“Deepening and Broadening the Creative Economy of Southwest Virginia through Value-Added Processing, Creamery, and Farmers Markets in Meadowview, Virginia”

Emory & Henry College
Dr. Rosalind Reichard
President
P.O. Box 947
Emory, Virginia 24327
276.944.6107

February 1, 2012 – June 30, 2013

May 4, 2013

Dr. Talmage A. Stanley
Chair, Dept. of Public Policy and Community Service
Director, Appalachian Center for Community Service
Emory & Henry College
P.O. Box 947
Emory, Virginia 24327
276.944.6900
tastanle@ehc.edu
Final Report Narrative

Name of Project: “Deepening and Broadening the Creative Economy of Southwest Virginia through Value-Added Processing, Creamery, and Farmers Markets in Meadowview, Virginia”

Grant Period: February 1, 2012 – June 30, 2013

Grantee Name: Emory & Henry College  Project Director: Talmage A. Stanley

Description of Project:

In partnership with the Board of Directors of Meadowview First, Inc., students in Public Policy and Community Service 400, the senior capstone experience in Emory & Henry College’s Department of Public Policy and Community Service, studied options and alternatives and then developed a plan for a value-added processing plant and creamery in Meadowview, Virginia. Building on this place’s agricultural heritage, the students suggested ways to link such a facility to the farmers markets of the area. Students examined policies, existing models, successes and best practices, as well as mistakes, failures, and lessons learned in similar efforts, one of which is the Appalachian Sustainable Development processing facility in Duffield, Virginia. This project also focused on ways to include more of the region’s population in the creative, asset-based economy and in asset-based economic development strategies. The students also evaluated the state of the agricultural infrastructure in the Meadowview area, Washington County, and Southwest Virginia.

Dr. Talmage A. Stanley committed 30 hours of time to this project for a total match of $1,500, which fulfills the committed cost share for Emory & Henry College

Activities:

- Activities with community partners
  - Conducted research in Meadowview and Glade Spring, Virginia
    - Interviews: Bloom, October 4, 2012; Smith, October 9, 2012; Stanley, March 13, 2013.
    - Conducted survey of growers at Glade Spring Farmer’s Market, January 22, 2013; meeting held at Glade Spring Library.
    - Met with Meadowview First, Inc., October 30, 2012, Meadowview Health Clinic and Community Center
    - Utilized prior planning documents and research funded through the Virginia Department of Housing and Community Development.
- Required presentations of student research to community groups other than the primary partner
  - Reported to Meadowview First, Inc, January 29, 2013 (primary partner)
  - Reported to Meadowview Civic Club, February 7, 2013
  - Presentation to Appalachian Studies Conference, Sunday, March 24, 2013
  - Reported to Glade Spring Farmer’s Market, Board of Directors, Monday, April 15, 2013
Reported to Glade Spring Farmer’s Market, Board of Directors Monday April 22, 2013

Project Outcomes:

- Research and report that will help leverage funds for the continued development of the processing facility-creamery and farmers market network (see attached document)
- Draft of grant proposal for planning grant funds (see attached)
- Farmer’s Market to begin in the Meadowview Square on May 17, 2013
- Utilization of relocated and remodeled Meadowview Train Depot for use for retail purposes associated with new farmer’s market

Problems Encountered:

- The enormity of the task—the issues and question increased in size and complexity as the project progressed; there was and remains a very large and difficult task ahead to realize this goal

Program Continuation and Sustainability:

- The processes of sequestration threaten any future funding
- Meadowview First has a track record of successful completion of projects. The issues facing this project are enormous, but it is doable. The organization has the stamina and commitment to see it through to its completion, but partnerships and collaboration are required if it is to succeed.

Conclusions and Recommendations:

- Please see attached reports

Attachments (in PDF format):

- Report from Tignor regarding farmers’ markets and agricultural infrastructure
- Draft of planning grant to be submitted to VDHCD (Smalley)
- Minutes of Meadowview First, BOD, January 29, 2013, March 26, 2013
- Architectural and initial feasibility study for converting existing fire hall to creamery
- Elevations, topographic survey, and sketches of moved and stabilized Meadowview Depot