



Virginia Cooperative Extension

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Situation Analysis Report



Nelson County

2013

Nelson County Extension Staff

Corissa Wilson, 4-H Youth Extension Agent

Michael Lachance, Agriculture and Natural Resources Extension Agent

Alyssa Elliot, Agriculture and Natural Resources Extension Agent

Nelson County Extension Leadership Council

Currently being reorganized

Introduction

The Virginia Cooperative Extension - Nelson County faculty and staff conducted a comprehensive situation analysis during the calendar year 2013 in cooperation with the Central District Director. This process incorporated Unit Profile data, a community survey distributed to 100 residents (10% response rate), and interviews with 36 Nelson County residents and Extension stakeholders. Questions offered residents an opportunity to identify the top issues facing Nelson County, and to share their perspectives on how the Extension office could help address these issues. At the time of this narrative the Nelson County office did not have an Extension Leadership Council. As a result, the District Director, agents, and staff worked together to summarize and prioritize issues.

Unit Profile

Nelson County is located in the central part of Virginia, situated along Route 29 between Lynchburg and Charlottesville (Figures 1 & 2). Lovingston, the county seat, is approximately 35 miles south of Charlottesville, and 33 miles north of Lynchburg.

Unit profile data was provided to each Unit office by the VCE Program Development and Support office. Themes covered included a demographic summary, agricultural summary, health summary, educational summary, and business and employment summary, which correspond to the four VCE program areas. The major trends are outlined below, and data sets are included in Appendix 1 for further reference.

Demographic Summary

In 2011, Nelson County's total population was 15,049 individuals, a decline of 155 residents from 2007. The number of children less than four years of age dropped by 6.5%, while the number of youth between ages five and 19—the 4-h eligible range—increased by 3.3% to 2,562. The number of individuals in every age category from 20 through 59 declined. The population age 60 through 75 increased from 2,778 to 3,225, (16%). The population over age 75 declined by 12%, from 1,306 to 1,144.

The overall population by race was consistent from 2007 to 2011. The majority of residents are white (84%), followed by black or African American (14%), and Hispanic (3%). Data indicate that 23 Native Americans now reside in Nelson County; none were counted in 2007.

Despite the decline in population, the number of housing units increased by 3%, yet the number of vacant housing units increased by 9%. At \$47,426, median household income is 24% less than the Virginia average. Mean household income (\$59,358) is 30% less than the Virginia average.

Agricultural Summary

Agricultural data compares the 2002 agriculture census to the 2007 figures, which represents the most recent information available at the time the data sets were compiled. During this

period the total number of Nelson County farms increased very slightly from 456 to 462, while the total acreage in farms declined from 84,691 to 73,149 (14%). The average farm size hence declined from 186 to 158 acres (15%). The number of farms less than 10 acres in size doubled from eight to 16. Farms from 10 to 49 acres in size increased from 122 to 147 (20%), the number of farms in the 50 to 179 acre size range stayed consistent. The number of farms above 180 acres declined, with the most significant decreases occurring between 180 and 499 (-17%) and greater than 1,000 acres (-57%).

Total cropland reported declined by 41% while the cattle inventory increased by 7%. Farm expenses increased by 63%. The market value of agricultural products sold is estimated to have increased by 62%. Additional agricultural trends should be evident when the 2012 Ag Census data is released in Spring 2014 and further analysis is recommended at that time.

Health Summary

The health summary data for Nelson County compared 2010 statistics with 2013. Adult obesity remained consistent at 26%. Thirty-one percent of children are raised in single-parent households. Twenty-five percent of residents indicated that they were physically inactive, while only seven in 1,000 indicated that they had access to recreational facilities. Although only 2% reported limited access to healthy foods, 50% of the restaurants in Nelson County are estimated to be fast food restaurants. On a positive note, the teen birth rate declined by 16% to 37 births per 1,000 teenage females.

Educational Summary

Education statistics were consistent with population trends. Elementary school enrollment increased by 17% while high school enrollment declined by 33%. College enrollment increased by 49%. The percentage of students graduating from high school increased from 78% to 89%. The percentage of residents receiving at least some college education increased from 23% to 50%. The number earning a Bachelor's degree increased by 27%.

Business and Employment Summary

2012 business and employment summary data indicate that there are 1,098 businesses in Nelson County that employ 3,870 people, for an average of 3.5 employees per business. Just over half of the businesses are classified as being in the service industry, and these employ 44% of the workers in Nelson County. Overall, 11.3% of the employees work for retail enterprises, 9.7% are in government positions, and 9% in the construction industry. Approximately three-fourths of the jobs in Nelson County are located within these four sectors. Agriculture and mining contains approximately 92 businesses that employ about 262 people, or 6.8% of the total. Nationwide, service and retail industries are also the first and second ranked employers. On a national scale, the ag industry employment is significantly less, as a percentage of the total, than Nelson County.

Community and Resident Perspectives

A community survey was distributed to 100 area residents in November 2013 representing a cross section of the following groups: local government elected officials, fruit growers, livestock producers, local government and school employees, Master Gardener volunteers, and 4-H volunteers (Appendix 2). The response rate was 10%, primarily from Master Gardener Volunteers. These results were summarized with responses weighted according to importance (Appendix 3).

To supplement the survey data and obtain a broader cross section of community and resident perspectives, Extension personnel then conducted 36 face-to-face and telephone interviews with a diverse cross-section of residents. Clients were asked to share their perspectives on the most significant issues facing Nelson County citizens, and invited to share their thoughts on how Extension could help address those issues. A summary of these conversations is included in Appendix 4.

Priority Issues

Based on the unit profile and resident perspectives, the following top priority issues were identified for Nelson County.

Issue 1: Positive Youth Development Activities

Increasing the availability of positive youth development activities was a common theme throughout the entire situation analysis process and was identified as the top issue facing Nelson County. Residents have expressed concern about youth self-esteem, leadership, citizenship, community involvement, social skills, extracurricular activities, entrepreneurship, and communication, among many other topics. Residents provided ideas for new clubs and several individuals offered to serve as 4-H volunteers. With strong leadership and community support, the 4-H/Youth Development Extension program is capable of addressing many of the concerns and interests expressed in this area going forward.

Issue 2: Economic Development

Data sets indicate that the Nelson County population between ages 20 and 50 has declined in every category while high school enrollment is down 33%. The County Administrator identified dispersed population, recession, reassessment, and the county financial situation as pressing issues for the locality. The service, retail, government, and construction industries combine to provide 75% of Nelson County's employment, and numerous residents travel outside the county to Charlottesville or Lynchburg for jobs. Nelson County would benefit from economic development that increases employment opportunities and brings revenue into the county. Some aspects of this issue are outside the scope of Extension to address. However, ANR, 4-H, and Community Viability can collaborate with the County on youth entrepreneurship, agricultural entrepreneurship, grants, agritourism, farmers' market development, and other areas that can lead to business opportunities and increase revenues.

Issue 3: Small Farm Profitability and Diversification

Data sets indicate that the number of small farms in Nelson County are increasing, while the total farm acreage is decreasing. Numerous citizens expressed interest in ways to increase the profitability and sustainability of small farming operations. Interests included specialty crops, niche enterprises, organic production, pest management, and supporting farmer's markets among others. This issue is currently being addressed with current VCE unit resources. Based on the situation analysis, however, current efforts and partnerships may need to be expanded into new areas.

Issue 4: Family and Consumer Sciences Programming

A variety of topics typically addressed by an FCS Extension agent arose as priority issues during the situation analysis. These included obesity, nutrition, food preservation, personal finance, and parenting, among others. Nelson County's senior population is increasing, and the availability of activities for seniors may be an issue. In addition, data indicate that approximately 25% of the citizens are "inactive." Extension staff have already begun recruiting neighboring FCS agents to offer educational programming opportunities in these areas going forward. Nelson County does not currently contribute financially to an FCS Extension agent position but there may be opportunities for this discussion in the future.

Issue 5: Animal Science Programming

Nelson and Amherst Counties partner together on active adult and youth livestock associations. Focused conversations were conducted with producers working in animal agriculture, specifically beef cattle production. A wide variety of topics were requested by residents, including water quality, profitability, nutrition, producer coordination, weed control, soil health, marketing strategies, disease prevention, improved management, labor, and youth engagement, among many other topics. Animal Science has historically been an interest in Nelson County. Sharing an ANR/Animal Science Extension agent position with Amherst County contributes to addressing this need, and the agent has been successful in providing increased educational activities for residents. A continued increase in educational opportunities—to include marketing area programs to Nelson County beef cattle producers—for this audience would likely be well-received.

Appendix 1: Unit Profile Data Sets

Demographic Summary								
	2007 Nelson		2011 Nelson		2011 Virginia		2011 National	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Population	15,204	100.0%	15,049	100.0%	8,015,502	100.0%	309,231,244	100.0%
Population by Age								
0-4	705	4.64%	659	4.38%	506,682	6.3%	20,153,302	6.5%
5-9	625	4.11%	677	4.50%	510,960	6.4%	20,330,929	6.6%
10-14	1,016	6.68%	1,063	7.06%	514,603	6.4%	20,674,598	6.7%
15-19	846	5.56%	822	5.46%	553,666	6.9%	21,996,593	7.1%
20-24	808	5.31%	659	4.38%	575,314	7.2%	21,727,353	7.0%
25-34	1,525	10.03%	1,478	9.82%	1,088,710	13.6%	41,140,692	13.3%
35-44	1,946	12.80%	1,818	12.08%	1,113,311	13.9%	41,133,976	13.3%
45-54	2,369	15.58%	2,245	14.92%	1,207,710	15.1%	44,830,605	14.5%
55-59	1,280	8.42%	1,259	8.37%	508,647	6.3%	19,680,965	6.4%
60-64	1,201	7.90%	1,536	10.21%	453,332	5.7%	17,072,816	5.5%
65-74	1,577	10.37%	1,689	11.22%	554,405	6.9%	21,859,086	7.1%
75-84	923	6.07%	813	5.40%	306,553	3.8%	13,105,684	4.2%
85+	383	2.52%	331	2.20%	121,609	1.5%	5,524,645	1.8%
Population by Sex								
Male	7,324	48.17%	7,183	47.73%	3,935,903	49.1%	152,046,577	49.2%
Female	7,880	51.83%	7,866	52.27%	4,079,599	50.9%	157,184,667	50.8%
Population by Race								
White	12,645	83.17%	12,658	84.11%	5,575,503	69.6%	229,339,928	74.2%
Black or African American	2,083	13.70%	2,125	14.12%	1,563,201	19.5%	38,826,443	12.6%
American Indian	0	0.00%	23	0.15%	25,822	0.3%	2,529,104	0.8%
Asian	25	0.16%	17	0.11%	443,169	5.5%	14,804,436	4.8%
Pacific Islander	0	0.00%	0	0.00%	5,059	0.1%	510,490	0.2%
Some other race	253	1.66%	85	0.56%	183,974	2.3%	14,945,745	4.8%
Two or More Races	198	1.30%	141	0.94%	218,774	2.7%	8,275,098	2.7%
Hispanic	429	2.82%	453	3.01%	482,719	6.0%	44,019,880	14.2%
Households by Income								
Total Households	6,526	100.0%	6,539	100.0%	2,996,312	100.0%	114,931,864	100.0%
<\$10,000	528	8.09%	401	6.13%	174,487	5.8%	8,529,677	7.4%
\$10,000-\$14,999	463	7.09%	580	8.87%	128,915	4.3%	6,472,374	5.6%
\$15,000-\$24,999	807	12.37%	736	11.26%	258,000	8.6%	12,655,735	11.0%
\$25,000-\$34,999	660	10.11%	618	9.45%	266,132	8.9%	12,136,499	10.6%
\$35,000-\$49,999	1,240	19.00%	1,077	16.47%	379,987	12.7%	15,964,063	13.9%
\$50,000-\$74,999	1,257	19.26%	1,353	20.69%	539,623	18.0%	20,987,130	18.3%
\$75,000-\$99,999	653	10.01%	776	11.87%	388,501	13.0%	13,829,482	12.0%
\$100,000-\$149,999	630	9.65%	720	11.01%	452,499	15.1%	14,188,747	12.3%
\$150,000-\$199,999	136	2.08%	158	2.42%	201,590	6.7%	5,214,111	4.5%
\$200,000+	152	2.33%	120	1.84%	206,578	6.9%	4,954,046	4.3%
Median household income	44,326	-	47,426	-	62,391	-	51,484	-
Mean household income	60,091	-	59,358	-	84,353	-	70,909	-
# of Housing Units								
Total	9,570	100.0%	9,859	100.0%	3,369,495	100.0%	131,826,591	100.0%
Occupied	6,526	68.2%	6,539	66.3%	2,996,312	88.9%	114,931,864	87.2%
Vacant	3,044	31.8%	3,320	33.7%	373,183	11.1%	16,894,727	12.8%

For additional information visit <http://www.census.gov>

Agricultural Summary*

	2002 Nelson	2007 Nelson	2007 Virginia	2007 National
Total Farms	456	462	47,383	2,205,607
Land in Farms (Acres)	84,691	73,149	8,103,925	922,095,840
Average farm size	186	158	171	418
Median farm size	108	75	70	-
Farms by size (acres)				
1-9	8	16	3,530	232,849
10-49	122	147	15,177	620,283
50-179	180	182	17,589	660,530
180-499	114	94	7,777	368,368
500-999	18	17	1,985	149,713
1000+	14	6	1,325	173,864
Total Cropland	39,049	22,898	3,274,137	406,424,909
Harvested cropland	17,251	16,294	2,544,997	309,607,601
Irrigated land	796	775	82,187	56,599,305
Farms by sales (\$)				
<\$2,500	172	201	20,191	900,327
\$2,500-\$4,999	87	36	5,391	200,302
\$5,000-\$9,999	67	66	6,191	218,531
\$10,000-\$24,999	88	83	6,597	248,285
\$25,000-\$49,999	24	48	3,399	154,732
\$50,000-\$99,999	8	13	1,886	125,456
\$100,000+	10	15	3,728	357,542
Farm expenses per farm	\$17,458	\$28,467	\$57,226	-
Net operat. Income per farm	\$312	\$3,579	\$8,863	-
Market value of farms (\$)				
Per Farm Average	\$442,150	\$741,745	\$720,538	\$791,138
Per Acre Average	\$2,103	\$4,685	\$4,213	\$1,892
Equip. + Machines	\$27,229	\$49,064	\$65,870	\$88,357
Ag. Products sold	\$16,590	\$26,937	\$61,334	\$134,807
Livestock & Poultry (total)				
Cattle inventory	12,612	13,512	1,566,217	96,347,858
Beef cows	6,524	7,489	695,061	32,834,801
Milk cows	9	-	98,917	9,266,574
Cattle sold	4,908	6,213	880,607	74,071,936
Hogs inventory	259	-	371,176	67,786,318
Hogs sold	260	58	965,117	206,807,181
Chickens sold	-	-	249,184,367	8,914,828,122
Crops harvested (bushels)				
Corn for grain	5,917	-	34,811,582	12,738,519,330
Corn for other	-	-	1,717,974	104,224,795
Wheat for grain	7,432	-	12,345,217	1,993,648,378
Oats for grain	-	-	286,954	89,508,669
Barley for grain	-	-	2,008,416	207,089,232

* The 2012 Census of Agriculture data is not anticipated to be released until Spring of 2014

For additional information visit <http://www.agcensus.usda.gov/Publications/2007/Online>

Health Summary

	2010 Nelson	2013 Nelson	2013 Virginia	2013 National
Total Population	15,049	15,233	8,185,867	313,914,040
Mortality				
Premature death (yrs lost before age 75 per 100k)	8,740	7,907	6,362	5,317
Morbidity				
Poor or fair health	12.0%	6.0%	14.0%	10.0%
Poor physical health days	2	1.3	3.2	2.6
Poor mental health days	2.5	1.9	3.1	2.3
Low birthweight	8.5%	7.0%	8.3%	6.0%
Health Behaviors				
Adult obesity	26.0%	26.0%	28.0%	25.0%
Physical inactivity	-	25.0%	24.0%	21.0%
Excessive drinking	7.0%	11.0%	16.0%	7.0%
Motor vehicle crash death rate (per 100k)	29	23	11	10
Sexually transmitted infections (per 100k)	172	107	385	92
Teen birth rate (per 1k female age 15-19)	44	37	32	21
Clinical Care				
Uninsured	20.0%	19.0%	15.0%	11.0%
Primary care physicians	-	1,502:1	1,356:1	1,067:1
Diabetic screening	87.0%	90.0%	86.0%	90.0%
Mammography screening	-	71.0%	66.0%	73.0%
Social & Economic Factors				
High school graduation	78%	89.0%	88.0%	
Some college	23%	50.0%	67.0%	70.0%
Unemployment	4%	5.4%	6.2%	5.0%
Children in poverty	16%	21.0%	16.0%	14.0%
Children in single-parent households	-	31.0%	30.0%	20.0%
Violent crime rate (per 100k)	-	85	233	66
Physical Environment				
Daily fine particulate matter (avg daily micrograms per cubic meter)	-	12.4	12.5	8.8
Access to recreational facilities (per 100k)	-	7	10	16
Limited access to healthy foods	-	2.0%	4.0%	1.0%
Fast food restaurants	-	50.0%	50.0%	27.0%

For additional information visit <http://www.countyhealthrankings.org/>

Educational Summary

	2007 Nelson		2011 Nelson		2011 Virginia		2011 National	
SCHOOL ENROLLMENT	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Population 3+ yrs enrolled	2,691	100.0%	2,937	100.0%	2,125,044	100.0%	82,440,699	100.0%
Nursery school, preschool	195	7.25%	317	10.79%	128,231	6.0%	4,985,508	6.0%
Kindergarten	116	4.31%	126	4.29%	107,297	5.0%	4,181,473	5.1%
Elementary (grades 1-8)	1,375	51.10%	1,607	54.72%	813,514	38.3%	32,786,553	39.8%
High School (grades 9-12)	741	27.54%	493	16.79%	428,033	20.1%	17,285,045	21.0%
College or grad school	264	9.81%	394	13.42%	647,969	30.5%	23,202,120	28.1%

EDUCATIONAL ATTAINMENT

Population 25 years and over	11,204	100.0%	11,169	100.0%	5,354,277	100.0%	204,348,469	100.0%
Less than 9th grade	1,260	11.25%	1,203	10.77%	280,468	5.2%	12,460,325	6.1%
9th to 12th grade, no diploma	1,485	13.25%	1,175	10.52%	417,028	7.8%	16,955,944	8.3%
High school grad	3,634	32.43%	3,681	32.96%	1,364,973	25.5%	58,087,777	28.4%
Some college, no degree	1,963	17.52%	1,952	17.48%	1,084,992	20.3%	43,509,774	21.3%
Associate's	586	5.23%	412	3.69%	363,207	6.8%	15,622,961	7.6%
Bachelor's	1,374	12.26%	1,750	15.67%	1,079,041	20.2%	36,263,152	17.7%
Graduate or professional	902	8.05%	996	8.92%	764,568	14.3%	21,448,536	10.5%
% high school grad or higher	-	75.5%	-	78.7%	-	87.0%	-	85.6%
% bachelor's or higher	-	20.3%	-	24.6%	-	34.4%	-	28.2%

PERCENT OF AGE GROUP ENROLLED

	Total	Public	Total	Public	Total	Public	Total	Public
3 and 4 yrs	44.90%	50.30%	59.70%	64.80%	49.0%	42.2%	47.8%	55.8%
5 to 9 yrs	88.20%	100.00%	93.50%	100.00%	95.2%	86.6%	95.7%	87.5%
10 to 14 yrs	97.30%	94.10%	99.20%	91.50%	98.2%	93.0%	98.4%	89.9%
15 to 17 yrs	100.00%	96.10%	100.00%	96.20%	97.0%	91.7%	96.4%	90.7%
18 to 19 yrs	56.30%	95.10%	42.20%	100.00%	76.6%	84.8%	74.3%	81.8%
20 to 24 yrs	18.80%	86.20%	13.10%	80.20%	41.9%	80.4%	42.3%	77.3%
25 to 34 yrs	2.50%	50.00%	9.90%	50.00%	14.6%	73.2%	13.7%	73.1%
35 yrs and over	0.30%	51.60%	0.90%	26.40%	3.3%	69.1%	2.9%	70.5%

For additional information visit <http://www.census.gov/acs/www/>
<http://datacenter.kidscount.org/>

Business and Employment Summary

	2012 Nelson				2012 National Average							
Population					15,233				313,914,040			
Total Businesses					1,098				12,239,616			
Total Employees					3,870							
	Businesses		Employees		Businesses		Employees					
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
SIC Codes												
Ag & Mining	92	8.4%	262	6.8%	333,257	2.7%	2,308,466	1.6%				
Construction	131	11.9%	347	9.0%	970,434	7.9%	6,853,199	4.7%				
Manufacturing	46	4.2%	205	5.3%	431,635	3.5%	13,233,356	9.0%				
Transportation	48	4.4%	208	5.4%	373,510	3.1%	4,431,017	3.0%				
Communication	8	0.7%	27	0.7%	98,688	0.8%	1,397,750	1.0%				
Utility	6	0.5%	36	0.9%	49,201	0.4%	862,689	0.6%				
Wholesale	41	3.7%	150	3.9%	585,649	4.8%	7,036,452	4.8%				
Retail Summary	110	10.0%	437	11.3%	2,577,695	21.1%	30,443,930	20.8%				
Home Improvement	10	0.9%	52	1.3%	168,231	1.4%	1,972,921	1.3%				
Merchandise	3	0.3%	17	0.4%	77,323	0.6%	3,144,175	2.2%				
Food Stores	23	2.1%	148	3.8%	275,290	2.2%	3,920,116	2.7%				
Auto Sale & Gas	9	0.8%	32	0.8%	295,975	2.4%	3,100,262	2.1%				
Apparel Stores	2	0.2%	4	0.1%	180,508	1.5%	1,379,682	0.9%				
Furniture Stores	6	0.5%	12	0.3%	244,447	2.0%	1,889,312	1.3%				
Eating & Drinking	25	2.3%	96	2.5%	686,614	5.6%	10,643,986	7.3%				
Misc	32	2.9%	76	2.0%	649,307	5.3%	4,392,476	3.0%				
Finance, Insurance, Estate Summary	39	3.6%	118	3.0%	1,206,304	9.9%	10,025,223	6.9%				
Banks, Savings, Lendings	8	0.7%	45	1.2%	281,020	2.3%	2,569,152	1.8%				
Securities Exchange	1	0.1%	2	0.1%	128,794	1.1%	1,071,883	0.7%				
Insurance Carriers	5	0.5%	11	0.3%	255,833	2.1%	2,469,066	1.7%				
Real Estate, Other Invest.	25	2.3%	60	1.6%	540,657	4.4%	3,915,122	2.7%				
Service Summary	557	50.7%	1,704	44.0%	4,866,159	39.8%	58,829,454	40.2%				
Hotels & Lodging	14	1.3%	42	1.1%	112,500	0.9%	2,440,746	1.7%				
Automotive Services	16	1.5%	40	1.0%	383,861	3.1%	1,813,175	1.2%				
Movie theatres and arcades	21	1.9%	32	0.8%	325,006	2.7%	3,383,518	2.3%				
Health Services	33	3.0%	217	5.6%	619,100	5.1%	14,697,895	10.1%				
Legal Services	10	0.9%	24	0.6%	213,656	1.7%	1,659,617	1.1%				
Education Institutions	16	1.5%	317	8.2%	273,162	2.2%	12,233,107	8.4%				
Other Services	447	40.7%	1,032	26.7%	2,938,874	24.0%	22,601,396	15.5%				
Government	20	1.8%	376	9.7%	445,131	3.6%	9,600,333	6.6%				
Other		#VALUE!	0	0.0%	301,953	2.5%	1,213,829	0.8%				
Total	1,098	100.0%	3,870	100.0%	12,239,616	100.0%	146,234,698	100.0%				
For additional information visit http://www.census.gov/econ/susb/												

Appendix 2

Nelson Community Survey

We appreciate your time in completing this survey. The purpose of this survey is to gather information about issues in Nelson. Please take a couple of minutes to share your opinions. The results of this survey will help in shaping Virginia Cooperative Extension programs in Nelson. The survey is completely anonymous. Please return the survey to VCE-Nelson by November 25, 2013. Our address: P.O. Box 298, Lovingson, VA. 22949. Our FAX: (434)263-4367.

Please rate the importance of the following issues in Nelson:

Issue	Very Unimportant	Somewhat Unimportant	Neither Unimportant nor Important	Somewhat Important	Very Important	No Opinion
Aging Population						
Agriculture Marketing						
Agriculture Production/Profitability						
Agriculture Sustainability/Preservation						
Alternative Agriculture						
Animals/Livestock						
Before and After School Issues						
Careers						
Child Development						
Chronic Disease						
Community Planning						
Community Services						
Consumer Issues						
Dependent Care						
Energy						
Environment						
Farm Transition						
Finances/Financial Management						
Food Safety/Preservation						
Health						
Horticulture						

Housing/Home						
Invasive Species						
Land Use						
Leadership						
Life Skills/Decision Making for Youth						
Local Food Systems						
Local Government						
Long Term Care						
Natural Resource Production/Profitability						
Nutrition						
Obesity						
Parenting						
Pests/Pesticides						
Public Awareness of Agriculture						
School Dropout						
Science and Technology						
Small Business/Entrepreneurs						
Teen Community Involvement						
Teen Leadership						
Water Quality/Quantity						
Wildlife						
Youth Activities						
Youth Violence						
Youth Volunteers						
Other:						
Other:						
Other:						

For the issues you rated *Very important*, please select the top five and provide additional information in the boxes below on why you feel they are important for Nelson and what you think might be done to address them.

Issue 1: Please indicate the issue name, why you feel it is important, and what might be done to address it.

Issue 2: Please indicate the issue name, why you feel it is important, and what might be done to address it.

Issue 3: Please indicate the issue name, why you feel it is important, and what might be done to address it.

Issue 4: Please indicate the issue name, why you feel it is important, and what might be done to address it.

Issue 5: Please indicate the issue name, why you feel it is important, and what might be done to address it.

Please provide any additional information on what direction you believe Extension programs should take in Nelson.

Have you ever participated in educational programs offered by Virginia Cooperative Extension?

No

Yes

If you answered Yes to the above question, which VCE educational program(s) did you participate in and what was the value to you?

Please tell us about yourself (the person completing the survey). These questions are optional.

What is your gender?

Male

Female

Which of the following describes your highest level of education?

- Less than high school
- Some high school
- High school graduate/GED
- Some college
- College graduate
- Some graduate work
- Master's degree
- Doctorate degree

How many years have you lived at your current address?

- 0 - 3
- 4 - 6
- 7 - 10
- 11 - 15
- 16 - 25
- More than 25

OPTIONAL - How would you describe your racial background?

How would you describe your age range?

- Youth
- Adult
- Senior

Appendix 3

Responses to community survey distributed by Nelson County faculty and staff during November 2013 (100 surveys distributed, 10% response rate). Summarized by program area.

Issue	Weighing factor = PROGRAM AREA	Very Unimportant -2	Somewhat Unimportant -1	Somewhat Important 1	Very Important 2	SCORE
Teen Community Involvement	4H	0	-1	3	12	14
Youth Volunteers	4H	0	-1	3	12	14
Teen Leadership	4H	0	-1	2	12	13
Life Skills/Decision Making for Youth	4H	-2	0	4	10	12
Youth Activities	4H	-2	0	3	10	11
Youth Violence	4H	-2	0	3	10	11
School Dropout	4H	0	-1	2	6	7
Before and After School Issues	4H	0	-2	1	8	7
Careers	4H	0	-2	3	4	5

Invasive Species	ANR	0	-1	2	14	15
Water Quality/Quantity	ANR	-2	0	1	16	15
Environment	ANR	-2	0	3	12	13
Agriculture Sustainability/Preservation	ANR	0	-1	1	12	12
Agriculture Production/Profitability	ANR	0	-1	2	10	11
Land Use	ANR	0	-1	4	8	11
Wildlife	ANR	-2	0	5	8	11

Leadership	CV	0	0	5	6	11
Community Planning	CV	0	-1	5	4	8
Local Government	CV	-2	0	4	6	8
Small Business/Entrepreneurs	CV	0	-1	7	2	8
Science and Technology	CV	0	0	6	2	8
Community Services	CV	-2	0	5	0	3
Energy	FCS	0	-1	3	10	12
Parenting	FCS	0	-1	3	10	12
Obesity	FCS	0	-1	4	8	11
Aging Population	FCS	-2	0	6	6	10
Nutrition	FCS	0	-1	3	8	10
Child Development	FCS	0	-2	4	6	8
Health	FCS	-2	0	4	6	8
Dependent Care	FCS	0	-1	6	2	7
Consumer Issues	FCS	0	-1	5	2	6
Long Term Care	FCS	-2	0	4	4	6
Food Safety/Preservation	FCS	-2	-1	2	6	5
Housing/Home	FCS	0	-1	4	2	5
Finances/Financial Management	FCS	-2	0	6	0	4

Appendix 4

Key informant interviews with 36 Nelson County residents and elected officials resulted in the following input.

- Top issues facing youth include self-esteem, internet safety and etiquette, how to interact with adults (professionalism, leadership, citizenship), and the ability to express one's self in a positive manner.
- Agricultural issues include stinkbug and ladybug control, agritourism / agritainment, farm profitability, and support for breweries and cideries.
- General challenges faced by the community include: dispersed population, recession, reassessment, apathy, and potentially the county financial situation.
- The county has a strong FFA program and would like to see Extension support them.
- Growing the local "truck farmers." Assist small farmers and farmer's markets such as the one in Nellysford.
- The county was given 350 acres to create a county park. Perhaps Extension could assist or collaborate in that area.
- Has a good trail system (Blue Ridge Railway, Crozet Trail) that could invite tourism.
- Interested in assistance with his farm and developing a hobby of using the land and farming something "to be determined."
- Looking for some interesting things to do with his farm and how to involve young people.
- When he received the community survey distributed by the Extension office, he threw it away. To paraphrase his comments, this client believes that Extension's purpose is to focus on agriculture rather than everything else listed in the survey.
- The schools need a stronger 4-H in-school program. There is nothing for the kids to do in Nelson County. 4-H has not been great here for some time. The kids are pretty good, but they rely on social media for their entertainment. Cyber bullying is an issue. They have no social skills and can't communicate with each other. The middle school FFA is pretty good, but the teacher will be retiring in the next few years. Any kind of community activities would be worthwhile. Presentations, Reading Makes Sense, mini-camps, anything "out-of-the box." Suggested that the new 4-H agent attend a middle-school faculty meeting. She also expressed interest in serving as a 4-H volunteer.
- Water Quality –In relation to TMDL and Chesapeake Bay initiatives, Extension can support the outreach work of other governmental agencies charged with supplying cost share and tax credit assistance to farmers voluntarily implementing conservation practices on their farms.
- Cost effective nutrition— for cattle through forage management, controlled grazing, alternative feeds, etc.
- Producer coordination—Comingling of cattle and/or other premium market routes, especially for smaller sized producers to market a more uniform feeder calf crop and capture a higher dollar value per lb through this effort.
- Weed Control –Extension must provide workshops and field days with a weed control component. IPM principles such as using different application technology, reducing herbicide resistance through different modes of action, utilizing cover crops for pasture and hay land renovations should be part of such programs.

- **Reproduction and Herd Health**—Extension must work with local veterinarians and producers to keep them informed of BQA principles for cattle handling and different vaccine protocols that are cost efficient and expand marketing opportunities for calves.
- **Nutrient Management and Soil Health** –Extension must provide educational programs in relation to soil fertility, nutrient cycling and land management such as hay production.
- **Farm visits and diagnostic work**—Extension agents must strive to be available to make visits to farms requesting diagnostic services or efficiency improvement suggestions. Nelson County has a large number of smaller operators in the beef industry that may need technical expertise from Extension in making various improvements to their operations.
- **Water Quality**—Extension should strive to partner with NRCS, Virginia Forage and Grasslands Council, and other government and private agencies to demonstrate conservation practices and different management systems on different farms.
- **Continue to support program efforts of Nelson-Amherst Beef Producers** quarterly meetings.
- **Youth Engagement**—Very strong FFA and agricultural education at Nelson High School, underrepresentation by Nelson youth at Central Virginia Livestock Show and 4-H Livestock activities
- **Nelson-Amherst Beef Producers**—Extension must continue to support program needs of the large association, but identify groups within the association that are interested in further programming.
- **Producer Marketing**—Extension can provide an exploratory and leadership role of bringing small groups of producers together to engage in cooperative marketing programs oriented at premium markets. Extension can focus on having participating members invest in similar genetics and provide economic estimates and analysis on proposed marketing strategies. Finding common ground among producers on how to market cattle is a challenge. Backgrounding costs (for 45 days) are another major hurdle that many producers are unable to digest.
- **Educational Needs**—Winter feeding and nutrition, to prevent any shortage possibilities of available feed or forage; prevention of diseases such as anaplasmosis, Johnnes, leukosis, improving use of CTC mineral in anaplasmosis prevention, importance of energy and protein in feeds
- **Management Improvement**—Educational programs focused on improving management, i.e. sorting heifer calves away from bull calves at weaning, value of preg checking cows, etc.
- **Extension Programs**—Promotion of Extension events to non-traditional users
- **Labor**—Extension should recognize that there is a shortage of skilled farm labor capable of some autonomy in decision making on large farming operations. Extension should work to address this issue by providing education on different farming practices for these workers.
- **Meetings**—Extension should continue to provide educational meetings for producers engaged in different enterprises weather for orchard production, wine grape production or cattle production.
- **Youth Engagement**—Many young people are not getting into farming due to lack of awareness or capital. Extension needs to address this through small pilot projects, such as vegetable gardens or small nurseries run by students.
- **Producer Engagement**—Nelson needs an influx of volunteerism, youth and leadership among agricultural producers. The Nelson-Amherst Beef Producers Association needs to be proactive in finding new services for its members. In contrasting Nelson-Amherst with Central and Buckingham Cattlemen’s groups, the latter engage cooperatively in

backgrounding calves, comingling calves, renting corrals and tubs and other portable infrastructure, and sale of females. The Nelson-Amherst group does not currently engage in any of these activities.

- Youth—the association is currently going through a retirement attrition, to stay relevant and provide new leadership and program opportunities, younger members are needed to facilitate positive change and growth in the relevance of the association, especially in Nelson County.
- Would like more information available to help with raising organic produce in the home garden.
- Would like information or class on varieties that grow well in the ‘clay soil of Nelson’
- Classes to help home gardeners in amending soil to get better produce and less pests in Home gardens
- Horse & Pony Club/Group, from basics up.
- Small Livestock Club/Group
- Home Canning Classes, Food Prep, Dry Canning (has taught herself how to do this and found it very beneficial)
- Classes for residents to learn budgeting personal finance & applying for loans
- Would like to see classes in Organic gardening, Pest Control and Weed Maintenance
- Also Classes in sustainability, raising small animals for food.
- Would like to see demonstrations or classes in food storage, canning, root cellars.
- substance abuse and addictions destroying families
- lack of well paying employment opportunities within the county
- poverty and struggle with the basic needs of food, housing, and employment.
- lack of a central public outdoor gathering area / park
- lack of business and employment opportunities keeps young people from having reasons to stay or come to the county
- Here are some ways I think extension office could help.
- Provide business and entrepreneur training to help those that want to start businesses in the agricultural field. There are a lot of opportunities for small farms to be successful. But for this to happen people need more than agricultural training, they need business and marketing training too.
- local farmers get their food distributed to higher paying markets such as Charlottesville
- Develop and implement a campaign to make the extension office and the resources available much more visible to the community. I think a lot of people are not aware of the office and the help available. (Maybe a Facebook page, blog, fliers distributed around town, etc)
- Would like to see Community Gardens, where there is a program set to encourage people to join forces to produce good food for their families.
- Bee Keeping programs around the County
- Would like to see more on Organic farming/gardening
- Look like to see classes offered in Canning and food storage
- As a Grandparent and owner of livestock, would like to see Livestock Clubs in the County & have local purchasers for the animals the children raise.
- Would like to see more 4-H Programs, as her children participated when they were young.
- Travel Opportunities for youth in the County

- Would like to see a program to keep children active and help fight Obesity and teach good Nutrition
- Would like classes in Food Preservation, Canning
- Would like to have classes in Self Sustainability, growing your own produce and producing your own meat
- Is very interested in getting her children (as they come of age) into 4-H as projects and to support her homeschooling
- Interests lie in Shooting Sports, Poultry, Rabbits, Geology
- Would be interested in becoming an Adult Volunteer
- Presentations & Public speaking
- Is interested in learning to process chicken for meat
- Keeping Bees
- Class on care and pruning of Fruit Trees
- Would like to see more things for the Youth of Nelson County, some Club that would allow the kids to get together other than afterschool activities and not hang out in area parking lots.
- Nelson County lacks in safe environments for the youth to participate in. There is no Recreation Centers, movie theatres or other places of interest to hold the youths attention & to go out the County creates a burden on the parents having to transport their children.
- More area competitions and talent
- Greater emphasis on 4H projects work
- Travel opportunities for youth
- How to have better access to Extension information, e.g. factsheets
- Stressed importance of site/farm visits by local ANR agent
- Currently feels isolated from community other than those he sees at church, more so than 10 years ago. Looks to Extension for community events and social interaction.
- Local newspaper not as effective as a community resource. Needs to return to highlighting Extension in the community, also to focus of the people in the county
- Wants more information on specialty crops to maximize return from the land
- Need to bring the next generation into agriculture
- Need to expose youth to new business ideas, new approaches to making a living in a rural county
- Nutrition, especially addressing the epidemic of obesity. Address by greater concentration on how to engage in outdoor activities
- Thinks I am a great contact for cohesiveness and contacts in the community, and sharing of agricultural technologies
- Seeks programs on farm machinery selection and upkeep, wishes more Extension programs and field days focused on agricultural engineering,
- Pest control with emphasis on low spray options
- Specialty crops
- More information on small fruit, leafy greens, and recent food trends to take advantage of
- High tunnel greenhouse food production
- Emphasis on greenhouse, plant propagation techniques
- Varieties of northern pecans to plant
- Grain crops

- Sorghum molasses production
- Brewer grain and hops production
- Malting facilities
- Making the most of the Nelson County Farmers Market
- Wishes expansion of youth opportunities in Nelson County
- Sees need more activities other than those provided by public school system
- Appreciates my availability and interest in an active Master gardener program in Nelson County
- Stressed importance of availability of local ANR agent for site and farm visits
- Wishes to see more cooperation between University of Virginia and Virginia Tech, acknowledgement of mutual importance and places where youth should equally aspire. Together, working in concert, sees an enhancement of outreach and adult education opportunities
- Wishes likewise that there was a better relationship between Wintergreen Resort and residents & businesses in Nelson County
- Livestock programs, especially small ruminant programs for both the commercial and lifestyle levels of production
- General homesteading information, food preservation
- Alternative energy
- More programs for young men and women who want to live by farming. Cited the Young Farmer aspect of FFA, but also wants farming promoted to non- FFA students who are more focused on entry into college.
- Specialty crops and niche enterprises
- Better understanding of legal aspects of running a farm business
- Conversion of commercial orchard to organic production, marketing of these fruit to cider industry
- Development of learning community for aquaponics vegetable producers
- Great concern for future of pollinators in light of current unrestricted use of neonicotinoid insecticides, plus others, feels Virginia tech is not responsive to severity of issues. Believes there needs to be a ground swell of public concern.
- Firmly believes that Extension has been downsized and marginalized as a social mechanism for change and expressing alarm regarding emerging issues, such as the corruption of American agriculture by major agrichemical concerns
- Livestock: Very concerned by the lack of appropriate response by Virginia Tech to livestock poisoning crisis he faced last summer when he lost 5 goats at brush control location. Called his vet who called VT School of Veterinary Medicine, very slow and inappropriate response, had to contact Texas A&M for satisfaction.
- Believes youth are increasing unaware and not interested in agricultural/environmental issues, cites changes in organization as faced with restricting budgets
- Local 4H program should focus more on meaningful experiences, such as travel and exchanges, to foster personal development in teenage years
- Thinks Extension needs to be better marketed as it is the go-to place to meet rural landowner concerns
- Describes herself as most frustrated person in county due to lack of quick response to her needs. Very grateful for my immediate farm visit to discuss water quality/riparian buffer

concerns, plus agricultural law information about fencing concerns with belligerent neighbor.

- Is very interested in success of future programs in Nelson County as she credits a great deal to her growing up with 4H.
- Spoke primarily about need for better collaborative work by agencies and community service organizations to address water quality issues affecting the entire community, such as the recent TMDL studies of the Rockfish and Tye Rivers.
- Extension could play very active role in bringing more residents into to conservation work, especially the active farms and rural landowners
- Extension needs to be more active in student recruitment to multi agency environmental programs for youth such as the Envirothon and the Youth Conservation Camp, currently too insular on its outreach priorities, as are the teachers in the public school system.
- 4H could be very important in leadership develop of youth, need more programs that steer them towards becoming tomorrow's leaders.