
Agriculture and Local Food in Fauquier
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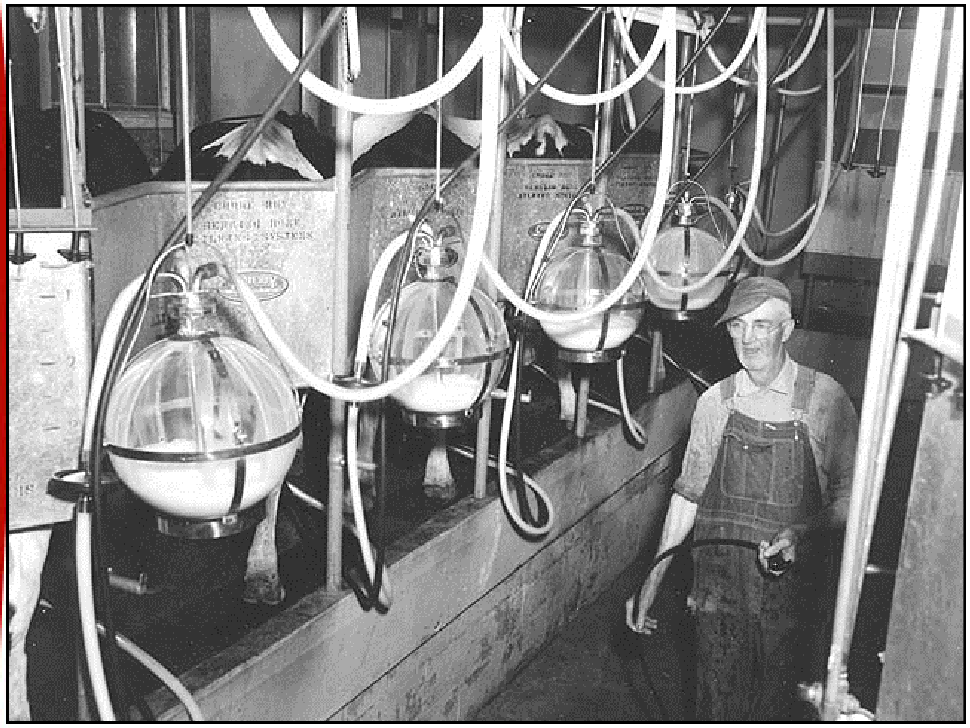

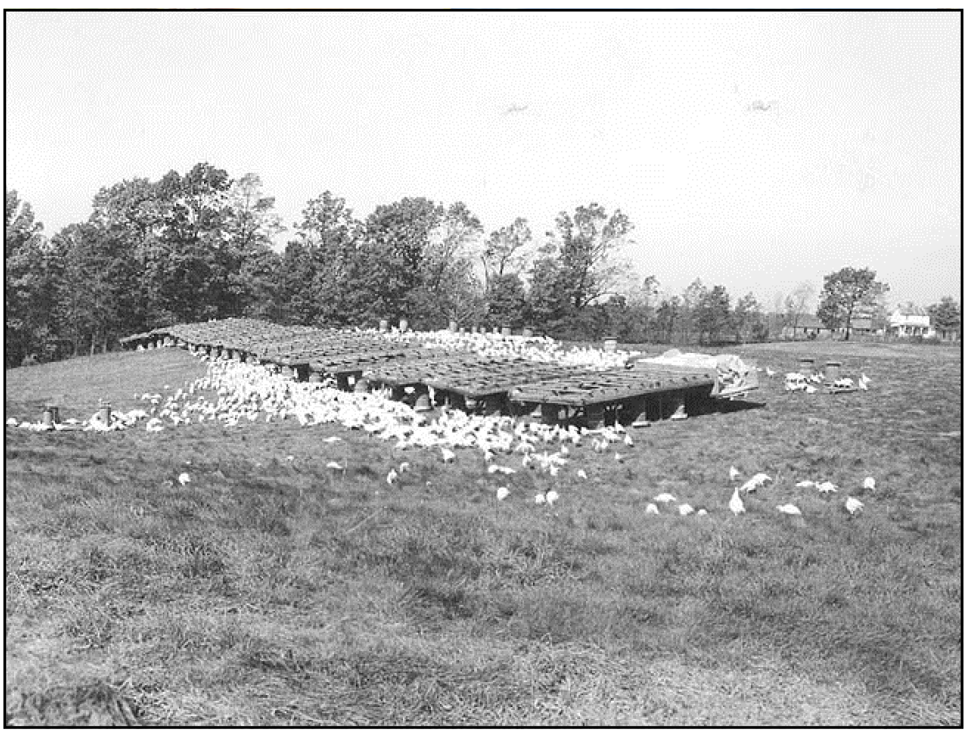

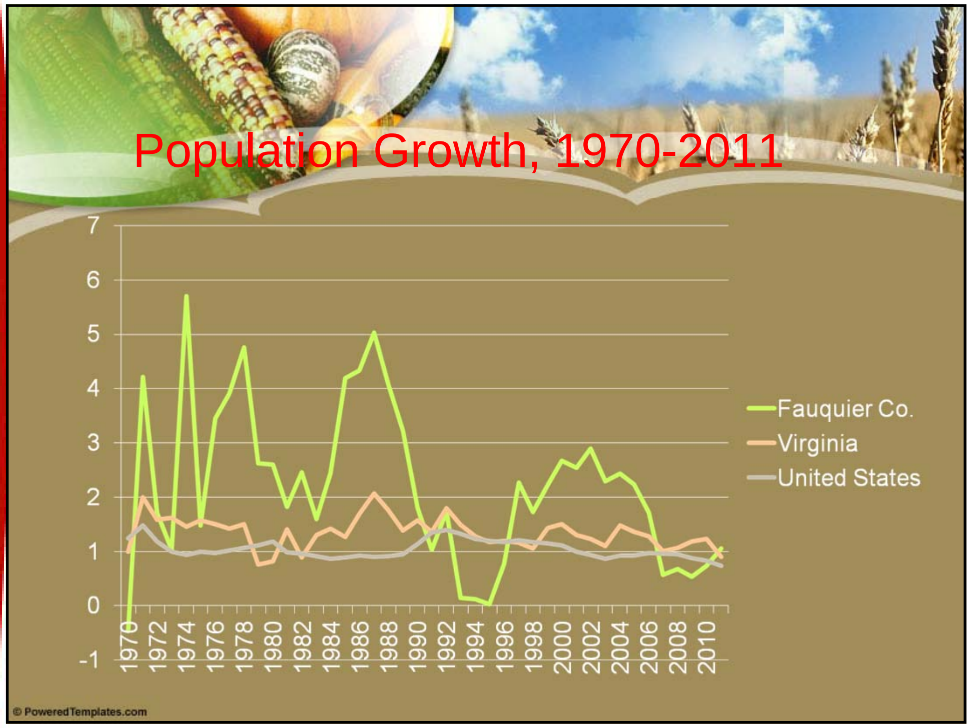
Population Growth, 1970-2011
7
6
5
4
3
2
1
0
-1
1970
1972
1974
1976
1978
1980
1982
1984
1986
1988
1990
1992
1994
1996
1998
2000
2002
2004
2006
2008
2010
Fauquier Co.
Virginia
United States
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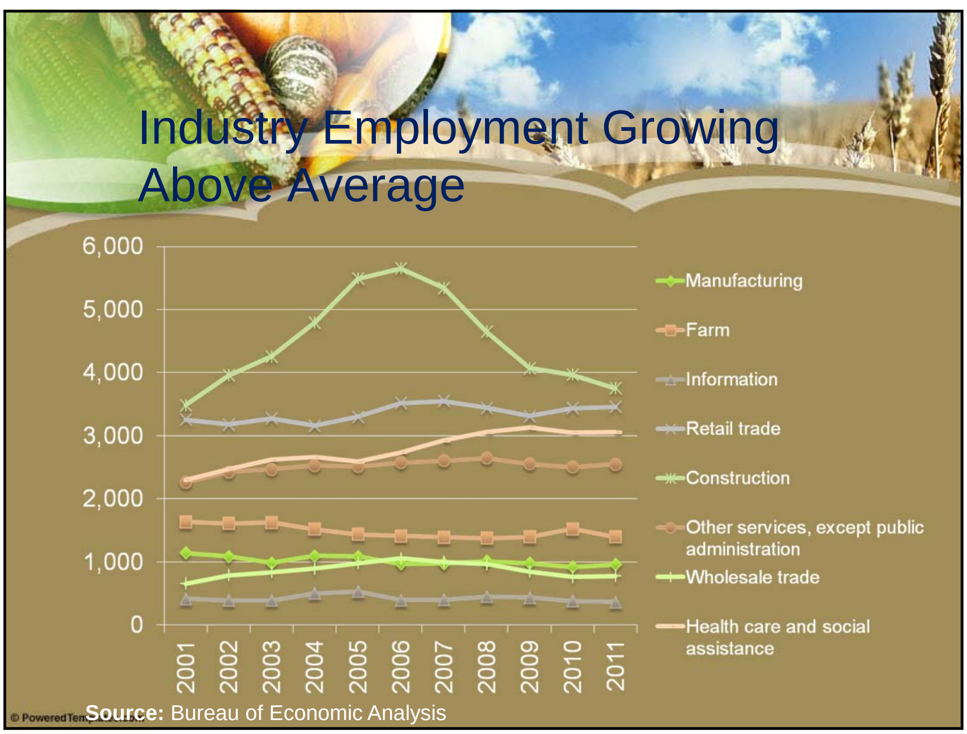
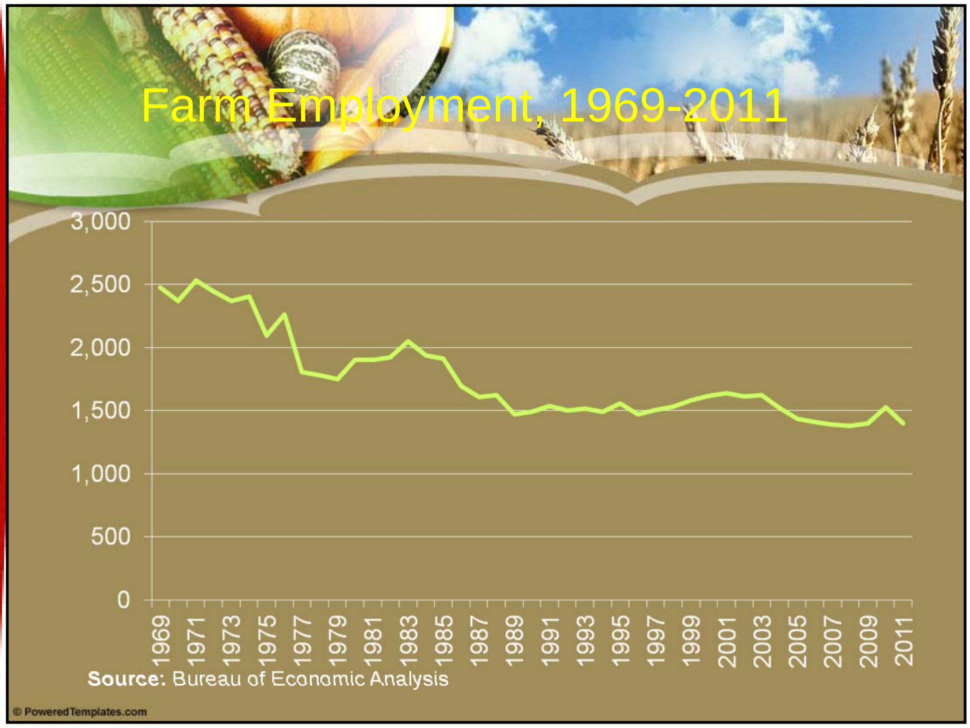

Industry Employment Growing Above Average
6,000
5,000
4,000
3,000
2,000
1,000
0
2001
2002
2003
2004
2005
2006
2007
2008
2009
2010
2011
Manufacturing
Farm
Information
Retail trade
Construction
Other services, except public administration
Wholesale trade
Health care and social assistance
Source: Bureau of Economic Analysis


Farm Employment, 1969-2011
3,000
2,500
2,000
1,500
1,000
500
0
1969 1971 1973 1975 1977 1979 1981 1983 1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011
Source: Bureau of Economic Analysis
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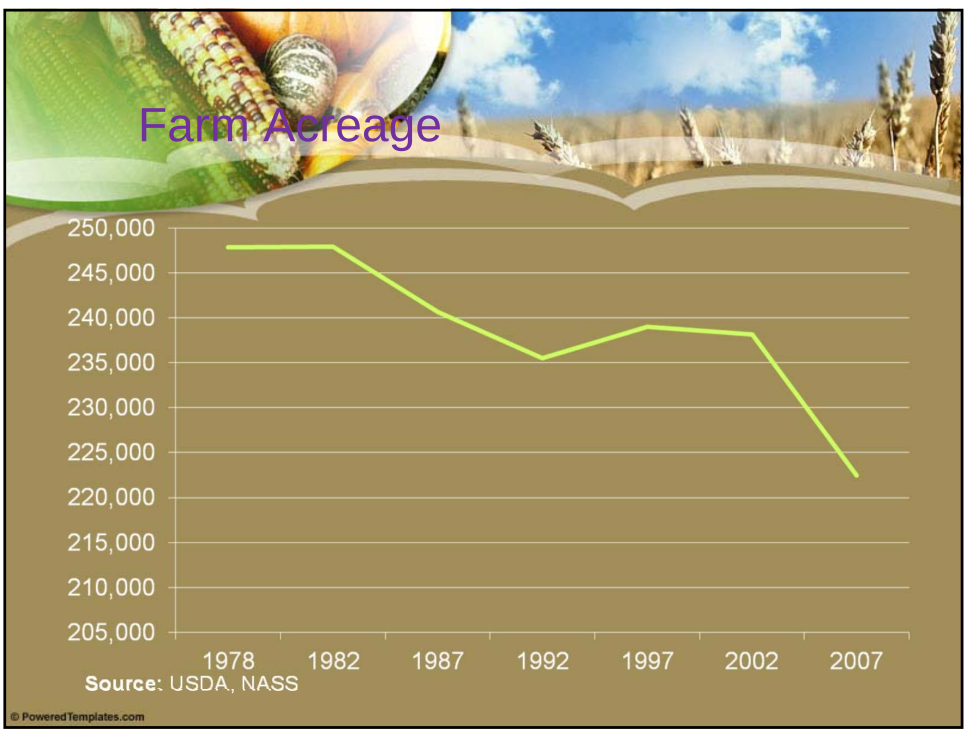
Farm Acreage
250,000
245,000
240,000
235,000
230,000
225,000
220,000
215,000
210,000
205,000
1978 1982 1987 1992 1997 2002 2007
Source: USDA, NASS
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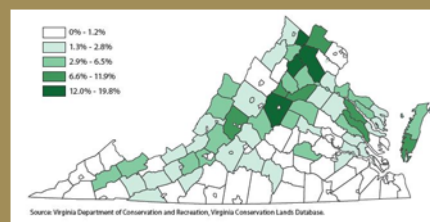
Land Preservation

Land Preservation Stats

- Land Use Taxation—211,108 acres
- Ag/Forestal Districts—80,037 acres
- Conservation easement—88,042 acres

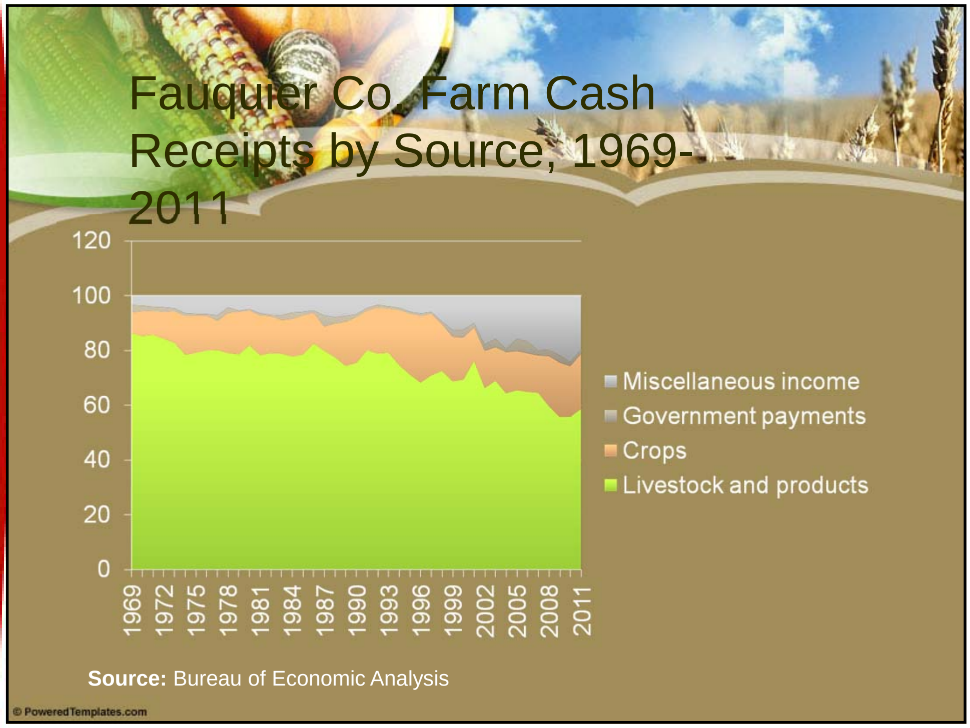
Percentage under Conservation Easement



Source: Weldon Cooper Center, Virginia Local Tax Rates;
Virginia Department of Conservation and Recreation

Percentage of Farms by Value of Sales, 2007

Source: USDA, NASS (2009)


Fauquier Co. Farm Cash Receipts by Source, 1969-2011
120
100
80
60
40
20
0
1969
1972
1975
1978
1981
1984
1987
1990
1993
1996
1999
2002
2005
2008
2011
Miscellaneous income
Government payments
Crops
Livestock and products
Source: Bureau of Economic Analysis
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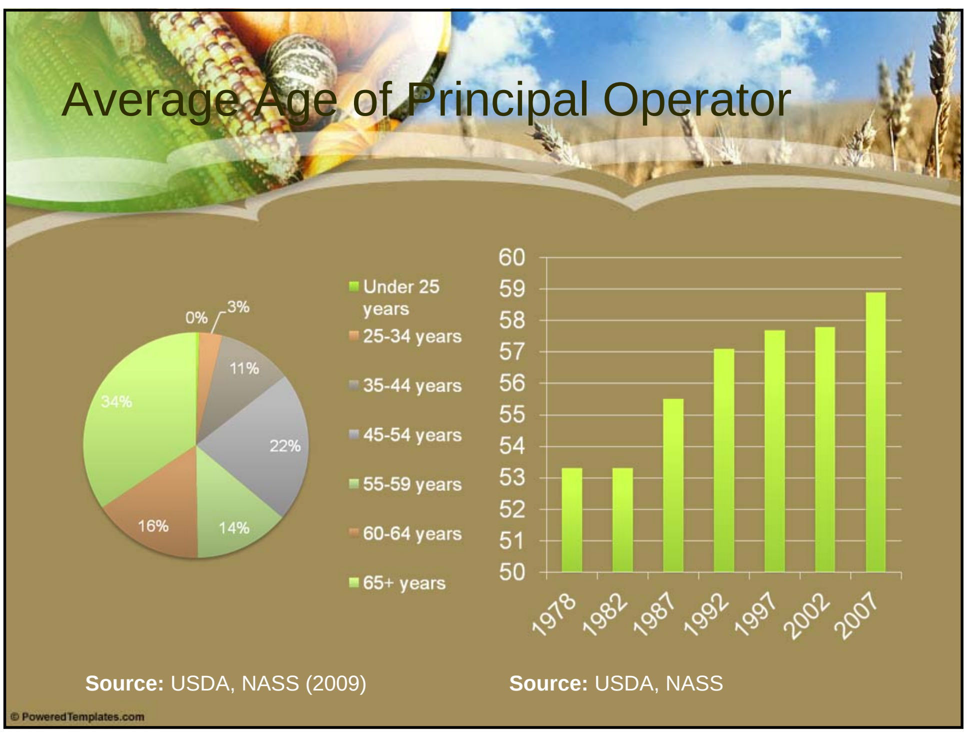
Average Age of Principal Operator
0%
3%
11%
22%
14%
16%
34%
Under 25 years
25-34 years
35-44 years
45-54 years
55-59 years
60-64 years
65+ years
60
59
58
57
56
55
54
53
52
51
50
1978
1982
1987
1992
1997
2002
2007
Source: USDA, NASS (2009)
Source: USDA, NASS
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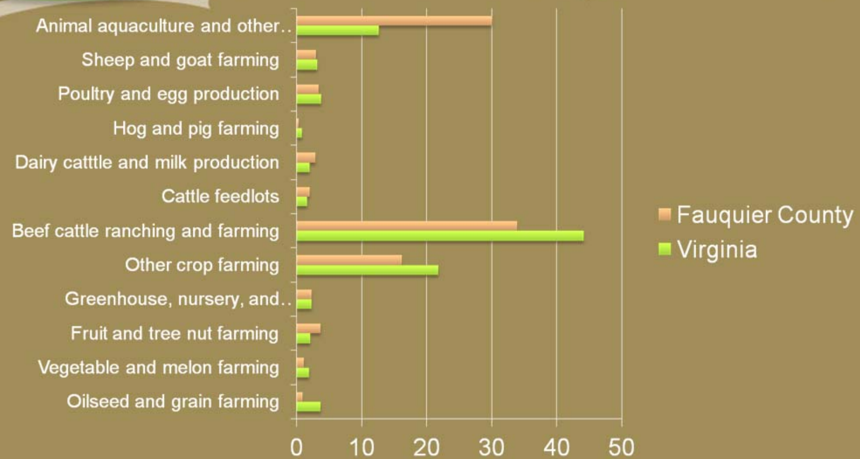
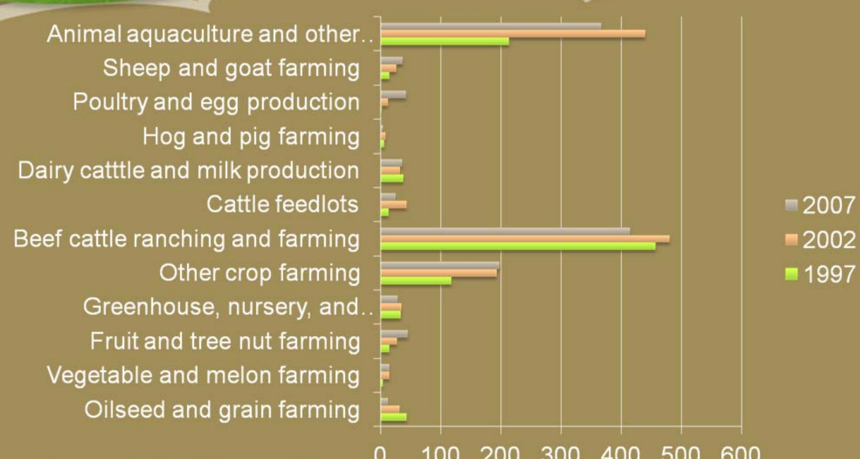
Percentage of Farms by Enterprise, Virginia and Fauquier Co., 2007



Source: USDA, NASS, 2009

Number of Farms by NAICS, Fauquier Co., 1997-2007

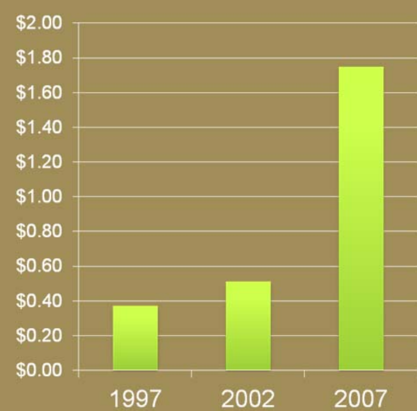


Source: USDA, NASS, 2009

Direct Sales to Consumers

- Fauquier County County ranked 1st among Virginia localities in direct sales according to 2007 Agriculture Census

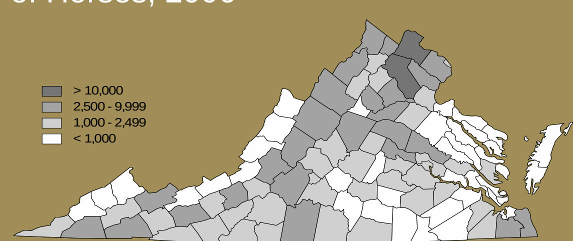
Direct Sales per Capita (Annual)



Source: USDA, NASS

Horse Industry

Number of Horses, 2006



Source: NASS, Virginia Equine Survey Report

Source: Weldon Cooper Center

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

What's going on in the County?

- Livestock
- Horses
- Hay
- Grain crops and silage
- Produce, fruit, sod, etc.

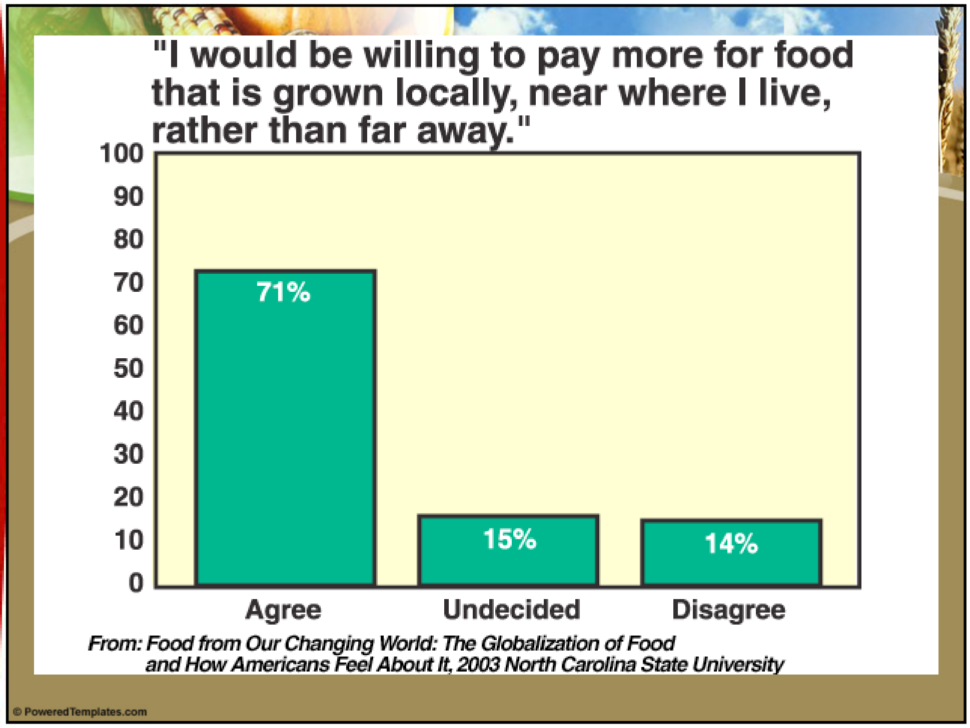
Commodity Based Markets

Why Wholesale?

- Most farmers are production oriented.
- Selling direct can be time intensive.
- Access to established customer base and high demand
- Easier placement for lower grades
- Big Checks

Disadvantages of Wholesale

- Little direct-to-consumer contact
- More crop specialization
- More planning and communication with suppliers and retailers
- Deferred payment
- More post harvest handling requirements
- More risk that product will be rejected for quality
- Need to fulfill contracts and purchase orders


"I would be willing to pay more for food that is grown locally, near where I live, rather than far away."
100
90
80
70
60
50
40
30
20
10
0
71%
15%
14%
Agree
Undecided
Disagree
From: Food from Our Changing World: The Globalization of Food and How Americans Feel About It, 2003 North Carolina State University
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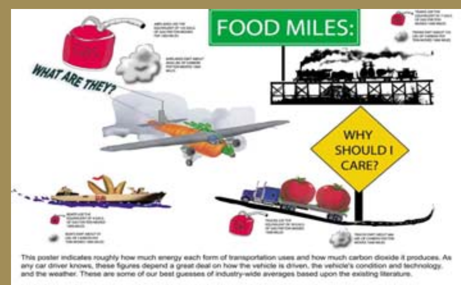
BETSY
Consumers want to connect with their food sources.



Challenges with Scaling Up

1. Lack of Aggregation and Distribution Infrastructure
   1. **Over 95 % of All Food Consumed Flows Through Wholesale Markets.**
2. Not enough farmers
3. Food Safety
   1. **Animal exclusion**
   2. **Harvest and Postharvest handling**
   3. **Toilet and hand washing facilities**

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

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?
- How many dollars would be generated on an annual basis and be available to be reinvested in local independent businesses and communities?
- What would be the direct economic impact?

2nd Virginia Farm to School Week 2010
November 8 – 12
Survey Results

School Districts that Participated - 84%

Featured Virginia Grown Products
- Apples - 91 %
- Sweet Potatoes – 54%
- Broccoli - 48%

Products purchased from:
- Distributor – 71%
- Farmer – 34%
- Food Cooperative – 5%
- Other – 9%

Incorporated an educational component – 70%

Total dollars spent for Farm to School week - $63,000.
(47 responders = $1,341 per District)
(56 responders)

Agritourism

- Birthday parties, Holiday and special events, weddings, company picnics

- Schools, bus charters, seniors groups, scouts
- Cooking classes, garden and herb workshops, wreath making

- Hiking, camping, bird watching, kayaking, hunts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Family Farms to City Plates
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BUY LOCAL
Northern Piedmont
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