

Introduction

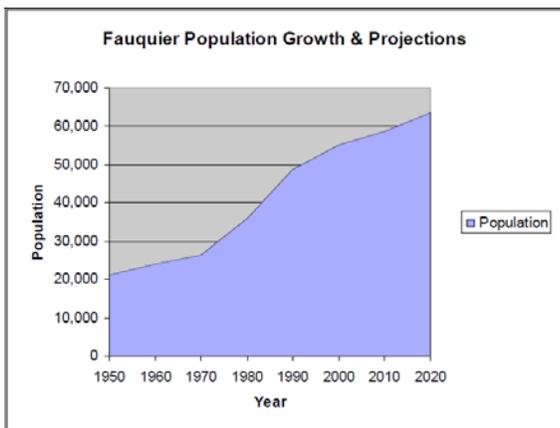
The County of Fauquier is located in the north central Piedmont region of Virginia, approximately 40 miles southwest of the nation's capital and approximately 80 miles northwest of Richmond, the state's capital. The county encompasses a land area of approximately 660 square miles. Fauquier County is bordered by the counties of Prince William, Stafford, Culpeper, Warren, Clarke, Loudoun and Rappahannock.

Agents housed in the Fauquier Office of Virginia Cooperative Extension provide leadership in three program areas: 4-H, Horticulture, and Agriculture. Fauquier County is also serviced by a Family and Consumer Sciences agent in Culpeper County. In addition, a SCNEP Program Assistant, and part time Unit Administrative Assistant are also housed in the office.

Unit Profile

Population

Over the fifty year period between the 1960 U.S. Census and 2010 U.S. Census, the population of Fauquier County has grown from 24,066 persons to 65,203 persons, an increase of over 170%. More recently from 2004 to 2011, Fauquier County has seen a 7.8% increase in population. However, this increase seems to have slowed, most likely do to the recent recession and the slowdown in housing development. The majority of documented residents are between 45 and 54 (18.22%), with 28.29% of citizens 55 or older. 86.30% of residents identified themselves as white, slightly down from the 88% identified in 2000. 7.85% identified themselves as black or African American, also, a slight decrease (9%) from 2000 census. One change since the last situation analysis is the fact that there are now more women (33,266) in the county than men (33,054).



The following graph reflects the population growth and the projected growth through 2020. Population projections estimate the 75+age group will grow to 5,193 in the year 2020 and up to 8,314 by the year 2030. This is largely indicative of the baby boomer generation entering their "golden" years.

Income and Employment

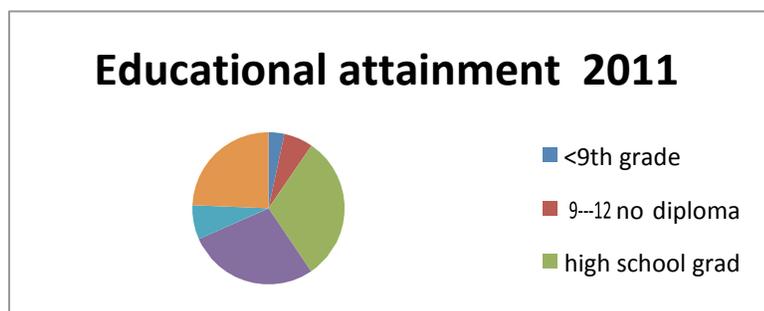
The median household income has risen from a 2004 level of \$61,000 to \$93,762 in 2011. This is significantly higher than the state median average of \$62,391. Fauquier County has seen increase in households making over \$100,000. However, the county has seen a decrease in most household income levels below \$100,000. This may be the result of more commuters moving into Fauquier County.

In 2012 there were over 24,000 people employed by local business. The service industry is the number one employer accounting for 10,612 jobs. However, by Standard Industrial Classification Codes, construction is the number one, followed by agriculture.

In Fauquier, 6,993 people — more than one-tenth of the population — lives below the federal poverty level. Of those, 25 percent are children.

Education

In 2004, 15% of the adult population did not hold a high school diploma or equivalent. In 2012, this number has dropped to just over 8%. Furthermore, the county has seen an almost 8% increase in the number of residents with at a least a bachelor's degree, slightly higher than the state average.



Currently, there are 11 elementary schools, 5 middle schools, and 3 high schools within Fauquier County. In 2011, there were over 12,000 children enrolled in the public school system. The county also has 3 private schools, 2 of which are K-12.

Three libraries are available for county residents (Warrenton, Bealeton, and Marshall) which have more than 400,000 sources in circulation.

Housing

Fauquier County has seen solid housing growth over the past 50 years. Between 1960 and 2010, the number of housing units increased from 7,305 to 25,600, an increase of 250%. As of 2011, there were more than 26,000 housing units within the county. 78.6% of housing was owner occupied while the remaining 21.4% was renter occupied. 2.3% of the homeowner units were vacant while just over 12% of the rental units are not occupied. 46.7% of the housing units are located inside the incorporated towns and county service districts. Fauquier County's 2011 median home value of \$376,100 is 102.2% higher than national values and 47.7% percent higher than state values, while the County's median gross rent of \$1,148 is 31.8% higher than the nation's and 12.1% percent higher than the state's.

Economics

Fauquier County had total revenue of \$ 162,697,754 in fiscal year 2012, which averaged \$2,487 per capita. This revenue included local, state, and federal monies. The total revenue increased by 20% from data collected in 2001. Fauquier County taxes include a .98% real estate rate and 4.65% personal property rate.

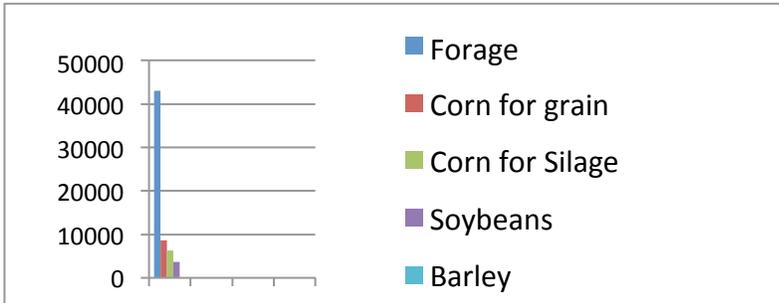
Health

Within Fauquier County there is one hospital and six nursing homes. Fauquier showed an increase in adult obesity (27%), as well as an increase in morbidity (13%) for 2010 to 2013. Both are above the national average.

In Fauquier, about 3,400 households — accounting for 5 percent of the county population — receive SNAP assistance.

Agriculture

Fauquier County is historically and traditionally a community of significant agricultural production within the region. Beef cattle, dairy, field crops and forages are the major commodities produced in Fauquier County. Fauquier is also known for its equine and viticulture industries. High –value niche crops and enterprises, such as ornamentals, agritourism, produce, community supported agriculture, and value added production has been increasing over the past decade, as farms seek to capitalize on Fauquier's close proximity to the large and affluent population in the Washington D.C. metro region.

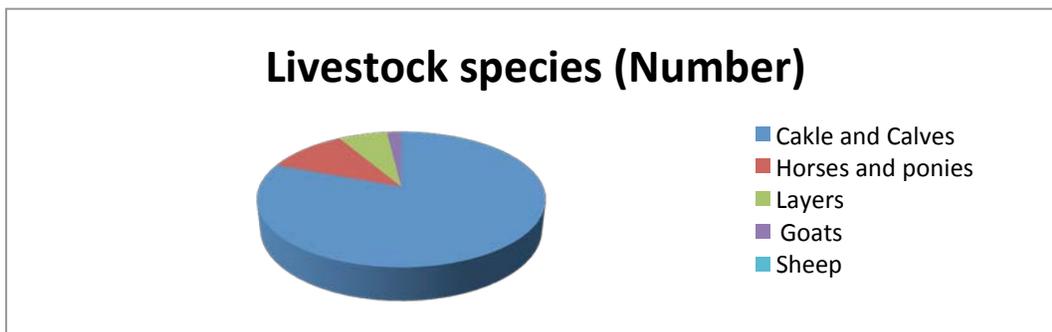


Characteristics of Farm Operators

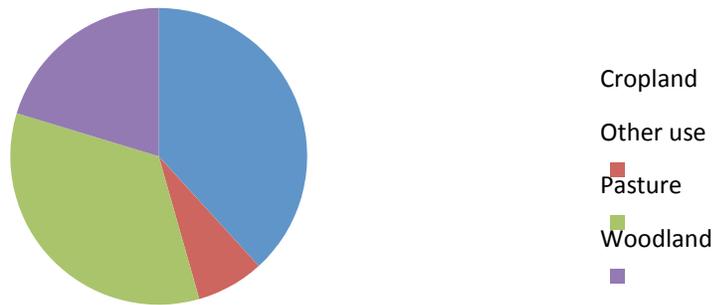
Farm operators in Fauquier County tend to be white males in their late fifties to early sixties. Farming is the principal occupation of just over half of our farm operators. Table one provides a demographic profile of farm operators in Fauquier County.

Makeup of Agriculture Industry

Fauquier County’s agriculture industry is predominantly livestock based. Of the 1,222 farm units in Fauquier County, greater than half raise some species of livestock. Beef cattle production is the largest agricultural industry in terms of both number of farms and total sales. However, both beef cattle and dairies have been decreasing in number over the past several years. Hay, corn and soybeans are by far the largest crops in the county with respect to acreage and sales. Specialty livestock and crops, such as goats, vegetables, and grapes have shown significant increases in the number of farms producing them over the past five years; however, they still remain a minor component of the overall agricultural industry in Fauquier.



Land in Farms by Type



Farm Economics

Fauquier County farms accounted for \$47,981,000 in total farm income in 2007, making it the 12th largest farm county in the state. Farms in Fauquier employ 1,177 employees. The average farm market value was \$1,052,419, slightly down from 2002. The 2007 Census of Agriculture paints a somewhat dismal picture of the economic condition of the agricultural industry in Fauquier County. According to that report, farms in Fauquier County on average lost \$16,211 per farm.

Community and Resident Perspectives

Based on timeline and results from previous situation analysis work a community survey was prepared to define and evaluate needs and issues of local residents in the county. The survey was administered electronically to email lists of each program area as well as to the list of cooperating agencies and associations such as John Marshall Soil and Water Conservation District, Fauquier Master Gardeners, local 4-H club leaders, etc. The ELC met after collection of the survey data to evaluate and comment on results. In addition, the 4-H agent facilitated a Strategic Planning Session with Fauquier County 4-H volunteers.

Outcome Strategic Planning Session with Fauquier County 4-H Volunteers:

The four priority issues facing the Fauquier County 4-H Program identified were education about 4-H, parental involvement, time management and disconnect. They were ranked by order of importance in the order below. These broader issues are outlined to include problems within that issue.

1. **Education about 4-H**
 - a. Lack of marketing of 4-H programs
 - b. Legislature, teachers, and non 4-H community have a skewed view of 4-H don't realize that 4-H is more than just livestock programs
 - c. Businesses don't prioritize sponsorships for 4-H because they can get more advertising from sports sponsorships
2. **Parental Involvement**
 - a. Lack of Parental Supervision
 - b. Drug and alcohol use tied to lack of parental supervision
 - c. Some youth aren't involved in activities because of lack of parental involvement
 - d. Unproductive use of technology and social media drama as a result of a lack of parental involvement
3. **Time Management**
 - a. Youth and parents are busier
 - b. Youth have so many activities especially sports
 - c. School is more demanding
 - d. Transportation is challenging for parents working longer hours and with longer commute times
4. **Disconnect**
 - a. Disconnect between clubs
 - b. Lack of meeting locations because 4-H not connected within community
 - c. Socioeconomic/cultural divide within the county that makes kids reluctant to talk with their peers about 4-H participation
 - d. Little connection between schools and 4-H decreases marketing opportunities

Potential solutions to the top four prioritized issues are outlined below:

Education About 4-H

1. Farm Tours
2. Flyers in Animal/Feed Stores
3. Participation in Local Festivals (Warrenton Day, Fire Station Carnivals)
4. Marketing through Boys and Girls Club
5. Partnerships with schools – connecting 4-H to school curriculum, marketing to principals
6. Share success stories in newspapers and magazines

7. Recruit teens to do outreach
 - a. college resume builder
 - b. provides positive social opportunities for teens
 - c. support with social media campaigns
8. Afterschool clubs
 - a. Intramural clubs
 - b. Partnership with FFA
 - c. Junior Leadership Program – train teens to lead afterschool programs
9. Community Service
 - a. Shows 4-H known for good work
10. 4-H'ers soliciting sponsorships should reach out to non-agricultural businesses and be armed with materials to education the business community about 4-H
11. Information about 4-H in *Good Times*

Parental Involvement

1. Educate parents about how to be involved.
2. More programming for the whole family
 - a. Family entries at the Fair
 - b. Fauquier Scavenger Hunt
 - c. Family Nights
 - d. Cooking Classes
 - e. 4-H discounts

Time Management

1. Encourage clubs to meet at a regular time/date
2. Ensure that leaders and club presidents are prepared to run effective and productive meetings
3. Educate the schools about the value of 4-H programming that requires absence from school
4. Study groups and/or tutoring in conjunction with club meetings
5. Parents need to help youth prioritize and limit activities
6. Rotation of meeting locations
7. Encourage carpooling
8. Combine meetings with activities or events
9. Spread activities out throughout year
10. Provide opportunities for parents to get to know one another so that they feel comfortable carpooling and sharing other responsibilities of having active children

Disconnect

Targeting Life Skills Program – makes obvious the end goal of 4-H programming (not just about agricultural aspects)

1. County Facebook Page
 - a. Club info
 - b. Calendar
 - c. Events
 - d. Meeting Locations and Times
2. Club Booths at Banquet
3. Quarterly County Newsletter or Blog
4. Countywide community service projects
5. Fun events for kids from different clubs to meet
6. 4-H displays at Fair

Priority Issues

Based on the unit profile and community survey, the following top priority issues were identified for Fauquier County.

Issue 1: Agriculture Sustainability and Preservation

Parts of this/these issue(s) is (are) currently being addressed with current unit VCE resources. This was an issue for almost every respondent to the community survey. Fauquier is a rural, agricultural based economy that depends on Ag to generate revenue and a large portion of its tax base.

This issue is being addressed through:

1. Partnerships with community associations and other governmental organizations to address land use trends, environmental impacts, and land preservation.
2. Educational Programs to increase farm profitability. In Agriculture, sustainability begins with profitability.
3. 4-H clubs and programs to train and develop future producers and Ag support personnel.

Programming through ANR, 4-H, FCS and SNAP Ed to educate consumers on current agricultural practices and importance.

Issue 2: Water Quality/Quantity

Parts of this/these issue is currently being addressed with current unit VCE resources. Water quality issues continue to be a major issue for Fauquier County Citizens. Because the county is located on a ridge between the Potomac and Rappahannock River watershed, almost all of the drinking water for Fauquier originates within the county. The county has acknowledged that certain service districts are or will experience water quality issues in the near future. While VCE is cognizant of the impact this will have on the citizens of Fauquier, our ability to address this issue is limited. However, VCE can and has taken a leadership role on water quality issues.

This issue is being addressed through:

1. Green Grass Program- Urban Nutrient Management
2. Pesticide Use Education
3. Best Management Practices- work with local Soil and Water Districts
4. Soil health and cover crop educational programs
5. 4-H Junior Master Gardeners and Envirothon.
6. Master Gardner Education
7. 4-H agriculture clubs and events.
8. Farm Tour.

Issue 3: Land Use

VCE has limited availability to address this issue. VCE provides education on Farm use taxation exemptions, as well as support for the county PDR program

Issue 4: Agriculture Production Profitability

This issue is currently being addressed with current unit VCE resources. Overall, many farmers are quite concerned and less than optimistic about the viability of the agricultural industry in Fauquier County.

Commonly cited areas of concern are the reduction of choices in the farm service sector in the region (equipment dealers, mechanics, veterinarians, etc.), the increasing costs of production, the reduced opportunity for expansion due to high land values, and suburban encroachment on rural areas. Farm profitability and the volatility of prices are other commonly cited concerns, particularly among dairy and grain producers. These concerns are backed up by the 2007 Census of Agriculture, which showed that Fauquier farms had, on average, a net loss of \$16,211 per farm in that year.

This issue is being addressed through:

1. Farm Succession Programming
2. Master Cattleman certification
3. Fruit production, vegetable production, forage production, and livestock programming.
4. Winter learning series: Enterprise Budgets, Land lease agreements, Financial document for lender preparations.
5. Piedmont Beginning Farmer Course
6. Fauquier Education Farm

Issue 5: Small Business/Entrepreneurs

This issue is being addressed to a limited extent, mainly through agriculture.

This issue is being addressed through:

1. Piedmont Beginning Farmer Course