



A.C.R.E.S. INITIATIVE

Supporting Goochland's Agricultural Community through Accessibility, Connectivity, Readiness, Education, and Sustainability.



From the County Administrator

Goochland, since 1727, has developed and built upon a tradition of agriculture that has served as a backbone to its citizens and economy. Throughout the decades as agricultural trends and efforts have shifted and reshaped, agriculture's overall impact has remained tied to the overall health, well-being, character, and identity of the greater Goochland community. It is the County's desire to champion our agricultural roots, businesses, and lifestyle as we move forward into the 21st Century.

Our ACRES Initiative will serve as the catalyst for the recognition of our past, highlighting our present, and providing a roadmap to ensure that our agricultural identity and history remains strong and impactful to our residents and community. The initiative will support Goochland's agricultural community by seeking to provide accessibility to and connect citizens with agriculturally based resources and information, education and programming opportunities as well as to promote and implement strategies to sustain our roots.

Goochland's support of Agriculture is further supported in its development of the County's Agricultural Center, located at the Central High Cultural and Educational Complex. The Agricultural Center, which houses the Cooperative Extension and Monacan Soil and Water offices, will help serve as a conduit for the ACRES Initiative.

Goochland's agricultural future is bright and evolving. We look forward to growing and cultivating that future, hand in hand with our community.

Sincerely,



John A. Budesky

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Agriculture in Goochland County

Goochland County has a rich agricultural history. Founded in 1727, Goochland was a frontier area which offered a natural setting for large plantations and country estates. The rich fertile land, with timber and mineral deposits, brought more settlers to the area, and families from the lower James River region soon populated it. Coal was mined in the eastern section at the Dover, Manakin and Tuckahoe coalfields, while gold was mined in the western section. With the James River running through the midsection of the new county and an abundance of creeks, mills were built to grind grain or produce oils. The original tobacco crop was replaced by wheat, which was easily transported to the larger mills in Richmond for markets in the Atlantic region of the United States.



Agriculture in Goochland County is defined as the science, art, or occupation concerned with cultivating land, raising crops, and feeding, breeding, raising livestock. Examples includes livestock, poultry, crops, craft beverages, equestrian uses, and farmers markets. Goochland County Administration looks to promote, encourage, and support area farmers in their endeavors.

Agriculture in Goochland is more than a brief definition. To understand the full picture of agriculture in Goochland County, see the following graphs. These graphs are excerpts from the 2017 Census of Agriculture County Profile for Goochland County, Virginia. This data was collected by the National Agricultural Statistics Services and shows the breakdown of agriculture businesses in the county.

Market Value of Agricultural Products Sold					
	Sales (\$1,000)	Rank in State ^b	Counties Producing Item	Rank in U.S. ^b	Counties Producing Item
Total	11,740	67	98	2,611	3,077
Crops	4,531	64	97	2,412	3,073
Grains, oilseeds, dry beans, dry peas	2,846	45	96	1,826	2,916
Tobacco	-	-	25	-	323
Cotton and cottonseed	-	-	11	-	647
Vegetables, melons, potatoes, sweet potatoes	173	56	97	1,333	2,821
Fruits, tree nuts, berries	75	54	95	1,400	2,748
Nursery, greenhouse, floriculture, sod	228	56	93	1,245	2,601
Cultivated Christmas trees, short rotation woody crops	-	-	58	-	1,384
Other crops and hay	1,209	48	97	1,701	3,040
Livestock, poultry, and products	7,209	53	98	2,281	3,073
Poultry and eggs	271	34	97	855	3,007
Cattle and calves	1,808	56	97	2,208	3,055
Milk from cows	4,936	13	59	603	1,892
Hogs and pigs	3	66	89	1,767	2,856
Sheep, goats, wool, mohair, milk	34	61	94	1,958	2,984
Horses, ponies, mules, burros, donkeys	103	36	94	1,422	2,970
Aquaculture	-	-	49	-	1,251
Other animals and animal products	54	19	93	965	2,878

Roughly one-third of the 56,000 farmland acres in Goochland County are dedicated to production agriculture. According to the U.S. Department of Revenue, agricultural production is a series of activities (otherwise known as the production process) that result in a product that ultimately will be sold at retail. The production process includes everything from purchasing the seed or animal, to cultivating the land, to harvesting the crops.

Total and Per Farm Overview, 2017 and change since 2012				
	2017	% change since 2012		
Number of farms	355	+13		
Land in farms (acres)	56,739	+13		
Average size of farm (acres)	160	(Z)		
Total	(\$)			
Market value of products sold	11,740,000	-29		
Government payments	144,000	-50		
Farm-related income	2,045,000	+58		
Total farm production expenses	15,596,000	-13		
Net cash farm income	-1,666,000	-748		
Per farm average	(\$)			
Market value of products sold	33,070	-37		
Government payments (average per farm receiving)	5,352	-45		
Farm-related income	14,714	+3		
Total farm production expenses	43,931	-23		
Net cash farm income	-4,693	-675		

Farms by Size		Land in Farms by Use (%)		
Number	Percent of Total ^a			
1 to 9 acres	42	12	Cropland	42
10 to 49 acres	126	35	Pastureland	21
50 to 179 acres	111	31	Woodland	32
180 to 499 acres	57	16	Other	5
500 to 999 acres	12	3	Acres irrigated: 112	
1,000 + acres	7	2		

Top Crops in Acres ^d	
Forage (hay/haylage), all	10,265
Soybeans for beans	3,061
Corn for grain	2,521
Wheat for grain, all	2,263
Corn for silage or greenchop	1,650

Livestock Inventory (Dec 31, 2017)	
Broilers and other meat-type chickens	870
Cattle and calves	6,991
Goats	611
Hogs and pigs	98
Horses and ponies	992
Layers	3,721
Pullets	95
Sheep and lambs	111
Turkeys	56

Total Producers ^e	
Total	550
Sex	
Male	305
Female	245
Age	
<35	45
35 – 64	271
65 and older	234
Race	
American Indian/Alaska Native	4
Asian	2
Black or African American	13
Native Hawaiian/Pacific Islander	-
White	524
More than one race	7
Other characteristics	
Hispanic, Latino, Spanish origin	9
With military service	82
New and beginning farmers	183

See 2017 Census of Agriculture, U.S. Summary and State Data, for complete footnotes, explanations, definitions, commodity descriptions, and methodology.

^a May not add to 100% due to rounding. ^b Among counties whose rank can be displayed. ^c Data collected for a maximum of four producers per farm.

^d Crop commodity names may be shortened; see full names at www.nass.usda.gov/go/croprnames.pdf. ^e Position below the line does not indicate rank.

(D) Withheld to avoid disclosing data for individual operations. (NA) Not available. (Z) Less than half of the unit shown. (-) Represents zero.

Goochland County Agricultural Support

Goochland County and the State of Virginia offers support to the Agricultural community through the engagement of various Departments and initiatives. County support includes Community Development, Animal Protection, Economic Development, the Assessor's Office, Monacan Soil and Water Conservation District, Parks and Recreation, and the Virginia Cooperative Extension. Support can be broken into five main categories:

- Educational and Awareness Programming
- Planning and Zoning Initiatives
- Streamlined Policies and Procedures
- Public Safety
- Economic Development and Tourism



Existing County and State Resources

Animal Protection

AP

2748 Dogtown Road
Goochland, VA 23063
[http://www.goochlandva.us/299/
Animal-Protection](http://www.goochlandva.us/299/Animal-Protection)
(804) 556-5302 

Assessor's Office

AO

1800 Sandy Hook Road
Goochland, VA 23063
[http://www.goochlandva.us/318/
Real-Estate-Assessments](http://www.goochlandva.us/318/Real-Estate-Assessments)
(804) 556-2675

Community Development

CD

1800 Sandy Hook Road
Goochland, VA 23063
[http://www.goochlandva.us/159/
Community-Development](http://www.goochlandva.us/159/Community-Development)
(804) 556-5860

Economic Development

ED

1800 Sandy Hook Road
Goochland, VA 23063
<http://www.goochlandforbusiness.com/>
(804) 556-5862 

Goochland County Public Schools

GCPS

3140 River Road West
Goochland, VA 23063
<https://www.goochlandschools.org>
(804) 556-5093 

Monacan Soil and Water Conservation District

MSWCD

2748 Dogtown Road
Goochland, VA 23063
<https://vaswcd.org/>
(804) 556-4936 

Parks & Recreation

PR

1800 Sandy Hook Road
Goochland, VA 23063
2748 Dogtown Road
Goochland, VA 23063
[http://www.goochlandva.us/236/Parks-
Recreation](http://www.goochlandva.us/236/Parks-Recreation)
(804) 556-5854 

Virginia Cooperative Extension

VCE

2748 Dogtown Road
Goochland, VA 23063
<https://goochland.ext.vt.edu/>
(804) 556-5841 

Capital Region Land Conservancy

PO Box 17306
Richmond, VA 23226
www.capitalregionland.org
(804) 745-3110

Colonial Farm Credit

2987 River Road West
Goochland, VA 23063
www.colonialfarmcredit.com
(804) 556-5723

Farm Bureau

2098 Sandy Hook Road
Goochland, VA 23063
www.vafb.com
(804) 556-4119

Farm Service Agency

39 Industrial Drive, Ste 1
Louisa, VA 23093
(540) 967-0091 ext 2

Huguenot Beekeepers Association

PO Box 681
Powhatan, VA 23139
<https://huguenotbeekeepers.org>

Natural Resource Conservation Service

PO Box 137
16351 Church Streets
Amelia, VA 23002
www.nrcs.usda.gov
(804) 561-2947

Reynolds Community College

1851 Dickinson Road
Goochland, VA 23063
www.reynolds.edu
(804) 371-3000

Virginia Department of Agriculture and Consumer Services

102 Governor Street
Richmond, VA 23219
www.vdacs.virginia.gov
(804) 786-1906

Virginia Department of Forestry

900 Natural Resources Drive
Charlottesville, VA 22903
www.dof.virginia.gov
(434) 977-5193

Virginia Outdoor Foundation

600 East Main Street, Ste 402
Richmond, VA 23219
www.virginiaoutdoorsfoundation.org
(804) 297-2969

Educational and Awareness Programming

Educational and awareness programming are key to the ACRES initiative. These programs engage citizens in order to provide accessible and meaningful opportunities in agriculture and natural resources. The following is a comprehensive list of available opportunities as well as the direct service provider.

- Beef and Equine Discussion Groups **VCE**
Producer groups meet monthly for a discussion of topics of their choosing. VCE Agents facilitate their meetings and provide participating producers with research-based information as needed.
- Soil Tests **VCE**
Virginia Tech's soil laboratory offers testing for macro and micronutrients, soil organic matter, and soluble salts. The basic soil test (macro and micronutrients) is provided to commercial producers free-of-charge. Soil testing is critical for on-farm nutrient management, as it allows producers to maximize yields without damaging the environment through excess applications of fertilizers.
- Weed, Pest, and Disease Identification **VCE**
Labs at Virginia Tech assist in the accurate identification of weeds, pests, and diseases. This information is critical for determining appropriate control measures.
- Pesticide Recommendations **VCE**
Once a weed, pest, or disease has been identified, Extension Agents with a Category 10 Commercial Pesticide Certification can give control recommendations.
- Private Pesticide Applicator Recertification **VCE**
Private pesticide applicators who apply restricted use pesticides on crop land that they own or rent must be certified and renew their certification every two years. Extension Agents offer recertification courses and can proctor exams.
- Pesticide Recycling Program **VCE**
Conducted in conjunction with VDACS, this is a free service that provides a convenient and environmentally friendly way to dispose of properly rinsed plastic pesticide containers.
- Pond Workshops **VCE**
These pond-side programs generally cover water quality, weeds, weed management, fish population management and alternate uses of farm ponds.
- Women in Agriculture Conference **VCE**
This event will provide female farmers, landowners, and agriculture enthusiasts with opportunities to network with peers, hone technical skills, and discuss solutions to the unique challenges they face.



- On-farm Variety Trials **VCE**

On-farm variety trials allow producers to observe the performance of various varieties of a crop and engage collaboratively in the creation of research-based information.

- Educational resources are available through Public Utilities and the Virginia Department of Health as it pertains to well and septic systems. **CD**

- Public School Courses **GCPS**

Goochland County Public School System offers Agriscience to students in 8th grade. The following courses are available to students starting in 9th grade.

- Fish and Wildlife management, 1 section
- Introduction to Animal Systems, 2 sections
- Applied Agricultural Concepts, 1 section

Planning and Zoning Initiatives and Streamlined Policies/Procedures

Planning and zoning initiatives work with the ACRES concept to provide sustainable strategies, policies, and procedures to agriculturally focused citizens and groups within Goochland County. These efforts are primarily driven by the County's Community Development office.

Goochland County supports its agricultural community through several of methods. One is through County zoning and planning. Goochland County's comprehensive plan calls for the maintenance of an 85/15 rural versus designated growth policy. This policy provides guidance to the Board of Supervisors as they review planning, zoning, and development cases.

The County has applied this perspective most recently through the review of the Tuckahoe Bridge rezoning case (reduced density and alignment with Comp Plan) as well as with the development and adoption of the Capital Impact Model.

The County's Comprehensive Plan promotes strategies to support balanced growth initiatives. Those strategies are as follows:



- Encouraging more density towards the center of Villages and reducing density along the fringes.
- Providing buffers at subdivision entrances and along roadways.
- Comprehensive Plan included a section on the Deep Run Hunt Community to protect rural uses and encourage equestrian uses
- Encouraging the use of existing buildings.
- Review zoning ordinance to determine if typical suburban style development are appropriate within Rural Crossroads.
- Zoning Rewrite will allow gravel instead of pavement.
- Encouraging the development of agri-businesses
- Created a Rural Plan of Development Process
- Zoning Rewrite adds a number of new Agricultural uses
- Encouraging open space in new development.
- Establishing riparian buffers along streams and wetlands
- Limiting uses within 100 year floodplain to agricultural, passive recreation, and open space

- 2035 Comprehensive Plan CD
Includes a 'Rural Strategies' section to support agriculture and rural development (see supplemental info) implementation strategies for the following areas: Agriculture and Forestry uses, Rural Production and Economic Vitality, Protect and Enhance equestrian activities, Residential development in rural area, and Commercial development in rural areas. Comprehensive Plan has a designated growth area that supports keeping the County 85% rural.
- County serves as a liaison with Monacan Soil and Water Conservation District with a Memorandum of Understanding Agreement for shared responsibilities. Agricultural cost share program and VCAP stormwater management cost share program. MSWCD CD
- Biosolid monitor for DEQ CD
- Work with conservation groups to allow Conservation easements. CD
- Allow farmers to have mobile homes on the property for farm workers. CD
- Farm Use Affidavit CD
No building permit required, no fees, no inspections, but does require approval from zoning and the fee is \$25.00. Zoning reviews the use and the setbacks.
- Zoning Ordinance Rewrite CD
Benchmarked agricultural uses from other rural localities and is recommended additional agricultural uses. Recommends a Minor POD process to encourage redevelopment in our rural crossroads. Proposes use standards for several agricultural uses.
- Zoning Ordinances CD
 - Supports public assembly uses at wineries, breweries and cideries.
 - Rural Preservation District – allows for residential development but continues to allow agricultural uses in the preservation area, equestrian activities, forest management plans.
 - Allow chicken keeping in Goochland's low density residential areas
 - Allows for up to three screened inoperable vehicles in agricultural areas as opposed to one screened inoperable vehicle on property zoned for residential purposes
 - The grass/weeds ordinance does not apply to agricultural property, only to residential, commercial and industrial.
 - Subdivision - Parcels of land 25+ acres in size are allowed more than one residential dwelling unit according to the following schedule: 25-50 acres - two units; 51-100 acres - three units; 101 acres plus - four units.
- By Right and Conditional Use CD
Properties zoned Agricultural (A1 or A2) have less restrictions of use through the "by right" or "Conditional Use Permit" A full list of available uses can be obtained from Goochland County Community Development.
- Rural Economic Development Committee – numerous agricultural uses were added as by right on CUP uses to the Agricultural Districts. ED

Economic Development and Tourism

As part of the ACRES Initiative Economic Development and Tourism seek to connect, promote, and encourage rural economic development. Connecting and encouraging visitors to experience everything Goochland offers agriculturally is key to the success of the program.

- Business Plan Workshops **VCE**
Powhatan Virginia Cooperative Extension will be hosting this program in the Fall of 2019. It is designed to assist agricultural producers in writing business plans.
- VSU's mobile computer lab **VCE**
VSU's mobile computer lab offers a convenient way to provide instruction on Quickbooks, social media, and other computer programs to farmers.
- Partner in Grants **ED**
Goochland County partners with Virginia Department of Agriculture and Consumer Services (VADACS) in matching Agriculture and Forestry Industry Development (AFID) grants to qualifying projects.
- The Economic Development Authority, Economic Development, and Parks and Recreation are partners with the Goochland Farmer's Market and Manakin Market in a tourism grant to create a Farmers Market Trail map. **ED PR**
- Attend various meetings and training sessions on promoting and assisting agriculturally based businesses. **ED**
- Actively market Goochland's existing agriculturally based businesses and the Richmond West Craft Beverage trail on social media and website. **ED**



Public Safety



Public Safety is vital to the success of any community. Here is it's impact to the agricultural community.

- Well water testing through Virginia Cooperative Extension. **VCE**
- Livestock owner list maintained by Animal Protection and shared with Goochland County Sheriff's Office. **AP**
- Founding member of the Central Virginia Large Animal Rescue Team. Animal Protection staff hold a board position. **AP**

Rural Economic Development Committee Scorecard

The Rural Economic Development Committee (REDC) was established as a temporary committee in 2013. The purpose of the Committee was to identify opportunities to facilitate and promote rural economic development in the County. Prior to disbanding, the Committee worked to benchmark other localities' rural economic development efforts, assess the current environment for rural businesses, and research the economic and fiscal benefits of a strong rural economic base. Based on this information, the REDC compiled a list of recommended strategies to help promote rural economic development in the County. The strategies were presented to the Board of Supervisors in 2014. The strategies and their outcomes are listed below.

Short Term Strategies (Complete)

Four Ordinance Amendments:

- Definitions for certain Agricultural uses
 - Agribusiness, Agriculture, Bed & Breakfast, Composting Facility, Farm Stand, Farm Winery, Farmer's Market, Greenhouse/nursery, Horticulture, and Winery
- Rural Plan of Development for agri-businesses
- Residential chicken keeping
- Public road requirement for certain agricultural uses

Long Term and Ongoing Strategies

- On-going citizens meetings
In process - creation of Agricultural Board
- Strategic Plan (subset of ED plan)
Adopted ED plan incorporates agricultural strategies
- County liaison
Economic Development Coordinator for Existing Businesses & Recreation Services Director are taking an active role in becoming an agricultural liaison
- Permanent facility for markets - *Complete*
- Marketing plan - *To be developed*

Looking Ahead: The ACRES Initiative Mission, Vision, and Values

The Goochland County's ACRES Initiative highlights and supports the County's ongoing commitment to the Goochland Agricultural community. In addition to its current support, Goochland County is seeking to initiate further efforts to meet its goal of best serving its Agricultural Community. Future efforts can be best communicated through the County's "ACRES" Acronym. ACRES stands for the following:

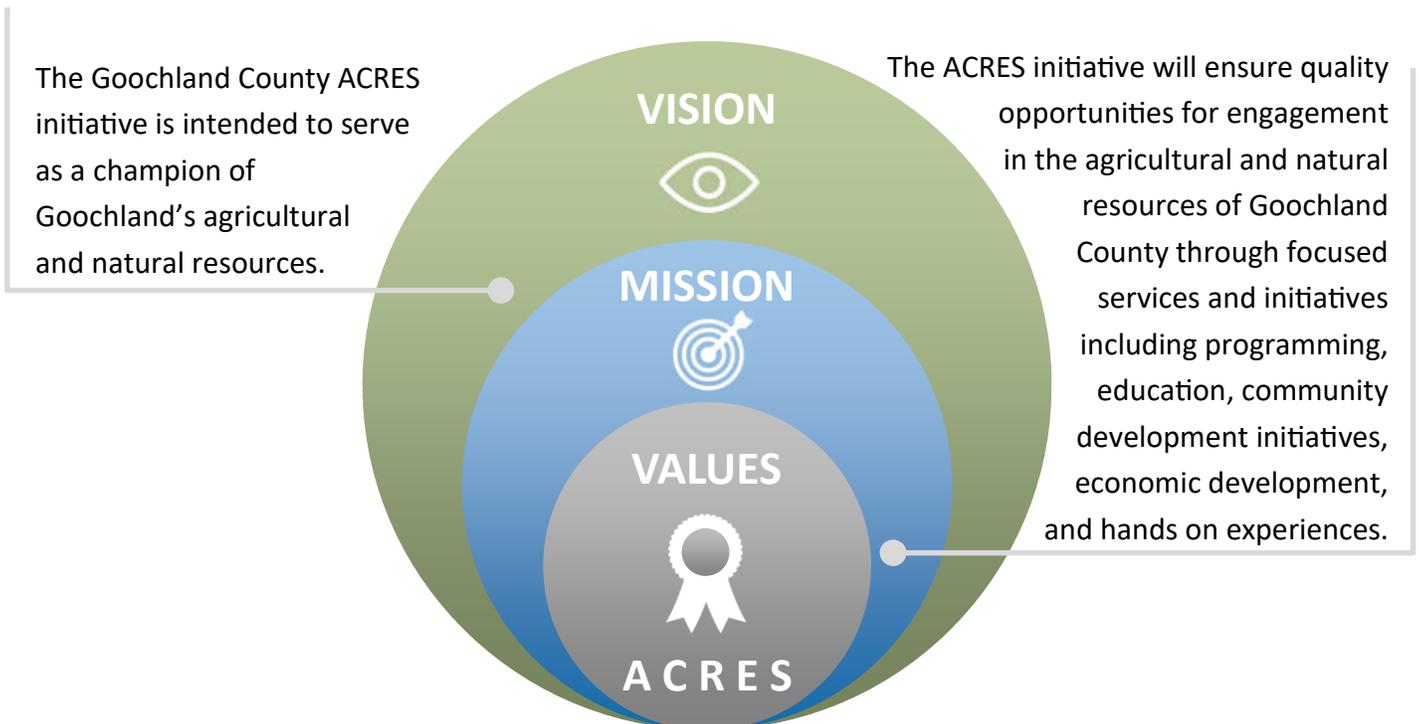
Accessibility

Connectivity

Readiness

Education

Sustainability



The Goochland County Agricultural Center — Community Accessibility and Engagement

Combining Goochland’s current agricultural support with the ACRES initiative will be critical to meeting the needs of the Agricultural Community.

The Goochland County ACRES Initiative will serve as a catalyst for sharing and providing information for the agricultural community. The overall plan will be available in print at the Goochland County Agricultural Center as well as at the following Goochland County Department offices: Animal Protection, Assessor's Office, Community Development, Economic Development, and Parks and Recreation.

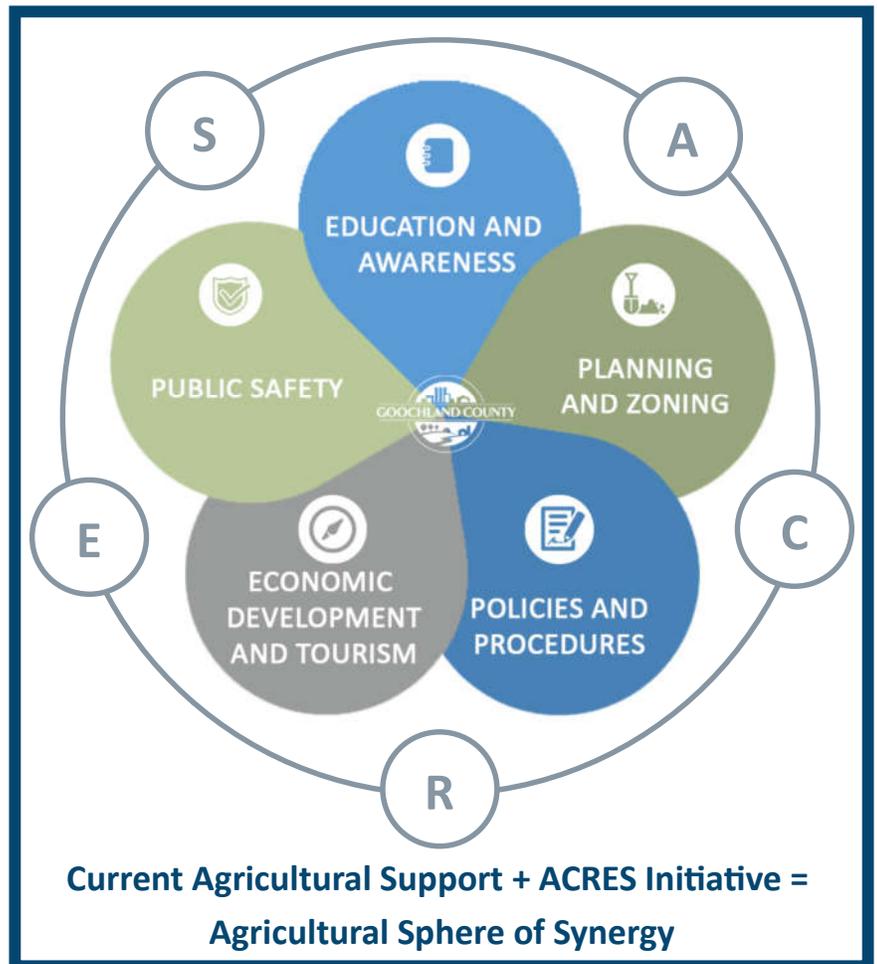
To ensure the availability of the report and its contents, the report in its entirety will be posted on the Goochland County website. In addition, community and public engagement space will be dedicated and established at a prominent location within the County’s Agricultural Center. Print publications, forms, and an interactive kiosk will be available to properly connect and educate the public on the County’s support of its Agricultural Community.

The ACRES initiative will also seek to establish an Advisory Board with the intent to work with the County Board of Supervisors, County Staff, and other stakeholders, to advise, promote, and champion the ACRES Initiative.

The Goochland County Agricultural Center is located at the Central High Cultural and Educational Complex (2748 Dogtown Road Goochland, VA 23063). It is home to the Goochland County Cooperative Extension and the Monacan Soil and Water Conservation District. The center, opened in January 2019, features 6,800 square feet of administrative, meeting, and programmatic space designed to serve and highlight Goochland’s agricultural community.

The Agricultural Center features administrative space for both organizations, a demo/programming kitchen, lab spaces for diagnostic services, meeting space, and demonstration areas on the grounds of the complex. Interactive wall displays line the hallways, highlighting the agricultural history, services, and programs offered to Goochland County. Facility hours are Monday – Friday, 8:30 AM to 5:00 PM with additional times as necessary for programs and meetings.

Services focus on agriculture, horticulture, family and consumer sciences, 4-H youth development, leadership development, conservation of natural resources, and programs.



The Agricultural Center, will seek to accomplish four primary goals as it builds up on current and future ACRES efforts.

GOAL 1

To develop, implement, and evaluate programs, initiatives, and resources in support of our Agricultural Community.

GOAL 2

To actively promote, support, and connect agritourism and rural economic development initiatives within Goochland County.

GOAL 3

To provide agriculture and natural resource based technical, educational, and leadership assistance.

GOAL 4

To champion and sustain the County's agricultural roots and to actively promote its future.



Agricultural Center Goals and Objectives Continued

Services:

The ACRES Initiative through the use of the Goochland Agricultural Center and staff will seek to:

- Provide accessible facilities for the general public to engage in agricultural-centric opportunities for learning and networking
- Provide a center to allow for district, regional, and state-wide conferencing and industry related exposure opportunities.
- Provide and promote programs, events, clubs, and self-directed opportunities related to agriculture and natural resources.
- Support and lead public education and awareness initiatives related to agricultural-centric policies and issues impacting Goochland County.
- Facilitate community engagement related to Agricultural and natural resource initiatives.
- Serve as a resource related to land management and associated best management practices.

Programming/Education:

The ACRES Initiative through the use of the Goochland Agricultural Center and staff will seek to:

- Identify programs that be developed and implemented through facility and staff resources.
- Analyze and collect data to support educational and programming efforts, their implementation and evaluation.
- Develop methodologies to identify and monitor community needs related to agriculture and natural resources.
- Support ongoing environmental and agricultural education programs with Goochland County Public Schools, and other County agencies.
- Develop marketing opportunities to celebrate agriculture and its place in Goochland County.
- Develop demonstration areas and experiential learning opportunities at the Agricultural Center and at other County facilities and locations.



Economic Development:

The ACRES Initiative through the use of the Goochland Agricultural Center and staff will seek to:

- Identify and enhance public awareness of agri-centric businesses in Goochland County through the use of social media and other technologies available.
- Support special events and programs off site that will promote Agricultural initiatives within the County.
- Provide user space for artisans and other special interest users and citizen groups to allow for public demonstrations, events, and programs.

Timeframes and Initiatives

Goochland County will work to meet the goals and objectives of the A.C.R.E.S Initiative by continuing to cultivate unifying efforts between the functionality areas of it's existing direct service providers. Multiple programs and strategies (listed below) are underway through the Economic Development and Community Development Master Plans. Additional impacts will be made through partnerships with local organizations and community businesses.

To ensure the County continues to focus efforts on impacts that will help the Agricultural community, an Agricultural Advisory Board will be established. The Advisory Board will work to identify the needs of the Agricultural Community in Goochland County and make recommendations to various County Departments and the Board of Supervisors.

The kick off to the implementation of the ACRES initiatives will begin July 1, 2019.



**Years 1 - 3
(2020 - 2023)**

- Establish Agricultural Advisory Board.
- Work with Agricultural Advisory Board to establish strategies to meet the goals of the ACRES Initiative.
- Streamline the development of all programming and special events to align with existing management timeframes located within the Parks and Recreation Standard Operating Procedures.
- Continue to develop and review Agricultural Center building use and scheduling practices to ensure accessibility by the community.
- Develop agri-tourism based efforts in conjunction with County's overall tourism efforts – primarily tied to information gathering and sharing via electronic and social media.
- Develop and implement all necessary measurables and scorecards related to the return on investment of and implementation of the ACRES initiative.
- Develop facility use policies and agreements for additional square footage of the Central High Complex to be utilized for artisan style activities.
- Examine existing agricultural community assets and resources and market to agriculturally based industries.
- Target existing agri-business to promote existing agricultural industry and agritourism.
- Continue the establishment and development of a Community Garden and demonstration areas through partnership with local non-profits.
- Continue to cultivate relationship with existing Farmer's Markets.

**Years 4 - 5
(2024 - 2025)**

- a.** Complete a comprehensive community assessment related to services provided by the Agricultural Center. To be run concurrently with the Parks and Recreation Master Plan process.
- b.** Continue work with artisan and community stakeholders to develop programming, facility uses, and events highlighting the activities of facility user groups.
- c.** Expand agri-tourism engagement and marketing initiatives.
- d.** Continue to evaluate overall marketing effectiveness and adjust accordingly.
- e.** Enable and cultivate the use of the Agricultural Center by regional and statewide organizations benefitting the agricultural community.
- f.** Evaluate and develop initiatives to engage Goochland County Public Schools and J Sargent Reynolds Community College with mutual visits between facilities.
- g.** Implement strategies related to the findings of the comprehensive community assessment.
- h.** Evaluate performance measures for effectiveness related to the implementation of the community assessment.
- i.** Develop interpretive features to be added to the Center to highlight the history

Conclusion

Maintaining the rural character of Goochland County is directly tied to supporting its agricultural roots and ensuring a future rich with opportunity. Goochland County has a storied agricultural-centric history. As time passes and trends change, the commitment to the agricultural community will remain steadfast and significant. The ACRES initiative will be key to supporting those opportunities.

