



Virginia Cooperative Extension

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Situation Analysis



Bath & Highland County

2018

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Introduction

The Highland & Bath Units of Virginia Cooperative Extension conducted a study of the current situation in Bath & Highland County. The study consisted of 4-H Agent and staff reviewing the latest profile of the counties and examining major statistical changes over the last ten years.

The Extension staff decided to use an instrument to survey key informants in the counties to assist in identifying issues and concerns and prioritizing those needs to develop a comprehensive listing.

Using the survey information obtained, Extension determined the top issues to focus on in Bath & Highland County for future programming. These recognized issues are reported in this document as identified by Extension in order to make the most impact for positive change.

Highland Unit Profile

Highland is a rural county located in “Virginia’s Little Switzerland.” The county is bordered to the west by Pocahontas County in the state of West Virginia, to the north by Pendleton County, West Virginia, to the east by Augusta County, Virginia, and to the south by Bath County, Virginia. Highland County encompasses 415.9 square miles of mostly mountainous terrain with Monterey serving as the County seat. According to the 2010 Census, Highland County had a population of 2,395. A 2016 census population estimate of 2,230 reflected a 7% decrease since 2010.

Highland had a significant increase in population between 1970 and 1980, due partially to the influx of temporary residents employed in the construction of Virginia Power’s hydroelectric facility. The population has seen a steady decline since the completion of the facility in 1990.

The youth population has decreased in the last six years by 25 percent. In 2010, there were 326 youth between 5 and 19 years. In 2016, that number went down to 243.

Highland’s population is trending towards older citizens. Highland’s retired population (55-69) has increased by roughly six percent in 6 years. In opposition, however, the number of school-aged children has decreased. In 2010, 13.6 percent of Highland’s population were ages 5 to 19. In 2016, only 10.9 percent of Highland population were school aged.

In Highland, the racial composition has had little change. In 2010, 99.7 percent of Highland citizens identify as white/Caucasian. 2016 showed an increase in the white population by 0.10 percent (mainly due to overall decrease in population).

The average Highland household income was estimated at \$58,383, as of 2016. This is an increase from the 2010 census figure of \$55,024. This could be attributed to a smaller population, however, since the median household income for 2016 was \$44,877. The unemployment rate in Highland is declining overall, albeit, slowly. In 2010, Highland’s unemployment rate was 7.6 percent, as opposed to 4 percent in 2018. In 2015, the largest percentage of jobs in Highland were in the health care and social assistance sector.

According to data from the 2012 Agricultural Census, trends over the previous fifteen years (1997-2012) show the number of farms declining and area devoted to farmland waning almost 30%. Livestock numbers decrease for cattle and horses, but gross farm receipts increased from \$15,586 in 1997 to \$52,215 in 2012. This is an increase of 235% from the 1997 figures.

The following data chart summarizes recent agricultural trends:

Highland Agricultural Profile

Highland County	Total Farms	Acres of Farmland, reported	Average Size in Acres	Average Farm Gross Receipts
2002	293	96,036	328	\$43,476
2007	239	76,764	321	\$54,921
2012	261	93,080	357	\$115,200
Last 10 yrs.	-10%	-3%	+10%	+162%

Cattle Inventory	Highland	Rank in VA
2002	11,202	
2007	6741	30 th
2012	12,518	19 th

Bath Unit Profile

Bath is a rural county located in Virginia's West Central Highlands, with neighboring counties of Augusta and Rockbridge to the east, Alleghany to the south, and Greenbrier County of West Virginia to the west and north. Bath County encompasses 540 square miles of mostly mountainous terrain with Warm Springs serving as the County seat. According to the 2010 Census, Bath County had a population of 4,747. A 2010 census population estimate of 4,814 reflected a 1.4% increase in population since 2010.

Population numbers have fluctuated over the last 30 years. Bath had a significant increase in population between 1970 and 1980, due partially to the influx of temporary residents employed in the construction of Virginia Power's hydroelectric facility. The 1990 data reversed that trend with a 15.5% decline in population, which can be partially attributed to the completion of the Virginia Power Project.

The youth population in Bath County followed the general trend of the overall population within the county. Youth, ages 5-18 years of age, increased slightly in number between the years 1990-2000. In 2006, there was a 2% decrease in population between the ages of 5-18 years old. Between 2007 and 2011 there was a 5.3 % decrease in the population of those 3+ years enrolled in local schools.

The median age of Bath residents has increased significantly in the last 20 years. In 1980 the median age was 33, and rose to 39 in 1990. It rose to 42 in 2000 while the number was 44 in the year 2006. For the 2010 Census it was listed as 50.

In Bath, the racial composition has had little change, with the percentage of white residents increasing from 92% to 96.60% since the 2010 census. The percentage of minority residents declined from 6% to 3.60% for Black/African Americans and 1.5% to 1.03% for Hispanics since the 2010 census.

Bath's per capita income rose from \$16,361 in 1990, to \$24,852 in 2000 and to \$31,520 in 2005. In 2011 the median household income was \$62,391. The unemployment average was 5.4% for the county in 2013. In 2012, the largest percentage of jobs in Bath was held in the service sector at 38.7%. Bath's largest industry is tourism with revenues totaling \$241,724,502 in 2012.

According to data from the 2012 Agricultural Census, trends over the previous fifteen years (1997-2012) show the number of farms still declining and area devoted to farmland waning almost 30%. Livestock numbers decrease for cattle and horses, but gross farm receipts increased from \$15,586 in 1997 to \$52,215 in 2012. This is an increase of 235% from the 1997 figures.

The following data chart summarizes recent agricultural trends:

Bath Agricultural Profile

Bath County	Total Farms	Acres of Farmland	Average Size in Acres	Average Farm Gross Receipts
1997	153	58,271	452	\$15,586
2002	124	52,335	422	\$20,319
2007	120	38,412	320	\$32,242
2012	116	41,332	356	\$52,215
Last 15 yrs.	-24.2%	-29.1%	-21.2%	+235%

Cattle Inventory	Bath	Rank in VA
1997	5,812	61 st
2002	5,348	64 th
2007	3,325	64 th
2012	5,707	57 th

Sheep	Bath	Rank in VA
1997	217	46 th
2002	310	38 th
2007	No Data	No Data
2012	280	47 th
Last 15 yrs.	+29%	

Horses	Bath	Rank in VA
1997	233	60 th
2002	154	84 th
2007	236	82 nd
2012	100	91 st
Last 15 yrs.	-57.1%	

Community and Resident Perspectives

To Gather data, two online Google surveys were created and shared with community members in Bath & Highland County - a youth survey and an adult survey. The survey was distributed to both unit's email lists as well as shared on the 4-H Facebook page, community social media Facebook pages, and paper forms were available at the offices and during the 2018 Highland County Fair on a centralized informational table in the Ag Building. Stakeholders contacted were:

- county organization leaders (Chamber of Commerce, pastors, service organizations, and local business owners)
- Junior 4-H Camp teen counselors and adult volunteers
- in-school 4-H members and teacher partners,
- farm and land owners in the local VCE system,
- community 4-H Club leaders and volunteers,
- local department heads and Government leaders.

These stakeholders were asked to respond to issues ranging from Agriculture, Youth Development, Family, Community Viability and Environmental Concerns. Comments and insights were encouraged.

The survey was available for two months, and was shared multiple times with the most responses received within the first three weeks of dissemination. Respondents to the VCE Community Survey yielded 31 submissions (30 online through Google (5 of which were from the youth survey), and 1 adult paper submission). Open ended questions for written answers and comments were included, along with bulleted choice questions, and questions asking for rankings. The majority of the feedback from this survey is summarized below:

- 1) Developing a means to keep youth in the county or bring them back to the county after post-secondary education and/or job training. (from the youth survey)
- 2) The presence of Extension support field staff, most of all the rehiring of an Agriculture Agent.
- 3) Developing vocational skills, life skills, and business opportunities that benefit youth.
- 4) Instilling in the younger population a sense of dependability, fiscal responsibility and community service.

Utilizing the results gathered from the *Community Survey*, the Extension Agents and Staff prioritized the following issues:

- 1. Employment Issues**
- 2. Youth Concerns**
- 3. Health Concerns of Citizenry**
- 4. Lack of Extension Agent**
- 5. Economic Growth Concerns**

Gathering Data on County Issues

Bath & Highland County Community Survey (Adult)

The purpose of this survey is to gather information about issues in Bath & Highland County. Please take a couple of minutes to share your opinion. The results of this survey will help in shaping Virginia Cooperative Extension programs in our county. Questions with (*) were required to answer before moving on in the survey.

1. County of residence: *
2. My zip code is * _____
3. I live in * (*mark one*)
 - a town/city with a population larger than 10,000 people
 - a rural town/village of less than 10,000 people, but not on a farm
 - an operating farm (cows, vegetables, sheep, crops, etc.)
 - Other: _____
4. I am a * (*mark one*) Female Male
5. My role in the community workforce is (check all that apply)
6. My average work commute is _____ minutes, one way.
7. What is your current level of volunteering/involvement in your community?
8. Please rank the following community issues in the order of importance.
 - Community Viability (Living in the community after high school)
 - Drug Awareness/Resistance Programming
 - Education Opportunities (vo-tech schools, apprenticeships, etc.)
 - Financial Literacy (rent vs. owning, use of credit, banking, investments, insurance)
 - Health and Care for Elders in the community
 - Health and Wellness Programs
 - Job Opportunities in My community
 - Making Agriculture Profitable (being able to farm and make a living)
 - Population concerns (in the community, at school, etc)
 - Social and Communication Skills
 - Transportation Issues (distance from services)
 - Volunteerism (to gain experience, help the community)
 - Workplace Readiness (interview skills, resume building)
9. In your view, what are the most pressing issues or problems within your community that are not being addressed?
10. What do you think might be or should be done to address these issues in the community?
11. What barriers may prevent residents from solving the issues or problems mentioned?
12. How do you access information from VCE when you need it? *Check all that apply.*
13. Additional comments to share with us as to your view or opinion of the local Extension office?

Bath & Highland County Survey (youth)

This quick (10 minute) survey is to gather information from youth in the areas of the Bath and Highland counties in regards to needs that Virginia Cooperative Extension (VCE) can fill and/or provide. These answers will help VCE determine how to program more efficiently for the next five years. The VCE-Bath and Highland offices wanted to get input from youth. We want to know how much you already use or intend to use VCE programming or services in your current lifestyle and the extent of your knowledge about VCE. Please be as honest and complete with your answers and contact the Extension Offices with questions at 468-2225 or 839-7261.

1. County/Zip Code
2. I live in – a town, a rural town, an operating farm
3. I am a F M
4. I am _____ years old and in _____ grade.
5. I am interested in the following topics (*choose all that apply*)*

Animal Science Automotive Business Owner/Entrepreneur/ Management Carpentry/Woodworking/ Forestry Electrical/Plumbing/Other Certificate or Trade Criminal Justice/Law	Culinary - How to Cook, Becoming a Chef, Restaurant Education - teaching, educator, college/university Fashion/Clothing Manufacturing/Learning to Sew Firefighter/EMT/Police/First Response Gardening/Plants	General Agriculture Medical Sciences/Nursing/Healthcare Reading/Literature/Fine Arts STEM Therapy/Counseling/Mental Health Other:
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6. After High School I plan to (choose all that apply) *

<ul style="list-style-type: none"> • Local Job/Self Employed • Enter the workforce - Outside of the County • Vocational school/Apprenticeship to learn a trade, receive a certification • Community College for an Assoc. Degree 	<ul style="list-style-type: none"> • Community College, then a 4 yr. college • Attend 4 year school, Bachelor's Degree • Earn a Master's Degree • Achieving a doctorate (Ph. D, etc.) degree • Other:
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7. Please rank the following community issues in the order of importance to you, 1 being not important at all and 8 being most important. *

<ul style="list-style-type: none"> • Community Viability (Living in the community after high school) • Drug Awareness/Resistance Programming • Education Opportunities (vo-tech schools, apprenticeships, etc.) • Financial Literacy (rent vs. owning, use of credit, banking, investments, insurance) • Health and Care for Elders in the community • Health and Wellness Programs • Job Opportunities in My community • Making Agriculture Profitable (being able to farm and make a living) • Population concerns (in the community, at school, etc) 	<ul style="list-style-type: none"> • Social and Communication Skills • Transportation Issues (distance from services) • Volunteerism (to gain experience, help the community) • Workplace Readiness (interview skills, resume building) • Community Viability (Living in the community after high school) • Drug Awareness/Resistance Programming • Education Opportunities (vo-tech schools, etc.) • Financial Literacy (rent vs. owning, use of credit, banking, investments, insurance)
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- Health and Care for Elders in the community
- Health and Wellness Programs
- Job Opportunities in My community
- Making Agriculture Profitable (being able to farm and make a living)
- Population concerns (community, at school, etc)
- Social and Communication Skills
- Transportation Issues (distance from services)
- Volunteerism (for experience, help community)
- Workplace Readiness (interview skills, resume)

8. As an adult, will you start and/or continue to Volunteer in the community? * Yes No Maybe
If YES, in what capacity? (check all that apply) *

- Board members (Cattle or Sheep Associations, Farm Bureau, etc.)
- Church Groups
- Civic Clubs (Ruritan, Lions, Homemakers, etc.)
- 4-H Club Leader (1x month or more)
- 4-H Occasional Volunteer (2-4 times year)
- Community Boards (Building & Zoning, Supervisors, Economic Development Authority)
- Local Fairs (Highland Fair, Bath Fair)
- Non-Profits (Humane Society, etc.)
- Other:

9. In your view, what needs/problems/issues within the community are not being addressed but should be? *

10. What do you think might be done to address these needs/problems/issues in the community? *

11. I know where the local Extension Office is *Yes No

12. What college(s) are associated with Virginia Cooperative Extension? *

- Virginia Polytechnic Institute and State University (VT)
- Virginia State University (VSU)
- Both VT and VSU
- None, its a community service organization

13. How do you access information from VCE when you need it? (check all that apply) *

- Use the Local Extension Website (ext.vt.edu)
- Follow or message the Facebook page (Bath & Highland County 4-H)
- Call the Highland office - 540-468-2225
- Call the Bath office - 540-839-7261
- Stop by the Highland office - Monterey, VA, 8am-5pm, Monday-Friday
- Stop by the Bath office - Warm Springs, VA, 8:30am - 4:30pm, Monday-Friday
- Email office staff (karis@vt.edu; mtngirl@vt.edu; parkermg@vt.edu)
- Allegany Mtn Radio (Town & Country Topics)
- Call, Facebook or email Agents and/or office staff at their home
- Other:

14. What other comments do you wish to share with us about your view or opinion of your local Extension office?

THANK YOU FOR YOUR FEEDBACK. WE APPRECIATE IT.



Results

During the survey period, 26 adult responses and 5 youth responses were collected. From the adult survey the following was noted:

- 60% of responses were from Bath County area stakeholders, 40% from Highland
- 52% of respondents stated they lived in a rural town or village; 44% live on an operating farm; 4% stated 'other' as a 'hobby' farm – chickens, pig and crops
- 68% were female; 32% male
- 52% of stakeholders claimed employment in the Education/Government sector of the community; 24% were employed full time elsewhere and 24% were farming or in Agriculture full time
- Eight of the responses claimed a commute of 30 minutes or more; 12 responses claimed a commute between 10 and 30 minutes; 8 responses had a commute of 10 minutes or less
- When asked about their current volunteer status in the community, 56% claimed volunteerism through their local church; 40% claimed volunteerism through county fair participation; 40% volunteer through a non-profit; 28% sit on a local board (unpaid)

When given a list of local issues to rank the following categories were picked as most important (ranked 8 in a 1 to 8 scale with 8 being most important):

- 68% - job opportunities
- 60% - agricultural profitability/improvements
- 56% - Education Opportunities (vocational tech schools, apprenticeships)
- 52% - Health and Care of Elders in the community
- 48% - Community Viability
- 44% - financial literacy for youth (rent vs. owning, use of credit, banking, investments, etc.)
- 36% (3) – drug awareness; social and communication issues; population concerns
- 28% - Health and Wellness programs
- 24% (2) - workplace readiness; transportation

When asked what the most pressing issues were in the community, the following comments were shared:

- Drug use/issues/awareness (4)
- Economic development/no jobs/housing (3)
- Jobs, taxes, welfare giveaway, food stamps, handouts
- There's nothing for kids and teenagers to do

- Board of supervisors is difficult
- No extension Agent in Highland or Bath County
- The county needs to make it easier to start a business and train kids to work
- A need for child care
- Improvements to rural school system
- Declining population

In regards to what should be done to address these issues, comments included:

- Educating youth on community viability
- Stimulation and growth of new and existing companies operating in Bath County
- Partner with local community colleges and other sources
- Arrest and prosecute
- More community events
- A new election
- Support groups
- Our community (Monterey) is mostly farmers...there should be routine farm related activities (seminars, speakers, picnics, activities that benefit and enhance the farming occupation).
VA Ag is not being proactive
- Replace the lost [ANR Agent] position.
- Closing the skills gap in trades and active development of entrepreneurship
- Find ways to increase jobs (2)
- No idea
- Tourism due to state park or [new and current] attractions

In regards to what barriers may hinder these solutions, comments included:

- Lack of economic development help within government structure
- Participants
- Apathy
- Not wanting to get involved
- Poor view of older generations of the community. There must be change.
- Big, socialist democrats, professors at our colleges. We all see and hear fake news. All the social politicians want more illegal immigration, more free education, more Medicaid...
- ?
- Probably funding
- Fear that our community will "change" and not be able to maintain its quaint, rural feel
- Lack of funding/Revenue (5)
- Electronic devices, [advanced] age (2), apathy
- Time, nay-sayers
-

When asked how stakeholders retrieve information from VCE, 56% of responses email the local unit office; 44% call the office; 40% use the extension website, 36% stop by the office, 32% use/follow social media posts.

During the period of the **Youth Survey**, five responses were received and the following information was collected:

- Three youth were from Highland County, two youth were from Bath County
- 4 of the 5 respondents were female, all of which live in a rural area
- Lack of jobs was an issue
- More than half had plans to attend a trade school, two year or four year college program
- Primary topics of interest from a generic list of 4-H and Extension programming projects included Animal Science, Culinary and Medical Sciences
- 60% of respondents have goals to attend a four year institution; 1 stating goals to obtain a masters degree and 1 stating goals to become a veterinarian.
- Main topics noted as important community issues were (1) drug awareness and education, (2) volunteerism, (3) social and communication skills, and (4) elderly care.
- 60% stated they would continue to volunteer as they reach adulthood in their community, all five of which choosing the option of “local fairs” as their outlet of volunteerism, followed by church groups and non-profit organizations.
- In the local needs/issues section, the following was shared:
 - o Local youth does not have much to do after school...some make poor choices because they don't have a better way to use their time
 - o Not sure
 - o Kids who are trouble...no one can control them
- In the solutions to local needs/issues section, the follow were shared as potential solutions:
 - o Have more clubs that kids are interested in...to give them something to do
 - o Not sure
 - o Enforcing rules, counseling, more people checking on bad behaviors
- 4 of the 5 youth knew the location of their local Extension office
- 2 respondents knew Extension was associated with VT and VSU; 1 stated VT only, and 2 stated it was a community organization ONLY, no university affiliation
- In open comments, youth were asked their view point on their local extension program and only one responded with “I like what they do for us”

Priority Issues

Issue 1: Employment Issues

Description: Largely due to lack of industry in the county, many young and middle-aged residents are forced to leave the area to seek employment. Residents in the county recognize with the average age of the county's citizens increasing, they must keep or attract a proportionate amount of young adults to maintain a thriving community.

VCE's role in addressing this issue: VCE has many resources to provide programming on starting a small business, agri-tourism, horticulture, as well as building self-esteem in our youth so that they will be more confident, willing workers in society.

Issue 2: Youth Concerns

Description: Bath & Highland County residents see youth and young adults as a critical part of the county's future. Even though the youth population is declining and no colleges or training centers are located in the county, they recognize that the educational opportunities, business opportunities, and lifestyle offered should be similar to more urban areas.

VCE's role in addressing this issue: VCE can best address these concerns with an internal team approach, combining the efforts of our 4-H, Family & Consumer Sciences, and Agricultural and Natural Resources staff. It will also be important to partner with other local agencies or stakeholders.

While VCE may have little influence in bringing youth to the county, efforts in this direction can be achieved by working with government leaders on local economic development planning.

Extension is well-suited to provide skills training to youth. 4-H educational programs will continue to be a large component of this. Through project work and activities, including those such as High School Financial Planning, Reality Store and Career Fairs, 4-H offers vocational skills, life skills, career exploration, and the ability to launch into small business ventures. FCS can assist with business planning and ANR can provide guidance in farm business management for those looking toward careers in agriculture.

Pledging our "health to better living" can be more than just a slogan. Extension can help tackle the drug and alcohol problem in our communities. Both 4-H and FCS staff can make youth aware that drugs and alcohol are not the right choice. This is another opportunity to partner with other organizations (law enforcement, Social Services, Health Department) fighting the same problem. Programs such as HEALTH ROCKS! targets middle-schoolers, an influential age in dealing with these topics.

Our county once relied heavily on neighbors helping neighbors. Today, with members of our community service clubs, volunteer rescue squads, and volunteer fire departments aging, there is a direct need for the younger generation to fill their shoes. Again, the Bath 4-H program speaks to this need through service learning opportunities for both members and adults.

Issue 3: Health Concerns of Citizenry

Description: Citizens plagued by health issues and concerns such as drug awareness and use prevention, diabetes, obesity, cancer, and heart health are looking to localities for ideas and solutions. These problems affect everyone - the youth, middle-age and rapidly aging populations of the area. These issues provide an opportunity for Virginia Cooperative Extension to partner with health related agencies to deal with concerns as far reaching as nutrition, disease prevention and healthy lifestyles.

VCE's role in addressing this issue: 4-H, FCS and ANR all present areas of programming to help educate youth and adults in healthy living habits. 4-H partners with FCS and SNAP-Ed Agents during Junior 4-H camp to teach a Healthy Snacks program. Highland and Bath's unified 2018 and 2019 Unit Plan of Work (UPOW) revolves around a Healthy Living theme including in-school 4-H club programming and day camps with healthy living components. ANR, SNAP-Ed and FCS Agents encourage and sponsor Buy Fresh, Buy Local movements and promote resources for growing produce, healthy recipe sharing, and food demonstrations as well as food preservation. Family and Consumer Science Programs offer many solutions that can address nutritional needs, caregiving, and family issues. The Bath County Extension Office serves as a SeniorNavigator Center, aiding the elderly in the area.

Issue 4: Lack of Agriculture & Natural Resources Extension Agent

Description: Highland and Bath County's Animal and Natural Resource (ANR) Extension agent retired in 2017 after 27 years of service. Since then, there has been no agent serving the agricultural community.

VCE's role in addressing this issue: According to a 2018 bulletin from the Northern District office, Highland & Bath County units are included in a five-year ANR Initiative. From this initiative, the Highland and Bath County ANR position is part of a five-year program to be refilled in the time frame of 2018 - 2023. Updates from the district office state an expected hiring time of summer/fall 2019 as likely. More news on the matter will be shared.

Issue 5: Economic Growth Concerns

Description: Highland and Bath have not seen growth in local economics since the construction of the Dominion Energy Pump Storage station in the 1970's and 1980's. Wind power was suggested in the early 2000's but was rejected due to wildlife concerns and industry influx into one of Virginia's last rural retreats. More recently the Atlantic Coast Pipeline was to find its way through Highland as well as Bath County, but petitions and court cases have both diverted the original route from Highland to just include Bath County, and in recent weeks, construction has been halted to a standstill. Financial support for local government in Highland comes from landowners as there is no land use tax exemption for farmers and ranchers. Bath County receives a majority of its tax income from the Dominion power plant and its Tourism tax from the OMNI Homestead Resort. In 2018, Bath County realized a new business opportunity when Speyside Bourbon Stave Mill opened its doors in Millboro and hired its first 40 positions; it is now working on hiring a second shift.

VCE's role in addressing this issue: VCE will continue to focus and provide entrepreneurial skills development for community members in the form of workshops in multiple areas. FCS agents serving

the areas are equipped to train volunteers in a Master Financial Volunteer program to enhance one's knowledge of financial literacy and lessons in equity, loans, and banking as well as saving and retirement planning. 4-H Youth Development will continue to provide hands-on learning in the form of specialty workshops and partnerships with ANR and FCS agents to teach independence and other valuable skills for self-reliance. Lessons in introductory finance through school partnerships, "grow your own" gardening programming, and entrepreneurial workshops in starting a business are a few of the programs provided by both 4-H and FCS in our area with teacher partners and community supporters such as the Public-School Systems, and Alleghany Mtn Institute fellows. ANR Agents who serve the area until an agent can be hired will continue to offer workshops and programs in the areas of pesticide application certification and recertification, cattle working tips and techniques, gardening and horticulture management as well as entrepreneurial workshops in these areas for marketing and sales of agricultural and value-added products.