



**Friends of
SOUTHWEST
VIRGINIA**



**SOUTHWEST
VIRGINIA**
Cultural Center
& MARKETPLACE



**'ROUND THE
MOUNTAIN**
Southwest Virginia's Artisan Network



'ROUND THE MOUNTAIN: CULINARY & CAFE

**GOAL: PROMOTE & DEVELOP THE REGIONAL FOOD,
FARMS & AGRITOURISM OF SWVA**

Culinary

In 2019, Friends of Southwest Virginia developed and implemented a new role to better showcase the region's unique food and beverage crafters and creators. The SWVA Chef & Culinary Ambassador does this through many new and creative initiatives. Whether he is at a local farmer's market conducting cooking demonstrations and tastings, or in a local community doing farm-to-table dinners, the Culinary Ambassador is always telling the stories of the region's farmers and producers.

SWVA Cafe

The SWVA Cafe is an outlet for the SWVA Cultural Center & Marketplace to represent the wonderful farms and farmers in this region. The cafe manager, Gwyn Hill, is always looking throughout SWVA to source ingredients for her menu. Gwyn and Charles have teamed up to tell the story of SWVA through food and to bring awareness to all of the local growers and producers.

Engage with us:

1. Food and beverage education and promotion
2. Farm-to-table development
3. Farmers market development

Engage with us:

1. Produce seasonally focused food
2. Represent the farmers of the region
3. Highlight a local farm monthly

Your Point of Contact



Chef Charles Parker
SWVA Chef & Culinary Ambassador
cparker@friendsofswva.org
276-492-2400 ext. 2414

"Chef Charles is a true ambassador for Southwest Virginia. He is always available for 'CHEF DEMOS'" featuring masterpieces that he sources that day at the market. He is an innovative individual that is always generous with his compliments to our farmers. One needs to spend only a brief amount of time with Chef Charles to know he is a man that loves his profession. He has chosen well and Southwest Virginia is all the better for his decision."

- David McLeish - Abingdon Market Manager



Gwyn Hill
Cafe Manager
ghill@friendsofswva.org
276-492-2400 ext. 4001

"Gwyn Hill has been purchasing our chicken and sausage each month for the SWVA Cultural Center. We see her at the Farmer's Market every week supporting different local farms for supplying the restaurant. I wish there were more restaurants and chefs that prioritized supporting sustainable local farms like the SWVA Cultural Center. We are so thankful for the way they value local farms and are willing to support us anyway they can."

- Will and Amy Campbell - Old Rich Valley Farm

**One Heartwood Circle, Abingdon, VA 24210
(276) 492-2400**

**VisitSWVA.org | FriendsofSWVA.org
RoundtheMountain.org | SWVAculturalcenter.com**



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SOUTHWEST VIRGINIA'S CREATIVE ECONOMY PLAN

Definition

The creative economy is all about assets that currently exist - from natural assets to cultural assets to intellectual assets to structural assets. The Creative Economy Strategic Plan will analyze the following areas:

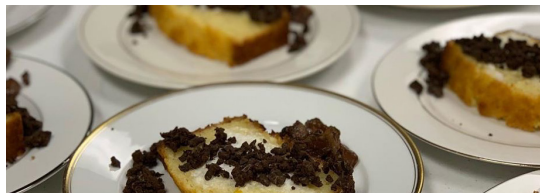
- Downtown Development
- Community Development
- Tourism & Economic Development
- Music, Artisans & Makers
- Agritourism & Food
- History & Heritage
- Outdoor Recreation.

Agritourism & Food Goals

- Provide guidance and coordinated problem solving for value-added agriculture businesses and organizations showcasing and selling SWVA made food and beverages
- Develop an agritourism stakeholder group to determine next steps for SWVA's industry.
- Expand and develop craft beverage tourism opportunities

Philosophy

This is the **region's creative economy plan**. The staff and boards of Friends of Southwest Virginia and the Southwest Virginia Cultural Heritage Foundation can do nothing alone. For some strategies, the organizations may not even act as the lead partner. However, staff time, resources, and coordinating support may be instrumental contributions in achieving the region and communities we desire.



Access the full plan at
www.friendsofswva.org/creative-economy-plan/