

Annie Stroud

Food System Coordinator

295 High Street, Suite 3
Morgantown, WV 26505

304.292.2450

www.downstreamstrategies.com
astroud@downstreamstrategies.com



Profile

Ms. Stroud offers expertise in sustainable agricultural methods, local food systems, and resource access for rural economies. With two years of experience as a food & farm business service provider with the Value-Chain Cluster Initiative in WV, she possesses a thorough knowledge of successful techniques for developing agribusinesses and aggregation/distribution efforts. Ms. Stroud is also experienced in agriculture and food systems assessment, rural business development, stakeholder outreach, business and implementation planning, and presentation of new technologies to farmers and community groups.

Skills and Experience

Experienced in local food feasibility analyses focused on production, aggregation, distribution and business feasibility.

Experienced with state and regional survey data collection and analysis.

Developed implementation and business plan and conducted project management and coordination for farm incubator and production project.

Conducted statewide food hub feasibility analysis based on local food production capacity.

Provided small food and farm businesses and organizations technical assistance, training and business coaching.

Developed and initiated agribusiness trainings and workshops across the state.

Drafted surveys and conducted preliminary research for a meat processing feasibility study for the Greenbrier Valley Economic Development Corporation in southern West Virginia.

Developed visual communications and outreach strategies to the general public, including event planning and coordination, and press and social media.

Designed a project plan for a community garden, coordinated volunteers and students in executing the plan.

Researched and developed regional branding campaign for the Greenbrier Valley Economic Development Corporation.

Experienced in visual communications design.

Presented web and computer literacy tutorials in rural communities.

Launched interactive websites for local organizations, including social media interfaces.

Researched and developed an active vermi-composting program for a university community service program.

Researched economic and cultural similarities between rural Appalachian food systems and those of the Aran Islands, while living in Galway, Ireland.

Conducted research on coal extraction statistics.

Education

B.A., Political Science, French, Music, Hiram College, Hiram, 2010. Emphasis on the relationships between economics and governmental policies and impact on culturally distinct communities.

Publications

Stroud A, Boettner F, Gilmer B, Betcher M. 2014. West Virginia Food Hub Feasibility Assessment. Prepared for the New Appalachian Farm and Research Center. Downstream Strategies.

Stroud A, Boettner F, Fedorko F, Carlson E. 2015. Hub Connectivity Feasibility Assessment. Prepared for the Robert C. Byrd Institute Agricultural Innovations at Marshall University. Downstream Strategies.