The Rural Economic Development Council
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2002 Annual Report

Rural Economic Development Council

June 2003

The Loudoun County Rural Economic Development Council

JUNE 2003

2002 ANNUAL REPORT

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2002— A FOUNDATION FOR A MODERN RURAL ECONOMY

While the Rural Economic Development Council concerned itself with laying the foundation for a modern rural economy, the people actually on the ground doing the work of building and adding to the economic structure moved ahead with their tasks. Agribusinesses, crop producers, and livestock, equine and horticulture operators –the mainstays of the rural economy– all saw major changes and growth in their areas. There was expansion and contraction prompted by both long-term economic patterns and a short-term soft economy. Other changes resulted from recent rising interest in new areas such as vineyards and wineries. The public agencies involved in farming–Loudoun Cooperative Extension, Economic Development and the Loudoun Soil and Water Conservation District–also saw their roles shift in response to population, economic and crop and animal dynamics.

REDC RECOMMENDATIONS ACCEPTED

Early in the year, both county Planning Department staff and private-sector representatives set the stage for REDC involvement in revising and checking the rural economy parts of the new Zoning Ordinance.

The REDC Farm Viability Committee and later the REDC proposed suggestions to the Zoning Ordinance to foster the rural economy. The REDC's goal was to implement portions of The 200,000-Acre Solution report, specifically to reduce unnecessary regulations. The REDC's approach to Zoning Ordinance revisions was to increase the number of "by-right" rural economy uses where the impact of the uses was mitigated by a carefully thought-out series of "performance standards." The performance standard approach was adopted and used to expand rural economy uses to new levels certain to invite expansion of the rural economy.

The Revised Zoning Ordinance adopted in January 2003 allows additional by-right rural economy uses. These uses will be the basis for Economic Development marketing and recruitment strategy targeted to the Rural Policy Area in the future.

Retaining the farms and communities of western Loudoun as important economic, scenic, and historic resources is one of the goals of the revised General Plan and the revised Zoning Ordinance.

CONTENTS:

Tourism	3	*Agribusiness*	5	*Land Use Program*	8
Winegrowers	3	*Agricultrual & Forestal District*	6	*PDR Program*	9
Farm Viability	4	*Staff Targets Horticulture*	6	*Cooperative Extension*	10
Environmental Stewardship	4	*Farm Bureau Legislative Report*	6	*Farmland-for-Lease*	10
Main Street Loudoun	4	*Agronomy*	7	*Economic Development*	11
Loudoun is Horse Country	5	*Commercial Horticulture*	8		

TOURISM

The Loudoun Convention and Visitors Association continued to promote authentic rural experiences through the implementation of a countywide tourism marketing plan. Specific support for the rural tourism products included the expansion of the Seasonal Calendar of Events to feature opportunities for Pick-Your-Own produce and farmers markets. The LCVA group sales program promoted rural meeting venues and recreational facilities for corporate outings and team building options. The group sales initiatives also included tour support from guest activities in addition to promoting rural events to group leaders who brought tours by motorcoach. In order to connect the eastern Loudoun accommodations with the rural attractions the LCVA coordinated a "Rural Van Fam" for the hotel sales people using 7 hotel vans and touring rural Loudoun for a day.

The LCVA spent much of 2002 focused on the Loudoun County comprehensive plan and zoning issues that face the tourism industry. A study of event facilities was completed to get a better understanding of adaptive re-use in rural communities and their ability to attract sustainable benefits from events. The challenge for tourism businesses in a rural economy is that there is a perception that visitors to these facilities pose a negative impact on the land and surrounding neighbors. The LCVA worked with rural tourism businesses to address their concerns related to events, wineries, farms, rural retreats, country inns, and bed and breakfasts. Some headway was made however, the rural tourism businesses remain out of step with the county requirements and will need assistance from the Rural EDC and the LCVA to fully comply with the new comprehensive plan and zoning ordinances.

Marketing of Rural Loudoun to Tourists includes the Wine Trail and other brochures produced by the Department of Economic Development

WINEGROWERS

The Loudoun wine industry is making great advances, and going through some growth problems. The 2002 wine grape growing season was one of the best on record for Northern Virginia and Loudoun County even though it started with damaging frosts for some growers. With the drought conditions in the summer, the fruit ripened well and has been made into some very promising wines.

Current statistical reports indicate that Loudoun County continues to be ranked third among counties in the state for acres of planted wine grapes. The total of bearing and non-bearing acres in Loudoun increased from 252 acres in 2001 to 281 in 2002. New commercial vineyard plantings in 2002 increased the number of commercial growers to 38, with more scheduled to open in 2003. The nine licensed wineries in the county produced about 80,000 gallons of wine with a retail market value of approximately $5 million.

The past year saw an increase of over 10% in total bearing and non-bearing acres of planted wine grapes.

The greatest concern for Loudoun winery owners this past year was lower wine sales. If the wineries here are to make money, they must sell most of their wines through the tasting room. The depressed economy and national security concerns have slowed tourist traffic in the wineries. Recent plantings of grapes are starting to bear fruit but, instead of making this fruit into wine, the owners are selling the fruit to larger wineries out of the area. They need to increase sales to a point where these grapes are turned into wine and sold here, a value added process that brings in about eight times more dollars than simply selling the grapes.

The Loudoun Winegrowers Association (LWA) marked its fourth year of existence in 2002. The LWA has maintained its commitment to educate new and existing growers on the proven methods of growing quality wine grapes in Virginia. The LWA is interested in working with the county and the wineries to help market Loudoun and its wines. It is putting great efforts into defining and applying for a Viticultural Appellation that will define our area and further emphasize the distinctiveness of this area and its commitment to quality wines.

The Department of Economic Development is expanding its marketing efforts to broaden the message of visiting Loudoun for wine tasting during the prime spring-summer-fall tourism season.

FARM VIABILITY GRANT PROGRAM

Patowmack Farm – Dinner in the Garden is the first recipient of a Farm Viability Grant. The Board of Supervisors awarded $28,000 to Patowmack for installation of a commercial kitchen serving this innovative rural business. The farm will receive the funds once the commercial kitchen is installed. Local farmers will learn from the experience of the landowner, the kitchen may become available for shared use for value-added producers, the County will receive an Open Space Easement restricting further development on the property and the regulatory system will learn from the issues that surfaced during the process. A number of other proposals have been submitted but need additional business plan work before they are endorsed by the REDC.

The Farm Viability Program is designed to demonstrate that innovative farming ventures are able to succeed even in the high-priced environment of Loudoun. The aim is to create incentives for rural business expansion that will overcome some of the barriers to entry into rural Loudoun business. The program begins to implement the Revised General Plan. It provides a vehicle for increased technical assistance to entrepreneurial rural business. A body of business plans will become available as a result of the program to help others begin similar rural business.

The Farm Viability Committee will review the program and make suggestions to implement improvements and generate enthusiasm for innovative agriculture.

ENVIRONMENTAL STEWARDSHIP

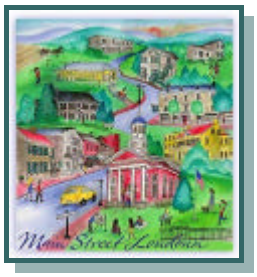
The Loudoun Soil and Water Conservation District has long provided invaluable natural resource conservation and water quality services to county farmers. In 2002 the District's work included Total Maximum Daily Load (TMDL) stream monitoring (available on-line at www.loudoun.vaswcd.org), fish surveys on buffered streams with the NRCS Wetland Science Institute, and collaborative work with such public groups as the North Fork Goose Creek Watershed Committee, Wancopin Watershed Neighbors, and Loudoun Watershed Watch, plus the Washington Council of Governments.

Other conservation work in 2002 was technical assistance and cost-share funding amounting to $117,000 for Loudoun farmers. Mainly this work included Best Management Practices aimed at reducing non-point pollution and protecting close-by streams, the Potomac River and the Chesapeake Bay. Its more general purpose was helping county farmers develop farm conservation plans, designing structural conservation practices and preparing agricultural and horticultural activity plans.

The District conducted an important educational outreach this past year when it distributed conservation related materials to 5,700 school children for Soil and Water Conservation Week, offered 38 classroom programs, three exhibits and four field trips and sent its newsletter, Terraqueous , and Annual Report to 2,500 individuals and organizations.

MAIN STREET LOUDOUN

The Main Street Loudoun (MSL) program is modeled after the Main Street program developed in 1980 by the National Trust for Historic Preservation. The comprehensive 4-Point Approach utilized by MSL has rekindled entrepreneurship, downtown cooperation and civic concern in over 1650 communities (including 65 communities in Virginia) by focusing on preservation of a town's existing assets and efforts to maintain a community's sense of place.



MSL facilitates a partnership among our towns, villages and rural areas that works to accomplish the goals of locally driven initiatives. The success of the program depends on the talents and efforts of a broad base of volunteers from our communities.

Main Street Loudoun

Stay current by visiting the official website:

www.mainstreetloudoun.org

LOUDOUN IS HORSE COUNTRY

The horse industry has succeeded in holding its pre-eminent position in rural Loudoun. While Middleburg foxhunting is perhaps the most indelible image of the horse world we have, Loudoun's equine industry is far more than this. The 2001 Equine Report released in December of 2002 underscored the importance of equines to our area. First, Loudoun's 15,800 equines, valued at an astounding $295 million, far surpass the number of any other county. The industry is a historic and very diverse generator of economic activity, accounting for more than $55 million in 2002. The industry also creates approximately 2,500 jobs in Loudoun.

	Equine Inventory 1/	Total Value	Average Valu Per Equine
	-number-	-dollars-	-dollars-
Northern			
Clarke	4,400	$70,289,000	$15,975
Culpepper	3,300	$41,915,000	$12,702
Fairfax	3,000	$27,878,000	$9,293
Fauquier	13,700	$226,083,000	$16,502
Frederick	2,000	$15,245,000	$7,623
Loudoun	15,800	$294,671,000	$18,650
Madison	2,500	$17,761,000	$7,104
Page	1,000	$5,770,000	$5,770
Prince William	3,900	$37,113,000	$9,516

Virginia Agricultural Statistics Service Equine Report Emphasizes Value of Equine Industry to Loudoun

The breadth of the local industry is particularly important, and amounts to a great asset. Horse operations range from caring and feeding horses as family pets to the most sophisticated Olympics training and internationally known Thoroughbred breeding farms. Three outstanding equine facilities in Loudoun—Morven Park, the Marion duPont Scott Equine Medical Center and the Middleburg Training Center—are the institutional pillars of the industry. This diversity frees the Loudoun equine industry from vulnerability to declines in any single component of this economic activity, as is the case elsewhere.

Horse events and shows bring thousands of visitors to the area every year. Trail/pleasure riding is the predominant equine use, and is growing. The equine industry is a vital component of Loudoun's rural economy, its tourism industry and its efforts to preserve farmland and open space.

The REDC supports expansion of equestrian trails. Equestrian use is viewed as qualifying landowners for addition to Agricultural and Forestal Districts thus providing eligibility for Open Space Use Assessment – a preferential benefit denied to pleasure horse owners in the Agriculture Land Use Assessment program.

Loudoun County Milling Co. saw sales grow in 2002, attributing much of the contribution to horse operations.

AGRIBUSINESS

On a sector-by-sector basis, agribusiness in Loudoun continues shifting to sales of compact tractors and lawn mowers. Sales of traditional farm equipment include a few hay cutting and baling machines, but replacement parts and repairs of existing large machines are the primary source of revenue in bigger equipment. Few local farms can justify the high cost of high-horsepower tractors and combines. As many of Loudoun's farms undergo subdivision, the smaller pieces of land in production and their new uses do not need the big tractors of yesteryear.

Custom equipment operators are finding their services in considerable demand. New landowners want them to make hay, or bushhog their fields. Many landowners vitally need custom operators to keep their places in production to qualify for land use tax valuation. Among them are the many horse farms and specialized operations.

Sales at the two major tractor dealers were down from 2001, the chief causes being drought and the sluggish economy. The owners report profits, but not so high as they were in the boom year of 2000.

Seed, feed and supply stores reported sales growth, but again stemming from residential growth and expanding horse and small farm operations. Tractor Supply Company and Southern States Leesburg said their sales were up. Loudoun County Milling Company had sales growth, with horse operations making a major contribution. Others contributions to these better sales might have been the closing of the Southern States stores in Herndon and Vienna which have long had strong horse feed sales.

Agricultural & Forestal Districts

In March 2002 the Agricultural and Forestal District (AFD) program was transferred to the Department of Economic Development. An audit of the program disclosed the need to carefully examine the procedures for processing applications. The Agricultural District Advisory Committee, appointed by the Board of Supervisors and charged with evaluating applications and recommending action, felt the need to seek additional information from applicants to Agricultural and Forestal Districts. The application review procedure now includes a 1-page listing of the qualifying uses justifying admission to the District program.

The program now requests information from AFD applicants describing their eligible land uses. This detailed look at applications will ensure that truly eligible properties will be included in the program.

The population expansion continues to create additional demand for Christmas trees, as well as trees for the landscape market.

Staff Targets Horticulture for Expansion

Horticulture is an area of promise for Loudoun County. The past year saw expansion of Farmers markets and direct-marketed fruits and vegetables, flowers and ornamentals, Christmas tree growers experienced another good year but supplies of trees are dwindling. The population expansion continues to create additional demand for trees that require 7-12 years to produce. Shade and flowering trees for the landscape market are under produced.

The expanded Farm Fresh Product Guide and Spring Farm Tour provided a colorful description of 38 Loudoun farms that directly market a product to consumers. Seventeen farms were open for the 7th annual event that brought several thousand visitors to the county. Companion events and marketing efforts include the Loudoun Wine Trail, Farm Color Tour and Christmas in the Loudoun Valleys. Together these events attract an estimated 75,000 visitors annually to the county. The 2nd annual AG-RURAL Festival was held on the Spring Farm Tour weekend.

Expansion seen in direct-marketed products such as these green-house grown jasmine at Kord Farm.

Future education and marketing activities will include a "beginning farming" series targeted to first time farmers interested in some of the opportunities now evident. These meetings will be linked to evening field trips to explore production and marketing successes of local farmers.

Loudoun Valley HomeGrown Markets Association

The Loudoun Valley HomeGrown Markets Association sponsors five farmers markets in Loudoun County. The market season begins the first weekend in May and continues through October. The five market locations and hours of operation are as follows:

Cascades
9 a.m.-1 p.m., Sundays
Leesburg
9 a.m.-1 p.m., Saturdays
Middleburg
9 a.m.-1 p.m., Saturdays
Sterling
4-7 p.m., Wednesdays, opening in June 2003
Round Hill
2-5 p.m., Sundays

AGRONOMY

For Loudoun County agronomics 2002 was a year of excellent yields for grain crops but a below average year for forages (pasture and hay). The winter of 2001 was extremely warm, a good scenario for grains but unfortunately a perfect one for an insect population explosion. Over 10,000 acres of pasture and hayfields had aphid and mite infestations in the spring of 2002. Over 5,000 acres were saved by insect and disease treatments, but 2,700 acres were totally lost to the pests. Early summer provided excellent growing conditions for corn, wheat, and soybeans. The first cutting of hay was excellent quality but the yield was low as a result of the previous year's drought. By late summer Loudoun was again back into drought-like conditions, with pastures and water sources drying up. These conditions ruled out a normal fall harvest of hay, but did help to quickly dry down standing grain crops. Virginia and much of the U.S. experienced drought stress in 2002, which had the compensating effect of pushing commodity prices higher for the year.

Loudoun ranked 2nd among Virginia counties for hay tonnage in 2002.

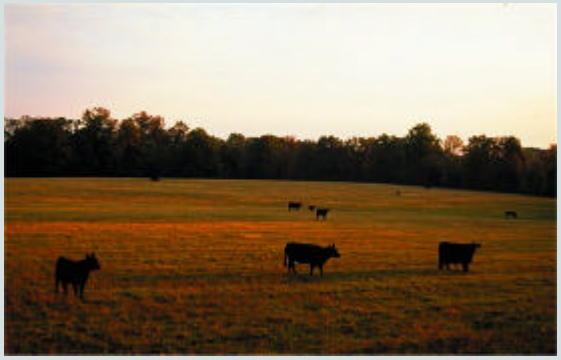
In 2002 Loudoun County had approximately 7900 acres of corn for grain and silage, 7500 acres of soybeans, 2000 acres of small grains (wheat and barley), 51,000 acres of hay, and 77,000 acres of pasture, for a total of 145,400 acres in production. Cattle and livestock in general have held strong. Loudoun County ranked 2nd among Virginia counties for hay tonnage. Yields of corn at 115 bushels/acre and soybeans at 65 bushels/acre were among the highest ever in Loudoun.

The demand and price for quality horse hay continued to grow, with more hay producers striving to develop that market. With widespread drought conditions in the Mid-Atlantic area, Loudoun farmers shipped hay to Virginia, North Carolina, Maryland, and West Virginia to supply feed shortages. Demand for straw for bedding and landscaping continues to grow.

Land rental rates continued to remain in the range of zero to $35.00 per acre, depending upon yield potential, fences, and location. There was a strong demand for pastureland (horses and cattle), however, fencing continued to be an issue that many landowners needed to address. The County Departments of Economic Development and Cooperative Extension did implement an effort, the Farmland-for-Lease Program, to create a database of land available for rent and farmers looking for land to rent. The program was well received by farmers looking for land to rent (6,000 acres wanted) but little quality land was available.

Many farmers and landowners participated in state and federal conservation programs to install conservation practices on their land. Practices such as fencing out streams, establishing buffers on fields, and taking land out of crop production to be planted into grass continued as water quality and environmental concerns increased.

Hay production was impacted by the lack of custom farm services to make the hay for non-agricultural landowners. Field operations such as planting, spraying, bushhogging, and harvesting continued being headaches because of the increasing difficulty of finding custom operators to do these tasks. Use of bio-solids in place of commercial fertilizers came under fire from some residents in rural areas.



In 2002, Loudoun had 77,00 acres of pasture; and cattle and livestock held strong.

Strengthening the traditional agricultural sector by providing technical resources for farm business plans development is one potential objective. The idea would be to assist landowners with achieving business plan objectives such as using the most modern business planning approach for their farm, obtaining grants, favorable tax treatment, introductions to lending organizations and other activities that increase economic viability.

COMMERCIAL HORTICULTURE

Commercial Horticulture in Loudoun is evolving, demonstrating its economic viability, and is steadily expanding to meet market demand in Northern Virginia. Virtually all of Loudoun's Horticulture operations successfully sell all of the product they are capable of producing.

Locally the wine and vine industry in Loudoun is on the rise with 42 vineyards totaling over 300 acres in support of 9 existing wineries. To advance the local wine grape industry, Loudoun Cooperative Extension offered courses in winter pruning and training, disease management, mid-season canopy and vineyard management, and pre-harvest fruit maturity evaluation. A Mid-Atlantic Winery Design and Development program will be held in Leesburg May 31, 2003, and is expected to attract nearly 150 people from the Mid-Atlantic region, with early and emphasized promotion to Loudoun's potential entrepreneurs, notably a minimum of 9 more wineries in the long term prospective development process. Furthermore, as exhibited by the National and International Honors received by Chrysalis Vineyards, Loudoun County is earning the reputation of making *Vitis vinifera* wines, such as Viognier, that rival the quality of the greatest wines in the world.

The Mid-Atlantic Brambles Conference (raspberries and blackberries) was a fabulous success on February 7 and 8, 2003 in Leesburg, Virginia. Industry and academic leaders from 6 states presented cutting edge information, while 112 participants attended from 11 states. 41 of these attendees were from Loudoun, demonstrating the strong demand and growth of the small fruits industry in Loudoun.

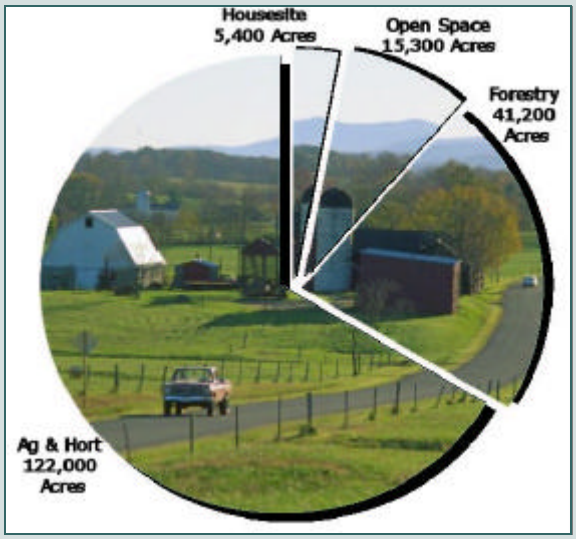
Additional educational programs offered in 2002 by Loudoun Cooperative Extension targeted all of the horticultural commodity groups including: vegetables, Christmas trees, nursery and greenhouse, and pesticide certification & recertification.

Individual consultations have been a major role of the Commercial Horticulturist in 2002, keeping up with the demand of more than 650 acres in horticultural production in Loudoun. Over 115 site visits were conducted to consult on specific issues with Loudoun's growers, as were an equal number of office consultations. One final accomplishment of the Loudoun Commercial Horticulture program is the development of an efficient organization and distribution system to notify growers of upcoming relevant events and important timely informative updates.

LAND USE ASSESSMENT PROGRAM

In 2002, there were over 184,000 acres enrolled in the Land Use Assessment Program.

With 4,927 parcels, there are over 184,000 acres enrolled in the Land Use Assessment Program. The total Fair Market Value of this land would be $2,207,004,600, while the Land Use Value is $311,027,240. The graph depicts the amount of acres in each class of Land Use.



Acreage in Land Use by Class

INITIAL PDR PROGRAM PURCHASES PROTECT SIGNIFICANT NATURAL, HISTORIC, AND AGRICULTURAL RESOURCES

PDR easements on eight properties will permanently protect 1,439 acres of the County's farmland and open space.

In February 2002, the Board of Supervisors authorized the first conservation easement purchases through the Loudoun County Purchase of Development Rights (PDR) Program. The Supervisors' action resulted in the County acquiring easements on eight properties, permanently protecting a total of 1,439 acres (2.25 square miles) of farmland and open space.

In 2002, the Purchase of Development Rights helped to Retain for agricultural uses over 850 acres of Prime Farmland and Secondary Cropland soils.

The eight properties preserved through the PDR Program were drawn from a pool of 40 candidates evaluated by the County's PDR Board. The properties were chosen because they possessed an exceptional mix of agricultural, historical, and natural features. For example, the County's purchase of the easements will:

? Protect sensitive riparian areas along more than 3.5 miles of stream frontage in the County

? Retain for agricultural uses over 850 acres of Prime Farmland and Secondary Cropland soils

? Preserve two farms in historic districts, including the 250 acre Talbot farm located in the Waterford Historic Landmark District

? Preserve a block of 450 acres near Aldie, including Stoke Farm, a property that is eligible for the National Register of Historic Places

? Protect important natural resources, including a rare aquatic habitat along Goose Creek identified by the University of Maryland

The eight conservation easements were valued at $5.7 million. The County leveraged $3.8 million in funding from its Open Space Preservation Fund (OSPF) to secure an additional $1.9 million in grants and donations.

The County's use of OSPF funds to purchase easements represents a good long-term investment for County residents. In addition to avoiding the cost of providing public services to future development, the PDR Program supports a vibrant rural economy by protecting resources—historic, cultural, and natural—that are at the very foundation of the County's rural based tourism and agricultural industries.

LOUDOUN COOPERATIVE EXTENSION

Loudoun Cooperative Extension promotes sustainable and profitable agriculture and educates the public in protecting and enhancing the environment. In 2002, however, this work faced a major challenge posed by severe budget and personnel reductions. Despite this, the extension staff succeeded in carrying out many traditional and several new tasks.

Early in the year Gary Hornbaker, head of Extension and a crop and animal specialist, coordinated an 8,800 acre hay crop scouting effort to deal with a severe pest infestation, and recommended treatments. He conducted a Beef Quality Assurance Certification Training Program for 77 beef producers, enabling them to market their cattle under the Virginia BQA trademark. Because of the drought that struck nearby states, he gathered hay supply data and built a database of 47,000 square bales and 7,100 round bales available for sale or donation.

Loudoun Extension also conducted under Hornbaker's leadership a regional Grazing School in conjunction with the Virginia Forage and Grassland Council. In all 47 large and small forage producers benefited from this instruction. Apart from this Loudoun Extension also offered workshops on beef, sheep, horse and forage production, plus general farm management and pesticide recertification programs for 1,128 producers.

Debbie Dillion, Urban Horticulturist, coordinated the popular Master Gardener's program for 27 individuals. This program imparts education, diagnostic services, and one-on-one consultations to local citizens. The Master Gardener volunteers donated over 2,900 hours of service. Another segment of her work was the demonstration Garden/Outdoor Classroom at Leesburg's Ida Lee Park. The demonstration garden project furnished 760 pounds of produce to Loudoun Interfaith Relief this past year.

Jason Murray, Commercial Horticulturist, created a database of commercial horticulture producers to help organize commodity groups, promoted industry networking and assisted many commercial producers in production techniques. Jason also gave training to 65 pesticide applicators to gain commercial certification and helped 28 private applicators gain their certification.

Thoughout the year Extension staff provided support and leadership for the REDC and served as advisors to the Council.

Farmland-for-Lease Acres Wanted—6,500

Renters	Acres
2	<50
9	50-99
4	100-199
7	200-499
2	500 or more
2	Not stated

Farmland-for-Lease Acres Offered—1,480

Owners	Acres
15	<50
8	50-99
4	100-199

FARMLAND-FOR-LEASE PROGRAM

In its first year of operation, the Farmland for Lease program received a warm welcome from farmers wanting to rent land. Of the original 65 addressees on the exploratory renter mailing, 26 replied favorably to looking for land to rent. Of the original 676 addressees on the exploratory landowner mailing however, only 27 replied with land available for lease. Contrary to expectations, the applications showed there was little good cropland and fenced pasture available for rent. In fact, farmers wanted more than four times the amount of land available (6,500 acres versus 1,480).

Not only did the number of acres wanted outstrip the number available, the type, quality and size of properties available were also wrong. To give two examples, most farmers looking for land wanted large fields to raise grains or fenced pasture. However, only four properties had 100 or more acres and none had trustworthy fencing. By year's end program staff knew of only one lease contract for 25 acres that had been finalized, with

approximately 30 possible arrangements tried.

The Loudoun Country Rural Economic Development Council would like to thank the following people for their contributions to the 2002 Annual Report::

Jeff Browning
Marian Czarnecki
Tricia Hankinson
Gary Hornbaker
Warren Howell
Mike Kane
Cheryl Kilday
Jason Murray
Lou Nichols
Lew Parker
Bob Willingham
Christina Winn

For more information on Rural Economic Development in Loudoun County visit:

www.rural-loudoun.state.va.us

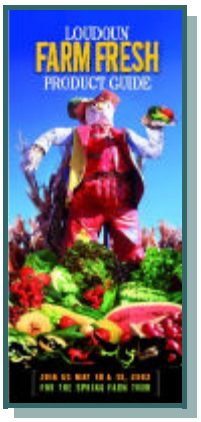
Or call 703-777-0426

Economic Development

Early in its term, the Board of Supervisors established as a priority expansion of the rural economy. This initiative resulted in staff expansion, since 2001, to current rural economic development staff of four. The rural economy is a dominant them in the Revised General Plan and Zoning Ordinance.

In 2002, the Department's focus in Rural Economic Development was in 4 primary areas.

1. Marketing of Loudoun's farms and products: The Farm Fresh Product Guide and Spring Farm Tour brochure was expanded to include both farms on the Tour as well as serve as a guide to farms that sell their products direct to the public throughout the spring and summer. Other marketing-related efforts included revising the Loudoun Wine Trail, adding 2 new wineries; producing the Christmas in the Loudoun Valleys brochure; and conducting the Fall Color Tour.
2. New Program Development for maintaining productive farmland: Farm Viability (see page 2) and Farmland-for-Lease (see page 9).
3. Agricultural District Program (see page 5)
4. Assisting with revisions to the Zoning Ordinance.



In total, the Department of Economic Development distributed over 60,000 brochures in 2002. Included in this distribution are the two brochures pictured above—the Loudoun Farm Fresh Product Guide that lists over 30 Loudoun farms that sell their products directly to the public, as well as highlighting the Spring Farm Tour; and the new in 2002 Rack Card that lists all of the brochures and events sponsored by the Department of Economic Development.

Fun on the Loudoun Farm Tours

An estimated 7,000 visitors explored Loudoun's farms during each of the Spring and Fall farm tours.

Thank You

for Spending Time in

the Country