1	TOBACCO REGION REVITALIZATION COMMISSION
2	701 East Franklin Street, Suite 501
3	Richmond, Virginia 23219
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7	Agribusiness Committee Meeting
8	Wednesday, December 14, 2016
9	1:00 o'clock p.m.
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13	Hotel Roanoke & Conference Center
14	Roanoke, Virginia
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## CRANE-SNEAD & ASSOCIATES, INC.

4914 Fitzhugh Avenue, Suite 203 Richmond, Virginia 23230 Tel. No. (804) 355-4335 Fax No. (804) 355-7922

## 1 APPEARANCES:

- 2 Mr. Robert Spiers, Chairman
- 3 Ms. Gayle F. Barts
- 4 The Honorable James Edmunds
- 5 Mr. Frank Harris
- 6 Ms. Cassidy Rasnick, for Secretary Haymore
- 7 Mr. John Holland
- 8 Mr. Donald W. Merricks
- 9 Mr. Richard L. Sutherland
- 10 The Honorable Thomas C. Wright, Jr.

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## 12 <u>COMMISSION STAFF</u>:

- Mr. Evan Feinman, Executive Director
- Mr. Timothy S. Pfohl, Grants Program Administration Director
- Ms. Sara G. Williams, Grants Program Administrator
- Southwest Virginia
- Ms. Sarah K. Capps, Grants Program Administrator
- Southside Virginia
- Ms. Jessica Stamper, Assistant Grants Program Administrator
- 20 Southwest Virginia
- Ms. Michele Faircloth, Assistant Grants Program Administrator
- 22 Southside Virginia
- 23 Ms. Stacey Richardson, Executive Assistant

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2	Ms. Elizabeth B. Myers, Assistant Attorney General
3	Richmond, Virginia 23219
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**COUNSEL FOR THE COMMISSION:** 

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## December 14, 2016 1 2 MR. SPIERS: Good afternoon, it's 1:00 p.m., and I'm 3 going to call the Agribusiness Committee Meeting to order. 4 At this time, I'll ask Evan to call roll. 5 MR. FEINMAN: Ms. Barts. 6 MR. BARTS: Here. 7 MR. FEINMAN: Delegate Edmunds. 8 DELEGATE EDMUNDS: Here. MR. FEINMAN: Ms. Rasnick 10 MS. RASNICK: Here. 11 MR. FEINMAN: Mr. Harris. 12 MR. HARRIS: Here. 13 MR. FEINMAN: Mr. Holland. 14 MR. HOLLAND: Here. 15 MR. FEINMAN: Mr. Merricks. 16 MR. MERRICKS: Here. 17 MR. FEINMAN: Mr. Montgomery. 18 MR. MONTGOMERY: (No response). 19 MR. FEINMAN: Mr. Shell. 20 MR. SHELL: (No response). 21 MR. FEINMAN: Mr. Spiers. 22 MR. SPIERS: Here. 23 MR. FEINMAN: Senator Stanley. 24

SENATOR STANLEY: (No response).

1	MR. FEINMAN: Mr. Sutherland.
2	MR. SUTHERLAND: Here.
3	MR. FEINMAN: Delegate Wright.
4	DELEGATE WRIGHT: Here.
5	MR. FEINMAN: You have a quorum, Mr. Chairman.
6	MR. SPIERS: I want to welcome everyone at this time
7	and to thank you for taking your time to come here today, and
8	we have a number of proposals to review and decide what we
9	recommend to the Full Commission. I do want to thank Staff,
10	and particularly Sarah, for conducting some Agribusiness
11	workshops in preparation for this meeting.
12	Also, I want to thank Virginia Farm Bureau for
13	assisting us. My understanding is we had very good attendance
14	in many of the entities that we worked with. All of that is very
15	good and very helpful.
16	One of the things I do see is now we have a lot of
17	proposals and not that much money, so it's kind of a double-
18	edged sword. We do love to see the proposals. I do want to
19	remind the Committee that we do have difficult decisions to
20	make. We've got some guidelines.
21	One of the major things is that we want to improve
22	the income potential of our producers in our footprint. We know
23	that we have limited funds and we like our producers to
24	participate as much as possible, the multijurisdictional grants, it

looks like it's spread a little bit further, and we're always looking

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for a good sponsor or an entity that will administer it and take
care of the eligibility of the participants, and, also, the accounting
is very important because we are, expect you to fully analyze the
use of Commonwealth funds, so we want to make sure it's all
accounted for very well.

Of course, the Committee only meets not that often, and we do have to rely upon Staff recommendations, and we think that they try to do a very good job in working with the applicants.

So, without further ado, we'll do the approval of the minutes at this time. A motion has been made and a second. Any other comments. All in favor, say aye. (Ayes). Any negative nos? (No response). The minutes are approved as published.

At this time, we'll go ahead and ask Tim and the Staff to present the proposals. What I'd like to do is go through the proposals and any time a member of the Committee wants more information or ask questions, that'll be fine, and then we'll go back through them, because we have a very, quite a long list, so we'll use that procedure if that's okay.

MR. PFOHL: Thank you, Mr. Chairman. Just a little bit of background. We received 18 proposals by the early October due date. Again, as you mentioned, Staff has conducted a workshop in Rocky Mount back in September in partnership with the Farm Bureau, VDACS, USDA Rural Development and

- several other partners, Agribusiness in general in the
- 2 Commonwealth, that was very productive and a very well
- attended workshop. And there were about 80 people that signed
- 4 up for that. There were a number of presentations and so forth,
- so that to some extent explains the volume of requests that you
- 6 have in front of you.

Thank you, Stacy. We'll start out.

One recent update is Franklin County has asked that their project, for the Foothills Produce Auction be withdrawn, so we're down to 17. Then I'll try to move through efficiently understanding the nice heavy lunch we all just had, and it's been said that I can be a little verbose in some of these presentations.

For the applicants, just to let you know, the Committee receives a link to the proposals so they can review those shortly after they come to us and they've had the Staff report in their hands for about a week now. The Staff report includes an executive summary provided by each of the applicants. I'm not going to focus on that, I'm going to try to just hit the highlights of the Staff comments and recommendations as we move through these.

So, starting with Abingdon Feeder Cattle Association, requesting a 33 percent cost share project up to \$3,000 per producer to serve 245 beef cattle producers in 12 Southwest Tobacco Region counties. The producers purchase technology which will aid in pasture weed control, harvesting higher quality

hay, and purchase of genetically improved bulls. The request is submitted for \$725,000, which is a third of the funds that are available to you and indicates future requests are anticipated.

Abingdon Feeder Cattle has generously and effectively managed several Agribusiness grants over more than a dozen years, including 2.3 million since 2005, primarily for beef cattle that included genetically improved bull purchases.

The Staff suggests that this eligible practice for purchase of bulls should now come to an end and be removed from this request. Staff also suggests that this project be implemented at a somewhat smaller scale to gauge demand for pasture incentives and acceptance of those cost-share incentives by producers in the 12 counties.

Staff's recommendation is an award of \$500,000 for the proposed 33 percent cost share up to \$3,000 for producer for equipment and services, excluding bull purchases.

Next up is a very sizeable loan request --

MR. SPIERS: If any Committee members have any questions as we go through this first time, then, like I say, we'll have further comments later on.

MR. PFOHL: Okay, if there are no questions about the Abingdon Feeder Cattle, we'll move on to Blue Ridge Center for Chinese Medicine. This is a project that your Committee has funded two previous phases that have been very successful in recruiting more than 50 Chinese additional herb growers in

several Southwest Counties. This request is for a loan of up to \$2 million to help them expand the processing and packaging and sales and shipping of their product.

Staff has discussed a potential loan request with BRCCM as the Center is called, prior to submitting this request. Proceeds would be used to provide operating capital and equipment, et cetera, for further expansion of the grower network and to increase staffing during a three-year period when recent plantings are maturing and newer plantings are not yet ready for harvest.

Previous grant funding for BRCCM has totaled \$348,000. They've been successful in securing Appalachian Regional Commission Funds for the Phase II project, which was funded a year ago. As I mentioned, there are 54 participating growers in seven Tobacco counties, with 30,000 plants in the ground and a list of 28 additional interested growers. This is the, well, until the project came in to Southside today, this was the largest loan request received by the Commission to date.

But the tremendous national market opportunity appears to make it a very solid candidate for credit analysis by the Virginia Resources Authority under the new partnership to offer Tobacco Commission loans.

Funding could come from the \$5 million set aside by the Commission in 2015, for the initial VRA loan. None of those loans have been approved to date for any of the half dozen or so

candidates that are in that process of working with VRA. So, 1 those funds remain available without having to fund this request 2 from the current Agribusiness budget. That may be something 3 that we need to come back and revisit that if other loans are 4 successful. 5 Staff recommends referring this loan request to VRA 6 for credit analysis of a loan up to \$2 million. 7 MR. FEINMAN: There's a slight variation on that. 8 Because VRA is taking a while on some of these loan requests, 9 and they're concerned that they might have to get capital in time 10 And there's a slight amendment to their request, which is more, 11 \$100,000 characterizing it as a loan conveyance. So, this would 12 be \$100,000 grant that after they become credit-worthy, would 13 then be applied to their repayment plan of the loan. But if for 14 some reason, the loan falls through, it would then be a grant that 15 they could use. 16 As Tim described, the ceiling on this operation is 17 incredibly high. They are effectively the sole producer for 18 hundreds of miles into a multi-million dollar budget, but there's a 19 good upside here, I think that it's a very reasonable request. A 20 bridge grant, so after they get their loan, would be rolled into 21 their loan requirements. So, the grant that they get from us 22 now, in addition to our position for a loan, if that's clear. 23 MR. SPIERS: Yes, Ms. Rasnick?

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MS. RASNICK: How long has the VRA -- taken out?

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MR. FEINMAN: It takes a while. The issue that we're having with VRA is they were used to doing a very narrow range of offering similar projects, and with all the projects going, they've had to up their skills in terms of credit analysis and business analysis. We've had some projects that have been sitting with them for nearly a year, and so that's a frustration that we have. We don't anticipate this taking that long, and they're getting better at this and more quickly. But I think the \$100,000 loan conveyance, I think that's a reasonable request from this organization.

MR. PFOHL: Okay, if there are no questions about BRCCM, we'll move onto Blue Ridge Plateau Initiative. This is a relatively recently formed nonprofit in Grayson County requesting funds for the construction of a breeding and delivery facility, pasture fencing, and a climate-controlled truck for the production of specific pathogen-free sheep for medical research purposes.

The permanent facility for birthing that is part of this proposal would be 100 percent funded by the Commission to be constructed on privately-owned farm property, and the exact location or producer was not identified in the application. The majority of the matching funds are normal business expenses related to the private partner in this project, New England Ovis, which is a company that provides the sheep for research purposes.

The matching funds, as I said, would be New England

Ovis' operating costs over a three years for lamb birthings, which would be their staff, time, travel, supplies, et cetera, as well as an in-kind match from the local producers in the form of foregone income during the establishment of pathogen-free pastures, which they take pastures used for a two-year period, I believe it is, so all pathogens there would die off, and then they could put the sheep onto those pastures that would be fenced off using

some of our funds.

No operating plan or budget was provided for the facility, and the application failed to outline the profit potential and private investments for and by the producers. The outcomes project 12 producers by year three, but did not provide information on how or where these producers would be recruited. It remains unclear how the original participating producers, which I believe are four, were selected.

The privately-owned facility built on private property and affiliated with a privately-owned company, and I would point out that the application says the initial agreement between NEO, New England Ovis, and the Blue Ridge Plateau Initiative will be transferred to a for-profit entity. This does not appear to be an appropriate use of public grant funds, and an appropriate case for public benefits is not presented to justify a grant of these public funds.

A Tobacco Commission loan might be feasible and defensible assuming creditworthiness and support of the local

government and other agricultural incentives, such as the AFID grant program, would be a more appropriate avenue for supporting this project.

Staff recommends no award.

Moving on to the next one. The Town of Boones Mill, and that's a request for a Year-Round Farmers Market. The proposed site for the new farmers market in Boones Mill is a former modular home manufacturing facility. That is a complex of 73 acres with multiple buildings acquired by the town in 2011. The proposed retail farmers market would be a new operation competing with existing markets operating 11 miles south in downtown Rocky Mount and 14 miles north in downtown Roanoke.

There's no track record of operating retail farmers markets to validate interest from growers and customers. However, the wholesale produce option that took place there this past year and was conducted very successfully, does demonstrate the suitability and accessibility to producers from the surrounding area.

The proposal as submitted requests funds for design of the retail farmers market is \$20,000, renovation of a small existing building, that would accommodate ten in-door, year-round spaces, as well as a handful of outdoor spaces for summer months. And that would be \$40,000 for the renovations. And an additional \$67,000 to construct rest rooms in another building on

the complex. Which Staff does not feel that's an appropriate use of Agribusiness funds. The Staff has spoken with the town about potentially funding just the market design, and that would be the \$20,000 expense, while the town continues to make a case for producer and consumer interest in the retail market.

The Staff recommends an award of \$20,000 for farmers market design costs, contingent on commitment of required matching funds.

Next up is Campbell County for the Central Virginia
Pasture, Crops, and Livestock project. Dating back to 2007,
Campbell County has sponsored regional Agribusiness cost-share
projects benefiting producers in a majority of the Southside
Counties, with seven previous grants totaling \$2.5 million.

The current funding request would benefit producers in 15 Southside counties, with a variety of best management practices, including the pasture program components, crop program components, irrigation, livestock programs and so forth. Staff has been discussing the eligible practices with Campbell County, the project sponsor. There were concerns that the pasture program components, including wells and watering systems, could duplicate practices funded through the Virginia Agriculture BMP Cost-Share Program from the Department of Conservation and Recreation.

The applicant has agreed to develop guidelines for this practice, and that program at VCR is intended to keep livestock

out of streams by providing a watering source and fenced-off
pastures. So, the applicant has agreed to further develop the
guidelines to exclude pasture within proximity to streams and
waterways, that would make them eligible for the DCR Program.
So, any concerns about duplicating the DCR funds would be
alleviated.

The proposal did not provide a particularly strong economic benefits argument for the irrigation practices, although we certainly understand irrigation could benefit a wide array of crops. Applicant has agreed to pull this component in order to further develop that for possible consideration at a later date, the irrigation piece.

Lastly, in order to reduce the scope of eligible practices, it was agreed that hay wrappers and shade structures would be removed, and they are eligible under the current cost-share grant more than a year ago. And so, Campbell County has indicated that by removing those practices, a reduced award of \$400,000 would be sufficient to serve the 15 counties with the practices that were agreed to be included, this would allow the grant to serve at least 120-plus producers in those counties.

Staff is recommending an award of \$400,000, contingent on final guidelines for the Cost-Share Program, and specifically the changes agreed to for the pasture program component, to be approved by Commission Staff prior to initiating the grant.

MR. SPIERS: Tim, a question about this particular grant. It's my understanding that you've talked about getting information on the participation and other grants. At some point, will we begin to see some data on, in other words, you mentioned a couple of these over the last eight or ten years, they had problems. I think the Committee would love to see information on success or how did that, those programs have been carried out. 

MR. PFOHL: Sure, absolutely, we can talk about having our data scientist, Michael Gilbert, start to look into that. I think what we can give you in terms of immediate feedback is that, as you've seen over the years, Staff has been encouraging applicants to come in and ask for typically no more than 33 percent cost shares, so we're immediately getting a two-to-one match from the private producers.

What we're seeing is that the private matches actually far exceeded in a lot of cases the two to one. Those are dollars that are primarily spent in the local economy. When someone is building a hay barn, it's a local contractor that is doing that. When people are purchasing grain bins and so forth, they're typically buying them from the local Southern States, they're manufactured elsewhere, but at least they're being provided by a local business.

And so we have seen a very good multiplier effect on these, but we will work towards aggregating some data for you

and see what that looks like the next time the Committee meets. 1 DELEGATE EDMUNDS: What are the 15 counties? 2 MR. PFOHL: Oh, gosh, let me see, okay. Amelia, 3 Appomattox, Bedford, Brunswick, Buckingham, Campbell, 4 Charlotte, Cumberland, Franklin, Halifax, Lunenburg, 5 Mecklenburg, Nottoway, Pittsylvania, and Prince Edward. 6 DELEGATE EDMUNDS: If the farmer, himself, is doing 7 the work, is that considered a value, the cost share, or is his own 8 money that's spent? 9 MR. PFOHL: No, in those cases, we will pay for 10 materials purchased, but not for the farm labor. 11 If no other questions, on to Charlotte County and Bees 12 for the Future. This is a small request of \$8,300 to support 50 13 percent of the direct costs for construction and supplies to 14 establish 20 new bee keepers in at least five Southside Tobacco 15 Region counties. 16 The request targets new bee keepers only. It includes 17 a very robust improvement training program, and it involves 14 18 hours of classroom training. Crops seen, sales volume in 19 increases at the Southside Produce Auction, in Charlotte County, 20 they are largely dependent on honey bees for pollination, include 21 a broad array, as you can see from peaches to cucumbers and 22 green beans. The return on investment from this project will 23 accrue to the farmers through stable and increased crop yields as 24

a result of an expanded number of bee keepers. So, this is a

relatively modest request. 1 Staff is recommending a grant award of \$8,300. 2 As I mentioned, Franklin County, a request for 3 Foothills Produce Auction Facility, has been withdrawn. 4 And we can jump over that one to Grayson County, 5 the GATE Center, which is an acronym for the Grayson 6 Agriculture and Technical Education Center. The request for, just 7 shy of \$250,000. 8 It's for Phase II renovations for this multi-use facility, 9 that is a former sheriff's office in downtown Independence. That 10 will allow Grayson County to relocate and consolidate existing 11 agricultural and community development agency offices, while 12 offering additional programs, such as financial literacy, housing 13 training, conference space for events, and a commercial kitchen. 14 The majority of matching funds were spent in Phase I 15 renovations, which are now complete. They did an open house 16 and ribbon-cutting a few weeks ago. 17 It appears that this project may not meet the 18 Commission's matching fund requirements due to the large 19 amount of in-kind and the timing of the contributions in Phase I. 20 The majority of the intended uses of this facility do not 21 particularly align with the priorities and outcomes of the 22 Agribusiness program. For instance, it was unclear what percent 23 of the conference and kitchen use may align with Ag program 24

objectives, by housing programs, such as cooperative extension

- USDA. There is no question that the facility could have an 1 impact in terms of training opportunities for the local agricultural 2 community. However, the outcomes appear to be somewhat 3 inflated, which we've had some conversation with the extension 4 agent, and he gave us or may have, that he misunderstood what 5 we were looking for. 6 This is a new facility that, but many of the programs 7 that would be located are already existing programs that would 8 be relocated in here, ultimately tracking measurable business 9 outcomes, such as private capital investment and net new farm 10 income, that will directly result from this office facility and 11 training space is difficult, if not impossible, to measure. 12 Staff is recommending no award. 13 MR. SUTHERLAND: Mr. Chairman, we have some 14 15
  - comments, and Kevin Spurlin is here to speak for Grayson County.

MR. SPIERS: Thank you, we'll do that later.

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MR. PFOHL: Moving on to the Town of Hillsville for their Farmers Market and Community Facility. This is another request to establish a new farmers market for the Town of Hillsville, considerably larger than previous Agribusiness awards, for construction of market facilities in other parts of the region. Past awards have traditionally been less than \$150,000 to serve established markets and constructing permanent facilities.

A feasibility study provided by Virginia Tech this year

recommended using an alternative site on existing public space in downtown Hillsville, for initial establishment of the market and delaying the construction of a permanent structure. The facility's proposed use would also serve as a community cultural heritage center, it is better aligned with the Appalachian regional priorities, which would be the source of the matching funds.

Outcomes are projected as ten vendors, although there are, I believe only two letters of support on this one, I'm sorry, maybe no letters of support. Several markets exist within a reasonable distance from Hillsville, including Galax. Particularly in Hillsville, the Southwest Virginia original farmers market offers a year-round retail produce sales facility seven days a week, less than four miles away. Absent letters of support from growers, and here is where I can correct myself, none were provided, and a track record, so it's difficult to determine an adequate demand for both venders and customers exist to support a new facility in Hillsville.

Staff is, therefore, recommending no award.

Moving on to the Institute for Advanced Learning and Research, IALR, in Danville, requesting \$101,000 for a new project, which would use AgBot, a vehicle and drone technology, to assist farmers in improving agricultural production and reducing costs. Funds are requested to support startup costs over two years for a new full-time technician position, which IALR indicates that they plan to sustain in their annual budget if the

benefits of this program prove valuable.

IALR intends to work with 20 farms in six Tobacco Region counties representing a variety of crops, including tobacco, vegetables, grains, and so forth. The scope of the project includes mission trips to collect data, using the AgBot vehicle and drones, data analysis, and develop such specific action plans for each of the farms, and education outreach to other producers to make them aware of this technology.

The return on investment to producers is the benefit of improved agronomic management practices using aerial data for maximizing yields and quality, and reducing input costs related to irrigation, fertilizer, and chemicals, and so forth.

Staff is recommending an award of \$101,000.

MR. SPIERS: Remind me again what counties are we covering here?

MR. PFOHL: The six counties include: Franklin, Halifax, Henry, Mecklenburg, Patrick, and Pittsylvania. And this will be a demonstration phase.

Next up is the LENOWISCO Planning District
Commission, \$20,000 request, to explore additional supply chain development, if you will, focused on serving the Lincoln Memorial University's College of Veterinary Medicine, that's now operating in Lee County with substantial support from the Commission and the Agribusiness Program. It will be matched by a pending request with the Appalachian Regional Commission.

1	The supply chain business could provide additional
2	economic opportunities for Lee County to serve the Lincoln
3	Memorial School. However, this request does not appear to
4	directly benefit farmers or result in Agribusiness program
5	outcomes. The project appears to be better suited for the
6	Commission's Southwest Economic Development Program.
7	The Staff also suggests that the LMU School of
8	Business may be a resource to accomplish this work.
9	I see I did skip one.
10	Backtrack to Lee County Livestock Association. A
11	\$300,000 request for cost-sharing funding to support installation
12	of infrastructure to create and improve rotational grazing
13	systems. This is a very well-developed project proposal.
14	However, it would serve just 30 producers with a \$10,000
15	reimbursement limit in only one Tobacco Region county.
16	The proposed 50 percent cost share exceeds recent
17	Tobacco Commission cost share awards, including a similar
18	project your Committee approved last year for the Halifax Soil
19	and Water Conservation District, which is providing a 25 percent
20	reimbursement rate.
21	The Staff suggests that a request of this size should
22	be redeveloped as a pilot project, including surrounding counties
23	to better determine regional demand for these improvements.
24	Staff is recommending no award.
25	Jumping over LENOWISCO, which we've already

covered, and down to Lincoln Memorial University. A \$392,202.27 request, very specific. The request is from the recently formed Center for Animal Health in Appalachia, which is a research center established within the LMU Vet School, and it's seeking 50 percent funding to support student research scholars, an internship program, and an ambulatory veterinary vehicle to address the significant large animal veterinarian shortage in the Tobacco Region. 

The requested positions would conduct a supply versus demand gap analysis for veterinarian services resulting in a report document in financial sustainability of vet. practices in areas with unmet needs. The application demonstrates a significant need for services across the region; however, it is unclear the project would result in direct benefits to Tobacco Region producers. It can be assumed that increases and access to vet. services would lead to greater returns on livestock. However, it's unclear as to what extent this specific project will directly accomplish to increase livestock sales revenue.

The small travel budget does not seem adequate to serve the 34-county Tobacco Region from a location in far Southwestern Virginia. While this project does have merit for the veterinarian students for their experience and providing a report on areas with gaps in need for vet. services, in order to better compete for Commission Agribusiness funds, it should do a better job of defining a reasonable geographic scope, measureable,

reportable, definitive benefits to Tobacco Region farmers and so forth.

Staff is recommending no award.

Moving on to the Olde Dominion Ag. Foundation, a \$600,000 request for Barn and Arena Phase II expansion. ODAF has previously received nearly \$2.4 million in Agribusiness funding for the complex located north of Chatham in Pittsylvania

County, in addition to Southside Economic Development funds for water, sewer site.

Funding under this request and a required match is for an expansion of the ODAF facilities to include 100 horse barn stalls and a barn, RV hookups, an outdoor riding ring, engineering and grant administration, and other related costs to include sound, gates, electrical upgrades, lighting, and storage facilities.

The request appears to be largely driven by interest in hosting equestrian events, and these types of related events aren't consistent with the outcome measures for the Agribusiness program. These are focused, as you've heard already, on increasing net farm income and encouraging private farm investment. The request appears to be a better fit for the Commission's Southside Economic Development program, where there's more than \$7 million available for projects in Pittsylvania.

There is currently a massive planning process underway for the facility that Staff feels should be completed

- before this project is considered in either Ag. Business or
- 2 Southside Economic Development. We feel that once that
- massive planning process has been completed and matching
- funds from the Dan River Foundation are committed, that at
- some point in a later round that Southside Economic
- 6 Development, this could be considered there.

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For the time being, Staff is recommending no award on that project.

Next up is the Rotary International from the Stuart Rotary Field Animal Barn Expansion to construct two 40-by-76foot additions, to the existing animal barn located on Rotary Field in Stuart, in Patrick County.

The applicant has provided substantial additional information in response to Staff questions, including the site is owned by the Stuart Rotary and leased to Patrick County. The current buildings are entirely built out with stalls, and the focus of this request would be for a show ring that currently is not located on the site. Additional quotes from contractors indicated a construction cost of \$125,000. Our request would be half of that.

Beef cattle auctions would be conducted by the Patrick County Cattlemen's Association in conjunction with the Virginia Cattlemen's Association, Tel-O-Auction, in the Pulaski Livestock Market. Other auctions, including comingling of small ruminants, will be conducted by local breed associations. The majority of

Patrick County livestock currently are sold outside the county at sites in Wythe, Floyd, Bedford, and North Carolina.

The resulting information indicates that multiple auctions and shows could be held annually at this accessible site located off U.S. Route 58 and could help producers gain additional revenue by avoiding weight loss and animals stressed during transportation to those auction sites I mentioned that are outside the county.

Operation of the sales appears to be well coordinated with VCA's Tel-O-Auction system and would provide at very low cost a facility like no other in the adjacent counties.

Staff is recommending an award of \$62,500 for no more than 50 percent of the construction and related costs, with construction work to be bid in accordance with the Virginia Public Procurement Act.

MR. SPIERS: You mean the show ring and the auction?

MR. PFOHL: Yes, their existing buildings are entirely built out with stalls.

South Hill Community Development Association is requesting funds for the Southern Virginia Food Hub. The Hub continues to receive technical assistance and support from a wide array of state and local organizations, including Cooperative Extension, the Longwood Small Business Development Center, Virginia Tourism, Southside Planning District Commission, and

Mecklenburg County IDA.

Funding has been committed by the Virginia Department of Housing and Community Development, that's a \$179,000, Revitalization Fund Grant, for which this request would serve as a required match. You may recall that a year ago, your Committee recommended \$79,000 for equipment purchasing. The outcome measures anticipate growing the current 18 participating producers in the Food Hub to a total of 75, which could potentially extend benefits across a significant swath of Southern Virginia. 

Additional information from the business plan and detailed operating pro forma indicate annual purchasing of more than \$100,000 of goods from producers in the Tobacco Region for sale in the Food Hub. The application states the Food Hub will be formed as a 501 (c)(3) nonprofit, which is not yet, the project leaders are waiting on the outcome of this and other grant requests. And it states that any profits of the Food Hub will be redirected charitably into the local agriculture community. Any consideration for grant funding should be contingent on the Food Hub getting 501 (c)(3) or cooperative approval and operating under the governing board and in compliance with the State Corporation Commission and IRS governance and reporting requirements.

The request does present some risks if the business model is not successful. In the latter event, Commission funds in

- this request would primarily remain in the building that would be
- renovated for the site at the Food Hub, which is owned by the
- 3 Community Development Authority in downtown South Hill
- adjacent to the Colonial Theatre, if you remember our reception
- there a couple of years ago. Given the substantial funding and
- 6 business assistance committed by so many entities, the
- 7 Commission's risk is somewhat mitigated by other investors in
- 8 this project.

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- Staff is recommending an award of \$179,036, contingent on Southern Virginia Food Hub obtaining IRS nonprofit or cooperative status, and that all necessary start-up operating funds are committed to the project prior to the release of our funds for renovation of the building.
- Next up is Virginia Tech's request for SOVA

  Agribusiness Information Technology Program. This is an interesting new idea for increasing producers' productivity through the use of record-keeping systems, and for developing website enhancements for producers that increase direct sales. It's a pilot cost-share targeted to producers in seven Southern Virginia counties.

Staff has been in discussion with the applicant project team on suggested modifications, as well as limiting in the cost-share components to one-third or 33 percent and a maximum of \$1,200 per participant. The latter change will allow at least 83 producers to be supported by this project.

And you see the description is basically the request is 1 cost-sharing and purchase of Quick Books, farm logic, record-2 keeping software, cattle program record-keeping software, and 3 professional website development services. 4 Staff recommends a grant award of \$104,000 for 33.3 5 percent cost-share on eligible practices, with a maximum 6 payment of \$1,200 per producer. 7 Last up is Virginia State University, a small request, 8 \$31,127, for On-Farm Research to Establish Chickpea in Virginia. 9 The opportunity for growing chickpeas, which I know Mr. 10 Chairman has dabbled with, as an alternative crop in the Tobacco 11 Region, is driven by the location of Sabra, an international 12 company, located in, just outside of the Tobacco Region in 13 Colonial Heights, that is producing a tremendous amount of 14 hummus for retail chains, grocery chains in the U.S. Sabra has 15 identified an annual market for about 50,000 acres of chickpea 16 production for their plant operation. 17 The opportunities are enormous with Sabra, despite 18 some recent unfortunate news about a recall on their hummus. 19 And they're humming along still apparently, to get the product 20 back on the shelves. I know we threw out a few at our house. 21 The potential market opportunity is well known, and it 22 is enormous. The principal investigator with this project at VSU 23

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has been involved with the evaluation of chickpeas as a new crop

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on this opportunity. This modest request is to support five farm
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     trials in Dinwiddie County, with a chickpea seed variety that has
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     been identified by VSU as particularly well adapted to Virginia.
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                Staff is recommending a grant award of $31,127
4
     contingent on commitment of required matching funds per
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     Commission policy.
6
                That wraps up our 17.
7
                DELEGATE WRIGHT: I'd like to make a suggestion
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     because the Committee has heard these proposals and had a
9
     chance to ask questions. Would it be appropriate to vote in a
10
     block of those with no objection, and if anyone needs to withdraw
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     a project from the block, then vote separate on those?
12
                MR. SPIERS: As long as we can facilitate any
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     comments. I know Mr. Sutherland has alerted me that there is
14
     someone that wants to speak to that, and I know that the Blue
15
     Ridge Center for Chinese Medicine would like to speak to us even
16
     though the recommendation is for granting, though it's been
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     modified, so I know those two would be interested in speaking.
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                DELEGATE WRIGHT: Can those be taken out of the
19
     block then?
20
                DELEGATE EDMUNDS: I'd like to pull 3218 from the
21
     block.
22
                MR. SPIERS: 3218 from the block. 3224, we'll pull
23
     out of the block.
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MR. MERRICKS: Pull 3227, 3231.

MR. SPIERS: Any others? At this time, we would be 1 pulling from the block 3224, 3218, 3231, 3227, and 3226. Any 2 other grants that need to be pulled from the block? If not, we'll 3 entertain Delegate Wright's motion. 4 DELEGATE WRIGHT: Mr. Chairman, I would move 5 that the Committee accept the Staff's recommendations from the 6 remaining proposals in the block. 7 MR. SPIERS: A motion has been made to accept the 8 recommendation on the remaining projects and grants. We've 9 got a second to the motion. Any other discussion? We've 10 already noted the ones that are withdrawn. All in favor of the 11 motion, please say aye. (Ayes). Any opposed, like sign? (No 12 response). All right, thank you. That motion is passed. 13 Now, we'll go in the order that they're on the sheet. 14 At this time, we'll hear comments on 3224, which is the Blue 15 Ridge Center for Chinese Medicine. Do we have someone that 16 would like to make a comment? Would you state your name for 17 the record. 18 MR. GLENN: My name is Rob Glenn. I serve as 19 President of the Blue Ridge Center for Chinese Medicine. It goes 20 locally by the acronym BRCCM, I never quite understood that, 21 and that's the way it's always been. 22

Something you may not know about, one entity has laid off 500 workers, happy holidays. It reminds me how important the work that we're doing together is, especially for

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that entire region. Everything is so serious here, and you have to listen to so much.

What I'm going to do is briefly abbreviate what I was going to say to you, and I'll give you a copy of what I was going to say after I finish.

First, I want to give you an opportunity to chuckle. This is a real story, and I couldn't possibly make it up. Friday afternoon, I get an email that I need to update a number that is called a SAMS, S-A-M-S, number, that will allow us to receive our funding, federal funding from the Appalachian Regional Commission. The request was that I go into the system and verify all of our information. And I thought that shouldn't be too big a deal. Well, I got in there, found out our address was wrong, there's nothing particularly funny about that.

So, what really made me laugh is they had us classified as a Chinese restaurant, and that gave me a perfect opportunity to call the person in D.C. who was overseeing our program and we'd have a laugh together and hopefully establish some relationship there that will help us move forward.

Let me get to the reason that I'm at the podium here. And I am very hopeful that what I'm going to share with you will be interesting to you. When we were talking about this project, it's important for you to know that I very willingly accepted this opportunity to work with the Commission and Staff, although alone with VRA. The information that I've been given is not

workable for an organization like mine, so I want to get in there and work with their staff and see what we can do to establish a process that will be beneficial to all as we move forward.

Chinese medicine is what we're all about. We're not herb sales people. We're about Chinese medicine. And let me tell you a little bit about that. It is no longer being considered an alternative medicine. What is happening is it has become a complementary medicine, meaning that Eastern medicine and Western medicine are coming together and using the best practices of each to treat patients. This is exciting. Duke University has a clinic. Cleveland has a clinic. Mayo, Johns Hopkins, I could go on. This is where you, as a patient, go to that clinic and you are treated not only by a medical doctor, but you're treated by a Chinese medical practitioner in joint fashion.

After we take this herb project to the heights that Evan described, what I want to do next is I would like for our organization to be the first rural complementary medicine clinic in the country. We have been growing 47 Chinese herbs for the last ten years, so this is not a proven concept project. We know how to do what we're doing, and we have two key goals. We're introducing a new crop of Chinese medicinal herbs. It's got a very high demand, it has got a very high value.

So, our first goal is to work with farmers to create jobs and to increase their income. The value of these crops that we are introducing is tremendously higher than anything that

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they can grow now.
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                MR. SPIERS: Mr. Glenn?
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                MR. GLENN: Yes.
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                MR. SPIERS: As chairman, I will need to ask you how
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     much longer will your presentation take?
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                MR. GLENN: I can wrap it up as --
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                MR. SPIERS: I think we're very supportive of you,
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     and I think Staff is supportive of your project, and I think we're
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     really excited about the income potential that you're presenting.
9
     I have a number of members that have already asked me about
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     when we're going to adjourn, so as Chairman, I need to ask you
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     how much longer will your presentation be?
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                MR. GLENN: Probably less than two minutes.
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                MR. SPIERS: Wonderful, thank you.
14
                MR. GLENN: I would invite you to come visit us, and
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      as Evan has already mentioned, we need a bridge loan of
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      $100,000, and there is one important concept that I need to
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     mention to you that is the creator of our biggest challenge. That
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     is the fact that about 75 percent of these herbs are perennial
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     plants, they require two to three years to mature. They are not
20
     like annual plants, although about 25 percent of our plants are
21
     annuals. So, this is going to be a challenge and an opportunity
22
     for the bars. We have herbs that have been growing for ten
23
     years that we have not harvested. So, it's an interesting crop,
24
     perennial plants, something new. And that time delay from
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- planting to harvesting is our biggest challenge.
- MR. SPIERS: That's one thing I was interested in. All
- these plants you're able to grow outdoors and do not have to be
- greenhoused? In other words, the cold weather does not affect
- 5 them?
- 6 MR. GLENN: Mr. Chairman, it is really fascinating.
- 7 These plants are basically weeds, they sustained the zero degree
- weather we had last year. They sustained the 100 degree
- weather we had this year. They sustain drought. They are very
- hardy. Thank you very much for your support, I really
- appreciate it. I've also enjoyed very much working with the
- 12 Staff.
- MR. SPIERS: Any other questions for Mr. Glenn? All
- 14 right, thank you.
- The next is 3218. Well, we'll take action on 3224.
- 16 What's the pleasure of the Committee?
- MR. EDMUNDS: I move we accept Staff's
- 18 recommendation.
- MR. SPIERS: Recommended for a loan, and include
- \$100,000 bridge grant according to the contingency that you
- mentioned. Do I have a second?
- MR. HARRIS: Second.
- MR. SPIERS: Any other comments? All in favor, say
- aye. (Ayes). Any opposed, nay? (No response). Motion carries.
- 25 Thank you.

1	3218, someone to speak from Campbell County?
2	MR. DAVIDSON: Mr. Chairman, Mike Davidson,
3	Director of Economic Development from Campbell County, grant
4	administrator, I have with me Jennifer Ligon, and James Roberts
5	(sp.) the extension agent. I'll be happy to answer any questions
6	I'm not sure I know what to present, but I'll answer any
7	questions.
8	MR. SPIERS: Do we have any questions on 3218?
9	We know that Staff recommended some changes to the
10	practices. It does cover a couple of large areas. Do you have
11	any questions?
12	DELEGATE WRIGHT: I move we accept Staff's
13	recommendation.
14	MR. SPIERS: A motion has been made and seconded
15	we do accept the recommendation of the \$400,000 grant with
16	the understanding that Staff will work with the applicants to
17	adjust their practices. All in favor, please say aye. (Ayes.) Any
18	opposed, like sign? (No response). Motion passes.
19	MR. MERRICKS: I'll abstain.
20	MR. SPIERS: One abstention duly noted.
21	The next one is 3231, the GATE Center. Would you
22	state your name for the record.
23	MR. SPURLIN: My name is Kevin Spurlin, I represent
24	Grayson County Extension Office, and I'm speaking on behalf of
25	Grayson County, who is the applicant of this grant. I want to

thank Staff for your constructive feedback, to you all for listening to me.

Really, the crux of our grant application is Grayson County recognizes the need to hire local producers and if they want to attend a session on risk management or market strategy, they would go to Abingdon to hear that, or our dairy producers doing the workshop on various forms of management, they would have to go to Marion to do that. Workshops and business opportunities go to Wythe County to do that. They are leaving our county to receive the kind of support our producers need because, frankly, in Grayson County, we don't have a community college location and we don't have a community center. We'd like to provide this kind of support for our local producers.

One of the, which may be a misleading aspect for our grant application, was a zero based line. When I originally was building this grant application, I looked at 150 documentable producers in our county, roughly 20 percent of our producers who, what we felt an extension or are extended learners, they participate in regular and continuous programs as far as agricultural development. They're engaged with us regularly and they do so, like our cattlemen's group, that's 60 percent Grayson producers, and we meet 90 percent of the time in Carroll County because we don't have a facility to support them. The county recognizes we have a need to support our number one ag.

industry by providing a facility, that we could do this training in our own county, would not have to look elsewhere to do this.

And so they went ahead and made the effort through their capital improvement funds project in the county to invest in this, to provide this, so our producers don't have to go out outside the county for this kind of support. And that has started with Phase I, we did cut the ribbon on that. It says here that that's complete. We're probably 80 percent complete, and we were hanging doors yesterday and we're still shopping for furnishings for Phase I, so it's not completely finished.

But these producers that we're hoping to reach are folks maybe that we're engaged with periodically and not necessarily as regularly as we would like. That's the 350 potential producers. Their economic impact is 14 million, and if you divide that out, you would see that based on the census of agriculture data, the average producer in our county is roughly around 41,000 in revenue, and we want to support these folks.

When I first looked at this application, 150 folks we can document, that we work with regularly and continuously, and we do that out in various ways. We would think we could add to that 200 people who we can't reach because they will not drive one hour from the western end of our county to the edge of Carroll County for the other programs we're offering. If we can reach an additional 200 and better serve the 150 that we already have, that's \$14 million in some revenue that because we now

can do all of that inside the borders of our county, just using a modest figure of a five percent increase on those operations, now you're talking about \$750,000 or \$700,000 generated through the investment that this county has made.

That's the impact to our ag. producers of the conference center space. There's technology that we'll be able to have there. Do we have a few places where there's seating available to conduct workshops, sure. But if you think about our cattlemen's groups where we work with these producers, and we've always been involved in Grayson County, is one of the producing or one of the associated counties with their grant. We do that through these programs. We'd like to be able to have a space where we don't have to shop all of this out.

And I want to think about the Virginia Tech one with the farm records. You know, if that pilot project works and we say we'd like to expand that to other counties in the Tobacco Commission Region, Grayson County, I hope to be one of those. Where would we be able to set up that initial meeting to roll thing out, probably somewhere else outside the county except we're getting ready to build and renovate this facility so that we can do it right there.

We can have 40 producers sitting around tables with their own laptops all connected wirelessly to the internet and we can work through these kinds of things in a series of classes and people participating, questions can be answered right there and go to the computer and put it up on the screen and everybody can see it and answer questions. When they leave the center, they have that kind of business plan, those kind of documents and assistance in hand.

That's what we're shooting for, that's what we're working very hard towards, and we would love along with our other partners and the fact that we could generate beyond just the ag. interest, you'd have to weigh in USDA, we would love to see the Tobacco Commission emblem posted right on our facility as a partner with our producers in this effort.

Any questions?

MR. SPIERS: Kevin, you are an eloquent speaker and you've painted a wonderful picture. One of the things I did hear was early on was that the building would be used as in kind and did not meet our criteria. Is that one of the main hurdles, Tim?

MR. PFOHL: Yes, I think a lot of the contributions were in kind, and if we recall the new state code that took effect a year ago limits the matching dollar to be no more than 25 percent in kind.

MR. SPIERS: Kevin, you've made your case very eloquently, as I've stated. I think the grant will need to be worked on within the guidelines and the new statute is limiting our group and the way that this grant application was made and has to be evaluated, was that not over 25 percent can be in kind. So, I think you've got a whole lot to work with, I think you just

1	need to continue to work with Staff, would be my
2	Do we have any other questions for Kevin or
3	comments?
4	MR. SUTHERLAND: Can this be reconsidered at a later
5	time?
6	MR. FEINMAN: You can make a motion to table it and
7	then come back at our next meeting.
8	MR. SPURLIN: I would be delighted to work with Staff
9	to shore up this application.
10	MR. SUTHERLAND: Then I'd make a motion to table it
11	and reconsider it the next time.
12	MR. SPIERS: You'll have to help me on the
13	parliamentary procedures. Do I need a second? So, we have a
14	motion and a second to table. Any other discussion? All in favor,
15	say aye. (Ayes). Any opposed, like sign? (No response). If not,
16	this Grant 3231 will be tabled and brought up at the next
17	meeting.
18	MR. SUTHERLAND: Is that in January?
19	MR. FEINMAN: I think the next one would be probably
20	at the May meeting. There's a lot of moving parts in that short
21	amount of time for January. We could have a special meeting
22	ahead of the May meeting to consider it.
23	MR. SPIERS: The next one would be 3227, Institute
24	for Advanced Learning and Research.

25

MR. GIGNAC: Good afternoon. I'm Mark Gignac, I'm

the Director of Research at the Institute. Accompanying me is 1 Dr. Scott Lowman, and one of his responsibilities is our 2 agriculture ventures. 3 MR. SPIERS: Do we have questions for them? 4 Personally, I'm delving into precision agriculture and getting 5 ready to do some grid sampling. Outfitting the fertilizer truck, to 6 read the new information you've got, and outfitting your planners 7 to adjust that. This is definitely a pilot project to introduce 8 growers to save money. Unfortunately, we have to spend money 9 to save money, and with the local market, and everybody is 10 trying to figure out how to save money. 11 Does anyone have any questions for them? If not, I 12 think we've got Staff's recommendation to fund it. Looking 13 forward to hearing some good results. 14 MR. GIGNAC: Thank you for your consideration. 15 DELEGATE WRIGHT: I move that we follow the Staff's 16 recommendation. 17 MR. SPIERS: We have a motion and a second by 18 Gayle Barts. A motion has been made and seconded to fund 19 3227. All in favor, say aye. (Ayes). Any opposed, like sign? 20 (No response). All right, that motion carries. 21 All right, Tim. 22

Technology was pulled out of the block.

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MR. PFOHL: Virginia Tech Agribusiness Information

MR. SPIERS: This had to do with the lease of

1	equipment.
2	MR. PFOHL: 3226.
3	MR. SPIERS: All right, 3226.
4	MR. MERRICKS: I move we accept the Staff
5	recommendation on 3226.
6	DELEGATE EDMUNDS: Second.
7	MR. SPIERS: We have 3226, we have a motion and a
8	second. All in favor of funding 3226, please say aye. (Ayes).
9	Any opposed? (No response). That motion carries.
10	We have Sarah to handle this one.
11	MS. CAPPS: The other business item is Grant Number
12	2617, Virginia State University. They are requesting a six-month
13	extension until July 8 <sup>th</sup> , 2017. You may recall, last January, you
14	approved a funding request to support this, and Staff worked
15	with Virginia State on that request, and the Commission
16	approved a reallocation of this funding. 2617, for an equipment
17	purchase, specifically to purchase a harvester. One harvester is
18	being purchased from an older grant, and this equipment is
19	coming from Denmark, and there's been delays with completing
20	that purchase. They've just asked for a six-month extension in
21	order to complete that acquisition. That's very much in progress
22	and the equipment is supposed to be delivered in January.
23	The Staff is supportive, and is recommending a six-
24	month extension, until July 8 <sup>th</sup> of 2017.
25	MR. SPIERS: Any other questions concerning the

recommendation for this extension? If not, do we have a 1 motion? 2

DELEGATE WRIGHT: I'll make the motion. 3

MR. SPIERS: We have a motion and a second to grant the extension. Motion to extend, all in favor, say aye. (Ayes). 5 Any opposed, nay? (No response). Hearing none, the motion is carried.

Any other business?

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MR. FEINMAN: We have some long-term goals to better target our resources and this Committee lends itself to be the best test bed for that idea. We've had some other meetings with the Agriculture Department at Virginia Tech, and we're going to have some future meetings, but we're first going to have a little more staff engagement and we're going to draw committee members in. What we're hoping to do is be able to identify specific types of requests and that'll be the most impactful in raising farm income.

What we want to be able to do once we got that up and running is put out requests for proposals that are much more tailored towards specific projects in the areas of agriculture to raise farm income, and that should be helpful to everyone in future funding rounds and one of the reasons that we made a priority to multi-fund the strongest applications, we want to have strong carryovers and work on that kind of program.

MR. SPIERS: Any other questions for Staff? If not,

1	we'll go to public comments. Is there anyone who would like to
2	make a comment for the Commission? Hearing none, I declare
3	the meeting adjourned.
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6	PROCEEDINGS CONCLUDED.
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2	<b>CERTIFICATE OF THE COURT REPORTER</b>
3	
4	I, Medford W. Howard, Registered Professional
5	Reporter and Notary Public for the State of Virginia at Large, do
6	hereby certify that I was the Court Reporter who took down and
7	transcribed the proceedings of the Virginia Region
8	Revitalization Commission, Agribusiness Committee
9	Meeting, when held on Wednesday, December 14, 2016, at 1:00
10	o'clock p.m., at Hotel Roanoke & Conference Center, Roanoke,
11	Virginia.
12	I further certify this is a true and accurate transcript,
13	to the best of my ability to hear and understand the proceedings.
14	Given under my hand this day of December,
15	2016.
16	
17	
18	
19	Medford W. Howard
20	Registered Professional Reporter
21	Notary Public for the State of Virginia at Large
22	
23	MY COMMISSION EXPIRES: October 31, 2018.
24	
25	