

Virginia Community Prosperity Summit

WELCOME





Reminders

- **All attendees are muted.**
- **Questions for our presenters may be submitted via the question box.**
- **However, due to time limitations, we may not be able to answer questions during the presentation. We will follow-up with answers to your questions after the presentation and share with all attendees.**
- **A recording of this webinar will be available.**
- **Presentations and supporting documents will be shared with attendees.**
- **Thank you for joining us today.**

Welcome



Dr. M. Ray McKinnie

Dean of the College of Agriculture
and 1890 Administrator

Virginia State University



Opening Remarks

Mr. Mike Beatty
Director



Office of Partnerships and Public Engagement
US Department of Agriculture



Ms. Jacqueline Davis-Slay
Deputy Director

Office of Partnerships and Public Engagement
US Department of Agriculture



Building Community Resilience

USDA Rural Development



Ms. Beth Walker Green
Acting Administrator
Rural Housing Service

and

Ms. Anne Herring
Community Solutions Specialist
Rural Development Innovation Center



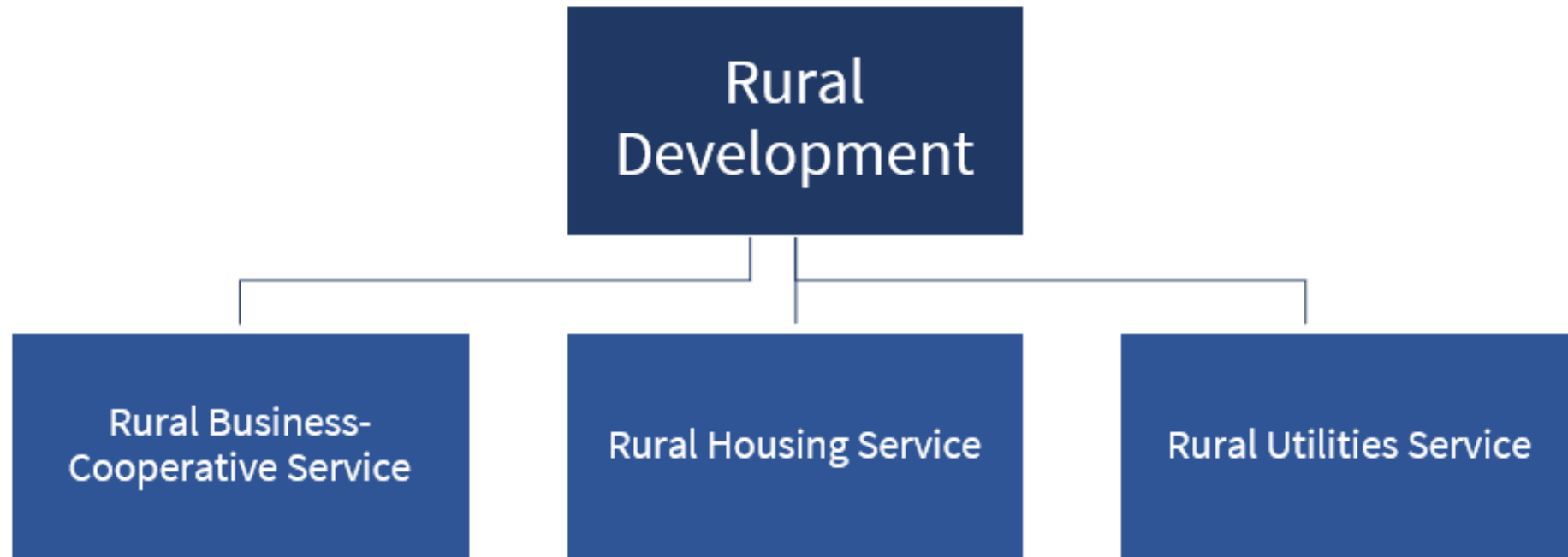
Your Partner in Prosperity Virginia

 **USDA** Rural Development
U.S. DEPARTMENT OF AGRICULTURE

Presented by Elizabeth Green, Acting Administrator, Rural Housing Service
Anne Herring, Community Solutions Specialist

USDA Rural Development's Mission

Rural Development Agencies



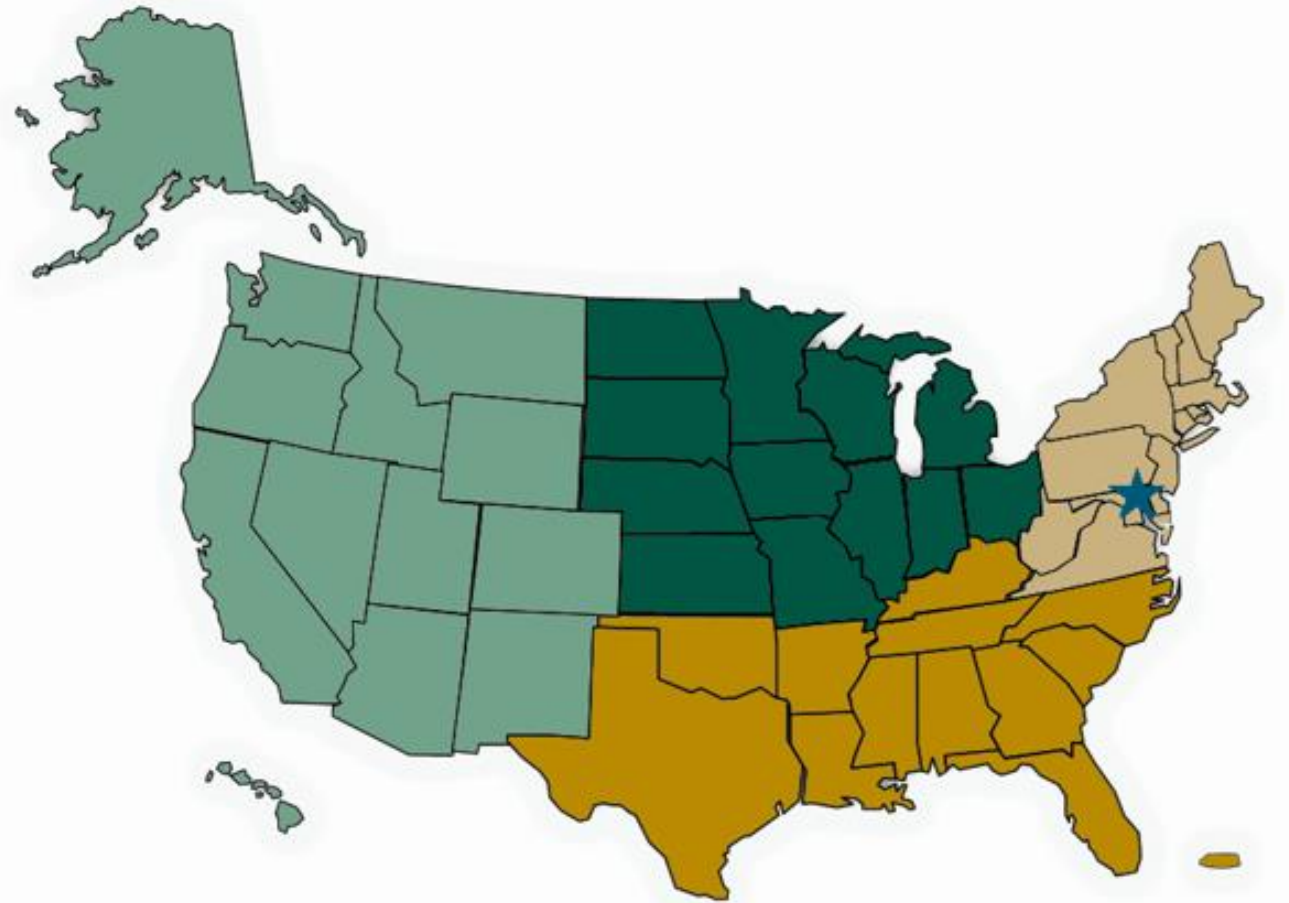
Rural Development Offices

4 Regions

47 State Offices

400 Area Offices

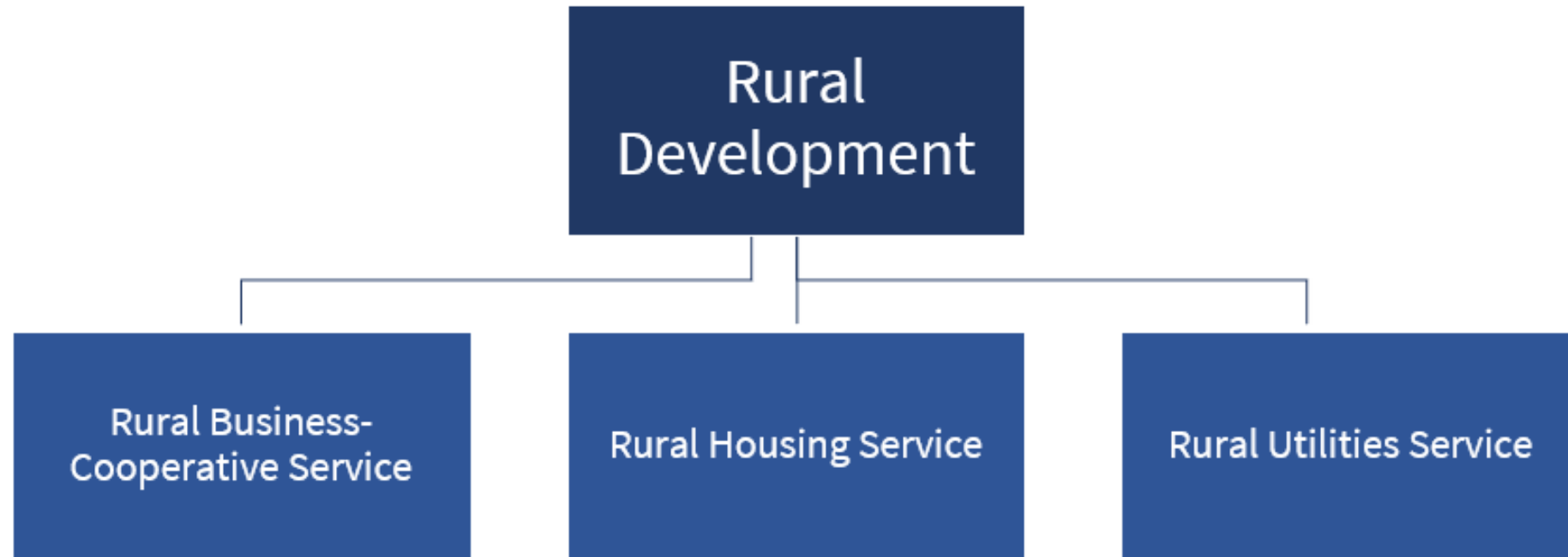
1 National Office in DC



Rural Development's Programs

https://www.rd.usda.gov/sites/default/files/508_RD19_SummarOfPrograms112519.pdf

Rural Development Offices





RURAL DEVELOPMENT COVID-19 Measures for Rural Communities

Online COVID-19 Resources

- New COVID-19 Website
- Daily updates with stakeholder announcements and resources for rural lenders
- FAQs for borrowers
- Links to USDA COVID-19 website



Updated April 14, 2020 — USDA Rural Development has taken a number of immediate actions to help rural residents, businesses, and communities affected by the COVID-19 outbreak. Rural Development will keep our customers, partners, and stakeholders continuously updated as more actions are taken to better serve rural America. Please bookmark this page and check back regularly as circumstances are changing daily and the width and depth of our responses to your questions and concerns will certainly increase. A PDF of all Immediate Actions to date is available in [English](#) and [Spanish](#).



COVID-19 Federal Rural Resource Guide
A resource for rural leaders looking for federal funding and partnership opportunities to help address this pandemic.



Responding to COVID-19
Rural Americans rising to the occasion and helping during this difficult time.

Online COVID-19 Resources (cont.)



U.S. DEPARTMENT OF AGRICULTURE



COVID-19 Federal Rural Resource Guide

USDA and its Federal partners have programs that can be used to provide immediate and long-term assistance to rural communities affected by the COVID-19 outbreak. These programs can support recovery efforts for rural residents, businesses and communities through:

- technical, training, and management assistance;
- financial assistance; and
- state and local assistance.

This resource matrix organizes funding opportunities identified in the CARES Act and other federal resources that can help support rural America. Opportunities are categorized by customer and assistance type.

For more information on the immediate actions USDA is taking to respond to COVID-19, visit usda.gov/coronavirus.

For the latest news from the CDC on COVID-19, visit coronavirus.gov.

- Developed Federal Rural Resource Guide to serve as a one-stop shop of federal programs that can be used by rural communities impacted by the COVID-19 pandemic.

CARES Act Implementation

Business and Industry Guaranteed Loan Program

- Appropriated \$20.5M in program level; supporting up to \$1B in lending authority
- Program would provide:
 - Increased maximum allowable repayment terms to 10 years. Loan repayment may be deferred on principal or principal and interest payments for a period up to 12 months from the loan closing and may extend for a period up to 3 years.
 - Eligible loan purposes include payroll costs, healthcare benefits, salaries, principal and interest payments, rent/leases, utilities, inventory and supplies.



rd.usda.gov



rd.usda.gov/coronavirus



@usdaRD or
@RDVirginia



VA Gov Delivery Subscription



Rural Development
U.S. DEPARTMENT OF AGRICULTURE

Virginia Staff Directory

https://www.rd.usda.gov/sites/default/files/VA_EmployeeDir_Master3_18_20.pdf

USDA Farm Service Agency



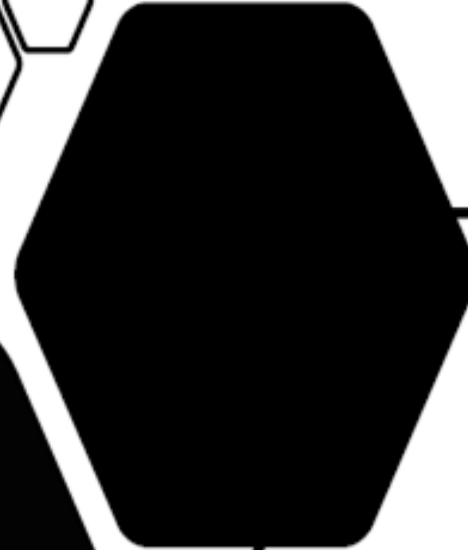
Ms. Diane Lenior-Giles
Public Affairs Outreach Specialist

Farm Service Agency



What is Farm Service Agency?

The Farm Service Agency (FSA) is a part of the U.S. Department of Agriculture that administers programs that provide a safety net for farmers and ranchers.



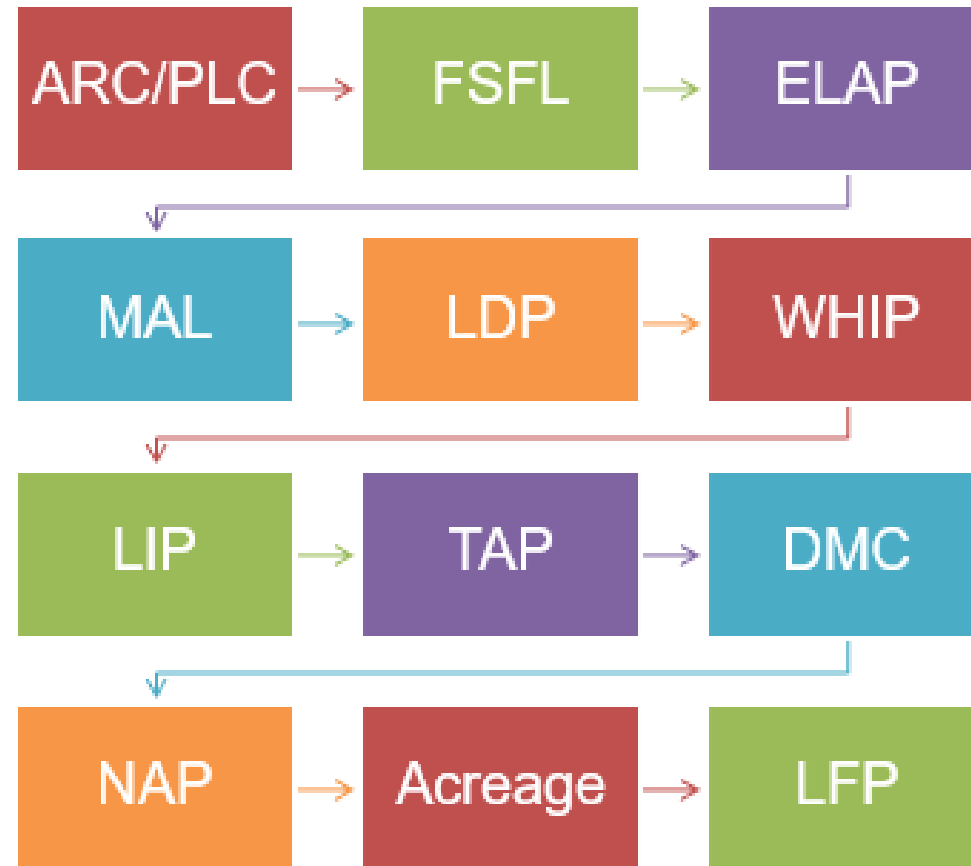
New to USDA

If someone is new to USDA we recommend that an appointment be made with the local office for a Farm Serial Number. The farmer should be prepared to discuss/provide these basic items:

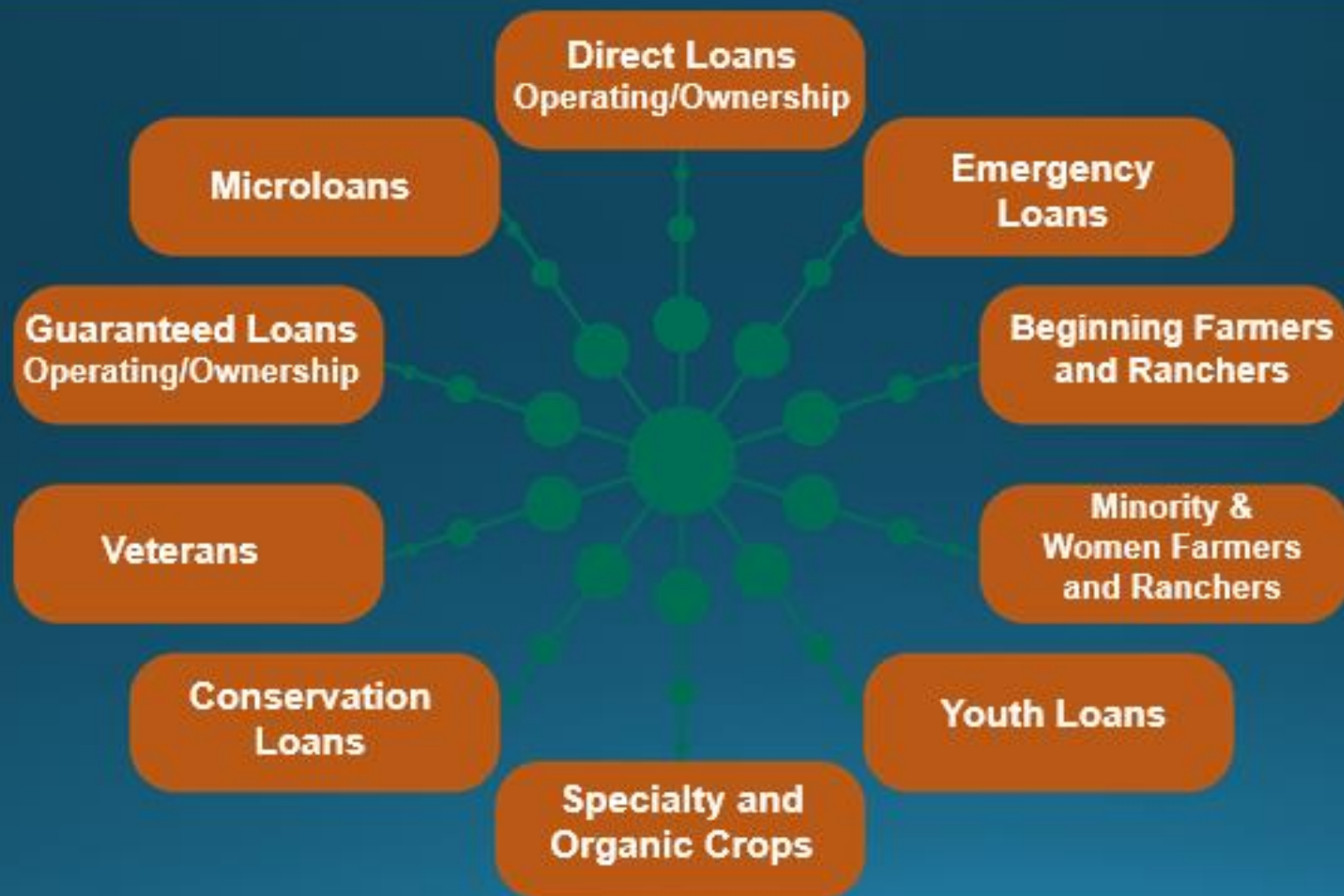
- Name
- Address
- Phone Number
- Email Address
- SSN/TIN
- Entity Organization Documentation
- Survey Plat or deed for owned land
- Leases for leased land
- Information for affiliated owner/operators
- Be ready to discuss farming operation and goals



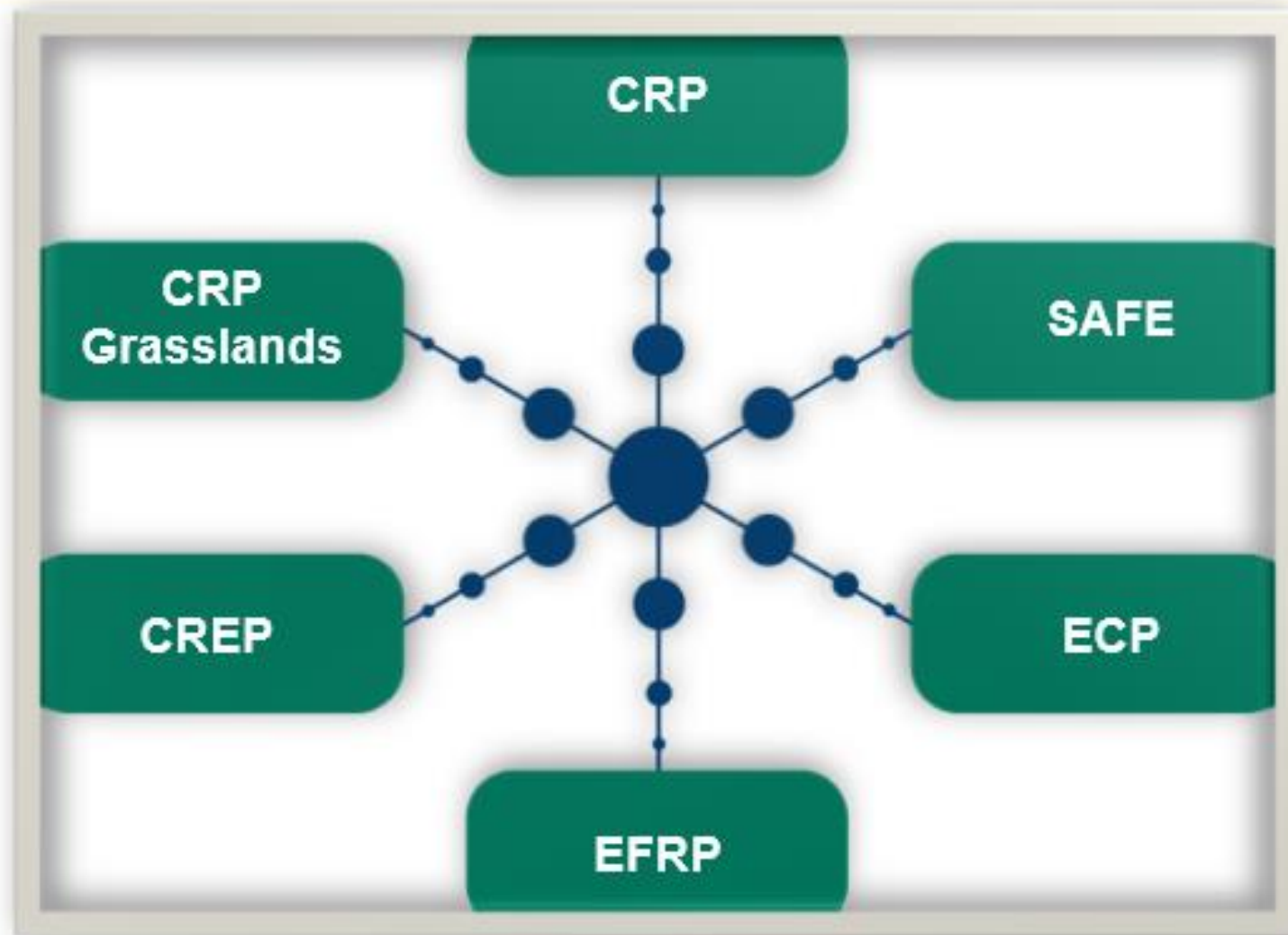
Farm Service Agency Programs



Farm Loan Programs



Conservation Programs



Coronavirus Food Assistance Program (CFAP)

Beginning May 26, the U.S. Department of Agriculture (USDA), through the Farm Service Agency (FSA) and Agricultural Marketing Service (AMS), will be accepting applications from producers for the Coronavirus Food Assistance Program (CFAP).

CFAP will provide up to \$16 billion in direct payments to provide relief to America's farmers and ranchers impacted by the coronavirus pandemic.

CFAP provides vital assistance to producers of agricultural commodities who have suffered a five percent or greater price decline or had losses due to market supply chain disruptions due to COVID19 and who face additional significant marketing cost as result of lower demand, surplus production, and disruptions to shipping patterns and the orderly marketing of commodities.

Application will be accepted through August 28, 2020.

See the online tool for additional information www.farmers.gov/CFAP

GovDelivery and Text Message Alerts

- GovDelivery is our communications platform that allows individuals to subscribe to receive emails about our programs and services. This is your direct link to instant information.
- Sign up for GovDelivery at your local county office or online at:
<https://public.govdelivery.com/accounts/USFS A/subscriber/new>
- SMS Text Alerts allows you to receive timely information via text message, such as deadlines to apply for programs, file acreage reports, etc.
- Subscribe by sending a text message to 372669. The text message should be the State Postal Identifier and the county name. Examples: Amelia, Southampton, Lee, and Hanover, etc.

FSA Websites

www.fsa.usda.gov

www.farmers.gov/cfap

www.Newfarmers.usda.gov

www.farmers.gov/fund/farm-loan-discovery-tool



Contact Information

Diane Lenoir-Giles

Public Relations Outreach Specialist

1606 Santa Rosa Road, Suite 138

Richmond, VA 23229

Diane.Lenoir-Giles@va.usda.gov

Telephone: (804) 287-1537

USDA is an Equal Opportunity Provider and Employer



BREAK

+ CHAT

**What Information or Assistance
Can We Provide to Help Make
Your Community Project or Plan
Successful?**



USDA Natural Resources Conservation Service

Mr. Keith Boyd
Assistant State Conservationist
for Field Operations



Our History, Our Commitment



*Hugh Hammond Bennett,
Father of Conservation*



- Created by Congress in 1935 to help farmers fight erosion during the Dust Bowl
- Renamed the Natural Resources Conservation Service in 1994 to reflect a broader mission and scope

A Focus on Sustainable Agriculture

Our Mission: We deliver conservation solutions so agricultural producers can protect natural resources and feed a growing world.



Our Vision: A world of clean and abundant water, healthy soils, resilient landscapes, and thriving agricultural communities through voluntary conservation.



NRCS Emphasizes



- Science-based technical assistance
- Partnerships
- Voluntary, incentive-based programs
- Cooperative problem solving at the local level

Supporting Small Farmers



- USDA is not the department of big agriculture.
- Whether you're farming in an urban or rural setting, the conservation principles are the same.
- Today, we're seeing more small acreage operations focused on high intensity, high value crops.

Engaging with Urban Farmers



Connecting with Virginia Tribes



Equipping Military/Veteran Farmers



Together, We Can Do More

Conservation Technical Assistance at No Cost to You



Together, We Can Do More

Financial Assistance through 2018 Farm Bill Programs

- Environmental Quality Incentives Program (EQIP)
- Conservation Stewardship Program (CSP)
- Regional Conservation Partnership Program (RCPP)



Together, We Can Do More

- Through **Conservation Innovation Grants (CIGs)**, we are building capacity to address priority natural resource concerns at the grassroots level in new and different ways.
- Since 2010, NRCS has invested more than \$2.4 million in innovative partnership projects with Virginia universities, conservation districts, nonprofits and other groups.

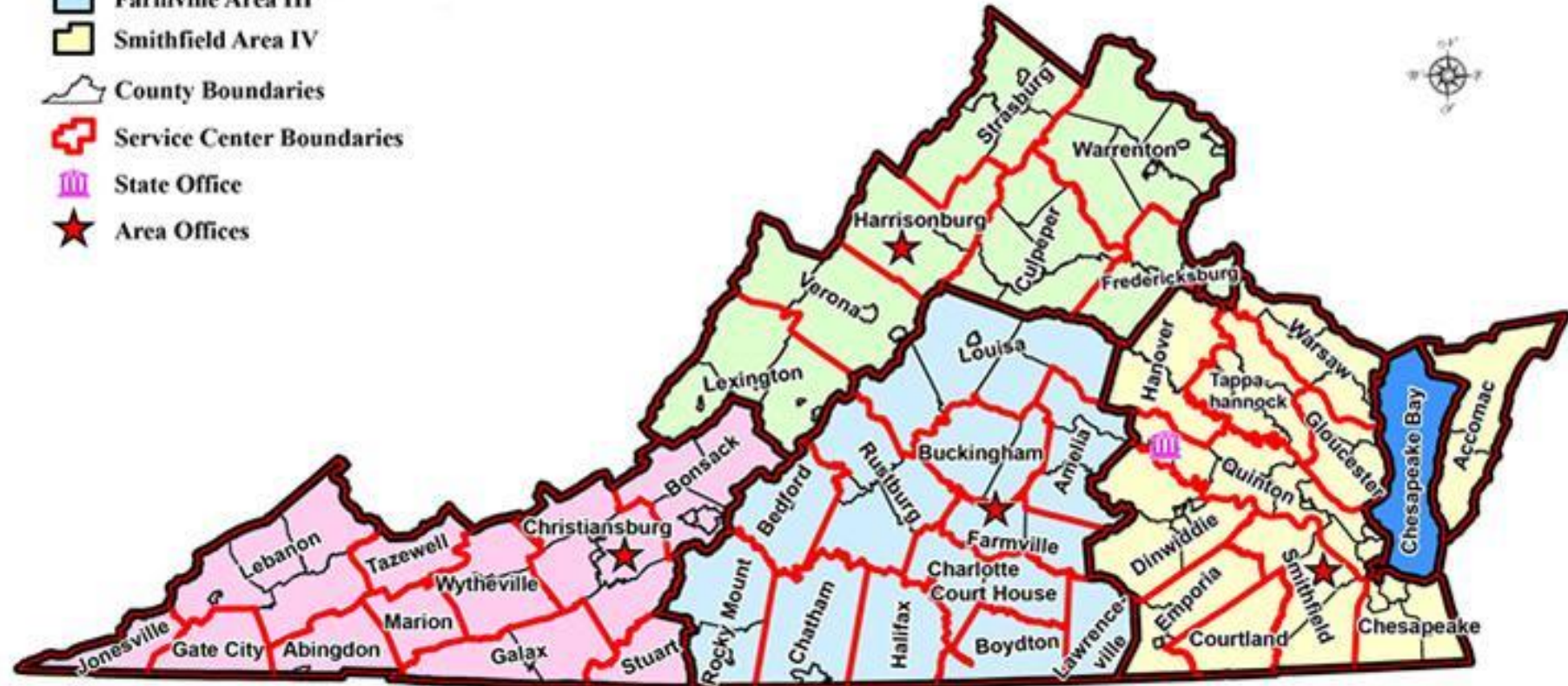


Statewide Support Network



- Harrisonburg Area I
- Christiansburg Area II
- Farmville Area III
- Smithfield Area IV
- County Boundaries
- Service Center Boundaries
- State Office
- Area Offices

Virginia Service Centers



A Common Goal

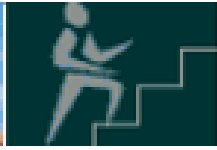
Enhancing Your Productivity and Profitability While
Protecting Virginia's Precious Natural Resources



USDA Food and Nutrition Service



Ms. Patricia Dombroski
Regional Administrator
Mid-Atlantic Region



FNS Nutrition Programs

- SNAP (formerly food stamps)
- School Nutrition Programs
- Special Milk Program
- Summer Food Service Program
- WIC (women, infants and children)
- Commodity Supplemental Food Program
- Child and Adult Care Food Program
- The Emergency Food Assistance Program
- Food Distribution of Indian Reservations
- USDA Foods
- Disaster Assistance
- Fresh Fruit and Vegetable Program
- Senior Farmers' Market Nutrition Program
- Farmers Market Nutrition Programs

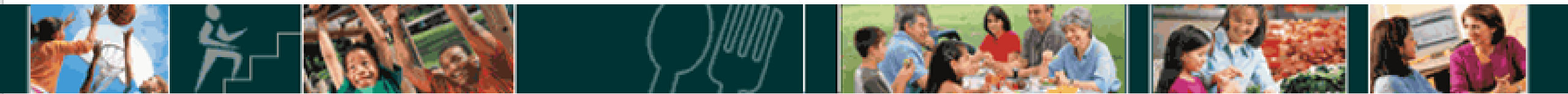




USDA/FNS Priorities

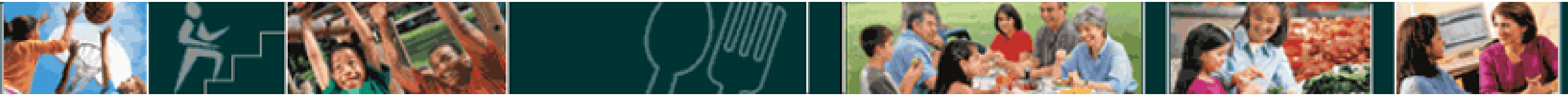
- **Self-sufficiency**
- **Integrity**
- **Customer Service**





Today's Focus

- **SNAP-Ed**
- **SNAP E&T**
- **SNAP and Farmers Markets**



SNAP in VA

Nutrition Assistance Benefits

Reaches approx. 36 million people each month

Benefits

Issued through Electronic Benefit Transfer (EBT) Cards

Reach and Issuance in VA

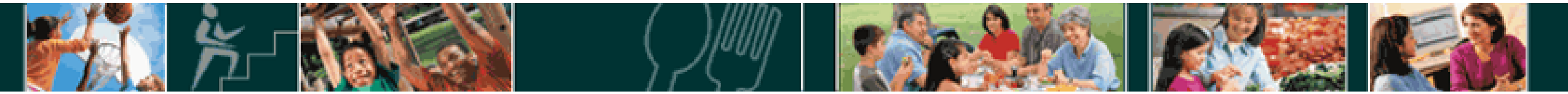
- Average 655,000 VA residents/month
- \$1 Billion issued during FY 2019
- Average \$83.5M/month





SNAP and Farmers Markets

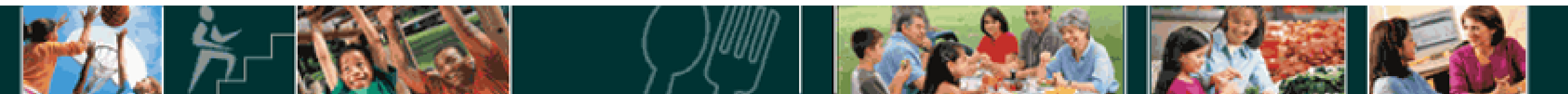




SNAP Redemptions

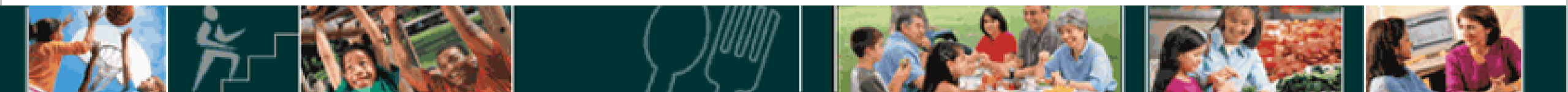
- In FY 2019, 82% of SNAP benefits were redeemed in supermarkets and super stores
- During FY 2019, 3,686 Direct Marketing Farmers and Farmers' Markets authorized to accept SNAP nationwide
- In FY 2019, about 0.05% of SNAP benefits redeemed at FM/DMF nationwide





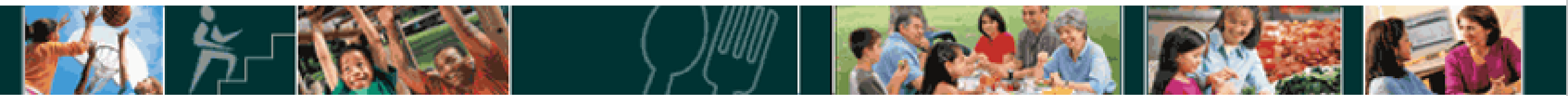
SNAP Redemptions in VA

- In Virginia:
 - 104 authorized farmers' markets (FM)
 - 24 authorized direct marketing farmers (DMF) in VA
- Redemptions:
 - \$199,376 redeemed at FM/DMF in VA in FY 2018
 - \$218,386 redeemed at FM/DMF in VA in FY 2019

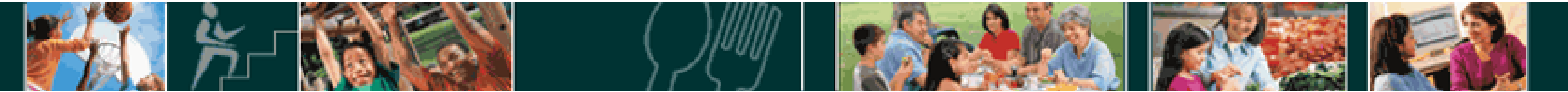


Getting SNAP Authorized

- Apply Online: <https://www.fns.usda.gov/snap/apply-to-accept>
 - Application Guidance
 - Can take up to 30-45 days once your application package is complete
 - EBT equipment is free, options vary in locations



SNAP Employment & Training

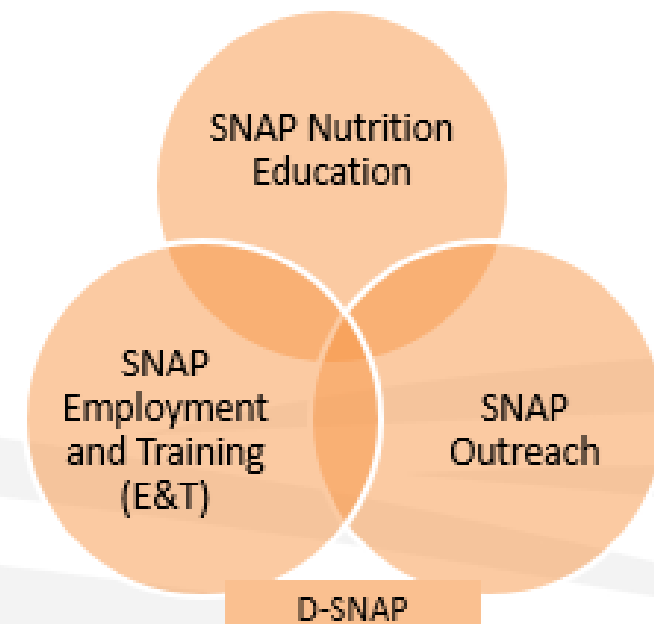


Purpose of SNAP Employment & Training

To assist members of SNAP households in gaining skills training, work, or experience that will increase their ability to obtain regular employment.

Section 6 (d)(4) of the Food and Nutrition Act

Programs within SNAP





FNS Areas of Focus for SNAP E&T

- Expanding employment and training opportunities and access to E&T services
- Improving program management and operations
- Enforcing policy and compliance

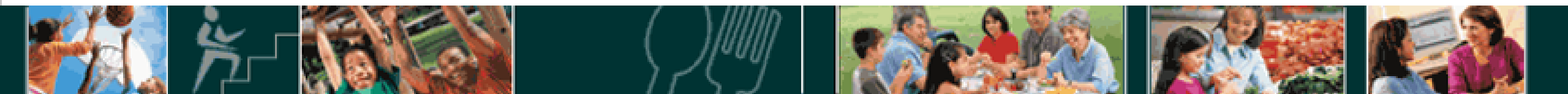




Virginia's SNAP E&T Program



- 2014 Farm Bill Pilot State – the eleVAte pilot program operated from April 2015 to June 2019.
- Limited E&T program expansion due to operation of pilot program.
- Established a team at VDSS to administer the program - led by Workforce Services Manager.
- Recently on-boarded seven (7) SNAP E&T Third Party Partners; including a substantial partnership with VCCS' Great Expectations and Fast Fwd. programs.



SNAP Nutrition Education & Obesity Prevention Grant Program (SNAP-Ed)





SNAP-Ed Goal, Focus & Strategies

- **Goal:** Improve the likelihood that participants will make healthy food choices and choose physically active lifestyles
- **Focus:** Health promotion and primary prevention to prevent or postpone the onset of diseases
- **Strategies:** Evidence-based comprehensive, multi-level nutrition education, public health approaches, and partnerships to promote healthy lifestyle and healthy food access

VA SNAP-Ed Department of Social Services VA Tech (Implementing Agency)



Virginia Cooperative Extension



In FY2019, Virginia SNAP-Ed graduated...



97,790
youth
participants



6,814
adult
participants



683
teacher/volunteer
participants

After Virginia SNAP-Ed
Percentage of
Adults who
improve:



48%
Fruit consumption



48%
Vegetable consumption



49%
Shopping
with a grocery
list more



33%
Physical activity

After Virginia SNAP-Ed

40%
of middle and
high-school children:

- Report improvements
in fruit and vegetable
consumption

VA SNAP-Ed Remote Learning



Virtual nutrition and cooking lessons for students and families



Telephone lessons to assist rural residents



Contacts

SNAP-Ed

- **State Agency:** Ms. Toni Blue Washington, Director, Division of Benefit Programs, Virginia Department of Social Services, (804) 726-7662, toni.washington@dss.virginia.gov
- **Implementing Agency:** Dr. Elena Serrano, Director, Family Nutrition Program, Virginia Cooperative Extension, Virginia Tech, (540) 231-3464, serrano@vt.edu

SNAP Employment & Training

- Julie Jacobs, Workforce Services Manager Virginia Department of Social Services, Division of Benefit Programs, (804) 887-7151, julie.jacobs@dss.virginia.gov
- Derrick Dolphin, SNAP E&T Analyst, USDA FNS Mid-Atlantic Region, (609)259-5165, derrick.dolphin@usda.gov

SNAP Farmers Markets

- **Applying for SNAP:** (312) 353-6609
- **Obtaining SNAP EBT equipment:** Claudia Jackson, SNAP Consultant for the Virginia Department of Social Services, (804) 726-7346, claudia.Jackson@dss.virginia.gov
- **General information:** Visit the SNAP Farmers' Market webpage: <https://www.fns.usda.gov/snap/farmer-producer>

Other questions about FNS programs

- Kara Motosicky, Office of Regional Communications & Partnerships, USDA FNS Mid-Atlantic Region, (609) 259-5089, sm.fn.ma-pa@usda.gov

Virginia Department of Agriculture and Consumer Services



Dr. Jewel Bronaugh
Commissioner

and

Ms. Jennifer Perkins

Project Manager

Office of Agriculture and Forestry Development



*VIRGINIA DEPARTMENT
OF AGRICULTURE AND
CONSUMER SERVICES*

Jewel Bronaugh, Ph.D., Commissioner

Jennifer Perkins, Office of Agriculture & Forestry Development

Who are we at VDACS?



Virginia's Finest

- ▶ VDACS was established in 1877 and is located within the Governor's Secretariat for Agriculture and Forestry.
- ▶ VDACS has both economic development and regulatory responsibilities under state law.
- ▶ Is responsible for more than 60 state laws and 70 regulations related to:
 - ▶ Promotion of Agriculture
 - ▶ Consumer Protection
 - ▶ Environmental Stewardship

VDACS Divisions & Services

Division of Animal & Food Industry Services

Animal Care & Emergency Response

Dairy and Foods

Laboratory Services

Meat & Poultry Services

Veterinary Services

Division of Consumer Protection

Charitable & Regulatory Programs

Pesticide Services

Plant Industry Services
Weights & Measures

Division of Commodity Services

Livestock Services

Grain Grading & Inspection

Fruit, Vegetable & Peanut Grading & Inspection

Poultry & Egg Grading & Inspection

GAP Audit Verification

Division of Marketing & Development

Agriculture & Forestry Development

Domestic Sales & Marketing Development

International Marketing Promotions

AFID Planning Grants - Background

In 2012, the General Assembly created Governor's Agriculture & Forestry Industries Development Fund (AFID)

Goal: To encourage localities to better incorporate Ag & Forestry into their overall economic development efforts

AFID Planning Grant - Helping the broader Ag & Forestry industry through new plans, policies, initiatives and studies.

AFID Planning Grant - COVID-19 Response

Focus on expediting projects that address COVID-19-related impacts to ag and forestry.

Targeting loss of market access of farmers selling direct to customers and restaurants. Such projects could include:

- ▶ Reconfiguring farmers' markets to facilitate low-contact sales
- ▶ Funding shared refrigerated storage facilities
- ▶ Developing websites to connect growers and customers
- ▶ Offsetting "last mile" product delivery fees
- ▶ Building local market capacity to help producers

AFID Planning Grant

- Grants to Cities and Counties to better integrate Ag & Forestry into their economic development efforts
- Matching grants up to \$20,000 per locality (or \$35,000 for multi-jurisdictional applications)
- Requires the active participation of a local Ag and/or Forestry board, committee or working group
- Applications accepted on rolling basis

AFID Planning Grant - Key Information

- ▶ Up to 75% of the awarded funds can be received during the grant period, with the final 25% being reimbursed when the final report is submitted
- ▶ Maximum of \$10,000 per grant can be spent on capital expenditures
- ▶ Applications accepted and awarded on a rolling basis
- ▶ Grant period can be up to 2 years
- ▶ Dollar for dollar matching grant, with a lower match requirement for economically-distressed localities

Virginia Food Access Investment Program & Fund (VFAIF)

NEW!

A new grant program to provide funding for the construction, rehabilitation, equipment upgrades, or expansion of grocery stores, small food retailers, and innovative food retail projects in underserved communities.

- ▶ Launches in November 2020
- ▶ Funded Projects Must:
 - ▶ Represent historically marginalized communities
 - ▶ Prioritize community history and culture
 - ▶ Create real, new and sustainable economic opportunities
 - ▶ Involve community representatives and leaders
 - ▶ Build community assets, equity and ownership

Equitable Food-Oriented Development



La Mujer Obrera
El Paso, TX

Building
Community
Power

AFID Planning Grant

Virginia Food Access Investment Program & Fund (VFAIF)

Contact:
Jennifer Perkins
Project Manager

**Office of Agriculture Forestry and
Development**

Jennifer.perkins@vdacs.virginia.gov



LaShawn Raybon celebrates the opening of I Am Café, in the Ashland Market, with her family.
Photo credit: Nader Khouri.



The Community Services Unlimited team at the groundbreaking of the Paul Robeson Community Wellness Center.

Virginia Community Prosperity Summit

Thank You

