

FALL 2015

LOUDOUN Producer

For Loudoun Agribusiness

Women in Agriculture Kickoff October 20

Virginia Agri-Women Memberships: \$50 - Individual • \$50 - Associate • \$25 - Student



On October 20, Virginia Secretary of Agriculture Todd Haymore will officially welcome a new 501(c)(3) organization to the state: the Virginia chapter of American Agri-Women. Any woman with a passion for agriculture is invited to attend the event and consider joining Virginia Agri-Women.

Loudoun's Agricultural Development Officer Kellie Boles will be the vice president of VAW. "The purpose of this group is to facilitate connections between farmers and resources, offer networking and educational events, educate the

public, and support legislation that promotes agriculture," Boles explained.

According to the Virginia Department of Agriculture and Consumer Services, about 17 percent of Virginia's primary farm operators are women. The USDA's most recent census showed that more than 1,000 women run farms in Loudoun.

"Our chapter will strive to promote opportunities that advance the welfare of our members regarding important issues surrounding agriculture," Boles said.

The executive director of VAW will be Loudoun's Rural Business Development Assistant Cassie Walls. If you're interested in joining, email Cassie.Walls@Loudoun.gov or call her at 703-777-0426.



Where: Blue Bee Cider in Richmond, VA
When: Tuesday, October 20, 2015, 2–4 p.m.
Details: Virginia Secretary of Agriculture Todd Haymore will open the event followed by light refreshments and a meet and greet with the Virginia Agri-Women Board of Directors.
RSVP: Space is limited. Please RSVP at biz.loudoun.gov/vawkickoff before October 13.
Trans.: Loudoun will provide transportation to Richmond for event, please let Cassie know if you plan on riding in the county vehicle.



Find a list of participants at loudounfarms.org/products.

Promote Products Made and Grown Loudoun

Looking for local? Look for the logo! Help us make sure the new "Loudoun, VA Made • Loudoun, VA Grown" logo is featured on all top-quality Loudoun products.

"We want consumers to associate this logo with products that have been made with care and authenticity right here in Loudoun," said Agricultural Development Officer Kellie Boles.

Products that can be promoted with the new brand mark include craft beverages, horticultural products, original art, animal fiber products and food products. To use the logo, look at the use guidelines and submit an application form online. Visit biz.loudoun.gov/LvmLvlg.

Sign Up to Be in Holiday Brochure

The Loudoun County Department of Economic Development invites farm businesses to promote locally grown trees, greens and holiday floral products in the annual Christmas in the Loudoun Valleys guide. There is no charge to have your products appear in the guide, but you must complete a participation form. The deadline to submit the form is Friday, October 16, 2015. Call Susan VanEpps for a form at 703-771-5187, or email Susan.VanEpps@Loudoun.gov. You can also submit a form online at biz.loudoun.gov/treeapp.

The printed guide will encourage families around the region to visit participating farms to cut their own trees, buy evergreen wreaths, and select colorful poinsettia plants. The guide will include: a detailed map showing farm locations; tree care instructions; tree recycling tips; and information on fun holiday activities in Loudoun.



Loudoun Wine Award Winners



More than 20 wineries participated in the first annual Loudoun Wine Awards program, with close to 100 wines entered. Photos courtesy of the Loudoun Wineries Association.

Congratulations to all the wineries that participated in the first-ever Loudoun Wine Awards! You are all winners in our book.

The awards ceremony kicked off this year's Epicurience food and wine festival, and was hosted by the Loudoun Winery Association.

"Our goal is to showcase the breadth and depth of quality of Loudoun County wines, while providing an opportunity for ongoing quality improvement," said LWA Chair Mark Fedor, co-owner and winemaker of North Gate Vineyard.

"This program satisfies that goal in a unique way, combining winemaker education and the perspective of wine consumers with traditional professional wine evaluation," Fedor said.

Zephaniah Farm Vineyards' 2012 Three Captains Red was the top-scoring wine, winner of the Chairman's Grand Award. Bluemont Vineyard's 2013 The Ram Merlot was the top-scoring wine made with 100 percent Loudoun-grown grapes, and won the Chairman's Reserve Award.

More than 20 wineries participated in the awards program, with close to 100

wines entered. Winners of the Best in Class Awards, Gold Awards and Silver Awards can be found at LoudounWineAwards.com/ results.

Congratulations to all the wineries that participated in the first-ever Loudoun Wine Awards! You are all winners in our book.

Gary Hornbaker Honored by Virginia Cattlemen

Loudoun Economic Development's Rural Resources Coordinator Gary Hornbaker received the Industry Service Award from the Virginia Cattlemen's Association at a surprise ceremony attended by a host of VIPs, including Virginia Secretary of Agriculture Todd Haymore, Virginia Tech President Timothy Sands, and the Executive Director of the Virginia Cattlemen's Association, Jason Carter.

In presenting the award, Carter read an overview of Hornbaker's achievements, going back to his work as an animal science specialty extension agent with the Virginia Cooperative Extension Service in 1982. "He was one of the first extension agents to conduct multi-county beef education meetings," Carter said.

"Perhaps Gary's greatest service to the Virginia cattle industry – besides the producer education – is his representation of traditional agriculture to local, regional and state boards," Carter said.

"I'm honored and humbled to receive a service award for supporting and helping Virginia cattlemen. It's what I enjoy doing, and to be recognized for that is very nice but unexpected," Hornbaker said.

Loudoun Economic Development Director Buddy Rizer noted the importance of the beef and dairy industries to the economy. "Agriculture is Virginia's largest industry, and has a \$52 billion economic impact. The combined annual sales of cattle, calves and milk alone are \$954,000,000."

Rizer added that he's pleased that Hornbaker's work not only contributes to Loudoun's economy, but to the entire state as well.



Gary Hornbaker received the Industry Service Award from the Virginia Cattlemen's Association.

Equine Facility Study

This summer, Loudoun's Board of Supervisors voted to partner with Fauquier County on a study to find out the feasibility of creating an equine quarantine facility. Such a facility would increase the viability of bringing international horses to world-class events in our region, and also make it more attractive for international businesses to work with breeders and trainers in our area. The project is expected to help grow the equestrian industry and increase equestrian-related tourism in the region.

Loudoun's equine industry is the largest in Virginia, with total sales of more than \$70 million that generate nearly \$2.9 million in tax revenue. We are closely followed by Fauquier County. The equine industry has the greatest economic impact of all agricultural sectors in Loudoun, and employs more than 1,000 people.

Equine events also attract tourists, who contribute to the local economy by spending at restaurants, hotels, and other entertainment venues, generating more than \$44 million in sales.

The equine facility study is expected to be completed this fall.



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You're important to us, and we want to make sure you continue to get this newsletter. The fall edition of Loudoun Producer is sent by U.S. mail, but the other two issues are emailed to subscribers in the winter and spring. To get the next two issues, send an email that says SUBSCRIBE to LoudounBiz@loudoun.gov.

Have an idea for a story? Want Warren to visit your location? Send an email with STORY IDEAS as the subject to LoudounBiz@loudoun.gov.



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Where's Warren?



Warren Howell is a long-time Loudoun resident and owner of Allder School Berries in Purcellville. Like many of you, he has kept busy this summer working on his products. We had to go out and find Warren for this picture.

Can you guess where we found Warren?

Email us at LoudounBiz@loudoun.gov with his location by October 18 and be entered to win a jar of Loudoun made honey.

Hint: This is one location Warren sells his products.

Did you find Warren?

In our last edition, Warren was at Bloom Hill Farms. Cyndie and Peter Rinek welcome visitors to peruse and enjoy their garden gift shop.

Visit Bloom Hill during this year's Fall Farm Tour and try some lavender-infused traditional full tea. This lavender farm boasts of an ever-growing collection of lavender varieties, formal and informal gardens. The gift shop features lavender products and garden decor. You can also sign up to make an herbal tussie-mussie bouquet and learn their special flower meanings.

Learn more about the farms on Fall Farm Tour at LoudounFarms.org/FarmTour.



Visit the lavender gift shop.



Cyndie and Peter Rinek of Bloom Hill Farms.