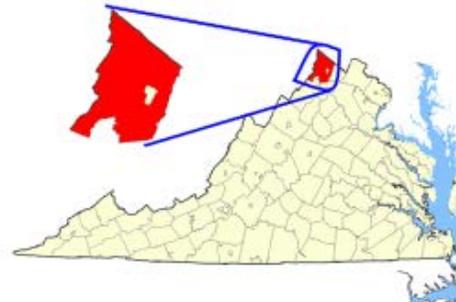




Situation Analysis Report



Frederick County

2018

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Introduction

The Virginia Cooperative Extension Frederick County Situation Analysis was updated in 2018 with the assistance of the Frederick County ELC and community stakeholders. Information was compiled from the 2018 ELC Community surveys from Winchester City, Shenandoah, Frederick, Warren, Page and Clarke Counties, as Extension Agents (with the exception of 4-H) in these counties serve all five counties. Input was also obtained through key informant interviews and through local Extension volunteer associations.

The survey identified several areas of concern for community members. The top ten included: water/environment/pesticide use; drugs and alcohol abuse; health issues related to obesity, chronic disease, and lack of insurance; farms and farmland conservation; personal financial management and poverty; affordable housing; public school system relating to overcrowding and employee turnover; county government and county management concerns; transportation safety and infrastructure; and the availability of a safe and affordable food supply.

VCE's educational efforts in Planning District 7 currently work towards addressing all but three of these identified areas and all will be discussed in more detail as priority issues.

Unit Profile

Frederick County (FC) is located at the northern end of the Shenandoah Valley of Virginia and is bordered by the state of West Virginia to the North and West, Clarke County to the east, and Shenandoah and Warren Counties to the south. FC is very geographically diverse with suburban areas in and around the City of Winchester and the Interstate 81 corridor, as well as agricultural and rural areas that include farms, orchards and wooded mountains to the west. The county seat is situated in the City of Winchester. Numerous cultural and historic attractions make Frederick County a popular destination for tourists, while the county's location along the Interstate 81 corridor, just 75 miles from the nation's capital, has helped to create an attractive location for business and industry. The county is comprised of 416 square miles (266,240 acres) of land, and the population density is 199 people per square mile (2016 data).

In 2017, the population of FC was 86,484. This is 13.2% increase from 2012, according to the Frederick County Department of Planning and Development. Proximity to the District of Columbia, Northern Virginia and the I-81 corridor, along with recent commercial additions to the area (Amazon, Proctor and Gamble) is expected to keep FC's population increasing over t



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The U.S. Census Bureau's, 2017 estimates of population demographics are listed on Table 1.

Table 1 Frederick County Virginia Race and Hispanic Origin Estimates, 2017

Race and Hispanic Origin	
White alone, percent(a)	90.9%
Black or African American alone, percent(a)	4.5%
American Indian and Alaska Native alone, percent(a)	0.5%
Asian alone, percent(a)	1.7%
Native Hawaiian and Other Pacific Islander alone, percent(a)	0.1%
Two or More Races, percent	2.2%
Hispanic or Latino, percent(b)	8.5%
White alone, not Hispanic or Latino, percent	83.5%

- (a)Includes persons reporting only one race
- (b)Hispanics may be of any race, so also are included in applicable race categories

Frederick County's population is aging, specifically in age brackets over age 45. Population growth of youth ages 0-14 is also growing and remains above state and national percentages.

The median household income rose from \$66,440 in 2011 to \$68,929 in 2016 (3.7% increase). 78.1% of Frederick's population owns their home while the remaining population finds the median gross rent to be \$1,106 per month.

The Labor Market Information Community Profile on Frederick County reports that 7,545 people live and work in Frederick County; 13,358 non-residents commute into the county to work; and 28,631 residents commute out of the county for work. The Bureau of Labor Statistics estimates unemployment in Frederick County is at 2.9% in March 2018, down from 4.8% in 2013.

There are still many families and individuals living in poverty throughout the county, 6.8% of the population. The Bureau of Labor Statistics evaluates community economic conditions using **ALICE**, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mloyed individuals that earn more than the federal poverty level but less than the basic cost of living for the county, or the

ALICE Threshold. Combined, the number of poverty level and ALICE households equals the total population struggling to afford basic needs. The percent of ALICE and poverty level individuals in Frederick County is subdivided by area with Lake Holiday at 23%; Middletown, 47%; Shawneeland, 38%, and Stephens City, 46%.

According to the 2011 American Community Survey, 18.76% of Frederick County's population had low access to food with 7.7% living as food insecure. The City of Winchester has 24.81% with low access to food and 14.9% living as food insecure while the state rates are 17.75% and 12.7%. 20.78% of Winchester's population is SNAP eligible, with Frederick being 10.66% and Virginia overall at 9.29%.

In 2016, the number of the Frederick County residents (over 25) reported to have graduated from high school was 88.1%, and those who had earned a bachelor's degree or higher were 28.8% of the population.

Premature death dropped by 12.5% from 2010 to 2013; however, adult obesity is 30%, mirroring the state average; physical inactivity is 26%, over the national average of 21%; and excessive drinking is 14% compared to the national average of 7%.

Approximately 10% of the population of Frederick County is uninsured, according to the U.S. Census Bureau. Additionally, there is only one primary care physician for every 2,804 residents compared to the national average of one physician for every 1,067 persons.

The Clarke/Frederick/Winchester area experienced a 175% increase in heroin and opioid related deaths from 2010 to 2013. Over the same time period, the state number of deaths increased by 42.8%. The region has also seen an increase in drug related foster care incidents.

Frederick County Agriculture Profile:

The latest agriculture statistics come from the 2012 Census of Agriculture. From 2007 to 2012, Frederick County gained five (0.7% increase) farms and gained 2,429 acres (2.5% increase) of farmland. During this same period, the county realized a 1,846 acre increase in total cropland (4.9% increase); an increase of harvested cropland by 4,356 (13.6% increase); but a loss of 149 acres of irrigated land (50% loss). The average farm size increased from 145 acres in 2007 to 148 acres in 2012. Average farm expenses per farm increased by 15% from 2007 to 2012 while cash farm income increased 884%. Landowners saw property values holding with the average farm value increasing 2.7% from 2007 to 2012. Per acre values increased by 1% from \$5,846 in 2007 to \$5,903 in 2012. This holds well above the 2007 Virginia average price per acre of \$4,306 and far exceeds the nation value of \$2,481 per acre in 2012. Frederick County cattle inventory was up 6%, corn and wheat for grain increased slightly. Unfortunately, 2017 Census of Agriculture statistics are not due out until spring 2019, and it must be noted that 2012 was an anomaly.

As of March 2018, there are 9,218 acres in Frederick County that have been protected from development in conservation programs.

The Northern Shenandoah Valley Leads the Commonwealth in production of tree fruit (largely apples and peaches). According to the USDA National Agricultural Statistics Service, in 2012, 43% of the state's acres in apple production were in Frederick County, VA. These crops are intensely managed, high value crops (approximately \$2,500-\$25,000 per acre depending on processing versus fresh market prices and variety).

Please know that markets and pricing in 2012 were extremely strong for corn, wheat, soybeans, beef, and apples, thus leading to the significant increase in farm income and the slight uptick of farm acres and acres in production. Realizing this, it is good to understand the trends for the previous five years. Additionally, 2017 Census of Agriculture information should be compared as soon as it is available. From 2002 to 2007, Frederick County lost 44 farms (6.1% loss) and 14,397 acres of farmland (12.78% loss). During this same period, the county realized a reduction in total cropland by 21,412 acres (36.1% loss); a reduction of harvested cropland by 5,246 (12.05% loss); as well as a loss of 221 acres of irrigated land (42.5% loss). Only small farms ranging from 1-9 acres increased in quantity. Average farm expenses per farm decreased by 69% from \$1,706 in 2002 to \$525 in 2007. Landowners saw property values skyrocket with the average farm value increasing 74% from 2002 to 2007. Per acre values increased by 59% from \$3,676 in 2002 to \$5,846 in 2007. This holds well above the 2007 Virginia average price per acre of \$4,213 and far exceeds the nation value of \$1,892 per acre in 2007. Frederick County cattle inventory was down almost 25%, corn and oats for grain had decreased significantly, while wheat had increased 55%.

Community and Resident Perspectives

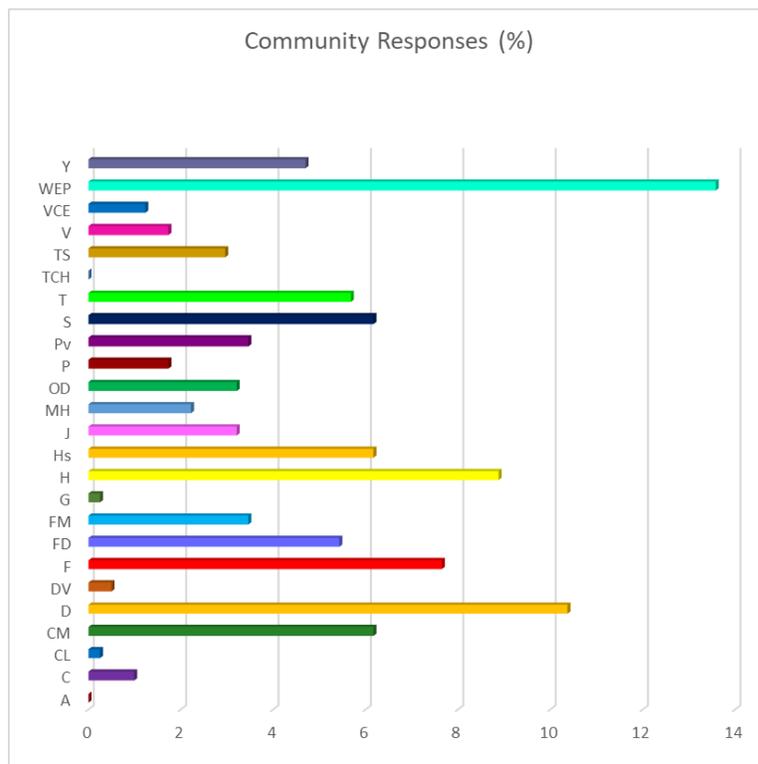
Agents and ELCs in Planning District 7 (Counties of Clarke, Frederick, Page, Shenandoah, Warren and the City of Winchester) conducted a 2018 ELC Community Survey in which 647 residents responded. 186 were from Winchester and Frederick County and the responses were used to formulate the priority issues identified later in this report.

In our best attempt to reach a uniform representation of the entire community and all demographics, it should be noted that the majority of respondents were female, white, and familiar with Extension having participated in a program at some point in their life.

In addition to the community survey, a dozen key informants were identified and interviewed to understand their perspective of the key issues facing Winchester and Frederick County.

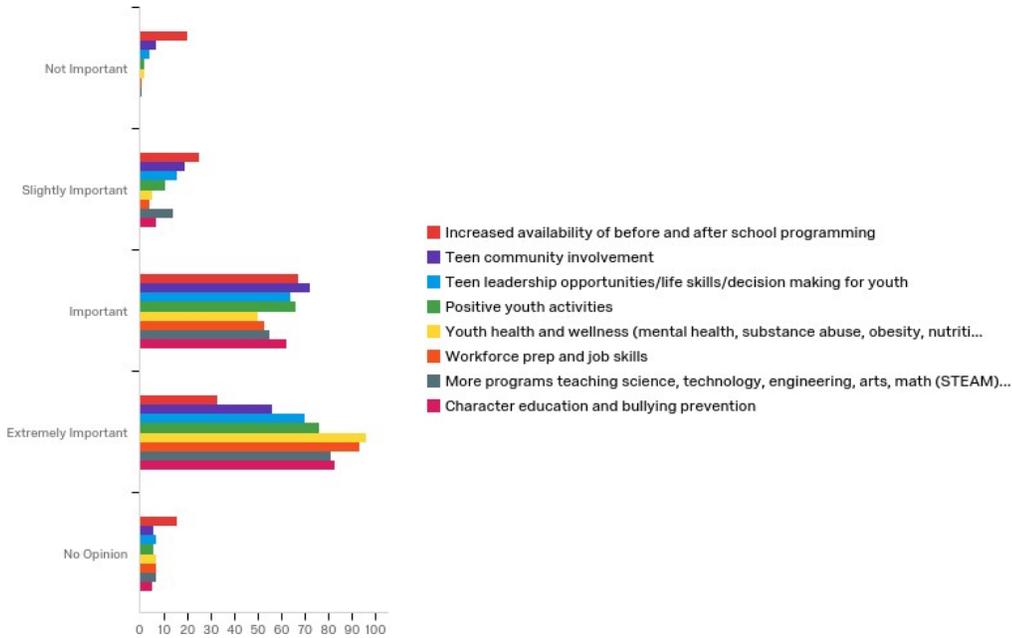
Residents responding to the 2018 ELC Community Survey were asked to list the top three issues facing Frederick County. Top community issues to the open ended question are depicted below.

<u>Issues in Alphabetical Order</u>	<u>Code</u>	<u>Total</u>	<u>Community Responses (%)</u>
Aging Population	A	0	0
Child Care (also Senior Care)	C	4	0.99
Climate Change/Energy (renewable energy)	CL	1	0.25
County Management (taxes, budget decisions on resource use, teacher salaries, school maintenance, emergency & fire services)	CM	25	6.17
Drugs (alcohol, human trafficking, related crime)	D	42	10.37
Domestic Violence	DV	2	0.5
Farms (and forests, preservation/conservation, production issues, maintaining rural lifestyle)	F	31	7.65
Food (availability, quality, cost)	FD	22	5.43
Financial Management	FM	14	3.46
Guns (firearms training)	G	1	0.25
Health (insurance, exercise, recreation, obesity, chronic pain, elderly, isolation)	H	36	8.88
Housing (affordability, availability, rental rights & responsibilities)	Hs	25	6.17
Jobs (employment, growth, economic development, encouraging small businesses, tourism)	J	13	3.21
Mental Health	MH	9	2.22
Overdevelopment/Overpopulation	OD	13	3.21
Parenting (skills, child abuse)	P	7	1.73
Poverty	Pv	14	3.46
Schools (curriculum, structure, student behavior, overcrowding, bullying, teacher turnover: but not funding which is uner CM)	S	25	6.17
Transportation (I-81, lack of public transit, farm traffic on back roads)	T	23	5.68
Technology (affordable computer training for all ages, phone scams, need for choice in internet/cable providers)	TCH	0	0
Trade Schools (need for more vocational training)	TS	12	2.96
Values (community spirit, toxic political climate)	V	7	1.73
Comments directed to Virginia Cooperative Extension Services	VCE	5	1.23
Water/Environment/ Pesticides (including air quality)	WEP	55	13.58
Youth (healthy after school activities, work habits, life skills, job skills, programs for teens, social skills, responsibility)	Y	19	4.7

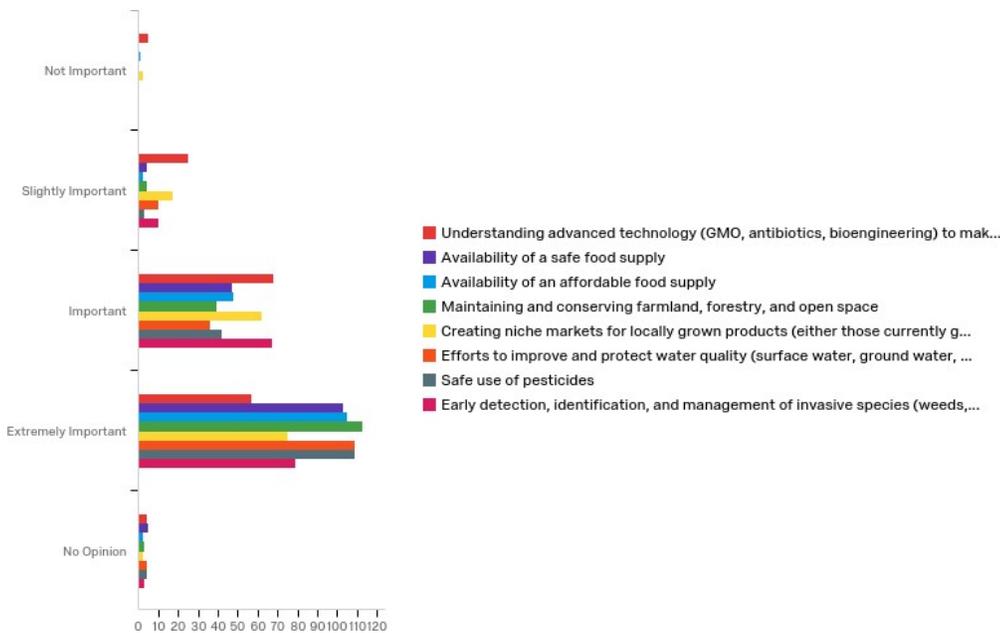


Survey participants were also asked to prioritize programming topics by program area currently offered in the Northern Shenandoah Valley. The results below are from respondents residing in Winchester and Frederick County.

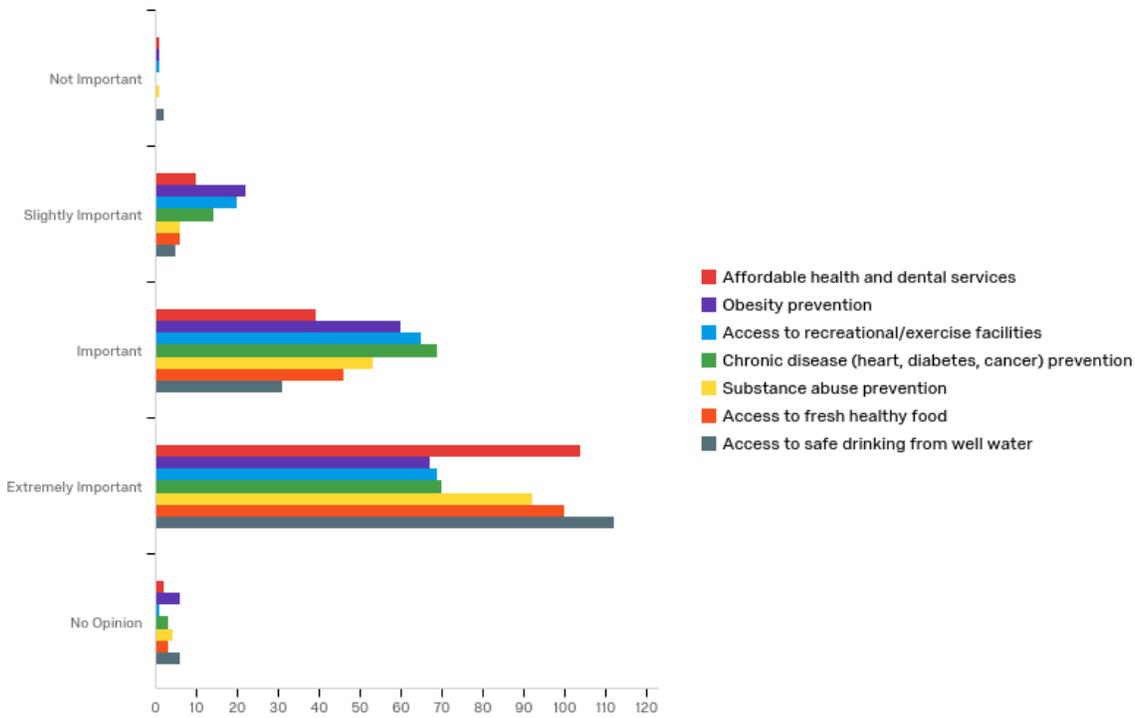
Positive Youth Development:



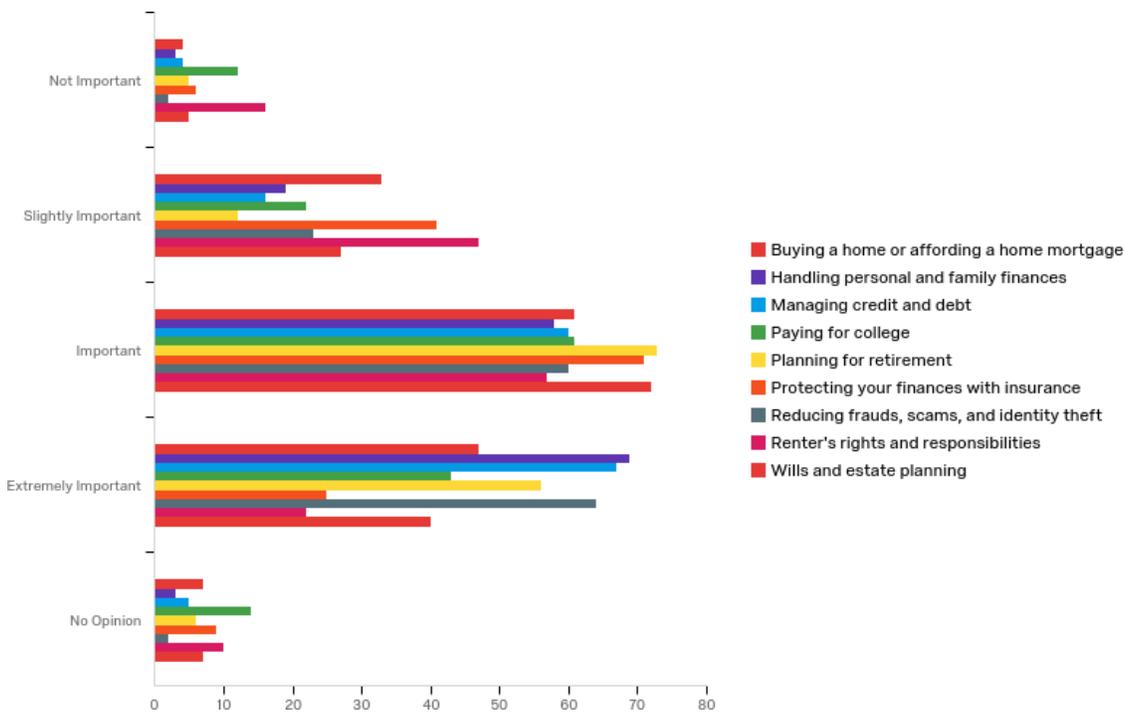
Agriculture and Natural Resources:



Nutrition, Health and Wellness:



Family and Community Economics:



Priority Issues

1. Water/Environment/Pesticide Safety

Ensuring that the quality of Frederick County's natural resources (land, air, water, and wildlife) is protected is very important to county citizens. Specific aspects of this issue include:

- Finding solutions to animal waste problems
- Ensuring there are adequate public utilities for waste treatment
- Ensuring there is an adequate water supply (public and private) and utilities for population growth
- Ensuring protection and/or improvement of surface and ground water quality
- Educating and helping commercial landscape maintenance companies deal with new regulations concerning urban nutrient management

Partnering with government agencies and non-profit organizations helps Virginia Cooperative Extension offer programming to address these aspects. These organizations include: Virginia Department of Agriculture and Consumer Services, Virginia Department of Environmental Quality, Lord Fairfax Soil and Water Conservation District, Virginia Department of Forestry, and USDA Natural Resources Conservation Services.

In 2018, 78 private well water samples were provided by Frederick County residents for testing during the VA Household Water Quality Program. The following are the percentage of samples showing levels exceeding the EPA recommendation for various quality parameters:

- Iron – 7.7%
- Manganese – 15.4%
- Hardness – 15.4%
- Total Dissolved Solids – 19.2%
- Sodium – 50%
- Lead (first draw) – 2.6%
- Total Coliforms – 51.3%
- E. coli – 12.8%

While citizens want to ensure adequate protection of county resources, there is an overall expressed concern that environmental regulations should not significantly impede livelihoods and operations. VCE-Frederick County and Planning District 7 play a major role in education, dissemination of information, and hands-on help related to this issue, but a review of programming in light of its alignment with these concerns is warranted. This issue is being addressed to some extent by VCE resources (for example: VA Household Water Quality Programs). Additional efforts need to be explored to better address this issue.

The federal and state pesticide laws require applicators to be certified to use restricted use pesticides. In addition, VA law requires all commercial applicators to be certified to use any pesticide and to renew their pesticide licenses through continuing education every two years. Without pesticide safety and integrated pest management (IPM) education to enable these individuals to do so, many would suffer economic hardships and violate the law. A lack of knowledge threatens human health and the environment. There are over 550 certified commercial applicators, registered technicians, and private applicators in Planning District 7.

In January 2018, PD7 ANR Agents conducted the 25th annual commercial pesticide recertification workshop at the NOVA 4-H Center in Front Royal for 260 area residents. Due to the proximity of PD7 to other states, this offering is certified by VA, MD, WV, DC, and PA for recertification. In March of 2018 the same agents offered a Core Manual and Right-of-Way Certification Prep class for potential private, commercial applicators and registered technicians. In fall 2018, VDACS approved private pesticide applicator re-certification programs teaching pesticide safety and IPM were offered to nearly 100 residents in Berryville, Stanley, Woodstock, and Winchester. Similar programming will continue to be offered to help ensure safe and appropriate use of pesticides.

2. Drugs and Alcohol Abuse

Substance abuse is very important issue for Frederick County citizens. Opioid overdose is of particular concern in the Northern Shenandoah Valley, with 18 fatal overdose deaths in the area during 2018.

The 4-H program in VCE-Frederick County has established partnerships with local schools, the Northern Virginia 4-H Educational Conference Center, and community members to assist in the successful delivery of educational, structured programs such as overnight camp and workshops held throughout the year. Offering in-school and Out-of-School-Time (OST) programs gives youth an opportunity to build healthy relationships and develop life skills that may deter them from involvement in substance abuse activities.

The 2009 Tufts University study found 4-H youth significantly less likely to use drugs, alcohol or cigarettes and to engage in delinquent behaviors.

- **Developmental Assets:** In general, 4-H youth appear to have higher levels of the developmental assets that the 4-H Study has found most important in promoting positive youth development (PYD): relationship with others, and in particular, caring, competent, and committed adults, such as parents, teachers, and mentors. In Grade 11, 4-H youth reported that they had more mentors than did comparison youth.
- **Contribution and Active/Engaged Citizenship:** In the point-in-time sample, 4-H youth are 3 times as likely as youth in other OST programs to have higher scores for Contribution, and 1.6 times as likely to have higher scores for PYD. Consistent with the results from Grades 5 to 10, we find that, through Grade 11, 4-H youth in the longitudinal sample are

2.1 times more likely than other youth to make contributions to their communities. These same youth are also 1.8 times more likely to have higher scores on measures of active and engaged citizenship.

- **Education:** For educational measures assessed in the point-in-time sample, 4-H participants are 1.5 times as likely as youth in other OST programs to report high academic competence and 1.7 times as likely as youth in other OST programs to report high engagement in school. Visit 4-h.org/about/youth-development-research to learn more.
- **Healthy Living:** On health measures in the longitudinal analyses, 4-H participants are 1.6 times as likely as other youth to report healthy habits and 2.4 times as likely to delay sexual intercourse. They are less likely than youth in other OST programs to engage in delinquent behaviors by Grade 11.
- **Science:** In the longitudinal sample, 4-H participants are 1.6 times as likely as youth in other OST programs to participate in science, engineering, or computer technology programs in Grade 11. In the point-in-time sample, 4-H participants are 1.4 times as likely as youth in other OST programs to plan to pursue a career in science. Similarly, 4-H girls are 1.4 times as likely as girls in other OST programs to plan to pursue a career in science.

Additionally, Virginia Cooperative Extension is partnering with other agencies and organizations state-wide on multiple wide-reaching grants to help tackle the opioid addiction issue impacting the entire state. It is hopeful that some of these grant efforts can be expanded to include Winchester and Frederick County in future years.

3. Health Issues Related to Obesity, Chronic Disease, and Lack of Insurance

A lack of physical activity and poor nutrition are contributing factors to overweight and obesity and to a wide range of health problems and chronic diseases among all age groups, including high cholesterol, hypertension, diabetes, heart disease stroke, some cancers, and more. Nationally, the increase in both the prevalence of overweight and obesity and associated chronic diseases is well documented and has negative consequences for individuals and society. Frederick County overweight and obesity statistics mirror and in some cases are above national averages. Low income and poverty often contribute to poor nutrition and to hunger.

FCS agents offer evidence-based programs to help encourage youth and adults to adopt healthy eating and physical activity practices that follow recommendations from the 2015 U.S. Dietary Guidelines and the 2008 Physical Activity Guidelines for Americans. This is accomplished by direct teaching, partnering with agencies to reach diverse audiences, training teachers and day-care providers, in-school nutrition education, and parent education. This

includes a partnership between the Lord Fairfax Health District and the FC FCS program to offer the CDC National Diabetes Prevention Program to those individuals identified as having prediabetes. This is an evidence-based lifestyle change program which offers structured behavioral counseling intervention to help people lose 5-7% body weight through healthier eating and 150 minutes of moderate intensity physical activity a week. Achieving this is expected to reduce the risk of developing type 2 diabetes by 58% in people at high risk for diabetes.

The Read for Health program, in partnership with the 4-H Agent, is an in-school program that promotes healthy food choices through correlation with food-themed children's books. This program was adapted from the Maryland Extension Read for Health curriculum and is a language arts-based nutrition and physical activity education curriculum for elementary-aged students. Healthy choices are conveyed through selected books, reinforcing activities and food tastings.

Backfilling the vacant FCS position and further partnership with Valley Health should be investigated.

4. Farms and Farmland Conservation

Concerns tie to preserving the local agriculture economy and preserving green space. Related to these were concerns to continue supporting and protecting agriculture and farming as an occupation, farm profitability, land conservation, government assistance programs, and the adequate supply of farm labor.

VCE-Frederick County and Planning District 7 have many programs related to this area including: area fruit production schools, commercial greenhouse production meetings, beef production meetings, food safety trainings, marketing educational efforts for many agriculture products, crop production schools, education on agribusiness management, and many related areas. Extension has been active in partnering with MidAtlantic Farm Credit to provide transition planning workshops for area farmers. Additionally, Extension supports the newly established Young Growers Alliance of Virginia that originated in Frederick County and is working to provide a network for new and next generation farmers. Continuation of the always present assessment of programs versus needs and adjustments as needed is warranted.

The Frederick County 4-H program has knowledge-based curriculum and hands-on learning experiences that encourage skill development for youth interested in farming as a future occupation. 4-H offers curriculum in land stewardship, conservation, forestry, livestock, and much more. The Frederick County 4-H program holds a Conservation Awareness Day in June, inviting representatives from partners such as Lord Fairfax Soil and Water Conservation District, Virginia Department of Forestry, Virginia Department of Game and Inland Fisheries, and more. Middle school students visit stations to learn about the purpose of each organization, in addition to conservation topics chosen by each representative.

5. Personal Financial Management and Poverty

Low- and Moderate-income residents in the area experience financial distress because of inadequate savings, too much debt, and poor planning for major life events, as well as hardships such as illness, layoffs, or divorce. Not only do 10% of Frederick County/Winchester residents live in poverty, 32% of residents earn more than the poverty level but less than the basic cost of living for the county (ALICE). In total, 42% of area residents are struggling daily to make ends meet. In addition, many individuals and families, whether low- or middle-income rely on expensive and sometimes even predatory financial services, such as check-cashing services, payday loans, rent-to-own agreements or pawn shops. These households are considered “unbanked” or “underbanked.” According to data compiled by the Bank On initiative, 7% of the households in the area are unbanked, while an additional 16% are underbanked. Without a bank account, these households cannot effectively save for their future needs and goals. Even families with incomes above the ALICE threshold struggle financially due to poor financial management practices. Although some statistics are not available by locality, data describing the financial practices of Virginians points to a need for financial education. For example, 13.8% of Virginians have severely delinquent student loan debt, 24% have debts that are in collections, and 25% have credit card balances that exceed 75% of their credit card limits.

VCE Frederick County and Planning District 7 provide a variety of programs to address this issue. The Managing Your Money series, as well as individual workshops on topics such as money management, financial security, and retirement, provide residents with the opportunity to strengthen their finances through education. In addition, financial simulations for youth in elementary, middle, and high schools provide the opportunity for students to learn about money management ‘in the real world’ through experiential learning.

6. Affordable Housing

For the majority of families, housing represents the single largest household expense. Unfortunately, commuting patterns and Frederick County/Winchester’s proximity to Northern Virginia negatively influence housing affordability. Employees in the urban localities earn higher salaries, allowing them to purchase or rent more expensive homes in our rural area, which drive local housing costs higher. Locally, 31% of households are considered to be cost-burdened because they spend more than 30% of their income on housing. Housing quality is also a concern, with .4% of households lacking complete plumbing facilities, 1.7% of households lacking complete kitchen facilities, 2.4% of households lacking telephone service (having neither a landline nor a cell phone), and 3.9% of housing units considered to be overcrowded.

VCE Frederick County and Planning District 7 provide some programs to address this issue. Homebuyer education programs, conducted in partnership with other agencies, enable residents to become knowledgeable about the home-buying process in order to maximize their resources and potentially save on their housing costs. Renter education classes, also

conducted in cooperation with other agencies, prepare residents to assert their rights and effectively fulfill their responsibilities as renters. VCE also participates in an area Housing Coalition which is working to increase the availability of affordable housing in the region.

7. Public School System Relating to Overcrowding and Employee Turnover

This priority issue would be most appropriately addressed by the Frederick County School Board and the Frederick County Public Schools administration team.

8. County Government and County Management Concerns

This priority issue would be most appropriately addressed by the Frederick County Board of Supervisors and the Frederick County administrators.

9. Transportation Safety and Infrastructure

This priority issue would be most appropriately addressed by Virginia Department of Transportation, the Frederick County Board of Supervisors, and the Frederick County administrators.

10. Availability of a Safe and Affordable Food Supply

A key aspect of Extension's work in the Northern Shenandoah Valley is fostering a safe, high-quality, and affordable food supply for local residents. Extending research-based education to both producers and consumers across the region is a collaborative effort among agriculture and natural resources, family and consumer sciences, and 4-H youth development faculty, as well as program assistants, technicians, and support staff in the counties of Clarke, Frederick, Page, Shenandoah, and Warren.

The target audience consists of residents of the Northern Shenandoah Valley including, but not limited to producers, consumers, youth, underserved and diverse populations, agency partners, and businesses involved in food distribution.

Numerous interdisciplinary factors are involved in the effort to ensure a safe, high-quality, and affordable food supply. Programs for agricultural producers and youth focus on good agricultural practices that minimize health risks to those consuming agricultural products. Programs for food handlers emphasize hazard analysis and critical control points (HACCP) processes that reduce the risk of foodborne illness within the restaurant industry. Programs for consumers and youth include safe food handling and preservation, as well as incorporating healthy food choices within a realistic spending plan.

Programming efforts will include educational activities related to adult and youth meat quality assurance, good agricultural practices, safe food handling, adult and youth food preservation, emergency preparedness, adult and youth horticulture, pesticide application, youth financial

simulations, nutrition and financial management, and stretching food dollars. In addition, efforts will focus on improving access to affordable local foods through increasing the use of electronic benefits transfer (EBT) machines at Farmer's Markets and On-Farm Markets, as well as encouraging opportunities for vouchers, discounts, and other incentives for purchasing local foods.

Stakeholders will see our work as an integrated effort to foster a safe and affordable food supply in the Northern Shenandoah Valley. Residents will have increased access to a safe, high-quality, and affordable food supply in the Northern Shenandoah Valley.

We plan to identify the common threads of our programming and tie them together into an integrated impact report that can be used to educate stakeholders about our work. In 2018, and subsequent years, we hope to develop more focused evaluations that collect similar information from diverse audiences to more specifically delineate program results.