

The primary goals of the Marketing and Development Division are to maximize marketing opportunities for West Virginia food producers, boost rural development and agricultural diversity, and to distribute food to WV Child Nutrition Programs and qualified recipient agencies that serve low-income families in West Virginia.

Staff of the Marketing and Development Division serve as the primary liaison for the Department with many commodity groups, including beef cattle, dairy, poultry, produce, small fruits, honey, processed foods, sheep, swine, aquaculture, apples, peaches and many others.

The Division provides traditional marketing services for commodity producers, including grading, inspection and price reporting services.

Agribusinesses and agritourism operators receive significant attention from the Division through product and business development assistance, along with food handling and safety training. State producers also benefit from the Division's attendance at various domestic and international food shows.

The Marketing and Development Division operates the West Virginia Grown Program, which is a statewide, voluntary enrollment, product recognition program, and has more than 450 participants.

Food Distribution Section distributed and administered \$12.3 million in federally funded food during this fiscal year.

Foods are provided, or "donated," by the United States Department of Agriculture under price support and surplus removal of Title 7 of the Code of Federal Regulations and through the Fresh Produce Program of the Department of Defense Farm-to-School Program.



MARKETING & DEVELOPMENT

2014 HIGHLIGHTS

- Distributed \$496,000 to low-income senior citizens to purchase fresh West Virginia fruits and vegetables. A total of 84 site monitoring inspections were performed.
- Graded more than 50,000 head of feeder cattle at special sales, livestock markets, and on-farm.
- Total economic impact of WV Beef Cattle \$141 million.
- 5,000 head of feeder lambs and slaughter lambs graded with an economic value of over \$700,000.
- More than \$12 million in federal funds was expended by the Food Distribution Program which serves 1,272 agencies, schools, and food banks.
- 450+ businesses involved in the West Virginia Grown Program. A total of 100 new businesses received consultations.
- 19 State institutions supplied with fresh commodities of beef, pork, and potatoes with a wholesale value of \$736,953.26.
- 300 Market News Reports collected on over 70,000 head of livestock.
- More than 30 million pounds of apples inspected.
- More than 2 million pounds of peaches inspected.
- 5,227 colonies of West Virginia bees inspected.
- \$204,437 Specialty Crop Grant monies distributed to West Virginia recipients.
- Development of Women In Ag Program recognizing the contribution of women in the West Virginia agriculture industry.

Recipient agencies include 750 schools, 53 additional child nutrition programs, 19 adult and child care feeding programs, 28 summer food service programs; two food banks that serve 426 reported food pantries, and 87 homeless shelters, soup kitchens and other charitable organizations.

The Division operates 9,700 acres of institutional



Working with the Marketing Specialists, the apiary staff is able to provide marketing assistance, brochure development and agritourism assistance to the bee industry. The apiary staff continues to serve West Virginia's beekeepers in providing disease inspections and production advice.

farmlands throughout the state. The Huttonsville Farm serves as the hub for the feedlot operation, as well as a backgrounding facility for feeder cattle. Farms at Pruntytown and Lakin are primarily involved in the production of hay and feeder cattle which are transported to the Huttonsville Unit for further processing. Total wholesale value of the products produced was nearly \$623,000.

Over 19,000 hours of inmate labor was utilized at the Huttonsville and Pruntytown farms, which was instrumental in meeting the legislative mandate of inmate rehabilitation. Inmates were used primarily in hay-making, as well as calving out 373 cows. They were also involved heavily in potato harvesting.

Over \$220,000 in Specialty Crop Block Grant monies were utilized by West Virginia recipients during this fiscal year. Division staff was responsible for the awarding and monitoring of these funds to ensure compliance. Media opportunities for promotion of this program were held throughout the year which created greater program awareness and heightened awareness of the "Buy Local" campaign.

Division staff serves as members of the WV Farm to School Development Group. This group is comprised of staff from the WV Department Agriculture, WV Department of Education, WVU Cooperative Extension – Small Farm Center, New Appalachian Farm and Research Center, and Collaborative for 21st Century Appalachia. The main goal is to increase the amount of locally grown foods in West Virginia schools.

School purchases of local foods totaled \$700,000 in the most recent year, double that of the previous year.

The Marketing & Development Division provides traditional marketing services for commodity producers. These include grading services, inspection services, and price discovery opportunities. The grading and inspection services are provided for beef cattle, lambs, pigs, apples, peaches and all fruits and vegetables on a receiving point basis.