

Virginia Cattle Industry Board

Final Report

October 1, 2022

Project Lead: Malcolm Boothe - Jeannie Dudding
Organization: Dublin Feeder Cattle Association, Virginia Cooperative Extension, Abingdon Feeder Cattle Association, Botetourt Cattlemen's Association
Email: jdudding@vt.edu

Title:

Project Type: X Education X Market Development Promotion Research Youth Development

Original Funding Amount: \$17,500

Remaining Balance: \$1,206.38

Objectives and Results:

The objectives of our project were met. We successfully hosted our friends from Pennsylvania for four days of cattle, fellowship, and partnership building. We were able to show our visitors the southwest region of Virginia which most of them had never been to. We were able to showcase our quality cattle that utilize the mountain terrain, beautiful farms, and extensive grazing systems. Our visitors had previously been more closely connected to the sales in central Virginia but our tour connected them directly with producers in the southwest.

Overall Benefit for Virginia Cattle Industry:

We hosted 44 visitors from Pennsylvania, toured eight different operations, visited Tri-State Livestock Market, Pulaski Livestock Market, shared the view at the top of Draper Mountain, and visited the Natural Tunnel. We conducted an educational program on herd health and handling VQA calves.

As a result of our tour, three loads were purchased out of the Abingdon sale and two loads out of the Dublin Sale. As stated above, a stronger connection was created between our Pennsylvania buyers and southwest producers.

Activities Associated with Project:

Monday, July 11th - Educational program/dinner with Dr. John Currin DVM, Washington County Fairgrounds

- area producers and board members of the AFCA (~80 in attendance)

Tuesday, July 12th - Tours in the Abingdon region concluding the evening at the AFCA July Sale

Wednesday, July 13th - Tours in the New River Valley concluding the evening with the DFCA July Sale

Thursday, July 14th - Tours in the Botetourt/Roanoke region and program wrap-up

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Lessons Learned:

The entire program ran very smoothly. Other than some low tree branches slowing down the tour bus, we could not have asked for the program to have been any more successful! Our guests were very complimentary and shared that they had a wonderful time. Invitations were extended for us to visit their operations. They all said that they look forward to visiting in the future and were excited to build on the relationships with our producers.

Future Work:

The goal is to offer a similar tour in three to four years with the same core group of feeder cattle associations. Next time, we hope to include the cattle marketing group that covers Grayson and Carroll Counties.

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

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Final Budget and Justification:

Item Type	Original Awarded Amount	Final Amount Spent
Personnel	[\$0.00]	[\$0.00]
Fringe	[\$0.00]	[\$0.00]
Travel	[\$10,000]	[\$9,743.64]
Supplies & Materials	[\$0.00]	[\$0.00]
Contractual	[\$7,500]	[\$6,549.98]
Other	[\$0.00]	[\$0.00]
Total	\$17,500	\$16,293.62

We came in under budget! We considered that a great accomplishment considering the magnitude of hosting this many people for four days, providing all transportation and meal costs.

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

At all of our gatherings (meals and the educational program), we highlighted the support of the Virginia Cattle Industry Board as the sole funding source and that the program would not have been possible without the support of VCIB.

The logo was shared in the PowerPoint presentation and on all advertising materials that were shared.