

**SOUTHERN MARYLAND REGIONAL STRATEGY
ACTION PLAN FOR AGRICULTURE**

TOBACCO CROP CONVERSION PROGRAM

ACTION PLAN PRIORITIES FOR FY 2005

Tobacco Buyout goals and plans, as well as **Agricultural Land Preservation** programs move forward on target in this fourth year of the program.

The **Agricultural Development/Infrastructure** programs continue to evolve in response to the agricultural community and feasibility studies. The following lists some of the major emphases for FY 2005, as outlined in the initial strategy:

Marketing:

So. Maryland, So Good: This marketing program really took off as of summer 2004, with printed materials, a web-site, a creative advertising campaign and media events all seek to educate consumers, buyers, and farmers about the importance of supporting local farms. This will continue to be a major focus.

Agribusiness development:

Regional Livestock Processing Facility: In response to a clear, repeated, request from many of our livestock producers, and consistent with our 2001 marketing trends analysis, we will work in partnership with federal, state and local agencies toward the establishment of a regional livestock processing facility. Two Farm-field days are planned (October), and several meetings have already been held with agency representatives. Farmer-based cooperatives have been invited to meet with livestock producers.

State-wide Multi-Use Agri-Business Park: A feasibility study conducted through the Maryland Food Center Authority was inconclusive regarding a Regional Agricultural Business Park, but found that the Cheltenham site under consideration was not appropriate for the expansion foreseen. The Commission has asked the State (MDA), to work with partners to consider a Statewide, Multi-Use Agri-Business Park, to be located in Southern Maryland.

Agritourism: With such close proximity to urban areas, regional agritourism has tremendous potential. This year, we will encourage the establishment of a grassroots, regional agritourism. We are sponsoring a field day in mid-August, to be followed by a field trip with farmers and interested local businesses to an agritourism region in North Carolina. In early winter, a Forum with this group and the broader community will hopefully spark the genesis of a cohesive agritourism package, from a grassroots perspective. Grant funds will be available to foster some of the new initiatives that are bound to arise.

Equestrian opportunities for farms: We have also initiated discussions between farms and the ever-expanding equestrian community in Southern Maryland, and envision a Forum in early winter to identify opportunities for both communities to work together throughout the region.

Education

Public: The Commission will place a major focus on educating and outreach to the public on the significance of agriculture, and why it is important to support our local farms, and the forestry and

seafood industries. This will be accomplished through various media such as press releases, film, radio, and a consistent presence at public events and fairs, and meetings with local business and civic groups.

Youths: Furthermore, education of our **youth**, in particular through media, educational field trips and events, curriculum, teacher training, and 4-H clubs will be fostered.

Farmers: Advanced level education for **farmers** will continue through field days, field trips, forums, and other forms of media (see above) in conjunction with our partners in Cooperative Extension and Economic Development.

SOUTHERN MARYLAND REGIONAL STRATEGY ACTION PLAN FOR AGRICULTURE

TOBACCO CROP CONVERSION PROGRAM

Ten-Year Strategic Plan and Five-Year Action Strategies: 2002-2012

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 a) an incentive for Southern Maryland tobacco farmers to place land in agricultural preservation, b) to enhance participation in existing Southern Maryland agricultural land preservation programs, and c) to assist in the acquisition of land or general support for farmers' markets.

Southern Maryland: Transitioning away from a Tobacco Heritage

Agricultural trends in Southern Maryland (SMD) reveal a major social, cultural, and economic shift as the region transitions away from its 300-year-old tradition of tobacco production. Southern Maryland was home to the original settlement and has been the least changed in terms of its agricultural economy. Settled in 1632, the region quickly established its economy and its currency as one backed by tobacco. Until the later half of the 20th century, tobacco remained the economic keystone of the region and the primary economic engine. In the latter portion of the 1900's, the region became economically dependent on several military bases, while agriculture continued to be dominated by tobacco. 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 buy-out program to transition farmers out of tobacco production forever, to be administered by 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.

According to a 2001 study, the region's heavy dependence on tobacco has left other agricultural sectors poorly developed. Little non-tobacco agricultural infrastructure is currently in place in Southern Maryland. Agricultural innovation and entrepreneurship are severely lacking. Economic indicators show that agriculture in SMD does worse than in other parts of the state as well as elsewhere in the nation. The lowest net returns per acre (price per unit) are in SMD, and very little of those returns circulate through the rest of the SMD economy. With the exception of hay, all agricultural sectors are down in SMD and there is no critical mass in any one sector. The average age of the tobacco farmer is 62, and many taking the Buyout view it as a part of a retirement package. New scales of production may be limited, and willingness to invest in new enterprises appears also to be limited. Farmers say the traditional agricultural forms of assistance have failed them. These factors make it difficult for younger farmers to see a bright future. All of this is coupled with statistics that show urban sprawl and land development are occurring faster on Southern Maryland's remaining 244,000 acres of farmland than anywhere else in the state. In short, agriculture and the natural resource base in Southern Maryland are in need of major help.

To address these tremendous needs, the Tri-County Council for Southern Maryland, a non-profit, quasi-governmental body, convened the SMD 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. Together with the Council, the Commission has revised the Tri-County Council for Southern Maryland Strategic Plan for Agriculture.

TEN-YEAR SPECIFIC OBJECTIVES and STRATEGIES
2002-2012

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

Objective 1.1 *By the year 2005, 85-90% of the eligible tobacco growers in Maryland will no longer produce tobacco in Maryland for human consumption*

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

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

Objective 2.1 *Targeted Marketing Programs for Southern Maryland developed*

Strategy 2.1.1 Develop and support programs for retail and/or wholesale markets for Southern Maryland agricultural products

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 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

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 2.3.1 Provide information through diverse media (eg: newsletter, website, resource library, film)

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

- Objective 3.1** *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*
 - 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** *Support County Farmers' markets on a one-to-one match from the County*
 - Strategy 3.2.1 Provide funds upon request for acquisition of land or general support for a Farmers' Market. Acquisition may include either the purchase of land, infrastructure or a long-term lease agreement.

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

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

<i>Objective 1.1</i>	<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	<p>A. <u>Tobacco Buyout</u></p> <p>1. Program Description</p> <p>B. Program Eligibility</p> <ul style="list-style-type: none"> • Eligibility is based on tobacco production in the 1998 crop year. • Eligibility will also include verified tobacco production in 1998 that never made it to market as a result of losses due to natural occurrences, or medical data that indicates a grower produced tobacco before and after 1998, and, but for extenuating circumstances, was not able to produce in 1998*. • Verification of eligibility for Phase II payments or verifiable tobacco warehouse receipts. <p>C. Program Payments</p> <ul style="list-style-type: none"> • Participating growers will be paid \$1.00 per pound for ten years. • Payments will be based on the growers’ average verified tobacco production in crop years 1996, 1997, and 1998 as documented in sales records. • Payment determination may also include verifiable losses due to natural occurrences at the sole discretion of the Southern Maryland Agricultural Development Commission. • Payments will be based on pounds of tobacco produced and recorded/sold, not on acres planted. <p>D. Program Terms</p> <ul style="list-style-type: none"> • Program is voluntary. • Program sign-up will occur over a five-year period from 2000-2004 for Buyout contracts effective 2001-2015 • Once enrolled, a grower agrees to permanently cease production of tobacco for cigarette manufacturing and similar personal consumption. • Program terms/conditions will apply to individual producers. • Corporate farms and partnerships will be required to bind the business entity, and all shareholders, officers, and partners to the terms of the buy-out. • Grower must remain in agricultural production for ten years. • Non-commercial property will carry a deed restriction for the duration of the growers lifetime, or for the ten-year duration of the contract should the property be transferred to new ownership, prohibiting the production of tobacco for purposes of cigarette manufacturing and similar personal consumption unless otherwise approved at the discretion of the Southern Maryland Agricultural Development Commission*. <p>2. Application Process</p> <ul style="list-style-type: none"> • Applications will be accepted from November through January for the following year (eg: applications received in January ’02 will be for Buyout Contracts Effective January ’03) • Applications will include: <ul style="list-style-type: none"> ○ Names of producers of record affiliated with the farming operation to include corporations, corporate offices, partners, and others. ○ Producer’s social security number. ○ Copies of all non-commercial property deed held in the State of Maryland, or

signature affirming grower does not own property.

- Birth-date and co-signature of parent or legal guardian if grower is a minor.
 - Minors and their parent or legal guardians are required to sign a memo attached to the contract stipulating that the minor must reaffirm the terms of the contract once they become 18 years of age, or they will forfeit all future payments, and the co-signing adult may be liable to repay all payments made, plus interest and any other associated fees.
- Other appropriate information.

3. Program Compliance

- Annual affidavit that states parties to the contract are not producing tobacco.
- Annual affidavit that states how the producer stayed in agriculture.
 - Allowable exceptions include verifiable medical conditions, or other extenuating circumstances at the discretion of the Southern Maryland Agricultural Development Commission*.
- Monitoring of land-use.
- Annual random inspections of 5% of program participants.
- Random inspections of program participants including an audit of warehouse records.
- Investigation into complaints.

4. Contract Stipulations

- Civil penalties clearly stated on contract.
- If land use changes, participants will forfeit all remaining payments.
- Breach of contract will require forfeiture of all program proceeds received to date, future payments, plus a to be determined penalty payment.

5. Incentives

- Enrolled farms, in good standing, will qualify for a 10% increase in easement valuation (County and State programs).

*** Special Requests or Exemptions**

All special requests or cases are thoroughly reviewed. All requests are initially heard by a Tobacco Review Committee and/or the full Southern Maryland Agricultural Development Commission. Final decision authority rests with the Southern Maryland Agricultural Development Commission.

Managing for Results

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

Managing for Results

	Actual	Goal	Actual	Goal	Actual	Goal
Performance Measures	2003	2004	2004	2005	2005 (Est.)	2006
Inputs:						
Number farmers applying for the program per year	58	85	67	90	96	na
Output:						
Total number of applying farmers who have contractually agreed to cease tobacco production	57	80	67	80	96	na
Efficiency:						
Applications and contracts processed in timely manner (%)	100	100	100	100	100	na
Payment checks issued in timely manner (%)	100	100	100	100	100	100
Outcomes:						
Cumulative number of growers out of tobacco	712	825	779	895	877	877
Cumulative pounds of eligible tobacco out of production (millions)	6.81	7.33	7.331	7.7	7.8	7.8
Quality:						
Percent of tobacco farmers who cease tobacco production via the program (cumulative)	71%	83%	76%	86%	86%	86
Percent of tobacco pounds that are out of production via the program (cumulative)	83%	90%	89%	94	94%	94%
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

<i>Objective 2.1</i>	<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	<p><u>So. Maryland, So Good</u></p> <ul style="list-style-type: none"> • Develop a targeted marketing Project for growers to direct market Southern Maryland products grown / harvested in Southern Maryland. <p><i>Project Description</i> So. Maryland, So Good is designed to encourage stores, restaurants, other institutions, and consumers to buy Southern Maryland products. It is a direct-market campaign designed to help consumers identify truly Southern Maryland products through brand identification. By building a direct link between buyers, and growers of the five Southern Maryland counties, and through a promotional advertising campaign, the program hopes to help keep farming vibrant and vital in Southern Maryland. A website will provide a “virtual farmers’ market” with links to the farms and participating institutions. The program will also educate growers about selling directly to retail stores and restaurants and consumers about supporting the farm community.</p>
Action Plan/Step	<p><u>Wholesale - Marketing Southern Maryland Products</u></p> <ul style="list-style-type: none"> • Develop a marketing program to enable Southern Maryland producers to gain access to metropolitan markets. <p><i>Project Description</i> This Project will serve as a pilot for Maryland agriculture by investigating wholesale, brokering, grower associations and/or grower cooperatives to consolidate Southern Maryland product and facilitate market access to high-end restaurants and stores in the metropolitan areas. This project will operate hand-in-hand with So. Maryland, So Good (described above).</p>
Action Plan/Step	<p><u>Southern Maryland Regional Farm Product and Services Directory</u></p> <ul style="list-style-type: none"> • Update and develop Farm Product and Services Directories to promote all Southern Maryland farm, store, and restaurant, retail and wholesale products and services <p><i>Project Description</i> From Alpacas to Zinnias, and Corn Mazes to Hay, this regional directory is designed to assist consumers and producers in locating farm local products and services. The directory is a voluntary listing of products and services offered by and for the farm community in all five counties, including maps of each county, and descriptions of the farms and markets where products can be found. It provides a sample list of restaurants that buy and promote local products, as well as farm service businesses and agencies. A website will provide a “virtual farmers’ market” with links to the farms and participating institutions.</p>
Action Plan/Step	<p><u>Farmer’s Market Promotion and Development</u></p> <ul style="list-style-type: none"> • Assist counties and producers in the promotion and development of farmers’ markets for local products <p><i>Project Description</i> The Project assists counties and producers in the promotion and development of farmers’ markets for local products, pending availability of funds.</p>

Objective 2.2	<i>Farmers and agri-businesses diversified and on-farm and related income increased</i>
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
Action Plan/Step	<p><u>Southern Maryland Farm Viability Enhancement Grant Program</u></p> <ul style="list-style-type: none"> 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 <p><i>Program Description</i> Grants up to \$10,000, 20,000 or \$40,000 will be awarded competitively to farms in Southern Maryland (priority given to one per county). Modeled after the Massachusetts Farm Viability Program, the program has two phases: I) Plan Development, and II) Plan Implementation. In phase I, a farmer completes an application form. Once approved, the farmer works with a planning team to develop a Farm Viability Plan. These plans assess a farm’s strengths and provide business planning and marketing information in an effort to make the farm more profitable. The farmer must agree to the plan to be awarded funds in Phase II. The team will make recommendations on increasing farm income through such techniques as improved management practices, diversification, direct marketing, value added products, and agri-tourism. Any farmer who has developed a Farm Viability Enhancement Plan with the Council is eligible to participate in Phase II of the program by contacting the Council. Phase II involves an agreement between the participant(s) and the Council whereby the participant agrees to provide an agricultural use covenant for a term of 5-10 years (five years for \$20,000, ten years for \$40,000). In exchange, the Council provides funding to implement certain portions of the Plan. The Council will fund only those projects that it determines will improve the viability of the agricultural operation.</p>
Strategy 2.2.2	Develop opportunities for value-added processing
Action Plan/Step	<p><u>Regional Livestock Processing Facility / State-wide Agribusiness Park (Park)</u></p> <ul style="list-style-type: none"> The feasibility and management of a regional livestock processing facility and/or a statewide agricultural business park and processing kitchen will be investigated. <p><i>Program Description</i> Regional Livestock Processing Facility: Farmers in the region have requested a local livestock processing facility to enable them to sell their meat products at a premium. At present, no such facility exists. Possible Partners: Maryland Food Center Authority and/or, Local, State and Federal Agencies</p>
Strategy 2.2.3	Develop and support a regional agri-tourism program
Action Plan/Step	<p><u>Southern Maryland Agritourism</u></p> <ul style="list-style-type: none"> Develop and implement an Agritourism program. <p><i>Program Description</i> The program will seek to promote farms, and farming / natural resource based operations, and the region’s diverse culture and rich agricultural heritage through packaged tours integrated into new and existing tourism packages. An association of interested farmers is envisioned who will develop agri-tourism attractions on their farms. A series of brochures is envisioned to advertise these and other on-going activities in the region.</p>

Strategy 2.2.4	Promote, advertise and recruit agri-businesses into and from Southern Maryland
Action Plan/Step	<p><u>Business Recruitment and Promotion</u></p> <ul style="list-style-type: none"> • Businesses will be actively recruited and promoted into Southern Maryland to build the agricultural economic base. <p><i>Program Description</i> Several businesses have expressed interest in locating in SMD, such as Bell Nurseries, Heartland Fields (soy foods), an ethnic fish processing plant, etc. Businesses such as these and others will be actively recruited. Opportunities with other nurseries, the Equestrian Industry, and others will be investigated also.</p>
Strategy 2.2.5	Provide matching grant support for targeted local, state and federal agricultural grant Projects
Action Plan/Step	<p><u>Matching Grant Support</u></p> <ul style="list-style-type: none"> • Funds will be available to match select, relevant, local, state, and federal grant agricultural projects that will help the Tobacco Crop Conversion attain its stated goals. <p><i>Program Description</i> Many grant programs that farmers, extension agents, economic development officers, researchers, and others, apply to require matching funds. Where appropriate, matching funds will be made available for projects that help the Tobacco Crop Conversion attain its stated goals. Likewise, grants may be made available to producer associations or grower organizations will support appropriate development, processing, marketing, distribution needs and potentials in Southern Maryland for high priority sectors such as green products, livestock, hay, grains, produce, and the equestrian industry.</p>

Objective 2.3	<i>Information and education to enable the agricultural community to diversify farm and related operations provided</i>
Strategy 2.3.1	Develop and/or support relevant trade fairs, conferences, workshops and seminars on select related topics
Action Plan/Step	<p><u>Trade Fairs, conferences, workshops, seminars</u></p> <ul style="list-style-type: none"> • Relevant trade fairs, conferences, workshops and seminars will be developed on select related topics / Organize and Support Educational Tours <p><i>Program Description</i> Trade fairs such as the regional Agricultural Trade Show and Educational Showcase “Opportunities for Profit” created by the program in FY’02 may be expanded. The intent of these fairs is to provide an opportunity for farmers and the community to learn from other farmers and businesses about market and value-added opportunities to increase income. Seminars and workshops on topics such as Agri-tourism, Value-added processing, Land preservation and stewardship, etc. are envisioned.</p> <p>Farmers will be provided a first hand educational experience to learn about agricultural enterprises and opportunities outside of Southern Maryland through visits to farm operations, markets, processing facilities, and relevant conferences outside of Southern Maryland. Tours could also include a tour for elected officials, local government representatives, and/or public and private representatives to learn of agricultural and natural resource based opportunities that could be brought to, and/or enhanced, in Southern Maryland.</p>

Strategy 2.3.2	Support and develop education and training opportunities in agriculture, leadership and business management
Action Plan/Step	<p><u>Curriculum Development</u></p> <ul style="list-style-type: none"> Support development of agricultural and related curriculum for K-12 children’s education programs and/or other agricultural education programs in Southern Maryland (eg: the Maryland Agricultural Education Foundation). Support development of advanced courses (eg: “Nx Level” model, Marketing, Value-added processing).
Action Plan/Step	<p><u>Scholarship funds</u></p> <ul style="list-style-type: none"> Scholarship funds will be available for growers and agricultural professionals to participate in advanced level courses such as Nx Level, LEAD Maryland and other relevant courses.
Strategy 2.3.3	Provide information through diverse media (eg: newsletter, website, resource library, film)
Action Plan/Step	<p><u>Public Education and Awareness</u></p> <ul style="list-style-type: none"> Provide education and outreach to the public on the significance of agriculture, and why it is important to support local farms, and the forestry and seafood industries through various media such as press releases, film, radio, and a consistent presence at public events and fairs, and meetings with local business and civic groups.
Action Plan/Step	<p><u>“Transitions” Newsletter, Tobacco / Agricultural Land Maps, Resource Library</u></p> <ul style="list-style-type: none"> A periodic newsletter will be directly mailed directly to farmers and related businesses, as well as interested others to provide current program information, the studies and grants and other information promoting local farm and natural resource based operations. A modest resource library will provide targeted information to the agricultural community
Action Plan/Step	<p><u>Website</u></p> <ul style="list-style-type: none"> Website will support “virtual” farmers’ markets (see above) and update relevant program information, grant opportunities, market potentials, etc. to the public.

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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	Actual	Goal	Actual	Goal	Goal
Performance Measures	2003	2004	2004	2005	2006
Inputs:					
Number of grower applications: SMSG (cumulative)	60	80	72	90	100
Number of store participants: SMSG (cumulative) (now including stores, restaurants, institutions)	46	60	34 see text	45	45
Number of applications: SMD Harvest Directory (cumulative)	156	200	143	200	250
Number of Farmers' Market applications	16	16	14	15	15
Output:					
Market trends, loan, and feasibility studies assessed	3	2	2*	1	1
SMD Directories published (Regional, Direct-market)	3	3	3 (Guide, SMSG, Agritour)	3	3
Efficiency:					
Directories published in timely manner	2	2	3	3	3
Farmer market applications and contracts processed timely	100%	100%	100%	100%	100%
Outcomes:					
Number of growers / businesses advertising in Directory	143	200	177	200	250
Number of produce growers / businesses direct marketing through Program (SMSG)	106	150	177	200	250
Number of Farmers Markets supported/promoted	16	16	14	15	15
Number of Farmers' benefiting from farmers' market promotion, enhancement	421	500	550	600	600
Quality:					
Advertising campaign – number of direct mailings, media ads***	6500	7500	1.35 million	2 million	2.5 mill

* Ag Park Study, MDA Sand and Gravel

***Tobacco List, SMD Harvest directories, Agritourism brochure, Coloring book, Our Farms, Our Future, So. MD, So Good, Grant advertising, Seminar (nursery, livestock) mailings, & circulation reached through press releases

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

	Actual	Goal	Actual	Goal	Goal
Performance Measures	2003	2004	2004	2005	2006
Inputs:					
Number of applications for SMD Farm Viability	9	10	4	3 (ag tour, meat)	3
Number of relevant local, state and/or federal grants	2	1	1	1	1
Output:					
Cumulative number of Farm Viability Business Plans developed	12	15	13	16	19
Agri-tourism Brochures published	na	1	1	1	1
Number of applications for relevant matching grants	1	1	0	3	3
Efficiency:					
Applications and plans processed timely	80%	100%	100%	100%	100%
Grant funds processed in timely manner	100%	100%	100%	100%	100%
Outcomes:					
Number of farms with viable business plans (cumulative)	12	15	13	16	19
Number of producers / businesses involved in value-added processing as result of program (cumulative)	na	na	1	3	5
Business Incubator / Processing Kitchen design underway	1	1	na	1 (meat)	1 (meat)
Number of producers/business participating or enhanced in agri-tourism as a result of program (cumul)	2	15	84	90	95
Matching grants awarded	1	1	0	1	1
Quality:					
Advertising campaign – number of direct mailings, media ads***	6500	7500	1.35 m	2 m	2.5 m

** MDA Sand and Gravel Study

***Tobacco List, SMD Harvest directories, Agritourism brochure, Coloring book, Our Farms, Our Future, So. MD, So Good, Grant advertising, Seminar (nursery, livestock) mailings, circulation

Managing for Results

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 2.3.1	Provide information through diverse media (eg: newsletter, website, resource library)

	Actual	Goal	Actual	Goal	Goal
Performance Measures	2003	2004	2004	2005	2006
Inputs:					
Funds available for Infrastructure programs	yes	yes	yes	yes	Yes
Output:					
Number of Educational Tours developed	1	2	2	2	2
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program	17	20	18*	20	22
Number of scholarships awarded	3	8	1	2	2
Number of farmers / businesses directly receiving information *	1500	1500	1500*	1750	1750
Efficiency:					
Grant or sponsoring funds processed in timely manner	100%	100%	100%	100%	100%
Outcomes:					
Number of agri-businesses enhanced/developed as a result of tours, education, trade fairs, grants, etc.**	17	25	300**	350	350
Quality:					
Advertising campaign – number of direct mailings, media ads***	6500	7500	1.35 m	2 m	2 m

* Mobile Science Labs, Nursery, Livestock, Our Farms, Our Future, Chelt, 4-H, Kids Cook (3)

**Grantees(13), scholarships(1), participants at seminars (200, 60) field trips to farms, Kids cook (10)

***Tobacco List, 5000 directories, SMD Harvest/ So. MD, So Good/ Grant advertising, press releases circulation

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

<p>Objective 3.1</p>	<p><i>Provide incentives for landowners to put land under state and/or local agricultural land preservation programs, to support the counties’ agricultural land preservation programs, and to assist in the acquisition of land or general support for local farmers’ markets</i></p> <ul style="list-style-type: none"> The following guidelines for the Agricultural Land Preservation Program adopted by the full Southern Maryland Agricultural Development Commission: Funds will be made available to provide incentives for landowners in Anne Arundel, Calvert, Charles, Prince George’s, and St Mary’s Counties to put land under state and/or local agricultural land preservation programs and to support the counties’ agricultural land preservation programs in the following order of priority (1. 10% Bonus, 2. Matching).
<p>Strategy 3.1.1</p>	<p>Provide an incentive for landowners who take the Tobacco Buyout to place their land under agricultural preservation</p>
<p>Action Plan/Step</p>	<p><u>10% Bonus</u></p> <ul style="list-style-type: none"> Provide a 10% Bonus incentive to Buyout Landowners to put land under agricultural preservation. <p><i>Program Description</i> As specified in the Tobacco Buyout Contract, funds will be made available to growers to place land under agricultural preservation by receiving an additional 10% of the easement price once they have signed a Tobacco Buyout Contract, pending availability of funds.</p> <p>Before allocating agricultural land preservation funds to any County, funds shall be reserved for the actual need for the “10% Incentive Bonus” as specified in the Tobacco Buyout Contracts. Actual need represents funds needed for farmers who have taken the Buyout, received their first payment, and are already in the settlement process. Estimates are to be provided by the County Representatives for Agriculture Land Preservation. Payments are issued directly to the farmer upon receipt of request from the County representative and copies of settlement papers.</p>
<p>Strategy 3.1.2</p>	<p>Support local and state agricultural land preservation efforts in a one-to-one match agricultural land easements.</p>
<p>Action Plan/Step</p>	<p><u>Matching Agricultural Land Preservation Easements</u></p> <ul style="list-style-type: none"> Provide funds to match local and state agricultural land preservation efforts. <p><i>Program Description</i> Match funds will be provided to support 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.</p> <p>All remaining funds from the 10% Bonus shall be distributed among the five Southern Maryland tobacco counties based on acres of tobacco raised in 1997 (last agricultural census) to support matching easements as specified above, unless requested as per objective 3.2. If this is followed, for each \$1 million allocated to land preservation, Anne Arundel will receive approximately \$96,108, Calvert-\$208,872, Charles-\$195,239, Prince Georges-\$99,635, and St. Mary’s-\$398,917.</p> <p>In the event a County is not able to encumber the allocated funds by the end of the third fiscal quarter, funds may be redistributed at the discretion of the Commission/Council.</p>

Objective 3.2	Support County Farmers' markets on a one-to-one match from the County
Strategy 3.2.1	Provide funds upon request for acquisition of land or support for a Farmers' Market.
Action Plan/Step	<p>Support for County Farmer's Markets on a one-to-one match from the County</p> <ul style="list-style-type: none"> Provide funds upon request for acquisition of land or general support for a Farmers' Market. <p>Program Description Up to 10% of the annual matching funds allocated for a given county may be available for the support of County Farmers' markets. This may include either the purchase of land or a long-term lease agreement, or general support for the market. In all cases, agreement from the local County Commissioners through an MOU will be necessary. Markets should be encouraged to purchase and sell goods from the five counties of Southern Maryland as much as possible before seeking goods from outside the region.</p>

Managing for Results

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

Objective 3.1	Incentives for landowners to put land under state and/or local agricultural land preservation programs, to support the counties' agricultural land preservation programs provided, and to assist in the acquisition of land or general support for local farmers' markets
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	Support County Farmers' markets on a one-to-one match from the County
Strategy 3.2.1	Provide funds upon request for acquisition of land or general support for a Farmers' Market. Acquisition may include either the purchase of land, infrastructure, or a long-term lease agreement.

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

	Actual	Goal	Actual	Goal	Goal
FY'04 Performance Measures	2003	2004	2004	2005	2006
Inputs:					
Funds made available to support existing county preservation program (thousands)	1,325	2,412	902	1,481	1,481
Bonus funds available to support incentive for tobacco farmers (thousands)	287	300	147	378	378
Output:					
County programs strengthened	5	5	5	5	5
Number of eligible Growers who place land under agricultural preservation (cumulative, inc. leveraged matching)	40	60	74	85	92
Outcomes:					
Cumulative acres permanently preserved (inc. matching)	7534	5500	12,735	15,000	18,000
Counties participating	5	5	5	5	5
Quality:					
Payments issued in a timely manner	100%	100%	100%	100%	100%