

FALL 2016

LOUDOUN Producer

For Loudoun Agribusiness

Attend First Virginia Agri-Women Statewide Conference

On Wednesday, October 19, 2016 the Virginia Agri-Women will host their first annual meeting at Stable Craft Brewing at Hermitage Hill Farm and Stables (hermitagehillfarm.com) in Waynesboro, Virginia.

The day will kick off with a business meeting, followed by lunch with keynote speaker University of Virginia professor Rae Blumberg. Rae Blumberg's interests in women's roles and economic development have taken her all over the world. Blumberg calls women's

economic empowerment "a magic potion for development..."

The day will conclude with farm tours of a dairy goat operation, pumpkin patch and horse stables. Chapter leaders encourage any woman with a passion for agriculture to attend and consider membership in the organization.

The chapter is also looking for agricultural leaders to fill regional board of director seats. If you are interested in this free event, please register at loudounfarms.org/vawconference.


JOIN US

Where: Stable Craft Brewing at Hermitage Hill Farm
When: Wednesday, October 19, 2016
 9:30 a.m. – 5 p.m.
Details: The day will begin with a VA Agri-Women business meeting, lunch with key note speaker UVA Professor Rae Blumberg and end with farm tours.
RSVP: Space is limited. Please RSVP at loudounfarms.org/vawconference
Trans.: Loudoun will provide transportation.



Find a list of participants at loudounfarms.org/products.

Looking for Local? Look for the Logo!

Are you a Loudoun County business providing locally-sourced products? Use our "Loudoun, VA Made – Loudoun, VA Grown" logo to tell customers that they support the county's economy when they shop with you. It represents the very best in Loudoun's rural economy:

- Foods and other items produced from Loudoun farms
- Value-added products made in Loudoun
- Works of art from Loudoun artists
- Loudoun-crafted wines, beers, ciders and spirits
- And more!



The logo is used by nearly 90 Loudoun growers and producers of goods who agree to adhere to the program requirements as established by Loudoun Economic Development. For more information on how to get involved, visit biz.loudoun.gov/lvmlvg.



Have a Holly, Jolly Christmas (Tree Shopping Season)

We invite farm businesses to promote locally grown trees, greens and holiday floral products in the annual Christmas in the Loudoun Valleys guide. There is no charge to have your products appear in the publication, but you must complete a participation form.

The deadline to apply is Monday, October 24, 2016. Call Cassie Walls for a form at 703-737-8458, or email Cassie.Walls@Loudoun.gov. You can also submit a form online at loudounfarms.org/treeapp.

Loudoun Recognized for Farmer Trading Cards

"They were treated like rock stars," Economic Development's Executive Director Buddy Rizer said. That was the feeling for 12 Loudoun County farmers, representing a cross section of the rural economy, who appeared on trading cards distributed to students at 55 Loudoun County public schools.

The cards ended up being highlighted at a multi-jurisdictional USDA Farm-to-School meeting at George Mason University, and also at the USDA Farm-to-School Conference in Dallas, Texas.

The program gained even more attention from local, regional and national media. Coverage included RFD-TV out of Nashville, Tennessee; plus, the Virginia Farm Bureau dedicated a "Real Virginia" film segment to the program, which was broadcast on Virginia public TV stations.

The program was also awarded a 2016 Achievement Award from the Virginia Association of Counties. "Because of the overwhelming success of the program," Rizer said, "we've decided to repeat the program in fiscal year 2017."



Ten farmers were featured in the inaugural Loudoun County farmer trading card initiative.



Farmers became famous at the local elementary schools. Students lined up to get their signatures.



The project received national attention including the Virginia Farm Bureau station.



The county received an Achievement Award from the Virginia Association of Counties for our farmer trading cards.



According to Visit Loudoun, the county's tourism arm, nearly 1,400 tons of grapes were produced in Loudoun in 2015, with 541 acres bearing vines.

Loudoun a Growing Leader for Virginia Wineries

After explosive growth (17 percent) in fiscal year 2015, Virginia wine continued pushing higher in 2016, growing by an additional 6 percent. Loudoun, which boasts more wineries than any other county in the Commonwealth, remains a driving force.

According to Visit Loudoun, the county's tourism arm, nearly 1,400 tons of grapes were produced in Loudoun in 2015, with 541 acres bearing vines. Loudoun is also home to three of Virginia's 16 cideries, another industry expected to boom.

Virginia is now fifth in the U.S. in wine sales, an industry that has grown 34 percent since 2010.

"With more than 285 wineries and 16 cideries, Virginia is a preeminent destination for wine and cider lovers," Gov. Terry McAuliffe said in a statement. "The Virginia wine and cider industries, along with our craft beer and distilled spirits industries, play an important role in our efforts to build a new Virginia economy."

Want to Stay Connected? You've Gotta Be on the List!

We also send out a digital newsletter in December and February. Stay up to date with the latest in Loudoun County agri-business by sending your email address to LoudounBiz@Loudoun.gov with the word SUBSCRIBE in the subject line.

Have an idea for a story? Want Winslow to visit your location? Send an email with STORY IDEAS as the subject to LoudounBiz@Loudoun.gov.

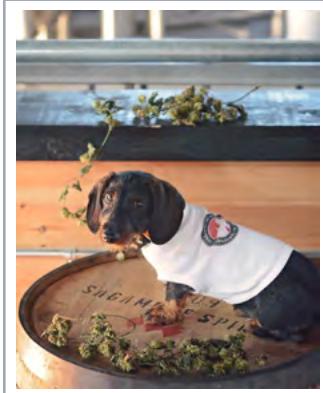


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Where's Winslow?



If you've been a regular reader of our newsletter, you know that we typically follow Warren Howell around Loudoun. Warren is taking a well-deserved vacation which is why we are following Winslow -- one of the DED's Instagram takeover artists.

Can you guess where we found Winslow?

Email us at LoudounBiz@loudoun.gov with his location by October 28 and be entered to win Loudoun-made dog treats.

Hint: Those hops aren't just for decoration; Winslow visited a brewery where they process hops on the property.

Did you find Warren?

In our last edition, Warren was at Promise Kept Farm, home of the Equine Rescue League. In these photos you will see Cheryl Rogers showing Warren the exciting happenings at the farm. Come visit Cheryl and her team during the Fall Farm Tour 2016! There will be live music, demonstrations, pet-a-pony, tack sale, bake sale, yard sale and raffles!



Cheryl Rogers showing off the horses.



Come meet the horses during Fall Farm Tour.

Learn more about the farms on Fall Farm Tour at LoudounFarms.org/FarmTour.