability of farms and farmland, the economic development of rural and urban communities, the care, restoration and resilience of ecological resources, and critical health issues.

What has been done

Within this context, Virginia Cooperative Extension has used a multi-faceted extension programming approach to address current and emerging relevant societal issues that positively and directly affect agricultural business, farm operations, hunger, public health, education, community development, rural economic viability, environmental stewardship, and small business development and job retention. The focus has been on developing a more locally-integrated community-based food system that supports agricultural sustainability, food security, and these overarching community needs.

Results

Extension's programming has incubated agricultural and entrepreneurial initiatives that have resulted in tangible social and economic benefits. By facilitating the development of the Shenandoah Valley Produce Auction, over \$2 million of new farm income is generated annually within the farm community. The SV Produce Auction's development has also been instrumental in getting more fresh fruits, vegetables and whole foods into many school and university cafeterias. Farm-to-school and university programming as part of an overall strategy to impact individual and community nutrition has opened new markets for farmers and resulted in 7 school districts sourcing over 100,000 pounds of ground beef and patties from local beef producers. The success of these school districts with procuring local beef has been a model for Virginia's farm-to-school program and helped to create very practical ways to impact farm profitability, community viability and health.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

Outcome #6

1. Outcome Measures

Workplace Farmers Market Development

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Farmers markets increase healthy fresh food accessibility providing economically viable markets for small scale producers. Workplaces promote employee health initiatives by hosting farmers markets on-site. Workplace farmers markets offer healthy diet options of locally grown fresh farm products. Workplace locations are convenient allowing employees to purchase healthy foods during their lunch or breaks. Workplace farmers markets form strong community ties by inviting nearby residents to purchase from local farms.

What has been done

To start their Healthy Veterans Farmers Market, the Richmond Veterans Administration Medical Center (RVAMC) sought direction from the Virginia State University Agriculture & Natural Resources Program. Market feasibility studies and farm technical assistance was provided.

Results

This year, RVAMC visitors & staff have purchased \$22,881.93 from local farms. The market runs every Friday, May to October. Pilot year success enables the market to continue in 2011.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

Outcome #7

1. Outcome Measures

Establishing Community Supported Agriculture Marketing Programs

2. Associated Institution Types

- 1890 Extension

3a. Outcome Type:

Change in Condition Outcome Measure

3b. Quantitative Outcome

Year	Quantitative Target	Actual
2010	{No Data Entered}	0

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Community Supported Agriculture (CSA) is a viable marketing outlet for small scale produce, livestock, and value added producers. In CSA, producers establish contacts and offer shares directly to customers before the growing season. Customers buy CSA subscriptions for the entire growing season and pick up products delivered weekly. CSA offers small scale producers a form of risk management through reliable income and crop failure security. In 2009, the 2007 Census of Agriculture reported over 12,500 American farms marketed through a CSA. Local Harvest.org, a self listing database of local farms indicates 137 Virginia farms utilize or operate CSAs. Attrition rate and failure occurs due to lack of production and marketing skills. Continuing Extension education and outreach fostering small scale adoption and sustainability is critical to small scale CSA adoption and advancement.

What has been done

In 2010, two train-the-trainer workshops (27 field faculty participants) were conducted and direct VCE technical assistance was provided to five Virginia small farmers (Chesapeake, Hillsville, and Dillwyn).

Results

Five (5) small farmers developed their own farm subscription programs. Combined year one sales were an estimated \$20,000. Farms expect to increase customer numbers three-to-four fold.

4. Associated Knowledge Areas

KA Code	Knowledge Area
704	Nutrition and Hunger in the Population

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Economy
- Public Policy changes
- Government Regulations

Brief Explanation

The prolonged economic recession has been a challenge, but has also resulted in increasing discussions of economic vitality, community viability and overall quality of life. Within this discussion, some people are looking for a magic silver bullet to drive economic recovery rather than look at the economic foundations of society and those business sectors that directly impact everyone's daily life. Food, farming, and the food system affect's people's lives each and every day through its production, processing, distribution, consumption, and waste disposal pathways.

Compliance with some public policy and regulations has been a challenge for small scale farm operations and businesses who are well-positioned to meet the demand for fresh, healthy nutritious foods at the local level. However, through ongoing educational programming, Extension personnel are trying to address these challenges and open up new markets for small scale farmers and businesses.

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

Evaluation Results

{No Data Entered}

Key Items of Evaluation

{No Data Entered}