The Virginia Soil Health Coalition
Quarterly Meeting
December 1, 2026
1:00-3:00 PM

Advancing Markets for Producers in Virginia: Programs, Partnerships, and Early Lessons

Our partners are often the trusted advisors, referral points, and technical assistance providers working directly with producers across Virginia. To effectively support farmers, they need a clear understanding of the programs, incentives, market opportunities, and support networks available to them. Through the USDA Advancing Markets for Producers (AMP) Initiative, significant investments are flowing into Virginia to support conservation, soil health, and market development efforts. As these projects take shape, it is important for Coalition partners to understand not only the opportunities they offer producers today, but also the broader lessons, partnerships, and innovations emerging from this work that may influence the future of soil health and regenerative agriculture across the Commonwealth. This session seeks to increase partner awareness of major AMP initiatives operating in Virginia while exploring early lessons emerging from their implementation.

Agenda

1:00-1:10: Welcome and Framing

1:10-1:45: AMP Project Lightning Talks: Opportunities, Engagement & Early Lessons
To kick off the meeting, we will hear quick presentations from a handful of partners leading USDA Advancing Markets for Producers (AMP) projects in Virginia. They will share what producers they ae serving, what opportunities are available, and how partners and farmers can engage.

1:45-2:15: Connecting the Dots: A Panel Discussion on Opportunities, Gaps, and Impact
Following the lightning talks, there will be a facilitated panel discussion with leaders of several of the AMP projects to explore what these projects collectively tell us about opportunities, gaps, and the future of soil health and regenerative agriculture in Virginia. What can we learn from new initiatives and approaches as we think about the future of our agricultural support system specifically as relates to technical assistance and producer incentives.

2:15-2:40: Breakout Rooms: Networking and Connection
Want to connect with a specific project? Have questions about how a project's efforts align with your work or fit within Virginia's broader soil health landscape? We will facilitate breakout rooms that provide opportunities to connect, exchange ideas, and build new partnerships.

2:40--3:00: Coalition Updates and Looking to 2027
Mary Sketch Bryant, Director, and Dr. Summer Thomas, Education and Outreach Specialist, will review what the Coalition has been up to this summer and fall and highlight what is to come in 2027.

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