







The **FreshLink**
Family Farms to City Plates



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Community-based food movement

- Trust
- Transparency
- Food as a relationship and story
- Cooperative
- Collaborative
- Social interaction and connection
- Economic vitality
- Self-determination
- Community-based businesses

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Madison County Farmers Market

- Started in 2005 at Hoover Ridge Park
- 2012 Season
 - 12 weekly vendors and 10 seasonal vendors
 - 28 weeks, Every Saturday from May to October
 - 7 Special Events featuring local food samples
 - 2 Holiday Shopping Event
 - 7 Master Gardener Horticulture Workshops
 - Farm2Table Dinner for 70 guest
 - Farm2School Lunch & Breakfast for 685 students
 - Madison Health Fair and Business Expo Exhibit
 - 6,000 visitors
 - \$250,000 of local food revenues

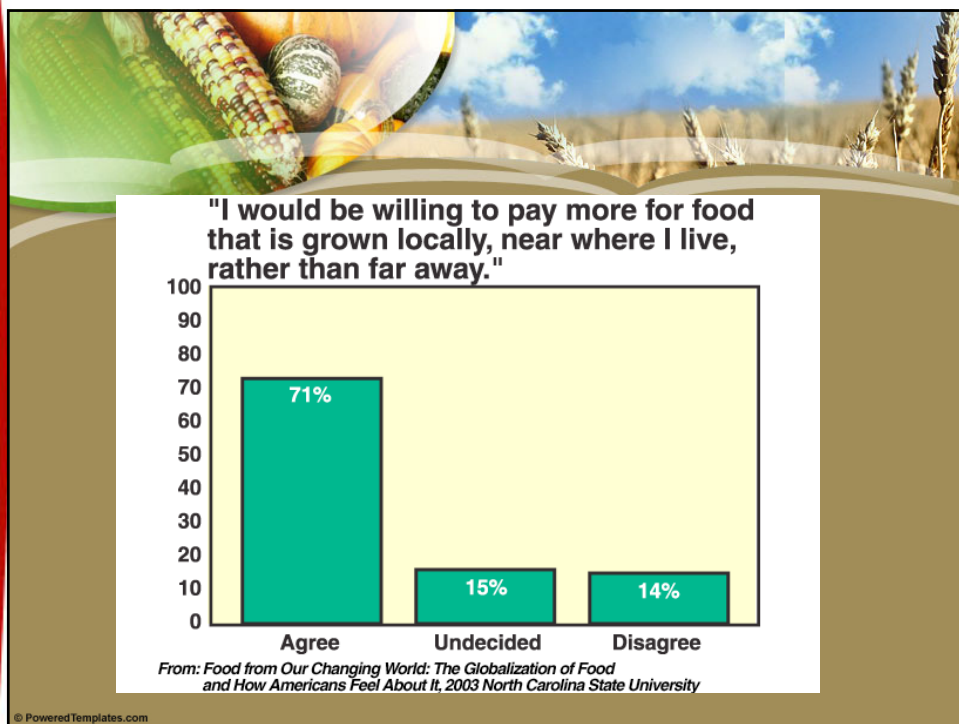
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Virginia Agriculture

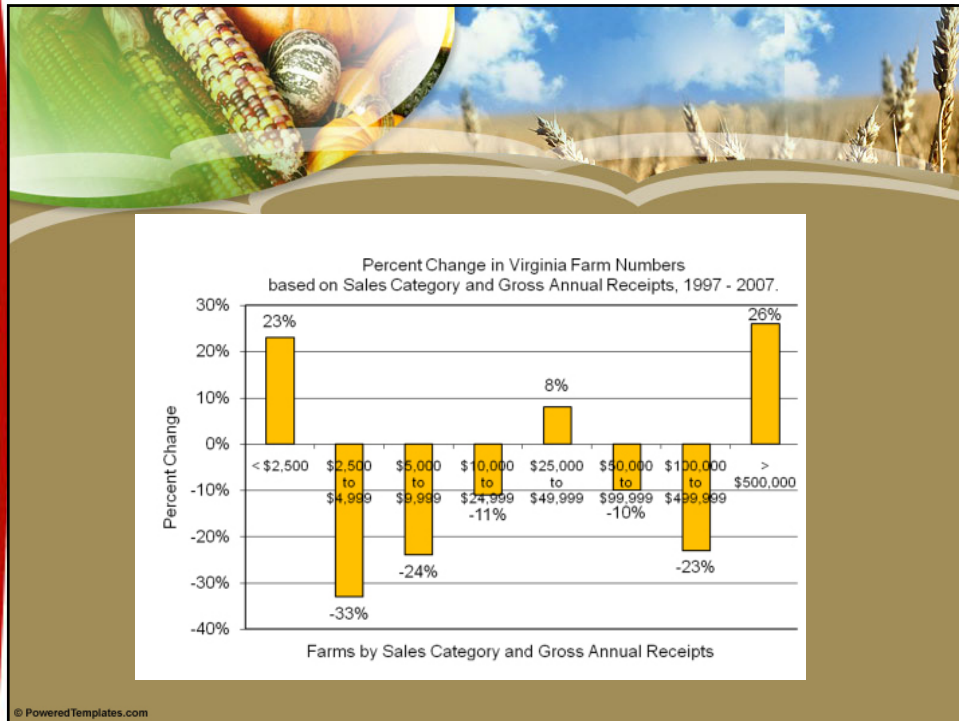
- Agriculture & Forestry is Virginia's #1 industry
- \$55 billion & over 357,000 jobs
 - \$2.91 billion in direct output
 - ~\$61,000 average farm gross sales
 - ~\$29 million direct marketing industry
- Average age of farmer is 58 years old

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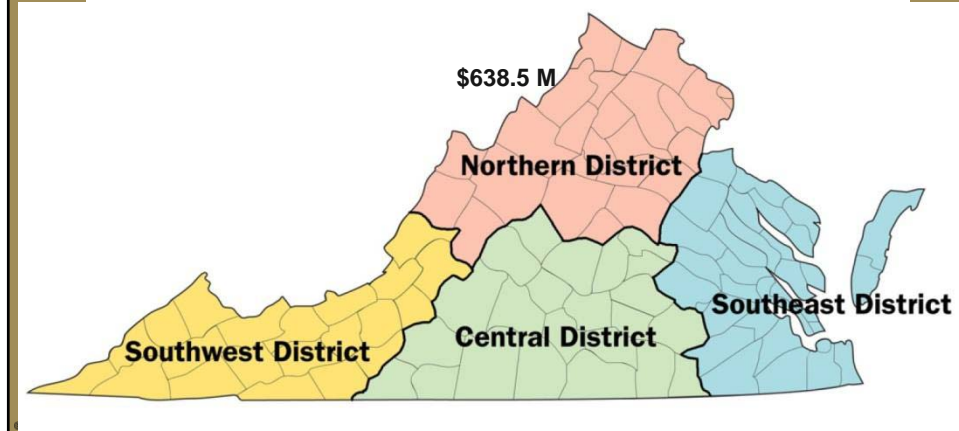
Madison and Greene Agriculture

- Madison County
 - 564 Farms, 224 acres average size
 - Market Value of Land and Buildings
 - Per Farm \$1M, Per Acre \$5,778
 - Market Value of Products Sold
 - \$20M Total, \$35,857 per farm
- Greene County
 - 222 Farms, 140 acres average size
 - Market Value of Land and Buildings
 - Per Farm \$915,588, Per Acre \$6,554
 - Market Value of Products Sold
 - \$7.7M Total, \$34,669 per farm



An Opportunity for Local Foods and a New Paradigm

- What if each household in Virginia spent \$10 per week of their total food budget on fresh local food and farm-based Virginia products?





Keys to scaling up to meet the demand for local food

- Aggregation
- Controlling product quality and consistency
- Seasonality
- Matching supply and demand
- Food identity and product differentiation
- Supply chain infrastructure
- Capital
- Capacity and beginning farmer development
- Information flow and transparency





What is Farm Link?

- A way to connect current high schoolers who want to farm but have no land, with people who have land and aren't currently farming it
- Provides resources for interested students to start their own agricultural businesses and be self-employed



What's in it for you?

- A way for you to start your own business and be self employed
- Work experience
- A sense of accomplishment
- Builds responsibility and helps with people skills
- A way to contribute to the local economy



How do you get involved?

- Talk to Mr. Nobblitt, Mrs. Weaver, or Brad Jarvis, the Agriculture Extension Agent
- Let them know you are interested in participating in the program
- Take agriculture and business classes



Requirements

- A formal Business Plan
- Internship
- At least two years agriculture related work experience
- Four classes that are agriculture or business related
- An interest in agriculture!



Timeline

- Freshman Year:
 - **Contact Mr. Nobblitt, Mrs. Weaver or Mr. Jarvis if possibly interested; plan on taking Mr. Nobblitt's agriculture classes or Mrs. Weaver's business classes**
- Sophomore Year:
 - **Line up internships for work experience**
- Junior Year:
 - **Finalize business plans; attend monthly planning meetings; attend educational conferences; achieve second year of work experience**
- Senior Year:
 - **Be placed on a farm; meet with the farmer; set up contracts; plan growing season**



Upcoming Local Food Events

- **Greene County Local Foods Dinner**
 - **October 17 at William Cox Inn**
- **Madison County Harvest Festival**
 - **October 30 at Madison Fairgrounds**
- **Madison Thanksgiving Shopping Day**
 - **November 20 at Madison Fire House**
- **Madison Holiday Shopping Day**
 - **December 11 at Madison Fire House**
 - **All proceeds will benefit the Madison Literacy Council**