

Virginia Cattle Industry Board

Final Report

8/25/2022

Project Lead: Brandon Reeves
Organization: Virginia Cattlemen's Association
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Title: Engaging & Promoting the Virginia Cattle Producer (21-B6)

Project Type: Education Market Development Promotion Research Youth Development

Original Funding Amount: \$22,000

Remaining Balance: \$3,500

Objectives and Results:

Were the objectives from the original proposal reached? How? If not, why not? Please discuss any problems or delays. Methods and resulting data should be reported as they pertain to each objective.

The objectives of this proposal were reached. We were able to start a monthly webinar series featuring a different topic and industry speaker each month from May 2021-present.

Overall Benefit for Virginia Cattle Industry:

Please indicate the number of people that were impacted by or involved with this grant: How will your results improve Virginia's Cattle Industry?

We were able to hire one person on staff to help lead this project. We have engaged hundreds of Virginia cattle producers throughout the course of this project. Our largest registration was 97 people for one of our monthly webinars.

Activities Associated with Project:

List any activities held in association with this project, including date, type (article, brochure, training, event, etc.), purpose, and any pertinent results.

The last Tuesday of every month at 7:00pm we hosted our webinars. We advertised them ahead of time and then circulated the recordings afterwards. We also uploaded the recordings to our website.

Lessons Learned:

Comment on what worked, what did not work, and what you would do differently.

We were pleased with how the webinars came together. Getting a high percentage of producers who signed up to be on the live event was challenging. To fix this, we made sure they got the recordings.

Future Work:

Discuss continuation of the project or how results will direct future activity.

We continue to do the webinar series every month.

Regions:

Please indicate what Virginia cattle production areas were impacted by this grant activity:
Select all that apply:

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District I – Western South West

Buchanan, Dickenson, Lee, Russell, Scott, Smyth, Tazewell, Washington, Wise

District II – Eastern South West

Bland, Carroll, Floyd, Giles, Grayson, Henry, Montgomery, Patrick, Pulaski, Wythe

District III – Southern Valley

Alleghany, Amherst, Augusta, Bath, Botetourt, Craig, Highland, Nelson, Roanoke, Rockbridge

District IV – Northern Valley

Clarke, Frederick, Page, Rockingham, Shenandoah, Warren

District V – Northern Piedmont

Accomack, Albemarle, Arlington, Caroline, Culpeper, Essex, Fairfax, Fauquier, Fluvanna, Gloucester, Goochland, Greene, King and Queen, King George, King William, Hanover, Henrico, Lancaster, Louisa, Loudoun, Madison, Matthews, Middlesex, New Kent, North Hampton, Northumberland, Orange, Prince William, Rappahannock, Richmond, Stafford, Spotsylvania, Westmoreland

District VI – Southern Piedmont

Amelia, Appomattox, Bedford, Brunswick, Buckingham, Campbell, Charlotte, Charles City, Chesapeake, Chesterfield, Cumberland, Dinwiddie, Franklin, Greensville, Hampton, Halifax, Isle of Wight, James City, Lunenburg, Mecklenburg, Newport News, Powhatan, Nottoway, Pittsylvania, Prince Edward, Prince George, Suffolk, Sussex, Southampton, Surry, Virginia Beach, York

Final Budget and Justification:

Item Type	Original Awarded Amount	Final Amount Spent
Personnel	\$12,000.00	\$12,000
Fringe	[\$0.00]	[\$0.00]
Travel	[\$0.00]	[\$0.00]
Supplies & Materials	[\$0.00]	[\$0.00]
Contractual	\$8,000	\$4,500
Other	\$2,000	\$2,000
Total	\$22,000.00	\$18,500.00

[How does the original budget relate to the final? Discuss any differences. Please include source and amount of other supporting funds, facilities, and personnel, if applicable.]

We were close. A lot of the speakers we were able to get were generous with their time and did not charge as much as we expected. VCA contributed matching funds on personnel and made all other necessary in-kind investments to make this project work.

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Credits: Please list how the Virginia Cattle Industry Board was recognized as a sponsor of this grant project.

We advertised every webinar as being funded by VCIB and also made mention of it at the beginning and end of each webinar.