Farmers Market Promotion Program (FMPP)
Final Performance Report

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: USDAFMPPQuestions@ams.usda.gov; Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

Report Date Range: *(e.g. September 30, 20XX-September 29, 20XX)*	APRIL 2016-DECEMBER 2016
Authorized Representative Name:	DIANNE DINGER
Authorized Representative Phone:	540-921-0344
Authorized Representative Email:	LYNNE.HAZELWOOD@PEARISBURG.ORG
Recipient Organization Name:	TOWN OF PEARISBURG
Project Title as Stated on Grant Agreement:	
Grant Agreement Number: *(e.g. 14-FMPPX-XX-XXXX)*	14-FMPPX-VA-0165
Year Grant was Awarded:	2014
Project City/State:	PEARISBURG VIRGINIA
Total Awarded Budget:	$99,897

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?
☐ Same Authorized Representative listed above (check if applicable).
☒ Different individual: Name: LYNNE HAZELWOOD; Email: LYNNE.HAZELWOOD@PEARISBURG.ORG; Phone: 540-921-0340

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1. State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. "new objective", "new contact", "new consultant", etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.

    i. Goal/Objective 1:
        a. Progress Made:
        b. Impact on Community:
    ii. Goal/Objective 2:
        a. Progress Made:
        b. Impact on Community:
    iii. Goal/Objective 3:
        a. Progress Made:
        b. Impact on Community:

2. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 20__). Include further explanation if necessary.
    i. Number of direct jobs created:
    ii. Number of jobs retained:
    iii. Number of indirect jobs created:
    iv. Number of markets expanded:
    v. Number of new markets established:
    vi. Market sales increased by $insert dollars and increased by insert percentage%.
    vii. Number of farmers/producers that have benefited from the project:
        a. Percent Increase:

3. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?

4. Discuss your community partnerships.
    i. Who are your community partners?
    ii. How have they contributed to the overall results of the FMPP project?
    iii. How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?

5. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?

6. Have you publicized any results yet?*
    i. If yes, how did you publicize the results?
    ii. To whom did you publicize the results?
    iii. How many stakeholders (i.e. people, entities) did you reach?

    *Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

7. Have you collected any feedback from your community and additional stakeholders about your work?
    i. If so, how did you collect the information?
    ii. What feedback was relayed (specific comments)?

8. Budget Summary:
    i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report: ☐
    ii. Did the project generate any income?
        a. If yes, how much was generated and how was it used to further the objectives of the award?

9. Lessons Learned:
    i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).
    ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:
    iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:

10. Future Work:
    i. How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.
    ii. Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?

Farmers Market Promotion Program
Final Performance Report

1. GOALS AND OBJECTIVES: **There were three primary goals approved under the FMPP project, each with specific objectives. These were as follows:**

Goal 1: Generate additional revenue for local producers through the direct marketing of farm products to consumers, local restaurants, groceries, and other retail and wholesale entities

Objective 1: Increase local and regional product access and economic growth of producers through development of an outdoor marketplace and indoor "Farm to Fork" general store.

Progress made:

A) The Direct Market Model for Town of Pearisburg Farm to Fork Marketplace was selected with input from the following parties: Farmers Market/Event Consultant/ Cooperative Extension Community Viability Specialist/ Extension Agent /Destination Developer/Town Manager /Town Council/Farm to Fork Task Force/ VT grad student/ The Green Market/ VT design/buildLAB.
B) Mission and objectives for the Farm to Fork Program and /Farmers Market were developed with input from Farmers Market/Event Consultant/ Cooperative Extension Service Community Viability Specialist/ The Green Market /Extension Agent/ Chamber of Commerce /Town Manager/ Destination Developer/Town Council/Assistant Town Clerk/Farm to Fork Task Force.
C) Policies and Procedures for Market were developed with input from Farmers Market/Event Consultant/Town Manager/Assistant Town Clerk/Destination Developer/ The Green Market.
D) Volunteer Coordinator and ACCE Volunteer Position Descriptions were developed with input from Farmers Market/Event Consultant/Kids Art Coordinator/Farm Table Head Chef/Market Manager.
E) Vendor Application/Vendors Rules & Regulations/Exhibitor Application/Rules/Fee schedule were developed with input from Destination Developer/Town Manager/ Farmers Market Event Consultant/ Green Market/ Extension Agent/ Community Viability Specialist/3 other farmers markets. *A* new policy was established in year two to allow small farms to share a market booth. This allowed smaller producers to utilize the market to sell products at a reduced rate with a shared staff person.
F) Special Events Calendars were developed with assistance from Destination Developer/Extension Agent/WNRV/GAC/Renew the New/Special Events Media Coordinator/ Kids Art Coordinator/Market Manager/Chamber of Commerce/Giles County Ag Lab/Giles Wellness Center/Pearisburg Junior Woman's Club/Giles County Special Projects Coordinator/Giles County Tourism Director/ Green Market/Carilion Hospital Health Educator/Other stakeholders.
G) Market Manager Position Description was developed with Town Manager/Destination Developer/Assistant Town Clerk/Farmers Market/Event Consultant for year one. Position description was revised in year 2. Interview team consisting of the Green Market/Destination Developer/Extension Agent/Town-Manager/Farmers Market/Event Consultant hired Market Manager for year one. In year two a new Manager was retained to fill the vacancy.
H) SNAP/EBT Machine was ordered and SNAP/EBT marketing materials developed by Farmers Market/Event Consultant/Assistant Town Clerk/Social Media Coordinator/Assistant Town Clerk/Destination Developer/ Green Market/Extension Agent/ Market Manager/
I) Social Media Event Coordinator publicized vendor application to public & growers.
J) Farmers Market/Event Consultant/Destination Developer trained Market Manager in year one; former Manager trained new Manager in year 2.
H) Special Events/Social Media Coordinator contract responsibilities were outlined for 2015. The contractor was retained. New specifications were developed in 2016. Contract was renewed.
I) Social Media Coordinator/VT Creative Writing Class developed Market Website or Page/Social Media Platforms and Social Media Strategies.
J) Destination Developer retained a Third Thursday at the Market Music Coordinator and a Kids Program Coordinator with Giles Arts Council.
K) A survey was developed to evaluate the performance of market from the vendor's perspective.
L) Meetings were held with the DSS Director to publicize the SNAP program at the market. A press release appeared in the newspaper to announce program to participants. Posters were developed and posted in the DSS office locations.
M) Vendors were recruited for the first and second market season. A Vendor meeting was held on April 28th. Virginia Cooperative Extension and the Virginia Department of Agriculture Division of Weights and Measures participated in the meeting. Handouts were developed for vendors. These were submitted with first interim report.
N) A Market Website and 2 Facebook Pages were created-Pearisburg Community Market and Farm to Fork. Virginia Tech Creative Writing Class created the website.
O) Six Music at the Market live band performances were scheduled on the third Thursday of each month during each market season. Pearisburg received a Challenge grant to pay for the bands performing.
P) Free kids activities were offered at the market every Saturday in 2015 and 2016. In 2016 the kids program was branded as the Sprouts Market Club. The goal of the program was to educate and inspire youth age 5-12 to take part in their local food system,

enjoy eating nutritious foods and empower them to make healthy choices. Kids participating in the program were given a reusable Sprouts Shopping Bag for weekly purchases. Each week the kids were provided two special tokens each worth $1 to spend on fresh fruits & vegetables or plants that produce food at the market. Kids then toured the market vendor booths. Upon conclusion of the tour, kids participated in a final activity that centered on food, nutrition and the food system. This activity varied from an art, planting, or cooking project. Parents are invited to participate with their kids or enjoy breakfast or lunch at the Farm Table and shop with local vendors during the Sprout Club program hours. A Sprouts Club application, logo, and fact sheet were developed. A Sprouts Pearisburg received a Challenge grant to pay for kid's program supplies and a stipend for Market Kids Art Coordinator.
Q) The first season of the market was launched to the public in a campaign of electronic and print advertisements and articles in the VA Leader. There were 2 openings-a soft opening on May 2 and a ribbon cutting ceremony on May 30. Banners and signs were created for the market. Monthly events were held at the market during with collaborating partners. A marketing plan was developed. Weekly Buzz About the Market Posters were disseminated via the electronic newsletter and posted. Online ads were designed and posted. Data was collected each week during report period related to customer visits, sales, revenue generated by market.

Impact on community: **A)** 41 stakeholders attended the direct market model input meeting on November 20. Before this meeting, many of these stakeholders had not contributed to the process of developing the direct market model. **B)** A Special Events Calendar was developed. The calendar events scheduled at the market increased community involvement in market activities. Thirteen businesses, organizations, programs have agreed to organize performances, exhibits and demos. This level of involvement did not exist at the start of the report period. **C)** A committee representative of the town, producers, tourism, and agriculture participated in the development of the Market Manager Position. Members of this group joined the interview team. This level of participation increased the commitment of these entities in the development of the market. **D)** A database of over 926 public and producers throughout the region was developed that did not exist before the grant report period. There are mailing lists in the database. These consist of 26 lists. **E)** Social Media Coordinator established a working relationship with VT Creative Writing Class. This class developed 80 blog posts on the web platform that the students have designed as a part of their class assignment. This relationship with VT did not exist before the grant award. **F)** WNRV, a local radio station, acted as the Volunteer Music Coordinator. This relationship resulted in the radio station committing to monthly activities at the market. **G)** Pearisburg Farm to Fork Program was featured in 1) Virginia Tech "Save Our Town" video series as an "Example of Awesomeness (http://www.saveourtowns.outreach.vt.edu/2015/08/season-two/). Virginia Tech followed the Farm to Fork and tourism programs throughout the year and recorded a video each month on Pearisburg's accomplishments. 2) New River Valley Planning Commission featured the Farm to Fork program in their publication as one of their "20 Inspiring Stories." **H)** Pearisburg Farm to Fork Program received a grant for $2,000 from Carilion Hospital and Challenge grant funds for Music at the Market concert series and Kids Art Program in 2016. Grant Manager was invited to speak at numerous groups and organizations including 1) Woman on Wednesday (approx.100 in attendance), 2) Giles Community Health Assessment Team (approximately 30 in attendance) and 3) Virginia Farmers Market Association Conference to other markets in state on community collaboration model developed in Pearisburg. **I)** The Pearisburg community provided access to fresh local and regional products through an outdoor seasonal community market. In year one the market opened from May to the first week in December on Saturdays from 9am-2pm, and on every third Thursday from 4-8pm. In year two the market hours were Saturdays 8:30am-1:00pm and third Thursdays to 5:00-8:30pm from May-to first week of November. **J)** A Kids Market program curriculum (Appendix A) was developed with Extension Service, Master Gardeners, Giles Arts Council, Carilion Health Educator and the Market Kids Art Coordinator. The curriculum focused on healthy eating. This provided youth with exposure to locally grown foods. K) The following mediums were used to heighten awareness of local and regional food products, the market, producers and food initiatives. WNRV produced 388 radio ads for the Market in season 1 and 386 radio ads in season 2 (Link: http://www.wnrvbluegrassradio.com.) The Media Specialist created 3 Monthly calendars, 125 Electronic newsletters, 53 Special Event or weekly flyers and posters for market, 21 Special event or flyers for dinners/cooking classes. Two logos were designed for the Community Market: 1 for Pearisburg Farm to Fork and 1 logo for the Farm Table. The following social media accounts were established: Instagram, Twitter, Facebook and Website. (Links https://www.facebook.com/pearisburgcommunitymarket/, https://www.facebook.com/Farm-Table-266632833728883/?fref=ts, https://twitter.com/pearisburgmkt, https://www.instagram.com/PearisburgMkt/, http://www.pearisburgfarmtofork.com. In addition the following print marketing mediums were utilized: Henry Reed Fiddlers Convention – 2 ads, Monroe Watchman – 5 ads, Bluefield Telegraph – 8 ads, Roanoke Times – 14 ads, VA Leader – 24 ads, Tri Cities Southwest Times (number not available)

Changes in original proposal: In 2016 a new Management Plan was developed for the Farm To Fork Program. Contract specifications were changed for the individual contractors. An amendment was submitted to FMPP with the new duties, responsibilities, and changes in work period, and funding allocations. The contract period term for each contractor was amended to December 2016 to support the second market season, (which was scheduled to remain open until the end of the first week of November). In addition, community food initiatives were scheduled to operate through first week of December. This was approved by FMPP on April 8, 2016.

Objective 2: Increase awareness/utilization of local regional grown foods through chef demos

Progress made:
A) Farmers' markets event supplies and cooking demo equipment were purchased. A Farmers Market demonstration booth, the Farm Table, was established to provide chef demos and to prepare food, weekly, at the market. Local and regional non-processed foods were incorporated into menu items prepared for free tastings and purchase.

Impact on community: A) The Farm Table set up a demonstration booth on 37 market days during season one and 32 days in season two. Seven producer's products were utilized for chef demos and prepared food retail sale. Producers benefited from increased awareness and utilization of locally and regional grown goods. B) Five chef demos were held in partnership with the local hospital Health Educator. The Head Chef met with Health Educator and designed a healthy recipe. The Head Chef demonstrated how to make the recipe at the market. Samples were distributed to the people who watched the demonstrations and throughout the market. The demonstrations were as follows: Grilled Peach and Bacon Salad on 7/16: 10 people attended/How to Make Peach Salsa on 8/1: 12 people attended/How to Make a Fresh Herb Salad on 8/29: 15 people attended/How to make mint chocolate energy bites in May 2016: 12 attended. **C)** Farm Table provided 2 recipes per month to the SW Times for publication in the newspaper on the food page during year one. **D)** Participants in chef demos and classes were surveyed to determine if the activities provided resulted in an increase of awareness and utilization of local and regional grown foods. The results are as follows: 77% of survey participants would prepare the recipe they learned at home; 79% of survey participants would use cash to buy their purchases at the market; 88% of participant's knowledge on topic increased from prior to demonstration; 83% of participants will eat more fruits and vegetables after workshop; 92% of participants have not attended a cooking demo at the market in the past; 95% of participants were female; and 76% would be interested in attending a cooking class of a similar nature.

Goal 2: Increase awareness and utilization of locally grown products though the assistance of local eateries, grocers' purveyors, markets and community initiatives; Build capacity of new and current producers to realize economic growth

Objective 2.1: Develop the capacity of new and current producers to realize economic growth through educational workshops

Progress made:
A) Community Viability Specialist/Extension Agent developed a calendar of capacity building workshops for new and current farmers/ producers. Four workshops were scheduled and the speakers were identified. Workshop announcements were publicized. Participants evaluated each workshop.

Impact on Community: Producers attended the following workshops: A) Preparing for Direct Sales: 8in attendance; 100% of attendees believed the workshop was timely, relevant and practical; 87.5% reported that their knowledge of fresh food safety and the strategies of product marketing were improved; and 100% reported that their knowledge was improved in the area of pricing and value added safety and regulation considerations. B) **Evaluating Risk in Fresh Produce Production**: 11 in attendance; 100% of attendees believed the workshop was timely, relevant and practical; and 10 reported that their knowledge of fresh food safety and the strategies of product marketing were improved. C) **Value Added Product Development:** 7 in attendance; 100% attendees believed the workshop was timely, relevant and practical; and 6 reported that their knowledge was improved in the area of pricing and value added safety and regulation considerations. D) **Creating a Market Season to Remember**: 18 farms in attendance; and 100% reported they had a better understanding of how to create effective marketing, increase farm's income and implement effective display and signage.

Objective 2.2: Increase access to locally and regionally produced products through the development of a marketing opportunity for producers with restaurants, local grocer's purveyors and markets

Progress made:
A) Discussion was facilitated around the subject of purchasing and distribution with restaurants, producers and local grocer's purveyors and markets by Cooperative Extension Community Viability Specialist/ Extension Agent/ Destination Developer/ local restaurants/ producers/ local purveyors/ Farmers Market/Event Consultant. **B)** A speed date event was held with local farmers/producers, restaurants and Farmer's Market facilitated by Cooperative Extension Community Viability Specialist/ Extension Agent

Impact on Community: 16 local farmers/producers, restaurants and farmer's market were in attendance; 100% of attendees believed the workshop was timely, relevant and practical; and 94% reported that their knowledge of buyer/seller networking improved.

Objective 2.3: Assist a minimum of sixteen farmers/producers integrate into direct producer-to-consumer market opportunities through marketing and branding

Progress made:

A) Farmers/producers were scheduled appointments with the Graphic Artist Brand Consultant

Impact on Community: A) Branding and marketing consultation services were provided to farmers/producers who participated in the market as a full season vendor. 9 received assistance. None of these producers/vendors had resources to develop these products prior to the grant. 3 Market initiatives also received assistance. Services were provided to: 1) Sugar by Suzanne and 2) Giles Ag Lab were provided logo designs and market labels.3) Green Market received a label design and 100 3x4 labels for their bags. 4) Country Sausage's banner was redesigned. A 6-ft banner purchased. 5) Reliant Farm received 100 Market labels and 100 2-inch labels. 6) Farm Table received 250 business cards, a 5-ft banner and 500 2-inch round stickers.7) Community Market was provided business cards and 500 post cards. 8) Flo's Community Booth was provided logo, market labels and a 6-ft banner. 9) Cake mix labels were designed for Farm Table Scarecrow Festival booth. 10) Logo was designed for Sprouts Market Club initiative. 11) JnS Creations was provided a new logo and 6 ft. banner.

Goal 3: Increase awareness/utilization of locally/regionally grown products though community initiatives

Objective 3.1: Increase exposure to locally grown foods through the development of community events and cooking classes

Progress made:

A) Message of Farm to Fork Program activities were transcended to a brand using t-shirts, reusable shopping bags, baseball caps, water bottles, posters. 2 videos were produced.
(Link: https://www.youtube.com/watch?v=8fE35UiywdI, https://www.youtube.com/watch?v=-9RCAsdsTgo_).

B) Electronic newsletters were mailed to a database of 926 recipients.

C) Equipment, supplies and utensils for chef/instructors were purchased.

D) Seasonal themed hands-on and demonstration-cooking classes that are focused on locally and regionally produced products were offered: 1) A Jerky class was taught to 18 students at Giles High School on August 4th. Farm Table Head Chef taught the students safe handling of raw meat and several ways to prepare, season, and marinade meats for jerky. 2) 2 cooking classes were taught at the Giles Senior Center: a) *How to make a peach smoothie.* 12 senior citizens attended on 6/23. The Head Chef demonstrated how to prepare fresh peaches in order to make a healthy version of a peach smoothie. Everyone who participated in the class received a smoothie and a recipe; b) *How to make zucchini pasta.* 10 seniors attended on 8/25. The Head Chef demonstrated how to use a spiralizer to make noodles out of fresh zucchini and summer squash and, how to cook and season squash pasta. Head Chef demonstrated how to add fresh made marinara.

E) Right Hand Clyde in Narrows (local brewery) brought 4 locally produced beers to a pairing cooking class and discussed the story behind their brewery and how each brew was made. The Farm Table paired each brew discussed with local and regional foods, and discussed how to match beer with food products. Two classes were held, 42 were in attendance (March 17th- 27 people attended; April 6th -15 people attended).

F) A series of four 2-hour interactive tasting classes introduced participants to the exciting world of local, regional and VA wines and food. Attendees learned how to taste like a pro, pair wines with foods, and how soil, climate, altitude and age of the vine affect the flavor of red and white wines. November 2nd- 16 people in attendance/December 10th- 23 people in attendance/January 14th- 17 people in attendance February 29th- 23 people in attendance

G) 6 cooking classes were utilized to increase the awareness and utilization of local/regional fresh food products by EBT/SNAP and senior citizens. The Farm Table partnered with Extension, DSS and FOCUS Program to design and implement the healthy eating education component at Orchard Grove, at a low income and senior citizen housing development in Pearisburg. They were as follows: 7/18-Topic: good eating habits, dairy products/Recipe demo: frittata and yogurt parfait; 10 people attended; 8/1-Topic: fruits, vegetables, and whole grains/Recipe demo: cheesy hamburger skillet; 8 people attended; 8/15-Topic: eating/shopping healthy, reading food labels/Recipes demo: chicken stir fry and fruit salad; 8 people attended; 9/19-Topic: meal planning, stocking your pantry, shopping/Recipe demo: tuna burger, baked beans; 4 people attended; 10/3-Topic: how to create a meal from items on sale, understanding unit prices/Recipe demo: butternut squash bisque, hummus; 7 people attended; 10/17-Topic: sugars, beverages, healthy low cost options/Recipe demo: chicken and raisins, Apple crisp 4 people attended. Carilion Hospital provided funds to help support this initiative.

H) 3 special cooking classes were scheduled that included visits to local farms: Wood Hole Hostel for bread making class. 6 people attended, and 2 classes at Iron Heart Vineyard and Winery for program on local grape production, sneak peek of new winery, and wine pairing dinner and discussion. Twenty-six people attended October 29. Twenty-eight people attended November 5th.

I) Ten people attended a Cast Iron Cooking Class.

J) The activity hosted a culinary event in downtown Pearisburg to increase exposure to local and regional foods at Pearisburg community events. The Farm Table set up the cooking demonstration booth at these activities: 1) Festival in the Park: An average of 1,000 residents and visitors per year attend this town event in June. Farm Table set up vendor booth and provided fresh prepared breakfast and lunch demos using many of the market vendor's products, these meals were available for purchase. Free tastings were provided. The Farm T able reported 108 transactions in Year 1 and 151 transactions in year 2. 2) ChildFest: 200 kids and their families in attendance in September. Farm Table catered event for Giles Early Education Program. The menu was healthy sandwiches and sides.3) General Electric employee and their families' event in August. Farm Table provided snacks and drinks. The Farm Table reported 44 transactions. 4) Art on the Lawn: An average of 800 residents and visitors attend this one-day event annually. The Farm Table sets up vendor booth and provided fresh prepared breakfast and lunch demos using many of the market vendor's products, these meals were available for purchase. Free tastings were provided. The Farm Table reported 134 transactions. 5) The County of Giles purchased food supplies for the Farm Table to prepare for Focus events. On January 25 people attended; On April 4th - 250 plus people attended. 6) Farm Table prepared food for 67 voters, law enforcement, town merchants and poll personnel on November 3 Election Day. 7) 5 people received Thanksgiving to go meals on November 24 and 30 people received a Holiday Ham dinner. 8) Farm Table set up a booth at the town Scarecrow festival on year one and 2. The Farm Table reported 142 transactions. 9) The County of Giles invited the Farm Table to set up cooking demonstration booth at the Muddy ACCE race on October 1. The Farm Table reported 166 transactions. 10) Farm Table provided breakfast for 20 AT hikers in Pearisburg. 11) A local Inn asked Farm Table to cook a private meal for 40 guests. 12) Two local outfitters worked with Farm Table to provide a scenic raft trip where participants stopped along the way at two private meal sites on the New River: 27 people attended. 13) Farm Table prepared lunch for 25 senior citizens during a Bingo event. 14) Virginia Cooperative Extension Services (VCE) Intern partnered with Farm Table to provide a Chef Demo the last two weekends in June 2015. No reported statistics

Impact on community: A) Cooking classes were provided to 12 members of general population. B) 11 cooking classes were provided to members of special populations: 18 high school, 22 seniors, 10 residents living in a low-income housing development; C) 3 Cooking classes were provided at a farm. 56 general community members, tourisms groups, and local government people were in attendance D) There were 1,530 local and regional food transactions at the Farm Table booth at 18 community events. E) Of the residents of the low income housing development who attended the cooking classes surveyed -92% reported that they would eat more (or a new) fruits and vegetables after demo or class; 56 % reported that knowledge of the topic area increased after attending demo or class: 41% reported they would try the recipes at home. F) Baking Bread Class Evaluation: Of the 6 people attending, 80% of attendee's knowledge improved to average or above average after having taken the class. 100% reported they would recommend this class to others. 90% reported their knowledge increased to at least better than average to excellent. 100% found the value, format, and presenter to be a rating of "excellent." G) Pairing class evaluation: 100% of participants felt their knowledge increased from its original state of none too little or more; 100% found the selection of presenter to be excellent; 85% found the value and format of the class to be excellent. Many stated that it far exceeded their expectations. H) Cast Iron Cooking Class: Of the 10 people that attended; 80% of attendee's knowledge improved to average or above average after having taken the class; 100% reported they would recommend this class to others; 90% reported the value of information and presenter of class was adequate to excellent; and 100% gave the overall assessment of the workshop a rating of excellent.

Changes in original proposal: On April 3, 2015, the development of a Farm to Fork Demonstration stand was proposed to FMPP in lieu of a one time culinary event, Local and regional produced, non-processed foods (available for purchase from the farmer vendors) would be featured as components in the items demonstrated and subsequently sold. This stand would be open at the Community Market and provide exposure to local and regional foods on non-market days at community events/initiatives and through cooking classes and chef demos throughout the year. This was approved by FMPP on April 9, 2015.

Quantify the overall impact of the project on the intended beneficiaries

1) Food demonstration booth (Farm Table) increased awareness and utilization of locally grown foods. The lack of local access to healthy foods makes it difficult for families who remain in rural communities, such as Pearisburg, to maintain a nutritious diet. With limited options, families often resort to purchasing fast food from nearby restaurants and convenience stores. This choice, although convenient, generally offers fewer healthy foods. The selection often consists of canned and processed food and very little fresh local or regional produced meat and fresh produces. *The Farm Table* is the grant

activity that provided activities/services that would address the need for healthier food selection and preparation. **What was the impact**: Consumers were provided an opportunity to purchase fresh and prepared foods, which incorporated local and regional products as a part of the ingredients on 69 market days. The Farm Table reported 1,705 transactions. The Farm Table booth also prepared foods, which incorporated local and regional products at 18 tastings and community events. The Farm Table reported 1,530 transactions at these events.

2) **Direct marketing of farm products increased local and regional product sales.** A) Prior to the grant award the Town of Pearisburg did not have a marketing opportunity for producers to sell regional and local products. **How this changed**: The Community Market provided 23 producers the opportunity to sell their products during the grant period. **The total vendor income generated during the 69 market days was $41,580.76. B)** Prior to the grant award there was limited training for producers on marketing their products for retail sale. **How this changed**: Extension service worked with the Town to provide 4 marketing workshops. In addition 3-targeted trainings were provided over the two years including one on the Small Flock Poultry Program. As a result of these trainings Extension developed over up to 134 points of contact. In addition, a private consultation service was offered to 9 producers/market programs on branding.

3) Cooking classes and chef demos increased exposure to local and regional grown foods. Prior to the grant award the Town of Pearisburg had limited opportunities for consumers to learn how to prepare fresh local and regional foods. **How this changed:** 191 people participated in cooking classes and 49 people participated in chef demos that focused on utilization of local and regional products as a part of the ingredients during grant period. The Farm Table provided the instruction or recruited outside instructors.

4) Free extracurricular/recreational programs increased young adult's exposure to local and regional food products, local food production, and healthy eating habits. A) Prior to the grant award the Town of Pearisburg had limited opportunities for youth to learn to take part in their local food system, enjoy eating nutritious foods and empower them to make healthy choices. **How this changed**: 621 youth participated in a healthy eating /art program at the market. 18 students at Giles High School participated in a cooking class. B) Prior to the grant award the town of Pearisburg had limited opportunities for youth to learn how to purchase fresh local and regional foods. **How this changed**: Twelve youth ages 5-12 participated in the market Sprouts weekly program and spent 80 tokens at market vendor booths.

5) Free cooking programs increased the skills of low-income and senior populations to prepare foods purchased at the market at home with little effort. After the first market season we learned that double EBT/SNAP points were not enough of an incentive to bring *local* SNAP participants to the market. More education on the utilization of food sold at the farmers market was needed for this population. As a result, free cooking classes were established at the low-income housing development, Orchard Grove as well as the Giles Senior Center. The Farm Table taught these classes. During the grant period up to 10 people per class participated in cooking activities at their housing complex: Up to 12 people participated per class at the senior center.

How we expanded our customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.?

The customer base was expanded to youth, senior citizens and residents of a low-income population housing development through cooking classes implemented on site at the community center at the housing project and in the school setting, a market youth program and mobile food demonstrations. The customer based reached of these populations is listed in the section of this report: Overall impact of the project on the intended beneficiaries.

Our Community Partnerships

- The Town of Pearisburg worked in partnership with Virginia Cooperative Extension, restaurants, producers, Giles AG Lab, the Giles Extension Agent, Focus Program, Flavours Media Group, LLC, and Carilion Hospital, and other stakeholders to educate the community about local and regional food systems as a part of the program; "Farm to Fork." Components of the program included cooking classes, the establishment of an electronic newsletter, sponsorship of producer workshops, the development of the market and Farm Table program and other program activities described in this report. Collectively, these increased the utilization of local and regional food, support area farmers, and increased food access.
- Other partners assisted the town to develop a market audience through the utilization of the market as a venue for events, Kids Art Program and Music at the Market monthly concert series. These groups are listed in Appendix B.
- These partners will continue to assist the project's future activities beyond the performance period of this FMPP grant once the New Town Manager and Town Council has the opportunity to review the recommendations and actions suggested by the partner organizations.

Contractors Contribution to the results of the FMPP project

The project utilized contractors to conduct the work of the FMPP project. Their work directly contributed to the results reported. Contractors include Zeppa Studio, Extension Service speakers, guest chef instructors, Chick N' Egg Productions, WNRV, Kids Art Coordinator, Flavours Media Group, LLC, and the Market Manager- a self-employed independent contractor.

Publicized Results

Results were publicized thorough the electronic newsletter and the website. The following groups were reached through this effort. Agritourism email lists (153), Farm to Fork (77), Farmers Market (50), Food NRV (70), Giles Tourism (82), Health (64), Pearisburg Community Market (12), Pearisburg Open for Business (101), Pearisburg Town Government (9) and Vendors (9). **The** published report is located in Appendix C. **Other**: All announcements, newsletters, etc. were submitted to FMPP as an appendix in the interim reports except those developed from April 1- December 2016. These are located in Appendix D.

Feedback collected from our community and additional stakeholders

- **Producers were surveyed after year-one market season:** 76% of the vendor's rated the location of the Community Market as 8 or better on a scale of 1-10. Those that did not rate this high felt the market needed a permanent structure of some sort or a place with more foot traffic. 92% did begin to see regular customers from week to week and began to expect them. Those who participated in the downtown events (61%) felt that these events did drive foot traffic and increase their sales. The 15% who were unsatisfied with the market's participation in the Town's events felt these just weren't events that generated sales of frozen meat or large quantities of produce. 61% of the vendors participated in Music at the Market. Many were pleased with the event but felt it was, again, slow for meat and produce sales. One vendor suggested the date be moved from the third Thursday of every month to the first Thursday, when those who are accept government checks have more disposable income.
- Fifteen market shoppers and sixteen market vendors were invited to participate in a survey (and/or upon request, a personal interview) regarding their recommendations related to the future of the Pearisburg Community Market after year two-market season. A full report of the feedback received is located in Appendix E

Budget Summary: Check if completed the SF-425 was submitted with this report: X

How much was generated by source and how was it used to further the objectives of the award?

Please refer to Appendix I for a breakdown of how the funds generated were used to further the objectives of the award. Under each category in the appendix is a list of the project activities that were supported.

- **Farm Table Community Initiatives:**

  During the 2-year grant period, the Farm Table Community Initiatives generated $ 7,002.43. A total of $ 5,436.74 was expended from these funds for food supplies and food preparation.

  After expenses $ 1,565.69 will carry in to continue this or similar project in year 3.

- **Farm Table and Farm to Fork Cooking Classes and Chef Demos:**

1. During the 2-year grant period, the Farm Table and Farm to Fork cooking classes and chef demos generated $7,240.00 and expended $ 4,265.13. These funds were utilized for food supplies and instruction. After expenses $ 2,974.87 will carry in to continue this or similar project in year 3.
2. A grant was awarded by Carilion Hospital to support cooking classes and demos for special low-income populations. $ 2,000.00 was awarded; and $,1051.20 was expended to date. The balance of $ 948.80 will be utilized for the remainder of the classes which are scheduled between January-April 2017.

- **Farm Table Demonstration Booth:**

  During the 2-year grant period, the Farm Table booth generated $ 15,394.32 and expended $ 13,951.82 during the 69 days of the two market seasons. Funds were utilized for food supplies and food preparation. The community initiatives scheduled on market days were included in the revenue report under this category.

  After expenses $ 1,442.50 will carry in to continue this or similar project in year 3.

- **Community Market**

1. During the 2-year grant period, the Pearisburg Community Market generated $ 9,964.65 and expended $ 7,165.91 during the 69 market days. Funds were utilized for program activities (sponsored by the market) to attract a shopper audience. After expenses $ 2,798.74 will carry in to continue this or similar project in year 3.
2. A Challenge Grant was awarded to support Kids at the Market and Music at the Market activities. A total of $ 4,725.00 was awarded; and $ 4,725.00 was expended during the two market seasons. An additional $ 5,290 was awarded for the next market season for these same activities in 2017.
3. A total of $ 190.00 was raised in sponsorships and donations; $ 130.90 was expended during the first market season.

- **Miscellaneous**

  A Miscellaneous line item was established in the Farm to Fork special accounts. This line item reports those expenses which could not be credited to the four accounts above. The total revenue and expenses credited to this line item was $ 214.00.

- **Sustainability Plan and Small Town Tourism Plan** was developed for Pearisburg Town Council, which described the activities proposed to further objectives of the award. These are located in Appendix F1 and F2. No decision will be made on this proposal until the New Town Manager begins in January 2017.

Lessons Learned:

A number of important things were learned from the Pearisburg Farm to Fork activities. They are: a) It is not just about the farm or the market. It is also about eating habits, health, education, socialization, entertainment, and healthy prepared food options. b) Strong community commitment is key. This can be done in a variety of ways. Engaging workshops/demos/classes, a diversity of activities, and a strong level of socialization go a long way to successfully ensuring active participation. c) Cooking classes, chef demos group participants all stated an increase in knowledge of healthy and local food choices, and even reported incorporating this knowledge into their daily eating habits. The fact remains that the population as a whole enjoys sweets and fries and other "some- times" foods. An important benchmark in the promotion of healthy eating is not the strict elimination of all sweets and fatty foods from diets but rather helping people to develop the necessary knowledge to help them make better and healthier food choices over the course of their lifetime. d) Growth takes time – a continued and dedicated investment is an important part of establishing a successful Farm to Fork program. e) By establishing a positive reputation in the community, a program increases its reach and community interest. However, development of such reach and interest takes time. Patience and dedication is key. f) The strategies that have worked best for us have been to collaborate with others in creating special events for the market, providing fresh healthy food options, providing kid's activities, music, and wine & beer tastings. g) Our biggest challenge has been competing events. h) An unexpected result has been the tremendous connections we have made within the community and the bonds we have created with people. It has been gratifying to connect different aspects of the community together. i) The Blacksburg Market has a bigger draw for producers. They can make 3 to 4 times more in sales than in a small rural town. A schedule needs to be set up so producers can participate in both markets. An option producer's have suggested is setting up shared booths where producers can sell products with a shared staff person rather than each farm having to be present. Another option suggested was online ordering with farms that cannot be present in Pearisburg because they are in Blacksburg. Customers at the Pearisburg market could pick up orders. J) In year 2 the growing season was delayed and the decision was made to open the market before produce was available to accommodate the other vendors. This turned out to not go well. Customers came expecting to buy produce and they stopped attending the market when this was not available. It took a concerted effort to bring back shoppers when farmers began to have produce for sale. K) Plans for the development of year-round market were delayed. The current Town Manager announced his retirement as of Dec 2016. The Town Council suggested that this effort be developed under the direction of the New Town Manager who will begin in January 2017.

Future Work: Town Council was provided the following strategies to explore in order to continue the work of the project beyond the performance period. These were based upon the community and overall impact outcomes reported. These were developed on April 18, 2016 with the assistance of vendors, VDACS, Giles AG Lab, Extension, County Ag Agent, Town Manager; grant contractors, and the Planning Commission, Tourism Office, Chamber Office, Merchant Association, and County

Administrator were asked to review what was proposed and to contribute input to these report findings. These will be reviewed by the new Town Manager who begins his new position in January 2017.

1) Strategies for development of additional revenue for local producers

- Explore value added options with vendors which may include a) the development of a kitchen that can be utilized by vendors for a fee for processing foods, or b) the use of the Farm Table program to turn producer items into products that can sold year round in a small storefront downtown (this would be the activity that would give market a presence in downtown year round)
- Explore a CSA, online market sales and shared booth space opportunities so producers have a vehicle for selling product on days/months when they are unable to be present at the open air market
- Link market with Giles AG Lab and Extension to begin to educate youth in schools on growing local-cooking fresh health benefits
- Explore development of a small food business entrepreneurship program with SBA and Extension
- Meet with Tech School/Giles Ag Lab to discuss partnership program with market to train students to promote and sell products at market. Determine resources needed.
- Explore a meal kit option using local vendor fresh and value added products in the recipe

2) Strategies to increase awareness of locally and regionally grown products though the assistance of a market, local food demonstration booth, and local food community initiatives.

- Continue unique dining experiences program utilizing local and regional products. Continue to incorporate local VA wines and brews and ciders. Look at a way to include other activities into the dining package i.e. a local artist, river outfitters, local music, etc.
- Explore ways Market and Farm Table can work in partnership with New River Trail Program to incorporate local and regional dining options into packages developed for tourism
- Continue to explore other uses for kitchen proposed including a) Farm Table catering services, b) a shared space that can be used by the brewery, wineries and some of the local venues in need of a kitchen for food preparation, c) after school or summer cooking camps and culinary training programs
- Work with Extension and others to develop more educational programs/messages for youth on healthy eating
- Explore ways to begin to educate town and festival organizers to incorporate healthier foods at local events (message buy and eat local).
- Continue to develop the taste trail agritourism activities as a revenue source. Explore expanding proposed restaurant without walls events throughout town, county and NRV. Sit down with Planning Commission and VT KnowledgeWorks to discuss this agritourism initiative and any grants being considered to set up a mobile kitchen

3) Strategies to increase market audience

- Continue to develop market as a venue for local group's events such as Relay for Life, Touch A Truck, Art on Lawn, etc.
- Make the commitment that any outside food service providers serving food at the market must incorporate local and regional (or VA) products in their prepared foods sold (as outlined in the market guidelines)
- Continue free Music at Market concert series and kids art programs
- Work with FOCUS Program, Extension, DSS to increase SNAP participation
- Turn market into a destination. Work with Giles Tourism to help promote activities planned to visitors and residents
- If funds for a permanent structure become available, make structure a multi-use venue for market, performing arts, antique fairs, community events, etc.

4) Merging market with downtown revitalization

- Meet with merchants to develop a coupon program that will encourage shoppers to go from the market to downtown to redeem it
- Talk with Merchants Association to identify strategies they would like to explore with market to assist businesses downtown
- Meet with merchants to gather input on a culinary focused Small Town Tourism Plan
- Explore Cooperative Store Model located in Appendix G.

5) Education of Town Council and other key community leaders

- Disseminate publicized report with facts and figures
- Invite group that met today to attend a Council meeting with Community Viability Specialist, Dr. Martha Walker, and VDACS Leanne DuBois, as the speakers

6) Other

- Explore with Town the models and list of communities to contact regarding their model was provided for follow-up located in Appendix H.

Website addresses for links to any materials made available via Internet

www.PearisburgFarmtoFork.com
https://www.facebook.com/pearisburgcommunitymarket
www.twitter.com/pearisburgmkt
https://www.instagram.com/pearisburgmkt/

Note: other links are listed under community impact Goal One/Objective One

Appendix List

- Kids Market program curriculum (Appendix A)
- Partners (Appendix B)
- Published report (Appendix C)
- Announcements, newsletters, etc. developed from April 1- December 2016. (Appendix D)
- Shopper and vendor feedback (Appendix E)
- Sustainability plan and Small Town Tourism plan (Appendix F1 and F2)
- Cooperative Store Model (Appendix G)
- Other food models (Appendix H)
- Revenue Expense Spread Sheet (Appendix I)

APPENDIX

A

2016 Kids Program Syllabus for Pearisburg Community Market

May

- Week 1 – Soft Opening of market – Scavenger Hunt – Identifying plants and vegetables
- Week 2 - reading – "Are You a Bee?", and preparing snacks with honey Activity: (Work with Market Chef to create snack)_Enjoying honey on a piece of toast, in yogurt, or in another healthy snack. Then recall the steps that were required to make the honey.
- Week 3 - Master Gardeners – Flower plant Starts to encourage honey bees
- Week 4 - Make a Pollinator Puppet – recall importance of bees

June

- Week 1 - Read = "From Seeds to Plants - color favorite fruits and vegetables
- Week 2: Read - Gregory, the Terrible Eater by Mitchell Sharmat; Activity: Coloring project – goat
- Week 3 – Festival in the Park – Master Gardeners
- Week 4: Read – Planting a Rainbow, coloring project and EATTING A RAINBOW!

July

- Week 1 – July 4th Celebration – Make Fruit Sparklers
- Week 2 Read - Helping Hands in the Kitchen
- Week 3 Read - HOW A SEED GROWS by Helene J. Jordan and make bottle planters
- Week 4 - Master Gardeners – planting fall vegetable seeds/Making ice cream using fruits to sweeten

August

- Week 1 – Read – Growing Vegetable Soup by Lois Ehlert; do a scavenger hunt finding different vegetables for soup.
- Week 2 – Make a Harvest Basket – Discuss the importance of Harvest time
- Week 3 – Master Gardeners – Making Applesauce
- Week 4 – Apple Prints – Read Johnny Appleseed

September

- Week 1 – Labor Day Weekend celebration – Ice Cream Making
- Week 2: - EAT A RAINBOW! Work with Market Chef to create a rainbow of samples and dip
- Week 3 –Kids art Adventure – Art on the Lawn & Master Gardeners
- Week 4: WHY MORNING MEALS MATTER – discuss healthy breakfasts. Use fruit to create rainbow cups to be eaten. 1

October

- Week 1 – Lords Acre Sales – no market
- Week 2 – Make Scarecrows for Festival
- Week 3 – Scarecrow Festival – Pumpkin Painting
- Week 4 – Master Gardeners; Make Shake a Snakes – discuss beans
- Week 5 – Halloween – Apple Bobbing, apple snacks

Apperdix A

Sprouts
Market Club

APPENDIX

B

List of Contribution(s)/role(s) of project partners and collaborators:

The following partners worked together with the Town Manager and Flavours Media Group, LLC in the ongoing planning, development, and implementation of grant activities

- Dr Martha Walker

Extension Specialist, Community Viability
Department of Agricultural and Applied Economics
Virginia Cooperative Extension

- Leanne Dubois

Division of Marketing and Development Virginia Department Of Agriculture and Consumer Services

- Ben Woods

Director, Giles AGLab

- Jeannie Layton-Dudding

ANR Agent
Giles/Bland Counties

- Ron Holdren

Owner. Green Market

- Jeff Dinger

Giles County Administration
ACCE Program
Special Projects

<u>Other contributors included:</u>

- Elizabeth and Jeff Fisher

JnS Creations

- Sue and Chuck Woods

Wedgefield Farm

- Sherri Janney

Simplicity

- Jessie Parsell

Market vendor

- Kathy Anderson

Nanny's Garden

- Joyce or Yvan Belliveau

Belliveau Estates Winery

Local Stakeholders/Shoppers who provided input and other assistance

- Anne Goette
- Kitty Devereaux
- Kathy and Winston Faust
- Mary Ann Walker
- Linda Hayes
- Debbie Leet
- Julie and Robert Ferrari
- Anne Wheeler (Merchants Assoc)
- Jackie Clark (Merchants Assoc)
- Kathryn Herndon (AT)
- Sonu Chawla (co-owner of local accomodations)
- Jeanne and John (inn at Riverbend)
- Other

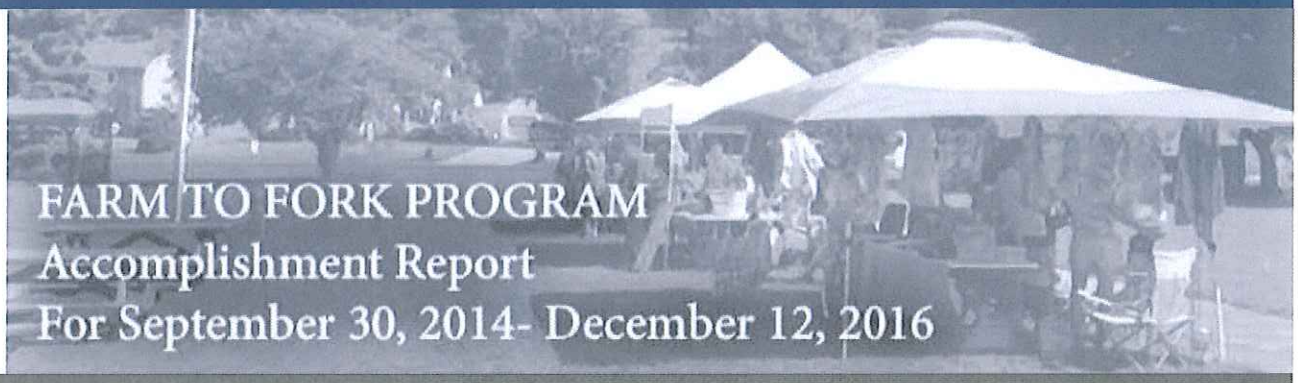
Some of the groups who worked with the Market Manager and Flavours Media Group, LLC to host events at the Pearisburg Community Market

- Virginia Cooperative Extension Services and Carilion Health Educator participated in some of the Chef's Demo.
- (ACCE) Volunteer through the Giles County Technology Center participated during 2 market seasons season as a helper to the Market Manager and Kids Art Program
- LocoArts Shakespeare Kids Camp provided a LIVE performance
- The Pearisburg Public Library participated in a "Celebrate Library Arts" activity
- Giles County Chamber of Commerce hosted a used book sale and Chamber mixer
- Virginia Cooperative Extension Master Gardeners participated with a Help Desk
- Extension Office and Giles AG LAB developed Ag Exhibits, a petting zoo, and a kid's animal tracking activity
- The Giles County Vineyards and Winery participated in third Thursday events
- Giles Historical Society developed living history exhibit
- Virginia Tech held a Job Fair and provided free resume writing and interview tips with occupational specialists
- The Roanoke Appalachian Trail Club participated in "AT Day"
- WNRV broadcast LIVE every 3rd Thursday and on several Saturdays, offering kid's interviews live at the market. They also recruited bands for Third Thursday events
- Pearisburg Jr. Women's Club hosted a parade
- Dogwood Rise provided a free Yoga Class
- Giles County Tourism provided a booth at scheduled events and helped with promotion
- VA Blood Services staffed a Bloodmobile during a special event
- Giles County Wellness provided an Interactive booth
- Giles County Breakfast Lions Club provided an Eye Screening booth

- Carilion Hospital provided Health Education and Blood Pressure Screenings
- Your Integrated Health provided a booth
- Pearisburg Mountain Massage provided a booth
- Community Health Center of New River Valley provided a booth
- Beliveau Estate Winery provided wine tastings
- The New River Valley Master Gardeners provided Kid's Gardening activities
- Giles County Chamber of Commerce hosted a Ribbon Cutting
- Pembroke Stop and Shop provided a hunting exhibit
- Market was venue for a Tribute to the New River with a River Sculpture Unveiling. Renew the New and Giles Art Council participated and we had sculpture artists and local authors with a Recycled Art Exhibit.
- Virginia Cooperative Extension and Giles AGLab provided a Touch a Truck Exhibit with 30-40 Trucks & Equipment
- 6-7 bands per season performed live music at the market
- Giles Arts Council provided funds through the Town Challenge grant for kids art projects and music at market
- Carilion Hospital System's Community Health Educator provided funds for Chef's Demonstrations/cooking classes
- Carilion Hospital System provided funds for matching SNAP dollars
- Other groups are listed on the posters and announcements in Appendix D

APPENDIX

C



FARM TO FORK PROGRAM
Accomplishment Report
For September 30, 2014- December 12, 2016

The town of Pearisburg was awarded a two-year grant to establish a Farm to Fork program to increase th awareness and utilization of local and regional food, support area farmers, and increase food access.

The ultimate goals and objectives of the program were to:

- Generate additional revenue for local producers and
- Increase awareness of locally and regionally grown products though the assistance of a market, local foo demonstration booth, and local food community initiatives.

The expected outcomes were:

- Direct marketing of farm products would increase local and regional product sales
- Events, cooking classes and chef demos would increase exposure to locally grown foods and,
- Educational workshops would develop the capacity of new and current producers to realize economic growth.

Below is a summary of the accomplishments:

Development of an outdoor marketplace

- 41 stakeholders attended the direct market model input meeting.
- A Special Events at the market calendar was developed. The calendar events scheduled at the marke increased community involvement in market activities. Over 13 businesses, organizations, programs agreed to organize performances, exhibits and demos.
- A committee representative of the town, producers, tourism, and agriculture participated in the development of the Market Manager Position. Members of this group joined the interview team.
- A database of 26 lists consisting of community entities and producers throughout the region was developed.
- Social Media Coordinator established a working relationship with VT Creative Writing Class. This class developed 80 blog posts on the Market web platform.
- WNRV, a local radio station, acted as the Volunteer Music Coordinator at the market. This station produced over 388 market radio ads in 2015 and 386 radio ads in 2016. (Link: http://www.wnrvbluegrassradio.com)
- Pearisburg Farm to Fork Program was featured in 1) Virginia Tech "Save Our Town" video series as a "Example of Awesomeness (http://www.saveourtowns.outreach.vt.edu/2015/08/season-two/). Virginia Tech followed the Farm to Fork program and related tourism activities throughout the year and produced video each month on Pearisburg's accomplishments
- The Farm to Fork Program was featured in a publication produced by the New River Valley Planning Commission as one of their "20 Inspiring Stories."
- Pearisburg Farm to Fork Program received a grant for $2,000 from Carilion Hospital to develop incentives to bring local EBT/SNAP participants to the market.
- Pearisburg Farm to Fork Program received a VA Commission of the Arts Challenge Grant for the Musi at the Market concert series and Kids Art Program.
- Grant Manager was invited to speak at: 1) Woman on Wednesday event (approx.100 in attendance), Giles Community Health Assessment Team Meeting (approximately 30 in attendance) and 3) Virginia Farmers Market Association Conference.
- Access to fresh local and regional products was provided through an outdoor, seasonal community market which remained open for 69 days during the grant period.
- A Kids Market program curriculum was developed through the collaboration of the Extension Service, Master Gardeners, Giles Arts Council, Carilion Health Educator and the Market Kids Art Coordinator. The curriculum focused on healthy eating and locally grown foods.
-

Awareness/utilization of local regional grown foods through demos

- The Farm Table set up a demonstration booth on 37 market da during season 1 and 32 days in season two. Seven produce products were utilized for chef demos and prepared food retail sale
- Five chef demos were held in partnership with the Farm Table anc local hospital Health Educator. The demonstrations were followed: Grilled Peach and Bacon Salad on 7/16: 10 peo attended; How to Make Peach Salsa on 8/1: 12 people attended; H to Make a Fresh Herb Salad on 8/29: 15 people attended; How make mint chocolate energy bites in May 2016: 12 attended.
- Farm Table provided 2 recipes per month to the SW Times publication in the newspaper on the food page during year one.
- Participants of chef demos and classes were surveyed. 77% survey participants would prepare the recipe they learned home. 79% of survey participants would use cash to buy th purchases at the market. 88% of participant's knowledge on to increased from prior to demonstration. 83% of participants will more fruits and vegetables after workshop. 92% of participants ha not attended a cooking demo at the market in the past. 95% participants were female. 76% would be interested in attending cooking class of a sim nature.

Educational workshops to build capacity of new/current producers provided

- Community Viability Specialist/Extension Agent developed a calendar of capacity building workshops f new and current farmers/ producers. Four workshops were scheduled and the speakers were identified Workshop announcements were publicized. Participants evaluated each workshop.
- The attendance at workshops was as follows: Preparing for Direct Sales: 8 people attended. 100% of attendees believed the workshop was timely, relevant and practical. 87.5% reported that their knowledg of fresh food safety and the strategies of product marketing were improved. 100% reported that their knowledge was improved in the area of pricing and value added safety and regulation considerations; Evaluating Risk in Fresh Produce Production: 11 people in attendance. 100% of attendees believed the workshop was timely, relevant and practical. 10 reported that their knowledge of fresh food safety and strategies of product marketing were improved; C) Value Added Product Development: 7 people in attendance. 100% attendees believed the workshop was timely, relevant and practical. 6 reported that their knowledge was improved in the area of pricing and value added safety and regulation considerations. D) Creating a Market Season to Remember; 18 farms in attendance. 100% reported the had a better understanding of how to create effective marketing, increase farm's income and implemen effective display and signage.

Marketing opportunity for producers with restaurants, local grocer's purveyors and markets

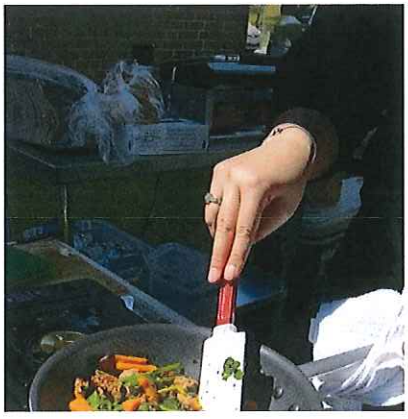
- A speed date event was held with local farmers/producers, restaurants and farmer's market which Cooperative Extension Community Viability Specialist/ Extension Agent facilitated.
- 16 local farmers/producers, restaurants and farmer's market were in attendance. 100% of attendees believed the workshop was timely, relevant and practical. 94% reported that their knowledge of buyer/seller networking improved.

Branding Assistance to Market Vendors

- Branding and marketing consultation services were provided to farmers/producers who participated in the market as a full season vendor. Nine received assistance.

Exposure to locally grown foods through the development of community events and cooking classes

Seasonal themed, hands-on and demonstration-cooking classes that are focused on locally and regionally produced products were offered:



1. A Jerky class was taught to 18 students at Giles High School on August 4th. Farm Table Head Chef taug the students safe handling of raw meat and several ways to prepare, season, and marinade meats for jerky.
2. Two cooking classes were taught at the Giles Senior Center: a) How to make a peach smoothie. 12 senio citizens attended on 6/23. The Head Chef demonstrated how to prepare fresh peaches in order to make a healthy version of a peach smoothie; b) How to make zucchini pasta. 10 seniors attended on 8/25. The Head Chef demonstrated how to use a spiralizer to make noodles out of fresh zucchini and summer squash and, h to cook and season squash pasta. Head Chef demonstrated how to add fresh made marinara.
3. Right Hand Clyde in Narrows (local brewery) brought 4 locally produced beers to a pairing cooking class and discussed the story behind their brewery and how each brew was made. The Farm Table paired each brew discussed with local and regional foods and discussed how to match beer with food products. 2 classe were held. 42 were in attendance (March 17th- 27 people in attendance /April 6th - 15 people attended).
4. A series of four 2-hour interactive tasting classes introduced participants to the exciting world of local, regional and VA wines and food. Attendees learned how to taste like a pro, pair wines with foods, and how so climate, altitude and age of the vines impact the flavor of red and white wines. November 2nd- 16 people in attendance/December 10th- 23 people in attendance/January 14th- 17 people in attendance/ February 29th- people in attendance.
5. Six cooking classes were utilized to increase the awareness and utilization of local/regional fresh food

products by EBT/SNAP and senior citizens. The Farm Table partnered with Extension, DSS and the Giles County FOCUS Program to design and implement a healthy eating education component at Orchard Grove, low income and senior citizen housing development in Pearisburg. They were as follows: 7/18-Topic: good eating habits, dairy products/Recipe demo: frittata and yogurt parfait; 10 people attended. Date: 8/1-Topic: fruits, vegetables, and whole grains/Recipe demo: cheesy hamburger skillet; 8 people attended. 8/15-Topic: eating/shopping healthy, reading food labels/Recipes - demo: chicken stir fry and fruit salad; 8 people attende 9/19-Topic: meal planning, stocking your pantry, shopping/Recipe demo: tuna burger, baked beans; 4 people attended. 10/3-Topic: how to create a meal from items on sale, understanding unit prices/Recipe demo: butternut squash bisque, hummus; 7 people attended. 10/17-Topic: sugars, beverages, healthy low cost options/Recipe demo: chicken and raisins, apple crisp: 4 people attended. Carilion Hospital provided funds tc help support this initiative.
6. Three special cooking classes were scheduled that included visits to local farms: Wood Hole Hostel for bread making class. 6 people attended, and 2 classes at Iron Heart Vineyard and Winery for program on loc grape production, sneak peek of new winery, and wine pairing dinner and discussion. 26 people attended October 29 and 28 people attended November 5th.
7. Ten people attended a Cast Iron Cooking Class.

The Farm Table set up the demonstration booth at these community events and incorporated, when feasible, Community Market vendor products or local and regional food products into menu items created for tastings and purchase:

- Festival in the Park: The Farm Table reported 108 transactions in Year 1 and 151 transactions in year
- ChildFest: 200 kids and their families in attendance in September. Farm Table catered event for Giles Early Education Program.
- General Electric employee and their families' event in August. The Farm Table reported 44 transactions
- Art on the Lawn: The Farm Table reported 134 transactions.
- Giles County FOCUS Program events: In January, 25 people attended; On April 4th, 250 plus people attended.
- Farm Table prepared food for 67 voters, law enforcement, town merchants and poll personnel on

- Farm Table prepared food for 67 voters, law enforcement, town merchants and poll personnel on November 3 for Election Day.
- Five people received Thanksgiving to go meals on November 24 and 30 people received a Holiday Har dinner.)
- Scarecrow Festival: The Farm Table reported 142 transactions.
- Muddy ACCE Race: The Farm Table reported 166 transactions.
- Twenty AT hikers were provided breakfast.
- A local Inn asked Farm Table to prepare a private meal for 40 guests.
- Two local outfitters worked with Farm Table to provide a scenic raft trip where participants stop along tl way at two private meal sites on the New River: 27 people attended.
- Lunch was prepared by the Farm Table for 25 senior citizens during a Bingo event.

OVERALL IMPACT

- Food demonstration booth (Farm Table) increased awareness and utilization of locally grown foods. Tl lack of local access to healthy foods makes it difficult for families who remain in rural communities, suc as Pearisburg, to maintain a nutritious diet. With limited options, families often resort to purchasing fast food from nearby restaurants and convenience stores. This choice, although convenient, generally offer fewer healthy foods. The selection often consists of canned and processed food and very little fresh loc or regional produced meat and fresh produce. The Farm Table is the grant activity that provided activities/services that would address the need for healthier food selection and preparation. The impac Consumers were provided an opportunity to purchase fresh and prepared foods, which incorporated local and regional products as a part of the ingredients on 69 market days. The Farm Table reported 1705 transactions. The Farm Table booth also prepared foods, which incorporated local and regional products at 18 tastings and community events. It was reported that the Farm Table made 1,530 transactions at these events.

- Direct marketing of farm products increased local and regional product sales.

A) Pearisburg did not have a marketing opportunity for producers to sell regional and local products. How this changed: The Community Market provided 23 producers the opportunity to sell their products during the gran period. The total vendor income generated during the 69 market days was $41,580.76.
B) There was limited training for producers on marketing their products for retail sale. How this changed: Extension service worked with the Town to provide 4 training programs. 44 Producers participated. In addition private consultation service was offered to 9 producers on branding.

- Cooking classes and chef demos increased exposure to local and regional grown foods. Pearisburg had limited opportunities for consumers to learn how to prepare fresh local and regional foods. How this changed: 191 people participated in cooking classes and 49 people participated in chef demos that focused on utilization of local and regional products as a part of the ingredients during grant period. The Farm Table provided the instruction or recruited outside instructors.
- Free extracurricular/recreational programs increased young adult's exposure to local and regional food products, local food production, and healthy eating habits. Pearisburg had limited opportunities for yout to learn to take part in their local food system, enjoy eating nutritious foods and empower them to make healthy choices. How this changed: 621 youth participated in a healthy eating /art program at the market. 18 students at Giles High School participated in a cooking class. B) Pearisburg had limited opportunities for youth to learn how to purchase fresh local and regional foods. How this changed 12 yo ages 5-12 participated in the market Sprouts weekly program and expended 80 tokens at market vend booths.
- Free cooking programs increased the skills of low income and senior populations to prepare foods purchased at the market at home with little effort. After the first market season Pearisburg learned that double EBT/SNAP points were not enough of an incentive to bring local SNAP participants to the marke More education on the utilization of food sold at the farmers market was needed for this population. As a result, free cooking classes were established at Orchard Grove, as well as at the Giles Senior Center. The Farm Table taught these classes. Up to 10 people per class participated in cooking activities at th housing complex: Up to 12 people participated per class at the senior center.

1410 WENONAH AVE - PEARISBURG, VA

Market

APPENDIX

D

Purchase Guidelines for Pearisburg Community Market Double Value Program

The Double Value Program will allow SNAP participants and senior citizens to receive a one for one match for every dollar up to $10 per week that they spend at the Pearisburg Community Market.This means if you decide to spend $10 at the Community Market, you will receive a token worth $10 to purchase additional fruits and vegetables any time during the market season.

In order to participate in this program, visit the Market Site Manager's booth.

The $10 matching token CAN be used to buy:
Foods for the household to eat, such as:

- breads and cereals;
- fruits and vegetables;
- meats, fish and poultry; and
- dairy products
- Seeds and plants which produce food for the household to eat.

The Farm Table can accept double value tokens for take home meals.
The $10 matching token CAN NOT be used to buy:

- Beer, wine, liquor, cigarettes or tobacco

Any nonfood items, such as:

- pet foods
- soaps, paper products
- household supplies
- Vitamins and medicines
- Hot food and any food sold for on-premises consumption.

Other:

- Soft drinks, candy, cookies, snack crackers, and ice cream are food items and are therefore eligible items
- Seafood, steak, and bakery cakes are also food items and are therefore eligible items
- Pumpkins are edible and eligible for purchase with benefits. However, inedible gourds and pumpkins that are used solely for ornamental purposes are not eligible items.
- Gift baskets that contain both food and non-food items, are not eligible for purchase with the matching token if the value of the non-food items exceeds 50 percent of the purchase price.

The Pearibsurg Community Market is located on 1410 Wenonah Avenue.
It is open on most Saturdays from 8:30-1:00pm and the third Thursday of the month from 5:00-8:30pm from May-October.

The Pearisburg Community Market Double Value Program is supported in part by a grant awarded by the Carilion Hospital Health Safety Net Program.

Growing Local-Cooking Fresh

CELEBRATE THE 3RD THURSDAY

MUSIC AT THE MARKET CONCERT SERIES

5:00-8:30PM-PEARISBURG COMMUNITY MARKET | **1410 WENONAH AVENUE**

LIVE ON STAGE FROM 6:00-8:00PM

JUNE 16: THE CROOKED ROAD'S 2016 MOUNTAINS OF MUSIC HOMECOMING CONCERT. SUGAR RUN WILL PERFORM
JULY 21: PANJAMMERS STEEL DRUM ORCHESTRA
AUGUST 18: 60'S/70'S ROCK BAND
SEPTEMBER 15: RATATOUILLE JAZZ BAND
OCTOBER 20: DIXIELAND BAND

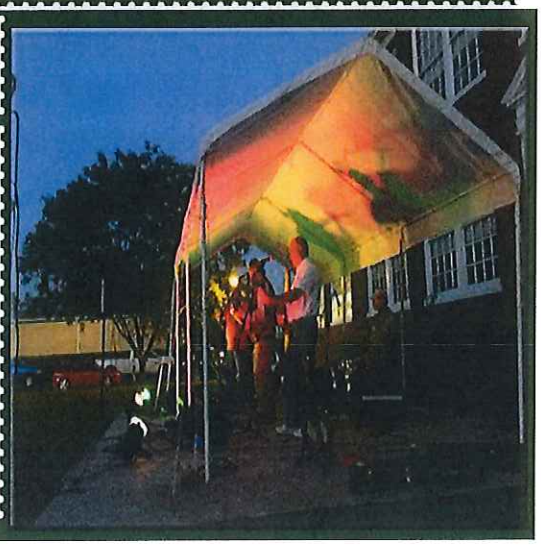
OTHER ACTIVITIES INCLUDE:

DINNER FOR PURCHASE FROM THE FARM TABLE
WINE BY THE GLASS AND BOTTLE FROM THE BELIVEAU ESTATE WINERY
SHOPPING WITH LOCAL AND REGIONAL PRODUCERS AND ARTISANS

IF RAIN, EVENT WILL BE MOVED INSIDE

The above concert series is funded in part by a Local Challenge grant awarded by the Virginia Commission for the Arts, the National Endowment for the Arts and matching funds contributed by the Town of Pearisburg in partnership with the Giles Art Council.

Visit the Pearisburg Community Market on Facebook for updated information
Growing Local-Cooking Fresh



EACH WEEK

THE PEARISBURG COMMUNITY MARKET IS OFFERING A NEW FREE PROGRAM FOR KID'S AGES 5-12 CALLED THE

Sprouts Market Club!

10-NOON SATURDAY

1410 Wenonah Avenue

Kids participating in the program will

- Learn about different fruits and vegetables with local vendors and Matthew Bowman, Market Site Manager
- Be provided a reusable Sprouts Shopping Bag for weekly purchases. This bag must be brought back to the program each week.
- Be given two special " Sprouts Tokens," each worth $1 to spend on fresh fruits & vegetables or plants that produce food at the market.
- Participate in one or more of the following activities: cooking with Chef Kate at the Farm Table, doing food themes crafts with Beverly Boehm, the Kids at the Market Art Program Organizer, and/or a joining a planting activity with the Master Gardeners.

Below is a schedule of the special activities Sprouts Market Club members will participate in August after the market tour!

6th – Join the Kids at the Market ART Program and read - I WILL NEVER NOT EVER EAT A TOMATO by Lauren Child – Participate in a Tomato Tasting

13th – Join the Kids at the Market ART Program and make a Harvest Basket – Discuss the importance of harvest time

20th – Make Applesauce with the Master Gardeners at the Andrew Johnston House (Market will join Historical Society at this location on the 20th)

27th – Join the Kids at the Market ART Program and make pictures with apple prints – Read Johnny Appleseed

Sign up for the Sprouts Kids Club at the Manager's information booth and join in the fun at the Pearisburg Community Market!

Follow us on Facebook

Growing Local-Cooking Fresh

GROWING LOCAL ~ COOKING FRESH

Pearisburg Community Market

1410 Wenonah Avenue
May 7-November 5, 2016

Saturdays 8:30-1:00pm
Third Thursdays 5:00-8:30pm
Breakfast, lunch, or dinner
available for purchase
Menu changes weekly

If Rain, Market Will Move Indoors

FLOWERS - FRUIT - ARTISANS PRODUCTS - SEEDLINGS
KIDS ART BOOTH - LIVE MUSIC - WINE GARDEN AND MORE

FOR A LIST OF MARKET ACTIVITIES EACH WEEK
VISIT US ON FACEBOOK

Pearisburg Community Market

IF YOU ARE AGE 65 OR OLDER
OR RECEIVE EBT/SNAP BENEFITS

VISIT THE MARKET MANAGER BOOTH
TO LEARN HOW YOU CAN RECEIVE
$20 WORTH OF COMMUNITY MARKET
PRODUCTS FOR JUST $10

(this benefit is available for a limited time only)

Pearsburg Community Market

SNAP

LEARN HOW TO MAKE HEALTHIER CHOICES & COOK DELICIOUS AND AFFORDABLE MEALS

When: *First and Third Mondays*
Every month
July 18-October 17

Time: *4-6pm*

Where: *Orchard Grove Activity Center*

What: *FREE HANDS ON AND DEMO COOKING CLASSES & MORE!*

During the program, a selection of fruits and vegetables will be available for sale from the Pearisburg Community Market. BONUS FOR Senior Citizens and SNAP Participants: When you spend your first $!0 on fruits, vegetables, and eligible products from the Pearisburg Community Market,the market will provide you with a $10 token that you can use towards your next market purchase! This double value benefit is available to you each week of the program for a limited time only!

You can spend the $10 token:
- *~ On the same day,*
- *~ Save it until the next Monday that the mobile market is at Orchard Grove,*
- *~ Use it at the Pearisburg Community Market on Saturdays from 8:30am-1:00pm or on the third Thursday of the month from 5:00-8:30pm!*

Programs by the specific week:

July 18
Healthy Examples
Using Dairy Products to Make a Frittata and Parfait

August 1
Fruits, Vegetables and Whole Grains
Using A Whole Grain Product to Make A Cheesy Hamburgers Skillet Dinner with Whole Wheat Pasta and Whole Wheat Muffins

August 15
Healthy Start At Home
Using Vegetables to Make a Stir-Fry Served over Rice

September 5
Planning Meals
Preparing Side Dishes

September 19
Shopping Smart
Using Dried Beans in Your Menu Planning

October 3
Recipe Success
Using Fruit in a Main Meal and Dessert

October 17
Graduation
Participants will receive a Cooking Matters Cookbook, Certificate And More!

This program is offered in partnership with Giles County FOCUS, Virginia Cooperative Extension, Carilion Giles Community Hospital, Farm Table, Pearisburg Community Market, and Orchard Grove Resident Services.

SIGN UP AT THE ORCHARD GROVE ACTIVITY CENTER!

RESIDENT SERVICES

Virginia Cooperative Extension
www.ext.vt.edu

Growing Produce for Direct Sales
April 21st, 2016 – 9 to noon
Giles Lifesaving and Rescue Squad Building
175 Industrial Park Rd, Pearisburg

Join us for this FREE producer workshop
Learn new production management techniques
and the possibilities of marketing crops in surrounding areas

Presenter Allen Straw, Area Specialist, Horticulture, Small Fruit & Specialty Crops
Straw is one of the research faculty at the Southwest Virginia Agricultural Research and Extension Center at Virginia Tech charged with making agricultural improvements in production management of vegetable, berry and specialty crops through applied research.

Workshop topics include:

Growing produce for direct sales
What's in demand /niche markets
Soil requirements for specialty produce
Production methods
Harvesting practices

Contact Christy Mutter by April 20th to register
Email cmutter@vt.edu /Call 540-921-3455

This program has been brought to you by Virginia Cooperative Extension in partnership with the Pearisburg Farm to Fork Program/FMPP grant program

If you are a person with a disability and desire any assistive devices, services or other accommodations to participate in this activity, please contact Jeannie Dudding, Giles at 540-921-3455during business hours of 8 a.m. and 5 p.m. to discuss accommodations 5 days prior to the event.
*TDD number is (800) 828-1120.

Virginia Cooperative Extension
Virginia Tech • Virginia State University

Virginia Cooperative Extension programs and employment are open to all, regardless of age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, genetic information, veteran status, or any other basis protected by law. An equal opportunity/affirmative action employer.

Pearisburg PRE GA.ME TRAILFEST 2016
Is Calling EVERYONE
Who Enjoys Hiking On The Appalachian Trail

Thursday, May 12

CANOEING, KAYAKING & TUBING
on the New River!
Free shuttle from 9am-4pm to one of
Giles County's outfitters
and back for the rest of the Trailfest activities!

AT THE PEARISBURG COMMUNITY MARKET
from 4:30-8:30pm

SHARE YOUR HIKING STORY
with WNRV AM 990 The Ridge

LIVE MUSIC, BREW & COOKOUT

SIGN UP FOR DAMASCUS TRAIL
DAYS SHUTTLE
at the Appalachian Trail Conservancy booth

Friday, May 13

BREAKFAST
at the Pearisburg Community Center

SHUTTLE LEAVES for Damascus!

FOR MORE INFORMATION &
TIMES CONTACT

Kathryn Herndon/Appalachian Trail
Conservancy-540.904.4316
Cora Gnegy/Giles County Tourism-540.921.2079
Holiday Motor Lodge-540.921.1551
Town of Pearisburg-540.921.0340

Pearisburg Community Center and Market-
1410 Wenonah Avenue Pearisburg, VA

Every week new vendors will be joining us with what's in season!

This Saturday be sure to visit :

The Green Market
for tomato transplants, potted perennials, apples, jams and jellies

Simplicity Pure Bath and Body
for soaps, oils, herbs, and other skincare products

J&S Creations
for artisan jewelry, gourmet hot sauce, homemade soaps, seasonal decor, perennials and floral arrangements

The Pearisburg Community Market is open on Saturdays 8:30am-1:00pm and on the third Thursday of the month from 5:00-8:30pm. For a list of events and activities, follow us on Facebook.
Growing Local-Cooking Fresh!

May 21 will kick off a new free weekly event for kids ages 5-12 called the"Sprouts Market Club!"

Each Saturday, the market's youngest patrons can look forward to a different market activity from 10am-noon!

To join in on the fun, meet us at 9:45am at the Market Information booth.

This week the Sprouts Market Club participants will:
~ Be given a reusable shopping bag and 2 tokens each worth $1 to spend at the market!
~ Tour the market vendor booths with the Market Site Manager. Meet local producers and purchase fresh fruits and vegetables or plants that produce vegetables with the tokens provided!
~ Participate in a planting activity with the Master Gardeners and the Market's Kids Art Program Organizer!

Parents are invited to:
-participate with their kids or
-enjoy breakfast or lunch at the Farm Table or
-shop with local vendors during the Sprouts Market Club's hours.

The Pearisburg Community Market welcomes this Memorial Day weekend with these special activities!

Bring The Kids and Share The Buzz!

Kids Will Build A Pollinator Puppet and Learn About *The Importance of Bees!*

Ages 5-12 will be given a $2 worth of tokens and a free reusable shopping bag to purchase fresh fruit, a vegetable or plants that produce food at the market

Learn more about free weekly Kids Market Sprout Program activities at the Manager's booth

The Pearisburg Community Market is open on Saturdays 8:30am-1:00pm and on the third Thursday of the month from 5:00-8:30pm. For a list of events and activities, follow us on Facebook.
Growing Local-Cooking Fresh!

Shop Memorial Day Weekend!

- The Green Market will bring herbs, flowers and vegetables seedlings, potted perennials, apples, jams, jellies, greens, strawberries and more
- Simplicity Pure Bath and Body will bring soaps, oils, herbs, and other skincare products
- J&S Creations will bring artisan jewelry, gourmet hot sauce, homemade soaps, seasonal decor, perennials and floral arrangements
- Forever Windy Dairy and Greenhouse will bring vegetable plants (tomatoes, peppers, egg plant, squash), lettuce, onions, strawberries, rhubarb and eggs

Enjoy Breakfast and Lunch!

Menu items for purchase

- Egg and cheese biscuit (add bacon)
- Assorted scones
- Cinnamon rolls
- Blackened Chicken stir fry with tomatoes, onions, peppers over rice
- Open faced Meatloaf sandwich with mashed potatoes and gravy served on Asiago cheese

The Pearisburg Community Market welcomes over 20 craft and other vendors to the market for a special day of shopping this Saturday only!

SPROUTS MARKET CLUB ACTIVITIES

- Kids will learn how to "dip" into something healthy! at the kids art booth

- Ages 5-12 will be given a market tour to meet local vendors/producers . Each "Sprout" will receive $2 worth of tokens to purchase fresh fruit, a vegetable or plants that produce food during the tour!

Learn more about free weekly Kids Market Sprout Program activities at the Manager's booth

The Pearisburg Community Market is open on Saturdays 8:30am-1:00pm and on the third Thursday of the month from 5:00-8:30pm. For a list of events and activities, follow us on Facebook.
Growing Local-Cooking Fresh!

Some of the market vendor's products this week!

Herbs, flowers and vegetable seedlings, perennials, apples, jams, jellies, greens, strawberries , soaps, oils, skincare products, artisan jewelry, gourmet hot sauce, seasonal decor, floral arrangements, onions, rhubarb, eggs, AND MORE!

Special! Big Bath Fizzie and Melt Sale!

Breakfast and Lunch for purchase at the Farm Table!

Egg and cheese biscuit
(add bacon)
Assorted scones
Cinnamon rolls

BBQ plate : Either barbecue chicken or cider braised barbecue pulled pork with choice of 2 sides

Sides: coleslaw, baked beans, sweet corn bread, country style green beans

MEET ME at the MARKET!

Breakfast and lunch sold at the market weekly.
Menu this week

- ~ Egg and cheese biscuit (add bacon option)
- ~ Mushroom and swiss panini served with tabouli
- ~ Steak sandwich with mushrooms, onions, peppers, and cheese served with tabouli
- ~ Banana bread or bacon scallion pimento scones
- ~ Cinnamon rolls
- ~ Fudge brownie

JUNE 11

8:30AM-1:00PM
1410 Wenonah Ave, Pearisburg
Visit us on Facebook

FLOWERS - FRUIT - ARTISANS PRODUCTS – SEEDLINGS
KIDS ACTIVITIES AND MORE

Growing Local-Cooking Fresh

A Crooked Road's 2016 Mountains of Music Homecoming Experience

If you enjoy flat-footin', square dancing, or just standing around and tapping your feet...

Celebrate Music at the Market

June 16- 5:30-8:30pm
1410 Wenonah Avenue

Featuring Sugar Run

Performing traditional music of the Southern Appalachian & Piedmont, Bluegrass, Old-Time, old "Country" music, Cajun tunes and ballads and tunes with roots back to the Scottish, Irish, and English lands

~ Dinner will be available for purchase from the Farm Table

~ Community Market vendors will showcase local and regional food and artisan products

~ Wine by the glass or bottle will be available for purchase from Beliveau Estate Winery

If rain, the event will move indoors
Visit the Pearisburg Community Market on Facebook

Growing Local-Cooking Fresh

The above concert is funded in part by a Local Challenge Grant awarded by VA Commission for the Arts, the National Endowment for the Arts and matching funds contributed by the Town of Pearisburg in partnership with Giles Art Council

FRESH PRODUCE is starting BACK at the market and it is better than ever!

PEARISBURG COMMUNITY Market

FOLLOW US ON FACEBOOK

Growing Local-Cooking Fresh!

SHOP Saturday, June 25 at the market for...
peaches, Lodi apples, blueberries, sugar snap peas, new potatoes, cherries, onions, eggs, broccoli, just made strawberry and cherry jam, honey, roasted peanut butter, kale, greens, bread, cookies, hot sauce, seedlings, soaps, lotions and other products from

The Green Market, J&S Creations, Forever Windy Dairy and Greenhouse, and Simplicity Pure Bath and Body!

And Speaking of Food...

VISIT the Pearisburg Community Market on July 2nd for your 4th of July cookout needs!

- **Market Vendor Booths Will Be Open from 8:30-1:00pm!**
- **Round Out Your 4th of July Cookout With These Items Prepared by the Farm Table!**

Grandma's Potato Salad: potato salad with celery, eggs, mayonnaise, and black olives. By the qt $4.50

Vegetable Macaroni Salad: macaroni salad with peppers, fire roasted corn, tomatoes, and shaved onions, tossed in a house made French style vinaigrette. By the qt $5.00

Green Bean and Potato Salad: cold green bean salad with roasted potatoes, and shaved onions. Tossed in a Dijon vinaigrette. By the qt $5.00

Red White and Blue Trifle: blueberries, and strawberries, layered with white cake, vanilla bean pudding, and almond whipped cream.By the qt $6.00

Items must be preordered and prepaid (by check or cash) by the end of the day on June 29th. Call the Pearisburg Town Office at 540-921-0340 or Email lynne.hazelwood@pearisburg.org

Pick up your order on July 2 between 8:30am-1:00pm

WHAT else is cooking on July 2nd?

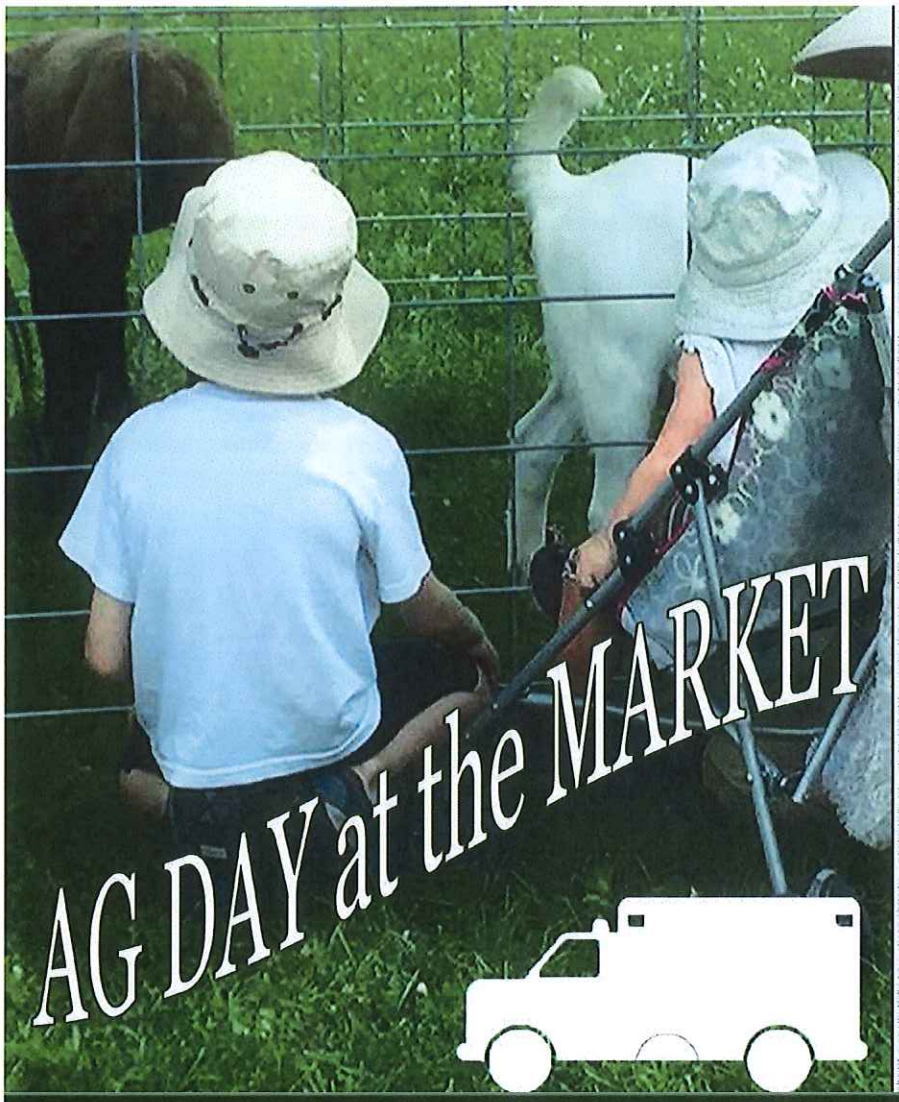
Free Sprouts Market Club Cooking Class for Kids Age 5-12
July 2 from 10-noon

Kids are invited to join Kate, our Farm Table Chef to make wontons, fillings, and a homemade salsa!
Each sprout will make two sweet and two savory stuffed wontons andtop them with the salsa they created!

For dessert Sprouts will join Beverly and Paige at the Kids Art Booth to make fresh fruit sparklers!

To sign up visit the Market Manager or Farm Table booth on Thursday, June 16, or Saturday, June 18 or June 25 or complete the registration form at the Pearisburg Town Office before June 30th!

DOUBLE your PURCHASING POWER every week!
USE $10 of your SNAP benefits at the Community Market, get $20 worth of fruits and vegetables and other eligible products!
Starting July 2nd Senior citizens will also qualify for this "double your value" market program. For more information, Visit the Market Manager booth!



JULY 09

8:30AM-1:00PM

1410 WENONAH AVE

Pearisburg Community Market

GILES CO AG LAND LAB
Farming Our Future

Virginia Cooperative Extension
Virginia Tech • Virginia State University
www.ext.vt.edu

FRESH PRODUCE is starting BACK at the market and it is better than ever!

DOUBLE your PURCHASING POWER !

USE $10 of your SNAP benefits at the Community Market, get $20 worth of fruits and vegetables and other eligible products! Senior citizens will also qualify for this "double your value" market program. For more information, Visit the Market Manager booth!

The Pearisburg Community Market is open on Saturdays 8:30am-1:00pm and on the third Thursday of the month from 5:00-8:30pm. For a list of events and activities, follow us on Facebook.
Growing Local-Cooking Fresh!

Activities will include

Touch a Truck!
See, touch, and safely explore big trucks and heavy machinery, as well as to meet the personnel who protect, serve, and build the community. This activity is sponsored by Virginia Cooperative Extension and Giles AG Lab

Farm Animal Petting Zoo!
Sponsored the Giles County Extension Office

2nd Annual Little Miss and Mr. Farmer Pageant!
Over 34 contestants! Sponsored by Katherine's Royalty Pageants-Director Samantha McCroskey

Story hour at the Kids Art Activity Booth!
Book "Gregory, the Terrible Eater" by Mitchell Sharmat

Shop with local producers and artisans!

Breakfast and lunch available for purchase
Visit the Farm Table booth

TWILIGHT RIVER RAFT TRIP AND DINNER

JULY FIFTEENTH ~ 6:00-9:00PM

Tangent Outfitters, New Rivers Edge and the Pearisburg Farm to Fork Program are teaming up to offer you a guided raft float trip on the scenic New River, followed by a farm to table dinner on the river!

Cost: $90/person includes float ride, dinner and wine.

Start off with a scenic float trip down the New River to New Rivers Edge where you will be served:

- Coconut Lime Shrimp Skewers
- Grilled Caribbean Jerk Marinated Tofu and Strawberry Skewers
- Choice of Strawberry Watermelon Sweet Tea or Fresh Lemon, Ginger, Rosemary Water

Float to Whitt Riverbend Park to eat your dinner featuring

- Pineapple Barbecue Pulled Pork Sliders
- Hawaiian Style Macaroni Salad
- Red Cabbage and Apple Coleslaw
- Watermelon, Feta, Fresh Berries, and Red Onion Salad
- Mousse cake
- Red or White Wine, Lemonade or Berry Green Tea

Space is limited! Call 540-921-0340
to make your reservation!
Shuttle bus departs from Whitt Riverbend Park
in Pearisburg at 6:15pm for the float trip

FLOAT N' FORK

Giles VIRGINIA'S MOUNTAIN PLAYGROUND™ NEW RIVER WATER TRAIL™ TANGENT OUTFITTERS new RIVER'S EDGE FARM TABLE

JULY 16

8:30AM-1:00PM

1410 WENONAH AVE

Visit these vendors: The Green Market, Simplicity Pure Bath and Body, J&S Creations, Wedgefield Farm, Forever Windy Dairy and Greenhouse

For Homemade or Home Grown Products!
Tomatoes, Zucchini, Squash, Greens, Green Peppers, Potatoes, Onions, Corn, Cucumbers, Beans, Eggs, Apples, Peaches, Jams and Jellies, Apple Butter, Soaps, Oils, Herbs, Skincare Products, Bread, Baked Goods, Carrots, Beets, Turnips, Cucumbers, Hot Peppers, Artisan Jewelry, Gourmet Hot Sauce, Seasonal Decor, Perennials, Floral Arrangements, Apples, Syrup, Candy Onions, Peas and More!

FREE Kids Activities from 10-1

At KidsArt Booth
- Read "Growing Vegetable Soup"
- Plan a Meal with the Family
- Sunflower Seed Snacks
- Make a Bottle Planter

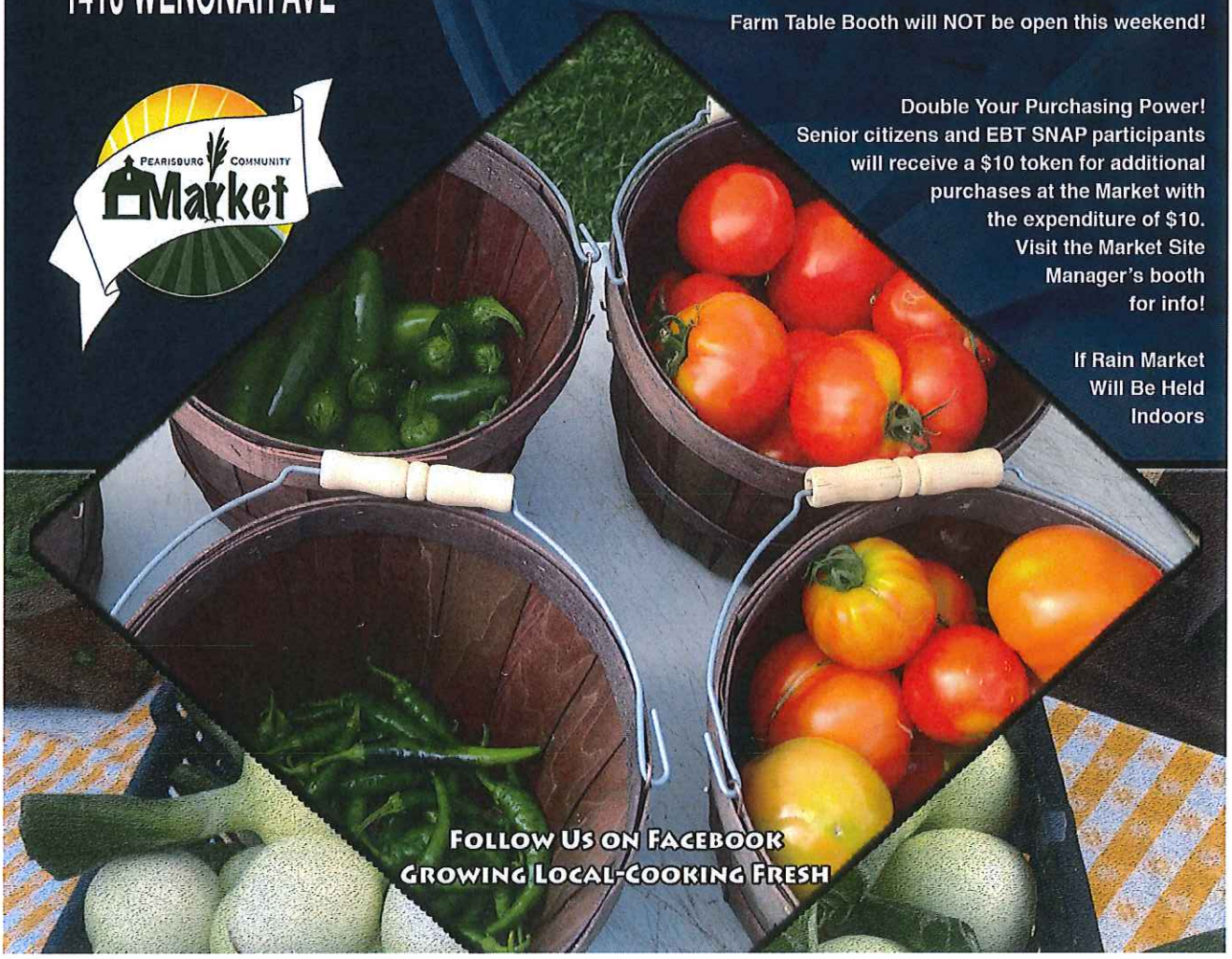
At the Manager's Booth
- Join the Kids Market Sprout Program for ages 5-12
- Free Registration, Free Market Bag, and $2 worth of market tokens
- Meet the Market Vendors with Site Manager
- Make a Bottle Planter at Kids Art booth

Farm Table Booth will NOT be open this weekend!

Pearisburg Community Market

Double Your Purchasing Power!
Senior citizens and EBT SNAP participants will receive a $10 token for additional purchases at the Market with the expenditure of $10. Visit the Market Site Manager's booth for info!

If Rain Market Will Be Held Indoors



Follow Us on Facebook
Growing Local-Cooking Fresh

THIRD THURSDAY ~ MUSIC AT THE MARKET

Free Outdoor Concert!!

JULY 21 - 5:00-8:30pm

1410 Wenonah Avenue

FEATURING ~ PAN JAMMERS STEEL DRUM ORCHESTRA

AN AWARD-WINNING STEEL DRUM ORCHESTRA BASED IN BLACKSBURG, VA.

~ Dinner will be available for purchase from the Farm Table

~ Community Market vendors will showcase local and regional food and artisan products

~ Wine by the glass or bottle will be available for purchase from Beliveau Estate Winery

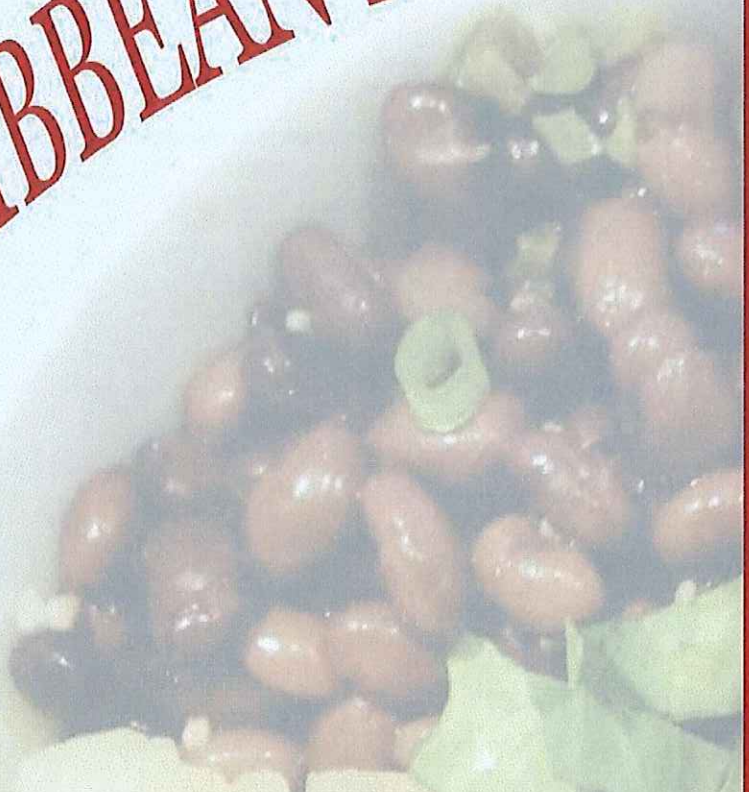
If rain, the event will move indoors

Visit the Pearisburg Community Market on Facebook

Growing Local-Cooking Fresh

The above concert is funded in part by a Local Challenge Grant awarded by VA Commission for the Arts, the National Endowment for the Arts and matching funds contributed by the Town of Pearisburg in partnership with Giles Art Council

CARIBBEAN NIGHT



JULY 21

5:00pM-8:30pM

1410 WENONAH AVE

CARIBBEAN NIGHT ACTIVITIES:

- ~ PAN JAMMERS STEEL DRUM ORCHESTRA
- ~ BELIVEAU ESTATE WINERY WINE GARDEN
- ~ GILES MOUNTAIN WINERY
- ~ PEARISBURG COMMUNITY MARKET VENDORS

RAIN OR SHINE

Join Us At The "Table" For:

Caribbean Jerk Chicken and Pineapple Skewers served with Coconut Ginger Rice.

Mojo Marinated Roasted Pork, Sliced Ham, Dill Pickles, and Stone Ground Mustard served on Toasted Hoagie Roll with a side of Chips

Coconut Ginger Rice served with Jamaican Style Red Beans and Pineapple Salsa.

White chocolate cake with fresh fruit sauce

Fudge brownie

FARM TABLE

AUGUST 6TH

Back to School Extravaganza at the
Pearisburg Community Center from 10-3pm.

Offering free haircuts, school supplies, and games for all school aged kids. This event will be held outdoors on the lawn with the Pearisburg Community market vendors (who will be there from 8:30-1:00pm).

JOIN US FOR THE "BLUES"

AUG 18

5:00PM-8:30PM

1410 WENONAH AVE

Paired with food, wine by the glass or bottle,
shopping with Community Market vendors &
a LIVE PERFORMANCE by ***Chickenwings & Gravy,***
a Chicago Blues Duo

Chamber members are invited to "Take a Seat at the Table"
Giles County Chamber of Commerce Mixer Tent
Complimentary appetizers at the Chamber community table

Official Ribbon Cutting Ceremony
River Sculpture Walking Trail

Farm Table "Blues" Menu

- Fresh Mozzarella and Roma tomato topped with fresh baby arugula-basil salad on flat bread
- Marinated chicken, white rice, Andouille sausage, sweet peppers and green onions in Jambalaya sauce
- Shrimp sautéed in a white wine garlic cream sauce with sun dried tomatos, sausage and green onions served over smoked Gouda grits
- Fudge brownie
- Assorted scones
- Scotch caramel bread pudding with caramel cream sauce

Live music performance and river sculpture trail is funded in part by a local Challenge Grant Awarded by VA Commission for the Arts, the National Endowment for The Arts, and matching funds contributed by the Town of Pearisburg in partnership with Giles Art Council and WNRV

EVENT WILL BE MOVED INDOORS IF RAIN

FARM TABLE

Market

Giles ARTS Council

Giles VIRGINIA'S MOUNTAIN PLAYGROUND™

WNRV AM BLUEGRASS RADIO 990 "THE RIDGE" www.wnrvbluegrassradio.com 540-921-0166

AUG
20
8:30AM-1:00PM
208N Main Street, Pearisburg

Join the Giles County Historical Society & the Pearisburg Community Market on the grounds of the Andrew Johnston House

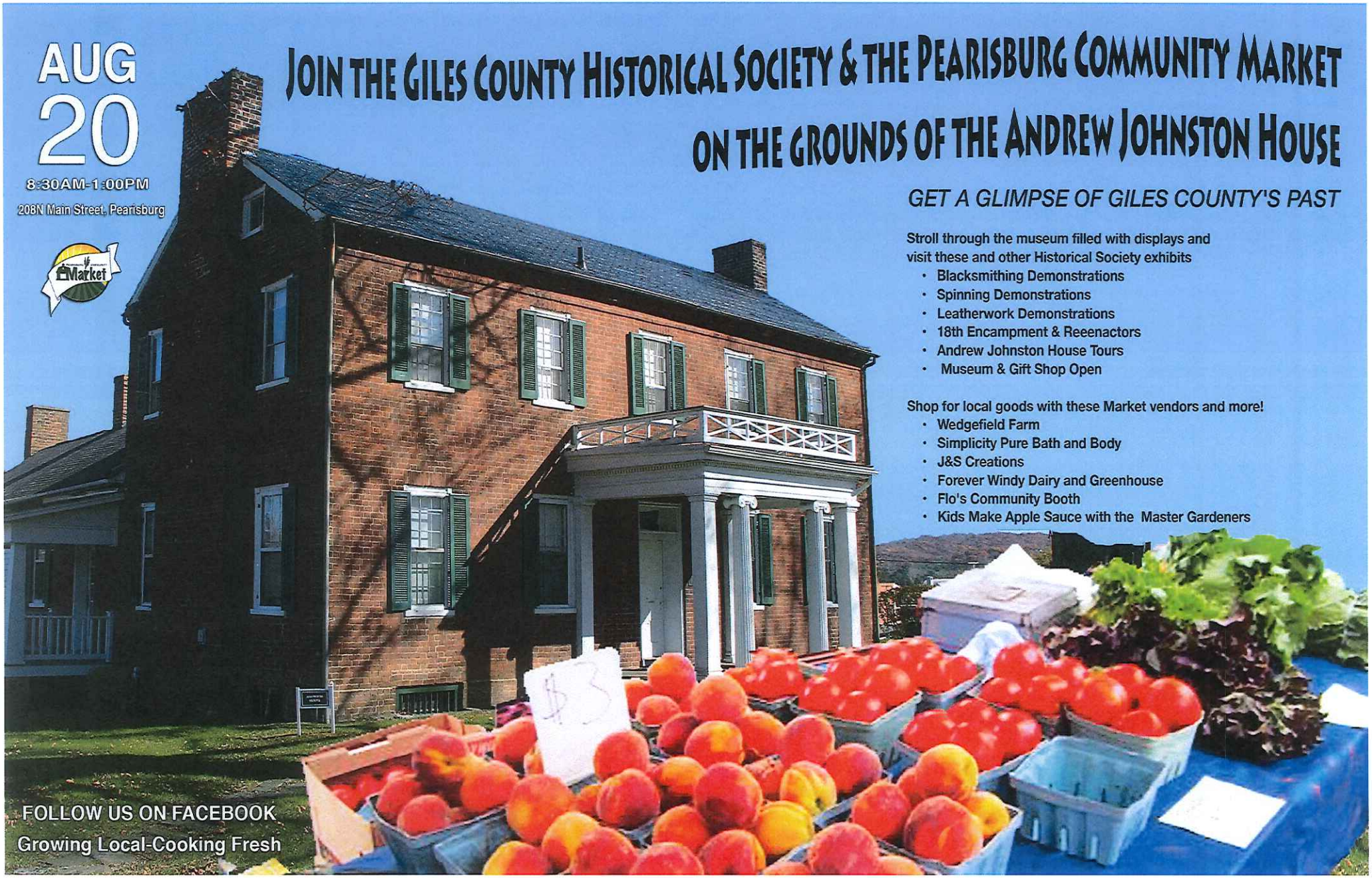
GET A GLIMPSE OF GILES COUNTY'S PAST

Stroll through the museum filled with displays and visit these and other Historical Society exhibits

- Blacksmithing Demonstrations
- Spinning Demonstrations
- Leatherwork Demonstrations
- 18th Encampment & Reeenactors
- Andrew Johnston House Tours
- Museum & Gift Shop Open

Shop for local goods with these Market vendors and more!

- Wedgefield Farm
- Simplicity Pure Bath and Body
- J&S Creations
- Forever Windy Dairy and Greenhouse
- Flo's Community Booth
- Kids Make Apple Sauce with the Master Gardeners



FOLLOW US ON FACEBOOK
Growing Local-Cooking Fresh

September 15th Jazz night

SEPT 15

5:00PM-8:30PM

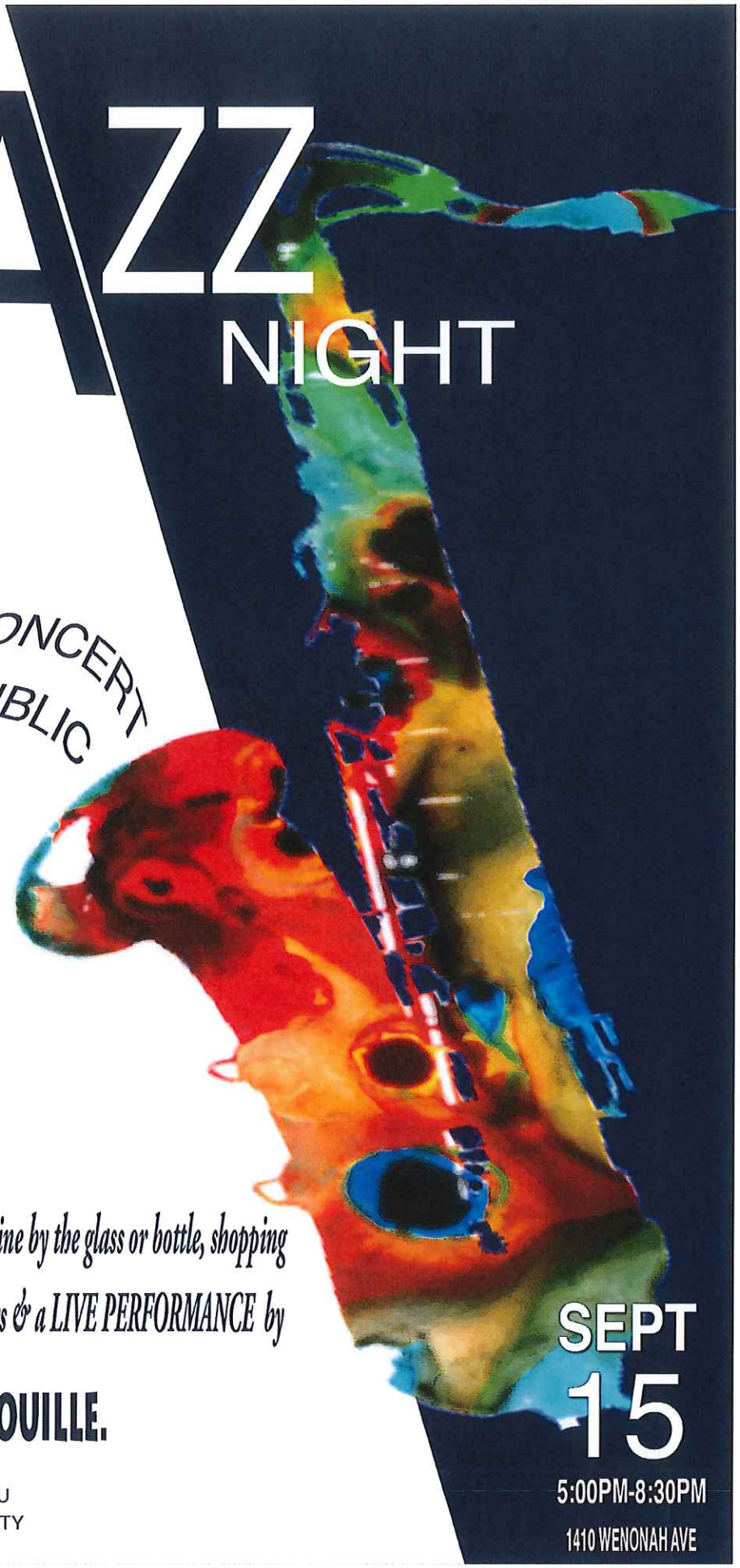
1410 WENONAH AVE

1. Spinach artichoke casserole: spinach and artichoke casserole served with toasted garlic bread.
2. Spicy shrimp and pork stuffed peppers: spicy BBQ shrimp, hot andouille sausage, mixed into a Cajun spiced stuffing.
3. Cajun chicken Mac and cheese: Cajun spiced Mac and cheese with blackened chicken.
4. Fudge brownies
5. Vanilla bean cheese cake with bananas foster sauce

FOR MORE INFORMATION & MENU
FOLLOW PEARISBURG COMMUNITY
MARKETON FACEBOOK

JAZZ NIGHT

FREE LIVE CONCERT
OPEN TO PUBLIC



Paired with Jazz themed food, wine by the glass or bottle, shopping with Community Market vendors & a LIVE PERFORMANCE by

RATATOUILLE.

SEPT 15

5:00PM-8:30PM

1410 WENONAH AVE

FOR MORE INFORMATION & MENU
FOLLOW PEARISBURG COMMUNITY
MARKETON FACEBOOK

Join the Pearisburg Community Market at the Giles Arts Council 11th Annual Art in the Lawn Event

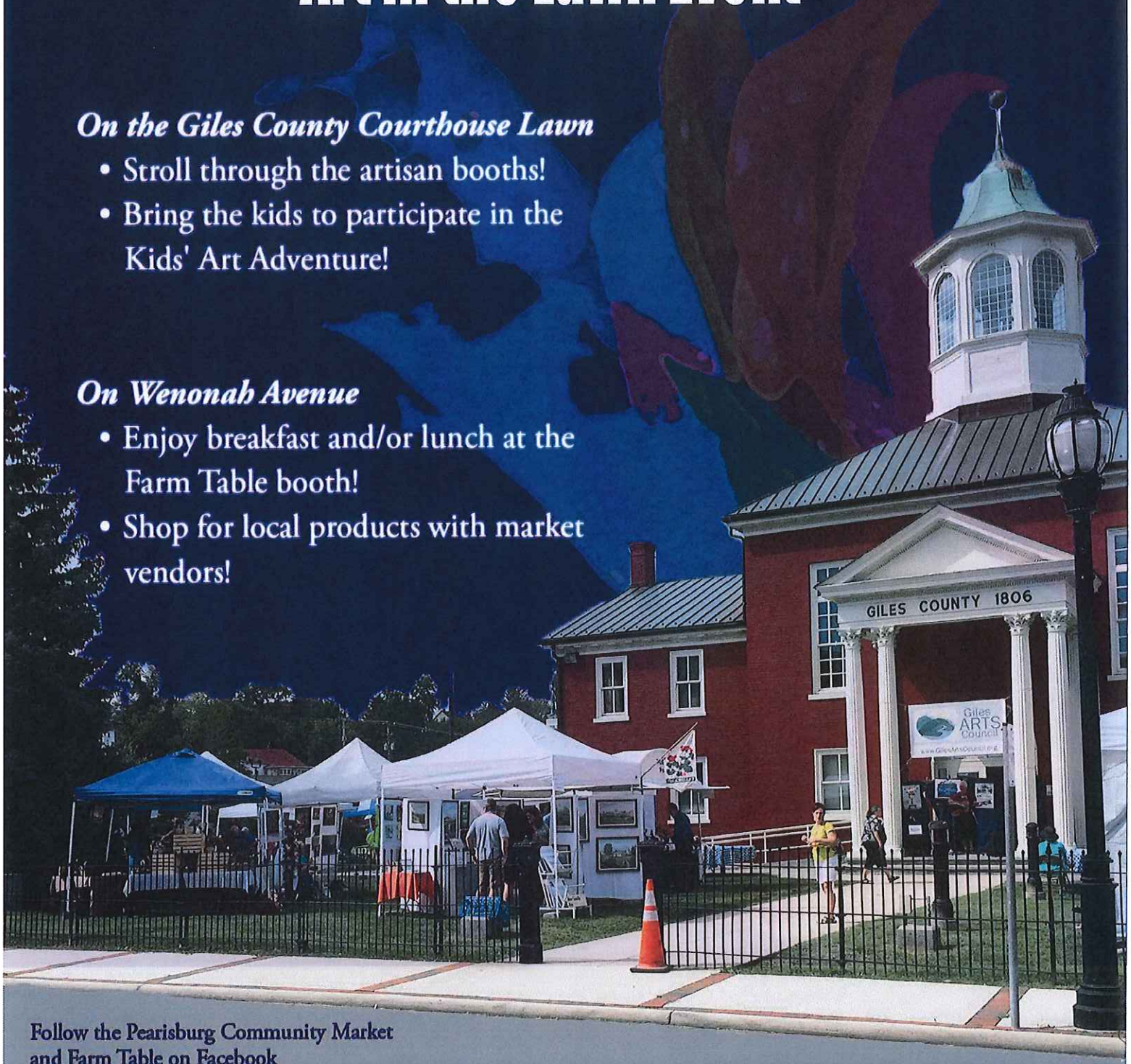
SEPT 17
10:00AM-4:00PM

On the Giles County Courthouse Lawn

- Stroll through the artisan booths!
- Bring the kids to participate in the Kids' Art Adventure!

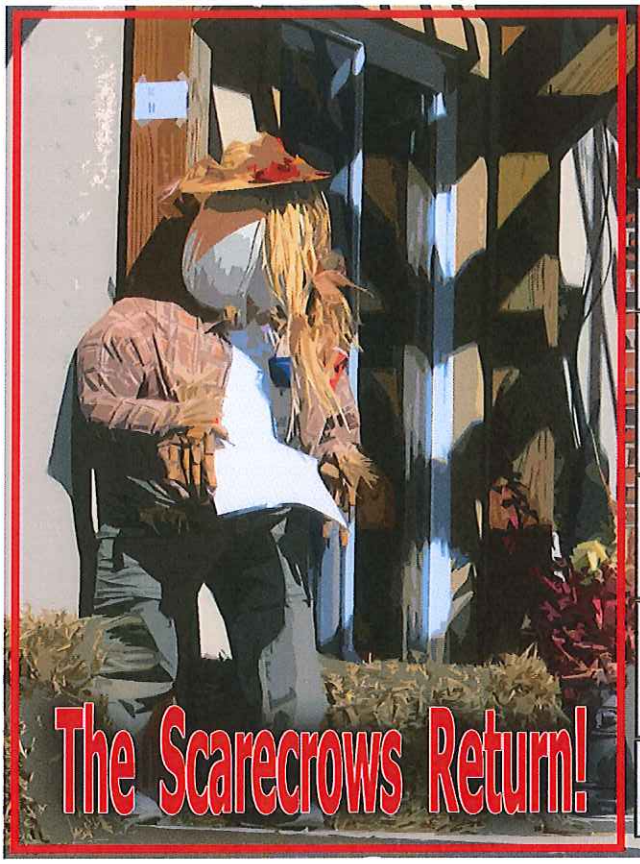
On Wenonah Avenue

- Enjoy breakfast and/or lunch at the Farm Table booth!
- Shop for local products with market vendors!



Follow the Pearisburg Community Market and Farm Table on Facebook

Growing Local-Cooking Fresh



PEARISBURG MERCHANTS ASSOCIATION
2nd Annual Scarecrow Festival

Downtown Pearisburg

OCTOBER 8 - NOVEMBER 1, 2016

"A Day In Oz"

SCARECROW BUILDING WORKSHOP
Saturday, October 8
1410 Wenonah Ave, 9:00am-1:00pm

Build A Scarecrow, Shop with Pearisburg Community Market Vendors & Enjoy Breakfast and/or Lunch at the Farm Table Booth

SCARECROW FESTIVAL
Saturday, October 15
Wenonah Avenue, 9:00-3:00pm

Opening Day of the Scarecrow Stroll, Children's Parade, Shop with Merhants, Pearisburg Community Market Producers, Artisans & Other Vendor Booths, Free Kids Pumpkin Painting

• Live Performances On The Stage All Day!

STREET DINNER & A MOVIE
Saturday, October 15
Wenonah Avenue, 4:00-7:00pm

Take a Seat at the 'Table' & Enjoy a 3-Course Dinner While You Watch the Movie the "Wizard of Oz." Local Wine and Beer Garden

SAUERKRAUT BAND & GERMAN FOOD
Thursday, October 20
1410 Wenonah Ave, 5:00-8:30pm

Live Music, German Dinner Menu at the Farm Table Booth, Wine Garden, Shop with Pearisburg Community Market Vendors!

SELF-GUIDED SCARECROW STROLL
October 15-November 1
Map Available
Visit us on Facebook!

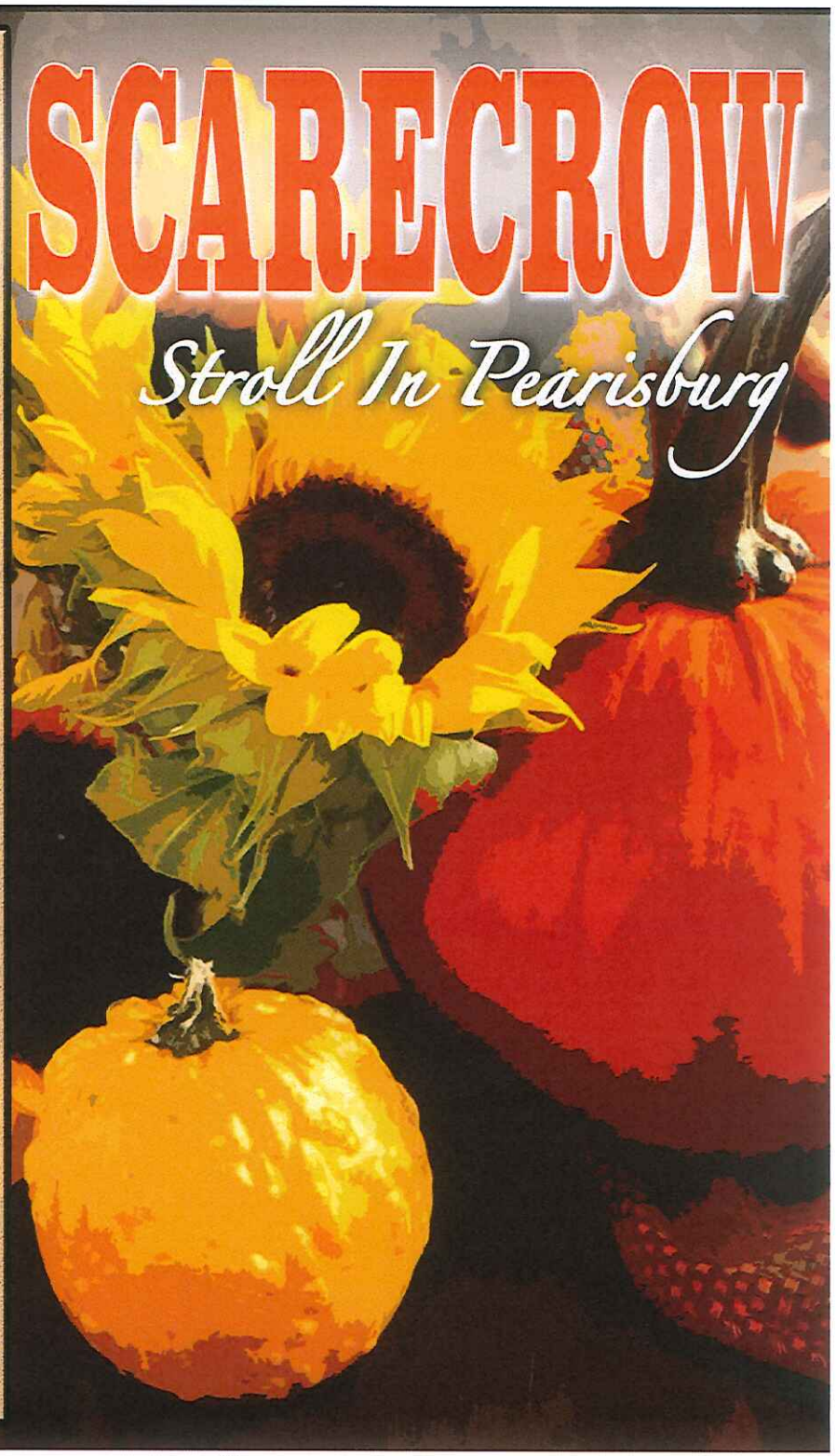
Welcome to the Second Annual Scarecrow Stroll
Presented by the
Pearisburg Merchants Association

October 15 - November 1, 2016

Businesses, organizations, non-profits, community organizations and local families have created over 40 unique scarecrows which may be found peeping out store windows and along roadways welcoming residents and guests to town.

Sprint/Vision Mobile, 134 Kinter Way
Universal Physical Therapy, 154 Kinter Way
Walmart, 160 Kinter Way
Allen's Furniture, 114 S Main Street
Colonial Florist, 121 S Main Street
National Bank, 201 S Main Street
1ST Pawn, N Main Street
Buckland Law Firm, 101 N Main Street
Giles Treasurer's Office, 130 N Main Street
Pearis Mercantile, 200 N Main Street
Chamber of Commerce, 203 N Main Street
C&P Discount, 323 N Main Street
Holiday Lodge, 401 N Main St
9-Lives Treasures, 766 N Main Street
Newberry Ford, 794 N Main Street
State Farm, 507 Mountain Lake Ave
Virginian Leader, 511 Mountain Lake Ave
Papa's Pizzeria, 111 Tazewell Street
Town of Pearisburg, 112 Tazewell Street
Gearhead Junction, 113 Tazewell Street
Amanda Moser, 116 Tazewell Street
Pearisburg Eye Associates, 122 Tazewell Street
Giles County School of Dance, 124 Tazewell Street
Stubbs DDS Inc, 300 Tazewell Street
Farm to Fork, 501 Wenonah Ave (at the Town Hall office after 10/16/16)
Giles Circuit Court, 501 Wenonah Avenue
Giles County Sherriff's Department, 503 Wenonah Ave
Gina's Primitives, 508 Wenonah Ave
Dr. Pippa Chapman, 513 Wenonah Ave
Ms Audre's Fabrics N Fellowship, 530 Wenonah Ave
Union Bank, 605 Wenonah Avenue
Napa Auto Parts, 610 Wenonah Avenue
New River Eye Care, 700 Wenonah Ave
Giles Health & Family Center, 701 Wenonah Ave
Bronze Impressions, 703 Wenonah Ave
Penny's Hair Pros, 712 Wenonah Ave
BB&T, 800 Wenonah Avenue
Dance Motion, Lamppost on Wenonah Ave
Kathy Anderson, Lamppost on Wenonah Ave
Juanita Dalton, Lamppost on Wenonah Ave
Carilion Family Practice, Lamppost on Wenonah Ave
VT Students, Lamppost on Wenonah Ave
Kim Wasiak, Lamppost on Wenonah ave
Roger's Body Shop, 208 Curve Rd
Giles County Wellness Center, 140 Clendennin RD

FOR ADDITIONAL SCARECROW LOCATIONS-
FOLLOW THE PEARISBURG MERCHANTS ASSOCIATION



Build A Scarecrow for Pearisburg's Second Annual Scarecrow Festival

The Pearisburg Merchants Association, Pearisburg Junior Woman's Club and The Town of Pearisburg will be sponsoring a Scarecrow Festival starting October 15 through November 1, 2015 with judging to take place on Saturday October 15. All applications and installation locations must be provided to Town Office by October 10 to appear in the scarecrow stroll map.

Businesses, clubs, organizations, churches and youth groups desiring to participate in the scarecrow contest should fill out the application below. Additional copies of the application may be picked up at the Pearisburg Town Hall, Pearis Mercantile and Pearisburg Community Market. Applicants should refer to the "How to enter a scarecrow" information below for
specifications. The scarecrows will be placed in front of town businesses and throughout Pearisburg. Prizes will be
awarded to applicants who wish to enter judged competition. For additional information come by or call the Town Office at 921-1222 or 921-0340.

Scarecrow Application
Name of business/group/organization/individual

Contact person

Address

Phone Email Address

IDo you want your scarecrow to be judged in contest? Yes___ No___

If yes, categories are:
Best Wizard of Oz Themed Scarecrow
Most Creative Scarecrow by Individual
Best Business Themed Scarecrow
Best Government Office Themed Scarecrow
Best School Themed Scarecrow
Best Traditional Scarecrow

Location scarecrow will be installed

NOTE: All scarecrows are to be installed on October 14, and remain up until November 1 for scarecrow stroll.

If you need an installation location assigned to you check here ____

We agree to install scarecrow October 16 from 2-7pm and remove from display location on November 1.

_____
Signature of Applicant

How to Enter Scarecrow

A Scarecrow must be made so that it can be secured or attached to a downtown light post, metal fence post or other designated locations.

The builder of the scarecrow MUST provide the attachment method. A 2" diameter PVC pipe is STRONGLY recommended thru the middle of the scarecrow body or the back. This will facilitate the installation on the post to give both structure and stability to your scarecrow and its limbs.

Each scarecrow MUST be accompanied by a sign, which includes the name of the scarecrow, the name of applicant, and other information about the entry that the applicant deems interesting.

If your scarecrow is to be judged please attach a sign.

MATERIALS

As all scarecrow entries must remain outdoors until November 1 and may be subject to severe wind and/or rain, their construction should be durable and all ornamentation securely attached. Carved pumpkins or other living materials that will not last the duration of the exhibition are discouraged. The ground surface will be dirt or hardtop sidewalks, which will be a factor to consider as well as rain and wind. Scarecrows must be removed November between the hour's of 9-7 pm. Scarecrows remaining after 7:00 pm will be discarded on November 2.

INSTALLATION

Scarecrows may be attached to benches near the shop fronts, and other areas by your businesses. If you do not plan to install your scarecrow in front of your business (or if you are a youth group, community organization or individual entry and do not have a location), contact the Town Hall Office at 540-921-0340 and we will provide you with a space for you on Wenonah Avenue or Tazwell Street. Staff will be available to direct you to your designated space. All entrants must physically set up their own scarecrows with the assistance of town personnel. If entrants cannot bring their scarecrows on that day they must call 921-0340 to make special arrangements.

The Pearisburg Merchants Association (PMA) reserves the right to deny exhibition to any entry considered to be inappropriate. The PMA is not responsible for any lost, stolen, or damaged personal items associated with the scarecrow while on display.

JUDGING

Entries will be evaluated by a panel of volunteer judges and scored based on use of theme, creativity, and overall appeal. Cash prizes will be awarded in entries in each category. Please remember, while creativity is encouraged the overall statement must be positive and entries must be "family friendly."

Judging will occur on Saturday, October 15th and winners will be announced during the festival.

Note: Entrants may display a scarecrow in the festival and not participate in the judged contest

For more information, contact Hope Harrell at 540-921-0340

OCT 15

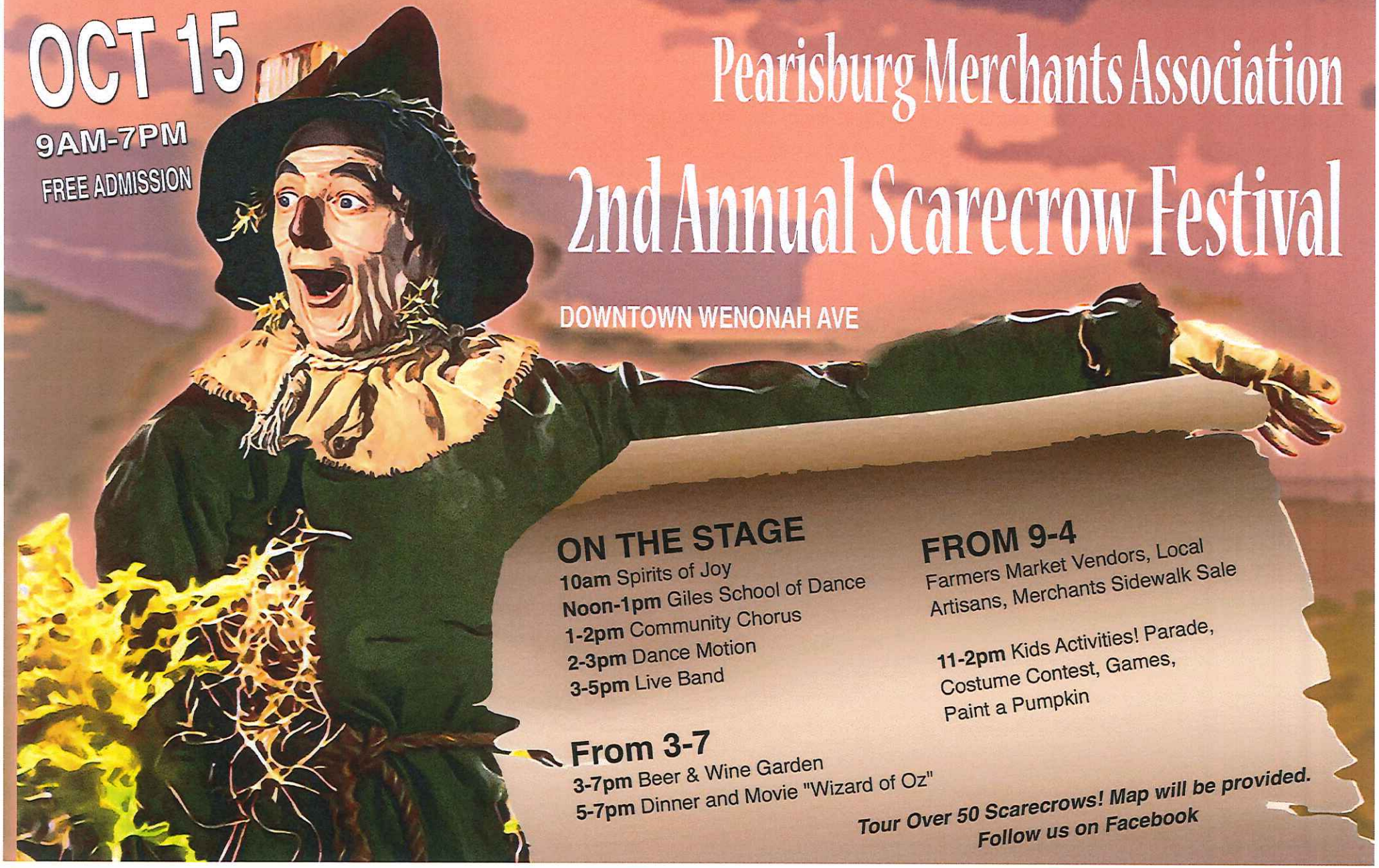
9AM-7PM

FREE ADMISSION

Pearisburg Merchants Association

2nd Annual Scarecrow Festival

DOWNTOWN WENONAH AVE



ON THE STAGE

10am Spirits of Joy
Noon-1pm Giles School of Dance
1-2pm Community Chorus
2-3pm Dance Motion
3-5pm Live Band

FROM 9-4

Farmers Market Vendors, Local Artisans, Merchants Sidewalk Sale

11-2pm Kids Activities! Parade, Costume Contest, Games, Paint a Pumpkin

From 3-7

3-7pm Beer & Wine Garden
5-7pm Dinner and Movie "Wizard of Oz"

Tour Over 50 Scarecrows! Map will be provided.
Follow us on Facebook

2ND ANNUAL BUILD A SCARECROW WORKSHOP AND CONTEST

OCTOBER 8, 2015, 10AM-1PM
PEARISBURG COMMUNITY MARKET
1410 WENONAH AVENUE

PLEASE JOIN US FOR THIS FUN FREE EVENT! LEARN HOW TO BUILD A SCARECROW FOR YOUR GARDEN, FRONT LAWN, OR PLACE OF BUSINESS.

Participants are encouraged to bring their own unique outfits and hats!

While you work, breakfast and lunch will be available for purchase at the Farm Table booth. Be sure to check out the local and regional products for sale at our market vendor's tents! Come early! Market opens at 8:30am.

Interested in displaying your scarecrow at the Scarecrow Festival and/or entering your scarecrow in the contest?

Prizes will be awarded in the following categories: Best Wizard of Oz Theme, Best Business Theme. Best School Theme, Most Creative Scarecrow, Best Government Office Theme, Best Traditional Scarecrow. Judging will take place during the Scarecrow Festival on October 15. More information will be provided at the workshop.

This workshop is being offered in partnership with Virginia Cooperative Extension, Giles County AG Lab Program and the Pearisburg Community Market Kids Art Program!

PEARISBURG

Virginia Cooperative Extension
Virginia Tech • Virginia State University
www.ext.vt.edu

FARM TABLE

Market

"Ohm Pah" and More!

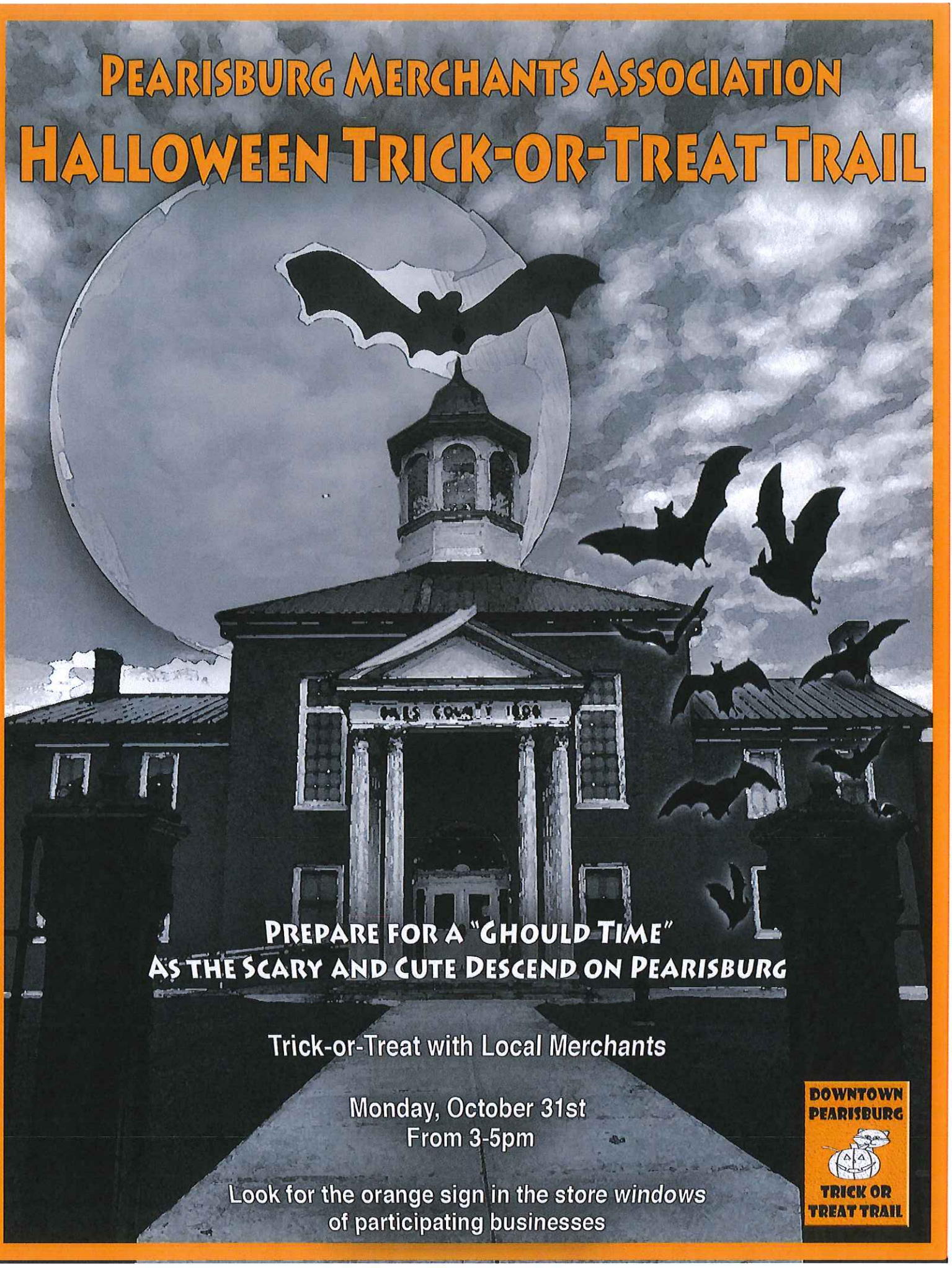
Traditional German "ohm pha" music can be heard at the Pearisburg Community Market, Thursday, October 20, at the free concert performed by The Sauerkraut Band. There will be German Food! Wine! Music and So Much More! RAIN OR SHINE

Dinner

- *Stout Braised Bratwurst: stout braised brat served in a bun and topped with sauerkraut, and onion stout jam.*
- *Sauerbraten: "sweet and sour" braised beef, onions, potatoes, and carrots.*
- *Lentil Stew: vegetarian version of traditional German lentil stew with potatoes, carrots, and celery.*

Pearisburg Merchants Association

Halloween Trick-or-Treat Trail



Prepare for a "Ghould Time" As the Scary and Cute Descend on Pearisburg

Trick-or-Treat with Local Merchants

Monday, October 31st
From 3-5pm

Look for the orange sign in the store windows
of participating businesses

Downtown Pearisburg
Trick or Treat Trail

We're back!

The "Traditional" Election Day Dinner

Tuesday, November 8, 2016
Pearisburg Community Center
1410 Wenonah Avenue, Pearisburg, VA

MENU

Turkey/Dressing
Potatoes/Gravy
Vegetable
Dessert/Beverage

Reserved Take Out Dinners
Pick-Up 11-noon
Walk-Ins Noon to 4pm
Adults $12.00

Tickets Available at Pearisburg Town Office

Call 540-921-0340

Regina Harless/Lynne Hazelwood

Festival of Trees Contest
Registration Form

(Trees must be on display by December 2
And remain up to Jan 1)

Business Name

Contact Person

Address

Telephone **Email**

Location of Christmas Tree

Is your Christmas Tree visible from the street? Yes____No____

This year the Christmas stroll will be held on December 2 from 5-8pm. The Christmas tree locations will be advertised to strollers to visit. If your business plans to stay open for this event, please list any specials, discounts or activities that you will offer to strollers. We will include these in our promotion.

Activities/Discounts/Specials Offered (optional):

Return to Hope Harrell at the Pearisburg Town Office
or email harrell@pearisburg.org
by November 28

Pearisburg Merchants Association
Small Town Christmas
Festival of Trees

Help Pearisburg streets light up for the holiday season

Decorate your business window

Display a Christmas Tree

December 2 - January 1

Register your decorated tree in the festival of trees contest by November 28! Free entry! Winners will receive an ornament with their tree on it!

Stay open from 5-8pm for the Christmas Stroll on December 2
Receive free promotion on your stroll night activities and specials on the Pearisburg Merchants Association Facebook page, Town Facebook page and website!

For more information call Hope Harrell at (540) 921-1222 or Email harrell@pearisburg.org

GROWING LOCAL
Pearisburg Farm to Fork

SMALL TOWN CHRISTMAS

PEARISBURG

December 2-4

Schedule and Details:

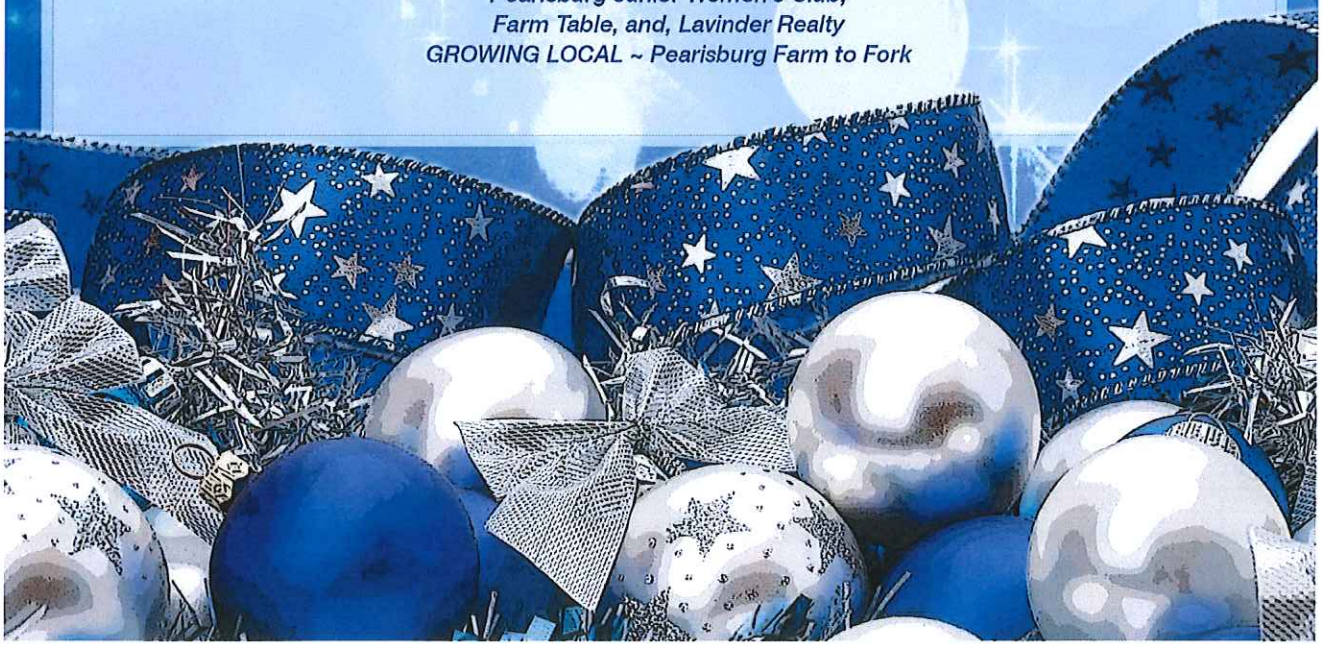
Friday, December 2 (see times below)
5pm Lighting of the Giles County Courthouse Tree, downtown lamp poles and Town star,
5-8pm Christmas stroll, visiting local merchants shops, viewing holiday decorations,
5:30-8:30pm Christmas Caroling by Giles Community Chorus, bonfire at the candle lit Andrew Johnston House
December 2-6 Ugly Sweater Contest at Pearis Mercantile

Saturday, December 3 (see times below)
8-10:30am Breakfast with Santa at Methodist Church on Valleyview Drive
12-4pm Giles Mountain Winery wine tasting on outside patio at Pearis Mercantile (weather permitting)
2-5pm Live performance of Greenwood Recorder Quartet, visiting with Santa at Andrew Johnston House

Sunday, December 4, 4:00-7:00pm
2-5pm Tour Andrew Johnston House
4pm Christmas Parade
Following parade, free pictures with Santa and free kids cookie decorating class at Community Center

Remember friends and family on December 8, 6:00-8:00pm
Carilion Giles Community Hospital Love Light Tree Lighting

Sponsors: Pearisburg Merchants Association, Town of Pearisburg,
Pearisburg Junior Women's Club,
Farm Table, and, Lavinder Realty
GROWING LOCAL ~ Pearisburg Farm to Fork



CELEBRATE CHRISTMAS FOR KIDS

PEARISBURG
SMALL TOWN
CHRISTMAS

Friday, December 2

- Bring the kids to see the tree lighting at Giles County Courthouse at 5pm
- Stroll around town and enjoy the merchant's decorations from 5-8pm
- Bonfire and hot cider on the Andrew Johnston House lawn from 5:30-8:30pm
- Crafts, games and storytelling at the Pearisburg Public Library from 5:00-6:30pm.

Saturday, December 3

- 8-10:30am Breakfast with Santa at the Methodist Church on Valleyview Drive
- 2-4pm Visit with Santa in the Andrew Johnston House Parlor

Sunday, December 4

- Annual Pearisburg Christmas Parade at 4pm. Mr. and Mrs. Claus will join the parade. Some of the parade participants will hand out or gently toss candy from floats and vehicles so kids be sure to bring a bag or basket! Old and young alike enjoy the tradition of the Christmas Parade, from the floats, to the animals, to the bands, walkers & the fire & rescue vehicles.
- Following the parade, bring the kids for FREE Pictures with Mr. Claus at the Pearisburg Community Center
- Kids are invited to join the Pearisburg Community Market Farm Table Chef in the cafeteria for a FREE kids holiday cookie decorating activity following their picture. This activity will close at 7pm.

Sponsors: Pearisburg Merchants Association, Town of Pearisburg, Pearisburg Junior Women's Club

GROWING LOCAL ~ Pearisburg Farm to Fork

CHRISTMAS WITH THE JOHNSTONS

On December 2- 4th, the Andrew Johnston House will offer "Christmas with the Johnstons."

Schedule and Details:

Friday, December 2, 5:30pm-8:30pm

- Enjoy the beauty of the Andrew Johnston House by candlelight
- Live performances and caroling by the Giles County Community Chorus
- Hot cider served over a bonfire on the front lawn

Saturday, December 3, 2:00pm-5:00pm

- Live performances by the Greenwood Recorder Quartet in the Living Room
- Visit with Santa Clause in the Parlor

Sunday, December 4, 2:00pm-5:00pm

- Andrew Johnston House will be open for tours

On each date, be sure to browse the Museum and shop for the perfect historical present in the Gift Shop. Holiday treats will be served in the kitchen. As always, events on all three days are free and open to the public. Everyone welcome!

Sponsored by Giles County Historical Society

GROWING LOCAL ~ Pearisburg Farm to Fork

CHOCOLATE WINE PAIRING DINNER

FEBRUARY 10 - 6:30PM
INN AT RIVERBEND
PEARISBURG

$30 per person

- **White Chocolate Brie Cups with Orange Marmalade and Fresh Fruit**
- **Chocolate Pork Ragout over Chocolate Polenta**
- **Mexican Dark Chocolate Tart with Rasberry Coulis**

Vegan/Vegetarian option available upon request

Each course will be paired with a Beliveau Estate wine.

To Register for pairing:
Call 540-921-0340 or visit www.pearisburg.com
Sponsored by Pearisburg Farm to Fork Program
• Growing Local-Cooking Fresh

SPECIAL OFFER!

Turn the wine and food pairing into an overnight stay!
Call Inn at Riverbend for details.

To reserve room call: 540-921-5211
or visit www.innatriverbend.com

Join us for beer-focused conversation, good food and celebration!

Beer Pairing Dinner
Thursday, March 17 @ 6:30-8:30pm
Inn at Riverbend, Pearisburg

Jon Kidd, Right Turn, Clyde Brewery, will talk about the brewing of 3 selected brews

Chef Kate, Farm Table, will present 3 hand-selected small plate courses for the beers showcased

Menu

Sautéed Mushroom Bruschetta with Parmesan Cream Sauce
Smoky Chipotle Marinara over Linguine with Shrimp
Maple Flourless Chocolate Cake served with a Creamy Maple Drizzle.
Each course will be served with a Right Turn, Clyde Beer.
A vegan/vegetarian option may be substituted for the shrimp, if requested, at the time of registration

3 Small Plate Dinner Courses with 3 Beer Pairings – $30 per person

Seating is Limited - Register by March 11
Visit www.pearisburg.org-farm to fork link (or)
Call 540-921-0340

Extend Your Stay: A special discount is available for accommodations at the Inn for dinner guests. Call 540-921-5211 for more information

Presented to you by the Pearisburg Farm to Fork Program in partnership with Right Turn, Clyde Brewery

GAME OF THRONES

THURSDAY, APRIL 21ST
6:30-8:30pm Inn at Riverbend, Pearisburg

4 Course Wine Dinner
Preseason Gathering

The Beverages
Pinot Noir, Mountain White,
Reisling, Hard Cider

FIRST COURSE
From "Brans State Dinner"
A hearty homemade brown bread served with a worthy white cheese

SECOND COURSE
From "Cerseis War Feast"
Crispy apples tossed with walnuts and raisins served over a bed of greens

THIRD COURSE
From "Starks Feast To Welcome Robert Baratheon"
Delicious roasted chicken with a sweet honey glaze served with a flavorful onion studded brown gravy. A medley of root vegetables braised in butter sauce

FOURTH COURSE
From "The Hands Tourney Feast"Sunshine sweet lemon cakes with iced blueberries in cream

Costumes encouraged --- Wines from JBR Vineyards & Winery

THE FEAST IS COMING

Tickets $40 - Register on pearisburg.org farm to fork link - Call 540-921-0340

Growing Local - Cooking Fresh

TWILIGHT RIVER RAFT TRIP AND DINNER

JULY FIFTEENTH ~ 6:00-9:00PM

Tangent Outfitters, New Rivers Edge and the Pearisburg Farm to Fork Program are teaming up to offer you a guided raft float trip on the scenic New River, followed by a farm to table dinner on the river!

Cost: $90/person includes float ride, dinner and wine.

Start off with a scenic float trip down the New River to New Rivers Edge where you will be served:

- Coconut Lime Shrimp Skewers
- Grilled Caribbean Jerk Marinated Tofu and Strawberry Skewers
- Choice of Strawberry Watermelon Sweet Tea or Fresh Lemon, Ginger, Rosemary Water

Float to Whitt Riverbend Park to eat your dinner featuring

- Pineapple Barbecue Pulled Pork Sliders
- Hawaiian Style Macaroni Salad
- Red Cabbage and Apple Coleslaw
- Watermelon, Feta, Fresh Berries, and Red Onion Salad
- Mousse cake
- Red or White Wine, Lemonade or Berry Green Tea

Space is limited! Call 540-921-0340
to make your reservation!
Shuttle bus departs from Whitt Riverbend Park
in Pearisburg at 6:15pm for the float trip

FLOAT N' FORK

Giles VIRGINIA'S MOUNTAIN PLAYGROUND™ NEW RIVER WATER TRAIL™ · TANGENT OUTFITTERS · new RIVER'S EDGE · FARM TABLE

SAVE the DATE

FARM TO STREET

DINNER

Pearisburg's Outdoor

Dinner Party

SEPTEMBER 16

6:30-8:30PM

Wenonah Avenue

Imagine *a fall evening in a small downtown...*
Imagine *an outdoor dinner with friends, family and business associates. Plan to visit Pearisburg on* ***for a unique dining opportunity!***

ON FRIDAY THE 16TH OF SEPTEMBER, PEARISBURG WILL HOST A DINNER RIGHT ON WENONAH AVENUE - WE WILL CLOSE THE STREET TO TRAFFIC FOR A FEW HOURS TO ENJOY DOWNTOWN AND A DINNER PREPARED WITH LOCAL, REGIONAL AND VA PRODUCTS AND BEVERAGES

REGISTER FOR YOUR SPOT AT THE TABLE

-- Ticket information coming soon! --

This dinner is the opening night activity for the Giles Art Council Art on Lawn event Scheduled on Saturday, September 17

Sponsored by the Pearisburg Farm to Fork Program in partnership with the Town of Pearisburg, Pearisburg Merchants Association, Giles Art Council, Pearisburg Community Market Producers, and the Farm Table

Growing Local-Cooking Fresh

Dinner and A Movie! Oh My!

October 15, 5pm-7pm
Wenonah Avenue, Pearisburg

Dinner of OZ

- Emerald City Asian Beef and Green Bean Stir-Fry: Beef and Emerald City Green Beans sautéed in a bright Garlic Sauce. Served over Rice.
- The Yellow Brick Road Shrimp in Thai Coconut Sauce: Shrimp in the Wizard's Thai Inspired Coconut Sauce served over Glinda's Coconut Ginger Rice.
- Dorothy's Honey Sriracha Tofu: Honey Sriracha Marinated Tofu served over Rice and topped with Green Onions.

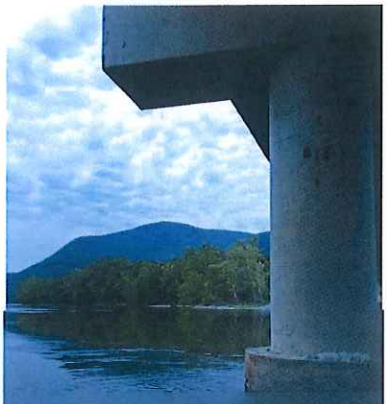
$10/person (including tax) per dinner. Purchase a ticket by October 10 and we will reserve a seat at the table to watch the Wizard of Oz movie on the lawn!
Call 540-921-0340 or visit Pearisburg Town Hall!

Cash wine and beer bar

For the Munchkins (individually priced/no preorder)
Wicked Witch Hat and Dorothy's Red Slipper Cookies!

Movie only? Bring a blanket or chair. Free admission.
Hot dogs and popcorn will be available for purchase for the kids.
NO preorder necessary.

Sponsored by Pearisburg Merchants Association,
Town of Pearisburg, and Farm Table

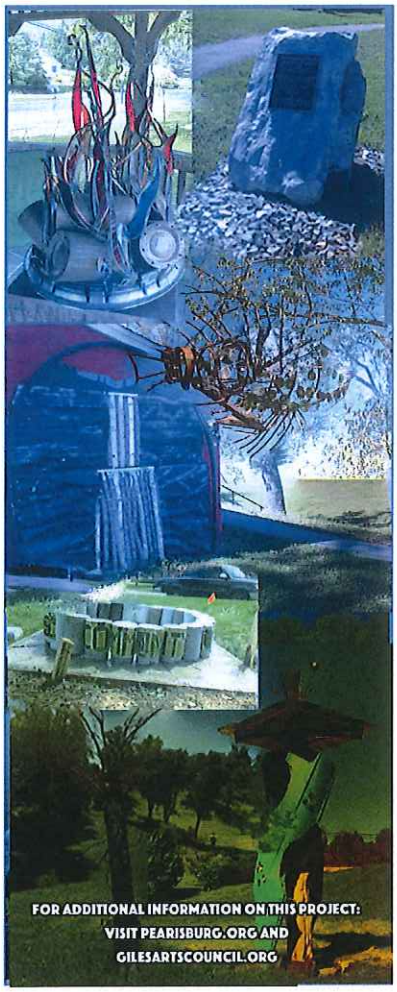


The Concept

The idea of creating a river sculpture walking trail grew from discussions with ReNew the New. Since 2007, the ReNew the New committee has drawn attention to the trash found in the New River and on its riverbanks and boat ramps. ReNew sponsors two annual river cleanups, "Ramps n' Roads" in the spring and "Fall Into The New" at summer's end. ReNew is focused on stewardship of the 37 Giles miles of the New River and includes river guide organizations, DGIF, Army Corps of Engineers, and Giles County personnel; as well as private citizens committed to the preservation and renewal of the ancient and beautiful New River.

Giles Arts Council invited artists to participate in the design of sculptures for our year round, outdoor walking trail.

The Art in Public Places River Sculpture Walking Trail Project was made possible by funding from a Local Government Challenge Grant awarded by the Virginia Commission for the Arts, the National Endowment for the Arts, and matching funds contributed by the Town of Pearisburg.



FOR ADDITIONAL INFORMATION ON THIS PROJECT:
VISIT PEARISBURG.ORG AND
GILESARTSCOUNCIL.ORG

River Sculpture Walking Trail

Pearisburg Community Park
1410 Wenonah Avenue

A one-mile walk that features five permanently installed sculptures created from materials found in the New River or on it's riverbanks in Giles County

EACH SCULPTURE PROMOTES THE MESSAGE OF

- Sustainability
- Conservation
- Recycling

To mark the start of the walking trail, a boulder from the banks of the New River was transported by Paul Moody and Giles County

THE SULPTURES

Five sculptures are permanently installed on the grounds at the Pearisburg Community Park on 1410 Wenonah Avenue. The numbers indicate the location of the sculpture on the map.

Two: "Rebirth"
Artist: Tacie Jones with LoCo Arts students Riley Bostic, Peter Quek, Asa Balliet, Laura Gautier, Haley Hansen, Gracie Stone,- Jackie Harder, Den Bento

Per Jones, "This 8 foot tall work questions our biggest social challenges while examining ways in which one might use the arts to effect positive change in the world. The piece shows a tree in early, spring-green bud with a young dancing butterfly. The work symbolizes the group's hypothetical "new society" based on the concepts of cooperation, democracy, creativity, equality, peace, diversity and fair trade of goods."

Three: "I Want This River To Be..."
Artist: Julie Ferrari

"This is an interactive sculpture. Julie incorporated a chalkboard surface for viewers to write their comments about the New River. Chalk is provided in the mailbox. The swirling tin around the tree trunk represents the river running through Giles County. Glass bottle bottoms represent aeration and a cleaner river. The finial at the top represents vegetation along the river, a sign of a healthy ecosystem in and around the river."

Four: "The Cascades"
Artist: Robert Tuckwiller

Per Tuckwiller, " To me the Cascades represents the source of our water. Partly because of its height, the way we climb the steep trail to get there, and the way we view it from below. We seem to take water for granted but water is the most precious resource.. It is important to me and should be important to all of us to protect and appreciate this resource. We are blessed to have the New River flowing through our part of this world. It is a magnet for tourism, a requirement for industry, and a benefit for our quality of life. Many of the ingredients of my sculpture came from the river clean-up that I participated in. It was inspiring to see so many people working so hard to keep discarded items out of the watershed. I hope the sculpture will focus attention on our natural water source and remind each of us to do our part to protect it. It is important for us and for those who will come later."

Five: "Jewel Rebar Veritas"
Artists: Corbin Vierling and Tim Vierling

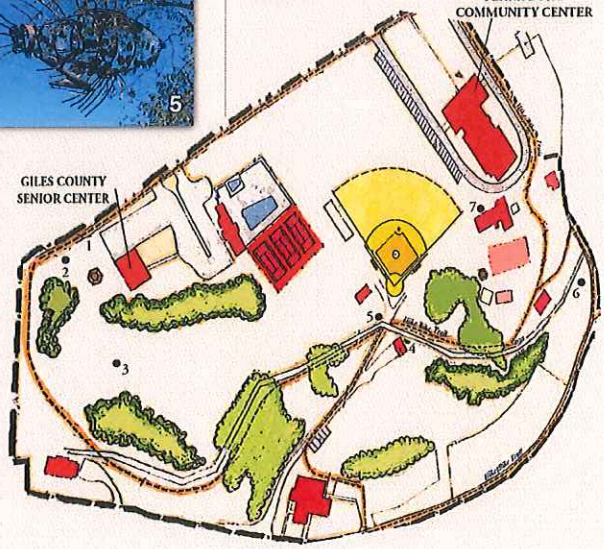
"The 6'x3' fish represents the way we can transform trash from an eyesore into a "jewel" with imagination and energy. Corbin sees the fish as a symbol of Giles County."

Six: "A Part, Not Apart"
Artist: Nikki Pynn

Per Pynn, "The sculpture is a call to recognize the differences in a community as good. Different people within and beside the Giles population created the cylinders. Pick any one of the cylinders, describe what you see, then think of a person that carries that same description: Colorful and Complicated/Well thought of and carefully prepared/Sloppy but with sweet sentiments (Many of the cylinders have words written under glass)/Simply elegant. The materials used include bottles (pulled from the river), recycled cement cylinders, and scrap stained glass."

Seven: At the conclusion of the walk, visit the Children Recreation Mural project.

Pictured on the top right of the back panel:
"The Turmoil That Got Us Here." Artist Nikki Pynn. To view, visit the Giles County Chamber of Commerce Office on S 101 Main Street in Pearisburg. Call for hours 540-921-5000.



ABOUT US!

The Pearisburg Merchants Association works to:

- Provide useful and pertinent information to businesses interested in locating to Pearisburg
- Be a unified voice to the Town of Pearisburg on interests and needs relevant to merchants and businesses in Pearisburg
- Create opportunities for business to better market their products and services
- Provide networking environment and exposure to your business
- Promote Pearisburg as a small town-big personality through the development, support, and promotion of activities and attractions that would increase traffic throughout the town and, support local revitalization efforts
- Coordinate or assist in coordination of the following annual events/activities: a) Downtown: Scarecrow Festival, Annual Christmas Parade, Small Town Christmas, Halloween Trick-or Treat Trail; b) At the Pearisburg Community Center: Festival in the Park, AT Day at the Market, Third Thursday Music Concert Series and More!

How to Join!

Our members represent a variety of local businesses including an electric mix of food and drink, business services, salons, banks, spas, realtors, entertainment and more!

To Join Mail in the Information Below or Contact:

- Jackie Clark <hjclarkod@hotmail.com>
- Anne Wheeler <pearismercantile@gmail.com>
- Charlene Long <clong@mountaineyes.com>

Below are some of ways that Merchant Association dues contributed to "growing local" activities in the past:

- Promotional costs of festivals/events sponsored by the Merchants Association that increase the visibility of downtown Pearisburg to both residents and visitors to the County
- Live performances at events/festivals of local dance groups and local or regional bands and Association festivals/events
- Networking opportunities to showcase local business and to welcome people to Pearisburg-the Small Town With A Big Personality!
- Scholarships or prizes to Pearisburg youth or businesses

The Pearisburg Merchants Association looks forward to your participation!

Grow Local with the Pearisburg Merchants Association!

____ *Yes! I want to become a Pearisburg Merchants Association Member*

Name of business/organization:

Mailing address:

Email address:

Contact person:

Business phone:

Best time to reach:

Brief description of your business:

Business hours (optional)

Facebook page:

Website page:

Best time to attend meetings/mixers:

Am___ Pm ____

Days per week:

Mon___ Tues__ Wed____ Thurs ___ Fri___ Sat___ Sun____

Check below if you are willing to contribute time on the following planning committees:

Downtown Events/Activities:
Scarecrow Festival ____, Annual Christmas Parade____, Small Town Christmas____, Halloween Trick-or Treat Trail____

Events/Activities Currently Located At the Pearisburg Community Center:
Festival in the Park___, AT Day at the Market____, Third Thursday Music Concert Series____

Networking:
Quarterly Mixers___ Revitalization Planning Efforts____

YOUR Comments:

Dues enclosed : _____ Fiscal year ___ to_____
(Dues will be prorated if member joins midyear)

Return to Pearisburg Merchants Association

Thank you!

Before the bustling downtown shopping district of Pearisburg gave way to the New River Valley shopping malls, Pearisburg was a downtown thriving community. Merchants would join together to work on town festivals, a Christmas parade, unify a street with holiday decoration and organize other activities. Two years ago, the Pearisburg Merchant Association kicked back into action to increase the visibility and traffic into Pearisburg through developing, supporting, and promoting activities and attractions that would increase traffic throughout the town and, support local revitalization efforts.

*Consider **JOINING** the Merchants Association, it is one that can yield positive results on the bottom line in the right situation. When combining a strategic tourism marketing plan with promotional activities, a merchant association can set the personality of retail/economic development and create incentives for visitors and resident to shop, eat, dine and stay local!*

For more information Visit the Pearisburg Merchants Association Facebook page or the Town of Pearisburg website.

Check out the events and activities currently underway!

PEARISBURG
merchants association

Growing Local through the PEARISBURG MERCHANTS ASSOCIATION!

APPENDIX

E

Vendor and Shoppers 2017 Market Recommendations

15 market shoppers and 16 market vendors were invited to participate in a survey (and/or upon request a personal interview) regarding their recommendations related to the future of the Pearisburg Community Market.

Shoppers were asked:

- *Do you think Saturday is the best day of the week for the market?*
- *If not, what day of the week do you suggest?*
- *If a weekday, what time of day?*
- *Are you happy with the current location?*
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Comments of Shoppers:

- Saturday is probably the best day for all involved but the competition with the very successful Blacksburg Farmers Market makes it challenging for vendors who participate in both. I don't shop on Saturday-I shop early in the week so I've not used the market as much as I might.
- Time: am to lunch. I usually come just to see friends and support Kate Dinger.
- Location seems logical since the parking is good and the space is open. Downtown might support business there but will you entice more people to come there?
- I would be curious if you would get more attendance during the summer by using Friday night for market and music. You might get more working people who don't have to go to work the next day. Absolutely avoid doing anything when the Giles/Narrows game is scheduled and during at VT home game.
- Indoor location: The murals were done at the PATs building but what is it used for? Is that a location for winter months? Are there products that can be sold?
- I hope that vendors will give it more time to build a reputation for having more to offer. I seem to get out late due to breakfast service and there is not much to buy. Same veggies from a couple of vendors. The marketing promotions are certainly well done and we pass them along to our guests. However, they go but not much offerings. This is such wonderful attempt to bring local produce but a wider, more colorful array would certainly help it grow.

We hope it continues and finding the right mix is a challenge...hang in there.

- It seems Saturdays are the rightful day for the market and I also think the location is wonderful--parking enough, trees for shade, space to spread out. My main problem with the market is that--especially after our garden comes in--there is not a lot for me to purchase; fewer vendors, and, if they are there, those vendors, by 10, seem to be out of things I'd like to buy: range free chickens, fresh eggs, flower arrangements.
- I happened to be in Blacksburg last Wednesday and there were so many appealing products. I realize that--early on--you had more vendors but not enough shoppers, by the time people began to block in market shopping, the vendors had pulled out. (Chicken or egg situation)
- My husband likes to get home and settle in, especially on weeknights. But I think Thursdays are a fine night to hold market & music. Those events I've been able to attend were always pleasant and the music groups always enjoyable; lovely sense of community.
- You guys have done a flawless job of promoting the market and the market is a wonderful thing to have in the heart of Giles. Like so much in our beautiful, but challenged, county--it's very hard to establish innovation, even in the most obvious arenas. Hang in there!
- I agree with the comments so far from other shoppers. I have two gift certificates that I was unable to use this year as when I went to the market they were not there or no produce.
- The dates and location are fine. I really enjoy the music and the market and am looking forward to neat year.
- Have you asked the vendors what they think about day and location? Maybe reach out to former vendors as to why they are no longer participating and would they participate on another day. There are a lot of Giles Co. farms that go to Blacksburg. Would another time provide an opportunity for them to participate?
- I am not sure what day would be best. Saturday is a day when a lot of people can come, but why don't they? There seems to be a lot of competition for Sat. events. A late afternoon or evening time might work.
- I think the market might need to expand it's partners to include churches, community groups and others who would bring their membership to the market
- The market may want to try to incorporate services on market days to increase the audience i.e. as free health screenings and clinics, SNAP eligibility screenings, plant clinics, etc.
- I like the current location. Parking is good and it is visible.

Comments from the vendors

- I think it probably is, although I think it would be worth exploring different hours. I think there are a lot of people that either like to sleep in on Saturday or who are tied up with kids activities on Saturday mornings. So maybe it wouldn't be a bad idea to have later hours at least one Saturday each month.
- I also like having the market days on the third Thursday of each month. I think it gives people that aren't able to visit us on Saturday morning the chance to come out and check things out. I do think that when it gets later in the year and it gets dark earlier, there either needs to be better lighting or a friendly reminder that vendors will need to provide their own lights. (Maybe this should have been obvious, but I really did think that there would be some sort of lighting set up last night.)
- I think the location is fine. I think it would have been nice to have the scarecrow festival at KJ. I think it was set up to be an all-day event, and I felt like families would have been better accommodated at the community center. They could have shopped and visited the vendors, enjoyed the food at one of the picnic tables or on a blanket in the grass, played with their kids on the playground equipment, etc.
- I also think that it would be really awesome to find a location for the market on Route 460 on the days that Virginia Tech has home games. I have no idea if that would even be possible, but I think it would definitely increase visitors if it were.
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APPENDIX

F1

Establishment of a Sustainable Farm to Fork Program in Pearisburg Work plan for Year 2016

Introduction: The town of Pearisburg was awarded a two-year grant to establish a Farm to Fork program to increase the awareness and utilization of local and regional food, support area farmers, and increase food access.

The ultimate goals and objectives of the program are to:

1) Generate additional revenue for local producers and,

2) Increase awareness of locally and regionally grown products though the assistance of a market, local food demonstration booth, and local food community initiatives.

The expected outcomes are:

1) Direct marketing of farm products will increase local and regional product sales

2) Events, cooking classes and chef demos will increase exposure to locally grown foods and,

3) Educational workshops will develop the capacity of new and current producers to realize economic growth.

These outcomes met the mission of the funder accordingly:

a) They increase access to locally and regionally produced products through the development of a farmers market,

b) They provide new marketing opportunities for producers and,

c) They assist in the development of agritourism activities and direct producer-to consumer-market opportunities through community events, a food booth, and cooking classes.

The activities the Pearisburg Farm to Fork Program identified as the areas it would pursue in 2015-2016 are:

a) **Activities that would increase access to local and regional food and economic growth of producers:**

- Developing a farmer's market where consumers can purchase, fresh, affordable products that reflect the community and region
- Matching producers with a farm to table chef for the development of prepared food options which incorporate local and regional products. These options will be available for a) purchase through a market booth, b) tastings at chef demos/classes, and c) consumption at local food events

b) Activities that would increase utilization of local and regional food:

- Providing cooking classes and chef demos at the Community Center, local establishments/facilities and town events
- Developing community food initiatives/events that link dining experiences with natural assets, local and regional producers, residents and visitors to community

c) Activities that would attract shoppers to market:

- Providing a kids art and music at market program transforming the market from just another place to buy food to a vehicle for community life and socialization
- Offering double SNAP points to attract low-income customers to community market
- Providing the market as a venue for outside groups for programs/exhibits/and special events-attracting an audience for purchase of market products and prepared foods

d) Activities that would build capacity of new and current producers to realize economic growth:

- Providing producer training workshops and private branding consultation services that will build the capacity of producers to maintain and/or increase production and integrate with the market and farm to table initiatives

Collectively, these activities make up the big picture of the Pearisburg Farm to Fork Program, and drive the public to buy and eat local and regionally produced food.

Moving the Farm to Fork Program Toward Sustainability:

In 2015, the goal was to plan and launch the above activities. In 2016, the goal is to utilize these activities as sources of research to the answers these questions:

- How can the existing strategies be developed into financially sustainable activities?
- What strategies are the most effective in increasing awareness and attracting community members to buy and utilize local and regional food products?

What National Research Tells Us About Sustainability

Research funded by Robert Wood Johnson Foundation has identified two emerging trends in market sustainability:

1. Price is not a barrier

- An interesting trend emerged among Robert Wood Johnson Foundation's survey. This trend is that low-income market shoppers used markets more intensively than medium to high-income market shoppers. *Intense shoppers were defined as buying more than half of their total consumed produce at the market when they shopped.*
- This finding has an important implication for our market as we develop a financially sustainable shopping base for their market.

2. Information is key

Farmers markets, unlike a grocery store, often operate only seasonally, or once or twice a week with limited hours. The Foundations sample showed that the top three consistent reasons, which non-market shoppers gave for not shopping at farmers markets, were:

- They were unaware of open market hours - reported by 53% of respondents
- They were unaware of the market location - reported by 48% of respondents
- They were unable to complete all of their shopping at the farmers market

Among farmers market shoppers in the study sample,

- 1.48% learned about the market by word of mouth, and
- 24% by walking or driving by the market
- Effective outreach and advertising by markets could go a long way to overcome the knowledge gaps that seem to surround market times and location
- Furthermore, the foundation found that low-income shoppers who receive SNAP were not using their benefits at the farmers markets sampled.

3. Market shoppers

The top four reasons cited by respondents surveyed at the market to why they shop at the farmers market were:

- Good prices
- High quality of the products/produce
- Convenience
- Increased level of socialization

4. Non-market shoppers

Among non-market shoppers, the top three reasons cited for why they believed others did not shop at a farmers market included:

- The importance of completing all of their shopping at one location, something they felt they were unable to do at the farmers market
- Unaware of the location of the farmers market
- Unaware of the day/time the farmers market was open

5. Youth involvement

Youth in the sample focus groups confirmed that the markets are a crucial element in maintaining the vitality of their respective communities. The market served as both a source for fresh and affordable produce as well as a place for socialization.

Furthermore, youth reported that their involvement with the youth programs at the market had implications for their family and community.

What 2015 Taught Us About Sustainability?

A number of important things were learned from the Pearisburg Farm to Fork activities launched in 2015

1. It is not just about the farm or the market. It is also about eating habits, health, education, socialization, entertainment, and healthy prepared food options.

2. Strong community commitment is key. This can be done in a variety of ways. Engaging workshops/demos/classes, a diversity of activities, and a strong level of socialization go a long way to successfully ensuring active participation.

3. Cooking classes, chef demos group participants all stated an increase in knowledge of healthy and local food choices, and even reported incorporating this knowledge into their daily eating habits

4. The fact remains that the population as a whole enjoys sweets and fries and other "some- times" foods. An important benchmark in the promotion of healthy eating is not the strict elimination of all sweets and fatty foods from diets but rather helping people to develop the necessary knowledge to help them make better and healthier food choices over the course of their lifetime.

5. Growth takes time – a continued and dedicated investment is an important part of establishing a successful Farm to Fork program. By establishing a positive reputation in the community, a program increases its reach and community interest. However, development of such reach and interest takes time. Patience and dedication is key.

As we move into 2016, the following research questions need to be answered about the Pearisburg Farm to Fork Program by contractors, consumers, vendors, and stakeholders to develop a sustainable program.

Activity: The Market

- Determine who the most intense or high–use shoppers are. It is important to remember, though, that intense/high-use shoppers are not necessarily those who are spending the most money but rather the shopper that is purchasing the most as a percentage of their total food consumption (i.e. more than half of their produce/food was purchased at the market).
- A market's most-intense use shopper will potentially vary. By identifying the demographic(s) that purchase a majority of their household food produce from the market, organizers can both tailor products to meet these shoppers' food needs and cultural preferences, as well as offer services and outreach programs that attract this demographic.
- Market organizers who identify their best and most intense shopper demographic can simultaneously identify who shops least at the market.
- By collecting this data, market organizers can focus on creating outreach materials, hours, locations, and programming attractive to this shopper for sustainability.
- Determine why SNAP recipients who use their benefits at supermarkets use these same benefits at a surprising low rate at the market. Some possible explanations for the low rate of SNAP usage at the market may be that farmer's market purchases, which are often seasonal, are tricky to include into a strictly managed food budget. Another possibility is the market is using a token redemption system to accept food benefits. Customers may feel it unnecessarily adds more time and effort to their purchase. Or it could simply be that shoppers just do not know the market accepts SNAP. There

may also be some measure of social stigma on both the part of the shoppers and the sellers since cash and SNAP recipients have to use an EBT card to purchase items. Further exploration of this issue may be best examined through the partnership established between the Pearisburg Farm to Fork Program and Project Focus in 2016.

- Determine the market model in year three

Three financial models have been identified for categorizing the market in year three. The sustainability task force (to be formed), with the town, needs to examine each model and choose the focused strategy to be implemented before the effort can increase in the financial sustainability of the market.

The management categories are:

1) "Mission driven" – these markets' revenue streams are primarily funded through outside private and public funding. These markets spend a large percentage of their expenses on labor costs, specifically creating partnerships and establishing relationships with funders.

2) "Traditional" - these markets' revenue streams are primarily funded through vendor fees, with a smaller percentage of the market's total expenses being dedicated to labor.

3) "Social Enterprise" - these markets' revenue streams are funded through both stall fees and outside funding and their expenses were relatively evenly split between labor costs and other operating needs. These markets have a strong business foundation but they also have a strong community benefit focus.

Its mission, goals, location, size and customer base determines a market's financial model. Both the "traditional" and "mission driven" models can be financially sound.

The "social enterprise" model is somewhat of a hybrid between the two of them, conveying both a way for a market to be financially stable while also reaching a new population through increased programming.

No matter what model a market is categorized, the sustainability committee and town should consider the following factors when thinking about long-term financial stability:

"Traditional" markets should focus on broadening their community impact which, in turn, will increase vendor sales. Such broadened community impact can be accomplished by:

• Expanding partnerships – becoming a player in key local issues like public health and food access.

• Outreach to low-income shoppers by providing services such as free health screenings and clinics and SNAP eligibility screenings at the market.

• Expanding fundraising capacity and applying for grant support.

"Mission driven" markets need to achieve more financial sustainability by:

Market operations:

- Charging percentage-based rents to vendors. Rent is a share of a market's operating costs.
- Maintaining effective fundraising campaigns and an experienced development team.

- Sharing operating costs and looking for ways to reduce operating expenses (sharing spaces, free rent, volunteers etc.).

Vendors:

- Diversifying/ increasing the quality of products so as to attract higher paying customers.
- Increasing SNAP and other food assistance program sales as a percent of total income.
- Paying attention to vendor's economic sustainability (i.e., vendors need to make enough money) is critically important for market success. Furthermore, a strong customer base is essential for a market to survive and thrive. For "mission driven" markets, finding a way to put money back into the pockets of customers so they can buy products is important for attracting this customer base.

REGARDLESS of the model chosen… focus on:

Location, location, location:

- A common reason cited by non-market shoppers for not using a farmers market was the need to complete their shopping at one location. While it is unlikely that farmers markets will be able to serve that one-stop shop purpose, or necessarily should aim to, positioning the market in locations that give the appearance of one-stop shopping may overcome this access barrier.
- Placing farmers markets near other important amenities for shoppers, such as banks, schools, or even supermarket parking lots of willing stores, may increase the access and use of the markets therefore increasing the potential for financially sustainable markets.

- In the Foundation's research on market sustainability, market shoppers cited walking or driving by the market as one of the top ways they first learned about the market. Therefore, market operators need to locate markets in visible, attractive spaces that receive a good amount of foot and car traffic.
- ***RESEARCH*** SHOWS Market operators who are serious about long-term sustainability turn their market into a destination. The market should not only be a place to buy produce, it should incorporate programming that integrates the market into the fabric of the surrounding community. This can range from live performances during market hours, cooking demonstrations, dining opportunities, health fairs, SNAP sign-ups, job fairs, or other engaging programming that will attract customers and help the market become a community destination for socializing and shopping alike.

Shoppers:

- One of the most interesting emerging trends was the varying intensity in market use depending on the income of shoppers. What this tells us is that knowing your most frequent shopper, as well as the shopper demographic who purchases the highest percentage of their produce at the farmers market, is important for markets to achieve financial sustainability and develop a more stable consumer base.
- Knowing your shopper has implications *for both the kind of marketing and the location of marketing that the market should produce.* To identify this intense shopper it is recommended that the market manager survey their market's customer base, with a focus on how frequently people shop at the market, how much they spend, and how much of their total food purchases come from the market. This survey could also be followed up with focus groups to gather even more information about their shoppers.

Marketing and Partnerships:

- Markets targeting a low-income customer base must partner with organizations that share the market's goals. Partnering with neighborhood organizations helps facilitate better outreach efforts.
- Explore if the market could operate through an existing organization that shares its mission there is a potential cost-sharing component in terms of office space, co-promotion and community recognition.
- Maintain a strong visible marketing campaign to maintain and expand the customer base. The data from the Foundation re-affirms the need for constant marketing and outreach to local consumers Effective outreach and advertising by the markets overcome the knowledge gaps that seem to surround market times and location.
- Community events/activities /kids programs and prepared foods for sale attract shoppers to market
- Continue to partner with Project Focus and explore mobile Farm to Fork Program model to decrease knowledge gaps within community about characteristics and strategies to attract low income population to market

Activity: Farm to Table Food Community Initiatives

The National Restaurant Association's annual *What's Hot Culinary* forecast predicts food and menu trends for the coming year. For 2016, the NRA surveyed nearly 1,600 professional chefs – members of the American Culinary Federation (ACF) to find out what the hottest menu trends will be. "True trends evolve over time, especially when it comes to lifestyle-based choices that extend into other areas of our everyday life. Chefs and restaurateurs are in tune with over-arching consumer trends when it comes to menu planning, but add their own twist of culinary creativity to drive those trends in new directions. No one has a

better view into the window of the future of food trends than the culinary professionals who lead our industry." - *Hudson Riehle, senior vice president of the National Restaurant Association's research and knowledge group*

The food trends for 2016 support the ongoing farm to table activities committed in the grant. These trends should be used in the planning/development of sustainable and revenue generating activities.

Top 20 Food Trends in 2016

#1 locally sourced meats and seafood

#2 Chef-driven fast-casual concepts

#3 locally grown produce

4 Hyper-local sourcing

#5 Natural ingredients/minimally processed food

#6 Environmental sustainability

#7 Healthful kids' meals

#13 Farm/estate branded items

#20 Street food/food trucks

Top trends by Culinary Themes

#1 Chef-driven fast-casual concepts

#2 Hyper-local sourcing

#3 Natural ingredients/ minimally processed food

#4 Environmental sustainability

New Top Trends in 2016

#2 Chef-driven fast-casual concepts

#3 Home delivery meal kits

#6 Small plate menus/restaurant concepts

Hot Trends in Food 2106

#1 Locally source meats/seafood

#2 Chef-driven fast-casual concepts

#3 locally grown produce

#4 Hyper-sourcing (on site gardens/house-made items)

#5 Natural ingredients/minimally processed foods

#21 Basic to Basics

27 Nutrition

#28 Small Palate Grazing

#32 House-made Condiments

33 Home Delivery Meals Kits

Hot Trends in Culinary themes

#1 Chef-driven Fast Casual Concepts

#2 Hyper-sourcing

#3 Natural Ingredients

8 Back to Basics

#11 Home Delivery Meals Kits

#15 Small Plate Meals/Concepts

Kids Meals

#1 Healthful Kids Meals

Produce

#1 Locally Grown

The facts show consumers are now starting to pay more attention to what they eat and as a result the desire for food produced nearby is starting to gain more traction. In a survey of more than 1,000 US consumers conducted by Cowen and Company, 39% of respondents ranked "where food comes from/'what's in my food"' as either very or extremely important. These consumers seem to be putting their money where their mouth is: Sales of local food increased to $11.7 billion in 2014 from about $5 billion in 2008, according to the USDA.

"Local food is rapidly growing from a niche market to an integrated system recognized for *its economic boost* to communities across the country," stated Secretary of Agriculture Tom Vilsack.

Strategy: Farm to Table Initiatives

- What is needed to promote/expand farm to table activities to

a farm to table dining/agritourism experiences (i.e. develop restaurant without walls outdoor farm-to-table experiences that bring the freshness of fields, river, orchards, farms, vineyards, etc. and artisanal foods directly to the table—often right on the site of a farm, vineyard, or riverbank. These special experiences not only deliver amazing meals in unforgettable settings, but also a chance to showcase what Pearisburg has to offer)

- What is needed to develop a downtown "on the streets of Wenonah" fundraising dinner that will directly benefit the farm to fork program in terms of revenue and indirectly benefit downtown merchants?
- What can we learn from Project Leap and Carilion Hospital about the mobile Farm to Fork program in Roanoke as a vehicle for attracting low-income population to the market? What is needed to accomplish this?
- What is the interest of vendors in an online marketing ordering system and the development of meal kit? What is required to initiate this?
- How can we better promote and coordinate the marketing of farm to table events with Giles Tourism Director and Virginia Tourism Corporation? What is the willingness of the town to apply for a MLG?
- What is needed to establish a Farm to Fork catering license for the preparation of fresh local and regional food for off-site events and the development of prepared foods for interested groups/businesses?
- Should pairing events be a fall/winter/spring activity or year round? How can we transform this initiative into a dinner club?
- What events should the farm table booth be registered at to increase the visibility of market and the revenue generated of booth?

- How can we work with the schools and senior center to involve this population in Farm to Fork activities?
- How can we partner with Wellness Center, Carilion, Extension, Chamber and others to increase awareness of and utilization of local and regional food products?
- How can we further assist vendors in the promotion of the products they are bringing to the market weekly?
- Are there prepared foods (i.e. condiments/sauces/rubs) that the Farm Table booth can prepare and market from vendor products? What is needed to accomplish this?
- What are the needs, interests and cost in processing end of season vendor products for off-season market sales?
- What improvements to the kitchen facility are needed to accomplish the aforementioned activities? What are the resources available to accomplish this? Is there a facility located in the county that can be utilized that does not need improvements to test these activities?

Development of community partnerships and input

Presentations with the following groups are in the process of being scheduled:

- Chamber Board
- Tourism Committee
- Board of Supervisors
- Giles AG Lab Board/Comm (and Tech Sch)
- Celco
- Carilion Health Planning Comm
- Extension
- Merchants Assoc
- School Board (or any committee where principals are represented)
- Farm Bureau Board
- Wellness Center

- IDA
- Planning Commission AG Comm
- DSS

The purpose

- To provide an update on last year's effort and noteworthy accomplishments
- To discuss the strategy proposed for the development of the sustainability plan
- To identify groups and stakeholders to participate in the planning and development of market activities and programs in year 3.

In addition, it has been proposed that a focus group be set up representing some of the frequent shoppers at the market to solicit their input into the planning process as well.

Other: Stakeholders Input:

Activities to pursue in 2016 to move to a more sustainable market

1) Strategies for development of additional revenue for local producers

- Explore value added options with vendors which may include a) the development of a kitchen that can be utilized by vendors for a fee for processing foods, or b) the use of the Farm Table program to turn producer items into products that can sold year round in a small storefront downtown (this would be the activity that would give market a presence in downtown year round)
- Explore a CSA, online market sales and shared booth space opportunities so producers have a vehicle for selling product on days/months when they are unable to be present at the open air market
- Link market with Giles AG Lab and Extension to begin to educate youth in schools on growing local-cooking fresh health benefits
- Explore development of a small food business entrepreneurship program with SBA and Extension

- Meet with Tech School/Giles Ag Lab to discuss partnership program with market to train students to promote and sell products at market. Determine resources needed.
- Explore a meal kit option using local vendor fresh and value added products in the recipe

2) Strategies to increase awareness of locally and regionally grown products though the assistance of a market, local food demonstration booth, and local food community initiatives.

- Continue unique dining experiences program utilizing local and regional products. Continue to incorporate local or VA wines and brews and ciders. Look at a way to include other activities into the dining package i.e. a local artist, river outfitters, local music, etc
- Look at ways Market and Farm Table can work in partnership with New River Trail Program to incorporate local and regional dining options into packages developed for tourism
- Continue to explore other uses for kitchen proposed including a) Farm Table catering services, b) a shared space that can be used by the brewery, wineries and some of the local venues in need of a kitchen for food preparation, c) after school or summer cooking camps and culinary training programs
- Work with Extension and others to develop more educational programs/messages for youth on healthy eating
- Look at ways to begin to educate town and festival organizers to incorporate healthier foods at local events (message buy and eat local).
- Continue to develop the taste trail agritourism activities as a revenue source. Explore expanding proposed restaurant without walls events throughout town, county and NRV. Sit down with Planning Commission and VT KnowledgeWorks to discuss this agritourism initiative and any grants being considered to set up a mobile kitchen

3) Strategies to increase market audience

- Continue to develop market as a venue for local groups events such as Relay for Life, Touch A Truck, Art on Lawn, etc
- Make the commitment that any outside food service providers serving food at the market must incorporate local and regional (or VA) products in their prepared foods sold (as outlined in the market

guidelines)

- Continue free Music at Market concert series and kids art programs
- Work with Project Focus, Extension, DSS to increase SNAP participation
- Turn market into a destination. Work with Giles Tourism to help promote activities planned to visitors and residents
- If funds for a permanent structure become available, make structure a multi-use venue for market, performing arts, antique fairs, community events, etc

4) Merging market with downtown revitalization

- Meet with merchants to develop a coupon program that will encourage shoppers to go from the market to downtown to redeem it
- Talk with Merchants Association to identify strategies they would like to explore with market to assist businesses downtown
- Meet with merchants to gather input on culinary tourism plan

5) Education of Town Council and other key community leaders

- Add facts and figures to report
- Invite group that met today to attend a Council meeting (Martha and Leanne offered to be the speakers)

6) Other

- A list of communities to contact regarding their model was provided for followup

APPENDIX

F2

Town of Pearisburg

TOURISM STRATEGY AND ACTION PLAN 2014-2021

BACKGROUND: 2014 & 2015

In 2014 the Town of Pearisburg retained the consultant services of Flavours Media Group, LLC to assist the town in the development of activities that would:

- Reinvigorate the community,
- Capture the tourism opportunities, and
- Create a new marketing "buzz" about the town.

Flavours proposed culinary tourism (local food-local places) as the focus for this effort.

For decades, travel and exploration of an area has included discovering the "flavors" of the region. Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local or regional, cuisine, heritage, culture, tradition, or culinary techniques.

As a direct result of the consultant services,

- An asset inventory of Pearisburg's tourism opportunities was compiled, laid out in web and print format, and presented to town government. This was provided to the Chamber, County and AT for their websites.
- Natural asset stakeholders (AT and New River) were met with and initiatives were developed that connect these with tourism efforts.
- Meetings were scheduled with local producers, Cooperative Extension Services, Virginia Tech, restaurants and accomodations to explore culinary and agritourism initiatives.
- Downtown merchants were organized to develop two new downtown festivals: Small Town Christmas and Scarecrow.
- A Farm to Fork Program was established that included seasonal cooking classes and other food related activities. A branding campaign-*Growing Local/Cooking Fresh*- was initiated.
- Funds were secured to launch a local food movement that would increase the awareness and utilization of local foods through a variety of strategies and initiatives including an outdoor marketplace, local food events, cooking classes, demonstration booth, chef demos, producer training programs, and more.

<u>In 2015</u>, Flavours Media Group launched the culinary tourism initiatives proposed with the assistance of FMPP funds. As tourism activities tend to be evolutionary, the

activities established started small with a few individuals creating the effort. The partners in these initiatives will be expanded in 2016.

Some of the projects established were:

- ***Pre GA.ME Trail Day***- a 1½-day event that links the town of Pearisburg with Damascus Trail Days. Activities offered connect hikers with natural assets, the Community Market, Farm Table, Giles County Tourism, local music, and merchants.

  Representatives of the Appalachian Trail Conservancy, Pearisburg hostels, downtown merchant hiker services, tourism, hiker community, media, Pearisburg's local food movement, and the town were brought together to plan the activities that would be offered to "everyone who enjoys hiking" on the Appalachian Trail. The event is scheduled in May just before the opening of Trail Days in Damascus. Participants will be offered the opportunity to experience the New River as well as local food and music at the Pearisburg Community Market. The event will conclude with a hiker breakfast and shuttle service to Damascus.

- ***An outdoor community market***- a 27 week initiative that provides residents and tourists with an opportunity to purchase local products grown or produced within 100 miles of Pearisburg or within the state of VA.

  The Pearisburg Community Market is open on Saturdays, 8:30am-1:00pm, between May 7th and October 30th; and the third Thursday of the month from 5:00-8:30pm, June-October. (In 2016, the market will also be open the evening of May 12.) Products sold at the market are made or produced within a hundred miles of Pearisburg or made or produced in Virginia. Beyond serving as a source for the freshest local produce, meats, garden stock and locally made goods, the market is also a gathering place for the community - a space where friends and neighbors meet, kids participate in weekly art projects and the entire family can listen to music at the Thursday concert series. IN 2016, the market is being promoted as a venue for local businesses and groups such as Relay for Life, Chamber of Commerce, AG LAB, FFA, Historical Society and others to hold their events.

- ***The Farm to Fork Farm Table-a culinary food initiative that increases awareness and utilization of local and regional grown foods through a variety o dining venues***

Chef demonstrations, food events, a demonstration booth, seasonally themed hands-on and demonstration cooking classes and, unique dining events are offered throughout the year. The dining events created incorporate a local inn, rotating local winery or brewery beverage, local producers foods, natural assets, and others. In 2016-2017 the concept, development and the successful creation of the dinners, will

be expanded to include a Taste Trail, which expands the *Farm Table restaurant without walls* program to include dining experiences throughout the town and county in open fields, downtown streets, riverbanks and more.

- ***7-month outdoor music concert series***- a different genre of music is performed monthly on the front lawn of the Community Center, May-October.

This concert series links local music, local food, local beverage and local vendors on the third Thursday of the month, May-October. Partners in this project are WNRV and Giles Arts Council.

- ***Small Town Christmas, the Scarecrow Festival***-two new festivals launched in downtown Pearisburg with the assistance of merchants.

Two new festivals were developed and launched in downtown Pearisburg- one in October and one in December. In addition to these new events, the Pearisburg Festival in the Park in June was expanded to include Thursday evening and Art on the Lawn in September was expanded to include local food offerings. In 2016 Art on the Lawn will include a downtown Thursday evening street dinner event prepared by the Farm Table.

- ***A river sculpture park***-five permanent exhibits and one movable exhibit were developed.

A river sculpture walk was designed to include five sculpture exhibits at the Community Center Park, the current location of the Community Market. Primary elements of each sculptures designed came from New River cleanup activities, the boat ramps and roadways in Giles County.

The exhibits will be marketed in 2106 as an attraction to:

- Stimulate conversation about trash, recycling and conservation
- Provide an opportunity for environmental education
- Attract media attention
- Inspire artists and students to use recycled materials in art work
- Attract visitors to Pearisburg.

The partners in this project are Renew the New, Giles Art Council and LoCo Arts.

The six initiatives launched in 2015 identified that:

1. Locally produced wine/beer tourism and food tourism are important economic drivers that would help increase tourism in Pearisburg (and the County of Giles)

2. Pearisburg has the potential to establish a culinary tourism market as the strategy for town revitalization.
3. People will come to Pearisburg, when provided an authentic local experience.
4. On going experiences will provide people with a connection to the town-that will make them part of the town's continuing economic success.

The initiatives developed have:

1. Begun to bring the people to the area
2. Provided Pearisburg with an identity that allows the town to stand out from other towns in the region

5 -YEAR STRATEGY AND ACTION PLAN 2016 – 2021

The Town Manager commissioned the preparation of this Culinary Tourism Strategy Report as a follow up to the initiatives launched in 2014-2015.

The focus for this report is to produce a number of key strategies that would become the foundation of regional and local culinary tourism strategies and activities in 2016-2021. These key strategies will further

- Establish strong leadership, organization and industry linkages
- Strengthen and enhance communication to stakeholders
- Encourage research, education and training
- Support established and promote new culinary tourism products and development
- Establish mechanisms for funding and support
- Link culinary tourism initiatives with downtown revitalization

In preparation of the 2016-2021 culinary tourism strategies, producers and other stakeholders were asked to identify their expectations and desired outcomes for the coming years. In addition to seeing a strategy implemented, their expectations were that this implementation would result in the following specific outcomes:

1. Design and development of a permanent location and plan to sustain current culinary tourism initiatives (such as the Community Market)
2. Increased number of partnerships among stakeholder groups including partnerships throughout the ***culinary tourism supply chain****, across industry sectors and among town, county and NRV region organizations and associations that support culinary tourism.
3. Increased support to market culinary tourism initiatives, products and destinations as part of the town, county and regional tourism strategy

4. Increased funding to develop or expand culinary tourism initiatives that would build a stronger brand identity for the Farm to Fork Program.
5. Creation of an organizational structure to support the town's culinary tourism strategy - producing a strong collective voice to influence funding decisions, increase communication throughout the stakeholder group and to formally link culinary tourism strategies and activities throughout the town, county and region
6. Development of incentives to find and foster entrepreneurs that connect with Pearisburg's vision to operate successful, sustainable businesses in our downtown district.

** **Culinary food chain***

- Farmers, growers, producers, suppliers, owners, operators
- Processors, distributors
- Wineries, breweries, restaurants, hotels, inns, outfitters, cideries,
- Events, attractions, entertainment, markets, cooking schools, culinary colleges, tour operators
- Media, educators, DMOs, marketers
- Tourists
- Government, banks

A VISION AND MISSION FOR CULINARY TOURISM IN PEARISBURG

Culinary tourism in Pearisburg will:

- Help build and sustain the town's identity, agricultural resources and food initiatives
- Present opportunities to develop new quality local and regional culinary tourism products and experiences
- Become a way in which the town can tell it's story and share it with pride
- Provide a focus for development and implementation of a community's vision-to establish a vibrant community utilizing local produced products and food and to find and foster entrepreneurs that connect with this vision to operate successful, sustainable businesses in our downtown district.

VISION

Pearisburg will be the destination of choice for travellers seeking to enrich their understanding of our diverse region and cultures through authentic culinary experiences

DEFINING CULINARY TOURISM FOR PEARSIBURG

Travel that includes the appreciation and consumption of local/regional foods and products

- Travel for the primary purpose of experiencing and enjoying food and beverages or to attend culinary-specific activities such as cooking schools, visiting a food or beverage production site, a farmer's market or a 'taste trail' (a taste trail, expands the restaurant without walls program to include dinners throughout the town/ county in open fields, downtown streets, riverbanks and more.)

- Unique dining and beverage experiences

Key descriptors or characteristics that need to be included:

- Experiencing food out of the 'everyday situation'
- An experience and appreciation of the local cuisine of the area including sampling or consumption
- Experiencing taste by learning about locally and regionally grown food from the farm to table
- Celebrating local culture, enjoying new food and sensory experiences, and purchasing them to take home
- Understanding a 'sense of place' through the consumption of unique ingredients and/or production and preparation techniques of foods and beverages
- Learning, appreciation and the consumption of food and use of local products (within 100 miles of Pearisburg or within state of VA
- Incorporating activities that help demonstrate cultural and regional diversity, history or, could tell the story of available resources of a particular place or existing tourism destination.

Culinary tourism needs to be experiential: unique and memorable, authentic to a particular person, heritage, place, or product.

Culinary tourism will need to open a door to the establishment of new tourism products and new tourism experiences using the culinary arts, the craft of cooking and the exploration of food and beverages made within 100 miles of Pearisburg or within the state of VA

<u>Culinary Tourism Strategies</u>

Summary of Small Town Work Plan Tourism Recommendations

a) **Activities that would increase access to local and regional food and**

economic growth of producers:

- Establish a permanent location/structure for the farmer's market where consumers can purchase, fresh, affordable products that reflect the community and region

Several sites have been proposed for the market. A cost benefit analysis of each location needs to be completed. The locations proposed include the former Public Works building and parking lot and the Community Center.

The permanent structures discussed include a covered freestanding market at the Public Works building parking lot or an overhang roof against the side of the Community Center building.

VT Design Build Lab has developed a plan for the freestanding structure for review.

The architect who prepared drawings for the Community Center proposed an overhang along the building. Both of these drawings can be utilized a potential models for further exploration.

We have learned that a small town farmers market such as Pearisburg's, to be successful, is NOT a stand-alone activity.

Large numbers of national and international studies support this, along with our experience in Pearisburg. It needs to both attract an audience and be highly visible. We also know that Pearisburg downtown, as it is today, does not have a draw. For this reason it is proposed that:

1. An amphitheater is incorporated into the market structure.

- An amphitheater will assist the town in attracting touring bands, music concerts, theater and other performing artists to the downtown area.
- It would provide Pearisburg and the market with a venue that is **NOT** located elsewhere in the county.
- It would provide Pearisburg with an asset that makes the town stand out from all the other small towns in our region.

2. A commercial kitchen be integrated into the market initiative.

- Culinary tourism will require the development of a commercial kitchen. The locations proposed for this kitchen includes the former location of Dodson Reality, the former Public Works building, the small-enclosed room located in the PATS building, or the cafeteria of the Community Center (this will require that the commercial kitchen be separated by a partition from

the community staging kitchen). The commercial kitchen will be offered on a membership basis to:

- Market vendors/producers to process foods to other products,
- Local caterers for preparation of food for local community events
- Farm to Fork program for cooking classes and chef demos
- Creation of a culinary training program for youth
- Farm Table Chef for the development of prepared food options, which incorporate local and regional products. These options will be available for a) purchase through a market booth, b) tastings at chef demos/classes, c) consumption at local food events, d) tasting trail/unique dining experiences, e) locally sourced meal kits
- Venues located in Giles County that do not have a commercial kitchen for catering including Andrew Johnston House, Right Turn, Clyde, Inn at Riverbend, JBR Vineyards, Giles Mountain Winery, Doe Creek Farms, and more. (Venues can be provide the opportunity to use kitchen for food preparation for a fee or to use Farm Table for food preparation for out-sourced food)

Potential funds to be explored:

Rural development
Transportation Enhancement
DHCD
AFID
LFPP
FMPP
VA Tourism Growth Fund

b) **Activities that would increase utilization of local and regional food:**

Farm Table will continue to provide or expand the following initiatives:

- Cooking classes and chef demos at the Community Center, local establishments/facilities and town
- Community food initiatives/events that link dining experiences with natural assets, local and regional producers, residents and visitors to community
- Development of a taste trail dining opportunity

Local accomodations, farms, wineries, and other areas will be explored as potential locations for cooking classes and dining experiences.

A tasting trail dining program will be developed which will include one dinner per

month in unique settings.

Local accomodations and tourism businesses will be contacted to determine interest in bundling the dining experience with other activities to increase the length of stay of a visitor.

Town will explore with the Farm Table Chef cost benefits of preferred organizational structure i.e. independent contractor/vendor or remain a part of the town market structure.

Potential funds to be explored
AFID
LFPP
FMPP
Community Impact RFP for Health – Uniting for Play

c) **Activities that would attract shoppers to market:**

- Providing a kids art and music at market program transforming the market from just another place to buy food to a vehicle for community life and socialization
- Offering double SNAP points to attract low-income customers to community market
- Providing the market as a venue for outside groups for programs/exhibits/and special events-attracting an audience for purchase of market products and prepared foods
- Providing a mobile market option to food deserts and hard to reach audiences (a van will stop at 4-5 food desert locations with fresh food products from market vendors/ 2 hours per week per stop. Locations will include housing developments, Head Start Centers, Senior Center etc.)

Potential funds to be explored
Carilion Hospital Health Net
AFID
LFPP
FMPP
VA Commission of the Arts

d) Activities what would improve the image of downtown for walking traffic and increasing interest of small business entrepreneurs to move downtown to join effort

- Improve the curb appeal of downtown through plantings (hanging or otherwise) beginning with *the 17 historic buildings in the downtown district.*

- Incorporate benches for sitting (or the example of the porch swing proposed earlier)
- Incorporate public art and or small garden areas tucked throughout the downtown area
- Develop a curb appeal business incentive program for local merchants or Master Gardeners Program
- Meet with local artisans and Historical Society to discuss ways to brand the image of the 17 historic buildings downtown (example Incorporate the theme "Olde Towne" into business store fronts)
- Develop a small business entrepreneur incentive program

Potential funds to be explored
Community Business Launch Program
Main Street Program
Rural Development
VA Department of Housing and Community Development

e) Activities that "keep the buzz going" about Pearisburg

- The River Sculpture Walk will only be a unique downtown attraction if the town starts to promote it. Before the town can proceed, the walk needs plaques, plantings and benches or sitting areas at each sculpture...while this is being completed a marketing plan can be developed.
- Town walking trails, the AT, and Whitt Riverbend Park are also areas that need marketing attention. There are several audiences that can be addressed in separate campaigns-thru hikers- day hikers- families. Creating activities at these venues will also increase public awareness/utilization.
- Plan, develop and market the following: September 17th downtown dinner, monthly pairing dinners, River Farm to Fork event, monthly market events, and the following festivals/events: AT Pre GA.ME Day, third Thursday Music Concert series, Scarecrow Festival, Art on the Lawn, Small Town Christmas and Thursday Crooked Road concert (opening to Festival in the Park). These events are good marketing investments. They have proven that they successfully create a buzz about Pearisburg. They bring new people here and they meet the interest of residents.
- Develop a market campaign for Taste Trail.

Potential funds to be explored
Marketing Leverage Grant
Town budget

F) Activities that bring people to Pearisburg for other culinary tourism experiences

- Create an event venue in Pearisburg. Suggested spaces:
  -PATS building: Sinkland Farm model will be reviewed for small events. The PATS building can be renovated to retain the traditional look and feel of a unique out door dinner venue. Items like an "ole time bottle collection" chandelier and handcrafted stage of rustic wood and metal will make the PATS building a perfect venue for small weddings, music events, large family gatherings, corporate parties, rehearsal dinners and more.
  -The permanent Community Market structure is another venue that can be marketed for events
  -Whitt Riverbend Park and the Pearisburg Community Center are other locations to be explored.

Potential funds to be explored
Rural Development
DHCD
Virginia Tourism Growth Funds

The next step:

To review the strategies proposed for approval, and to explore the planning, development and funding resources available. To establish a time line for the initiatives approved.

Meet with
Kevin R. Byrd, AICP
Executive Director
New River Valley Regional Commission
Date March 31-9am

Meet with Town Manager and Town Council grant committee to
Review strategies proposed
Date March 30 (time to be determined)

Prepared and Submitted by
Dianne Dinger
Flavours Media Group, LLC
March 28, 2016

APPENDIX

G

Cooperative Store Model Information

From: "Bendfeldt, Eric" <ebendfel@vt.edu>
Date: Friday, October 7, 2016 5:08 PM
To: martha Walker <walker53@vt.edu>, Dianne Dinger <rumorhasit@earthlink.net>
Cc: "jeannie L. Dudding" <jdudding@vt.edu>, "DuBois, Leanne (VDACS)" <Leanne.DuBois@vdacs.virginia.gov>
Subject: RE: cooperative store model

. As far as cooperatives, USDA Rural Development, along with Virginia FAIRS, is a good source for information and guidance on cooperatives. For resources more on food and grocery cooperatives, I would refer you to the National Cooperative Grocers' Development Cooperative at https://www.ncg.coop/ncg-development-cooperative.

With cooperatives, you have member-owners and usually each member contributes an equal amount to help found the cooperative. For example, to join the Friendly City Food Co-op in Harrisonburg, an owner membership share is $200 per household. If the initial membership fee is high for some people, some cooperatives may have an installment plan or an annual membership fee at a lower rate just to encourage more participation.

However, to raise capital and funds for operating, a cooperative may use different methods to raise capital and may have a member loan drive. The member loans would then be paid back at an agreed upon interest rate over a period of time.

Once the business entity becomes profitable, the cooperative may return dividends to member-owners. With food cooperatives, members may receive occasional discounts. With most cooperatives, anyone can shop and buy at a cooperative, but they do encourage membership in the cooperative.

Cooperatives have some benefits as far as community building, but people looking at business structures often decide between a cooperative or limited liability corporation based on *tax or accounting* benefits. The attached Virginia Business Legal Structures addresses the differences and benefits of each structure.

Co-ops 101
http://www.rd.usda.gov/files/cir55.pdf

Vital Steps: A cooperative feasibility study
http://www.rd.usda.gov/files/publications/SR58_CooperativeFeasibilityStudyGuide.pdf

Other USDA-RD resources on cooperatives (mostly agricultural)
http://www.rd.usda.gov/publications/publications-cooperatives

Chris Cook of VA FAIRS and your nearest USDA-Rural Development office have programs to specifically help in the development of cooperatives.

Eric

Other: From: Walker, Martha **Sent:** Friday, October 07, 2016 3:38

Although it never worked out, a few years ago, Jamie Stowe in Pittsylvania County worked with a farmer who wanted to do the same thing. I do not have any experience in establishing a cooperative and am linking you to Eric Bendfeldt who has worked with this type of operation and will be able to offer you more information.

A few thoughts . . .

- Who will own the store? One person? The vendors? Or the vendors and those who want to purchase the products?
- a business / financial plan will identify the expenses/cost of operation which will then passed along to those who sell in the store or to the consumers as a membership fee or as part of the product costs.

- food cooperative - http://nfca.coop/definition & http://www.foodcoopinitiative.coop/faqs - http://www.localharvest.org/food-coops/
    - § If you will search for food cooperatives in

Virginia – you will see several examples.

§ You may want to go visit some of the coops that are similar to your vision

- Organizational structure is very important -- http://extension.missouri.edu/p/EC944
- https://www.sba.gov/starting-business/choose-your-business-structure/cooperative

Take a look at these articles. If a cooperative is the best option, you may want to talk with Chris Cook at Virginia Farm Bureau. He has worked to get several cooperatives launched.

Martha A. Walker, Ph.D.
Extension Specialist, Community Viability
Department of Agricultural and Applied Economics
Virginia Cooperative Extension
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Danville, VA 24540
Telephone 434.766.6761 - Fax 434.766.6763
walker53@vt.edu
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APPENDIX

H

Report to Town Council Regarding
Sustainability of Community Market

I have been researching the types of activities that are being funded or developed in other communities to:

a) **Help sustain their farmers market and**
b) **Help integrate farmer's market activities into community revitalization efforts.**

I have listed some of the strategies developed/funded that have been identified as community *models* which:

1) **Help boost economic opportunities for rural farmers and businesses;**
2) **Improve access to healthy, locally produced food; and**
3) **Revitalize rural downtowns, main street districts, and neighborhoods.**

These are as follows:

- ***Youngstown, Ohio* plans to develop cooking demonstration programs and mobile markets to increase knowledge and access to local foods among community members of all income levels, races, and ethnicities. The community also plans on repainting commercial buildings, installing way-finding signs, and improving pedestrian paths between downtown, park, neighborhoods, and the food cluster to increase access.**
- ***Jefferson City, Missouri will* focus on creating a farmers market and new local food restaurants downtown. The community also explored strategies for revitalizing its downtown into a vibrant, livable neighborhood capable of supporting local farmers and businesses.**
- **Tuskegee, Alabama came together to create "Made in Macon," a vision for the community's food network. With its new action plan, the community will establish an organization to carry out the Made in Macon vision. A major**

part of this vision includes working with the Macon County Food Pantry to grow the facility into a sustainable local food hub with education and entrepreneurial training opportunities for the community. Another aspect of the plan focuses on upgrading local streets and paths to improve and expand the transportation options available for accessing local foods.

- ***Barbourville, Kentucky* will expand its current farmers market into a permanent facility where local farmers, gardeners, crafters, entrepreneurs, and consumers can interact and local community organizations can meet.**
- ***Hazard, Kentucky is* developing a non-profit organization to launch community-identified local food system projects. One of these projects is creating the North Fork Market, a local food retail store. Other projects focus on farmer recruitment and development to increase the supply of local food. In the long run, the community hopes to leverage the success of these projects to transform the North Fork Market into a regional food hub.**
- ***Flippin, Arkansas,* community members came together to create a new school garden, launch a farmers market, and plan a new sidewalk connecting the town's school complex, downtown, and park. With its new action plan, the community is working toward forming a local growers' co-op and establishing a Whole Farm Conference to better connect farmers with one another.**
- ***North Little Rock, Arkansas* will focus on creating a new food hub, enhancing the services of regional food bank efforts, and linking emerging food-related activities to boosting walkability, livability, and economic vibrancy in the Argenta neighborhood.**
- ***Osceola, Arkansas,* the University of Arkansas, and the local school district will coordinate and enhance healthy foods education, including development of a new healthy foods cooking curriculum in the school district. The community is also creating a farmers market in the downtown, where it is working on infrastructure**

improvements, cleanup efforts, and establishing policies to attract investment in the area.

- ***Los Angeles, California* will create a community-supported agriculture program that can improve the health of low-income residents by increasing access to local foods, boost economic opportunities for farmers and producers in the region, and help revitalize distressed neighborhoods.**
- ***Lafayette, Louisiana* came together to launch the Acadiana Food Alliance. The Alliance plans initiatives focusing on educating the public on local farmers, local foods, and locations to buy or dine; developing food literacy programs and beginner farm internships in schools; and providing for a more efficient local food system.**
- ***New Orleans, Louisiana will* create community gardens and a permanent farmers market structure where farmers and gardeners growing food along the Lafitte Greenway can sell their harvest several times a week.**
- ***Unity, Maine will* create a more connected, walkable community; better market the community's agricultural character; and create a local food system that serves all residents.**
- ***Clarksdale, Mississippi will* develop a vegetable farming-based job training program and a series of community gardens that will supply food for a new farmers market and a cafe. The community gardens will be placed throughout Clarksdale's neighborhoods, ensuring they are accessible to all community members.**
- ***Itta Bena, Mississippi will* create a permanent cooperatively owned grocery store in its downtown and develop a lasting local food network.**
- ***Fallon, Nevada* organized stakeholders to start a community-owned grocery store in an abandoned building downtown. The community also used the technical assistance to strategize ways to link its new grocery store with local food-oriented programs and activities.**
- ***Canton, New York* brought together a group of stakeholders to explore how to build a robust, equitable, and**

environmentally sound local food system that can help downtown revitalization efforts.

- ***Rocky Mount, North Carolina will* explore opportunities to establish a new farmers market in an economically challenged part of the city, and to develop urban community gardens on former brownfield sites and Federal Emergency Management Agency buyout lots and nearby affordable housing developments.**
- ***Idabel, Oklahoma* explored strategies to expand and strengthen its existing farmers market and local food system. These strategies focused on engaging youths and seniors, increasing producers at the market, and stimulating additional downtown activity. Changing the operating hours of the market to appeal to a larger customer base and building a certified kitchen next to the downtown farmers market capable of producing local value-added products are two specific actions Idabel is pursuing through those strategies.**
- ***Allentown, Pennsylvania will* identify key vacant or abandoned sites in the 7th Street Corridor that could be repurposed for urban agriculture. The community is identifying additional opportunities to increase demand and improve access to locally grown organic foods. It is also exploring opportunities to use local foods promotion as a place-making initiative to further local development goals along the 7th Street Corridor.**
- ***Forest County, Pennsylvania will* develop a plan for renovating the Marienville Depot to make it a regional Trail Hub with a micro-retail business incubator and a rail trail connected to the Marienville Area Library. The County is also working to develop a facade improvement grant program for downtown Tionesta, and developing a community kitchen at the Forest Folk School.**

Related research has shown that "a key Ingredient for farmer's market success is increasing demand for healthy food.

Strategies to increase food retailing are most successful when partnered with

- **Strategies that work to increase the ability and desire of consumers to purchase healthier foods (i.e. nutritional knowledge to make the right food choices, understanding how to prepare healthy meals)**
- **Strategies that increase local and regional food access/utilization (online food ordering or from your phone, mobile market, establishment of farmer's market café that serves meals from seasonal produce and fresh market meats and cheeses**
- **Strategies that focus on encouraging SNAP recipients to purchase food at farmer's markets and increasing SNAP benefit values such as double points (one of the major focus of funders)**

How to apply this research to Pearisburg

Grant funding cycles for piloting some of these initiatives/strategies in Pearisburg are <u>upon us now</u>.

1) **Before proposals can be written for 2016, input from Town Council is needed regarding the direction(s) that Council is willing to explore in 2016 to <u>produce revenue for the market and sustain the market's efforts after 2016.</u>**
2) **Permission is requested from Town Council to put together a committee of stakeholders to begin to develop a plan of action for the market in year 3**
3) **If new pots of funds are identified whose application due dates fall between Council meetings-what is the process required by Council for the submission of an application?**
4) **As the market season comes to a close in November, will the Council consider the development of an online market-ordering program with vendors?**
5) **What is the level of input that the Council will allow vendors to have in the planning and development of the market strategies and plans for 2016 and 2017?**

Appendix H (continued)

I have attached a list of the applications that were awarded Local Foods, Local Places Assistance during the last grant cycle.The purpose of this assistance is to revitalize communities like Pearisburg by growing local food economies.

Many of the projects described below are expanding their local food awareness and utilization activities to include

- mobile market efforts,
- cafes or initiatives similar to the Farm Table,
- special outreach to under served and unserved market populations,
- online ordering,
- development of community kitchens and more…

All these areas are what we have discussed as options for Pearisburg.

Alabama

Community leaders and city officials in Tuskegee, Alabama, came together to create "Made in Macon," a vision for the community's food network. With its new action plan, the community will establish an organization to carry out the Made in Macon vision. A major part of this vision includes working with the Macon County Food Pantry to grow the facility into a sustainable local food hub with education and entrepreneurial training opportunities for the community. Another aspect of the plan focuses on upgrading local streets and paths to improve and expand the transportation options available for accessing local foods.

Arizona

The Ajo Regional Food Partnership and other community members in Ajo, Arizona, used their new action plan to strategize methods of increasing interest in purchasing local foods and expanding their markets. These strategies tie into the community's main goal: leveraging its local food economy to foster entrepreneurship and job creation.

Arkansas

In Flippin, Arkansas, community members came together to create a new school garden, launch a farmers market, and plan a new sidewalk connecting the town's school complex, downtown, and park. With its new action plan, the community is working toward forming a local growers' co-op and establishing a Whole Farm Conference to better connect farmers with one another.

The Arkansas Regional Innovation Hub and the community of North Little Rock, Arkansas, developed an action plan focused on creating a new food hub, enhancing the services of regional food bank efforts, and linking emerging food-related activities to boosting walkability, livability, and economic vibrancy in the Argenta neighborhood.

Osceola, Arkansas, the University of Arkansas, and the local school district used their new action plan to coordinate and enhance healthy foods education, including development of a new healthy foods cooking curriculum in the school district. The

community is also creating a farmers market in the downtown, where it is working on infrastructure improvements, cleanup efforts, and establishing policies to attract investment in the area.
A community garden in Flippin, AR

North Little Rock, AR residents discuss options for local food projects

2 LOCAL FOODS, LOCAL PLACES: REVITALIZING COMMUNITIES BY GROWING LOCAL FOOD ECONOMIES

California
The Youth Policy Institute in Los Angeles, California, received technical assistance to create a community-supported agriculture program that can improve the health of low-income residents by increasing access to local foods, boost economic opportunities for farmers and producers in the region, and help revitalize distressed neighborhoods.
Kentucky
Barbourville, Kentucky, received technical assistance to expand its current farmers market into a permanent facility where local farmers, gardeners, crafters, entrepreneurs, and consumers can interact and local community organizations can meet.
With their new action plan, community partners in Hazard, Kentucky, are developing a non-profit organization to launch community-identified local food system projects. One of these projects is creating the North Fork Market, a local food retail store. Other projects laid out in the plan focus on farmer recruitment and development to increase the supply of local food. In the long run, the community hopes to leverage the success of these projects to transform the North Fork Market into a regional food hub.

Louisiana
Community groups in Lafayette, Louisiana, came together to launch the Acadiana Food Alliance. With its new action plan, the Alliance plans initiatives focusing on educating the public on local farmers, local foods, and locations to buy or dine; developing food literacy programs and beginner farm internships in schools; and providing for a more efficient local food system.
The Friends of Lafitte Corridor in New Orleans, Louisiana, developed an action plan to create community gardens and a permanent farmers market structure where farmers and gardeners growing food along the Lafitte Greenway can sell their harvest several times a week.
Maine
Unity, Maine, received technical assistance to create a more connected, walkable community; better market the community's agricultural character; and create a local food system that serves all residents.

"The sessions were well attended, bringing together a very diverse audience from our local food economy...This work is so important to the future of our communities."
—Brett Mellington Manager of Business Development with the Lafayette Economic Development Authority on behalf of the Acadiana Food Alliance

New Orleans, LA resident in a local community garden

Mississippi
Griot Arts Inc., a local non-profit organization in Clarksdale, Mississippi, received technical assistance to develop a vegetable farming-based job training program and a series of community gardens that will supply food for a new farmers market and
a café. The community gardens will be placed throughout Clarksdale's neighborhoods, ensuring they are accessible to all community members.
Itta Bena, Mississippi, worked on an action plan to create a permanent cooperatively-owned grocery store in its downtown and develop a lasting local food network.
Missouri
In its action plan, Jefferson City, Missouri, focused on creating a farmers market and new local food restaurants downtown. The community also explored strategies for revitalizing its downtown into a vibrant, livable neighborhood capable of supporting local farmers and businesses.
Nevada
The Churchill Economic Development Authority in Fallon, Nevada, organized stakeholders to start a community-owned grocery store in an abandoned building downtown. The community also used the technical assistance to strategize ways to link its new grocery store with local food-oriented programs and activities.
Participants in a farm-based job training program in Clarksdale, MS

"We had our first Farmers Market last week...with over 20 vendors and activities, hundreds of people came and many vendors sold out after two hours, including the Meraki Job Training Program...It was a great success and we look forward to increasing the numbers, awareness, health and fun even more."
—Katrina Zavalney
Director, Clarksdale Revitalization Inc., in partnership with Griot Arts Youth

Program and Merkaki Job Training Program

A local farmer discusses the scarcity of healthy food in Itta Bena, MS

Site options being discussed in Jefferson City, MO

4 LOCAL FOODS, LOCAL PLACES: REVITALIZING COMMUNITIES BY GROWING LOCAL FOOD ECONOMIES

New York

Canton, New York, brought together a group of stakeholders to explore how to build a robust, equitable, and environmentally-sound local food system that can help downtown revitalization efforts.

North Carolina

Rocky Mount, North Carolina, received technical assistance to explore opportunities to establish a new farmers market in an economically challenged part of the city, and to develop urban community gardens on former brownfield sites and Federal Emergency Management Agency buyout lots and nearby affordable housing developments.

Oklahoma

The Choctaw Nation in Idabel, Oklahoma, explored strategies to expand and strengthen its existing farmers market and local food system. These strategies focused on engaging youths and seniors, increasing producers at the market, and stimulating additional downtown activity. Changing the operating hours of the market to appeal to a larger customer base and building a certified kitchen next to the downtown farmers market capable of producing local value-added products are two specific actions Idabel is pursuing through those strategies.

Ohio

Youngstown, Ohio, plans to develop cooking demonstration programs and mobile markets to increase knowledge and access to local foods among community members of all income levels, races, and ethnicities. The community also plans on repainting commercial buildings, installing wayfinding signs, and improving pedestrian paths between the college, downtown, park, neighborhoods, and the food cluster to increase access.

Pennsylvania

The Rodale Institute in Allentown, Pennsylvania, received technical assistance to help identify key vacant or abandoned sites in the 7th Street Corridor that could be repurposed for urban agriculture. The community is identifying additional opportunities to increase demand and improve access to locally grown organic foods. It is also exploring opportunities to use local foods promotion as a place-making initiative to further local development goals along the 7th Street Corridor.

Forest County, Pennsylvania, received technical assistance to develop a plan for renovating the Marienville Depot to make it a regional Trail Hub with a micro-retail

business incubator and a rail trail connected to the Marienville Area Library. The County is also working to develop a façade improvement grant program for downtown Tionesta, and developing a community kitchen at the Forest Folk School.

"Your event has reset the bar for relevancy and inspiration. You facilitated the type of discussion I have been begging for for years."
—Workshop Participant
Local Foods, Local Places Workshop, Canton, NY

Installation of new canning machine to scale up food production in Youngstown, OH

Tennessee
Tracy City, Tennessee, received technical assistance to develop a comprehensive, cohesive regional plan for economic stability that connects organizations and stakeholders involved in the region's local food economy.
Texas
Vinton, Texas, focused its action plan on creating the Village of Vinton Farmers market and Community Garden. By creating a physical space where Vinton residents can interact and gain access to fresh, locally produced food, the Village of Vinton will take the first steps in a multi-phase plan toward more economic opportunities for residents in the region. This plan includes developing a Small Business Incubator offering residents resources and tools for success in starting their own businesses.

West Virginia
Grow Ohio Valley in Wheeling, West Virginia, plans to develop historic Vineyard Hill into a community orchard and educational area for urban agriculture. The organization is working with the city of Wheeling to build recreational trails connecting the area to downtown to help revitalize the city and improve access to local, healthy food.
Williamson, West Virginia, will finish its Health Innovation Hub to support local entrepreneurs and create a community kitchen. Key farmers in the community hope to create demonstration sites to share methods of reclaiming coal mines into viable farmland. In addition to these demonstration sites, the community hopes to develop a food production site on reclaimed land to re-establish the soil for viable use as farmland.
Wisconsin

Residents walk through a greenhouse in Wheeling, WV

Loyal, Wisconsin, focused its action plan on strengthening the Loyal Farmers Market by increasing vendor support, coordination, and training; improving market promotion; and identifying a new site that could attract more vendors and customers while helping to revitalize downtown.

Apply for Local Foods, Local Places Assistance

On June 30, 2015, federal partners announced a new round of assistance from Local Foods, Local Places. Communities interested in applying may visit: http://www2.epa.gov/smart-growth/local-foods-local-places. The application deadline is September 15, 2015.

APPENDIX

I

FARM TABLE - Draw Request Information

1 FARM TABLE COMMUNITY INTIATIVES

	REVENUE	EXPENDITURES	DIFFERENCE
Election Day Lunch November 3 + Thanksgiving to Go	$ 1,358.01	$ 1,238.31	$ 119.70
Bingo Lunch October 26	$ 75.00	$ 31.08	$ 43.92
Childfest	$ 531.85	$ 531.85	$ -
Game of Thrones (not held)	$ -	$ 55.00	$ (55.00)
Holiday Ham Dinner December 14	$ 200.59	$ 338.22	$ (137.63)
Muddy ACCE Oct. 1	$ 812.55	$ 614.73	$ 197.82
Wedding	$ 1,291.00	$ 620.06	$ 670.94
Wedding December 2016	$ 483.43	$ 388.43	$ 95.00
Float n Fork - July 15	$ 2,250.00	$ 1,451.44	$ 798.56
Health Department Permits	$ -	$ -	$ -
Sales Tax	$ -	$ 105.10	$ (105.10)
Meals Tax	$ -	$ 62.52	$ (62.52)
TOTAL	**$ 7,002.43**	**$ 5,436.74**	**$ 1,565.69**

2 FARM TABLE / FARM TO FORK CLASSES & DEMOS

2 Beer Pairing events/ March 17 & April 6	$ 1,075.00	$ 712.54	$ 362.46
Cast Iron Cooking Class	$ 250.00	$ 101.09	$ 148.91
Wine Pairing Events	$ 2,045.00	$ 1,639.89	$ 405.11
Iron Heart - October 29 + November 5	$ 1,665.00	$ 560.79	$ 1,104.21
Nevilles Class	$ 125.00	$ 32.00	$ 93.00
Evans Cooking Class	$ 80.00	$ -	$ 80.00
Carilion Grant	$ 2,000.00	$ 1,051.20	$ 948.80
Sales Tax	$ -	$ 105.10	$ (105.10)
Meals Tax	$ -	$ 62.52	$ (62.52)
TOTAL	**$ 7,240.00**	**$ 4,265.13**	**$ 2,974.87**

3 FARM TABLE MARKET BOOTH

Food Supplies/Purchases (Other Food/Merchandise)	$ -	$ 9,793.17	$ (9,793.17)
Regular Market Days	$ 15,394.32	$ -	$ 15,394.32
(Beauty Pageant, Relay, Festival in the Park, Art on the Lawn)			
(Harvest Breakfast, Scarecrows Festivals, OZ Dinner, GE)			
(Chamber Mixer, AT Breakfast May 13)			
Staff Labor	$ -	$ 3,320.57	$ (3,320.57)
Sales Tax	$ -	$ 525.47	$ (525.47)
Meals Tax	$ -	$ 312.61	$ (312.61)
TOTAL	**$ 15,394.32**	**$ 13,951.82**	**$ 1,442.50**

4 PEARISBURG COMMUNITY MARKET

Miscellaneous Expenses	$ -	$ 621.81	$ (621.81)
Kids Art Year 1 (if not a challenge grant expense)	$ 100.00	$ 132.59	$ (32.59)
Sponsorship/Donations	$ 190.00	$ 130.90	$ 59.10
Beer Tent	$ 838.00	$ 1,052.77	$ (214.77)
Challenge Grant	$ 4,725.00	$ 4,725.00	$ -
Vendor Fees	$ 3,355.00	$ -	$ 3,355.00
Merchandise	$ 698.65	$ -	$ 698.65
Vendor Meeting	$ 58.00	$ -	$ 58.00
Sales Tax	$ -	$ 315.28	$ (315.28)
Meals Tax	$ -	$ 187.56	$ (187.56)
TOTAL	**$ 9,964.65**	**$ 7,165.91**	**$ 2,798.74**

5 MISCELLANEOUS

Refunds/Reimbursements Misc.	$ 214.01	$ 214.01	$ -
TOTAL	**$ 214.01**	**$ 214.01**	**$ -**

GRAND TOTAL	**$ 39,815.41**	**$ 31,033.61**	**$ 8,781.80**