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OLDE DOMINION AGRICULTURAL COMPLEX

The Olde Dominion Agricultural Complex (ODAC) in Pittsylvania County stands as a testament to the rich agricultural heritage of the region. Operated by the Olde Dominion Agricultural Foundation, a nonprofit organization, the complex embodies a mission to foster and elevate regional agriculture. This community-centric facility not only offers educational opportunities but also entertains visitors of all ages through its diverse programming. From hosting vibrant youth events and the weekly Virginia Grown Farmer's Market to showcasing local agricultural prowess through shows and farm promotions, the complex serves as a hub of agritourism. Visitors can immerse themselves in the rural experience by exploring farms, picking their own produce, and participating in seasonal activities. With an impressive annual turnout of approximately 75,000 visitors, the Olde Dominion Agricultural Complex nurtures a profound appreciation for agriculture, sowing seeds of curiosity and sustaining a burgeoning interest in the community.

POTENTIAL STORY ANGLES:

- **Revitalizing Agriculture** – Discover how the Olde Dominion Agricultural Complex is shaping the future of regional farming and empowering local farmers.
- **Fostering Future Farmers** – Capture how ODAC's youth events are igniting a passion for agriculture in the next generation.
- **Agritourism 101** – What is Agritourism and why is it captivating travelers? Explore the allure of farm-based experiences.
- **Roots of Prosperity** – Examine how agriculture fuels regional success and community growth and the vital role of ODAC in supporting local economies and cultural heritage.
- **Farm Fresh Impact** – Spotlight how the Virginia Grown Farmer's Market at ODAC supports local farmers and enhances community access to fresh produce.

MEDIA CONTACT

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