

# **Campbell County Economic Development Commission**

**August 18, 2005**

The regular meeting of the Campbell County Economic Development Commission was held on Thursday, August 18, 2005 in the Campbell County Historic Courthouse Conference Room, Rustburg, Virginia.

**Members Present:**

William Anderson  
Donald Atkins  
William E. Calohan, III  
G. Michael Damron  
J. Michael Davidson  
Herbert W. Guthrie  
O. Richard Metz, Chair  
William Overacre  
Scott Tweedy  
Frank Wright

**Those Absent**

Marvin Clement  
Kyle Rosser  
Lester Wooldridge

**Also Present:**

Scott Reiter, Virginia Cooperative Extension Service Agent  
R. David Laurell, County Administrator  
Jamie Banton, Administrative Assistant

Chairman Richard Metz called the meeting to order at 12:06 pm. The June 16, 2005 meeting minutes were approved without changes.

**Matters from the Director**

// Mr. Davidson presented the Commission with a Project Updates Report. Mr. Overacre asked if any inquiries on the Seneca Commerce Park had been received. Mr. Davidson explained that the county is not yet marketing the Seneca Park. After Phase I construction is complete, Campbell County will have to make decision regarding the cost per acre, site development, etc. and start marketing the property sometime in 2006 or 2007.

// Next, Mr. Davidson stated that the Commission chose Agriculture as one of the goals to discuss during FY2006. He introduced Scott Reiter, the Virginia Cooperative Extension Service Agent for Campbell County. Mr. Reiter gave the Commission a presentation on Agriculture in Campbell County. A copy of Mr. Reiter's presentation are attached and a part of these minutes.

After his presentation, general discussion by the Commission followed. During the discussion, the Commission questioned what Campbell County can do to add value to or maintain the agricultural base we have and what crops are available to replace tobacco.

Mr. Davidson stated that at the Commission's next meeting, they will discuss Mr. Reiter's presentation in more detail, and they will also talk about suggestions to the Board on process, etc. to help the agricultural economy.

**Matters from the County Administrator**

// Mr. Laurrell briefly discussed the Wards Crossing West shopping center proposal. He stated that he would be meeting with developers next week to discuss master planning of the project. He stated that he would bring more information on the project to the Commission's next meeting.

Following a general discussion of the before-mentioned matters and with no other items presented for consideration, the meeting adjourned at 1:10 pm until Thursday, October 20, 2005 at 12:00 pm.

# Agriculture in Campbell County



Campbell County Economic  
Development Commission

August 18, 2005

# Virginia Cooperative Extension

*Knowledge for the Commonwealth*

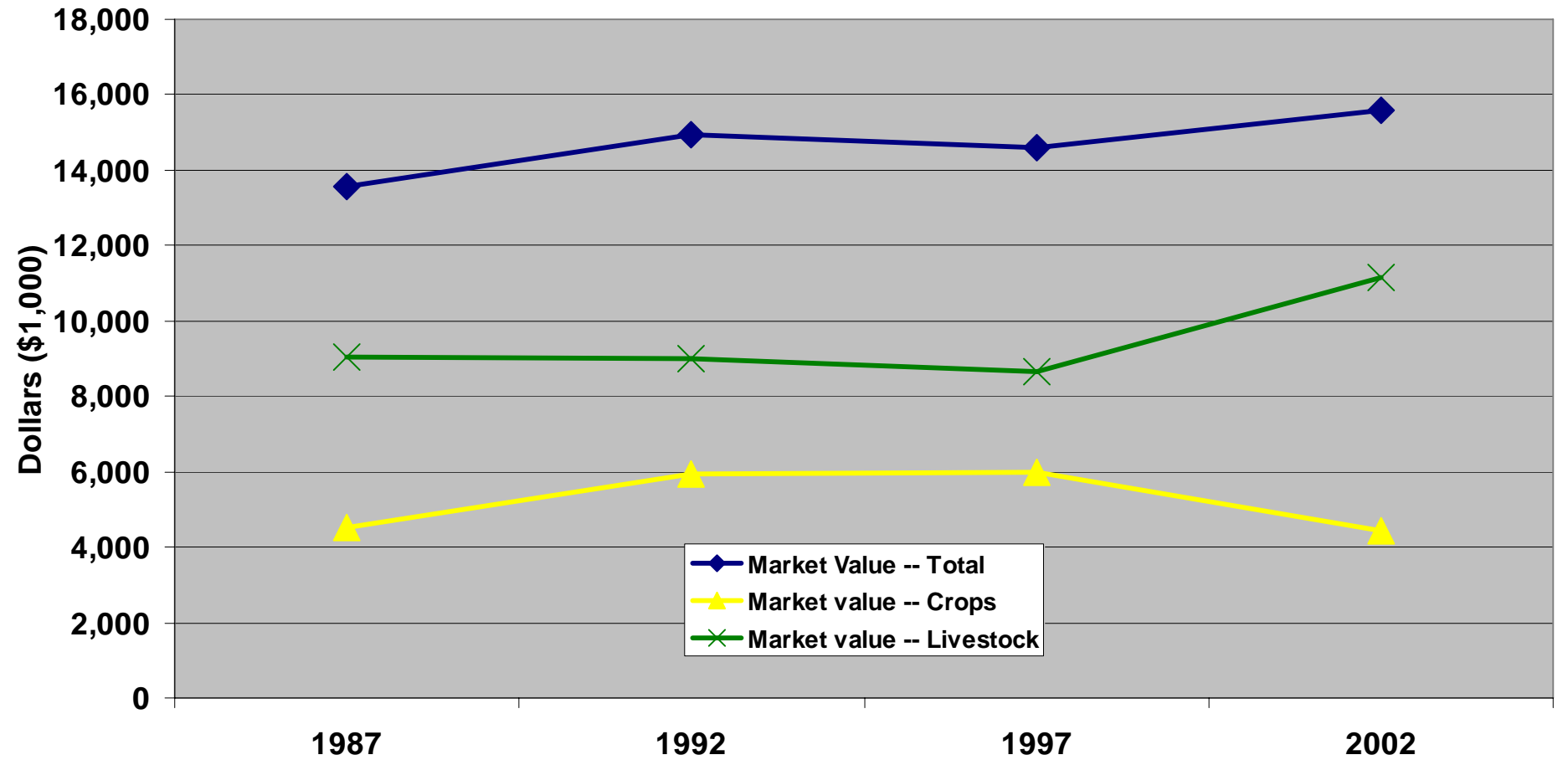


VIRGINIA POLYTECHNIC INSTITUTE  
AND STATE UNIVERSITY

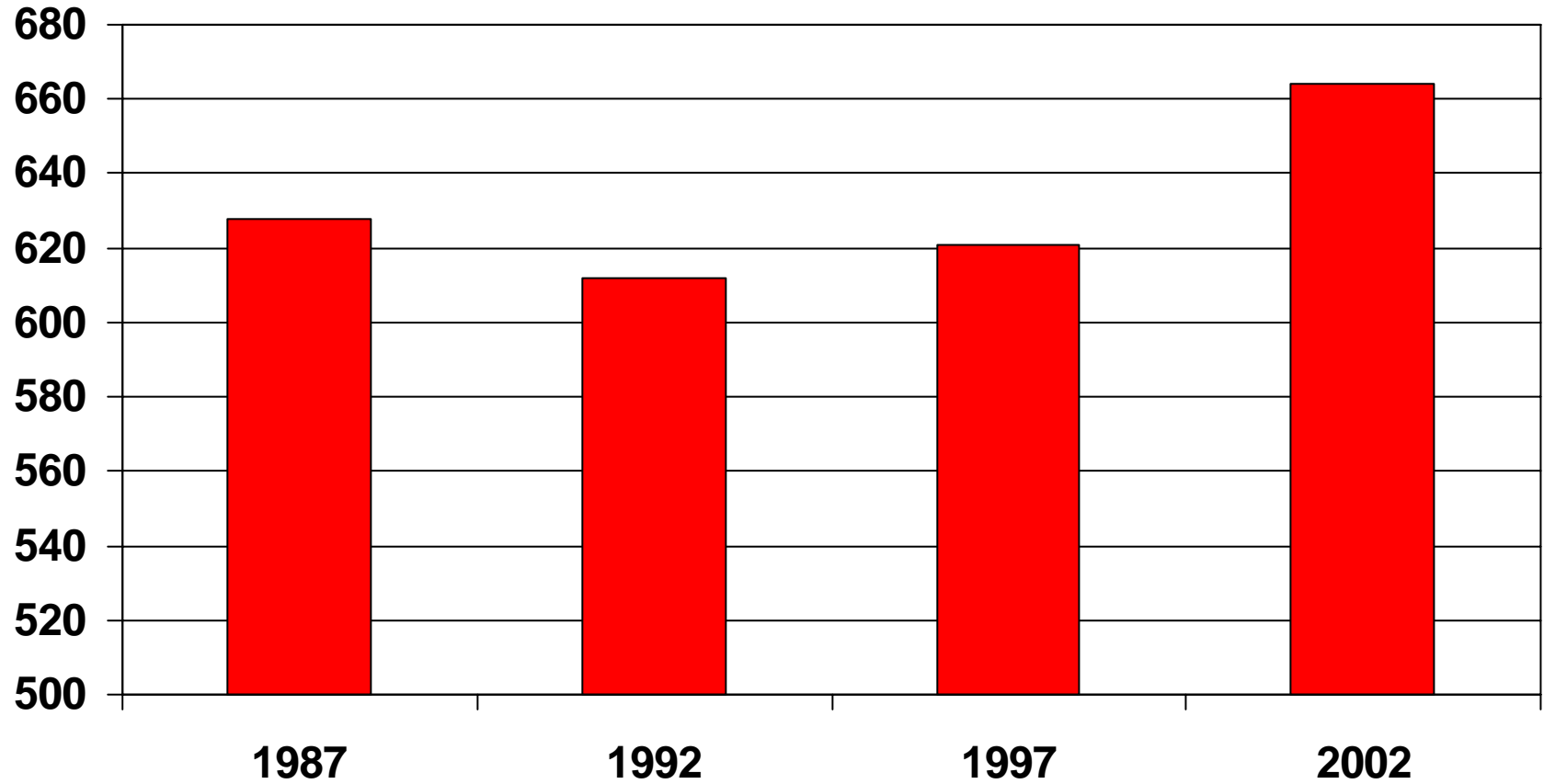


VIRGINIA STATE UNIVERSITY

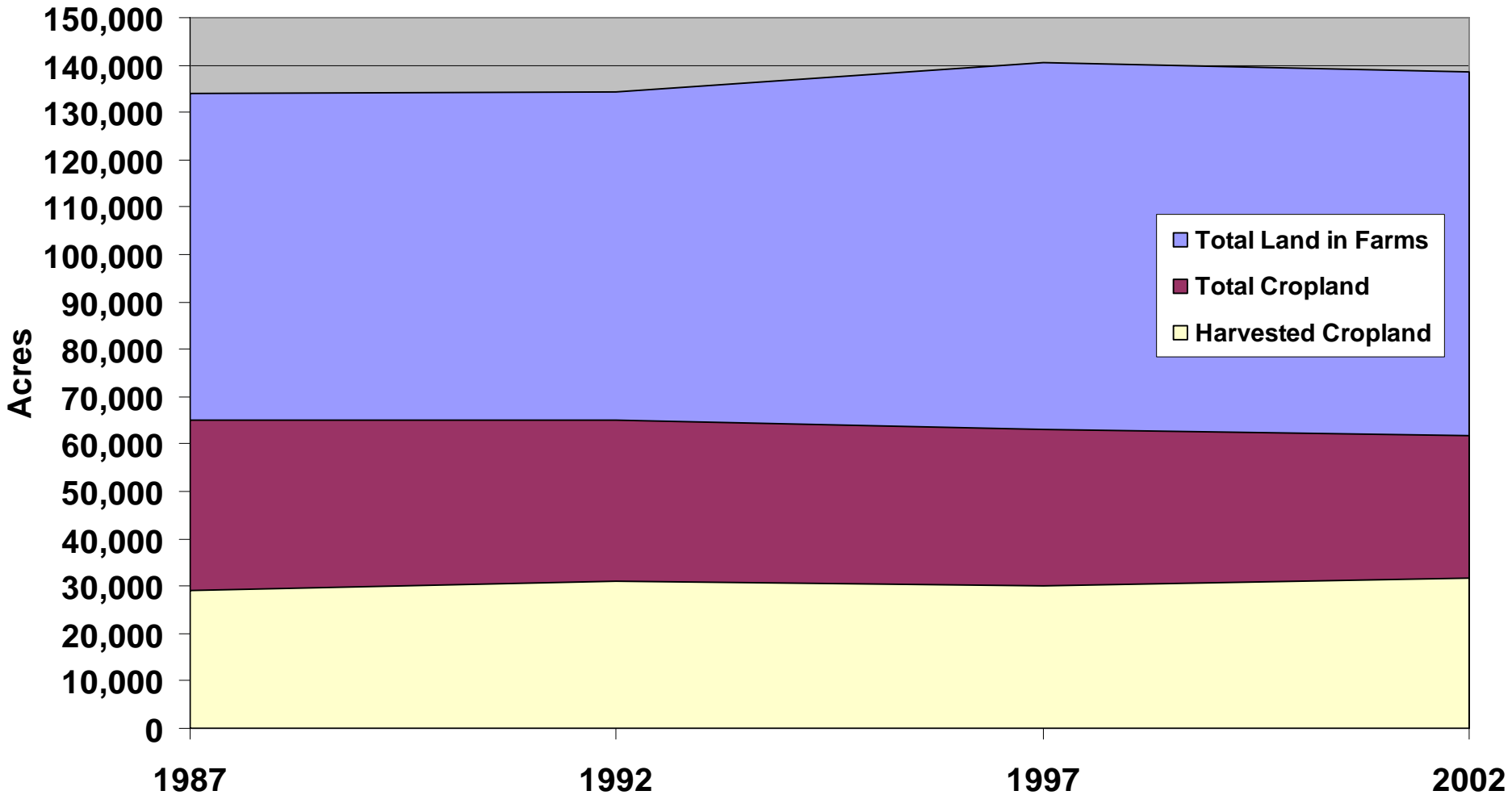
# Agriculture Sales



# Number of farms



# Agriculture Land Use

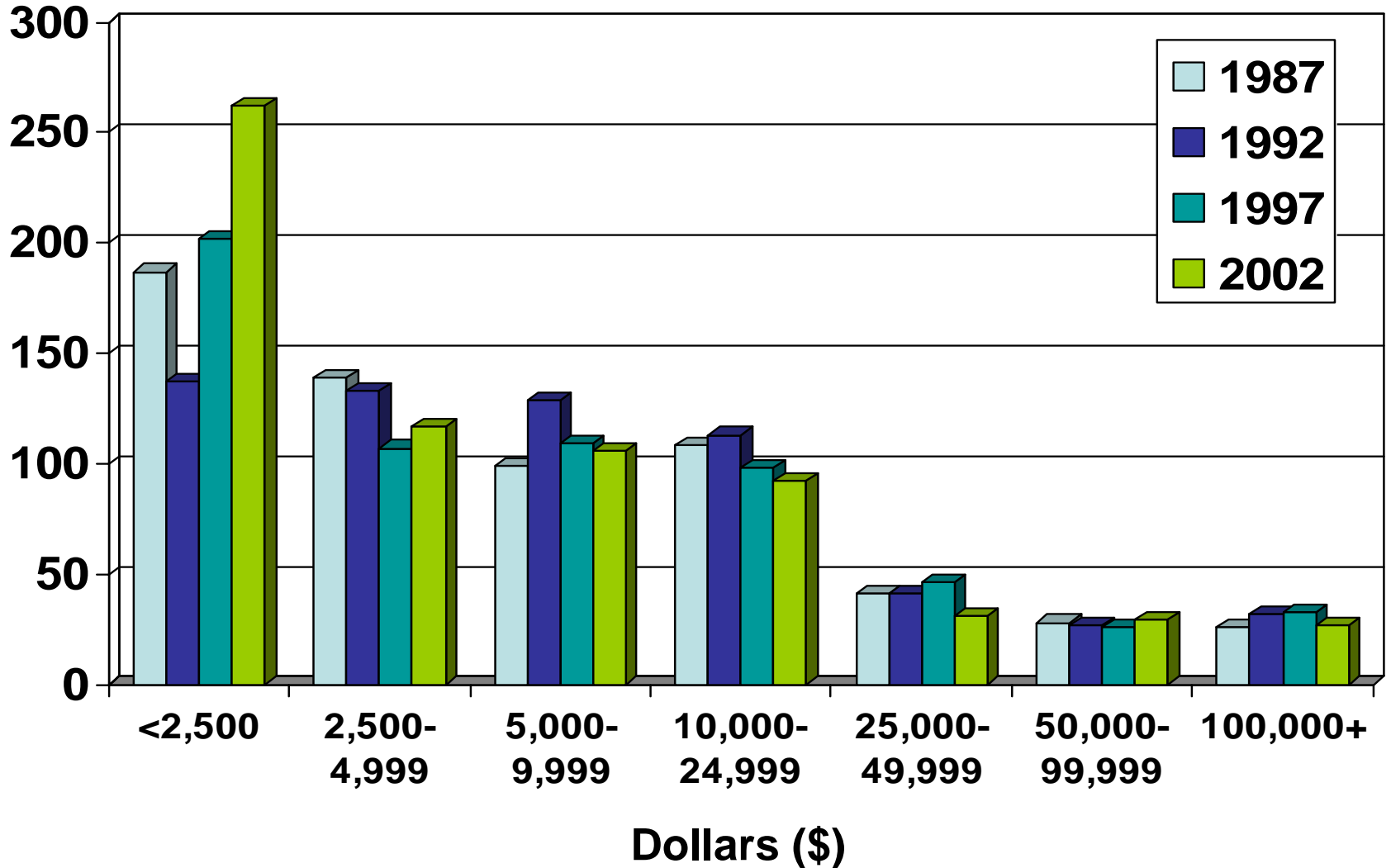


# Farm size

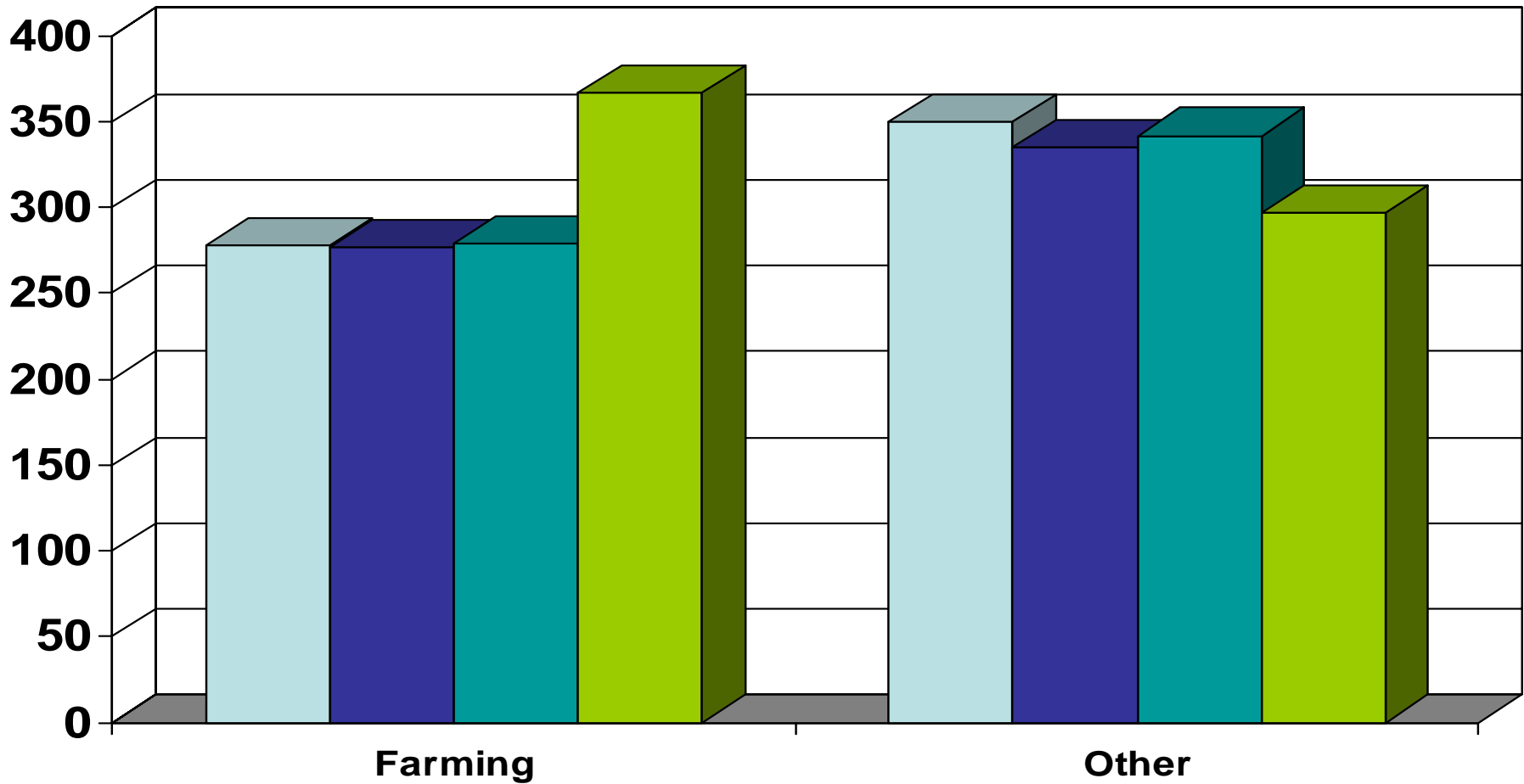


# Farm sales

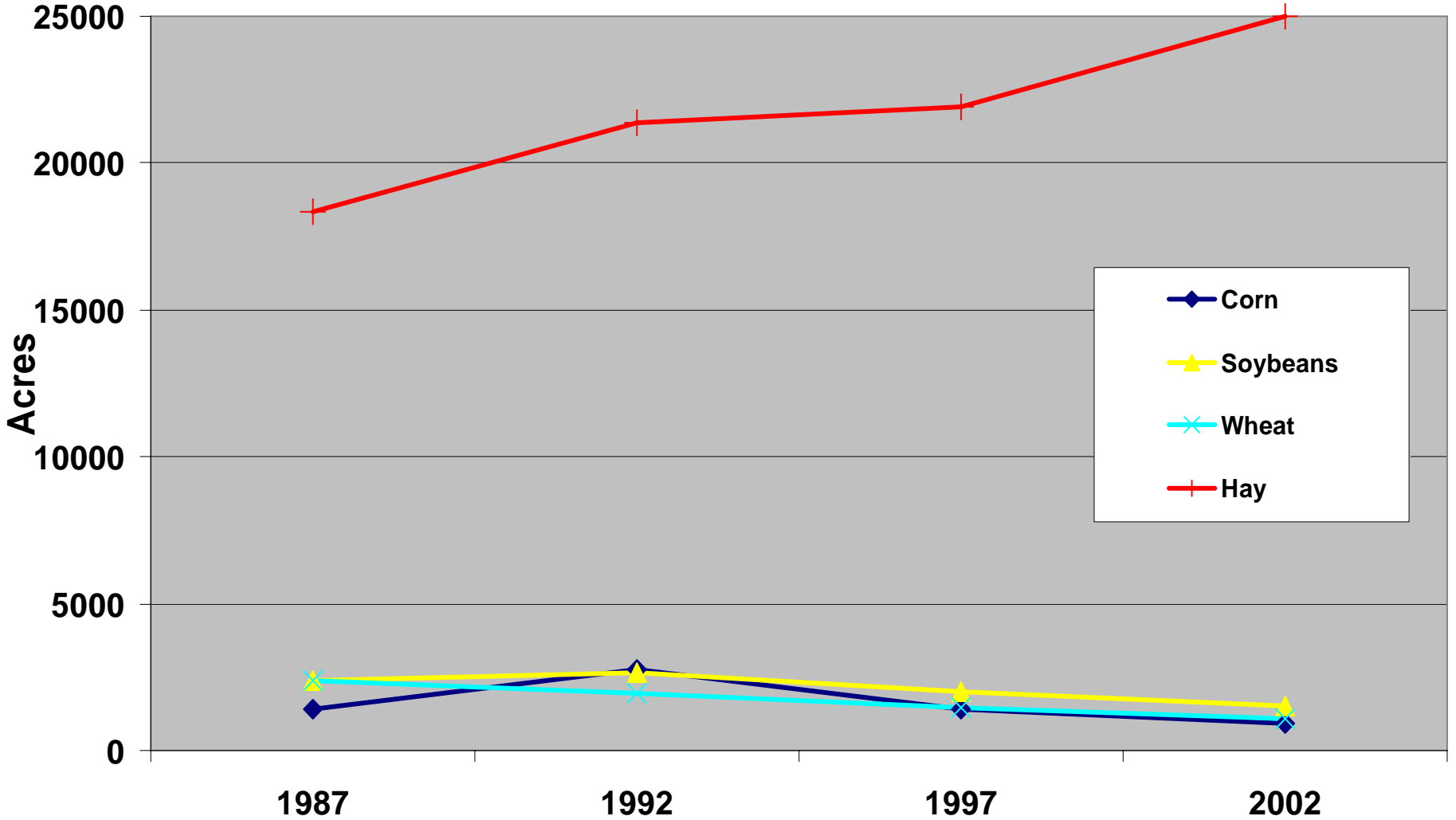
(\$ value of gross sales per farm)



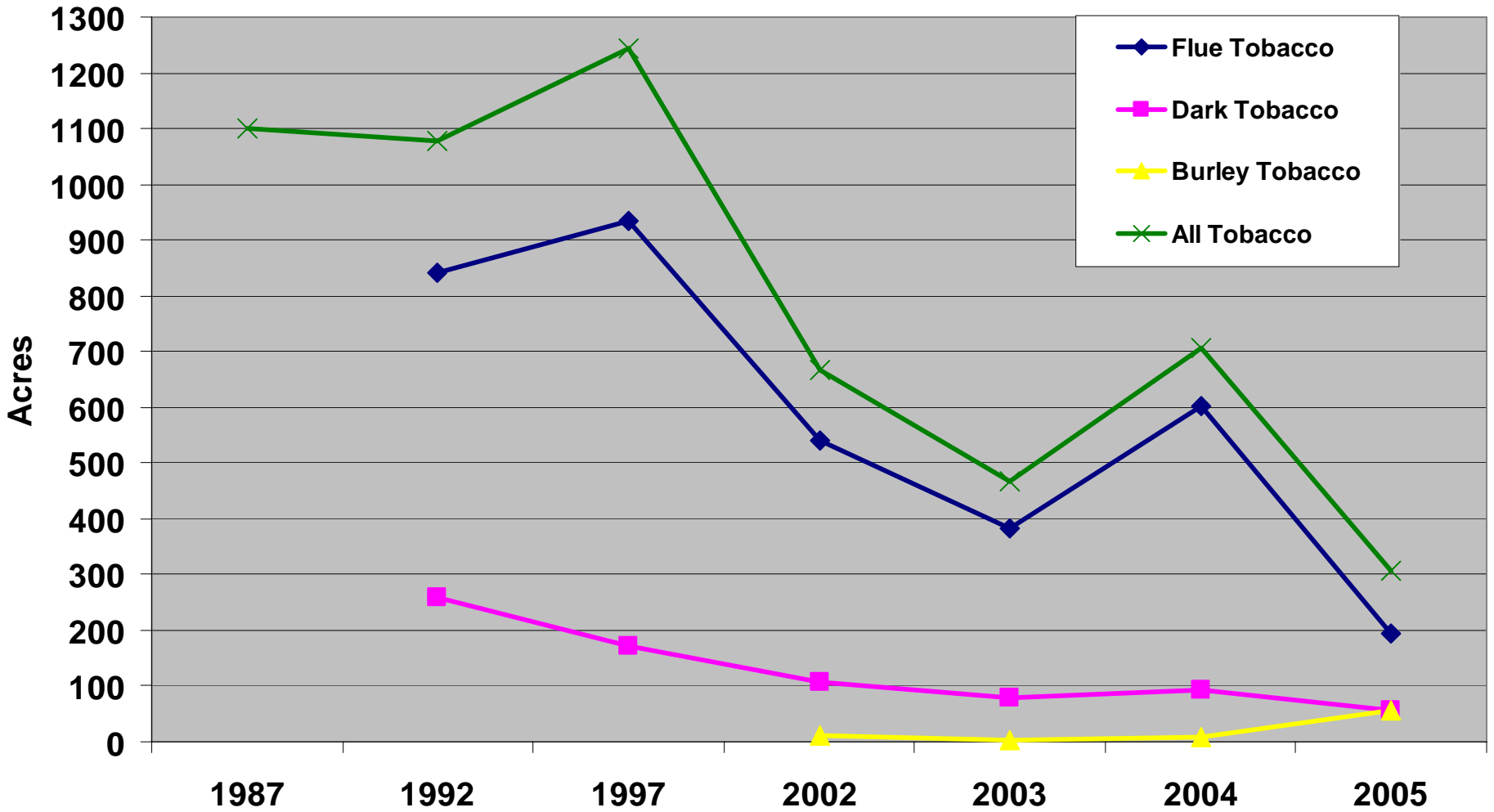
# Farm Operators Principal Occupation



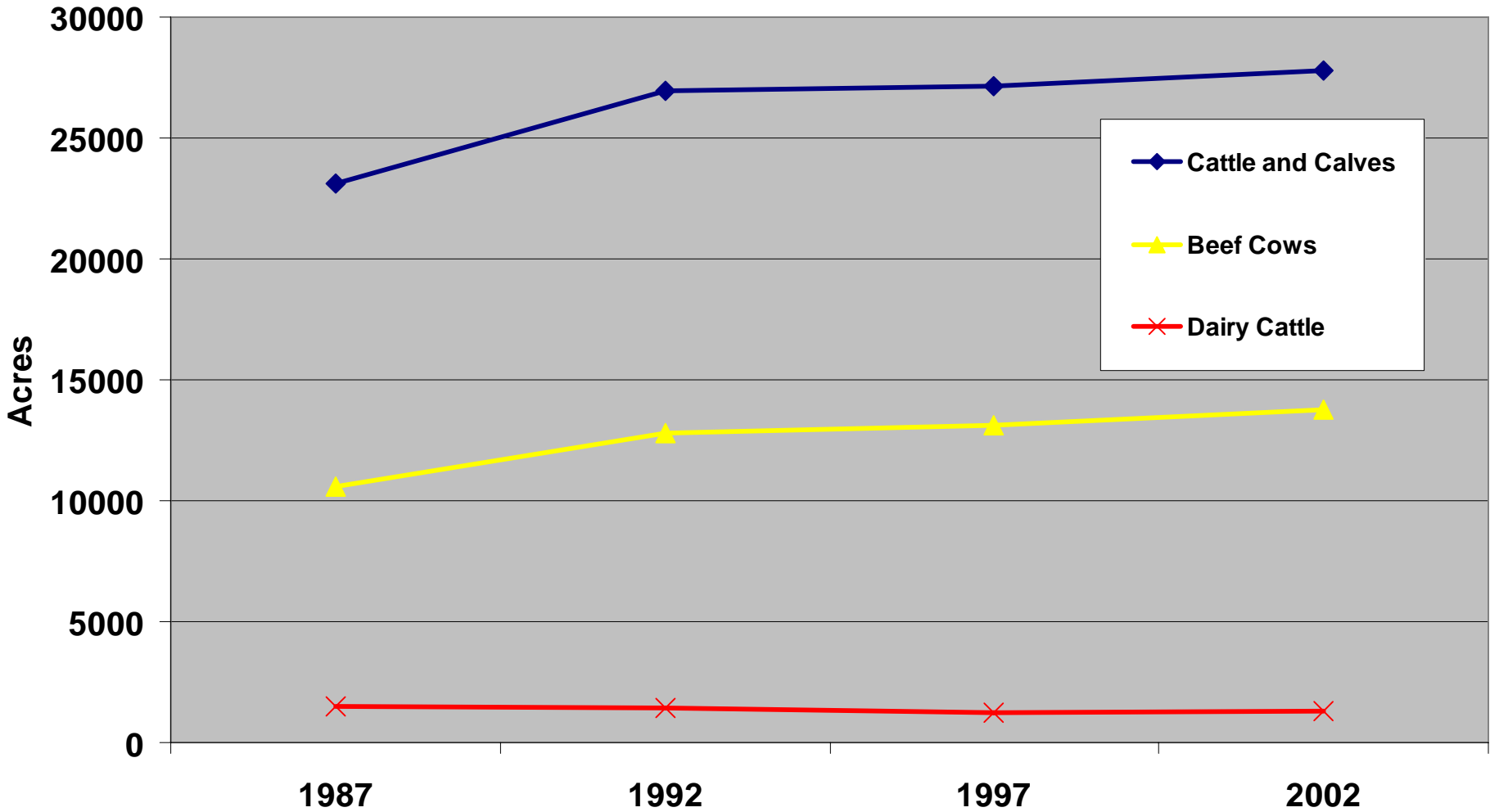
# Crops



# Tobacco



# Beef and Dairy



# Positives

- Well adapted to grazing and forages
- Strong local livestock market
- Experienced farmers
- Agriculture infrastructure still in place
  - Seed and Fertilizer dealers
  - Farm equipment
  - Seedstock producers
- Land use taxation

# Challenges

- Marketing of new (different) crops
- Access to those markets
- Producing a living with farm size
- Farmland acquisition
  - Buying land
  - Renting land
- Forestry is long term investment
- Getting a group of producers to work together

# Marketing New Products

- Wholesale versus retail marketing
- Dealing directly with consumers
- Pricing
- Competition
- Time

# Market Access

- Commodity Products
  - Roanoke, Raleigh, Norfolk
  - Local dealers
- Wholesale produce
  - Broker, Food Lion, Wal-Mart
- Local produce/specialty crop sales

# Profit Potentials

What does it take to generate \$30,000 in profits?

- Corn – 100 bu/A @ \$2.25 = \$16 per acre
  - 1875 acres
- Soybeans – 30 bu/A @ \$6.50 = \$17 per acre
  - 1764 acres
- Wheat – 60 bu/A @ \$3.25 = \$13 per acre
  - 2308 acres
- Hay – 3 tons/A @ \$75 = \$26 per acre
  - 1153 acres
- Tobacco – 3000 lbs/A @ \$1.40 = \$350 per acre
  - 85 acres
- Beef Cattle - \$100 per cow (2-3 acres pasture)
  - 300 cows
- Dairy - \$300 per cow (pasture, facilities, equipment, etc.)
  - 100 cows

# Farmland Acquisition

- Cost of buying farmland
  - Improvements
  - Debt service
- Renting
  - High rent expectations
  - Improvements to land

# **The Economic Contributions of Campbell County Agriculture**

## **POTENTIAL RECOMMENDATIONS**

### **1 - Agricultural Marketing Initiative**

**Ag Coordinating Committee (6-8 members)  
Sub-committee of Ec. Dev. Commission  
One member on Commission**

**Work with Extension & Ec. Dev. staff to:**

- Form strategic alliances**
- Promote added value opportunities**
- Regional branding**
- Develop marketing/distribution strategies**
- Identify/develop funding**
- Act as advocate (e.g. support Beef Initiative)**

# **The Economic Contributions of Campbell County Agriculture**

## **POTENTIAL RECOMMENDATIONS**

### **2 - TDR/Development Rights Initiative**

**Study simple TDR program (or PDR/LDR) to protect farm equity and farmland at same time by allowing density transfers from farms to centers.**

- Do at time of development approval**
- Create density incentives for developers to buy rights**
- Avoid spot zoning**
- KEEP SIMPLE by using conservation easements**

# **The Economic Contributions of Campbell County Agriculture**

## **POTENTIAL RECOMMENDATIONS**

### **3 - Agricultural Tourism Initiative**

**Encourage ag tourism with:**

- **Eligibility for financing programs**
- **Favorable zoning**
- **Promotion and marketing (simple brochure)**
- **Technical assistance**

**Forms of tourism:**

- **Direct marketing (stands, u-pick, farm markets)**
- **Outdoor recreation (including hunting, fishing)**
- **Educational tours**
- **Entertainment (mazes, wineries, etc.)**
- **Accommodations**

# The Economic Contributions of Campbell County Agriculture

## POTENTIAL RECOMMENDATIONS

### 4 - Agricultural Economic Development Financing

Create (or make available) a fund for capitalizing higher risk agricultural economic development projects:

- Second position financing to help with equity
- Tobacco farm upgrading and diversification
- Combine with tax incentives where possible
- Develop funding brochure;

***“Funding for Farm and Agri-Business Ventures”***

# **The Economic Contributions of Campbell County Agriculture**

## **POTENTIAL RECOMMENDATIONS**

### **5 - Agricultural Partnership Program**

**Secure funding from USDA Rural Development or similar source to establish agricultural partnership mini-grant program to encourage strategic alliances:**

- Small business planning grants to study projects**
- Larger grants/loans for implementation**
- Restrict to partnership and strategic alliance projects**
- Investigate other complementary funding**

# **The Economic Contributions of Campbell County Agriculture**

## **POTENTIAL RECOMMENDATIONS**

### **6 - Agricultural Incubator**

**Develop agricultural component of a small business incubator project to make use of vacant large buildings. Promote small agricultural and forestry secondary processing and distribution operations:**

- Wood processing (small items)**
- Distribution of ag products**
- Small fruit and vegetable processing operations**