

Virginia Cattle Industry Board

Final Report

8/22/2022

Project Lead: Hunter Johnson
Organization: Pittsylvania County Cattlemen's Association
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Title: Cultivating Face to Face Cattle Connections (22-1B)

Project Type: Education Market Development Promotion Research Youth Development

Original Funding Amount: \$2,500.00

Remaining Balance: \$0

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 objective from the original proposal was for cattlemen to travel to the Lancaster Pennsylvania area to foster conversations and build upon established networks with feeder cattle buyers.
- On March 2, 2022, seven members of the Pittsylvania County Cattlemen's Association traveled from Chatham, Virginia to the Lancaster, Pennsylvania area. Over the course of three days, these individuals were able to visit with 14 different feeder calf buyers and visit the New Holland Sales Stables (Stockyard). These visits gave the cattlemen from Pittsylvania County the opportunity to see calves they had sold being fed, fattened and sold. The relationships fostered in those three days would prove to be extremely valuable in the August Feeder Calf Sale. Overall, the project was a great success.

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?

- There were seven members of the Pittsylvania County Cattlemen's Association that directly benefited from the VCIB Grant opportunity. However, a news article was published in the local paper and a report was provided to the entire Cattlemen's Association which included photographs, videos and testimonies from those that traveled. Relationships built during this trip would prove to be highly beneficial to all cattlemen from the local association selling feeder calves in the August 2022 sale. Furthermore, networks created or cultivated in the Pennsylvania area will inevitably benefit Virginia's Cattle Industry as a whole.
- The August 2022 Feeder Calf sale was a huge success. Many individuals that had not purchased cattle in several years and several new buyers both came to the sale and purchased cattle. We believe this is largely due to the relationships cultivated over the last year.

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.

- Project travel dates: March 2-4, 2022
- News Article: Chatham Star Tribune, published- March 16, 2022
- Pittsylvania Count Cattlemen's Association Meeting- project review/report: March 24, 2022

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Lessons Learned:

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

- The project turned out to be a great experience for all involved. The timing of the trip was appropriate because the cattle that were sold in August of 2021 had been on feed for approximately 8 months and were nearing their sale status. Buyer/Feeders that were visited were eager to share their feeding experience and discuss their future goals. The cattlemen that traveled also found this experience to be highly beneficial in regard to “what the buyers were looking for” and seeing their calves on feed.

Future Work:

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

- In August of 2022, the Central Virginia Cattlemen’s Association Feeder Calf sale was held in Lancaster, Pennsylvania. Several members of the PCCA that traveled to that area in March were able to return for the August sale. This allowed for further connections and digging deeper into relationships and networks with the feeder calf buyers within the area.
- Members of the Pittsylvania County Cattlemen’s Association have already been in discussions about traveling back to Pennsylvania and continuing to cultivate the relationships established in 2022. During the August 2022 Feeder Calf Sale, PCCA members were able to directly correlate specific buyers with those they had met on their trip. This allowed for conversations to take place that may not have otherwise occurred. PCCA fully intends on traveling back to the Lancaster, Pennsylvania area in the later winter/ early spring of 2023.

Regions:

Please indicate what Virginia cattle production areas were impacted by this grant activity:

Select all that apply:

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:

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Grant Reporting**

Item Type	Original Awarded Amount	Final Amount Spent
Personnel	[\$0.00]	[\$0.00]
Fringe	[\$0.00]	[\$0.00]
Travel	\$2,500.00	\$2,500.00
Supplies & Materials	[\$0.00]	[\$0.00]
Contractual	[\$0.00]	[\$0.00]
Other	[\$0.00]	[\$0.00]
Total	\$2500.00	\$2500.00

[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.]

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

- News article published in Chatham Star Tribune.
- Facebook posts shared by individuals.
- Project report and review during an association meeting.