

# West Virginia

## The Honorable Gus R. Douglass

Commissioner  
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Base Grant: \$500,000  
Specialty Crop Grant: \$90,000  
Total Grant: \$590,000.

### **Beekeeper Public Outreach:**

**Cabell-Wayne Beekeeper's Association, \$2,260.**

The award provided a copy of ABC-XYZ of Bee Culture to each of the members of the Cabell-Wayne Beekeepers Association and placed one copy of the book to each of the public libraries in the Cabell-Wayne Area in order to further the apiary knowledge of the 35 members of the association as well as the citizens of the counties where each member resides. In addition, 30 copies of the video "Introduction To Beekeeping" were purchased and a copy was placed in each of the 16 middle schools and the 13 public libraries with one copy reserved as reference for the Cabell-Wayne Beekeepers Association.

### **Tree Fruit and Vine**

#### **Demonstration Plantings:**

**West Virginia University Foundation, \$7,000.**

The award provided the WVU Tree Fruit Research and Education Center the funding to research and install demonstration plantings of new varieties of small fruit and to develop a native fruit planting. The following list of plant materials were purchased and planted: Small Fruit Blueberries, approximately 660 plants, 4 varieties; Black Raspberries, 100 plants, 2 varieties; Blackberries, Thornless, 100 plants, 4 varieties; Thorny, 50 plants, 2 varieties; A small Paw Paw orchard was established at the WVU farm at Kearneysville. The award has given the staff at the WVU TFREC background to provide small fruit producers information on blueberry and bramble variety production potentials, which is valuable to their decision-making.

### **Certified Beef Program:**

**Wayne County Cattlemen's Association, \$10,000.**

The award enabled the Wayne County Farmers to participate in a certified beef program, therefore creating a more profitable marketing arena. Award funds were used to purchase a portable tub, portable panels and portable scales with trailer. This funding has allowed the cattle to be sold at a certified market in West Virginia

which ships beef throughout the United States.

### **Ornamental Demonstration Garden:**

**West Virginia University Foundation, \$3,500.**

The award provided the WVU Tree Fruit Research and Education Center with the funding to install ornamental demonstrations in gardens at the WVU Tree Fruit Research and Education Center in collaboration with the Eastern Panhandle Master Gardeners. Site preparations, plant selections, garden design, planting, watering and mulching were all carried out by the Master Gardeners with oversight by the Extension Horticulture specialist. Sites selected included a new entry garden and the area surrounding the main office and research facility at the Center. The plantings include trees, shrubs, perennials and spring and summer flowering bulbs. Detailed maps have been prepared for each site which identify each plant in the respective gardens. These maps will be placed in weather tight boxes for use by the public when visiting the gardens. Appropriate publicity regarding the gardens will be made in local media in the spring of 2004 to encourage visits by the public and producers. Public interest and awareness will result in increased purchase of the types of plants presented in the demonstration gardens.

### **Grower Outreach, Equipment, and Research:**

**Mineral County Farm Bureau, \$3,500.**

The award provided the funding for Commercial Vegetable Growers Manual for ten growers in Mineral County. A Mulch Lifter was purchased to assist in the quick efficient removal of plastic from crop fields. The Mulch Lifter will be available for use by growers in Mineral County. A Stewart's Wilt Disease research project was funded through the award. One of the producers in the county agreed to plant various, treated vs. untreated plots, so the production results could be compared. A digital camera was purchased with the funding so that specialty crop ideas

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could be photographed for further sharing. Several power point programs have been produced and shared with growers. A permanent sign was funded in order to promote the Mineral County Farmers' Market. A Specialty Crops Meeting was held that involved key note speaker Tom Ford, PSU Extension.

**Farmers' Market Establishment:**

**Berkeley Springs Farmers' Market, \$5,000.**

The award provided funding for the establishment of a Farmers' Market in Berkeley Springs, WV that supported existing small specialty farm producers and encouraged/supported the establishment of additional specialty growers. The market aided the specialty crop producers and helped traditional agricultural producers switch over and get started in the production of specialty crops by providing a marketing outlet for West Virginia locally grown produce. Funds were used to promote agriculture through signage, educational programs for vendors, insurance and market advertising.

**Farmers' Market Development:**

**Monongalia County Commission, \$3,000.**

The award was used to assist in funding the development of a farmers' market at Seneca Center in Morgantown, WV. The project is supported by local businesses and government officials and WVU Specialists to ultimately have a year-round market for locally grown product, bedding plants, eggs and more. During the first year of operation, the market was open one morning per week at no charge to producers.

**Aquaculture Outreach:**

**Monroe County**

**Technical Education Center, \$31,000.**

The award funded a project by the Monroe County Technical Education Center, in collaboration with the West Virginia Aquaculture Association and the WVU Agriculture Extension Service to design and purchase a concession type trailer to cook fresh locally grown fish products. These products, including fillet sandwiches, fish nuggets, and fish patties will be marketed at fairs, festivals, aquaculture workshops and forums, and other agriculture events throughout the state.

**Website Development:**

**Center For Sustainable Resources, \$9,000.**

The award was used to fund the establishment of a website for direct marketing of specialty crops including berries, mushrooms, herbs, flowers, garlic, ramps, nuts and organic foods. This website has enabled the public to have greater access to reasonably priced West Virginia foods.

**Farmers' Market Establishment:**

**Weirton Farmers' Market, \$2,000.**

The award was used to establish the Weirton Farmers' Market in Hancock County. The funds were used for advertising to promote the Weirton Farmers' Market, for scales, containers and signage for the market. The Weirton Farmers' Market assisted the growers in Hancock County with a location to sell their product and benefit the citizens of Hancock and surrounding counties in having an easily accessible location to purchase locally grown fresh fruits and vegetables.

**AgroForestry Specialty Crop Training:**

**Center For Sustainable Resources, \$10,000.**

The award was used to fund the production of a training video on the production of agroforestry specialty crops such as, ginseng, mushrooms, goldenseed, cohosh and ramps. The video has made training more adaptable to farmers' schedules and has enabled them to either study at home or attend a group training workshop.

**Pizza Farm:**

**Cummins Farm, \$15,000.**

The award was used to develop a demonstration "Pizza Farm". The "Pizza Farm" is a hands on farm that connects children with the origin of their food. The "Pizza Farm" is divided into eight slices. Each slice has its own ingredient that goes into making farm fresh pizza. Pizza farm guests use all five senses to learn about tomatoes grown for the sauce, wheat grown for the crust, the dairy cows that give milk to make the cheese, and pigs for pepperoni. The farm informs West Virginians about several aspects of farming and promotes the wonderful story of agriculture.

**Aquaculture Marketing:**

**High Appalachia LLC, \$6,500.**

The award was used to hire an aquaculture consultant to assess the current operations and make recommendations. The consultant made domestic and international market recommendations.

**Beef Quality Assurance:**

**West Virginia Cattlemen's Association, \$15,000.**

The \$15,000 award funded the development of a West Virginia Beef Quality Assurance program that differentiates producers who wish to specialize their production practices to capture the lost income opportunity that has arisen in West Virginia. The West Virginia Beef Quality Assurance program is a producer education and marketing program.

**AgriTourism Development:**

[New River Trail Rides, \\$8,500.](#)

The award funded the development of an agri-tourism brochure by New River Trail Rides and assisted in participation in Equine Affaire in Columbus, OH in order to promote the West Virginia Horse Industry. By combining agriculture production and stable management strengths of several of the state's horse businesses' New River Trail Rides was able to further the economic impact of the horse industry by bringing tourists to West Virginia to participate in equine related events.

**Beef Promotion:**

[Headwater Farms, LLC, \\$15,000.](#)

The award funded the production, development and advertising in national publications to promote the Beef industry in West Virginia.

**Honey Marketing and Production:**

[WV Honey Producers, \\$42,000.](#)

The award funded the establishment of a cooperative enterprise that assists producers with the processing and marketing of honey products designed to increase production and profitability to its producers. The cooperative acts as a centralized processing facility and purchases beekeeping supplies wholesale for resale to honey producers.

**Cooperative Establishment:**

[WV Specialty Foods Cooperative, Inc., \\$10,000.](#)

The award funded the establishment of the WV Specialty Foods Cooperative, a statewide association with the mission of promoting Specialty Foods Products, to provide educational training and technical assistance to producers. The award funded the recruitment and training of volunteer organizers from each of nine regions throughout the state. The training included specialty foods distribution, retailing, wholesaling, budget development and best practices for production, in addition to a newsletter. The award also funded the executive director's attendance at the Fancy Foods Show in order to promote West Virginia Specialty Foods.

**Product Development:**

[Flying W Farm, \\$15,000.](#)

The award funded the purchase of a commercial steam vat, ventilation system and a complete 16x23 commercial kitchen for use in processing specialty food crops for producers in the Mineral County area.

**Paw Paw Post Harvest Research:**

[Peterson's Paw Paws, \\$1,500.](#)

The award funded the research of the highest quality type of packaging materials to "drop ship" fresh paw paws throughout the United States. Research and development was conducted on combinations of cushioning, insulating, and chilling materials which provided information to current WV fruit growers who are interested in adding paw paws to their current crops.

**Product Development:**

[The Old Mill, Mountain Industries, Inc., \\$9,000.](#)

The award funded the development of a commercially approved kitchen where a variety of producers can process their raw goods into a marketable product. The persons using the kitchen pay a usage fee which will cover the overhead and ongoing maintenance of the project.

**Specialty Cut Flower Season Expansion:**

[West Farm, \\$5,000.](#)

The award funded the construction of a Hoophouse structure to increase profits by extending the growing season for specialty cut flowers and produce. The facility complements the Greenbrier East High School Agricultural Program and other area schools with field trips to stimulate interest in producing vegetable, flowers and extending the growing season.

**Vegetable Market Survey:**

[West Virginia University Foundation, \\$30,000.](#)

The award funded the development and conducting of a survey on the vegetable production industry in West Virginia, the findings include the willingness of West Virginia residents to purchase locally grown produce and the successful attributes of West Virginia farmers' markets. An additional staff person was hired to assist with the project. The survey was conducted in cooperation with the Marketing and Development Division staff of the West Virginia Department of Agriculture.

**Master Gardener Seminars:**

[Morgan County Master Gardeners: \\$2,000.](#)

The award funded educational seminars during the annual Master Gardener's plant fair. These seminars encouraged more vendors to participate in the new Morgan County Farmers' Market. Attendees of the plant fair gained knowledge in both traditional and heirloom annuals and perennials and vegetable plants. The seminars also included instruction on basic computer and specialized agriculture and horticulture software.

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**Shared Use Processing Facility – Feasibility Study:**

[Potomac Headwaters RC&D, \\$1,000.](#)

The award funded an economic and marketing feasibility study for the Shared-Use Agriculture Processing Facility. The award also funded the development of the business plan for the Shared-Us Agriculture Processing Facility.

**Herb Marketing and Production:**

[WVHA Herb Growers Network, \\$11,150.](#)

The award funded the construction of a portable drying room to assist specialty growers in the production and marketing of herbs.

**Paw Paw Nursery Production:**

[Peterson’s Paw Paws, \\$800.](#)

The award funded the creation of a nursery source for high quality Paw Paw rootstock seedlings. The award also funded research on the advantage of shade on Paw Paw seedlings.

**Beef Product Consumer Research:**

[Monongalia Valley Farms LLC, \\$15,000.](#)

The award funded a project to research consumer acceptability of specialized beef products. The award also funded a limited amount of advertising to promote West Virginia specialized beef products.