

Agriculture – Economic Development?



Gary Larrowe
County Administrator

Why Agriculture?

Basic Economics

Food Safety

Know Where My Food Comes From



www.CarrollCountyVA.org

www.CARROLLCOUNTYVA.org

www.CARROLLCOUNTYVA.org

Basic Economics

2008 Crash

Additional \$6,000 in transportation per load from California

Searching for new crops that “fit”

Additional crop search – Cilantro ?

Full spectrum of employment opportunities and jobs we can do



Food Safety – Value Added

Good Agriculture Practices –GAP

PRIMUS

Global Food Safety – GFS

Market Demands

USDA/FDA Requirements



Know Where My Food Comes From

Movement?

Assets

- History
- SWVA Farmers Market
- Community Cannery



Retail Farmers' Market



Wholesale Farmers' Market



Wholesale Farmers' Market



Meeting Commercial Needs



Basic Math

Corn and Hydro-Cooling

Shelf life – 2 days

With hydro-cooling – 2 weeks

Value without hydro-cooling \$5.00 per crate

Value with hydro cooling \$18.00 -20.00 per crate

Or increase of up to 400% in value for an additional
\$2.00 charge

Pumpkins

3,000 acres

\$15 – 17 million crop

= 3,000 trailer loads

Community Impact

\$45,000,000



Pumpkin Promotions



Community Cannery

USDA/ FDA Certified Cannery

Commercial Food Lab

Teaching Facility

Community needs



Community Cannery



Community Cannery



Community Cannery



Community Cannery





Planning

Goal of the BOS

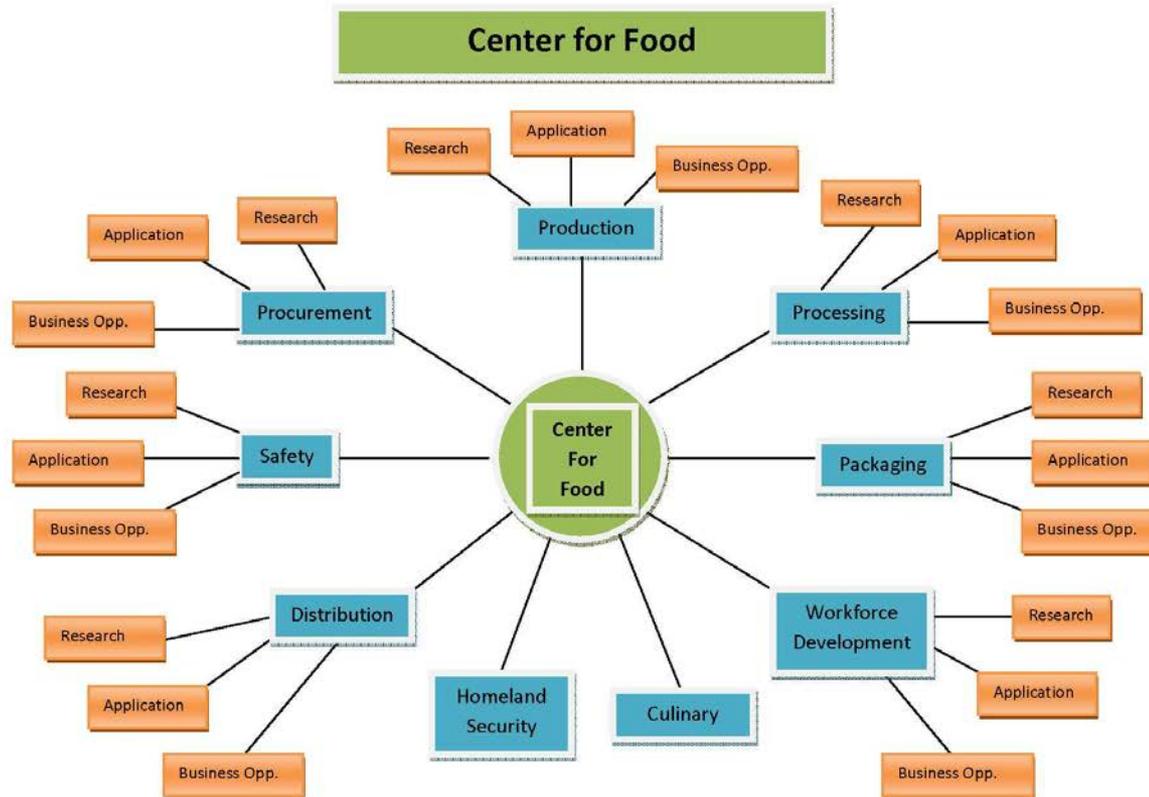
Creation of Food Commission

Workforce Training

School Farm

STE”A”M Lab

Food Commission



Food Commission

Site Certification Services

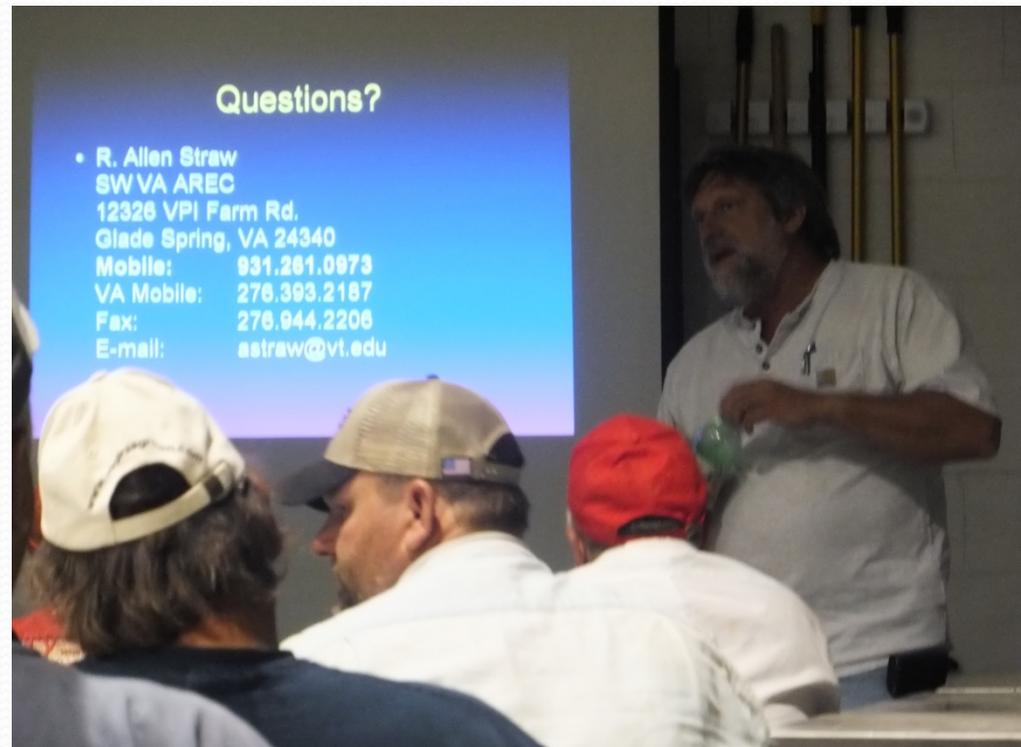
Site Certification for Food and Beverage Industry Related Operations

Prepared for Carroll County, VA
November 2011



MS&B Moran, Stahl & Boyer
Site Selection and Economic Development Consultants

Workforce Training



School Farm













STE"A"M Lab

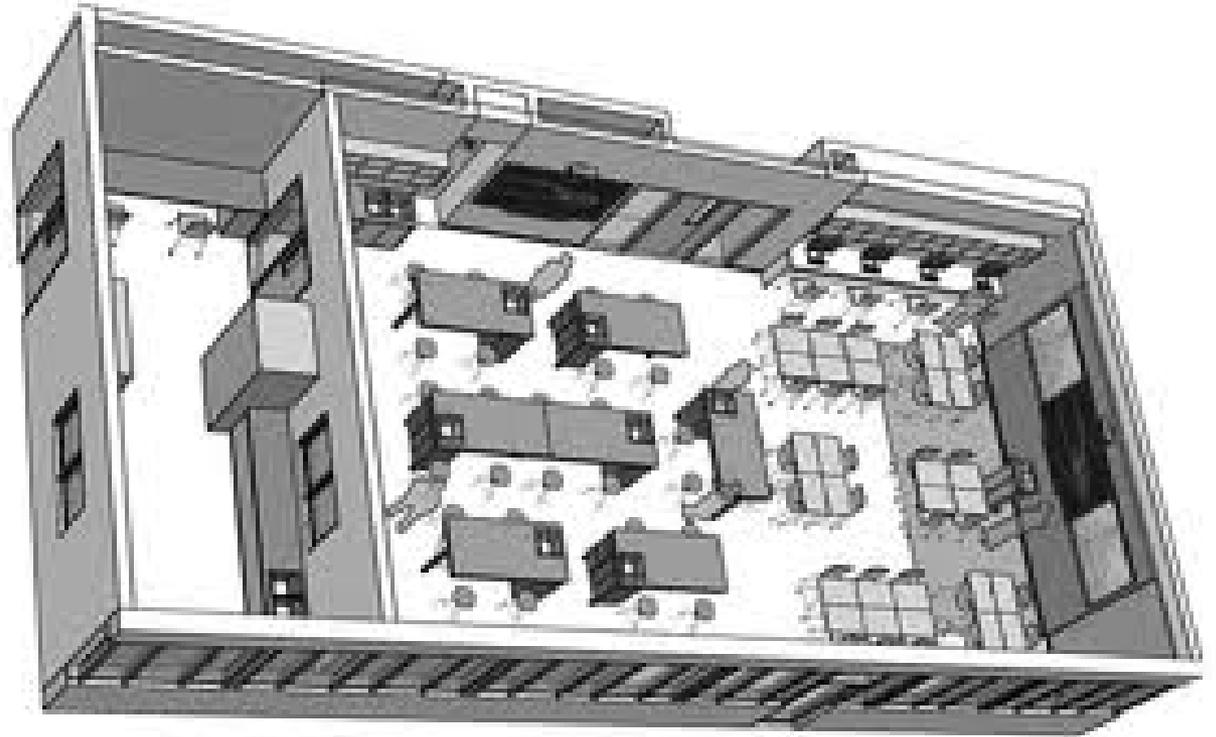
Science

Technology

Engineering

AGRICULTURE

Math



STE"A"M Lab - Agriculture



Job/ Future Creation



Economic Development



Economic Development



Economic Development



Economic Development and Agriculture – Next Generation



Secret Weapon



Thank You



