

Virginia Update

John Munsell, Virginia Tech



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Miller Adams, Virginia Department of Forestry
Charlie Becker, Virginia Department of Forestry
Cathie Bukowski, Virginia Tech
Jim Chamberlain, USDA Forest Service
Katie Commender, Appalachian Sustainable Development
Dean Cumbia, Virginia Department of Forestry
J.B. Daniel, NRCS
Adam Downing, Virginia Cooperative Extension
John Fike, Virginia Tech
David Fiske, Virginia Cooperative Extension
Greg Frey, Virginia State University
Paul Kelsch, Virginia Tech
Steve Kruger, Virginia Tech
Josh Nease, Catawba Sustainability Center
Matt Poirot, Virginia Department of Forestry
Paxton Ramsdall, Virginia Cooperative Extension
Katie Trozzo, Virginia Cooperative Extension
Chris Teutsch, Virginia Tech



Catawba – headwaters





Native fruit and nut tree and wood floral buffers





Windbreaks and edible landscaping



Forest farming



Silvopasture

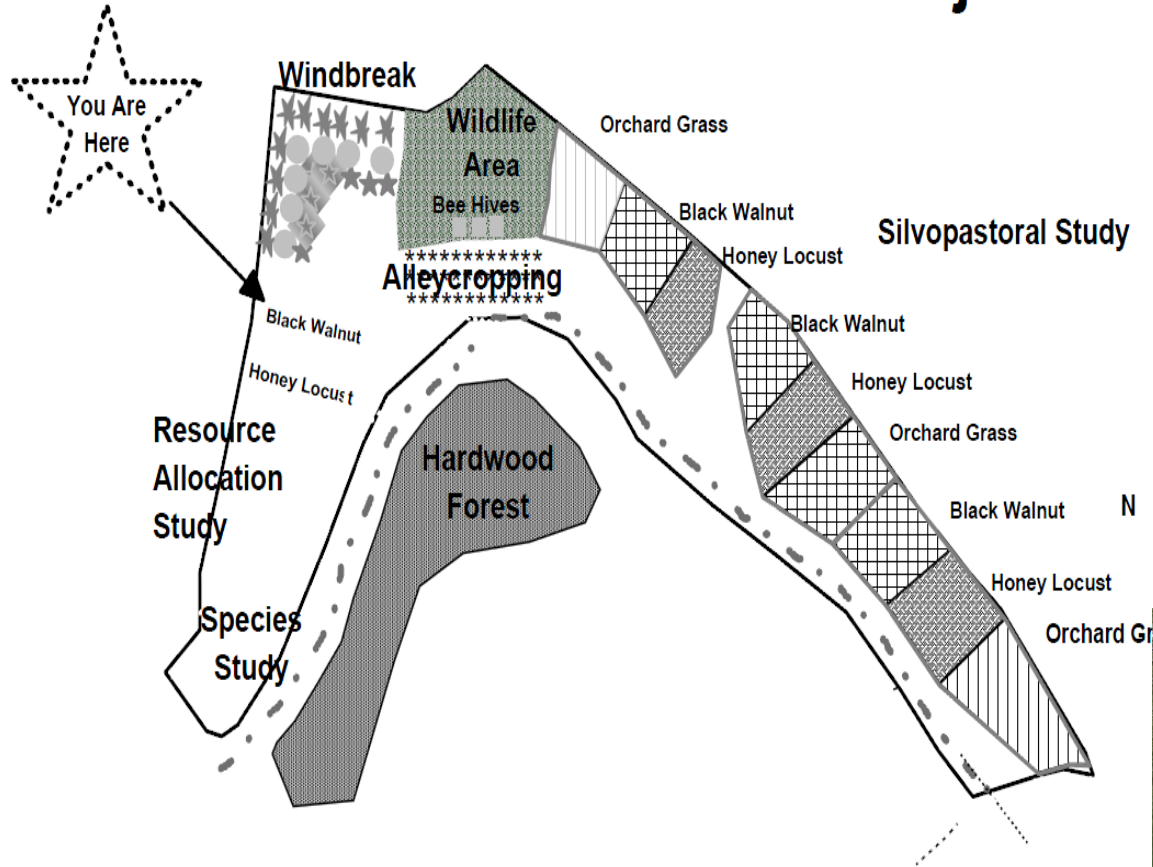


5250 Whitethorne Road

**College of Agriculture
and Life Sciences**

Kentland Farm

Whitethorne Agroforestry Research and Demonstration Project













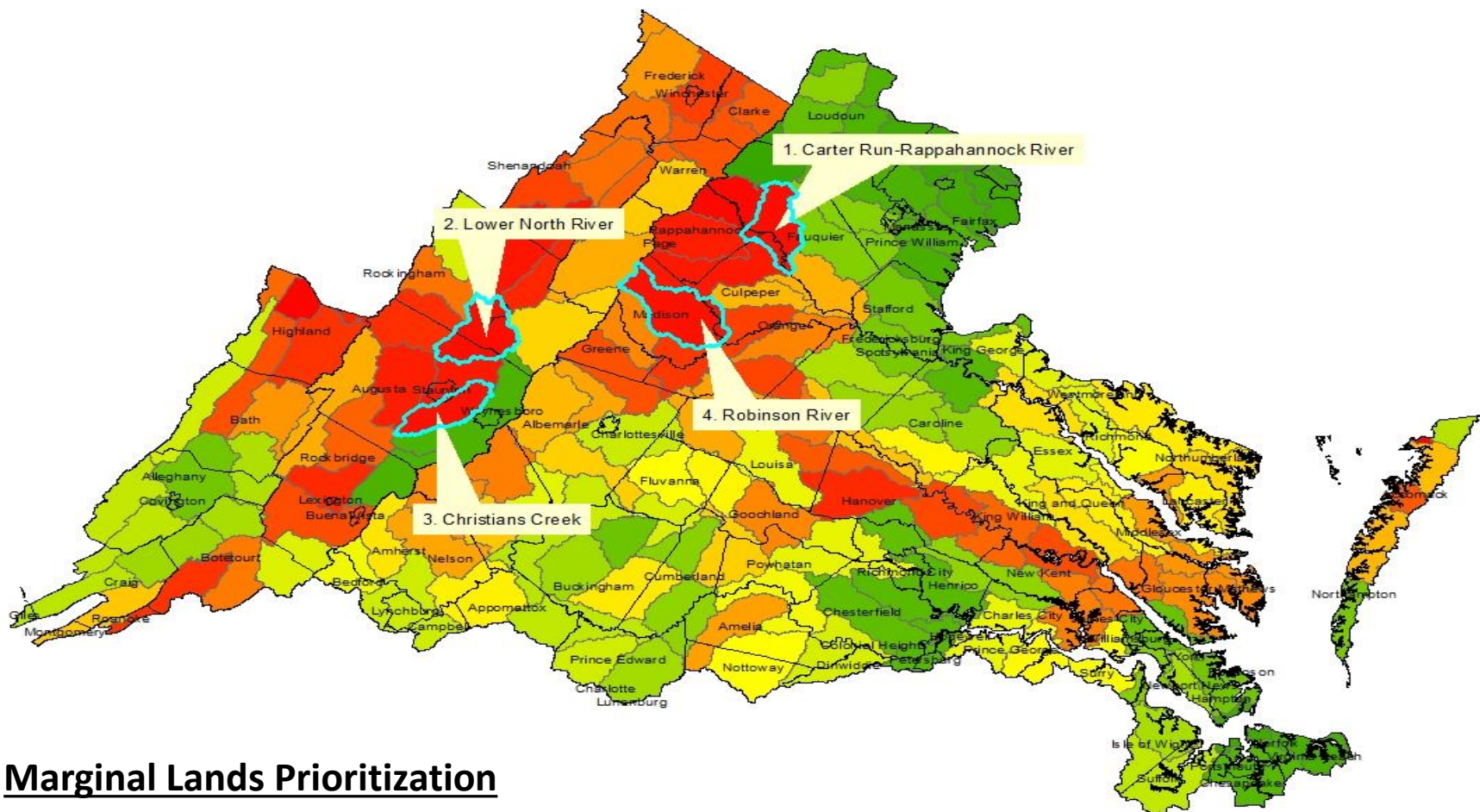
McCormick Farm Circle

**Shenandoah Valley
Agricultural Research
and Extension Center**

McCormick Farm







Marginal Lands Prioritization

Macro- and micro-level analysis

Networking

“So where do we start?” – Tom Ward 2012

07 Exurbanites



Segment Code07

Segment NameExurbanites

LifeMode Summary GroupL1 High Society

Urbanization Summary GroupU7 Suburban Periphery I

Demographic

Exurbanites residents prefer an affluent lifestyle in open spaces beyond the urban fringe. Although 40 percent are empty nesters, another 32 percent are married couples with children still living at home. Half of the householders are aged between 45 and 64 years. They may be part of the "sandwich generation," because their median age of 46.2 years places them directly between paying for children's college expenses and caring for elderly parents. To understand this segment, the life stage is as important as the lifestyle. There is little ethnic diversity; most residents are white.

Socioeconomic

Approximately half work in substantive professional or management positions. These residents are educated; more than 40 percent of the population aged 25 years and older hold a bachelor's or graduate degree; approximately three in four have attended college. The median household income is \$82,074. More than 20 percent earn retirement income; another 57 percent receive additional income from investments.

Residential

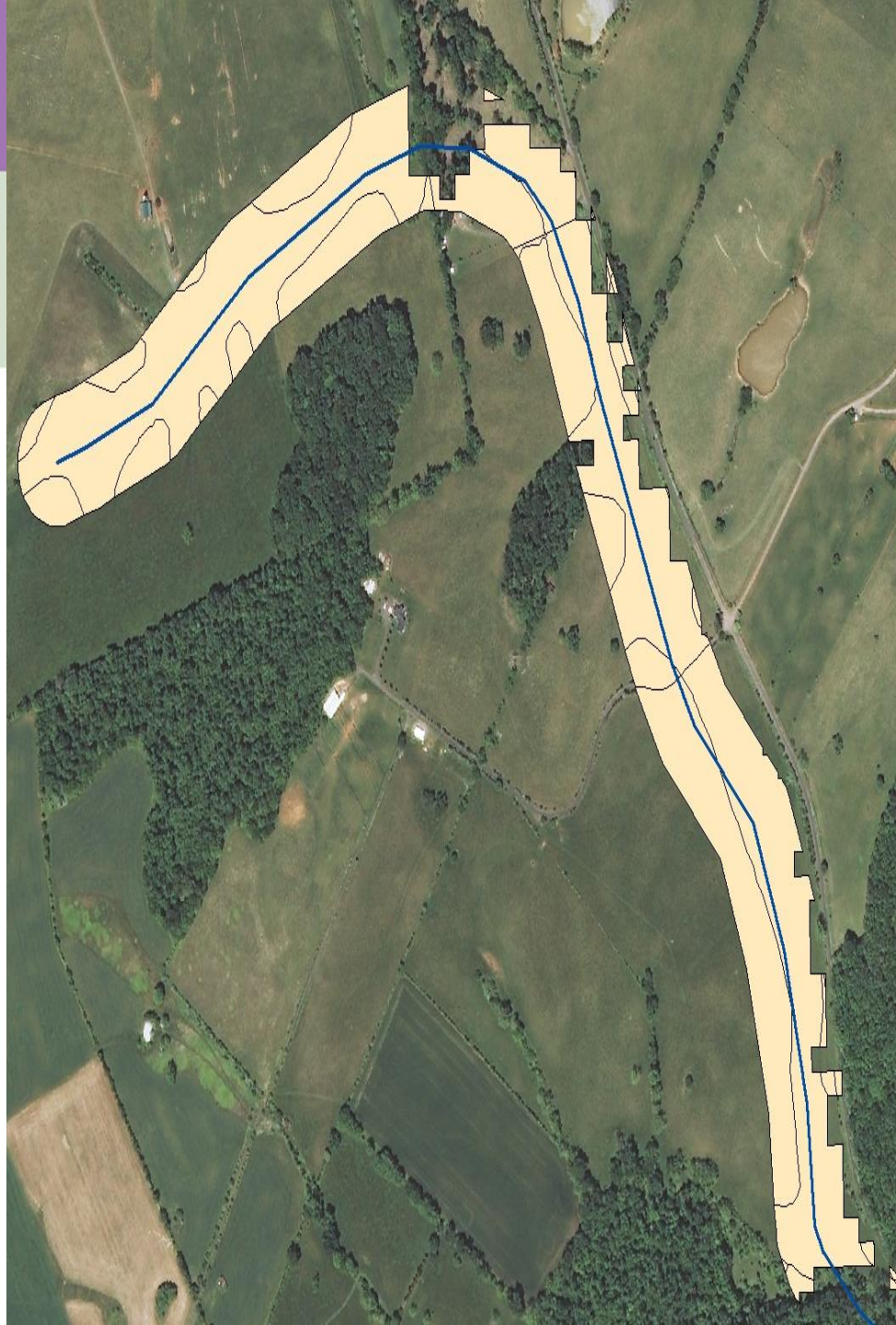
Although Exurbanites neighborhoods are growing by 1.61 percent annually, they are not the newest areas. Recent construction comprises only 22 percent of the housing. Seventy percent of the housing units were built after 1969. Most are single-family homes. Because Exurbanites cannot take advantage of public transportation, nearly 80 percent of the households own at least two vehicles. Their average commute time to work is comparable to the US average.

Preferences

Because of their life stage, Exurbanites residents focus on financial security. They consult with financial planners; have IRA accounts; own shares in money market funds, mutual funds, and tax-exempt funds; own common stock; and track their investments online. Between long-term care insurance and substantial life insurance policies, they are well insured. Many have home equity lines of credit.

To improve their properties, Exurbanites residents work on their homes, lawns, and gardens. They buy lawn and garden care products, shrubs, and plants. Although they will also work on home improvements such as interior and exterior painting, they hire contractors for more complicated projects. To help them complete their projects, they own all kinds of home improvement tools such as saws, sanders, and wallpaper strippers.

They are very physically active; they lift weights, practice yoga, and jog to stay fit. They also go boating, hiking, and kayaking; play Frisbee; take photos; and go bird watching. When vacationing in the United States, they hike, downhill ski, play golf, attend live theater, and see the sights. This is the top market for watching college basketball and professional football games. They listen to public and news/talk radio and contribute to PBS. They participate in civic activities, serve on committees of local organizations, address public meetings, and help with fundraising. Many are members of charitable organizations.



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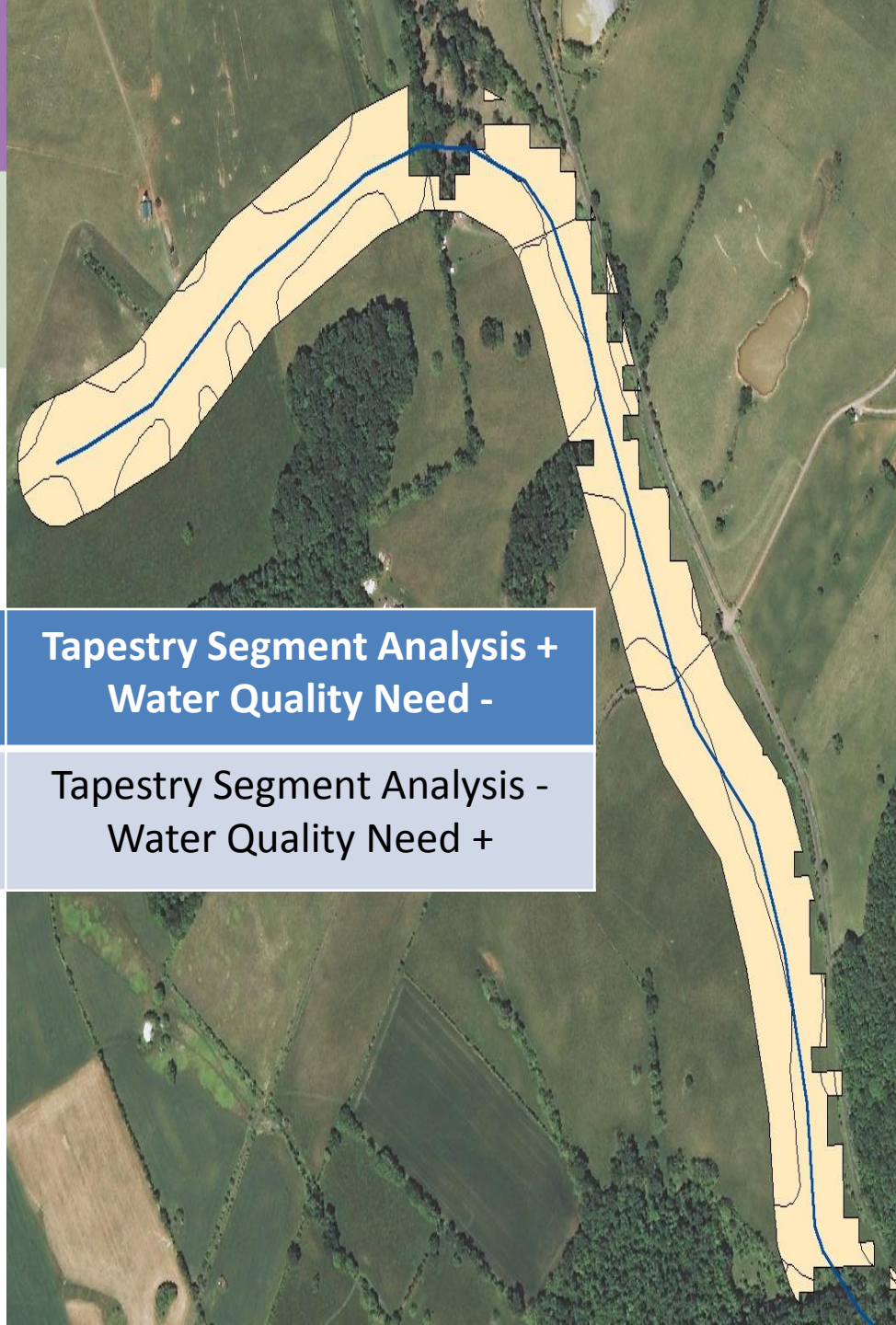
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**Tapestry Segment Analysis +
Water Quality Need +**

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Water Quality Need -**

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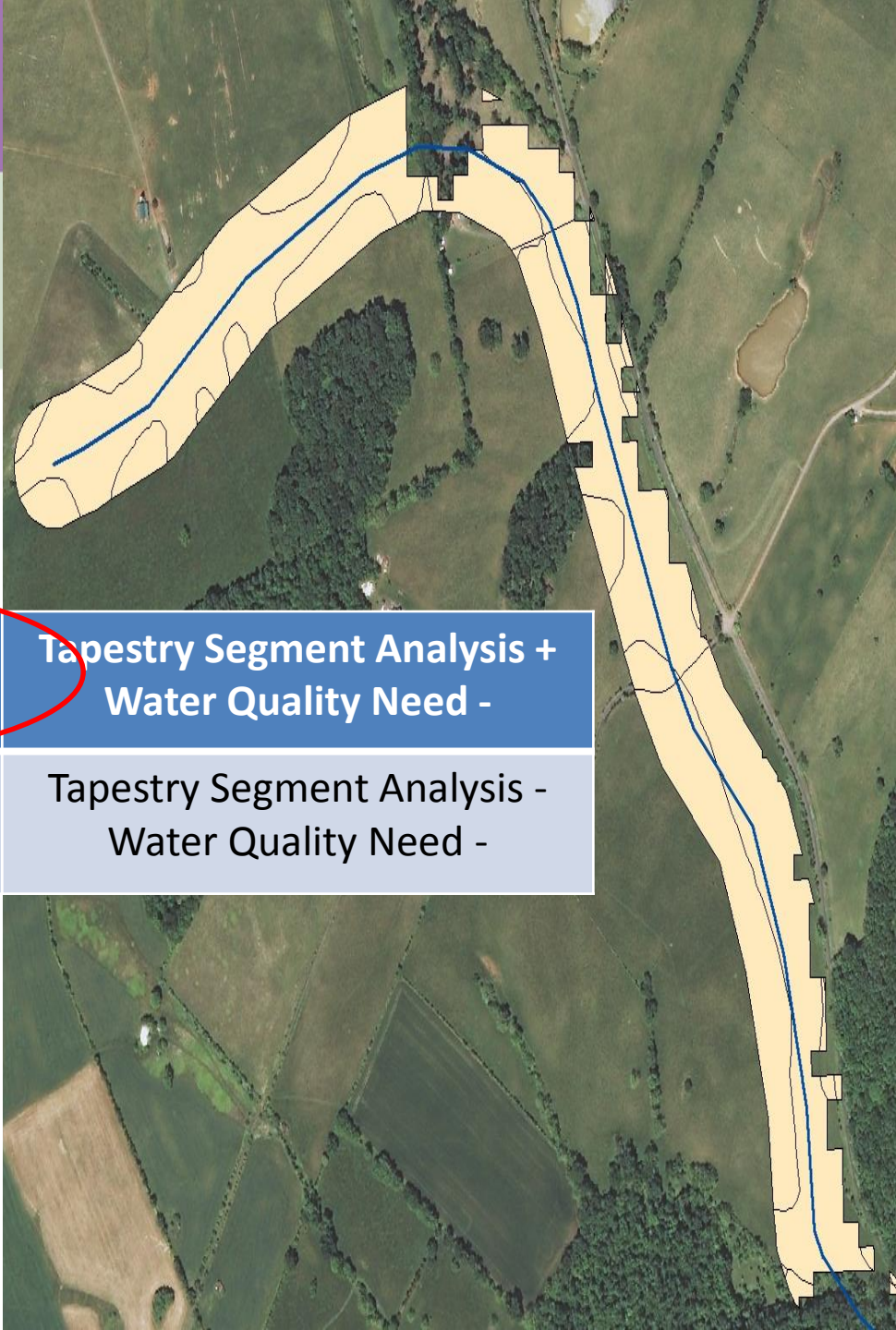
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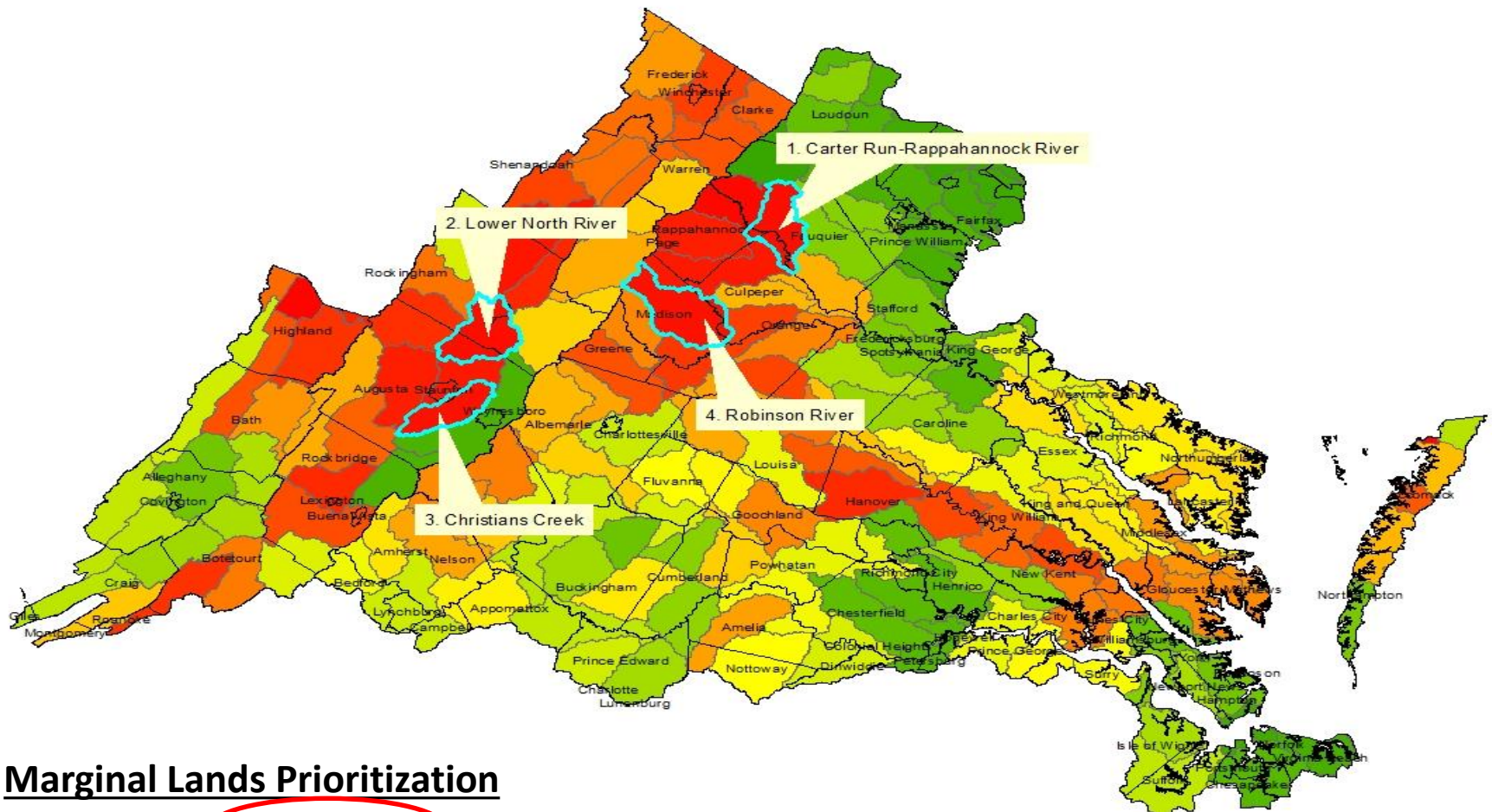


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Marginal Lands Prioritization
Macro- and micro-level analysis
Networking

Trozzo, K.E., J.F. Munsell, and J.L. Chamberlain. in press. Landowner interest in multifunctional agroforestry riparian buffers. *Agroforestry Systems*.
 Trozzo, K.E., J.F. Munsell, J.L. Chamberlain, and W.M. Aust. 2014. Potential adoption of agroforestry riparian buffers based on landowner and streamside characteristics. *Journal of Soil and Water Conservation*. 69(2).140-150.





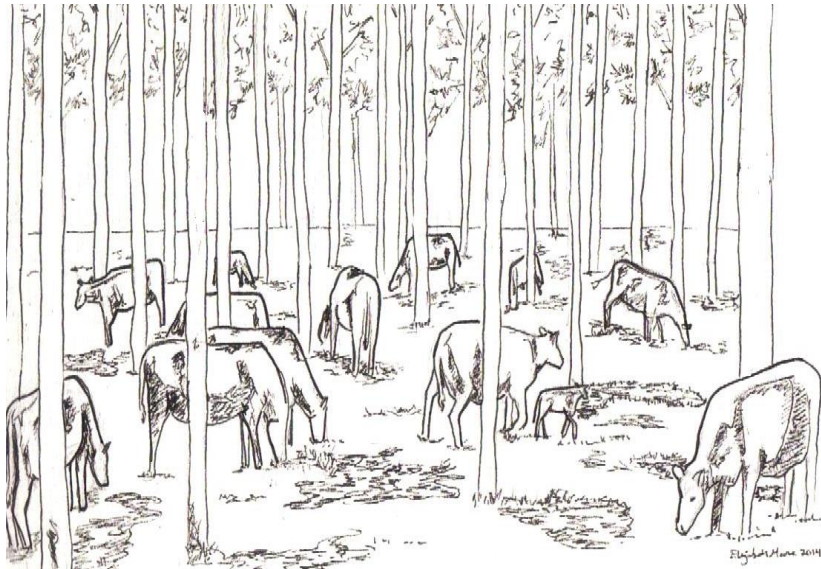
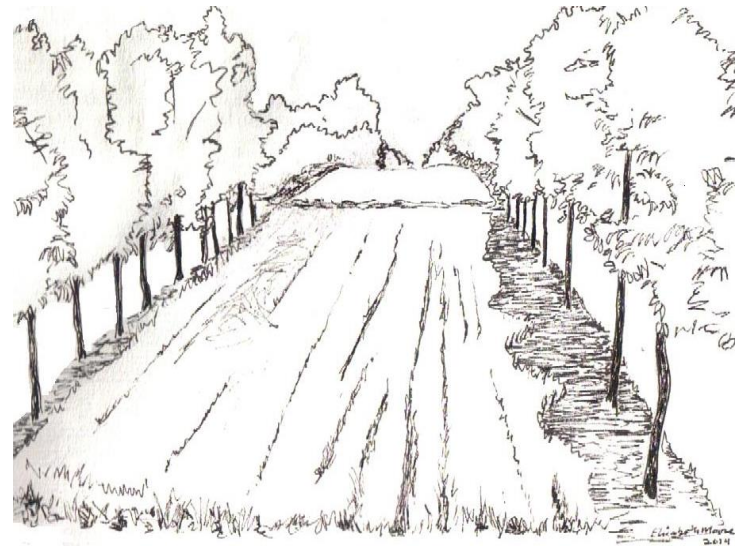
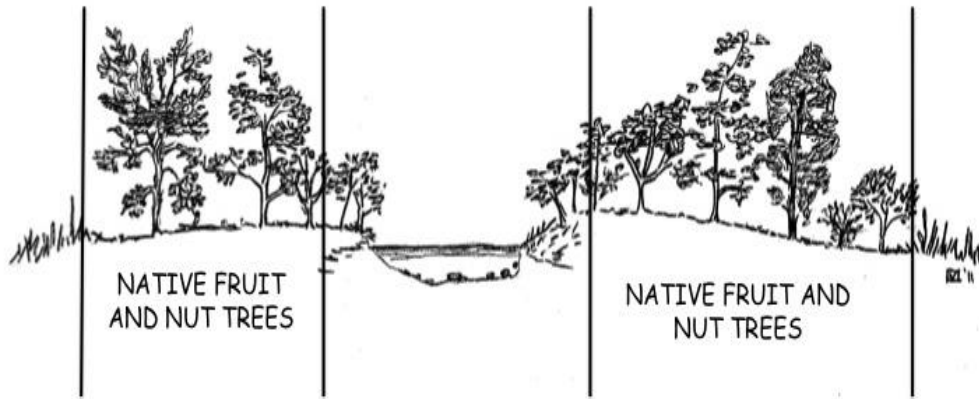






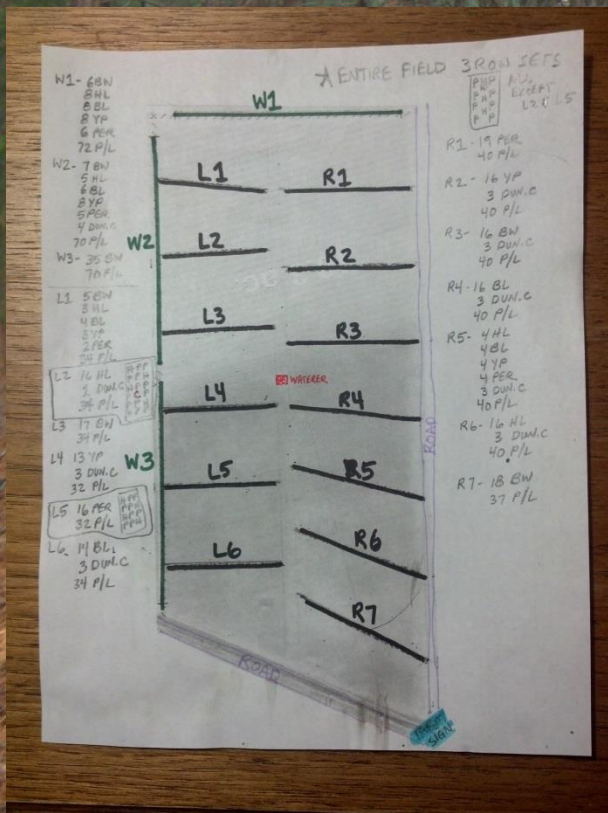














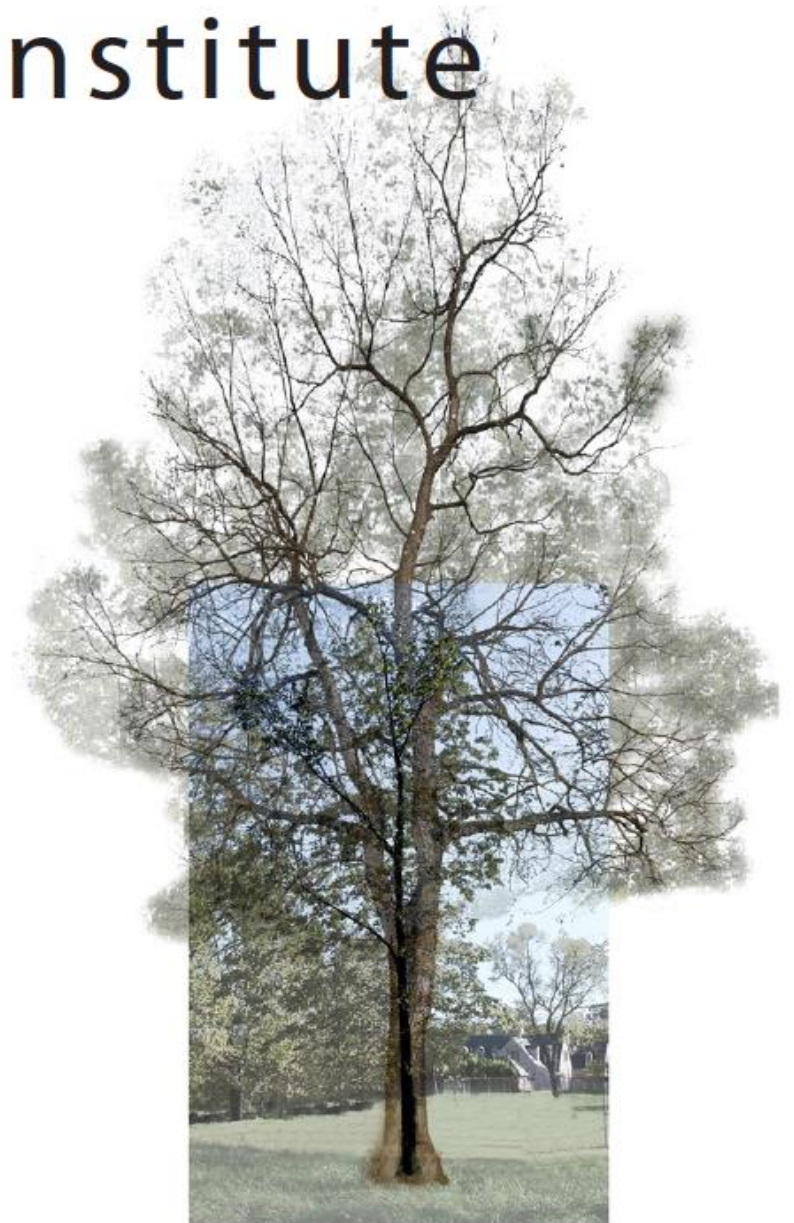
Springsbury Institute

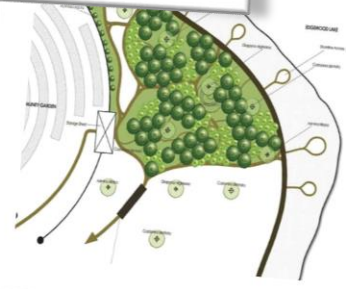
AT CASEY TREE FARM

“Use the farm to grow trees,” Betty Casey urged when donating Springsbury to Casey Trees, an organization she endowed to restore the canopy of Washington, DC. Casey Trees, in turn urged interdisciplinary design teams to envision the farm as an extension of their urban mission. (Ours was led by Landscape Architecture faculty and included faculty and graduate students from Landscape Architecture, Architecture, Agriculture and Natural Resources.) How should they use its historic manor house, extensive stable complex, and nearly 800 acres of field and forest on the Shenandoah River?

Our proposal: The Springsbury Institute, a center for the research and practice of urban forestry, agroforestry, and the cultural landscape of Virginia, rooted in the site’s history, geography and community. Our goal was to restore the canopy of the farm while supplying trees to the city and making it a model of sustainable agroforestry.

The barns and manor house form the campus core of the Institute, housing scholars, hosting symposia, and coordinating research and production across the farm. A sustainable tree nursery adjoins the campus, and the whole farm is a research and demonstration ground of evolving agroforestry practices to reinvigorate the agricultural community of Virginia and beyond.





Other initiatives

NTPO, Matthews Foundation, Appalachian Sustainable Development



