



**SOUTHERN MARYLAND TOBACCO CROP CONVERSION PROGRAM
KEY ACCOMPLISHMENTS and END OF YEAR REPORT – FY 2011**

What's New in FY 2011 (Highlights and details follow):

This was another exciting and fruitful year for SMADC as we helped launch and expand the following several new programs to benefit production, processing and marketing for the farmers of our region, address farm conservation measures to clean the Chesapeake Bay, increase access of fresh foods to help end hunger in Southern Maryland and further address health and obesity concerns in our children:

- Southern Maryland Meats
- Southern Maryland Wineries / Grapes for Wine
- Value Added Processing: Acidified Foods
- Maryland Buy Local Challenge and 2011 Take the BLC to your Workplace Contest
- Maryland Buy Local for the Holidays
- Southern Maryland Trails: Earth, Art, Imagination

Farm Equipment for Conservation and Specialized Farming (i.e. wine grapes, urban farming)

- Southern Maryland Food Policy Council Workgroup
- Childhood Obesity and Malnutrition
 - Mt. Hope-Nanjemoy Elementary School
 - Cornelia Cooks
 - Farm to School

Regional Grants: (Education, Farmers' Markets, Cooperative Winery, Regional Meat Processing)

Our established programs continued to benefit the region and Maryland as we enhanced or maintained the following:

- Maryland Tobacco Buyout
- Southern Maryland Land Preservation
- Maryland FarmLINK

- Southern Maryland, So Good (updated, revised guide, sold ads)
- SMILE (Southern Maryland Invitational Livestock Expo)

Our community building efforts continues to expand through outreach and education to farmers and the public through activities such as the following:

- “Stakeholders”: an exhibit about the tobacco transition
- SMADC communication through newsletters, websites, web-based social networking (Facebook, twitter)
- Twenty-eight speaking engagements and special events
- Workshops

Highlights from SMADC's programs in 2011 and program details follow.

SOUTHERN MARYLAND MEATS



THE NEED:

The current demand for local food products is extremely strong, and consumers' concern for health and food safety is at an all-time high. Since SMADC launched the "So. Maryland, So Good" program in 2003 and the "Maryland Buy Local Challenge" in 2007, consumers have consistently asked where they could buy local meats. Until now, they had to buy the entire live animal if they wanted meat produced locally. Not a practical solution for many.

THE CHALLENGE:

At the same time, livestock production increased as a means for farmers to earn income as they transitioned away from tobacco, but there are no USDA slaughter facilities in the five counties of So. MD. Farmers throughout the region identified this as one of the single most challenging obstacles.

WHAT'S SMADC DOING?

In 2003, SMADC initiated work to assess the potential of a livestock slaughter and processing facility for Southern Maryland producers. Our studies showed a dearth of slaughter facilities serving Southern Maryland. Some facilities are too specialized or too small, too busy or too remote. So. MD producers reported waits of up to a year to have their livestock slaughtered. So. MD producers travelled as far as Virginia and Pennsylvania to have their livestock slaughtered. The extra expense of transportation is a disincentive for many producers to "finish" their cattle, sheep or goats, and many are sold as young animals to be "finished" elsewhere. This results in loss of income for the farmer and the real profit from being able to offer high quality local meats.

SMADC conducted a series of studies and surveys and met with producers from 2003-2009. We worked to clarify federal and state regulations regarding meat production and processing. In 2006, the Maryland Department of Health and Mental Hygiene offered new state regulations allowing farmers to sell their own meat in certified freezers if the meat was slaughtered at a USDA facility. Although the cry for local meat from both producers and consumers was loud, no entrepreneur stepped forward to own and operate the required USDA slaughter facility in Southern Maryland.

In 2010, SMADC took a new direction. Why not facilitate transportation to and from the USDA slaughterhouse, thereby reducing the transportation cost for producers and assuring that the product arrives in a temperature-controlled state? In June 2010, SMADC issued grants for the purchase of two meat freezer-trailers, one for the northern region and one for the southern region. The grants also provided for the purchase of two freezer display cases per county so that the local meat could be readily purchased. The freezer-trailers are available for any So. MD livestock producer to rent.

SMADC then worked with the community to establish a brand, assuring consistency and quality of products. Producers coined the name "*Southern Maryland Meats*", and developed a set of standards for their livestock producers. SMADC then created the logo, a website, a directory, and other promotional materials for producers and sellers. Southern Maryland Meats (SMM) was launched at Homestead Gardens in Anne Arundel County in April 2011. Producers say their meat is sold out almost instantly.

In the words of one farmer in July: "I used to sell my steer for \$1400. Now, selling through SMM, I just made \$4,000. This program is already very successful!"

WHAT'S NEXT?

SMADC is continuing to administer SMM for the producer group. New producers are entering the program. At the same time, SMADC is working with a local farmer entrepreneur and county, state and federal offices to establish the region's sole USDA slaughter/processing facility.

VALUE-ADDED PROCESSING: ACIDIFIED FOODS - - FROM BEET TO PICKLE

THE NEED:

The time honored tradition of preserving food by adding vinegar to fresh produce (acidified foods) and processing in jars to produce pickles and relishes is one of the most efficient ways for farms to make the most of the season's bounty, minimize waste and add extra dollar value to their farm products. It also enables farms to earn income in the months when fresh product is not available.

THE CHALLENGE:

In 2005, due to new regulations by the Maryland State Department of Health and Mental Hygiene (DHMH), farmers were no longer able to sell their on-farm processed acidified foods without licenses. To obtain the license, farmers were required to attend a Better Process Control School (BPCS class), have their kitchens inspected, their acidifying process reviewed, and each recipe submitted to the US Food and Drug Authority (FDA).

Until 2008, only one in-state BPCS class had been offered. Producers travelled to neighboring states to attend classes held by academic or private institutions (average tuition of the two-day course \$400). There was no state-authorized Process Authority to review the recipes. Out-of-state Process Authorities were hard to find and costly (\$350- \$1,000 per recipe). Additionally, due to state DHMH staffing limitations, on-site kitchen inspections were difficult to schedule, often taking many months to complete.

Public demand for local food products at farmers' markets, stores and restaurants is now at an all-time high, but the cost both in time and dollars of becoming a licensed on-farm processor seriously hampered the desire of farmers to undergo the licensing process, resulting in loss of income for the farming community.

WHAT'S SMADC DOING?

In 2008, SMADC worked with the College of Southern Maryland, St. Mary's County Department of Economic and Community Development (EDC), DHMH and FDA to offer the first BPCS class in So. Maryland. With SMADC funds, participants attended the course at a heavily subsidized rate of \$75. Participants who completed the course were awarded SMADC mini-grants which included processing starter kits and assistance with recipe approvals. SMADC worked closely with FDA and DHMH to clarify and streamline the myriad of regulations facing the farmers, and scheduled inspections to assist DHMH staff.

For farms with shallow wells (primarily Amish farms), St. Mary's EDC and SMADC's research led to approved portable water tanks that met state and local requirements. SMADC created the first on-line Guide to Acidified Foods providing step by step guidelines to licensing, FDA filing, recipe data collection forms, recommended equipment, and more. And SMADC worked with the University of Maryland to provide annually recurring certified BCPS classes in Maryland.

SMADC continues to work closely with local, state and federal partners to assist producers through this value-added procedure. SMADC works closely with DHMH to facilitate and streamline regulatory oversight of on-farm processors. SMADC's role in this endeavor has become an essential component of DHMH's out-reach to on-farm processors and has enabled DHMH to speed up the time required to inspect, review, and license on-farm kitchens. SMADC worked with UME to offer the first state-wide Course in So. MD (2011). SMADC's research to identify a Process Authority (Cornell University Food Ventures Center) familiar with on-farm processors is seen as 'ground breaking' for not only Southern Maryland, but as a model for the entire state.

- 29 producers have received FDA certification for acidified food processing with an estimated revenue of \$20,000.
- In 2011, SMADC launched the Online Guide to Acidified Food Processing in Maryland. Gwen John, Chief, DHMH Center for Retail Food, Plan & Process Review recently recognized the online guide as "a great resource" and has requested the SMADC acidified foods guide be added to the DHMH website under Plan Review.

SOUTHERN MARYLAND WINERIES / GRAPES FOR WINE

THE NEED:

As farms transitioned from tobacco, SMADC has been tasked to identify alternative, profitable crops for our region's farmers. Across the US, interest in wine and artisanal liquors has been increasing. As Maryland identified wines as a potentially lucrative market, the demand for Maryland grapes began to grow. And, as Maryland wineries began to develop, there was not enough grape production to meet the need.

THE CHALLENGE:

Until very recently, there were a few vineyards in existence in Southern Maryland. Wine was predominantly processed in small batches and not available for commercial sale. No research had been done to be able to recommend suitable varieties for Southern Maryland's humid, hot climate on a commercial scale.

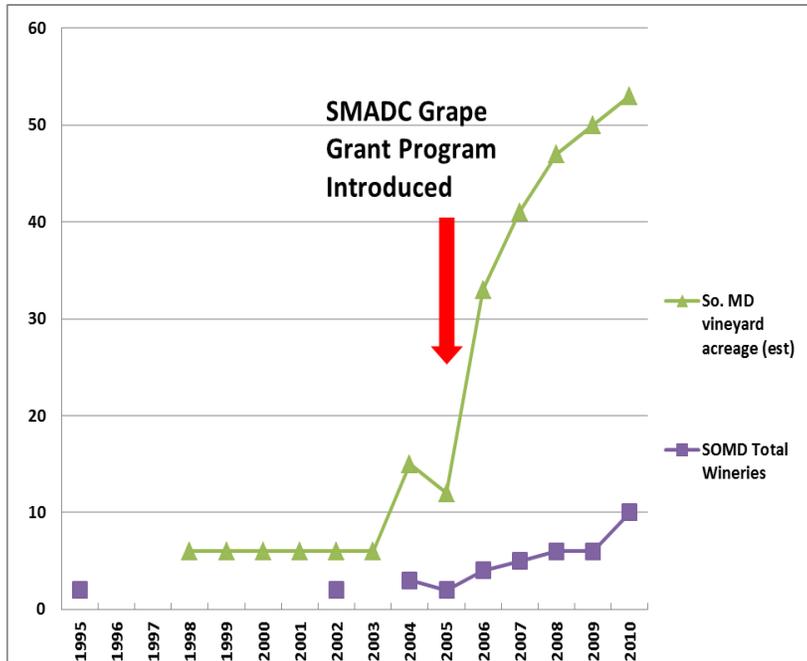
WHAT'S SMADC DOING?

In 2003, SMADC invested funds in a grant for the University of Maryland Extension (UME) to research suitable grape varieties for Southern Maryland's climate and soils. Several years and two research grants later, the UME had a list of 27 possible varieties for So. MD.

With that information, SMADC initiated the "Growing Grapes for Wine" grant program, which offered matching funds towards the purchase of acceptable grape vines. Because the vines were purchased in bulk, the initial cost to growers was lower. In partnership with UME, SMADC required all applicants to be reviewed by local UME agents, attend a Beginning Grape Growers Course, and join the Maryland Wineries or Grape Growers Association.

WINERIES IN SOUTHERN MARYLAND

Many of the grape growers that received the SMADC grants formed a cooperative, and with the assistance of funds from MARBIDCO, the Town of Leonardtown, St. Mary's County Government, and SMADC, the first cooperative winery was established.



Now, of the 42 wineries in Maryland in 2010, ten are in Southern Maryland.

Each winery typically employs between 5-10 employees.

The estimated revenue for Southern Maryland from these wineries is \$1,350,000.

A CASE STUDY

In 2006, Jo-Ann Romano just happened to see the SMADC notice for a "Growing Grapes for Wine" grant, and thought it was an interesting idea. She attended the course and conducted her own research, which ultimately resulted in an application for 1,200 grapevines from SMADC.

Said Jo-Ann, "We never would have done this if we hadn't received the grant." The \$1,800 grant helped the Romanos plant six varieties of grapes on two acres.

Fast forward four years, and in 2010, Joseph and Jo-Ann Romano were ready to pick grapes for their first commercial harvest. They were able to leverage \$5,000 of their own funds to secure a MARBIDCO cost-share grant, in which

MARBIDCO and the Prince George's County Economic Development Commission each matched that amount. This enabled the Romanos to purchasing the fermentation tanks they needed to turn their grape juice into wine. "The fact that we'd received a SMADC grant helped convince the Prince George's County Economic Development folks that our winery plan was viable. It was the edge we needed to get their buy-in and support."

In 2011, the Romanos released their first wines, 640 cases in all, valued at approximately \$119,000. Said Jo-Ann, "Without SMADC, we never would have come so far. Publications like the Farm Guide and Southern Maryland Trails are so beneficial to our business. Their continued presence is pretty critical to our business, but also to any Southern Maryland agricultural business that wants to thrive as the nature of agriculture changes in our area."

www.smadc.com

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SOUTHERN MARYLAND TRAILS: EARTH, ART, IMAGINATION



THE NEED AND THE CHALLENGE:

In 2001, across the nation, the public was becoming increasingly interested in heritage tourism, yet there were few working farms in Southern Maryland engaged in agritourism. Cultural tourism was on the rise, but there was no coordinated cultural heritage program in Southern Maryland.

WHAT'S SMADC DOING?

SMADC began an assertive program in 2002 to highlight existing agritourism farms and related historic sites and natural areas to build a sense of local awareness and community, and enhance profit opportunities. Over the course of the next few years, two agritourism brochures were developed and SMADC held a series of workshops, tours and public forums for parties interested in developing a cultural tourism program connecting area farms with the arts, eateries, lodgings, related historic sites, natural areas and other public venues. In 2006, SMADC launched the *Southern Maryland Trails: Earth, Art, Imagination* initiative.

This initiative has three goals: The first is to "provide economic benefit to Southern Maryland by providing visitors attractive, unique and authentic experiences of the region's culture and living heritage facilitating innovative partnerships between farms, artists, and related heritage sites and businesses." A second goal is to promote economic and community development through facilitating partnerships and cross-marketing. To this end, SMADC hosts annual "Trails" networking events to encourage development of innovative business partnerships. A third and no less significant goal is to "educate ourselves about our own community". By appreciating what is here in Southern Maryland, SMADC hopes that local citizens will be more compelled to support local farms and businesses, and land preservation programs that enhance the rural beauty of our region.

SMADC created the first *Southern Maryland Trails: Earth, Art, Imagination* Guide to the Trails sites in 2006. In addition to acting as a directory, the Guide is full of interesting tidbits to give readers a sense of culture and history, and fun facts. The Guide is widely distributed to tourist centers, participant sites, fairs, chambers of commerce, and other locales, and the nearby metro. This guidebook continues to be in high demand.

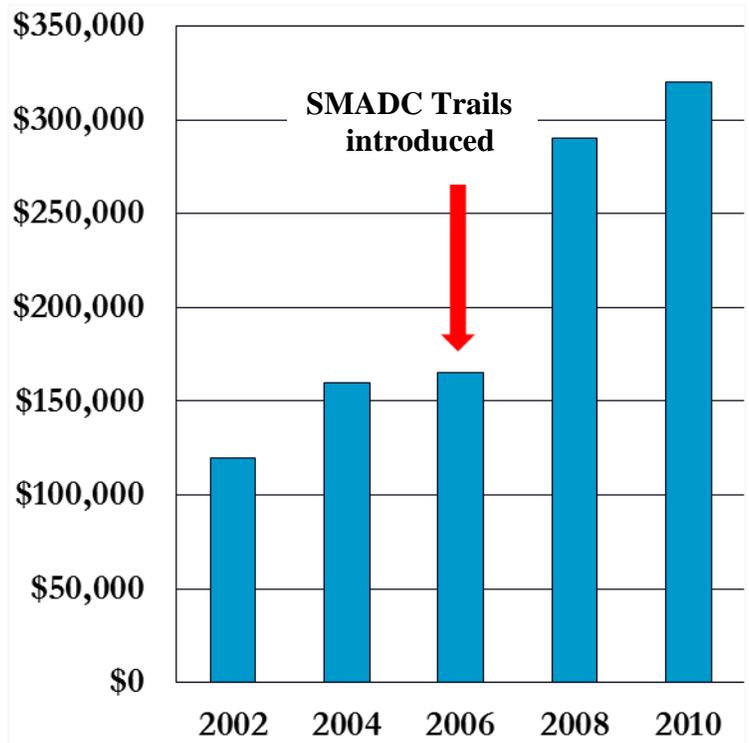
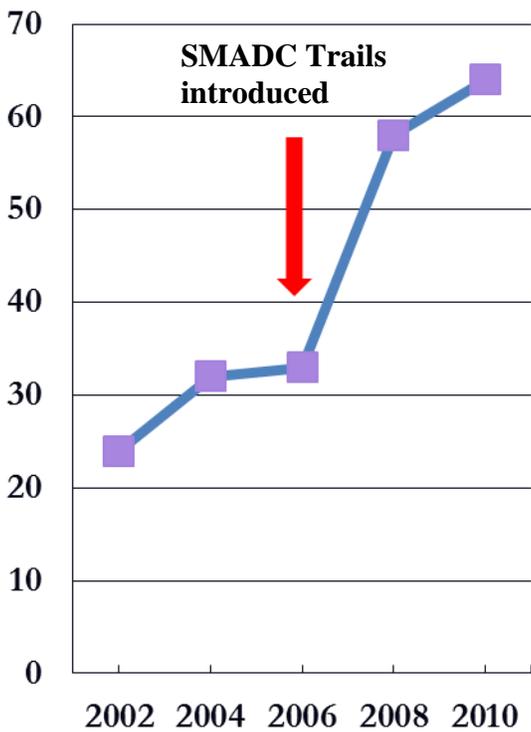
The fourth updated edition of the Guide was released in the fall of 2010. The 2010 guide features 30 new sites and for the first time, full-page, full-color advertisements. Approximately \$11,000 was collected from partner sites and ads for the 2010 edition of the Guide. Over 113,000 copies of the guidebook have been distributed. (13,218 in FY'11). A series of six ads announced the fourth edition launch in local and state publications including Washington Post 'Local Living' and two web-based media for a total circulation of 1,198,461. Numerous press releases (10 independent six SMADC) also publicized the program. The Trails website, www.somdtrails.com, provides an electronic version of the guide book and a means of communication with trails members. The site had over 7,900 visits and over 56,000 hits for the period.

SMADC highlights the Trails program at other public events throughout the year, in a “October is Trails” month campaign, and through ads, press releases, displays, special invitations, etc.

As evidenced below, the number of agritourism farms has drastically increased in So. MD as of the launch of the Trails program, and estimated annual revenue is over \$300,000 per year.

Graph A. Rise in number of agritourism-related venues in Southern Maryland between 2002 and 2010. SMADC Trails program introduced in 2006.

Graph B. Estimated rise in income for agritourism in Southern Maryland between 2002 and 2010. SMADC Trails program introduced in 2006.



www.southernmarylandtrails.com

MARYLAND BUY LOCAL CHALLENGE



THE NEED AND THE CHALLENGE:

Consumers often say they would buy more from local farms if they knew where to go. Simultaneously, due to fierce competition with low food prices from cheap imported food, farmers need consumer support more than ever to stay profitable. Purchasing products from local farms is sometimes perceived as “inconvenient”, thus in the hectic pace of today’s life, and with the ready availability of chain grocery stores, consumers need constant encouragement to “buy local”.

WHAT’S SMADC DOING?

SMADC’s *So. Maryland, So Good* (SMSG) program was designed to help consumers easily find the farm products that meet their needs, and encourage buyers to go just a little out of their way to support local farms. A subsequent series of guides and ads are strategically released to put a spotlight on purchasing farm products throughout the year. In 2011, the latest SMSG guide will be released.

Building on the success of SMSG, in 2007, SMADC created the Buy Local Challenge (BLC) as a fun and easy way to buy from area farms, and to encourage people to try fresh, local foods at a time when farm products are plentiful and easy to find. The challenge is to eat something every day from a local farm during the last full week of every July. SMADC’s theme “Healthy Plate, Healthy Planet” conveys many messages about the benefits of buying from local farms, among them personal health, economic health for the region, and health for the environment.

A website and promotional materials were developed and made available by SMADC for agricultural marketing specialists across the state. The BLC was heartily endorsed by the Governor of Maryland and the Maryland Department of Agriculture, and within a year, this exciting initiative had spread beyond the state of Maryland into the DC metro area.

In 2010, fifty one Southern Maryland restaurants, stores and institutions and agricultural agencies distributed BLC fliers. The BLC website registered continuous activity from September, 2010 through August 01, 2011 (over 198,582 hits) and 30,846 visits. The BLC Week in FY’11 recorded 9,471 unique visits and 110,876 hits. Independently authored articles and press notices too numerous to count broadcasted the BLC in almost every venue. And, most importantly, farmer market vendors report enthusiastic consumer response and noticeable increase in market attendance and sales during the BLC week.

In 2011, Governor O’Malley hosted the Maryland State House BLC “Kick-off Cookout” for the fourth year, this time with USDA Secretary Vilsack, and endorsed the challenge with a proclamation for over 200 local farmers, state & local officials, heads of major grocery chains and area restaurants.

Since 2009, SMADC has partnered with Maryland Hospitals for a Healthy Environment (MD H2E) in a Healthcare BLC campaign to encourage hospitals and their employees to take the BLC, and serve fresh, local farm foods on their menus. In FY’11, at least 37 hospitals in Maryland (over 50% of Maryland’s hospitals), four hospitals in the District of Columbia and Virginia, and over 750 employees and community members participated. Food service directors and hospital green teams received rave reviews from their employees, patients, visitors and administrators who found it fulfilling and fun. Most of those hospitals now purchase local foods regularly throughout the year, and some have established on-site farmers’ markets. At the request of the Healthy Food in Health Care program and Health Care Without Harm, the BLC Healthcare campaign was opened up nationwide. As a result, two health systems in Washington State and three hospitals from Massachusetts, Pennsylvania and Georgia participated in the 2011 BLC.

In November 2010, SMADC expanded the BLC in a ‘Buy Local for the Holidays’ campaign to extend ‘buy local’ awareness during the winter season and direct consumers to Maryland farms for Christmas trees, winter produce, wines, meats, gifts, décor and farm hosted events (partnered with the Maryland Christmas Tree Association (MCTA)).

New in July of 2011, SMADC offered a “Bring the Buy Local Challenge to the Workplace” contest to encourage offices, agencies and organizations in Maryland to take the pledge as a group.

www.buy-local-challenge.com

SOUTHERN MARYLAND FARMERS' MARKETS



THE NEED:

Farmers’ markets have gained popularity in recent years for a number of reasons: more informed consumers, interest in eating healthy, desire to support the local growers and the economy, and heightened awareness of the issues related to food safety and wanting to know where one’s food comes from. The number of farmers markets in the U.S. has increased to 6,132 markets in 2010, a 16 percent increase over 2009 (ref: USDA).

WHAT’S SMADC DOING?

SMADC assists farmers’ markets in the five counties (Anne Arundel, Calvert, Charles, Prince George’s and St. Mary’s) through promotion (grants, advertising, brochure), advice for start-up, soliciting farmers, and acting as a conduit of information for regulations and other pertinent information. Markets featuring predominantly Southern Maryland farm vendors are eligible for SMADC promotional market grants. These grants range from \$500 - \$2,000 per market annually.

In 2010, the gross revenue from the 18 farmers markets receiving SMADC grant support was approximately \$2.5 million. As the revenue made by farmers/growers at farmers’ markets is reinvested in the local economy through an initial round of spending and successive rounds of re-spending, this gross revenue translates into a reinvestment of \$4.64 million into the local economy (*Multiplier determined by the US Bureau of Economic Analysis).

In 2011, SMADC’s annual Farmers’ Market brochure listed 40 markets in So. MD and the DC metro area where So. MD farm products are sold. Over 50,000 copies of the brochure have been distributed since its inception.

OUTCOMES SO FAR:

Year	Total Markets	Total Vendors	So. Md. Vendors	SMADC Mkt. Grant	Revenue	Market impact with multiplier*
2003	14	193	n/a	\$18,500	\$1,357,600	\$2,525,136.00
2004	14	179	n/a	\$17,000	\$1,600,000	\$2,976,000.00
2005	13	176	154	\$17,500	\$1,500,000	\$2,790,000.00
2006	13	191	138	\$19,500	\$1,701,000	\$3,163,860.00
2007	13	202	179	\$19,000	\$1,933,000	\$3,595,380.00
2008	14	226	190	\$19,500	\$2,725,000	\$5,068,500.00
2009	18	225	212	\$25,750	\$2,375,100	\$4,417,686.00
2010	18	263	222	\$19,500	\$2,495,750	\$4,642,095.00
TOTAL				\$156,250	\$15,687,450	\$29,178,657.00

As shown in the table above, for a relatively small SMADC grant, overall return on investment of the farmers’ markets has been significant. Market revenue and vendor participation has grown steadily and farmers are happy as they receive more revenue by selling retail versus wholesale. Many surrounding businesses and management companies view farmers’ market as an asset and have been soliciting markets at their venues and actively supporting and promoting these markets.

WHAT’S NEXT?

SMADC will continue supporting farmers’ markets not only with these small marketing grants, but with additional promotion and specific assistance for unique market events. SMADC will also continue to work with state regulators and vendors to bring more value-added products to the markets such as meats, processed goods and potentially dairy products.

www.smadc.com

SMADC REGIONAL GRANTS FY'11

SOUTHERN MARYLAND FARM EQUIPMENT

THE NEED AND THE CHALLENGE:

Farm equipment can be extremely expensive and cost prohibitive to start-up farmers and farmers looking to employ new conservation measures that are beneficial to the Chesapeake Bay. Some agencies in the region had limited farm equipment for rent, but the equipment was dated. As the region diversifies, farms are trying innovative ideas, such as necessitates specialized equipment. Often this equipment is only needed for a few times during the year.

WHAT'S SMADC DOING?

In FY'10-11, SMADC funds purchased farmland equipment to be shared and rented for farmers across the Southern Maryland region. Grants were awarded to partner agencies to purchase much-needed farm equipment for rental to the greater farming community. Determination was based on the needs of the community and priority was placed on equipment that particularly promoted long-term environmental benefit to the Chesapeake Bay, such as conservation tillage equipment. Additionally, specialized equipment was requested to support new farm initiatives, such as wine grape growing, and small scale, urban farming operations. The equipment was purchased in the fall of 2011.

SMADC then developed a detailed farm equipment inventory of all available farm equipment, new and old, for rent throughout all of Southern Maryland. This inventory was published as an internet directory with links to coordinators, rental conditions and prices and more, and is available at SMADC's website. This directory is the first of its kind, and allows the regional farming community to easily view farm equipment that may be rented. 86 unique visits were recorded for the resource page in FY'11.

In less than a year, 38 farms rented 18 pieces of equipment, impacting over 780 acres in four counties (Calvert, Charles, Prince George's and St. Mary's). Anne Arundel County has recently signed an MOU with SMADC for equipment purchases for enhanced farming practices and to benefit their farming community. Surveys are being developed for detailed usage reporting to include crops planted and other additional data.

REGIONAL YOUTH EDUCATION AND FARMERS' MARKET GRANTS

SMADC awarded 9 regional grants to partners throughout the five Southern Maryland targeting farmers' market enhancements, agricultural education projects for youth and new or beginning farmers, increased access to fresh food in urban communities and continued research on wine grape varieties suitable for production in Southern Maryland. Each project was deemed to have structural longevity and a lasting impact on regional farming community.

Engaged Community Offshoots (ECO)

County: Prince George's

Description: Use two shipping units as certified wash station and a cold storage unit for farm products for Prince George's Public Schools. These are capital improvements to wash, process, and package area farm foods.

Status: The project has been delayed as ECO is currently in negotiations with the National Capital Area Park and Planning Commission and the town of Edmonston on a proposal to virtually double their farmable land and lock-in their lease for 15 years. This decision greatly affects the placement of the food shed and therefore caused these unanticipated delays. They are working on assembling the needed supplies and components and leverage community partners in order to begin construction in the summer of 2011. They will share their developments as they progress.

Alice Ferguson Foundation

County: Price George's

Description: Create a Children's Agricultural Garden at Hard Bargain Farm Environmental Center in Accokeek, Maryland for educational purposes.

Status: The plot of the garden was tilled in the fall of 2010, with an initial planting of garlic. The fence, teaching pavilion and storage shed was constructed in the Spring of 2011. At total of over 1,200 students from 31 schools have passed through the garden and been introduced or have gain expanded garden awareness.

Gwynn Park High School

County: Prince George's

Description: To refurbish the greenhouse at Gwynn Park High School (GPHS) in order to provide a safe and effective place for students to learn science and proper horticulture practices.

Benefits: Over 50 students, 15 staff members and 7 volunteers, and reestablishment of Project Community Grow (an organization that meets after school to work on ecological/horticultural projects).

Status: The grant funds have enabled the restoration of the greenhouse as a safe working classroom. The project was planned in the fall of 2010 and installation completed in the spring of 2011. Tomato and bean plants were started. The greenhouse will become operational during the 2011-2012 school year.

Anne Arundel Economic Development Commission

County: Anne Arundel

Description: Refurbish Greenhouse to support national program for Curriculum for Agricultural, Science Education (CASE) and Future Farmers of America (FFA) program at a county High School. Materials were ordered in the fall of 2010, and the greenhouse construction began in May of 2011. The greenhouse will become operational during the 2011-2012 school year.

Benefits: 25 students initially and will reestablish the FFA program and additional internship programs.

Calvert County – Sustainable Agriculture Workgroup

County: Calvert

Description: High Tunnel for Agricultural Education in Calvert County.

Status: Materials were ordered this summer for the high tunnel to be installed in time so it can be used during the fall 2011 growing season.

Calvert County Government

County: Calvert

Description: Two State Highway Department farmer market signs

Status: The signs were ordered in August of 2010, received and installed by April 2011, before the market season. Signs are located on Route 231.

Calvert County Government

County: Calvert

Description: Two portable hand washing stations (using hot water) that can be used at county farmers' markets to meet health regulations.

Status: County is expected to order the stations for use in the fall of 2011.

Home Grown Farm Market

County: St. Mary's

Description: Construction of the first indoor farmers' market, the *Home Grown Farm Market*, a 50x100' wood frame metal building with plumbing and electricity. Future plans include an Agricultural education program and a commercial kitchen for value-added farm food processing.

Status: Construction began in 2011 and is near completion. Some zoning issues with the road were worked out this summer and opening is scheduled for August. This will be a year round market. There are seven founding farmers of the LLC. Once the building is completed, the market will be open to additional farmers/vendors.

Developing a Viticulture Management Program for So. Maryland

Region: University of Maryland for Southern Maryland

Description: This is the third research grant for site specific varieties of wine grapes that can be produced in Southern Maryland.

Status: Work continued in the University of Maryland Extension's vineyard in Upper Marlboro in the spring of 2011. Varieties were re-evaluated with a decision to eliminate eight varieties/clones that had not performed well. The two training systems continued (vertical shoot positioning- cordon trained and vertical shoot positioning-cane pruned) to compare differences in cane production, with initial training completed in April.

Fungicide treatments for disease control and herbicide treatments for weed control have begun. Growth thus far has been very good.

REGIONAL GRAPE COOPERATIVE AND WINERY

Port of Leonardtown Winery and Cooperative

Region: Southern Maryland

Description: The Grape Grower Cooperative of Southern Maryland constructed a winery in Leonardtown.

Status: SMADC was pleased to partner with MARBIDCO, the St. Mary's County Board of Commissioners, and the Town of Leonardtown to facilitate completion of the Port of Leonardtown Winery. This winery and tasting room was opened to the public in the fall of 2010 and now supports a cooperative of nineteen grape growers throughout Southern Maryland, many of whom were previous recipients of SMADC's *Growing Grapes for Wine* grants. In 2011, several wines were awarded by the Governor of Maryland.

SOUTHERN MARYLAND FARM VIABILITY ENHANCEMENT GRANT

Regional Slaughter House – Grant and Research

A business plan was developed for an area farmer to establish a regional slaughter-meat processing facility in Southern Maryland. After public input, the plan was adapted to support a mobile unit, rather than a fixed building. Extensive work continues with federal, state and local officials on regulations to enable this unique facility. If approved, it will be the first in the country of its kind.

www.smadc.com

SOUTHERN MARYLAND FOOD POLICY COUNCIL WORKGROUP

THE NEED:

Although the State of Maryland ranks as one of the wealthiest states in the country, almost one in ten households faces a constant struggle against hunger. The cost of living in many Maryland counties is well above the national average, making it extremely difficult for poverty-stricken households to provide adequate nutrition for their families. Even though the average income in Southern Maryland may be higher than many regions of the state, it is largely due to the presence of military bases. The region is still quite rural, and those without access to these bases or who are not engaged in military consulting are still among the very poorest in the state. There are still areas in the region without proper plumbing and human waste disposal. Many Southern Maryland families may make choices that lead to hunger and poor nutrition.

THE CHALLENGE:

Hunger and malnutrition persists in Southern Maryland. Parts of the region are impoverished, and many go without access to healthy foods. Food deserts, areas where there are no local grocers with fresh, healthy foods exist. The region is one of the highest in the nation for diabetes, and some schools are experiencing extraordinarily high rates of early on-set diabetes in children. Much in Southern Maryland live far from public transit lines. Communities living off the main corridors do not have easy access to the bus lines, and thus are not able to gain access to markets selling fresh foods or food pantries where such is offered. The Southern Maryland Food Bank, St. Mary's Caring and other local pantries and soup kitchens have specifically identified a true lack of resources to meet the direct needs of the hunger community for fresh or minimally processed foods.

WHAT'S SMADC DOING?

In FY'11, SMADC began working with area food banks and organizations serving the hungry, farmers, social service agencies, private citizens and businesses, government officials, economic development offices, education institutions, and other stakeholders, to establish a regional food policy council or similar organization. The organization will strive to be a forum for understanding local food issues and a platform for coordinated actions. It will seek to foster communication between sectors, communities and different groups within the food system, raise public awareness, coordinate and integrate issues of food, health, transportation and economic development for the region, propose policy changes as needed; and formulate programs to implement local solutions.

SMADC also began work with the Mount Hope-Nanjemoy Elementary school in Charles County. The community of Nanjemoy is among the most impoverished in the nation. Despite close proximity to farms, access to fresh and healthy food is limited. The nearest grocery store is 26 miles away and is considered a "food desert". The elementary school is experiencing one of the highest rates of early-onset diabetes and other diet-related disorders in the entire state of Maryland. In the spring of 2011, SMADC began working with the school staff to educate children and their families about healthy foods, the importance of exercise, and the health benefits of fresh, local farm foods. SMADC participated in the school's outreach to families in the spring of 2011.

Farm to School and Cornelia and the Farm Band

SMADC created Cornelia and the Farm Band to convey messages to children about healthy eating, exercise and the benefits of fresh farm food and activities through coloring books, animated shorts, "follow the bouncing strawberry" animated songs and more. SMADC has developed curriculum for grades Kindergarten through 12th grade in line with the Maryland State Curriculum. These materials are distributed widely at public events and *Farm to School* activities.

Charles County was the last school system to join its neighboring counties in a *Farm to School* program, despite many entreaties by SMADC. This fall (2011), SMADC is pleased to lead the counties' first school in starting a *Farm to School* Program in September 2011 at Mount Hope-Nanjemoy Elementary School.



www.smadc.com
www.letsgotoafarm.com
Cornelia Facebook page

SOUTHERN MARYLAND AGRICULTURAL LAND PRESERVATION

THE NEED AND THE CHALLENGE:

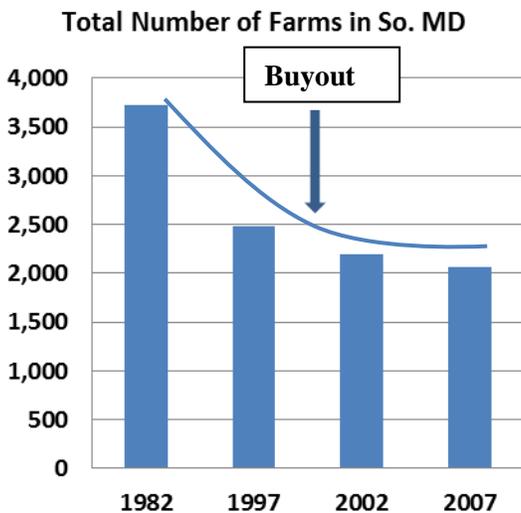
Southern Maryland lost over 365,000 acres to development between 1982-1997. The average age of the Southern Maryland tobacco farmer is now 73. As many of these farmers receive their final tobacco buyout checks, SMADC is concerned that there will be more pressure to sell their land. Conversion of farmland to homes and shopping centers can adversely affect the long-term sustainability of the local farming industry, and a significant part of the culture, heritage and economy of the Chesapeake region. Thus, SMADC's second priority is to secure what farmland remains in the region.

WHAT'S SMADC DOING?

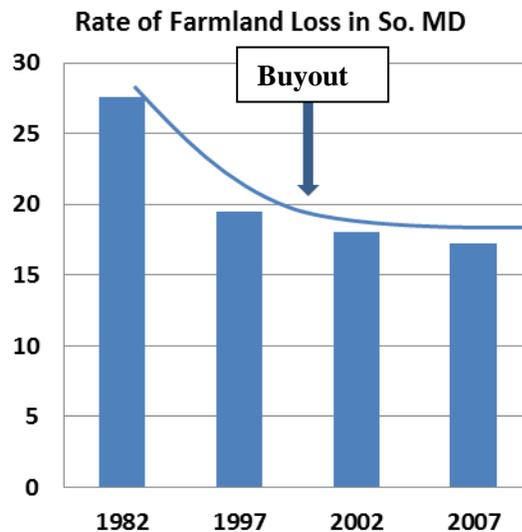
SMADC's land preservation program provides matching funds to support Maryland and County agricultural land preservation programs. The funds enable the counties to augment their own funds for land preservation and to prioritize former tobacco farmland. In recent years, the total number of applicants for land preservation programs throughout the five counties typically averages over 100. With the funds available from the state, SMADC has been able to preserve an average of 7-11 farms per year.

Although state funding for this part of the program continues to be reduced, 27,527 acres (232 farms) have been preserved in Southern Maryland over the eleven years of the program using SMADC funds and leveraging counties' funds. 14,057 acres have been preserved over the ten years of the program with just SMADC program funds alone. As evidenced in the graphs below, since the inception of the Maryland Tobacco Buyout, the rate of farmland loss has significantly diminished.

In FY'11, 349 acres (four farms) have been directly preserved by the program in three counties of Southern Maryland in FY 2011 (1 Anne Arundel, 1 Charles, 1 Prince George's, 1 St. Mary's). *(Note: Acres reported at the end of each fiscal year include properties that are approved by the counties and waiting settlement, thus funds are encumbered for those specific properties and attributed to this fiscal year.)*



Graph A. Decline in the rate of loss of farms in Southern Maryland due to the Tobacco Buyout. NASS data.



Graph B. Decline in the rate of loss farmland (expressed as percentage of total land) in Southern Maryland due to the Tobacco Buyout. NASS data.

MARYLAND FarmLINK

SMADC realized that not only is farmland preservation needed, but farmers to farm the land. To this end, SMADC has created the web-based *Maryland FarmLINK* program, designed to help aspiring farmers locate farmland throughout Maryland, seek mentors and business partners, and exchange valuable information.

The Maryland FarmLINK website was launched in the spring of 2010 (www.marylandfarmlink.com). The site registered **14,096** unique visitors for the period, with an average of **1,174** unique visits per month. [Total Hits:109,588].

- The most popular section of the website has proven to be the Farm Forum, where viewers can post questions, seek advice and exchange information.
- Second most in popularity is the Finding Mentors section, where new and farmers can find farmers willing to share their experience, either on-line or in-person.
- The website also features a real estate section to link aspiring farmers to search for farm land in Maryland, and it facilitates business partnerships.



www.marylandfarmlink.com



One Southern Maryland Farm's Story:

Serenity Farm in Benedict, Maryland

Serenity Farm is a 254-acre farm on the Patuxent River in Charles County, Maryland. This farm was known for its tobacco production (tobacco was grown on the farm since the late 1600's). After much consideration, however, the Robinson family (Franklin Robinson, Sr., Theresa Robinson, Franklin Robinson, Jr., and David Robinson) decided that the Tobacco Buyout would be best option for the farm, as tobacco production had become less profitable in recent years. The family entered into the Buyout program in 2001 with the last payment received in 2010.

With the Buyout program came an association with the Southern Maryland Agricultural Development Commission (SMADC). SMADC provided resources and information for the family that assisted them in navigating their transition from tobacco to a more diversified approach to agriculture. The Robinson's attended many of SMADC's workshops and conferences throughout the years. In 2003, Serenity Farm joined the launch of SMADC's *So. Maryland, So Good* program. In 2006, Serenity farm joined SMADC's *Southern Maryland Trails: Earth, Art, Imagination* program.

And in 2008, the Robinson family applied for a Southern Maryland Farm Viability Enhancement Grant, which was awarded to them in 2009. This grant came in association with a business plan that enabled the family to pin-point areas that could take the place of tobacco, namely establishing Serenity Farm as an agricultural destination as well as a working family farm. Three specific areas were awarded grant assistance: 1) The Harvest House, a unique farm store that is a point of sale for Serenity Farm agricultural products, as well as a gateway to the farm itself; 2) renovating a large tobacco barn (known as the Green Barn) to serve as a rental event venue; and 3) establishing a Farm Museum to enhance the farm experience and school tours. The first two components are up and running and have already made a significant impact on the farm's viability. The museum is scheduled to open in the spring of 2012, and will include a history of all the crops and families that have been a part of the farm site. The museum will also include a specific section incorporating the War of 1812 and the British landing at Benedict.

It is important to quantify the impact made on the farm by the above mentioned SMADC-sponsored projects, both in terms of financial benefit as well as in terms of farm recognition and brand establishment. The impact of these three projects includes the following:

Financial Benefit and Establishing the Serenity Farm Brand

The Harvest House is now a point of sale for all products produced on the farm, with the greatest financial boon coming from the sale of frozen USDA processed Serenity Farm Beef. The Harvest House opened in October 2010 and became an immediate focal point for farm sales and tours. Meat sales from the Harvest House exceeded \$12,000 gross profit during the first year of operation. This compares with a previous yearly gross profit of \$2,200 from meat sales, before the establishment of the Harvest House. Additionally, visitors to the Harvest House have been able to access information regarding farm tours and events, which has led to increased attendance for farm events.

The Green Barn rental venue is now complete with re-siding and painting the barn, establishing a dance floor in the barn, purchasing tables and chairs, and opening a side of the barn to include a covered deck with a stunning view of the farm down to the Patuxent River. Since establishing the upgraded barn event space, the farm has realized a gross profit of \$8,100 in event revenue, with more events scheduled through the end of the year.

Both of these venues have been significant in establishing the Serenity Farm brand, both in terms of quality products and quality service. Both venues now have a growing client base, with customers returning on a regular basis for products, and rental venue customers scheduling yearly events on the farm, including events for military families from the Patuxent River Base as well as a Polocrosse Tournament held on the farm every June.

Farm Recognition

With the new facilities, Serenity Farm has been able to host a number of distinguished guests and organizations, including:

- 1) The Maryland Agriculture Commission and Department of Agriculture in the spring of 2010;
- 2) Representatives from the new Star Spangled Banner Trail included noted historians Dr. Ralph Eschelmann and Dr. Donald Shomette;
- 3) The Honorable Steny Hoyer in June of this year; and
- 4) The Anhui Agriculture Commission from Anhui Province, China. Serenity Farm was specifically recommended to this group by SMADC (when they were contacted for a recommendation). The Robinson Family was able to assist this delegation with understanding state land development programs as well as the tobacco Buyout program. Mr. Don Cuizon, project coordinator, stated "You did an excellent job . . . the group gained invaluable insight . . . In fact, I would say that this was the most memorable visit for the delegates. I am confident that the memory of this visit will carry on with these officials for some time, and that your topics addressed will influence change for rural China." Mr. Cuizon concluded in his letter of gratitude that "We received feedback a number of times from them that they felt closest to home while at Serenity Farm." This reaction is not unusual, as the motto of Serenity Farm is "You're welcome anytime."

The road ahead for Serenity Farm is not certain. Serenity Farm, like many farms in our area, is financially stressed. But what is certain, is that the farm now has a real chance to grow and prosper again, and, as Mr. Franklin Robinson, Jr. noted "the future success of our farm will be due in no small part to the assistance and guidance provided by the Southern Maryland Agricultural Development Commission."

SMADC Partners include:

Organization	Abbreviation
Accokeek Foundation	Accokeek
Agricultural Marketing Professionals (Maryland)	AMPS
Agroecology Center	Agroecology
Anne Arundel Economic Development Corporation	AAEDC
Calvert County Department of Economic Development	CA DED
Calvert County Public Schools	CCPS
Calvert County Soil Conservation District	CA SCD
Calvert County University of Maryland Extension	CC UME
Calvert County Watermen’s Assoc.	
Calvert Sustainable Agriculture Working Group	
Catholic Charities	
Charles County Social Services	CH SS
Charles County Soil Conservation District	CH SCD
End Hunger in Calvert	
Food Leadership Council of Maryland & DC	
Leadership Maryland	LEAD
Maryland Agricultural and Resource-Based Industry Development Corporation	MARBIDCO
Maryland Department of Agriculture	MDA
Maryland Department of Health and Mental Hygiene	DHMH
Maryland Department of Business and Economic Development	DBED
Maryland Hospitals for a Healthy Environment /Maryland Health Care without Harm	H2E
Maryland Technology Development Corporation	TEDCO
Maryland Wineries Association	MWA
Mt. Hope/Nanjemoy Elementary School	
Morgan State University	
Prince George’s County University of Maryland Extension	PG UME
Prince George’s Soil Conservation District	PGSCD
Register of Wills	
St. Mary’s County Public Schools	SMCPS
St. Mary’s County University of Maryland Extension	SM UME
St. Mary’s Economic Development Office – Agriculture and Seafood	SM EDC
St. Mary’s Economic Development Office – Tourism	SM Tourism
St. Mary’s Farm Bureau	SM FB
St. Mary’s County Health Department	SM HD
St. Mary’s Land Growth Use and Management	SM LGUM
St. Mary’s Soil Conservation District	SM SCD
Southern Maryland Delegation	
Southern Maryland Food Bank	SM Food Bank
Southern Maryland Rural Health Disparities Network	SMRHDN
St. Mary’s College	SMC
St. Mary’s Watermen’s Association	
Tri-County Council for Southern Maryland	TCC
United States Department of Agriculture	USDA
United States Food and Drug Authority	FDA
University of Maryland Extension	UME

The Southern Maryland Agricultural Development Commission (SMADC) assists in identifying innovative, sustainable, market-driven agricultural enterprises most likely to be successful in our region. As farms seek to innovate and adapt to changing market needs, SMADC works with local legislators and agencies to help navigate and shape regulations that will both protect the consumer and promote a vibrant agricultural future.

[For more information regarding this program, please contact the following:](#)
 Dr. Christine L. Bergmark, Executive Director, or Cia Morey, Administrator

2011 SMADC PROGRAM DETAILS

TOBACCO BUYOUT:

Now in our eleventh year of the Tobacco Buyout, there are no new applicants, as the sign-up period ended in year five. Ninety-two percent of the 1998 eligible tobacco has been taken out of production forever for human consumption as 854 growers have taken Maryland's Tobacco Buyout. This represents 7.65 million pounds of tobacco and 83% of producers. The 10-year buyout payment stream will end in 2015

Administratively, SMADC continues to spend a significant amount of time with Buyout recipients and their beneficiaries, resolving legal issues and complicated family circumstances. Annual affidavits are reviewed to assure compliance with each of the current Buyout contracts and their beneficiaries to confirm the growers have had no interest in tobacco and have met the criteria to stay in agriculture.

- We have met and/or exceeded the original target goals in our number one-priority program.

AGRICULTURAL LAND PRESERVATION:

(See description in Highlights, preceding pages)

MARYLAND FarmLINK

(See description in Highlights, preceding pages)

Partners include: Anne Arundel Parks and Recreation Department, Anne Arundel Economic Development Corporation, Calvert County Land Planning and Zoning, Charles County Land Planning and Zoning, Prince George's County Soil Conservation District, Prince George's County Cooperative Extension, St. Mary's County Economic Development.

SMADC OUTREACH

In FY'11, SMADC continued to expand communication through social marketing tools such as Twitter, FaceBook and Constant Contact.

- SMADC website: www.smadc.com
As the number and diversity of SMADC programs has increased over the years, it became necessary to develop an official internet portal. The SMADC website is a primary conduit for SMADC programs such as Southern Maryland Trails: Earth, Art, Imagination, So. Maryland, So Good, Let's go to a Farm, Maryland FarmLINK, the Maryland Buy Local Challenge, Southern Maryland Meats, etc. It hosts an array of information including upcoming workshops, events, and grant programs and helpful resource pages, such as:
- Regulatory processes: "How to ... Value Added Processing"
SMADC developed extensive resource pages detailing regulatory processes, downloadable forms and important links for value-added processing in Maryland pertaining specifically to Acidified Foods, which are now available on the SMADC website. These pages are now also used by the State of Maryland Department of Health and Mental Hygiene (DHMH).
- Farm Equipment for Rent
In FY'10-11, SMADC funds purchased farmland equipment to be shared and rented for farmers across the Southern Maryland region. SMADC developed an internet directory of all farm equipment available for rent throughout all of Southern Maryland, with links to coordinators, rental conditions and prices and more, also available on-line.
- SMADC e-Newsletter
This newsletter is targeted to SMADC program constituents, and a growing database of consumers and other interested parties. It provides electronic information on upcoming events and valuable resources for farm owners and those who care about our farming community and the health of our environment. Through magnification of social media, such as Twitter and Facebook, it reaches a wide audience.

- SMADC speaking and presence at local, state and national events
SMADC was present at 28 different speaking and special events.

AGRICULTURAL DEVELOPMENT / INFRASTRUCTURE “What Next”:

As farms transition from tobacco to new enterprises, SMADC has developed a number of programs, including marketing, education, and research and business grants, and education for children regarding good health and fresh foods (targets obesity and malnutrition).

SO. MARYLAND, SO GOOD: MARKETING SOUTHERN MARYLAND

So. Maryland, So Good (SMSG) – This three-fold campaign seeks to 1) directly link farmers and buyers, 2) add value to local agricultural products through the use of an identifiable brand (logo), and 3) educate consumers about the benefits of buying from and supporting local farms. *Directories and a website* assist retail and wholesale buyers to find local products. *Promotional materials* help the consumer identify truly Southern Maryland products. *A creative and assertive campaign actively advertises* the program, and encourages and educates consumers. *Direct contact through SMADC staff* provides initial links between farms, and retail and wholesale buyers. SMADC estimates considerable time is spent each week facilitating such contacts.

- Southern Maryland Farm Guide (print version)
Due to the popularity and on-going consumer requests for the printed version of the Southern Maryland Farm Guide (last published in 2007), SMADC compiled a newly formatted, updated Guide which will be printed and distributed in August 2011. This popular directory features 146 area farms and farm-related venues (including 47 stores and restaurants offering local products) provides a remarkable inventory of the vibrant diversity of Southern Maryland’s agricultural community and directs consumers to some of the finest and freshest farm products and services the region has to offer. The guide is free to the public and will have an initial press run of 25,000 copies. The new guide features ‘paid’ advertising space which is offered to participants and other regional businesses to help offset the cost of production. 20 full color ads were placed. The initial revenue generated from advertising was \$8,160.
- So. Maryland, So Good Website (www.somarylandsofgood.com)
This website hosts the interactive electronic directory of 283 participating farms and remains a popular destination for consumers. The on-line guide connects Southern Maryland farms to a wider audience well beyond our regional borders, and averages 4,130 visits per month. Searches can be made by product, county, and farm. It attracted 49,564 unique visitors between July 2010 – June 2011, with an average of over 65,000 hits per month. The interactive *Directory of Farms* (see above) continues to be the #1 entry page, followed by considerable interest in *Children’s’ pages (Curriculum and activities)*, *What’s in Season*, and *Things to Do*. Equine farm information and farmers’ markets are also top areas of public interest, and international interest in the programs remains steady particularly in Eastern Europe and Netherlands.

The website receives priority recognition in Google’s search engine with over 15,000 new visitors for the period. SMADC is reviewing the functionality of the website in preparation for a major upgrade of the technical platform in order to enhance interactivity and enable farms to periodically update their data themselves.

- SMSG mini-guides (print version and electronic version)
The SMSG series of specialty mini-guides highlight the diversity of farm products in So. MD and are featured in print version and as active links on the SMSG home page.
- Holiday Brochure – Now in its seventh edition, this annual Holiday Brochure was created to pique interest and demand for farm products during the late fall and holiday season. New this year were mini consumer-education editorials which spotlighted the success of recent SMADC initiatives to support and promote emerging agricultural opportunities such as growing grapes for wine, acidified foods and farm raised meats. Three thousand copies were distributed in FY 2011. The mini-guide is a unique seasonal resource featuring 89 separate listings representing 59

farms providing a wide variety of seasonal produce, home décor, farm gifts, flowers and plants, wine, meat, poultry, seafood, farm hosted holiday events and winter farm activities.

- **Equine Guide** – Last published in 2008, this guide secures a continuing presence on the website as one of SMADC’s most popular consumer resources. Over 19,900 brochures have been distributed since the guide was first published in March 2007.
- **Farmers’ Market Guide** – Now in its sixth year, the guide enables consumers to easily find farmers’ markets in Southern Maryland and the DC metro area. The 2011/12 edition builds on SMSG brand recognition featuring the SMSG and Buy Local Challenge logo. The guide directs consumers to 26 Southern Maryland farmers’ markets and two regional wholesale auctions. Over 50,000 brochures have been distributed to date (8150 in FY’11). The Farmers’ Market Guide ranks consistently as the most visited document on the SMSG website year round, particularly during the spring coinciding with market openings, confirming the ongoing trend of public interest in farmers’ markets. The market guide, in combination with the farmers’ market “What’s in Season” chart, received over 4,000 visits for the period.
- **Southern Maryland Meats Guide** – New this year (see description below).
- **SMSG Wholesale Directory** – This directory connects wholesale buyers with SMSG producers and has been distributed to 85 seeking local producers for their business operations, including 33 stores, 48 restaurants, 1 broker, and 3 universities in the local and DC metro area.
- **SMSG Promotional materials** (point of purchase cards, stickers, etc.) portraying the **SMSG** are gaining popularity with farms of all types as educated consumers demand assurance that the products they purchase are indeed from their local farming communities, particularly as public food safety concerns have become more prevalent in recent years. The materials have been used in advertisements by farms, farmer’s markets, local grocers and restaurants throughout Southern Maryland and metro DC markets. Many local businesses are using the logo in their newspaper ads, newsletters, billboards, and menu cards. Even non-agricultural businesses have incorporated the SMSG logo into their advertisements to show their support of local farming. Two hundred and eighty-three (283) farms use SMSG promotional items to further their outreach to the consumer.
- **SMSG creative and assertive campaign** actively advertises the program throughout the seasons. SMSG continues to place importance on advertising its farms’ programs and educating consumers. Due to budget cuts in FY’10-11, our advertising media options were severely limited. SMADC has explored digital advertising with on-line media which also provides solid data feedback and reporting on effectiveness of our advertising program. SMADC ad campaigns direct the public to the SMSG website to view SMSG literature and for additional information.

In FY 2011, one (1) SMSG digital ad flight reached a targeted audience of over 269,970 in the immediate local and DC metro area. Press releases are timed to coincide with workshops, forums, special events, grant opportunities, and to showcase SMSG participants, products new publications, programs and websites. Twenty three published articles and press releases covering SMSG and SMADC reached an audience of **over seven million**. Outreach through web media exceeds this figure [at least four websites have been recorded and many more through the Buy Local Challenge].

- **SMSG Outreach at County Fairs and other festivals** – SMSG made our publications available at numerous public events such as four county fairs, the state fair and many other events such as the Sotterley Riverside Wine Fest, and other exhibitions. SMSG displays win awards and maintain a striking presence with their innovative and inviting layout and informative displays. Staff interaction with the public combined with ‘farm trivia’ games for children created opportunities for direct interface, helping to build awareness of the SMSG farms and SMSG programs. Over 3,400 Trails Guides, 200 SMADC Impact Reports, and 1,550 SMADC Brochures placed in the hands of consumers at the county fairs alone.

MARYLAND BUY LOCAL CHALLENGE - HEATHY PLATE, HEALTHY PLANET

(See also description in Highlights section, preceding pages)

The theme of the 2011 Buy Local Challenge “Healthy Plate, Healthy Planet” builds on the thought provoking environmental message that highlights the significant role of farms in reducing our carbon footprint and enhancing our environment through clean air and water, while providing the health benefits of safe, fresh, nutritious foods.

New this year, the BLC featured a competition “Bring the Buy Local Challenge to the Workplace” to expand consumer awareness for the BLC and encourage offices, agencies and organizations in Maryland to take the pledge as a group. Workplaces vied with each other to find creative ways take the BLC and used the new BLC Facebook page to upload photographs, comments and descriptions of their participation. Over 36,000 people have viewed the news feed for the BLC posted on the page since the launch of the Facebook BLC page (July 9, 2011 through August 7, 2011).

- The Buy Local Challenge website (www.buy-local-challenge.com), launched in the spring of 2009, features interactivity enhancements through a newly designated Facebook page and Twitter. Users from anywhere in the country are able to create sub-groups specific to their region, upload information about BLC events, submit photos, tips or recipes, or to chat or generally interact with other users. Participants can also download free resource material including official BLC logo files, fliers and generic press releases. A visual on-line pledge counter displays the total number of pledges as they are made
- For the third consecutive year, SMADC designed a special flier for Governor O’Malley and the Maryland Department of Agriculture (MDA). The fliers were distributed through the MVA vehicle registration renewal notices across the state.
- SMADC continued to update and design promotional materials, including a logo, fliers, signs, decals, “Ask Me about the Challenge” buttons, and generic press releases, and made these available electronically to farms, farmers’ markets, agricultural marketing professionals, stores, restaurants and organizations across the entire state of Maryland at no cost. The materials highlighted the flavor, nutritional and considerable health benefits local farm products can provide. They also emphasized how and where local products can be found at farms, farm markets, as well as businesses that actively purchase farm products.

Notable ‘11 campaign highlights:

- www.buy-local-challenge.com. The website was created by SMADC as an information conduit for the promotion. The site displays links to counties across the state where farm products can be found, and useful information (tips for preparation of fresh farm food, recipes, product lists). The site provides support for the campaign that is viable year round.
- A new double-sided flier featuring the ‘workplace challenge’, and specially designed promotional items were widely distributed to all participating farms, farmer’s markets, farm stands, restaurants, stores, libraries, hospitals and other public venues. 15,000 fliers were distributed.
- MVA license renewals - MDA/Maryland’s Best promoted the Buy Local Challenge using SMADC design for insertion in statewide MVA license renewals – 105,000 fliers direct mailed and distributed.
- Comcast cable interview with SMADC Executive Director.
- BLC digital ads were again featured on WashingtonPost.com targeted to the entire the state of Maryland including DC, and reached a combined audience of 489,726.
- Independently authored articles and press notices too numerous to count have broadcast the BLC in almost every venue.
- 88 downloads recorded on the BLC website
- Prince George’s County hosted a BLC picnic for County legislature, farming and the local community. Farm foods were provided by Prince George’s county farms. Approximately 200 attended.
- Governor O’Malley hosted the Maryland State House BLC “Kick-off Cookout”, and with Agriculture Secretary Vilsack in attendance, endorsed challenge with a proclamation for over 200 local farmers, state & local officials, heads of major grocery chains and area restaurants. The menu featured the winning recipes submitted by chef/producer teams for the Governor’s BLC Recipe Competition. 17 recipes from around the state were selected, with all five Southern Maryland counties represented for producer/chef teams.
- Twenty eight Southern Maryland Farmers Markets distributed BLC fliers and stickers.
- Three Southern Maryland regional Library systems (total of 44 libraries) in five Counties distributed BLC fliers

- Fifty one Southern Maryland restaurants, stores and institutions and agricultural agencies distributed BLC fliers.

Partners include: Maryland Agricultural Marketing Professionals (AMPS), Maryland Department of Agriculture, Maryland Christmas Tree Association.

BUY LOCAL CHALLENGE AND MARYLAND HOSPITALS

(See also description in Highlights, preceding pages)

- Food service directors, chefs and hospitals' green team members embraced the Buy Local Challenge by featuring local foods, promoting their local farmers and engaging their employees to participate. They received rave reviews from their employees, patients, visitors and administrators and found it fulfilling and fun. Most of the hospitals that participated are now purchasing local foods regularly throughout the year, and many hospitals promote their local foods to their patrons.
- Hospitals promoted local farmers with BLC marketing materials in their cafeterias and on their patient trays, providing educational information to their staff on the importance of eating local foods (flyers, emails to hospital employees, articles in hospital newsletters, web postings); and promoted their on-site hospital farmers' markets, farm stands or nearby farmers' market in their community.
- In coordination with the 2011 focus on facilitating hospital purchases of local sustainable meat and poultry, at least 7 hospitals in Maryland purchased local sustainable meat or poultry during BLC week and at least three to four of these hospitals are now purchasing local meats on a regular basis.
- In 2010 hospitals spent over \$15,000 on local foods during the BLC. We anticipate these dollar figures will be equal or greater for 2011 BLC.

Partners include: Maryland Hospitals for a Healthy Environment (H2E)

FARM TO SCHOOL

The goal of Farm to School Week is to encourage the use of locally grown produce in school meals, to promote community partnerships, and to help connect students to local farmers and the nutritional, economic and environmental benefits of consuming fresh, locally grown products. For the fourth consecutive year, SMADC worked in partnership with St. Mary's County and Calvert County University of Maryland Extension (UME), St. Mary's County Economic Development and Public School Food and Nutrition Services in St. Mary's and Calvert Counties to encourage participation in the Maryland "Farm to School" week (upcoming event). Both school systems have committed to participation in 2011.

- Five elementary schools participated in September 2010. Over 2,900 children viewed educational exhibits and presentations.
- Three educational components were central to the promotion: outdoor exhibits which featured presentations and displays from local farmers and UME staff, classroom activities, and cafeteria displays and menu items featuring locally grown produce.
- Schools also used SMADC's "Farm to School Curriculum Packet" which features SMADC's DVD "Discovering the New American Farmer", Cornelia and the Farm Band DVDs, coloring books, and "what's in season" poster, and other K-8 curriculum developed to meet Maryland's State Assessment requirements.
- 3,000 Cornelia Coloring Books distributed to participating schools.

SMADC continues to work in partnership with St. Mary's County Schools and Calvert County Schools for 2011 Farm to School Week and is also partnering with Rural Health Disparities Network to initiate a Farm to School program in Charles County at Hope Nanjemoy Elementary School.

Partners include: University of Maryland Extension: St. Mary's, Calvert and Prince George's counties, St. Mary's County Economic Development and the Public School Food and Nutrition Services in St. Mary's and Calvert Counties, Rural Health Disparities Network, Maryland Department of Agriculture.

FARMERS' MARKETS – Program funds provide promotional advertising for 18 Farmers Markets in the five counties. The gross revenue of these 18 farmers' markets was approximately \$2.5 million; the markets featured 222 Southern Maryland growers. This translates to \$4.64 million reinvested into the local economy. Since 2003, over

\$156,000 has been awarded to these farmers markets (in the range of \$500 - \$2,000 per market) annually, for a total market impact multiplier of \$29,178,655.

(See also description in Highlights, preceding pages)

- ***Market Events*** – SMSG supported two market season grand opening and customer appreciation events at O'Donnell Lake in Charles County and Deale Market in Anne Arundel County.

Partners include: American Community Properties Trust: St. Charles Green Initiative

AGRIBUSINESS DEVELOPMENT

AGRIBUSINESS - AGRITOURISM

Cultural tourism continues to grow as a lucrative alternative for regional farms and businesses. SMADC has connected area farms with arts, eateries and other public venues and businesses to enhance profit opportunities and build a sense of local awareness and community.

Southern Maryland Trails: Earth, Art, Imagination

(See also description in Highlights, preceding pages)

SMADC continues to promote the Trails program “October is Trails” month and other events through ads, press releases, special invitations, etc. A series of 6 ads announced the fourth edition launch in local and state publications including Washington Post ‘Local Living’ and 2 web-based media for a total circulation of 1,198,461. Numerous press releases (10 independent press releases, plus 6 SMADC authored).

Trails participants network with each other and build relationships to cross-market each other’s businesses.

The Trails website, www.somdtrails.com, provides an electronic viewing of the guide book and a means of communication with trails members. The site had over 7,900 visits and over 56,000 hits for the period with the top referring sites as: Somarylandsofgood.com, and Visitmaryland.org. The most popular Trail for the period is “Barnwood and Beach Glass”.

Partners include: St. Mary’s County Tourism

AGRIBUSINESS - FARM DIVERSIFICATION AND AGRIBUSINESS

Acidified Foods / Value-Added Products

(See also description in Highlights, preceding pages)

SMADC continues to work in close partnership with State DHMH to facilitate and streamline regulatory oversight of on-farm processors.

- Twenty nine (29) producers received FDA certification for acidified foods processing.
- Seven (7) Amish Farms established approved water supply.
- Eleven (11) farms completed process reviews, FDA process filing, DHMH facility inspections and on-farm processor licenses.
- Twenty (20) recipes have been filed with FDA/DHMH
- SMADC worked with the University of Maryland to provide annually recurring certified BCPS classes. Two BPSC were conducted in FY’11 (December 2010 and April 2011).
- SMADC awarded 6 training scholarships to BPSC producer-participants. (1 Charles County, 3 Calvert County, 2 St. Mary’s County).
- SMADC researched on-farm recipe testing procedures and equipment required for processing acidified foods to simplify data collection, minimize expense and comply with DHMH and FDA process requirements.

- SMADC compiled user-friendly forms to capture information required for official processing authority approval
- SMADC online guide to acidified food processing launched at www.smadc.com in April 2011 provides step by step guidelines to licensing, FDA filing, recipe data collection forms, recommended equipment, and more. Gwen John Chief, DHMH Center for Retail Food, Plan & Process Review recently recognized the online guide as “a great resource” and requested the SMADC acidified foods guide be added to the DHMH website under Plan Review.
- Estimated revenue of \$20,000 in ‘FY 11 for acidified products (four farms).

Partners include: St. Mary’s County Economic Development, College of Southern Maryland, Maryland Department of Health and Mental Hygiene, Cornell University, US Food and Drug Administration, University of Maryland Extension.

Meat Industry

(See also description in Highlights, preceding pages)

Meat Freezer Trailer Initiative Grants – In 2011, SMADC provided two grants for the purchase of meat “Freezer Trailers” for use by producers in the five counties of Southern Maryland. The freezer trailers are DHMH inspected and approved to transport farmers’ locally raised meat products from USDA slaughtering / processing plants to the farm or retail stores and bring added income from the sales of locally, farm-raised meats.

- Additionally the grant underwrote the purchase of commercial freezer display cases to promote the locally farm raised meat directly to the public at retail venues.
- Two freezer trailers were purchased and delivered in FY’11 to managing entities, St. Mary’s Farm Bureau and Prince George’s Soil Conservation District. The trailers were rented out beginning in October for a total of 16 trips over the fiscal year. The trailers were used by producers in the following counties: Calvert – 4; Charles – 5; Prince George’s – 4; and St. Mary’s – 3. In the Spring of 2011 a survey was developed for users of the trailers to complete. Based on the surveys received in just four months, a total of 9,659 pounds of finished meat (beef and pork) have been transported in the trailers. Total estimated value of the product is \$35,000. Feedback from the users has been positive.
- Staff worked with DHMH to streamline on-farm processor permits and freezer certification and established on-farm processor guidelines for licensing requirements. Researched and sponsored bulk purchase of DHMH mandated data-loggers to monitor on-farm freezers and freezer chests at farmers’ markets.

Southern Maryland Meats –

(See also description in Highlights, preceding pages)

Throughout 2010-2011, SMADC helped to bring together invested livestock producers to form the Southern Maryland Meats (SMM) marketing program. Participants established meat quality standards, and acceptable raising practices for beef, pork, lamb, goat, rabbit and poultry. 15 producers are participating in the SMM marketing program (1 AA, 3 CA, 3CH, 5 PG, 3 SM).

- Eye-catching SMM Logo developed: identifies meats as locally raised on Southern Maryland family farms. Logo is displayed on meat product labels, freezer trailer and display case signage.
- SMM website developed and launched (April 2011) to connect consumers with meat producer farms and retail venues where SMM meats can be purchased. Total visits 2130, total hits 13,819, since website launch.
- Eleven-member Steering Committee formed in May 2011 to oversee program: participants include one meat producer and agriculture representative from each of the five participating counties.
- Five freezer display cases purchased: five retail partner venues identified and approved to sell SMM meat products (2 AA, 2 CA, 1 PG). Two additional freezer display cases have been requested by St. Mary’s county Farm Bureau for installation in the fall of 2011.

- Two consumer events hosted: Homestead Gardens, Anne Arundel County, and Miller Farms, Prince George's County.
- SMADC partnered with Calvert County and Prince George's County agriculture specialists to provide 2 'meats' workshops for regional meat producers to provide information on market potential for farm-raised meats and to solicit participation in SMM.
- SMM meats Brochure developed – 1650 copies distributed.
- 25 independently authored editorials published in 9 publications (newspapers), 17 web-media, TV and radio (ABC News, Washington Post, Baltimore Sun, WTOG) for a total audience of over six million.
- Southern Maryland Local Meats Workshop – SMADC co-sponsored with Calvert County Sustainable Agriculture Work Group, Anne Arundel County Economic Development Corporation and Prince George's County University of Maryland Extension, a workshop to raise awareness of the marketing opportunities for farms to capitalize on the growing consumer interest and demand for locally raised meats. The workshop provided information on retail pricing comparisons, retail marketing options including the Southern Maryland Meats (SMM) marketing program, SMM retail freezer case venues, available freezer trailers for the transportation of fresh and frozen meats. And current USDA and Maryland Department of Health and Mental Hygiene (DHMH) regulatory requirements for meat processing and retail sales of freezer meats (beef, lamb, pork, goat), and guidance for on-farm processor licensing, and freezer certification. Speakers included Maryland DHMH, and county agriculture marketing specialists. Forty producers attended.

Partners include: St. Mary's County Farm Bureau, St. Mary's County Economic Development, Anne Arundel Economic Development Corporation, Calvert County Economic Development, Calvert County Sustainable Agriculture Workgroup, Prince George's UME and Soil Conservation District, Maryland Department of Health and Mental Hygiene.

Aquaculture Industry - SMADC is researching how it may assist the emerging aquaculture industry in Southern Maryland, and held a listening session with the watermen and state/local officials in July 2011.

Partners include: TEDCO, Calvert Watermen's Association, Anne Arundel watermen's Association, Charles County Watermen's Association, Calvert County Economic Development, St. Mary's County Economic Development, Charles County Economic Development.

AGRIBUSINESS – REGIONAL EDUCATION AND FARMERS' MARKET GRANTS

Regional Education and Farmers' Market Grants –
(See also description in Highlights, preceding pages)

- SMADC awarded 9 regional grants to partners throughout the five Southern Maryland targeting farmers' market enhancements, agricultural education projects for youth and new or beginning farmers, increased access to fresh food in urban communities. and continued research on wine grape varieties suitable for production in Southern Maryland. Each project was deemed to have structural longevity and a lasting impact on regional farming community.

AGRIBUSINESS – FARM BUSINESS PLANNING GRANTS

(See also description in Highlights, preceding pages)

- **Southern Maryland Farm Viability Enhancement Grant Program**
This program provides business planning and grants assistance to farmers to diversify their operations, add value to farm products and/or services, and gain better market access. In return for grant funds, farms are required to place their land under preservation. Since inception of this program, 29 farms (24 grants awarded in addition to five business plans developed) have been impacted and over 3,800 acres with an agricultural covenant.

- **Growing Grapes for Wine in Southern Maryland** – This grant program was the first of its kind in Maryland, and became a prototype for a statewide program. The goal was to increase wine grape acreage in Maryland. These grants capitalize on earlier research grants from SMADC to the Maryland Cooperative Extension to determine suitable varieties for Southern Maryland. This grant provides matching funds for the purchase of grape vines. Through four offerings in 2006, 2008, 2010 and 2011, SMADC awarded (14) grants, totaling twenty four (24) acres. A new round of grape grants will begin for Fiscal Year 2012.

Partners include: the University of Maryland Cooperative Extension: St. Mary’s County and Western Maryland Research & Education Center Viticulture and Small Fruit Program.

EDUCATION

In an effort to help farmers continue to diversify and identify market-driven opportunities, education continues as an ongoing priority. SMADC also understands the importance of educating the community, consumers and the next generation, in supporting local farms in an ever-increasing globalized market place.

FARMER SEMINARS / WORKSHOPS

Utilizing joint resources to partner with agriculture agencies, economic development and others to provide on-going training opportunities for farms, SMADC continues to engage the farming community to maximize opportunities for ongoing land preservation and the growth of the area’s family farms.

Rabbit and Poultry Workshop – SMADC partnered with The Maryland Department of Agriculture (MDA) and the University of Maryland Extension (UME) to conduct a certification program for on-farm poultry and rabbit slaughter and processing. The workshop provided training to enable small poultry and rabbit operations to comply with the Maryland DHMH approved source requirements to sell their meats off-farm at farmers’ markets, retailers and restaurants in Maryland and take advantage of the opportunity to expand into new markets and meet the increasing consumer demand for locally raised farm products. Twenty eight (28) producers attended.

Farmers’ Market Workshop – SMADC hosted a workshop in February ‘11 for Southern Maryland farmers’ market managers and market vendors on successful marketing strategies for farmers’ markets and farm stands. Staff also provided information on the 2011 Farmer Market Grant and market funding policies. Twenty seven (27) market representatives attended.

SMADC Strategic planning with regional stakeholders – Elected officials, partner agencies and county officials participated in a series of strategic planning meetings with SMADC to assess the effectiveness of current programs and chart SMADC’s future programs. The strategic plan is near completion. Key items identified included more closely tying SMADC programs to state and national issues such as malnutrition and childhood obesity, and facilitating access of fresh foods to underserved communities and institutions.

EDUCATING THE NEXT GENERATION- CHILDREN AND YOUTH

Educating the next generation of farmers, consumers, politicians and decision-makers is key to the future of farming across the United States. SMADC continues its emphasis in the following manner:

- **Farm to School:** SMADC has created a series of activities designed to supplement Pre-Kindergarten through eighth grade Maryland curriculum all year around. These activities adhere to Maryland Voluntary Curriculum Standards and aim to provide fun, hands-on education that focuses on the merits of agriculture, nutrition, and the environment. The activities make use of the Cornelia materials, other SMADC resources, and general activities that could be used anywhere.
- **Cornelia and the Farm Band** – These graphic characters were created to excite children and families about the connections between health, good nutrition, exercise and farms. Now in its seventh year, much of the educational package is available to view and download from our www.Let’sGotoAFarm.com website for individual classroom and home schooling venues. The evolving tools also teach messages about the diversity of local farm products and services available in Southern Maryland. Materials include coloring books,

curriculum, posters (“What’s in Season”), DVDs of humorous animated songs and “ animated shorts”. These materials have been incorporated into our Farm to School package for schools.

- Four animation pieces were broadcast continually throughout 2006-2009 on local television stations.
 - Six humorous animated farm songs accompany the coloring book.
 - Third edition Activity/Coloring Book in development for publication in Fall 2011 focuses on childhood nutrition and healthy lifestyles. Seeks to educate both children and adults by making the connection between fresh farm foods and physical well-being through eating a balanced diet combined with exercise to combat growing regional child obesity rates. Features recipes that can be easily made for and by children using seasonal farm foods and fun fruit and vegetable cartoon characters illustrate healthful food choices.
 - Two mascots (Cornelia and Couch Potato) have been created, bringing ‘to life’ the activity book characters Cornelia (corn cob) and Couch Potato. These mascots will act as child friendly ambassadors of SMADC’s educational programs and will be used interact with children and youth to help convey the key components of SMADC’s educational message.
 - Over 111,210 coloring books have been distributed. (19,710 in FY ’11)
 - Coloring books are distributed free of charge to schools. Agritourism farms/venues help to defray cost of production with donations in the form of a 50% match. \$2,348 in revenue since ’09.
- ***SMILE (Southern Maryland Invitational Livestock Expo)*** - As farms become fewer in number across the state of Maryland, it is increasingly important to find ways to provide educational and networking opportunities for farm youth.
 - In its seventh year, the SMILE show is an established and highly anticipated calendar date for area youth. Following the success of the first shows, SMADC approved sponsorship funds (pending availability) for an additional 5 years, increasing financial support by \$1,000 annually (until June 2012). SMILE show classes feature fitting and showing, market and breeding competitions for beef, dairy cow, swine, sheep, dairy goats and meat goats. In addition to the livestock shows, a SMILE community dinner, educational demonstrations (Alpaca and Draft Horse hitch) and youth development events were held to foster camaraderie and enhance participants’ knowledge and appreciation for the area’s diverse agricultural heritage.
 - A total of 80 youth participated from seven counties (St. Mary's, Charles, Calvert, PG, Anne Arundel, Talbot, Washington counties) with 293 animals registered for the events.
 - The show was well attended by local and elected officials, Farm Bureau representatives, County Commissioners and the St. Mary’s County Fair Board, and a noticeable increase in attendance by members of the general public. Local newspapers and website media reported on the event.
 - The SMILE board continues to actively seek sponsorship grants and donations from other organizations. The SMILE community dinner featured a silent auction which in combination with corporate and individual sponsorships garnered over \$6000 in support of SMILE.

EDUCATING THE PUBLIC:

- ***Community Outreach:*** Educating the community about the state of Southern Maryland agriculture and ways to support our local farms continues to be an important facet of SMADC’s work. We spoke on behalf of the farm community at 28 events statewide.
- ***Discovering the New American Farmer:*** Our thirty minute documentary, using local stories to tell an international message continues to be broadcast on Maryland Public Television (MPT).

For more information regarding this program, please contact the following:

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SOUTHERN MARYLAND TOBACCO CROP CONVERSION PROGRAM

Southern Maryland: Transitioning away from a Tobacco Heritage

For over 360 years, Southern Maryland's agricultural economy has been dependent on tobacco production. In 1992, tobacco accounted for two-thirds of the total value of all agricultural commodities produced in the region and provided the mainstay for over 900 full/part time growers. In 2000, the state of Maryland instituted a voluntary tobacco Buyout program to transition farmers out of tobacco production forever, to be administered through the Tri-County Council for Southern Maryland. The result of the Buyout has been an unprecedented and significant cultural and economic shift as has not been experienced since the advent of European settlers.

To address these tremendous needs, the Tri-County Council for Southern Maryland, a non-profit, quasi-governmental body, convened the So. MD Agricultural Development Commission to develop a program to stabilize the region's agricultural economy as farmers convert from tobacco to alternative crop and other agricultural enterprises. The Commission represents a cross-section of the region's community, from elected officials and local government, to representatives from higher education centers and traditional agricultural sectors, to private sector, business and finance representatives, and farmers.

MISSION

To promote diverse, market-driven agricultural enterprises*, which coupled with agricultural land preservation, will preserve Southern Maryland's environmental resources and rural character while keeping the region's farmland productive and the agricultural economy vibrant.

*"Agricultural enterprises" and "natural resource based enterprises" are used interchangeably and are broadly defined as tobacco-free sustainable agriculture, and includes forestry and aquatic resources and agriculturally related activities such as agri-tourism and value-added processing.

VISION

A diversified, profitable Southern Maryland agricultural industry thereby enhancing the quality of life for all citizens.

The Tobacco Crop Conversion Program consists of three main components—Tobacco Buyout, Infrastructure / Agricultural Development, and Agricultural Land Preservation as follows:

OVERARCHING GOALS

- (1) The **Tobacco Buyout** component is a voluntary program which provides funds to a) support all eligible Maryland tobacco growers who choose to give up tobacco production forever while remaining in agricultural production and b) restrict the land from tobacco production for 10 years should the land transfer into new ownership.
- (2) The **Infrastructure / Agricultural Development Program** will foster profitable natural resource based enterprises and regional economic development for Southern Maryland by assisting farmers and related businesses to diversify and develop and/or expand market-driven agricultural enterprises in the region through a) economic development and b) education.
- (3) The **Agricultural Land Preservation** component seeks to provide an incentive for Southern Maryland tobacco farmers to place land in agricultural preservation, to enhance participation in existing Southern Maryland agricultural land preservation programs, and to assist infrastructure needs for farmers' markets.

For more information regarding this program, please contact the following:

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**SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION
TRI-COUNTY COUNCIL for SOUTHERN MARYLAND**

Southern Maryland Regional Strategy – Action Plan for Agriculture

**KEY ACCOMPLISHMENTS BY OBJECTIVES, STRATEGIES, ACTION PLANS and MFRs
FY 2011 (July 2010 - June 2011)**

Goal 1. Transition Maryland growers away from tobacco production for human consumption

Objective 1.1	<i>By the year 2005, 85-90% of the eligible tobacco growers in Maryland will no longer produce tobacco in Maryland for human consumption</i>
Strategy 1.1.1	Administer the Tobacco Buyout Program for the State of Maryland which offers a monetary incentive for growers who produced tobacco in 1998 to forever cease tobacco production for human consumption
Action Plan	<ul style="list-style-type: none"> Tobacco Buyout

KEY ACCOMPLISHMENTS - FY 2011 (July 2010 - June 2011)

Managing for Results

Performance Measures	Actual 2009	Actual 2010	Goal 2011	Actual 2011	Goal 2012	Goal 2013
Inputs:						
Number of farmers applying for the program per year	na	na	na	na	na	na
Output:						
Total number of applying farmers who have contractually agreed to cease tobacco production	na	na	na	na	na	na
Efficiency:						
Applications and contracts processed in timely manner (%)	na	an	na	na	na	na
Payment checks issued in timely manner (%)	100	100	100	100	100	100
Outcomes:						
Cumulative number of growers out of tobacco	854	854	854	854	854	854
Cumulative pounds of eligible tobacco out of production (millions)	7.65	7.65	7.65	7.65	7.65	7.65
Quality:						
Percent of tobacco farmers who cease tobacco production via the program (cumulative)	83%	83%	83%	83%	83%	83%
Percent of tobacco pounds that are out of production via the program (cumulative)	92%	92%	92%	92%	92%	92%
Payments issued in timely manner (%)	100	100	100	100	100	100

Goal 2. Assist farmers and businesses to diversify and develop market-driven agricultural enterprises

Objective 2.1	<i>Targeted marketing programs for Southern Maryland developed</i>
Strategy 2.1.1	Develop and support programs for retail and/or wholesale markets for Southern Maryland agricultural products
Action Plan/Step	<u>Marketing Southern Maryland Products (So. Maryland, So Good (SMSG))</u> <ul style="list-style-type: none"> Expand the marketing program to enable Southern Maryland producers to gain access to metropolitan markets
Action Plan/Step	<u>Buy Local Challenge (BLC)</u> <ul style="list-style-type: none"> Promote sales of farm products across region and state
Action Plan/Step	<u>Southern Maryland Farm Guide (now SMSG)</u> <ul style="list-style-type: none"> Update and develop Farm Product and Services Directories to promote Southern Maryland farm, store, and restaurant retail and wholesale products and services
Action Plan/Step	<u>Farmer's Market Promotion and Development</u> <ul style="list-style-type: none"> Assist counties and producers in the promotion and development of farmers' markets for local products

Managing for Results

Goal 2. Objective 2.1: Targeted marketing Programs for Southern Maryland developed

Strategy 2.1.1	Develop and support projects for retail and/or wholesale markets for Southern Maryland agricultural products
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Performance Measures	Actual 2009	Actual 2010	Goal 2011	Actual 2011	Goal 2012	Goal 2013
Inputs:						
Number of grower applications: Farm Guide and SMSG (merged)	248	266	265	283	290	295
Number of store participants: SMSG (now including stores, restaurants, institutions)	74	74	85	85	90	95
Number of Farmers' Market applications	18	17	18	18	18	18
Output:						
Market trends, loan, and feasibility studies assessed	0	3	0	0	1	1
So. MD Directories published (Regional, Direct-market) ¹ (now including BLC)	4	6	3	4	3	3
Efficiency:						
Directories published in timely manner	4	3	3	4	3	3
Farmer market applications and contracts processed timely	100%	100%	100%	100%	100%	100%
Outcomes:						
Number of growers / businesses advertising in Directory ²	347	365	375	236	236	236
Number of Farmers Markets supported/promoted ³	24	29	29	28	29	30
Number of Farmers' benefiting from farmers' market promotion, enhancement ⁴	738	752	755	772	775	780
Quality:						
Advertising campaign – number of direct mailings, media ads ⁵	23.1 m	16.2 m	17.0 m	17.9 m	18 m	18.5 m

1: Holiday brochure, farmers' market brochure, BLC and Farm Guide

2: 146 in directory, 85 stores and restaurants and 5 advertisers

3: 28 Farmers Market (retail and wholesale) in brochure

4: 222 farmers from farmers markets, 550 Cheltenham

5: Direct mailings (13,359) and 35% of combined circulation for ads and press in FY '11

Goal 2. Objective 2.2. Farmers and agri-businesses diversified and on-farm and related income increased

Strategy 2.2.1	Develop and implement a grant program to provide incentives and professional support for farmers to increase on-farm income and preserve the farm's environmental resources (Southern Maryland Farm Viability Enhancement Program)
Strategy 2.2.2	Develop opportunities for value-added processing
Strategy 2.2.3	Develop and support a regional agri-tourism program
Strategy 2.2.4	Promote, advertise and recruit agri-businesses into and from Southern Maryland
Strategy 2.2.5	Provide matching grant support for targeted local, state and federal agricultural grant programs

Performance Measures	Actual 2009	Actual 2010	Goal 2011	Actual 2011	Goal 2012	Goal 2013
Inputs:						
Number of applications for SMD Farm Viability & Grape Grants	0	13	3	2	4	2
Number of relevant local, state and/or federal grants	1	0	1	0	1	1

Output:						
Cumulative number of Farm Viability Business Plans developed	23	26	27	24	27	27
Agri-tourism Brochures published ¹	1	1	1	1	1	1
Efficiency:						
Applications and plans processed timely	100%	100%	100%	100%	100%	100%
Grant funds processed in timely manner	100%	100%	100%	100%	100%	100%
Outcomes:						
Number of farms with viable business plans (cumulative) ²	24	29	30	29	27	27
Business Incubator / Processing Kitchen design underway	0	0	0	0	0	0
Number of producers/business participating or enhanced in agri-tourism as a result of program ³	209	176	176	176	180	185
Matching grants awarded	0	0	1	0	0	0
Quality:						
Advertising campaign – number of direct mailings, media ads ⁴	23.1 m	16.2 m	17.0 m	17.9 m	18 m	18.5 m

1. Agritourism brochure has evolved into SMD Trails guidebook
2. Four business plans approved FY'10 and three are being prepared
3. 176 in 2010 Trails guide
4. Direct mailings (13,359) and 35% of combined circulation for ads and press in FY '11

Goal 2. Objective 2.3. Information and education to enable the agricultural community to diversify farm and related operations provided

Strategy 2.3.1	Develop and/or support relevant trade fairs, conferences, workshops and seminars on select related topics
Strategy 2.3.2	Support and develop education and training opportunities in agriculture, leadership and business management
Strategy 2.3.3	Provide information through diverse media (eg: newsletter, website, resource library)

Performance Measures	Actual 2009	Actual 2010	Goal 2011	Actual 2011	Goal 2012	Goal 2013
Inputs:						
Funds available for Infrastructure programs	yes	yes	yes	yes	yes	yes
Output:						
Number of Educational Tours developed	1	0	0	0	1	1
Number of Educational Tours developed (cumulative)	12	12	12	12	13	13
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program (cumulative) ¹	240	307	310	377	380	385
Number of scholarships awarded	0	0	0	6	3	3
Number of farmers / businesses directly receiving information ²	3736	3853	3775	3980	3900	3950
Efficiency:						
Grant or sponsoring funds processed in timely manner	100%	100%	100%	100%	100%	100%
Outcomes:						
Number of agri /businesses enhanced/developed as a result of tours, education, trade fairs, grants, etc. (participants in workshops, etc.) ³	1059	1083	1095	637	700	750
Quality:						
Advertising campaign – outreach of direct mailings, media ads ⁴	23.1 m	16.2 m	17.0 m	17.9 m	18 m	18.5 m

1. 5 workshops, 64 community meetings and public outreach and 1 special event in 2011 totaling 70 Cumulative: 1 (2001) + 7 (2002) +17 (2003) + 18 (2004) + 43 (2005) + 30 (2006) + 30 (2007) + 41 (2008) +53 (2009) +67 (2010) +70(2011)

2. Mailings/Meetings: 1,708 for 2 tobacco mailings; 87 SMILE sponsorship mailing, 849 for 3 SMSG mailing, 59 holiday brochure, 350 SMILE, 28 farmers' market brochure, 137 BLC hospitals and businesses, 762 for community outreach
3. Grantees (47), Workshops & Special Events (590)
4. Direct mailings (13,359) and 35% of combined circulation for ads and press in FY '11

Goal 3. To promote and support agricultural land preservation in Southern Maryland.

Objective 3.1	<i>Incentives for landowners to put land under state and/or local agricultural land preservation programs and to support the counties' agricultural land preservation programs provided</i>
Strategy 3.1.1	Provide an incentive for landowners who take the Tobacco Buyout to place their land under agricultural preservation as specified in the Tobacco Buyout Contract by receiving an additional 10% of the easement price, pending availability of funds
Strategy 3.1.2	Match State / County Easements for agricultural land easement on a one-to-one basis. First priority will be given to landowners who have committed to the Tobacco Buyout and received their first payment. Remaining funds may be used for agricultural land easements of other agricultural landowners
Objective 3.2	<i>Acquisition of County land for Farmers' markets on a one-to-one match from the County and General Market Support</i>
Strategy 3.2.1	Provide support and funds upon request for acquisition of land for a Farmers' Market. Acquisition may include either the purchase of land or a long-term lease agreement. Funds may also be used for general market support.
Objective 3.3	<i>Keep farmland under agricultural or forest production</i>
Strategy 3.3.1	Develop FarmLINK program to facilitate information exchange and land transfers among producers.

	Actual	Actual	Goal	Actual	Goal	Goal
FY'11 Performance Measures	2009	2010	2011	2011	2012	2013
Inputs:						
Funds made available to support existing county preservation program (thousands)	1,591	2,192	1,886	2,886	0	1,798
Bonus funds available to support incentive for tobacco farmers (thousands)	238	492	155	155	0	200
Output:						
County programs strengthened	5	5	5	4	0	5
Number of eligible Growers who place land under agricultural preservation (cumulative, inc. leveraged matching) ¹	205	223	230	232	230	240
Outcomes:						
Cumulative acres permanently preserved (inc. matching) ¹	24,438	26,630	27,500	27,527	27,500	28,500
Counties participating	5	3	5	4	5	5
Participants in FarmLINK	-	94	150	256	325	400
Quality:						
Payments issued in a timely manner	100%	100%	100%	100%	100%	100%

1. Acres reported at the end of each fiscal year include properties that are approved by the counties and waiting settlement, thus funds are encumbered for those specific properties. Sometimes these properties drop out and the funds are used to support the next easement offer. This FY2011 report reflects all the adjustments to date since the beginning of this program.

For more information regarding this program, please contact the following:

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