

agriculture.virginiabeach.gov



Message from the Director

I hope everyone had a safe and wonderful holiday. Happy January and welcome to 2024, as we hit the ground ready to roll into what I trust to be a great year for all. Optimistic for a good winter with whatever Mother Nature throws at while our Ag community prepares for spring planting season. Our strawberries are doing their thing to provide us with a hearty and plentiful spring. Looking forward to the fresh

2023 was a good year for our agriculture community with challenges and opportunities. I am excited to see how the numbers come in, as it relates to the economic impact of agriculture in our city and community. The trends and story lines of success, growth, agritourism, planting and harvesting, all play a key role with supply and demand of agriculture products grown here in Virginia Beach.

I mentioned last year that 2023 was the Year of the Rabbit, year of hope. Well, 2024 is the Year of the Dragon. Noted to be a year of good luck, prosperous, and full of opportunities. The year to unleash your creativity, courage and confidence. This all sounds pretty good to me.

Looking ahead it is never too early to think about spring. First day of spring is March 19th and don't forget, Daylight Savings time is March 10th. Easter is early this year, on March 31st. All these dates are likely to come into play as we plan our 1st quarter of activity for this coming year.

I wish you all the best in 2024! Stay safe and healthy.

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Jenny McPherson, Rural Community Coordinator

Jody Davis, Administrative Specialist

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Julia Hillegass, ARP Coordinator

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757-385-4775

Kathleen Sullivan, District Manager Cory Hoar, Conservation Specialist

Happy New Year - 2024

berries.

Just a few office happenings that we had to share.

We are doing a little recycling of toilet paper & paper towel rolls...

Below is a picture of a bat craft that the kids are making with Kristi at the Rural Heritage Center at the Farmers Market. They are learning about bats and reading the book, "Stellaluna."



Happy Holidays



















Succession Planning to Keep Working Lands Working

I was fortunate to attend two recent seminars delivered by consultant Dick Wittman at the Farm Bureau Annual Convention. Mr. Wittman is a nationally recognized consultant in farm succession planning and is board chair and former manager of his family's 20,000 acre crop, cattle, and timber operation in northern Idaho. Management of the family farm has transitioned to a partnership of three other family partners and Dick was excited to tell us how they were able to make such a successful transition possible, as well as when to consider non-traditional succession plans.

First, succession planning is NOT estate planning. Second, you are not a failure if you do not have a lineal heir. Not everyone's exit plan includes immediate family. Each family's succession plan is different based on their goals and circumstances.

In a traditional succession plan, the next steps may be clear to the owners but muddier if there is more than one heir involved. This is why establishing a clear Board of Directors and organization chart for your farm operation is important. Discuss a fair and equitable succession plan when multiple players and family members are involved, with clear job descriptions and expectations. Call on outside experts as needed for financial planning and unbiased opinions on how best to meet your business objectives. There may be family members with talents and skills you haven't even considered that want to contribute to the family business. Utilize their skills and add them to your board or advisory committee. They can bring value to your operation.

Non-traditional succession plans have many driving factors. There may be no lineal heir, or the heirs have other careers or lack the critical talent for management. There are other economic and human barriers to entry such as development pressure making land unaffordable to farm or more enticing to sell; or a need for more diverse talents to achieve excellence on the farm.

There are many options of transitioning into your succession plan. Locally we have seen several new young farm families emerge on the scene. These are just the folks that may be ripe for mentorship, expansion, or partnerships in your operations, and they typically bring the marketing and tech skills that some mature farmers may be needing. Utilizing buy-in and partnership arrangements over time is one way to transition your succession



Vaughan Farm



Cullipher Farm

Pictures from three different farms in Virginia Beach.

plan outside of the family. Similarly, a lease to own arrangement or long-term lease with heirs still owning the property is one method of succession that preserves your family farm while keeping lands in production. Transitioning long-time employees into owners is yet another way to develop a strong succession plan. Workers that own a stake in any business have more of a vested interest in ensuring its success.

The biggest take away from Mr. Wittman's seminar was the importance of setting up professional business governance processes no matter how big or small you are. This clears up so many issues. The basics include a Board of Directors, organizational chart, mission, core values, goals and objectives, and a strategic plan. Mr. Wittman has a checklist of about 36 items including financial management proficiencies, marketing, risk management and human resources. If you are interested in his checklist or further information, feel free to contact me at ihillegass@vbgov.com.

Have a very Merry Christmas and a prosperous New Year! --Julia



Cromwell Farm



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The Farmers Market finished up a busy fall season, so I want to thank our staff for their hard work and doing a great job! I also want to thank our annual and special event sponsors that are listed below for their participation in 2023 to support the Farmers Market.

We are looking forward to our special events in 2024. Our first event for the 2024 season will be Celebrate Agriculture on March 23rd. The Friday Night Hoedown season will start back up again on April 5th and will run every Friday through October 25th. As a reminder, The Farmers Market is open year-round, so stop in to shop with our merchants. Keep to date with our activities on www.Facebook.com/VBFarmersMarket.

Our Fun on the Farm Field Trips are also offered year-round for children ages PreK-5th grade. The calendar can fill up quickly for the spring, so call the office at 757-385-4388 to reserve your group's date soon.

Wishing everyone a Happy New Year and a successful 2024. -Jenny



THANK YOU to our 2023 Annual and Special Event Sponsors for their support! We are looking forward to 2024 together!



























































































Kristi Michael, Program Educator Direct: 757-385-4388 | Mobile: 757-472-5396 kmichael@vbgov.com

Everything You Ever Wanted to Know About the Farmers Market but were Afraid to Ask!

The Farmers Market, located on the corner of Princess Anne and Dam Neck Road, has been in operation with the Agriculture Department for the City of Virginia Beach for 47 years. Three (3) city employees (Market Supervisor, Program Educator and Administrative Assistant) work here full time. We are small, but mighty!

15 merchants rent year-round, a Butcher, Baker, Creamery, Fishmonger, County Grill, four (4) Produce Shops, four (4) Gift Shops, a Florist and Plant Store.

Eight (8) special events are held yearly with approximately 90 vendors who sell their unique creations from jewelry to woodworking, baked goods, pet treats/accessories, crochet and knitted items, all kinds of artwork and more. With food trucks and music, these events bring in upwards of 2,000 visitors per event. We have done a variety of special events since The Farmers Market was built in 1976. These annual craft shows have been established for over a decade.

Special Events are:

March - Celebrate Agriculture

April - Birthday Bash

May - Strawberry Jamboree

June - Honey Festival

Sept. – Apple Extravaganza

Oct. - Harvest Fair

Nov. - Fall Festival

Dec. - Santa's Workshop

Venders sell their crafts most weekends and during the week when the weather is nice, either under our pavilion or under their tents in the center circle parking lot.

Our Friday night Hoedowns are a local favorite every Friday 7 pm -10 pm featuring a different Country – Bluegrass – Pop band from April through the end of October.

Our beautiful seasonal gardens throughout the grounds are created and tended to by the volunteer Virginia Beach Master Gardeners. The two (2) main gardens are behind the Rural Heritage Center, where we host *Fun on the Farm* Field Trips for pre K – 5th grade students from all over the 757.

Farmers Market - continued



Christmas Trees being sold at Farmers Market



Santa's Workshop on December 2, 2023



In the Fall, our back parking lot is filled with every color and size pumpkin/gourd.

By the end of November, our front grass area becomes a winter wonderland full of Christmas Trees for sale.

Also, behind the scenes, the staff is very busy with day to day operations.

Jenny McPherson, Rural Community Coordinator, as one of her many responsibilities oversees the staff of the Farmers Market. Her main office is in the Agriculture Department that is located in Building 14 at the Municipal Center.

Ken Thoms, Market Supervisor, is responsible for all financial and legal aspects and oversees everyday functions of the Farmers Market, ensuring everything runs smoothly.

Program Educator, Kristi Michael, creates and delivers agricultural educational tours for Pre-K through 5th grade. She promotes tours to Public, Private and Home Schools, Church groups etc., and coordinates volunteers to help with field trips. Our largest volunteer resource is the Virginia Beach Master Gardeners. Kristi also creates content for social media and manages our Facebook page @VB Farmers Market.

Our Office Assistant, Brenna Smith covers
Saturday and Sundays, where she manages
vendors who come to sell their crafts. She
prepares our weekly deposits and credit card
reconciliations and assists with School Tours as
needed.

We all work as a team, sharing responsibilities at the market to ensure the best experience for our visitors.

We hope you will come visit us soon!

Farmers Market Staff - Ken Thoms, Kristi Michael, Brenna Smith and Jenny McPherson with "Beachy" the cow.



Field Trips at the Virginia Beach Farmers Market

An interactive tour to learn about Agriculture and have fun!









The Rural Heritage Center tour includes hands-on activities such as:

Pumping water • Churning butter • Grinding corn
Milking "Beachy" the fiberglass cow
Washing clothes using a pitcher pump
and washboard

Seeing antique tools and machines

Learning about vegetables and pollinators
in the Children's Garden

This program aligns with Virginia SOL topics including insects, vermiculture, plants and farm animals with an emphasis on life cycles, habitat, recycling and more.

Learn more: Visit VirginiaBeach.gov/FarmersMarket

"We had a wonderful time on our field trip! The students loved all the activities. Every learning opportunity was partnered with a hands-on aspect and that is something you never see in a field trip. Staff was not only knowledgeable, but completely passionate about everything. We will certainly be back."

~ Kathleen, Virginia Beach Teacher

Schedule Today! Contact Farmers Market Management Office farmmrkt@vbgov.com · 757.385.4388







2024 Event Calendar

Saturdays, 10 am to 4 pm | Craft Show at each event!



3640 Dam Neck Road | virginiabeach.gov/farmersmarket facebook.com/vbfarmersmarket | 757-385-4388



















SPECIAL THANKS TO OUR SPONSORS











































































THE FOLLOWING PAGES ARE FROM THE VIRGINIA BEACH STAFF OF THE VIRGINIA COOPERATIVE EXTENSION.



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AGRICULTURE AND NATURAL RESOURCES

Roy D. Flanagan, Extension Agent Direct: 757-385-8139 | Fax: 757-385-5684 | Mobile: 757-641-1434 RFlanaga@vbgov.com

Make 2024 your best gardening year yet!

Virginia Cooperative Extension has many opportunities for you to learn new gardening information through our gardening sites and events, online programs, and publications.

More information on educational events and programs can be found at <u>VBMG - Home</u> or email the Virginia Cooperative Extension Office at <u>vbmghelp@vbgov.com</u>.



Our series of Gardening Talks and

Workshops kicks off in February with a lineup of great live lectures via Zoom in 2024.

Log on January 22 to learn more about gardening in shady spots.

You can even view our previous talks at https://www.vbmg.org/gardening-talks-recordings.html

Want to try your hand at growing seeds this year?

We offer free flower, vegetable and herb seeds, which change monthly, at seed carts at the MEO Central Library, Princess Anne Library and Kempsville Library.

Take advantage of this chance to jump start a new garden or expand an existing garden.

On the first Monday and the third Saturday (from 1-4 p.m.) of each month, Master Gardeners will be on-site to answer your questions as well.



HORTICULTURE - continued







Help keep our waterways clean by keeping stormwater on your property with a rain barrel.

Join us starting in March to learn about stormwater management and then make your own rain barrel to use at your home.

Registration is required and can be found at https://www.vbmg.org/rain-barrels.html.



Looking to do some research on your lawn and garden needs?

Get science-based, research-backed information at our *Publications and Educational Resources* site https://www.pubs.ext.vt.edu/.

You'll find information on plants, pests, beneficials, and so much more.





As always, our **Virginia Beach Master Gardener Help Desk** is here to help with your horticulture questions.

Our Help Desk can be reached at vbmghelp@vbgov.com or 757-385-8156.

We will also have our **Ask-A-Master Gardener** off-site units starting back in March across the city. Bring your questions to our Ask-A-Master Gardener booth at the Farmers Market on March 23. We'll be back by the demonstration gardens.

Upcoming VCE Educational Events

*Zoom links and more information at https://www.vbmg.org/gardening-talks-and-workshops.html

January 22 – Gardening Talk: Phenology: Tracking Seasonal Changes in Plants and Animals, 7:00 p.m. via Zoom

Mar 11 – Gardening Talk: Plant This, Not That, 7:00 p.m. via Zoom

Green Industry Professional Development Opportunities

Feb 14 - VCE Pesticide Re-certification Class, Suffolk

Categories 3a, 3b, 5a, 10, and 60

https://suffolk.ext.vt.edu/news/pestrecert.html



2024 SOUTHEAST VIRGINIA FIELD CROPS CONFERENCE



Date: Thursday, February 01, 2024

Time: 8:30am-3:30pm

3:45-4:45 (Gramoxone recert

opportunity)

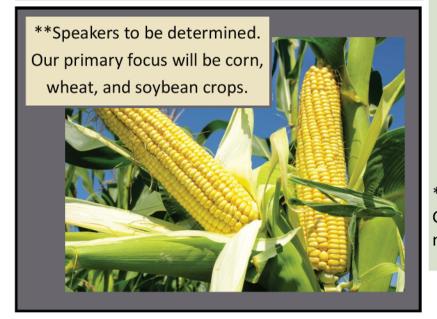
Where: Creeds Community Complex

1057 Princess Anne Rd Virginia Beach, VA 23457

Cost: \$0, RSVP appreciated

(lunch will be provided)

**RSVP to Tammy Mas (757)385-8550 tmas@vbgov.com **



For additional information contact:

Roy Flanagan III, ANR Extension Agent Virginia Beach Extension Office Ph: (757)641-1434 Email: royf@vt.edu

Nathan Sedghi, ANR Associate Extension Agent Chesapeake Extension Office Ph: (757)560-6666 Email: nsedghi89@vt.edu

Pesticide License information:

Seeking recert opportunities for
Commercial Categories 1A, 10, & 60
Private Category 90 (pending approval)
NC Categories N, D, O, and X (3 each)
Auxin training to meet VA requirements
***After the meeting we will offer
Gramoxone training and certification to
meet label requirements



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FAMILY AND CONSUMER SCIENCES

Karen Munden, Unit Coordinator, Senior Extension Agent

Immediate Past President, National Extension Association of Family & Consumer Sciences

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A Mindset Shift for 2024 and Beyond

At the beginning of each year, many individuals make New Year's resolutions to lose weight, eat better, exercise more regularly, take more time to relax, spend extra time with family and friends, or work on their finances to get them under control and get out of debt. However, after a couple of months, the New Year's resolutions begin to fade from being a relevant part of their daily lives, and many return to their old way of doing things. Have you ever thought why your good intentions for the year soon disappear? According to the National Institutes of Health (NIH) – Department of Health and Human Services habits are built on positive or negative experiences which become a routine part of our lives without thinking about the behavior. The good news according to NIH is that individuals can change their behavior when they practice simple Mindfulness strategies each day which becomes an automatic behavior in their lives. This could be the year that the behaviors and goals you longed for could happen both in your mental and physical life. It does not take grit or "trying harder", it takes a mindset shift. Virginia Cooperative Extension offers two programs that could help you find a deeper meaning in life and learn how to balance your social, physical, and professional life so you are able to stay motivated and achieve your goals and dreams.

Dr. Samantha Harden, Associate Professor, and Exercise Extension Specialist, and her physical activity team offer a weekly interactive webinar entitled "Mindful Meet-Ups". Each Monday from 12:00 to 12:30 p.m. there will be different strategies to rejuvenate your mind, body, and soul. Mindful Meet-Ups 30-minute webinars will create an inclusive, accessible, and practical place to experience what moment-to-moment awareness, movement, breathwork, and community can do for your emotional

FAMILY AND CONSUMER SCIENCES

A Mindset Shift for 2024 and Beyond - continued

well-being. The webinars are designed to help individuals rejuvenate and revitalize their emotional well-being. No equipment or experience is necessary. To register for the webinars please visit the site at HVHEmindfulmeetup.

Dr. Crystal Tyler-Mackey, Community Viability Extension Specialist, and her Human Development Program Team have developed 30-minute weekly webinars to equip adults with tools and skills to navigate through some of life's challenges called "Balancing Life". Balancing Life has become a platform to present information about a wide variety of topics that address the needs for overall wellness whether mental, financial, health, stress management, parenting, or personal resilience. Each Friday from 10:00 to 10:30 a.m. there is a different guest speaker with expertise to be both informative and inspirational.

To register for the webinar please complete a short form at https://forms.gle/HqBrBE3psUGnfwLv7.

Also, if you are interested in reviewing some of the previous "Balancing Life" webinars please go to www.pubs.ext.vt.edu

or visit YouTube athttps://bit.ly/3dcSAnl.

Both of these insightful programs are free and open to the public.

You will be able to start your week on Mondays with *Mindful Meet-Ups* and end your week on Fridays with *Balancing Your Life*. Both programs will provide you with strategies to find a deeper meaning in your life and help you to make positive changes during 2024 and beyond.









FAMILY AND NUTRITION PROGRAM

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The Virginia Family Nutrition Program

A Healthy Family Starts with *You!*



Team up with us to take charge of your health now!



Our free meetings:

- Offer hands-on sessions to inspire healthy living
- Teach participants how to cook delicious, low-cost recipes that fit into their budget
- Provide tips on meal planning and food shopping to save time and money
- Show ways to be more active
- Take place in group settings that encourage friendship and support a healthy living journey

Join Us!

For more information contact:

Jerome Lawrence
Virginia Cooperative Extension
Adult Food and Nutrition
Education Programs
(EFNEP/SNAP-Ed)

tyelaw@vt.edu jlawren@vbgov.com (757) 385-8154

Individual or group by phone, online or in-person

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Come join the Family Nutrition Program and get many of these FREE...



"I loved learning to prepare new health foods that fit in my budget."

"I realized how much sugar was in my drinks, made a change, and I've already lost a few pounds."

"Our group leader inspired me to make simple changes that have helped me feel great."

"I was so sad when the class was over. I'm ready to sign up again!"



Virginia Cooperative Extension

Virginia Tech • Virginia State University

Eat Smart · Move More

Virginia Cooperative Extension • Family Nutrition Program

www.ext.vt.edu

www.eatsmartmovemoreva.org

This institution is an equal opportunity provider. This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP, SNAP provides nutrition assistance to people with low income. Contact your county or city Department of Social Services or to locate your county office call toll-free: 1-800-552-3431 (M-F 8:15-5:00, except holidays).

The Virginia Family Nutrition Program

Walk and Talk About Moving More



Join me for a fun chat about being physically active while we walk together. Learn tips for staying active, cool, and healthy in the summer and ways to move more all year long.

> Follow Us | Like Us @VaFNP











Learn more! For more information contact:

Jerome Lawrence

Virginia Cooperative Extension

Adult Food and Nutrition **Education Programs** (EFNEP/Snap-Ed)

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If you are an individual with a disability and desire an accommodation, please contact me.









Virginia Cooperative Extension
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www.eatsmartmovemoreva.org

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This institution is an equal opportunity provider. This material is partially funded by USDA's Supplemental Nutrition Assistance Program (SNAP) and the Expanded Food and Nutrition Education Program (EFNEP).



4-H CLOVER CLIPS

January 2024

New Year Edition



Jonette Mungo, 4-H Youth Extension Agent Office: 757-385-8153 | Mobile: 276-728-8921 jmungo@vbgov.com

Welcome 2024!!!

Happy New Year!! Let's start the year with a few GREAT reasons to join 4-H and get involved with us.

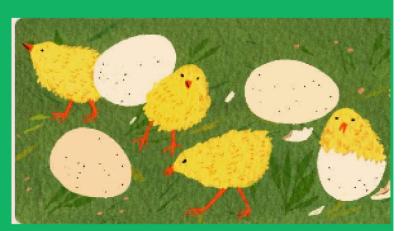


2024 4-H Day at the Capital will be held on Wednesday, January 24, 2024 at the Virginia Capital in Richmond, Virginia. Virginia's largest Civic Engagement event is happening January 24, 2024. 4-H youth from all across Virginia will converge on our capitol to engage with legislators and observe democracy in action.

We currently have seats available for youth on our sprinter transport, and room for 1-2 adult volunteers. If you'd like your child to attend with us, you need to RSVP by January 10, 2024. Parents are welcome to drive their children up and join us, but still need RSVP.

All interested families and individuals need to RSVP using this link. http://tinyurl.com/yjt2pywf

If you have any questions, please call our office at 757-385-4769.



4-H Embryology

One of the cutest projects we do all year. Educators from all over the city have an opportunity to participate. The 4-H Embryology Project teaches students about the life cycle of a chicken from embryo to hatching, students will observe the formation of life.

In addition to tracking the development of the chick, students will learn about the structure and chemistry of an egg, Some schools will also host an egg drop, using store-bought eggs of course, to bring an engineering and design component to this unit.

Teachers must complete an in-person training in order to participate. RSVP for this training can be done at the following link. http://tinyurl.com/5x68ut9c







Virginia Beach 4-H Ham Project 2024

It's back again!! And we couldn't be happier about it. Sponsored by Smithfield Foods, youth and families learn a time-honored Virginia tradition of dry curing and smoking a fresh Smithfield ham to create their own Virginia Country Ham. With few old-fashioned country meat artisans left, this project ensures the tradition will live on in our youth and young families.

VIRGINIA BEACH 4-H HAM PROJECT

A TRUE VIRGINIA TRADITION

View the entire Ham Project playlist at https://www.youtube.com/

https://www.youtube.com/c hannel/UCBDOUIrE7nXDWBE V8Itz1KQ/featured



WE TEACH AND ASSIST WITH SALTING, SMOKING, AND SHOWING







You can see the stages of this project on our YouTube channel at http://tinyurl.com/mrhcm7r7

You can also view the project schedule on our Virginia Beach 4-H School
Enrichment project site.
http://tinyurl.com/rd88um5n



For our 4-H Horse Lovers!!

Virginia Beach 4-H will be hosting a Hippology Contest for youth enrolled in a 4-H Horse Club in the Southeast District on February 17, 2024.

Hippology is a knowledge-based contest where youth demonstrate their knowledge of horse breeds, conformity, structure, parts, and origins.

According to the Virginia Agricultural Commodity Board, the equine industry is a \$2 Billion industry in Virginia and generates more than 38,874 jobs. Youth participation in this club could be the next equine industry greats. And it all starts with their involvement in a 4-H Horse Club. Virginia now has three horse clubs: The Wave Riders, Seahorse Riders, and Surf and Saddles.



Applications are now OPEN!!

VA Beach 4-H Camp Week is July 15-19, 2024

The First Round of Applications are due by January 16, 2024.

We will continue to accept applications until all Counselor Positions are filled. Looking to fill 30 female and 30 male counselors for camp this year.

If you or someone you know is interested in gaining leadership training and experience through our 4-H Junior Summer Camp experience please use the forms below to complete your Camp Counselor application. You can download and forward it to your friends. And you can share the links with your references for them to complete their recommendations for you.

This application is for youth ages 13-14 who wish to be a Counselor- In- Training (C.I.T.) and for Teens ages 14-18 who wish to be a Teen Camp Counselor. Each applicant both CIT and Counselor need to have 3 References.

- In order to be a 4-H Camp Counselor-in-Training, a youth must be at least 13 years old by January 1 of the 4-H year.
- In order to be eligible to become a 4-H Camp Teen Counselor, a teen must be 14 years of age or older by January 1 of the 4-H year.

Find the application and information on our website. http://tinyurl.com/4c7xuua5









4-H Advisory Council

We are looking for more dedicated adults to be a guiding group for the direction of the VA Beach 4-H program. If you are a 4-H All-Star, have ever participated in 4-H as a youth or adult in VA Beach or other places, or have a passion for working with youth, please consider applying to be a member of our

4-H Advisory Council. We are accepting youths aged 14-19 and adults of all ages and professions. You can access the application at this link and QR code. Applications are being accepted from July 1-20th.

https://vce.az1.qualtrics.com/jfe/form/SV_bwPpXmr1YWsjFlA





Don't forget we want to hear from you and work with you.



You can find the full-length version of our Virginia Beach 4-H *Clover Clips Newsletter* on our webpage and social media sites.

https://virginia-beach.ext.vt.edu/news/CloverClips.html



Scan me to find all of our webpages and social media links in one place or follow this link. https://linktr.ee/Vabeach4 Jonette Mungo
Virginia Tech Extension Agent,
4-H Youth Development



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