



*VIRGINIA DEPARTMENT  
OF AGRICULTURE AND  
CONSUMER SERVICES*

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# VDACS

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- **Five Units**
  - **Commissioner's Office**
  - **Division of Animal & Food Industry Services**
  - **Division of Commodity Services**
  - **Division of Consumer Services**
  - **Division of Marketing & Development**



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# VDACS Division of Animal & Food Industry Services

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## Office of Animal Health

- Provides information and updates on animal diseases
- Offers livestock and poultry programs
  - Coggins testing
  - How to Register your Cattle Brand
  - Live Bird Marketing System
  - How to Become a Livestock/Poultry Dealer
- <https://www.vdacs.virginia.gov/animals-animal-health.shtml>



# VDACS Division of Animal & Food Industry Services

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## Office of Veterinary Services

- Responsible for the state's animal disease control and prevention efforts, which include investigating outbreaks, providing laboratory diagnostics and containing the spread of animal diseases.
- Manages import requirements and Certificates of Veterinary Inspection, provides oversight to Livestock Services facilities, and implements the Animal Disease Traceability Program.
- Manages the VDACS animal care mandates.
- Regional veterinary diagnostic laboratories located around the state.
- <https://www.vdacs.virginia.gov/animals-veterinary-services.shtml>

# VDACS Division of Animal & Food Industry Services

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## Office of Dairy & Foods

- **Food Safety Program** works to ensure that food and dietary supplements manufactured, processed, stored and sold in Virginia are safe, wholesome and properly labeled.
- **Produce Safety** works to address the growing, packing, holding and dissemination of produce grown on farms and will encourage the safe production of fruits and vegetables and promote understanding and compliance with the FDA Produce Safety Rule and state legislation.
- **Dairy Services Program** administers the Virginia Dairy Laws and related regulations designed to ensure the safety and wholesomeness of milk and dairy products.
  - <https://www.vdacs.virginia.gov/food-dairy-and-foods.shtml>



# VDACS Division of Animal & Food Industry Services

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## Office of Meat & Poultry Services

- Inspects meat and poultry slaughter and processing establishments in Virginia to ensure meat products made in Virginia are safe, unadulterated, wholesome, and accurately labeled.
- Inspection services are available to Virginia individuals or companies that slaughter and/or process meat or poultry products.
  - <https://www.vdacs.virginia.gov/animals-meat-and-poultry.shtml>



# VDACS Division of Commodity Services

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- Works with Virginia producers, packers, and food processors to enhance the marketability and profitability of Virginia agricultural products through official inspection and grading services.
- These services create a common language for buyer and seller by establishing grades or values for Virginia products and support Virginia's agricultural industry and economy.
- Comprised of 5 units: **Fruit, Vegetable & Processed Foods, Grain, Livestock, Peanut, and Poultry & Egg.**
- The Division offers a variety of full, part-time, and seasonal positions -- all in support of Virginia agriculture, farmers, and producers.
  - <https://www.vdacs.virginia.gov/about-division-of-commodity-services.shtml>



# VDACS Division of Consumer Protection

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- Comprised of the **Offices of Charitable and Regulatory Programs, Pesticide Services, Plant Industry Services and Weights and Measures**
- The **Office of Pesticide Services** certifies applicators, registers pesticide products and licenses pesticide businesses. These activities provide for the safe and effective control of pests that attack our crops, structures and health.
- <https://www.vdacs.virginia.gov/pesticides.shtml>



# VDACS Division of Consumer Protection

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•The **Office of Plant Industry Services** protects Virginia's agricultural and horticultural economic interests by overseeing and ensuring compliance with a variety of laws.

- State Apiarist – Beekeeping & Apiary Inspection
- Industrial Hemp
- Seed Licensing & Registration
- Lime & Fertilizer
- Animal Feed
- Plant Pathology & Disease
- Pest Quarantine
- <https://www.vdacs.virginia.gov/plant-industry-services.shtml>

# VDACS Division of Consumer Protection

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## Office of Weights and Measures

- Administers consumer and environmental protection laws and regulations designed to maintain the integrity of transactions between buyers and sellers and prevent unfair competition among regulated industries.
- Inspection and testing of all commercially used weighing and measuring equipment and the investigation of related complaints
  - <https://www.vdacs.virginia.gov/food-weights-and-measures.shtml>



# VDACS Division of Marketing & Development

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## International Marketing

- The Office of International Marketing connects Virginia agricultural producers with export opportunities.
- We promote Virginia agricultural commodities, wood products, seafood and specialty food and beverage items through our Virginia office and a global network of trade representatives in Canada, China, Europe, Hong Kong, India, Mexico, the Middle East, Southeast Asia and the United Kingdom.
- <https://www.vdacs.virginia.gov/marketing-international-marketing.shtml>.



# VDACS Division of Marketing & Development

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## **Agriculture and Forestry Development**

- The Office of Agriculture and Forestry Development (OAFD) provides economic development assistance to businesses involved in food, forestry or agriculture.
- The office administers the AFID and VFAIF grant programs and houses the Office of Farmland Preservation.
- <https://www.vdacs.virginia.gov/marketing-agriculture-and-forestry-development.shtml>.



# VDACS Division of Marketing & Development

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## Agriculture and Forestry Development

- **AFID** – Governor’s Agriculture and Forestry Industries Development Fund
- The AFID Fund allows the Governor to make discretionary, matching grants to localities and other political subdivisions through grants to support economic development related to agriculture and forestry across the Commonwealth.
- **AFID Facility Grant** – To Incentivize and Expand Agribusinesses
- **AFID Infrastructure Grant** – Build Local Food and Farming Infrastructure
- **AFID Planning Grant** – Supports Planning Efforts and Local Initiatives That Benefit Agriculture and Forestry.
- <https://www.vdacs.virginia.gov/marketing-agriculture-and-forestry-development.shtml>

# VDACS Division of Marketing & Development

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## **Agriculture and Forestry Development**

- **VFAIF – Virginia Food Access Investment Fund**
  - VFAIF grants are awarded to businesses and non-profit organizations to expand retail fresh food access to underserved communities.
- **Office of Farmland Preservation**
  - Provides grants, technical assistance and recognition programs for the preservation of working farm and forestland.



<https://www.vdacs.virginia.gov/marketing-agriculture-and-forestry-development.shtml>



# VDACS Division of Marketing & Development

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## • Food Distribution

- Manages the distribution of U.S. Department of Agriculture (USDA) donated foods and administrative funds to approximately 500 public and private entities throughout Virginia.
- This program proudly supports Virginia's agriculture industry and markets Virginia products as well as USDA-donated foods to schools and institutional buyers.
- <https://www.vdacs.virginia.gov/food-food-distribution.shtml>






# VDACS Division of Marketing & Development


## Market News:

- Virginia Market News collects and disseminates daily agriculture market prices and analyses for buyers, sellers and the media.


LIVESTOCK-MARKET REPORTS

 Virginia

- Virginia Auctions
- Virginia Graded Feeder Cattle
- Virginia Graded Slaughter Cattle
- Virginia Replacement Cattle
- Virginia Livestock Historical Prices
- Goats
- Sheep

 National

- Cattle
- Futures
- Goats
- Hogs
- Meat
- Sheep

 Regional

- Alabama Weekly Summary
- Georgia Weekly Summary
- Kentucky Weekly Summary
- New Holland, PA Auction (Mon)
- New Holland, PA Auction (Thu)
- New Holland, PA Dairy Auction (Wed)
- New Holland, PA Sheep & Goats (Mon)
- North Carolina Weekly Summary
- Tennessee Weekly Summary

## Important Links

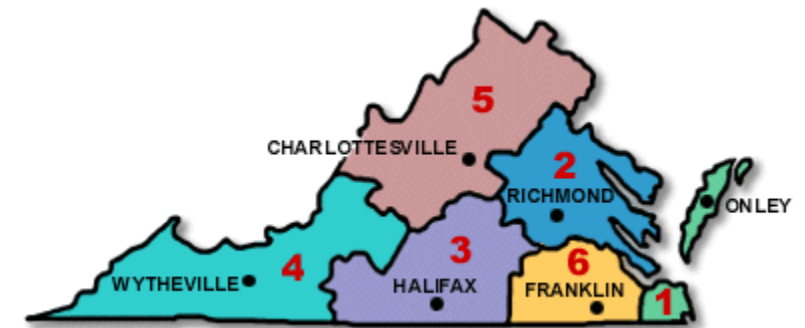
- Auction Contact Directory
- Amelia Area Cattlemen, LLC
- Blue Ridge Cattlemen's Association
- Buckingham Cattlemen's Association
- Central Virginia Cattlemen's Association
- Halifax County Cattlemen
- Livestock Grading & Production
- Livestock & Grain Market News Portal
- USDA Livestock Retail Reports
- USDA Packers & Stockyards
- USDA Packers & Stockyards Contacts
- VDACS Animals
- VDACS Animal Health
- VDACS Virginia Animal ID Program
- Virginia Angus Association
- Virginia Beef Industry Council
- Virginia Beef Quality Assurance
- Virginia Cattlemen's Association
- Virginia Charolais Association
- Virginia Hereford Association
- Virginia Purebred Performance Tested Bulls
- Virginia Quality Assured Program
- Virginia Simmental Association
- Virginia State Graded Sale Schedule

<https://www.vdacs.virginia.gov/markets-and-finance-market-news-livestock.shtml>

# VDACS Division of Marketing & Development

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- Domestic Marketing & Promotions
  - Domestic Marketing Staff located in each of the six regions
  - Assists Virginia's producers and processors market their products throughout the United States and Eastern Canada.
  - <https://www.vdacs.virginia.gov/marketing-sales-and-market-development.shtml>



# VDACS Division of Marketing & Development

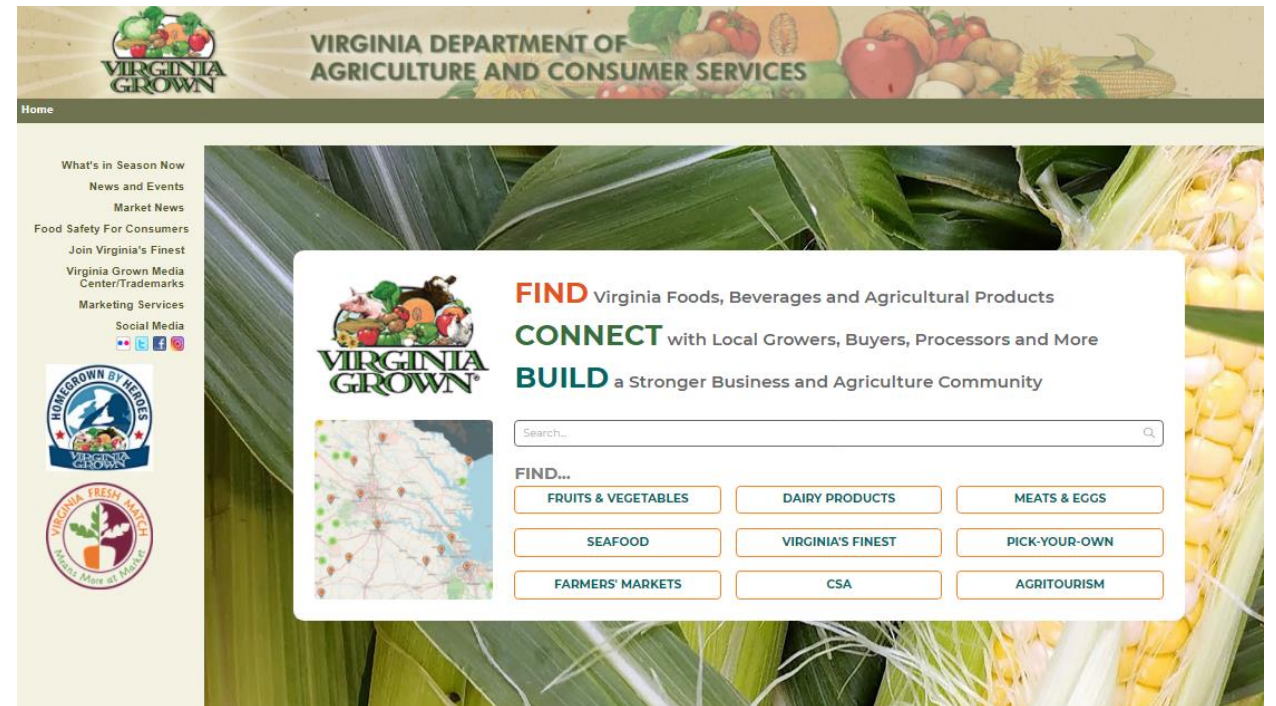
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- Promotions



# Virginia Grown

- Virginia Grown program is a VDACS marketing tool promoting fresh, local products to consumers
- [www.virginiagrown.com](http://www.virginiagrown.com)



# Virginia Grown - Point-Of-Sale Material

**Virginia Grown® Point-of-Sale Order Form**  
Banners | Posters | Price Cards | Tote Bags  
Ideal for farmers' markets, farm stands, CSA's and pick-your-own farms

VDACS Division of Marketing and Development  
Virginia Grown® Trademark Program  
Website: [VirginiaGrown.com](http://VirginiaGrown.com)  
Contact Email: [vaagrown@vdacs.virginia.gov](mailto:vaagrown@vdacs.virginia.gov)  
Phone: 804.786.1899

**Submit Order by E-mail**

Today's Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ E-mail: \_\_\_\_\_

Farm/Market Name: \_\_\_\_\_






Mailing Address (no PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Does your farm or market listing require any updates on [VirginiaGrown.com](http://VirginiaGrown.com)? Yes  No

If yes, please add or update your listing online by visiting the Virginia Grown homepage after completing this order form.

Please indicate the # of items you wish to receive. Every effort is taken to process and deliver your items in a timely manner.

 Size: 4' x 3' <i>Limit 2</i>	<b>Banner: Meat, Poultry, Eggs, Produce</b> Vinyl for indoor or outdoor use	 Size: 7" x 5" <i>Limit 10 packs of 25</i>	<b>Price Card</b>
 Size: 4' x 3' <i>Limit 2</i>	<b>Banner: Produce Only</b> Vinyl for indoor or outdoor use	 Size: 4" x 9" <i>Limit 5 packs of 100</i>	<b>Rack Card</b> <small>*Produce availability chart on back of rack card.</small>
 Size: 4' x 3' <i>Limit 2</i>	<b>Banner: Horticulture/Nursery</b> Vinyl for indoor or outdoor use	 Up to 25 free per farm address Larger quantities of up to 100 tote bags per farm business address or market location are available at a cost of \$1.40 each. Make checks payable to: <b>Treasurer of Virginia</b> Send payment and order form to the Virginia Grown POS address below.	<b>Tote Bag</b>
 Size: 24" x 36"	<b>Poster: Produce Only</b> Indoor-Use/White gloss coated		

**Submit Order by E-mail** -OR- **Print Order** and Mail or Fax to  
Virginia Grown POS | 102 Governor Street | Richmond, VA 23219 | Fax: 804.371.0247  
Virginia Department of Agriculture and Consumer Services | Division of Marketing and Development | Virginia Grown® Trademark Program

\* THE POINT OF SALE ORDER FORM IS LOCATED IN THE VIRGINIA GROWN MEDIA CENTER /VIRGINIA GROWN LOGOS, POINT OF SALES MERCHANDISE AND FORMS



# Homegrown by Heroes

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- \*Launched in 2017
- \*Partnership between VDACS, Virginia Grown and the Farmer Veteran Coalition
- \*Support Virginia veteran farmers
- \*Allows veterans to market their local agricultural products as veteran produced



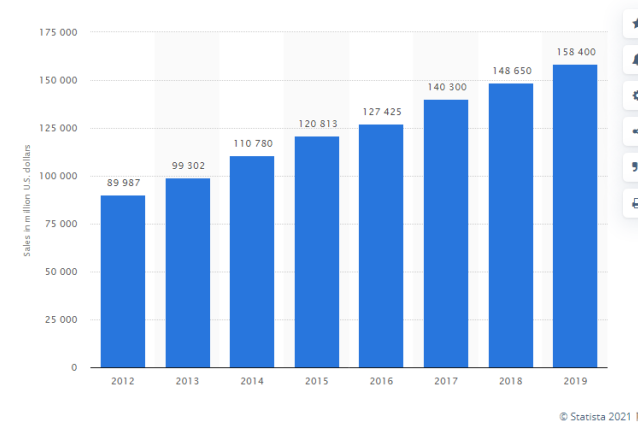
# Virginia Finest - Working to Promote Specialty and Farm Processed Foods

Virginia's Finest - Since 1989.

Today, Virginia's Finest helps contribute to **total U.S. specialty food sales of \$158.4-billion dollars**, a record high according to the national specialty food trade association.

There are about **800 companies** currently participating in the Virginia's Finest program.

[www.vafinest.com](http://www.vafinest.com)





# Virginia Finest - Working to Promote Specialty and Farm Processed Foods

The VDACS Division of Marketing and Development helps market and promote Virginia's Finest throughout the Commonwealth and around the world.

## -HOW?

Once a Virginia specialty crafted food or beverage company earns the Virginia's Finest trademark, they can participate in a host of trade shows and special events – now *virtual* - throughout the year with our marketing and promotions team. Events such as...



fancy food 24/7  
A DIGITAL EVENT  
SEPTEMBER 27 - OCTOBER 8

# 2022 Virginia Food & Beverage Expo

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March 30, 2022 – Richmond, VA

The Expo showcases the specialty food and beverage industry in Virginia: those who make amazing products and those who want to help sell them in a retail setting.

[www.vafoodbeverageexpo.com](http://www.vafoodbeverageexpo.com)

2022 VIRGINIA FOOD &  
BEVERAGE EXPO



# Virginia Finest - Working to Promote Specialty and Farm Processed Foods

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## OTHER NOTABLE ANNUAL ACTIVITIES FOR VIRGINIA'S FINEST

- \* State Fair of Virginia
- \* Virginia Wineries Association
- \* Taste of Richmond Holiday with Richmond Times-Dispatch \*
- \* Virginia Farm Bureau Convention
- \* Virginia Living & Distinction Holiday Magazines \*
- \* Virginia Retail Merchants Association \*
- \* Virginia Agribusiness Council Reception \*
- \* Southern Women's Show
- \* Fire, Flour & Fork \*
- \* Virginia's Finest Educational Conference \*
- \* Various Special & Trade Events \*



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[www.vdacs.virginia.gov](http://www.vdacs.virginia.gov)

