

Growing Virginia's Economy Through Agri-Innovation

Commonwealth Leadership Academy
Group #5

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The Challenge

Virginia's agriculture industry, a **\$82.3B** cornerstone of our economy, faces a critical challenge:

While demand for local and value-added products is rising, small agricultural businesses struggle to scale, access broader markets, and innovate.

Executive Summary

Leverage Existing Resources



Awareness

About Virginia's Finest & Virginia Grown Programs utilizing resources and support from VDACS



Economic Opportunities



Breaking Barriers

Sustain gubernatorial economic growth & development priorities while strengthening VDACS and small business partnerships

Strategic Recommendations



The diagram features a central vertical line that divides the space into two columns. On the left side of the line, there are two rounded rectangular boxes: a light olive green one at the top and a dark olive green one at the bottom. On the right side, there are two rounded rectangular boxes: a dark olive green one at the top and a light olive green one at the bottom. A thick, solid brown horizontal bar is positioned at the very bottom of the diagram, spanning the entire width.

Visibility

Education

Connector

Business
Circles

Visibility



**Awareness &
Trust**

Economic Impact



Growth

Heart Connections



Visibility Tools

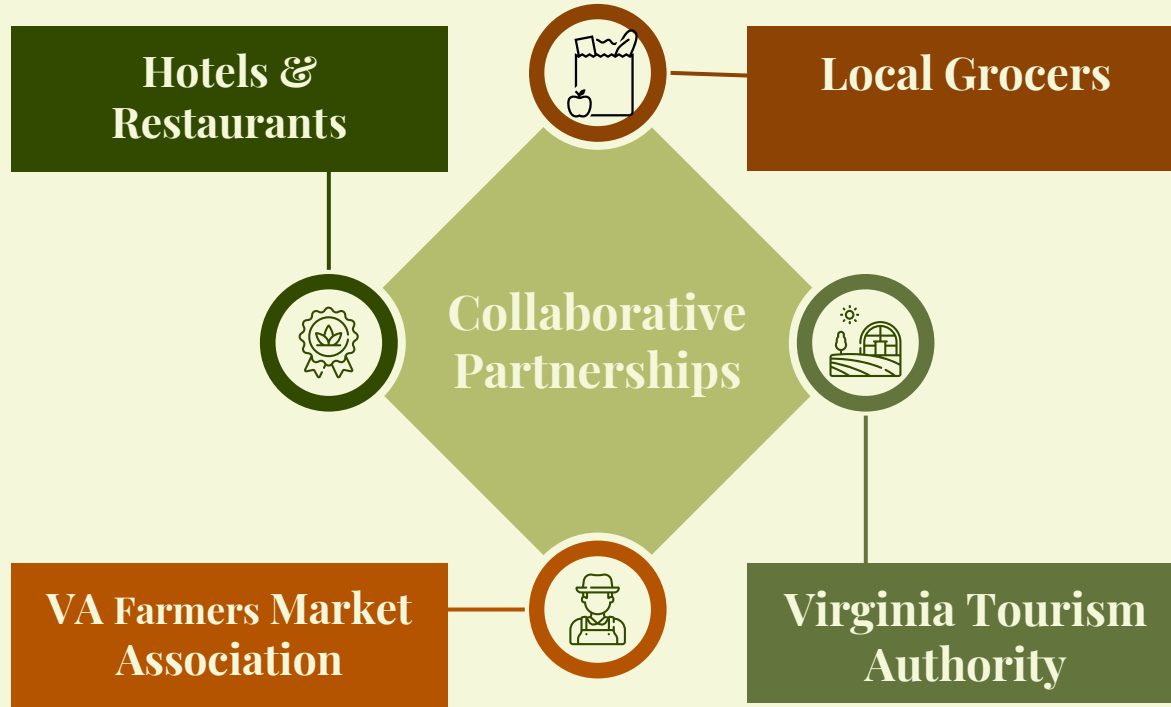


Podcast hosted by VDACS



An app connecting consumers to easily
find products

Education



Education

Expanding the Footprint – Local & Social Media

1

Growers & Producers
Spotlights

2

Why Buy Virginia
Video Series
You Tube



3

Maximizing Social
Media



4

Testimonials

Connectors

Connect & Cultivate
Opportunities



Virginia Finest & Virginia
Grown connections across
State Agencies

Connectors

Collaborate, Innovate, Grow Virginia



DSBSD

Automatic
SWAM
Certification

DGS

Prioritization in
eVA

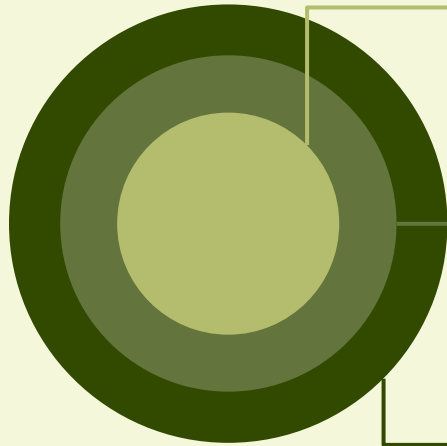
DHRM

Inclusion in
Employee
Discount
Marketplace

Business Circles



Business Circles Measurement



Providing Value

Sales increases for small businesses with large retailers

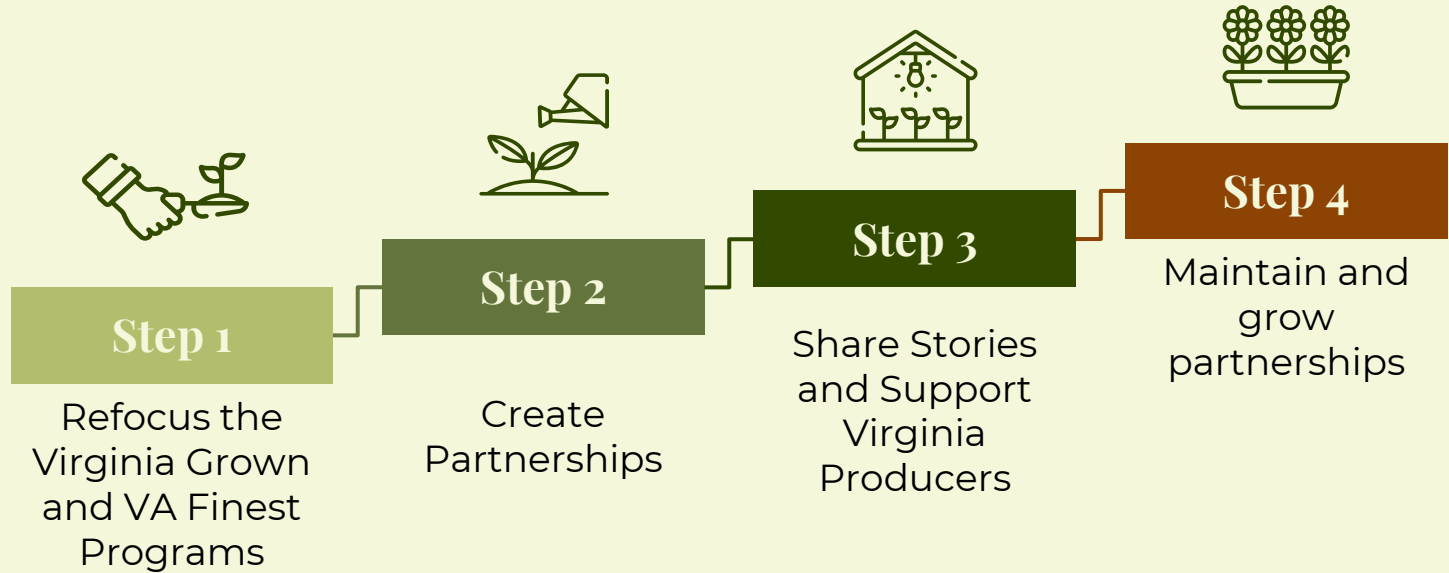
Scalability

Future additional source of funding to offset portion of program costs

VDACS Resources

Business Relationship Manager for small businesses and VDACS

Path Forward



Sponsor Acknowledgement



Thank You

Group 5

Team

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Travis Rickman, Deputy Secretary of Agriculture and Forestry

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