



Fayette Regional Event **Recap**

27 total
attendees

10 farmers/value-
added producers

4 grocery
stores/retailers

8 support service
providers

7 county range

The West Virginia Food and Farm Coalition's (WVFFC) final Rural Grocer Network gathering of 2023 took place on Thursday, November 2. A healthy mix of retailers, farmers, value-added producers, and support service providers were in attendance from Cabell, Clay, Fayette, Greenbrier, Kanawha, Mercer, and Webster counties.

As a group, we identified the wants and needs of retailers and farmers/value-added producers alike. We then turned to the 8 support service providers in attendance to discuss solutions to the challenges facing each group. The following page provides a summary of both the problems and solutions we identified.

Rural retailers from the region identified multiple challenges they have been facing, and the support service providers in attendance provided solutions in response. Solutions in **red** also apply to farmers & value-added producers.

Challenges

Solutions

Staffing

Workforce West Virginia and Jobs & Hope have multiple programs that pay for on-the-job training, summer interns, wage reimbursements, tax credits, & more! Info flyer attached. **These solutions apply to farmers and VAP too! Workforce WV also has a Migrant Seasonal Farmworker program.**

Identifying Sources & Logistics of Distribution

If you're looking for new vendors to buy from, reach out to Audra O'Dell for a comprehensive list of farmers & producers in your region.

Both retailers and producers are limited by their geography. There has yet to be a grander solution for this problem, so folks on the ground are working to address this struggle. **Try reaching out to Supporting Appalachia (SA), Natasha @ Jarhead Farms, or Tim @ Shop WV for distribution logistics help! Info flyer for SA attached.**

Location/Rurality

Many retailers mentioned the struggle of being a "destination" location. **Try marketing! Social media is great tool. WVFFC/The Hive/VC2 can also fund technical assistance in this area.**

Funding for Equipment/Capital Improvements

WVFFC offers a Revolving Loan Fund for equipment, **Partner Community Capital (CDFI) offers lending options for a variety of purposes, and Truist is a more traditional lender.**

Local farmers and value-added producers identified multiple challenges they have been facing, and the support service providers in attendance provided solutions in response. Solutions in **red** also apply to retailers.

Challenges

Solutions

Scaling

The Hive and WWSBDC offer business coaching, technical assistance, and business planning - they're great entrepreneurial support (almost all services are free and they have ag experience). WVDA can also offer multiple services, such as business planning, label review, etc. Audra O'Dell (WVFFC) can offer assistance in scaling farm and value-added businesses, and can introduce how Mountain State Co-Hop (cooperative) may be able to assist you as you grow.

Distribution
(challenges related to the distance between retailers)

There has yet to be a grander solution to this problem so grassroots distribution efforts are the current solve. Reach out to Supporting Appalachia, Shop WV (Tim), Jarhead Farms (Natasha), or Mountain State Co-Hop (Jenn).

Entry Into the Market

Marketing is a great tool to utilize when trying to get the word out about your product! The Hive & VC2 can offer free technical assistance in this realm. WV Grown (WVDA) is also excellent to utilize as a free marketing tool/program!

Profitability

WWSBDC, The Hive, and VC2 offer free business coaching to assist in increasing revenue and free (or very low-cost) courses in accounting, business acumen, and more. The WVDA's Business Development team can also offer guidance in this realm.

Scattered Resources
& Unclear Path
Forward

Mountain State Co-Hop will soon serve as a resource guide for farm & value-added producers! While this is in the works, Audra from WVFFC is a great resource as well as Ashley Amos from the WVDA.



Fayette Regional Event Contacts

Grocers/ Retailers

Halfway Market Milton (Cabell Co.)



Beth Williamson & Danny Vickers
(304) 743-9642
bmw25570@icloud.com

H.U. Market (Historically Urban) Bluefield (Mercer Co.)



Kim Ross
(304) 960-0855
kymleeross@gmail.com

New Roots Community Farm Market Fayetteville (Fayette Co.)



Valerie Slone
(304) 657-7265
valerie@newrootscommunityfarm.com

Spillman Mountain Farm Market Webster Springs (Webster Co.)



Charlies & Kelli Cochran
(681) 213-1202
spillmanmeats@outlook.com

Farmers/Producers

Ancient Lights Farm/Yokel Foods Huntington (Cabell Co.)

(214) 684-0798
ancientlightsfarm@gmail.com

**Duck eggs, produce, and
freeze-dried meals!**

Arbaugh Farm Asbury (Greenbrier Co.)



(304) 645-6216
sales@arbaughfarm.com

**Cornmeal, grits, flour, &
pancake mixes!**

Jarhead Farm Alderson (Greenbrier Co.)



(304) 445-5464
jarheadfarms@gmail.com
**Fruit-focused - jam/jelly/fruit
butter/syrup!**

Sugar Bottom Farm Ovapa (Clay Co.)



(304) 545-4608
egrandone@frontier.com

**Honey & a wide variety of
value-added products!**

Greenbrier Dairy Co. Rainelle (Greenbrier Co.)



(304) 575-0349
trey@greenbrierdairy.com

Cheese, yogurt, & ice cream!

Sunset Berry Farm Alderson (Greenbrier Co.)



(304) 646-3784
sunsetberryfarmwv@gmail.com
**Strawberries - fresh, jams,
& syrups!**

Five Springs Farm Fayetteville (Fayette Co.)



(304) 663-8621
fivespringsfarm55@gmail.com

**Grass-fed beef & lamb,
eggs, & some produce!**

Spillman Mountain Farm Webster Springs (Webster Co.)



(681) 213-1202
spillmanmeats@outlook.com

Beef & lamb producer!

Wagon Trace Farm Meadow Bridge (Fayette Co.)



(304) 890-6670
jamey.gwinn@gmail.com

Grain finished beef!

 **New Roots Community Farm, Fayetteville (Fayette Co.) A wide variety of produce and herbs!**
(304) 657-7265, Information@newrootscommunityfarm.com

Support Service Providers

Andy Davis

NRGRDA & The Hive

(304) 254-8115; (304) 460-4483 (HIVE)

adavis@nrgrda.org; wvhive.com

Andy is the Director of Redevelopment for the New River Gorge Regional Development Authority, serving as a connector who can help entrepreneurs who see a business need in the region (Fayette, Nicholas, Raleigh, and Summers counties) to find the space required and help turn something old into something new. The NRGRDA also operates a program called "The Hive", which helps new and existing businesses in a 13-county range by way of FREE one-on-one business advisors, who offers services such as business planning, accounting assistance, logo creation, technical assistance, access to Makerspace, and connections to a statewide network of resources! All programs/help from The Hive are either free or low-cost.

Audra O'Dell

Value-Added Product Coordinator, WVFFC

(304) 669-8973

aodell@wvfoodandfarm.org

Audra's work with WV Food and Farm Coalition provides multifaceted support to value-added product producers statewide. She also works with Mountain State Co-Hop, a cooperative group offering a marketing platform, a solid partnership with Future Generations to extend distribution beyond WV's borders, assistance in scaling food business, as well as a curriculum being built to address label design, logistics and aggregation assistance, non-food shelf-stable assistance, and a guide/decision tree to alleviate the stress of navigating value-added and cottage food businesses and their relevant regulations.

Heidi Prior

Business Coach, WWSBDC

(304) 541-9433

heidi.a.prior@wv.gov

Heidi is a Business Coach for WWSBDC (WV Small Business Development Center), assisting entrepreneurs and small business owners at every stage of the business lifecycle by providing technical assistance to help clients clarify goals, develop skills, and acquire resources to operate a successful enterprise. Specifically, she can assist in the realms of marketing, funding, business management, business planning, technology commercialization, networking (WV Business Link), Human Resources, succession planning, cybersecurity, financial analysis, international trade, government contracting, and disaster recovery. Business coaching is FREE! Fees may apply for additional training programs, special services (such as research), materials, and publications. Heidi also has ag experience!

Support Service Providers

Buddy Davidson

(304) 382-4948

West Virginia Grown Coordinator, WVDA

bdavidson@wvda.us

Buddy's work with the WV Grown program promotes West Virginia agriculture and value-added producers through marketing and brand recognition in a campaign to raise demand and visibility for local growers and makers! In addition to the FREE marketing (stickers, advertising, etc.) offered to WV Grown members (it's free to be a member too), Buddy can offer label review and assistance, invites to special events, and help in making connections with local restaurants and retailers.

Cassidy Taylor

(304) 730-3377

Transition Agent, Jobs & Hope WV

cassidy.taylor@wvesc.org

Cassidy's work with Jobs & Hope involves assessing justice-involved or in-recovery participant's (job applicants) needs and develop a plan for job placement, career training, and education. She collaboratively supports her participants in identifying goals and connecting them to resources and employers that can help them reach those goals. From the employer perspective, Cassidy can connect you with qualified candidate for your job and Jobs & Hope can reimburse wages up to \$25,000 or 1,040 hours, whichever comes first!

Jess Toon

(304) 926-0567

Rural Grocer Network Coordinator, WVFFC

jtoon@wvfoodandfarm.org

Jess' work with WV Food and Farm Coalition is centered around promoting sustainability and viability of rural grocers. Her work involves coordinating: tailored technical assistance (free of charge), peer-to-peer learning through Rural Grocer Network member gatherings, access to necessary equipment through a Revolving Equipment Fund, and collaborative placemaking activities to highlight regional identities and promote ecotourism efforts.

Kent Walker

(681) 494-8934

Community Liaison, USDA Rural Development

kent.walker@usda.gov

Kent's role with USDA is all about connectivity, helping entrepreneurs and small businesses make contact with those who can assist them in accessing capital, creating business plans, and more! Kent can also provide more information on the various grants and programs that are available through the US Dept. of Agriculture.

Support Service Providers Who Were Unable to Join Us...

Kevin O'Connor

304-288-0340

Lender, Partner Community Capital (PCAP)

koconnor@partnercapital.org

Kevin is the Senior Vice President & WV Market Manager of Partner Community Capital, a CDFI partnering with small businesses to make projects and success possible and in their community. PCAP lends to businesses, agricultural enterprises, and non-profits so they can provide job creation, delivery of vital products and services, and environmental stewardship. As a CDFI, PCAP provides access to capital to borrowers who cannot meet the credit standards of traditional financial institutions. PCAP uses a range of credit enhancement programs to make good/flexible loans happen, offers free business advisory services, and can partner with traditional lenders and/or other community development lenders to help entrepreneurs get all the financing and support they need.

Liberty Newberry

(304) 761-2784

Value Chain Cluster Initiative (VC2) - PCAP

lnewberry@partnercapital.org

Liberty and her team provide hands-on business development and coaching services to help expand local food and farm businesses in West Virginia. By nurturing a strong network of businesses ranging from production, processing, retail, restaurants, agri-tourism and more, they support quality jobs, sustainable agriculture, healthy food options and valuable local dollars that circulate locally. In essence, VC2 helps identify and procure the best technical assistance consultant to provide the services their applicants need, free of charge to the applicant! This technical assistance can range from, but is not limited to: accounting, marketing, designing site plans, business strategic planning/analysis, and connecting you to specialized help.

Ashley Amos

(304) 807-6019

Business Development Planning Coordinator, WVDA

aamos@wvda.us

Ashley's program within the WVDA works with producers, suppliers and organizations to support agricultural marketing, advocacy, and outreach. Her team's goal is to reach out with tools and partnerships to make potential businesses aware of the services and support the West Virginia Department of Agriculture (WVDA) and its partners can provide. These support services can be, but are not limited to: agritourism business planning tools, cross promotion opportunities, product label review, business and production planning, assistance in finding market opportunities, help to develop marketing and business plans, and providing product development and technical assistance. Info flyer attached!

Support Service Providers Who Were Unable to Join Us...

Mike Holtsclaw

Market President, Truist

michael.holtsclaw@truist.com

Mike brings nearly 20 years of grocery experience to his role at Truist, where he is focused on commercial lending, deposits, and related financial services for business clients. Mike's combined perspective from both the retailer and traditional lender lenses made him a valuable perspective at our gathering! He underlined the importance of having a plan/end result, understanding financials/margins/cash flow/inventory/assets/value/efficiency, and searching for the answers/resources to bring you a better understanding of those aspects of your business. From Mike's view, community banks are key - he recommends starting planning and development (technical assistance and/or business coaching) prior to seeking funding.

Sierra Cox

Veterans and Heroes to Ag. Program Manager, WVDA

(304) 558-2210, ext. 2535

kcox@wvda.us

Sierra's program with the WVDA works to integrate veterans into the field of agriculture and support veterans currently working in agriculture. These programs may include, but are not limited to: using post-mine land for agricultural development, promoting high tunnel crops and production, expanding the apiary industry, developing cottage industries, exploring niche crops, raising more livestock, increasing the aquaculture industry and helping veterans promote their agricultural products through farmers markets and cooperatives. The program offers scholarships for training and certifications (up to \$600 annually), a Pitch Competition allowing for up to \$10,000 to be awarded for a veteran's new business idea, an additional grant program awarding up to \$24,000, networking events, and grant writing trainings.

Diane Landy

Outreach/Farmers Mkt. Liaison, WV EMS TSN/WIC

(304) 325-3927

Diane.M.Landy@wv.gov

Diane's work as the Agency Outreach and Farmers Market Liaison for WV's WIC program involves spreading awareness about the West Virginia WIC Farmers Market Nutrition Program (WVFMNP), which engages with farmers and farmers markets to provide WIC recipients access to fresh, unprepared, locally grown fruits and vegetables and expands use of local Farmers Markets. The WVFMNP partners with 314 Farmers Markets in 35 counties throughout the state from June 1-October 31 each year. Reach out to Diane if you are a producer or a retailer holding a Farmers Market Permit interested in supporting the WIC program in your area!



WV Rural Grocer Network

Locally-owned and operated grocery stores are the cornerstones of their community. They provide their neighbors access to food and essential items while also serving as a market for farmers, producers, and artisans. The WV Rural Grocer Network, a project of the West Virginia Food & Farm Coalition, seeks to support these small businesses by providing the following:

Individual Assessment - Participants complete an introductory survey and two interview assessment calls. This allows the Coalition to better understand the grocer's business model and identify technical assistance and training opportunities that will increase their sustainability and lead to growth.

Technical Assistance (TA) and Training - Once the Individual Assessment is completed, a tailored technical assistance plan is developed. This plan may include topics such as: utilizing accounting software (such as QuickBooks), learning to read and prepare financial documents (such as balance sheets and profit and loss statements), inventory management, community engagement and marketing, etc. The Coalition will choose the perfect technical assistance provider to meet the grocer's unique needs and will cover the cost of those services, ensuring there is no cost burden on the grocer.

Peer-to-Peer Learning - This project provides opportunities for participants to meet each other through general training and gathering/networking events. There are many benefits to meeting other local grocers, including creating shared marketing campaigns, increasing purchasing power through bulk ordering, and more!

Access to Needed Equipment - Participants who complete their TA plan are eligible to apply for access to equipment through the Coalition's own fund. The Revolving Equipment Fund is a lease-to-own, tax-free, no-interest model that allows participants to lease non-fixed equipment, such as freezers, open-air cold storage, deli cases, etc. The lease involves a 3% nomination fee, which is not requested upfront and is instead "baked in" the participant's monthly payments. The recouped costs from lease fees are returned to the fund to support other grocery stores in the network. The fund is a great opportunity to avoid costly fees and high interest rates that are often associated with traditional lenders. The Coalition is flexible on lease terms and payment plans, catering to a grocer's unique needs.

For more information, contact Jess Toon, the Rural Grocer Network Coordinator, at jtoon@wvfoodandfarm.org or (304) 926-0567.

EMPLOYER INCENTIVES



Individuals are struggling to find stable employment upon reentry. It's time to bridge the gaps and create job opportunities for dependable and engaged employees. There are resources and incentives available for employers to make this a reality in West Virginia.

Jobs & Hope WV WorkForce Employment Program

A collaboration of Program Partners: Jobs & Hope WV, WorkForce WV and West Virginia Military Authority, offering subsidized job placement(s) for WV employers who hire Jobs & Hope participants. Benefits include salary reimbursement for wages up to 1,040 hours up to \$25,000 per employee, free drug screening, additional support services through the Jobs & Hope Transition Agents. For more information, call **(304)561-6416** or email ng.wv.wvamg.mbx.jh-workforce@army.mil

On-the-Job Training

OJT provides opportunities for participants to "learn as they earn." The employer also benefits by being reimbursed for part of the participant's wages during the training period, while having the services of a full-time employee.

➔ <https://workforcewv.org/job-seekers-test2/training-test/classrooms-and-on-the-job-training-test>

Governor's Guaranteed Workforce Funds

This WV Department of Economic Development program provides companies reimbursement funds and technical assistance for training employees. GGWF can cover up to 50

percent of training expenses or up to \$2,000 per worker. The program is not limited to new employees and can help train a trainer.

➔ <https://westvirginia.gov/incentives-and-programs/workforce-programs/>

Federal Bonding

The federal bond that is available at no cost to employers was recently doubled from \$5,000 to \$10,000. This can be used for full- or part-time employees, including those hired through a temp agency. The form and additional info can be found at:

➔ <https://workforcewv.org/federal-bonding-program>

WorkForce Opportunity Tax Credit

The WOTC is a federal tax credit program that offers significant incentives for employers who hire and retain individuals from specific target groups that have previously experienced difficulty in securing employment.

➔ <https://workforcewv.org/employers/step-3-explore-tax-credits>

Substance Misuse Toolkit

This toolkit for employers was recently added to the West Virginia Chamber website and I think you may find it helpful.

➔ www.wvchamber.com/Drug-Responsible-Workplace/default.aspx



STATE PARTNERS



ON-THE-JOB TRAINING



FEDERAL BONDING



TAX CREDITS

FREE SUBSTANCE MISUSE TOOLKIT

FOR MORE INFO, CONTACT:

- ➔ WorkForce West Virginia-Workforce Development Unit, 304-558-5050
- ➔ Deb Harris, Jobs & Hope WV, at 304-558-8833 or drharris@k12.wv.us



JOBS & HOPE WV - WORKFORCE WV EMPLOYMENT PROGRAM



A collaboration of Program Partners — Jobs & Hope WV, WorkForce WV and the West Virginia Military Authority — offering subsidized job placement(s) for West Virginia employers who hire Jobs & Hope participants with the goal of mitigating and overcoming barriers to employment and obtaining sustainable employment with a living wage.

For more information, call (304) 561-6416 or email ng.wv.wvarng.mbx.jh-workforce@army.mil.

PROGRAM PARTNERS:



- ✔ Employees Must Be Enrolled in the Jobs & Hope WV Program
- ✔ Salary Reimbursements for Wages up to 1,040 Hours
- ✔ Up to **\$25,000** per Employee
- ✔ Free Workforce Drug-Testing and Support
- ✔ Employer Must Be Registered as a Vendor with the State of West Virginia To Be Eligible To Receive Salary Reimbursements

CALL (304) 561-6416

West Virginia Value Chain Cluster Initiative



COACHING & RESOURCES TO HELP YOUR FOOD & AGRICULTURE-BASED BUSINESS STAY ON THE PATH TO SUCCESS.

Partner Community Capital's Value Chain Cluster Initiative (VC2) provides hands-on business development and coaching services to bolster local food and farm businesses in West Virginia. We work with businesses all along the food chain, from field to fork and beyond, to help build a resilient local and regional food system.

VC2 does not have a prescribed list of services; rather, the initiative is designed to respond to the emergent needs of our clients and partners. Our approach to building the local food economy is through:

Technical Assistance & Training

- Provide in-house and contracted technical assistance and training expertise
- Help food system entrepreneurs and organizations address barriers to scale into emerging market opportunities

Coordination & Capacity Building

- Support local food networks and community groups
- Collaborate and plan with partners
- Mentor non-profits working in the food and farm sector

Access to Capital

- Help food and farm businesses prepare for a loan
- Communicate lending opportunities

The VC2 Initiative can help agriculture-related businesses with:

- Business planning and strategic planning
- Business assessments
- Organizational and management structure development
- Accounting and bookkeeping services
- Financial literacy and sustainability
- Marketing and branding strategies
- Website and logo development
- and more



Ready to grow your
food and farm business?

To learn more about VC2, contact:

Liberty Newberry
libertynewberry@vc2.org

Maddie Coffman, PCAP
mcoffman@partnercapital.org

or visit partnercapital.org/vc2



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SUPPORTING APPALACHIA

Through Regional Food System Partnerships

OUR STORY:

For generations, our families have worked, nurtured, and cultivated the land. Appalachia's hills and hollers may not make it easy, but we've always found a way. We're used to relying on ourselves and doing the hard work.

Our traditions of independence and innovation are our strength—and they're also our future.

By joining forces to create a network of farmers, food hubs, and buyers throughout Appalachia, we have the power to spark a rural revolution. To increase market access for farmers and food producers of every size region-wide. To build a local food system that thrives.

The time for a new rural is now, with the demand for delicious, locally-grown food steadily on the rise. We have an opportunity, if we stand together, to each come out stronger. Because when Appalachian farms feed Appalachian families, our entire region will prosper.

MORE INFORMATION:

276-431-3385

sales@asdevelop.org



Our Partners:



If you'd like more information about operating SNAP Stretch as a retailer or farmers market, please visit snapstretch.com or reach out to Lee Arnold (larnold@wvfoodandfarm.org, 304-926-0567), SNAP Stretch Coordinator with WV Food and Farm Coalition.



GET MORE

fruits & veggies



with SNAP Stretch!

SWIPE



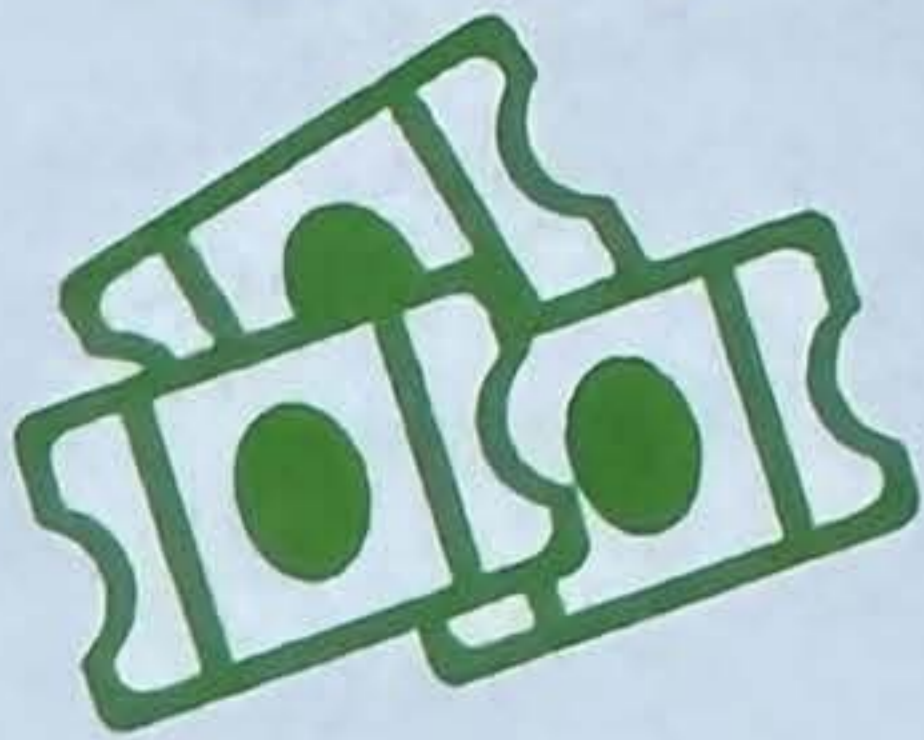
Swipe your SNAP/EBT card and receive market dollars. In addition, for every \$1 of SNAP/EBT spent, you receive \$1 of SNAP Stretch. Get an additional match if shopping with children or seniors (60+).

SHOP



Shop the market and stock up on weekly essentials. With SNAP, you can purchase meat, eggs, dairy, fruit, vegetables and more. SNAP Stretch can be used to purchase additional fruits and veggies!

BUY



Buy your goods from the market using your market dollars and SNAP Stretch dollars. It's that easy! No sign-up required. Learn more and find your market at www.snapstretch.com!

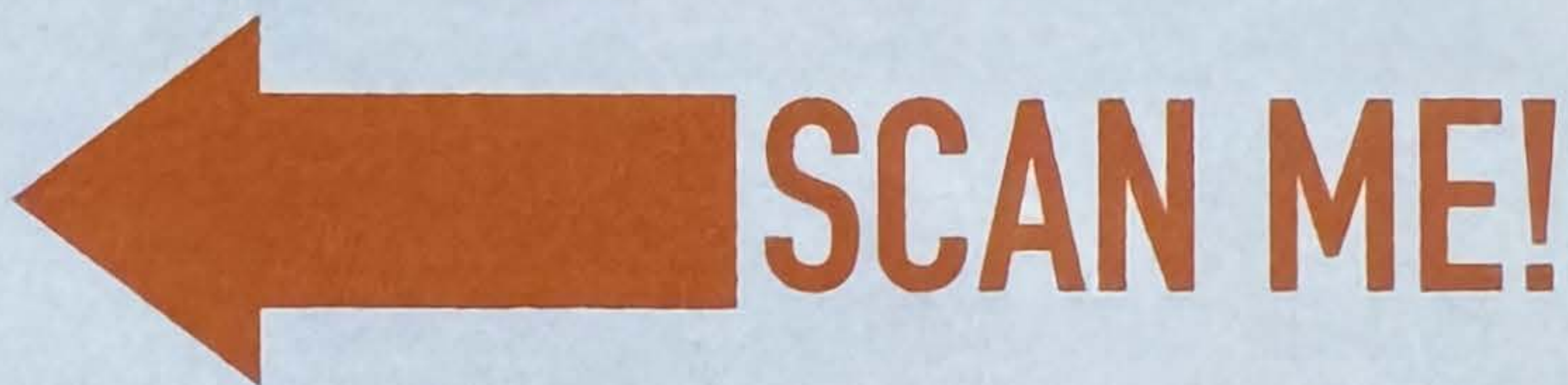




Are you

stretching your SNAP?

SNAP Stretch is a program of the West Virginia Food and Farm Coalition that lets SNAP/EBT users buy more fruits and vegetables and support local farmers at the same time!



Scan the code with your cell phone camera to visit snapstretch.com. There you can learn more about the program, find your local market, see photos, read news articles and more!



www.snapstretch.com

Business Services Team Representatives

Region 1

Tanya Castle
195 Davis Street, Suite 104
Princeton, WV 24740
(304) 716-3364, ext. 63364

Tanya.J.Castle@wv.gov

Serves Fayette, Greenbrier, McDowell,
Mercer, Monroe, Nicholas, Pocahontas,
Raleigh, Summers, Webster, and Wyoming
Counties

Region 2

Melissa Layman
2699 Park Avenue, Suite 240
Huntington, WV 25704
(304) 399-1354, ext. 91354

Melissa.L.LaymanOwen@wv.gov

Serves Boone, Cabell, Lincoln, Logan,
Mingo, Putnam, and Wayne Counties

Region 3

Tammy Lowers
5707 MacCorkle Avenue, SE
Charleston, WV 25304
(304) 352-3516, ext. 23516

Tammy.L.Lowers@wv.gov

Serves Kanawha County (can travel when
needed)

Region 4

Valerie Smith-Rebholz
300 Lakeview Center
Parkersburg, WV 26101
(304) 865-0397, ext. 50397

Valerie.L.Smith@wv.gov

Serves Calhoun, Clay, Jackson, Mason,
Pleasants, Ritchie, Roane, Wirt, and Wood
Counties

Region 7

Joel Miltenberger
151 Robert C. Byrd Industrial Park, Suite 1
Moorefield, WV 26836
(681) 271-2052, ext. 12052

Joel.E.Miltenberger@wv.gov

Serves Berkeley, Grant, Hampshire, Hardy,
Jefferson, Mineral, Morgan, and Pendleton
Counties

STATEWIDE VIRTUAL JOB FAIR

First Wednesday of each month
1:00 - 3:30 pm

Are you a West Virginia **Employer** looking to hire qualified employees? We invite you to participate in WorkForce West Virginia's monthly Statewide Virtual Job Fairs.

What:

Connect with qualified employees from across the state.

How:

Register now to attend any of the upcoming Statewide Virtual Job Fairs and connect with qualified West Virginia applicants.

Early access to booths starts Monday prior to the event at 8:00 am and late access to booths ends the Friday after at 5:00 pm.

Get more information and register online now

October 4, 2023
[Register here](#)

November 1, 2023
[Register here](#)

December 6, 2023
[Register here](#)

January 3, 2024
[Register here](#)

February 7, 2024
[Register here](#)

March 6, 2024
[Register here](#)

April 3, 2024
[Register here](#)

May 1, 2024
[Register here](#)

June 5, 2024
[Register here](#)

WorkForce
WEST VIRGINIA

A proud partner of the
AmericanJobCenter network



www.workforcewv.org

1-800-252-JOBS

An equal opportunity employer/program.

Auxiliary aids and services are available upon request to individuals with disabilities. | WV Relay 7-1-1

FEDERAL BONDING PROGRAM

The Federal Bonding Program (FBP) provides Fidelity Bonds to the employer that guarantee honesty for at-risk, hard-to-place, and criminal justice involved job seekers. The bonds are no cost to employers and cover the first six months of employment.

This unique hiring incentive tool targets individuals whose backgrounds can pose significant barriers to securing or retaining employment. Examples may include but are not limited to:

- ◆ Justice-involved men, women, and youth
- ◆ Individuals in recovery from substance abuse
- ◆ TANF recipients
- ◆ Individuals with poor credit records
- ◆ Economically disadvantaged youth and adults with little or no work histories
- ◆ Individuals dishonorably discharged from the military

Employers receive the bonds free-of-charge as an incentive to hire these applicants. The FBP was designed to reimburse the employer for any loss due to employee theft of money or property up to \$10,000 during the first six months of a selected individual's term of employment.

Accessing the program is easy and accomplished by the employer filling out the online application.

- ◆ NO application for job seekers to complete.
- ◆ NO deductible if employee dishonesty occurs.
- ◆ NO age requirements for the bonded individuals other than the legal working age in WV.

Fidelity bonds can be applied to:

- ◆ ANY job.
- ◆ ANY employee dishonesty committed on or away from the work site.
- ◆ ANY full or part-time employee paid wages with Federal taxes automatically deducted, including individuals hired by temp agencies. However, self-employed people cannot be covered by Fidelity Bonds.

For application and more information:

- ◆ Website link: <https://workforcewv.org/federal-bonding-program>
- ◆ Email: wfwvfederalbonding@wv.gov
- ◆ Phone: 304-558-7024

rev. 3/1/23

1900 Kanawha Boulevard, East • Building 3, Suite 300 • Charleston, WV 25305-0009
304-558-7024

An agency of the Department of Commerce

An equal opportunity employer/program and auxiliary aids are available upon request to individuals with disabilities.

www.workforcewv.org

A proud partner of the  American Job Center® network

Online Enrollment Process for Employers

Enrollment

To enroll your business, go to www.workforcewv.org.

Click on the **Post a Job** link.

If you are interested in enrolling, select **Enroll Now**.

If you are a registered user, select **Sign In**.

macc.workforcewv.org/Employer/EmployerIdentificationDetail.asp.

Read instructions and follow prompts.

(Red dots indicate required fields.)

Employer Enrollment

In the **Company Identification** field, enter your company's FEIN, street address, city, state, zip code, and phone number.

In the **User ID Creation** field, enter your *business email address* which will be your unique **User ID**. Select a **password** which has a minimum of 12 characters with at least 1 number and 1 uppercase character. (Remember that your password must not contain any portion of your User ID and that words such as "password" are prohibited.)

Select two **Hint Questions** from the drop downs and enter *correct and factual answers* for both in case you ever forget your password and require assistance in retrieving it.

Read the **Disclaimer** and click 'I Agree.'

Note: If your **User ID (business email address)** is already in use by someone, you will receive an *internal error message*. You will be required to enter a *different* email address before you will be permitted to continue.

Enterprise Details

Continue to enter your company information in all required fields. Choose your nearest WorkForce West Virginia Career Center from the Service Locations dropdown. To select your **North American Industry Classification System Code**, click on the **NAICS** link. (Be sure your pop-up blocker is turned off.) Under Full Text Search, enter your company's primary business or service and click "Find Code." Once your selected code is displayed, click on the code or the title for the **NAICS** field to auto-fill.

Contact Details

Enter your contact information. If your address, phone, and fax are the same as listed for the employer, simply place a check mark in the box to auto-fill these fields and click continue at the bottom of the page.

Verify that all the information has been entered correctly and click submit **once**. When a pop-up box instructs you not to resubmit, click **OK**.

Enrollment Completion and Verification

You will receive an email message thanking you for registering with WorkForce West Virginia and advising that verification may take 1-2 business days. Please click on the link that is provided in the body of the email to verify your email address. You may log in periodically to verify when your registration has been approved.


If you have questions or experience any problems while enrolling, please contact your nearest WorkForce West Virginia Career Center for assistance.

1-800-252-JOBS

www.workforcewv.org

 **workforcewv**

Toll Free: 1-800-252-5627

A proud partner of the American  Job Center network

WV Relay 711

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

WF-OSO-808 MAR. 2018



WV WIC FARMER AUTHORIZATION APPLICATION

Each farmer applying for WIC authorization must fill out an Authorization Application. All information MUST be complete in order to properly assess the eligibility of each farmer. Incomplete applications will not be considered for authorization. All farmers applying for authorization must understand the rules and regulations of the WIC Program since compliance with these procedures is the responsibility of each authorized farmer. The State WIC Office will immediately terminate the agreement if it is determined that false information has been provided in connection with an application for authorization.

Completion of the application does not constitute approval to accept WV WIC Farmer's Market Nutrition Program or Cash Value benefits.

If you have questions, please contact the Vendor Management Unit:

Phone: 304-558-1115

Email: dhhrwicvu@wic.gov

Please send completed application to:

WV WIC Program

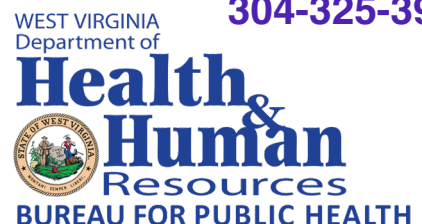
Vendor Management Unit

350 Capitol St Rm 515

Charleston, WV 25301

*****To receive WIC authorization, the applicant must have cellular service or WiFi at their market and be willing to use a personal cell phone/mobile device in order to process electronic transactions.**

You may apply for WIC authorization as a farmer, farmers market, on-farm stand, or farm cooperative! With questions or for assistance, reach out to Diane Landy (diane.m.landy@wv.gov, 304-325-3927).



Employer Services

WorkForce West Virginia is the state workforce development agency that manages employment services in West Virginia. WorkForce assists employers with filling job opportunities, accessing labor market information, exploring tax credits and other possible hiring incentives. WorkForce West Virginia staff are ready to assist in finding qualified workers for your current and future job opportunities. To access this assistance, please call:
1-800-252-JOBS (5627).

Work Opportunity Tax Credit

This federal income tax credit provides incentives to private-sector employers to encourage hiring individuals from certain target groups of job seekers who traditionally have difficulty finding employment. There is no limit on the number of individuals an employer can hire to be qualified to claim a tax credit. Minimal paperwork is required.

<https://workforcewv.org/employers/step-3-explore-tax-credits>

Business Services

The Business Services Engagement team provides workforce development services that are responsive to the specific employment needs of the employer. The primary focus is to create and deliver a customized solution for the employer and provide continuing support to keep the employer engaged with WorkForce WV and connect businesses to available resources.

<https://workforcewv.org/employers>

Screened Employee Pool

WorkForce's database offers you access to potential employees who have been screened by WorkForce staff, so you only see the most qualified candidates.

<https://workforcewv.org/employers/step-1-find-qualified-workers>

Labor Market Information

WorkForce West Virginia can help get the facts you need to plan the future of your business, for employment and statistics, employment trends and availability, and much more.

<http://lmi.workforcewv.org/>

Veteran's Services

WorkForce West Virginia offers Priority of Service to all veterans. We can match military skills to civilian careers and help with the job search.

Some veterans are eligible for specialized services.

<https://workforcewv.org/job-seekers/veterans>



Federal Bonding Program

The Federal Bonding Program (FBP) provides bonds to employers that guarantee honesty for "at-risk," hard-to-place job seekers. The bonds cover the first six months of employment at no cost to the job applicant or the employer. This unique hiring incentive tool targets individuals whose backgrounds can pose significant barriers to securing or retaining employment including:

- Justice-involved men, women and youth.
- Individuals in recovery from substance abuse.
- TANF recipients.
- Individuals with poor credit records.
- Economically disadvantaged youth and adults with little or no work histories.
- Individuals dishonorably discharged from the military.

The FBP will reimburse the employer for any loss due to employee theft of money or property up to \$10,000 during the first six months of a selected individual's term of employment.

<https://workforcewv.org/federal-bonding-program>

www.workforcewv.org

1-800-252-JOBS

Office Locations

| City | Address, Zip code | Fax |
|--------------------------|---|---------------------|
| Beckley | 300 New River Town Center, Suite 200, Beckley WV, 25801 | 304-256-6805 |
| Charleston | 5707 McCorkle Avenue, S.E., Suite 500, 25304 | 304-558-1979 |
| Clarksburg | 153 West Main Street, Suite B, Clarksburg, 26301 | 304-627-2170 |
| Elkins | 1023 North Randolph Avenue, Elkins WV, 26241 | 304-637-0263 |
| Fairmont | 416 Adams Street, Suite 220, Fairmont WV, 26554 | 304-367-2779 |
| Greenbrier Valley | 330 Red Oaks Shopping Ctr, Suite 1, Ronceverte WV 24970 | 304-647-7412 |
| Huntington | 2699 Park Avenue, Suite 240, Huntington WV 25704 | 304-528-5536 |
| Logan | 130 Stratton Street, Logan WV 25601 | 304-792-7023 |
| Martinsburg | 200 Viking Way Martinsburg WV 25401 | 304-267-0071 |
| Mercer County | 195 Davis Street, Suite 102, Princeton WV 24740 | 304-431-2517 |
| Morgantown | 40 Commerce Dr, Suite 200, Westover WV 26501 | 304-285-3117 |
| Parkersburg | 300 Lakeview Center, Parkersburg WV 26101 | 304-420-4615 |
| Putnam Cty | 3554 Teays Valley Road, Suite 117, Hurricane WV 25526 | 304-562-3339 |
| Moorefield | 151 Robert C. Byrd Ind. Park Rd, Suite 1, Moorefield WV 26836 | 304-538-3178 |
| Summersville | 830 Northside Drive, Suite 123, Summersville WV 26651 | 304-872-0848 |
| Weirton | 100 Municipal Plaza, Suite 300, Weirton WV 26062 | 304-794-2003 |
| Welch | 110 Park Avenue, Suite 100, Welch WV 24801 | 304-436-6310 |
| Wheeling | 1275 Warwood Avenue, Wheeling WV 26003 | 304-238-1049 |

1-800-252-JOBS (5627)

Email: workforcejobs@wv.gov

West Virginia Department of Agriculture Business Development Division

The **WVDA Business Development Division** supports the economic development of West Virginia's agriculture industry by fostering the growth of agribusinesses in domestic and international markets. Business Development works with agripreneurs, including veterans and youth, to assist in the areas of market development and opportunity, marketing, technical assistance and training/educational programs.

businessdevelopment@wvda.us | 304.558.2210



WV Agriculture, at a glance

20,000 Total Farms • 3,600,00 Total Farmed Acres • \$241M in Ag Exports (2017)

Business & Production Planning

WVDA Planning

Coordinators act as local liaisons, coordinators, and facilitators, helping develop agriculture projects and assist agribusinesses. They participate in economic and business development efforts, while addressing food insecurities and building resiliency in local communities.



Veterans & Warriors to Agriculture



The **Veterans & Warriors to Agriculture** program's mission is to recruit, re-train, and mentor men and women currently serving, or those who have served our country, for new career opportunities in agriculture. From business planning to capital investment, the program assists servicemen and women in the transition from the battlefield to agriculture enterprises.

vetstoag@wvda.us

West Virginia Grown

The Business Development Division houses the **West Virginia Grown Program**, the state's premier branding program for agriculture products. The West Virginia Grown logo indicates to buyers that the product was grown or processed with quality ingredients (in the Mountain State), and that their dollars are going right back into the communities where they live. West Virginia Grown is an important component in helping grow and diversify the state's economy, as well as expand local food systems throughout West Virginia. wvgrown@wvda.us



Product Label Review

Business Development Staff offer assistance in product development by way of label review of foods and cosmetics made in West Virginia. WVDA review addresses compliance with federal labeling requirements (FDA Guidelines) which include The Federal Food, Drug, and Cosmetic Act (FD&C Act) and the Fair Packaging and Labeling Act.



productlabeling@wvda.us



WVDA BUSINESS DEVELOPMENT DIVISION

And there's more!

AGRITOURISM

Best described as the intersection of agriculture and tourism, West Virginia agribusinesses offer visitors a unique on-farm education experience. West Virginia farms are open year-round for classic activities such as corn mazes, Christmas tree pick your owns, on-farm markets and pumpkin patches, as well as some unique features in agri-tainment including field ziplines and farm to table experiences.

Business Development staff provides agritourism business planning tools as well as cross promotion opportunities to help the Mountain State's rural communities engage in creating farm visits and extended stays.

For more information: agtourism@wvda.us.

FOOD SAFETY

Good Agricultural Practices (GAP) Audits

The WVDA operates under a USDA cooperative agreement to perform GAP Audits for West Virginia farmers/producers. This third party audit is required by some wholesalers, hospitals, retail grocery chains, higher education institutions, and others to guarantee the highest degree of food safety and traceability.

Those participants who successfully complete a GAP audit are eligible to receive a reimbursement of up to 75 percent of the cost with a maximum of \$750. Reimbursement funds are issued via Specialty Crop Block Grant Funds.

Produce Safety Rule/FSMA/On Farm Readiness Review

The Food Safety Modernization Act (FSMA) and newly initiated Produce Safety Rule (PSR) reflect a whole-farm and nationwide effort to implement risk assessment, prevention and inspection as tools to ensure consumers a safe and healthy food supply.

WVDA participates in all components of the program through a cooperative agreement. The Business Development group provides outreach and education on these important programs.

For more information: produce@wvda.us.

For a free On Farm Readiness Review program for qualified growers: ofrr@wvda.us

MARKETING ASSISTANCE

The WVDA Business Development Division assists farmers and agribusinesses in both the start-up and growth phases by providing assistance in finding market opportunities, helping to develop marketing and business plans, providing product development and technical assistance, and by broadly promoting West Virginia agriculture, both domestically and abroad.

USDA PROGRAMS

Specialty Crop Block Grant (SCBG)

The purpose of the SCBG program is to enhance the competitiveness of specialty crops. Specialty crops are defined as "fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops, including floriculture."

The WVDA administers this program and disburses SCBG funds after a competitive review and selection process from an outside panel. Past recipients have ranged from universities to local elementary schools to commodity associations.

For more information: grants@wvda.us.

Senior Farmers Market Nutrition Program (SFMNP)

The SFMNP is a federally funded grant program, administered by the WVDA, that provides low-income seniors with coupons that can be exchanged for eligible foods at participating farmers' markets and roadside stands.

Only farmers, farmers' markets, and roadside stands authorized by the WVDA may accept and redeem vouchers.

Farm to School

Farm-to-School is a program that encourages the incorporation of local products into the school meal programs, integrates agricultural education into the classroom, and cultivates and expands school gardens.

West Virginia's Farm To School effort is spearheaded by the West Virginia Farm To School Community Development Group (WVFTSCDG), a public/private task force made up of the West Virginia Department of Education, the West Virginia Department of Agriculture, The West Virginia University Extension Small Farm Center, New Appalachian Farm and Research Center, and the Collaborative for the 21st Century Appalachia.

Food Product Labeling

Why Does It Matter?

Food product labels are important to consumers and producers alike. Consumers benefit by knowing exactly what they are getting in a food product, and producers benefit by having a trusted means of informing consumers about their products.



Proper labels are required on all food products but does your product need a formal label review from WVDA?

Products made in a commercial kitchen (inspected by health department):

- Official review is required.
- Product may be sold outside of West Virginia.

Products made in a home kitchen:

- Official label review are not required for non-potentially hazardous homemade products (unless being submitted for WV Grown membership).
- Non-potentially hazardous homemade products may be sold across state lines.
- Official label review required for all potentially hazardous homemade products.
- Potentially hazardous homemade food producers must register as a farmers market to sell anywhere other than a farmers market. Call 304-558-2227 for information.
- The producers of some potentially hazardous homemade foods may need permits, process approval and/or proof of specialized training.

FAQs

Standard Jams and Jellies

- These products contain sugar, which helps to preserve the fruit safely, and do not need label reviews.
- If they contain ingredients such as hot peppers, they are potentially hazardous and require a label review.

Candy and Baked Goods

- Candy and baked goods generally don't need label reviews unless they have dairy or other potentially hazardous ingredients.

Pepperoni Rolls

- Pepperoni rolls containing only pepperoni or only pepperoni and cheese are considered a bakery item and do not require a label review or any other permit.

West Virginia Grown Branding Program

- Label reviews and compliance with all other regulations are required for WV Grown Program membership.

For more detailed information, look for the WVDA Farmers Market Vendor Guide online, email productlabeling@wvda.us, or call WVDA's Business Development Division at 304-558-2210.

Ready to get started designing your label?

Required Elements:

1. STATEMENT OF IDENTITY

The common name of the product.

2. NET CONTENTS

Either the weight or liquid volume in standard measurements, followed by metric equivalents in parentheses. This should be located on the bottom third of the main panel. Honey is measured by weight – maple syrup as a liquid.

3. LOCATION

Name/business name, city, state and zip of the producer, packer or distributor. (Unless the name is the actual manufacturer, it must contain a qualifying phrase, such as “manufactured for” or “distributed by.”)

4. INGREDIENTS

Ingredients in descending order of weight. Sub-ingredients must be listed in parentheses after an ingredient. Be on the lookout for hidden allergens in your sub-ingredients. For example, Worcestershire sauce often includes anchovies, a fish allergen.

5. ALLERGEN STATEMENT

Any of the nine major food allergens recognized by FDA must be stated. For example, “Contains: milk, egg, fish (species), crustacean shellfish (species), tree nuts (species), peanuts, wheat, soy and sesame.” Fish, crustacean shellfish, and tree nuts must also include the common species name in parentheses. For example, “Contains: tree nuts (walnuts).”

6. KITCHEN/FOOD TYPES

Products made in a home kitchen must ALSO include the following statement: “This product was made in a non-commercial kitchen that may not be subject to inspection and may contain cross-contact allergens not included in the allergen statement.”

Supplemental Elements:

7. REFRIGERATION, FROZEN, COOKING INSTRUCTIONS, HONEY WARNING

Products that need to remain refrigerated or frozen should say so on the label. And any cooking instructions, such as minimum internal temperatures, should also be on the label. Honey labels must say “Do not feed to infants under one year of age” or similar.

8. ADDITIONAL GRAPHIC ELEMENTS/DESCRIPTIONS

You may include other elements on your label such as the WV Grown logo (available in electronic form and stickers), product description, etc. However, the required elements should be grouped together and non-required elements should not intervene.



WV GROWN



TRADEMARK LICENSING AGREEMENT PROGRAM GUIDELINES NEW MEMBER APPLICATION

for

**PRODUCERS
RETAILERS AND RESTAURANTS
SUPPORTERS**

*Fillable pdf
here:*



agriculture.wv.gov | 304.558.2210



WV GROWN Program Information

- West Virginia Grown is WVDA's official marketing program for West Virginia food products and the entities that sell, serve and support them. The program's goals are:
 - For consumers to easily identify and purchase agricultural products and value-added items grown and/or manufactured in the state,
 - To expand the overall local foods economy to support farmers, manufacturers and other agribusinesses, and
 - To create a more robust and resilient food system in the Mountain State.

WV GROWN Program Requirements

- **WV Grown Producers:** Products must be grown in West Virginia, or manufactured products must have at least 50 percent of their value added within the state. Other requirements may apply (see following page).
- Must be properly labeled according to WVDA labeling standards. Label reviews are a free service of the WVDA, which will issue a certificate of label review for approved labels.
- Some products may require special manufacturing certifications and process approvals. See the WVDA Farmers Market Vendor Guide for details.
- Meat products must be processed and packaged in a facility that is inspected by the United States Department of Agriculture (USDA) or WVDA's Meat and Poultry Inspection Division (MPID). Producers must have a valid Distributor Permit when applicable. Contact MPID at 304-558-2206 for details.
- Dairy products, eggs, hemp, animal feeds and seeds must meet additional regulatory and labeling requirements. The WVDA Regulatory and Environmental Affairs Division (READ) handles the registration and product label reviews for these specific products. Call 304-558-2227 for details. Honeybee colonies must be registered with WVDA's Animal Health Division (AHD). Call 304-558-2214 for details.
- **WV Grown Partners:** Must sell or serve at least one WV Grown product in their retail establishment or food service business. Supporting partners must explain how they further the WV Grown brand and mission.
- Biennial membership renewal is required to help WVDA maintain up-to-date company and product info.

WV GROWN Program Benefits

- Official Certificate of Membership.
- Use of the WV Grown logo.
- Use of marketing materials available for purchase from the WVDA (see promotional materials request form).
- Inclusion in public member listings.
- Promotional coverage through the WVDA's Market Bulletin, social media platforms, outreach efforts and special events.
- Inclusion in the printed WV Grown member directory (additional information will be requested).
- No cost to join!

Application Instructions - Mandatory Procedures!

- **SATISFY** all registration and labeling requirements.
- **ENTER** company name and address on [Trademark Licensing Agreement](#) that follows.
- **SIGN** second page of [Trademark Licensing Agreement](#)
- **SIGN Membership Application**
- **COMPLETE** application form.
- **RETURN** to wvgrown@wvda.us



Rural Partners Network: Southern West Virginia Community Network

Through the Rural Partners Network, rural people and communities in West Virginia benefit from collaborative partnerships among an association of federal agencies, staff and programs.

USDA Rural Development West Virginia is leading the Rural Partners Network across the state in collaboration with over 20 federal agencies and regional commissions through the Rural Prosperity Interagency Policy Council, co-led by the White House Domestic Policy Council and USDA.

What is the Southern WV Community Network?

The Southern WV Community Network, brings together partner and collaborators from throughout one of West Virginia's most distressed regions to capitalize on the exciting momentum that's been established over recent years. Included in the network are, 12 counties (Mingo, Wayne, Lincoln, Boone, Logan, Wyoming, McDowell, Mercer, Monroe, Raleigh, Summers, Fayette), 58 municipalities and 361,812 residents.

The [West Virginia Community Development Hub](#) is the host of the Southern West Virginia Community Network, which serves as an extension of their place-based and "on-the-ground" approach to rural community development. While the network is new, members of the network have already begun to capitalize on existing collaborative efforts to address four priority areas.

Priority Areas:



Infrastructure



Housing



Workforce Development



Economic Development

How is Rural Partners Network different?

Rural communities sometimes struggle to get financial or technical assistance from highly competitive programs based in individual federal government agencies. The Rural Partners Network introduces a new way of doing business: a collaboration among federal agencies meant to improve access to government resources, staffing and tools. Participating agencies designate key points of contact who focus specifically on rural strategies, improving visibility and attention to rural issues. The Rural Partners Network also puts federal staff on the ground to support designated, economically challenged communities. Known as “Community Liaisons,” these federal employees provide local leaders with the expertise to navigate federal programs. Community Liaisons help build relationships and identify additional resources to get the job done. As their work progresses, the lessons learned will impact future federal rural policy development and investment strategies. RPN field staff are tasked with feeding key information to federal agencies regarding community needs and barriers to accessing federal resources. Agencies will then use this information to drive policy changes to address the unique challenges faced by rural communities. As a result, RPN will not only support pilot sites and activities, but will inform changes that make the federal government better deliver for all rural communities. Through this new, direct line between rural communities and Washington, D.C., the Biden-Harris Administration is changing “business-as-usual” by working across agencies to coordinate technical assistance to rural communities, share rural data and measures of success, and align grant requirements.

Which federal agencies are RPN members?

- Department of Agriculture
- Department of Commerce
- Department of Education
- Department of Energy
- Environmental Protection Agency
- Department of Health and Human Services
- Department of Housing and Urban Development
- Department of the Interior
- Department of Labor

- Small Business Administration
- Department of the Treasury
- Department of Veterans Affairs
- Appalachian Regional Commission
- Delta Regional Authority
- Denali Commission
- Northern Border Regional Commission
- Southeast Crescent Regional Commission
- Social Security Administration
- Consumer Financial Protection Bureau

Rural People and Places, Trends and Opportunities

The Biden-Harris Administration is working hard to ensure America’s rural places can leverage economic recovery resources, generate diversified economic growth, and create prosperity in their communities.

The federal government makes billions of dollars available each year to invest in community and economic development projects and activities. For many communities – particularly the most distressed – these resources can be difficult to identify and access. Moreover, the COVID-19 pandemic exposed limitations in the typical competitive grant model, shedding light on access gaps in resources for rural people and communities.

The mere availability of competitive program resources isn’t enough to build equitable, sustainable rural prosperity. Rural places need new, intentionally developed service delivery methods to support rural priorities and objectives. The Rural Partners Network provides such a framework.

How can I get involved?

Find more information and access our growing compilation of rural resources at <https://www.rural.gov>.

For questions about RPN in West Virginia, please email Kayleigh Kyle at kayleigh.kyle@usda.gov or call her at 304-284-4875. For information on the Southern West Virginia Community Network, please email Brianna Hickman with the WV Community Development Hub at b.hickman@wvhub.org or call her at 304-709-3511.



Client Services - What to Expect

As a client of the West Virginia Small Business Development Center (WWSBDC), you have certain rights and responsibilities. As a WWSBDC client you have the right to expect:

1. Coaching Assistance Provided at No Charge

Because the WWSBDC program is supported by funding from the U.S. Small Business Administration and the State of WV, coaching is provided at no charge to you. Fees may apply for training programs, special services (such as research), materials, and publications.

2. Confidentiality of Information Provided

All WWSBDC representatives agree to abide by the Standards of Professional Ethics and Conflict of Interest Policy. Information you provide will be held in strictest confidence and will not be released to any parties outside the WWSBDC network. Information about you will not be sold or provided to other organizations. Specific information about you and the nature of your engagement with the WWSBDC will not be released without your consent. No information you provide will be used to the commercial advantage of any WWSBDC representative or to the advantage of a third party.

Exceptions:

- Information about the WWSBDC's service delivery is reported in aggregate to its funders and the general public. Specific information about you will not be released without your consent.
- The WWSBDC will collect and report in aggregate to its funders and the general public information about you such as demographic statistics; size, location, age and industry of your business; the general nature of your engagement with the WWSBDC; and impact statistics such as financing obtained, sales increased or jobs created.
- Your signature on the WVDO Release of Client File Content will allow us to work with other divisions of the West Virginia Development Office to connect you with other business development resources you need to be successful, including but not limited to financing, exporting, marketing and workforce development.

3. Unbiased Recommendations

WWSBDC representatives will not knowingly recommend the purchase of goods or services from any individual or firm with which any WWSBDC representative has a financial, familial or personal interest.

4. Non-Disclosure of Trade Secrets

Sensitive trade secrets pertaining to unique facts of your business will not be used to benefit another client of the WWSBDC or any WWSBDC representative. You understand that sensitive trade secret information is information which is not obvious, which is unknown, or which is unique and pertains to new inventions, secret manufacturing and processing procedures or formulas, or any new innovative process. You understand that it is your responsibility to inform the WWSBDC of any such sensitive trade secrets both verbally and in writing.

5. Assistance, Guidance, Recommendations and Education

The WWSBDC will work with you on your specific issues to help build your business and technical skills and knowledge. It is your responsibility to accept and implement recommendations. The WWSBDC will not:

- Negotiate on your behalf, but we will prepare you for your presentation.
- Write your business plan, but we will provide you the resources for preparing a successful plan.
- Act as an employee of your business, but we will coach and mentor you.

As an WWSBDC client you are responsible for:

1. Participating in Surveys

Because this program cares about the quality of services provided, and because it is primarily funded with public support, the WWSBDC undertakes a number of initiatives to ascertain the quality and impact of services provided to you. Your candid feedback is critical to the long-term success of this program. You will be asked to participate in three surveys:

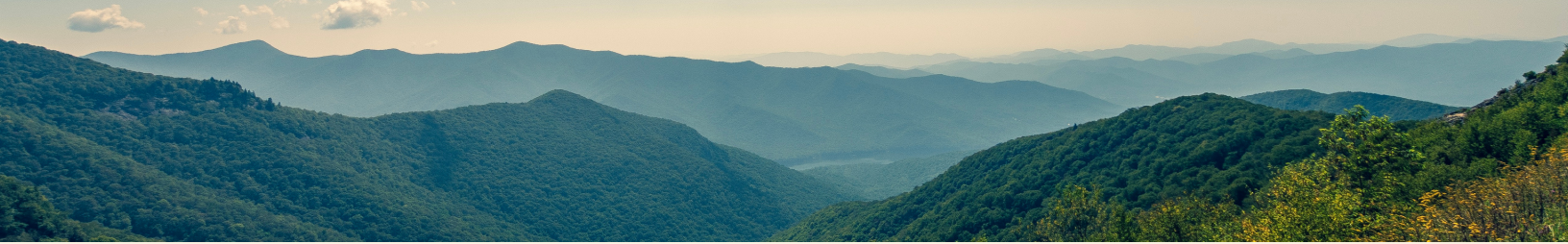
- A satisfaction survey after the first 60 days into your coaching engagement.
- An impact survey after the close of each calendar year for the next three years.
- A quality and impact survey conducted by an independent firm two years after the start of your coaching engagement.

2. Accepting Responsibility and Waiving all Claims

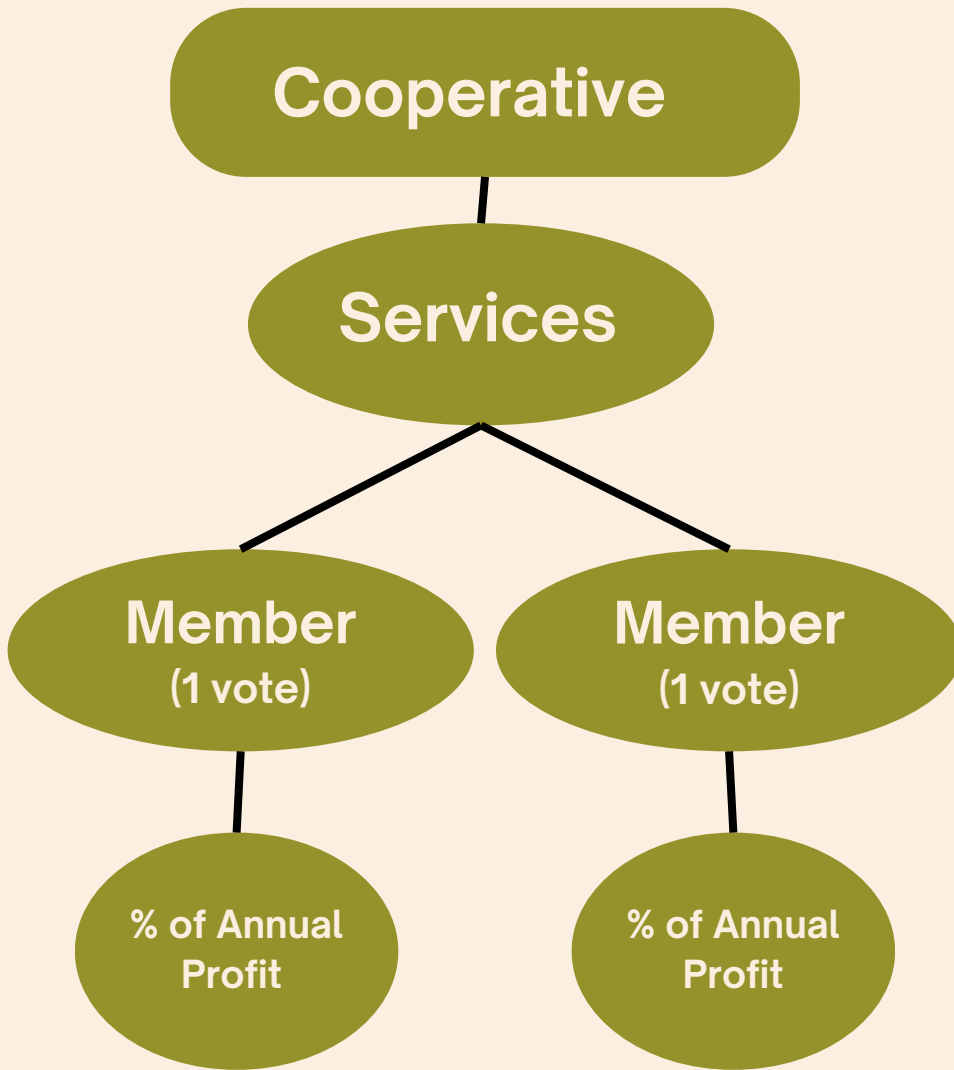
In recognition that you are ultimately responsible for the success or failure of your business and that all decisions pertaining to implementing plans and operating your business are solely your responsibility, you hereby waive any claims of damages against WWSBDC, the US Small Business Administration, and the State of WV.



Supported by the West Virginia Development office.
Funded in through a cooperative agreement with the U.S. Small Business Administration.
Accredited Member of the America's SBDC Network.



How it works:



What we offer:

- profit sharing
- shared use equipment
- Member owned
- aggregation/distribution
- marketing
- sales
- educational resources/workshops
- collective funding
- bulk purchasing
- resourcing
- economic savings
- improved bargaining power
- reduced costs/increased income
- improved product or service quality
- access to services otherwise unavailable

Questions?

Jenn Brown
President

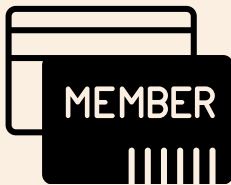
757.897.6724

mountainstatecohop@gmail.com

Mountain State CO-HOP Fact Sheet

About Us

In January 2022, 12 farmers met to address economic and market barriers facing local farmers and value-added producers. Through their combined experience and vision, Mountain State Co-Hop was created. Mountain State Co-Hop allocates resources, provides education, increases market advantage for the organization's members, and offers high-quality, clean, and ecologically conscious products.



Hinerman Hill Farm, Turtle on a Post, Spotted Horse Farm, Random Rabbit, Hopped Up Farm, Hops Meadow Farm, Mountain Life Farm, Radabaugh Farm, Hobbs Homestead, Tortoise on a Stump Farm, Lost Ridge Farm, & Officialis Inc.

Our Members

What We Offer

Marketing Assistance & Management

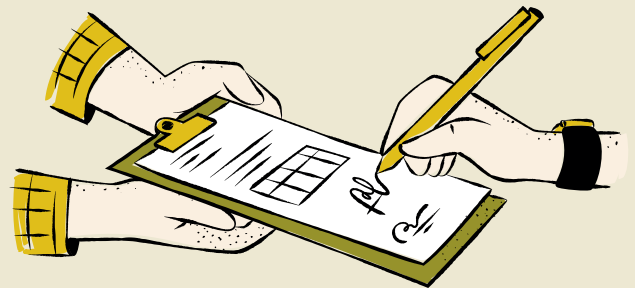
By joining Mountain State Co-Hop, you will have access to extensive marketing assistance including but not limited to, product promotion, sales, and merchandising.

Educational Resources

Mountain State Co-Hop offers multitudinous educational resources; ranging from Cottage Foods regulation, hop farming assistance, and Farmers Market Vendor guide support.

Equipment Use Aid

Mountain State Co-Hop provides an array of equipment for farmers to use, such as mobile oast boxes (2), resources to build a micro-picker for individual farms, a hammer mill, a cyclone collector, a low-temp pelletizer, and a nitrogen flush vacuum sealer.



Contact:



(757) 897-6724
(304) 669-8973



mountainstatecohop@gmail.com
aodell@wvfoodandfarm.org