

# PD5 Agriculture Newsletter

MARCH 2010

## PLANNING UNDERWAY FOR THE 2010 TASTE OF THE ROANOKE VALLEY FOOD EXPO

VCE is pleased to announce that the Taste of the Roanoke Valley Food Expo will return to Botetourt County on August 13, 2010. Inside this newsletter, you will find a vendor registration form. Be sure to complete it and send it in right away. We have only 75 vendor slots this year, and we anticipate them filling quickly. We have made several changes to the event to better serve you and the public. Food Expo will be located at the Daleville Town Center, thanks to sponsorship by Fralin and Waldron. This very visible location will be easy to find by all who attend. The Chef Challenge will return, as well. The 4-H groups in Botetourt, Craig, and Roanoke are preparing foods for sale during the event, including hamburgers made from local beef and baked goods made from local flour and produce, such as apples and zucchini. Our wish list is long, but already businesses and individuals have volunteered to sponsor the event that brought out more than 900 people last August.

## LOCAL FOOD DIRECTORY FOR THE ROANOKE VALLEY

Local food advocates in the Roanoke Valley are preparing the 2010 Roanoke Valley Locavore Directory. This is a compilation of local growers and retailers, their farm products, and their contact information within a 100-mile radius of Roanoke, available in print and on the Internet. The Locavore Directory will be invaluable to growers within this region as a tool to advertise businesses and inform customers of seasonal items currently available, including fruits, vegetables, meats, cheeses, and other farm products. The web-based directory features real-time updates; social networking; and blogging. If you are interested in participating in the 2010 Roanoke Valley Locavore Directory, please visit [www.roanokevalleylocavore.net](http://www.roanokevalleylocavore.net) to complete the online registration form or use the form included on page 3 of this newsletter. The submission deadline for inclusion in the 2010 printed directory is April 15, 2010. Forms received after the deadline will be included in the online directory only. Inclusion in the Locavore Directory is free to producers. To defray the cost of printing ten thousand copies of the Locavore Directory, donations of \$25 per business are encouraged, but optional. If your business is interested in being a sponsor of the Directory, please contact one of the project leaders to discuss sponsorship tiers (see page 3 for additional information).

## 2010 FOOD EXPO WISH LIST

- PRODUCE, including fruits, vegetables, and fresh herbs
- DAIRY, including eggs, cheese, and butter
- MEATS, including poultry, ground beef, pork, goat, and lamb
- EQUIPMENT, including warming tables, generators, portable stage, sound equipment, tables, tents, chairs, gators, and radios
- ENTERTAINMENT AND EDUCATION, including live music, how-to classes, children's activities, and chefs to participate in the Chef Challenge
- HOSPITALITY TENT, including drinks, salads/sides, sandwiches
- SIGN-MAKING, including directional signs to event, sponsor banners
- OTHER, including ice, bottled water, napkins (2000), plastic bags for attendees, plastic spoons (750), sample cups (3000), and lanyards (150)
- VOLUNTEER STAFF for parking crews, admissions, registration booth, hospitality booth

## Virginia Cooperative Extension Offices

Alleghany County 540/862-0369

Botetourt County 540/473-8260, Cassie Driskill, Extension Agent, ANR, Animal Science

Craig County 540/864-5812, Andy Allen, Extension Agent, ANR, Animal Science

Roanoke County 540/772-7524, Sheri Dorn, Extension Agent, ANR, Horticulture

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**Taste of the Roanoke Valley  
FOOD EXPO  
VENDOR REGISTRATION FORM**

NAME \_\_\_\_\_

FARM/BUSINESS NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

E-mail is cost-effective for the Food Expo. Can we contact you this way?

NO YES (E-MAIL ADDRESS \_\_\_\_\_)

WHERE CAN PEOPLE BUY YOUR GOODS? \_\_\_\_\_

WHEN? (time of year, days and hours) \_\_\_\_\_

**REGISTRATION DEADLINE: JUNE 28, 2010**

\_\_\_\_\_ I want to be a Food Expo VENDOR. I will set up a booth and sell local product (Health Department forms may be required).

\$50, checks made payable to "Botetourt County ELC."

I will supply \_\_\_\_\_ from the "Wish List" (on reverse)

\_\_\_\_\_ I have a tent (size: \_\_\_\_\_) that I will bring, set up, and take down for my booth at the Food Expo.

\_\_\_\_\_ I have tables and chairs that I will bring, set up, and take down for my booth at the Food Expo.

\_\_\_\_\_ I want to be a Food Expo CORPORATE SPONSOR. Please contact me to arrange my contribution.

*For more information, call Cassie (473-8260), Andy (864-5812), or Sheri (772-7524).*

Service Animals Only

Please mail this form to  
VCE-Botetourt, ATTN:  
Cassie Driskill, PO Box  
217, Fincastle VA 24090.

If you are a person with a disability and desire assistance or accommodation, please notify the Roanoke VCE office at 540-772-7524 during business hours of 8:00 am and 5:00 pm, Monday-Friday.

Virginia Cooperative Extension programs and employment are open to all, regardless of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. An equal opportunity/affirmative action employer.

## ROANOKE VALLEY LOCAVORE 2010 DIRECTORY

A collaborative group that includes Virginia Cooperative Extension, VT EarthWorks, Local Roots Cafe, VCE Master Gardener volunteers, Local Educational Agricultural Project, and other local food advocates, are preparing the 2010 Roanoke Valley Locavore Directory. This directory will target producers serving Allegheny, Botetourt, Craig, Roanoke, and the surrounding counties of Floyd, Franklin, and Rockbridge.

As funding permits, the directory will be printed annually and made available on the web at [www.roanokevalleylocavore.net](http://www.roanokevalleylocavore.net). The web-based directory will support real-time updates, social networking and blogging. The web-based directory can be used to share product availability and location of sales, as well as place for you and your customers to blog and share "food for thought".

To participate in the 2010 Roanoke Valley Locavore Directory, please fill-in the form below or visit [www.roanokevalleylocavore.net](http://www.roanokevalleylocavore.net) to complete the online registration form.

Farm/Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City, State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ County \_\_\_\_\_

Website \_\_\_\_\_ Email \_\_\_\_\_

**Given space we can only list each business once in the paper directory. Please mark the category that best describes your business with a "1" and then mark other categories in numerical order of importance.**

<input type="checkbox"/> Farmers' Market [location(s) _____]	<input type="checkbox"/> Meat
<input type="checkbox"/> Farm stands or PYO fruit	<input type="checkbox"/> Poultry
<input type="checkbox"/> Grocery or retail site	<input type="checkbox"/> Eggs
<input type="checkbox"/> Community Supported Agriculture/Buyer Club (owner)	<input type="checkbox"/> Vegetables
<input type="checkbox"/> Caterer	<input type="checkbox"/> Dairy
<input type="checkbox"/> Restaurants	<input type="checkbox"/> Flowers and Honey
<input type="checkbox"/> Cooperatives	<input type="checkbox"/> Other (describe: _____)

Please attach a **brief** paragraph to this application that best describes your company. This will be included in the web directory, and in the paper directory given the availability of space. You may want to include 1) the retail markets (stores, restaurants, internet) that you sell; and 2) whether you use special production methods that would be significant to a commercial buyer or consumer (e.g., certified organic, organic but not certified, biodynamic, low spray, pasture raised, free-range, antibiotic free, grass-fed, etc.). Please limit your description to 50-75 words. Thank you.

**Do you wish to be a sponsor?** If so, please check and we will have someone contact you. All sponsors will be highlighted on both the paper directory and on the website. We anticipate distributing at least 10,000 paper copies.

**Deadline for submission for inclusion in the 2010 printed edition is April 15, 2010.** Forms received after that will be included on the website.

**For more information about the directory, please contact Christy Gabbard, Director of VT EarthWorks, at 540-558-8010; Sheri Dorn, Agent, VCE-Roanoke, at 540-772-7524; Cassie Driskill, Agent, VCE-Botetourt, at 540-473-8260; or Andy Allen, Agent, VCE-Craig, at 540-864-5812.**

Mail submission forms to:  
 VT EarthWorks/Directory  
 c/o Anne Aker  
 108 N. Jefferson Street, Suite 701  
 Roanoke, VA 24016  
 E-mail: [cgunnels@vt.edu](mailto:cgunnels@vt.edu)

## TIPS TO GROWERS FOR THE ROANOKE VALLEY LOCAVORE DIRECTORY LISTING

Andy Allen, Agent, Agriculture and Natural Resources, Craig County

Several ideas you may wish to consider as you list your farm or business in the *Roanoke Valley Locavore Directory* include:

- If you only sell at a farmer's market a couple of months each year, and do not plan to sell on your farm, list only the farmer's market and when you plan to sell. Include information about your products.
- If you do not want people to contact you on a cell phone, or you are rarely near your home or business phone, you may not want to list that phone.
- If you only check your email once a month, you might not want to list the email address. People might think you are ignoring them if you do not respond promptly.
- If you do not have time to deal with people stopping by your farm, do not give directions to the farm.
- If you have a current website, include it in your listing.

When you describe your product, list attributes and when it is available. Examples include:

- Grain fed beef available November through January; also available in quarters and halves.
- Organic blueberries available at a certain farmer's market on Saturdays in mid July through the middle of August.
- Grass-fed lamb available in October.
- Locally milled flour available at (our mill) and many local grocery stores.
- Pick your own strawberries available in May. Give directions to the farm, and offer to email notices as to when berries are ripe and plentiful.

While there is not a lot of space on these listings, it may help you and your customers if you list information that informs the customer and saves you time explaining that you cannot provide fresh strawberries or other products when they are not in season.

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### CALENDAR OF EVENTS

- **April 15, 2010.** Deadline for inclusion in printed version of the Roanoke Valley Locavore Directory. For more information, contact your local Extension office.
- **April 16-17, 2010.** Beef Expo. Rockingham Fair Grounds. For more information, contact Bill McKinnon at 540-992-5166.
- **May 7-8, 2010.** Roanoke Area Livestock Show. Alphin- Stuart Arena, Blacksburg. For more information, contact Sally Farrell, 540-864-5812.
- **June 2, 2010.** Commercial Pesticide Applicator Recertification. Brambleton Center, Roanoke. For more information, contact Sheri Dorn at 540-772-7524.
- **June 28, 2010.** Deadline for Vendor Registration for Taste of the Roanoke Valley Food Expo. For more information, contact Cassie Driskill, 540-473-8260.
- **July 14-15, 2010.** High Tunnel Construction and Production Workshop, Roanoke. For more information, contact Sheri Dorn at 540-772-7524.
- **August 13, 2010.** Taste of the Roanoke Valley Food Expo. Daleville Town Center, Fincastle. For more information, contact your local Extension office.

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