

**SOUTHERN MARYLAND TOBACCO CROP CONVERSION PROGRAM
KEY ACCOMPLISHMENTS – FY 2010**

What's New in FY 2010 (details follow):

SMADC website launched (www.smadc.com) to serve as the official portal for all SMADC programs (Trails, SMSG, Let go to a Farm, FarmLink, etc.) This will become the main information conduit connecting all SMADC programs. Historic information on the Maryland Tobacco Buyout and other SMADC reports, currently located on the So. Maryland, So Good website, will be migrated to this site.

Land Preservation

- Maryland FarmLINK program launched, connecting farmers seeking land with farmers looking for buyers, lessors, or people to work their land. The www.marylandfarmlink.com website facilitates land acquisition and transfer, mentoring and business partnering among the farm community. Ninety four participants have joined FarmLINK to date.
- Seven new farms under land preservation now adds 1,031 acres under preservation in three counties in 2010.
- 26,630 acres now preserved across five counties since the inception of the program due to county leveraging.
- At the request of the community, a series of estate planning workshops were hosted by SMADC.

Marketing

- Buy Local Challenge (BLC) – July 2010: Statewide endeavor initiated and created by SMADC
 - Maryland celebrated the fourth annual BLC week. Strong participation in the BLC came from across the region and almost all counties in the state.
 - The theme of the 2010 Buy Local Challenge was “Healthy Plate Healthy Planet” building on last year’s promotion highlighting connections between farms, land preservation, fresh, nutritious, local foods, and the significant role of farms in reducing our carbon foot-print, clean air and water.
 - SMADC designed a flier for Governor O’Malley and the Maryland Department of Agriculture (MDA).
 - Interest in the BLC came from further away than ever, including a US “Coast to Coast” promotion and into Europe and South Africa.
- Farm to Hospitals: SMADC partnered with the statewide Hospital H2E to facilitate a statewide competition among hospitals and their employees to register and take the BLC. SMADC provided a special application on the BLC website so that hospitals and their employees could register and identify BLC pledges. This new function to facilitate the statewide H2E contest to determine the total count of BLC participants and hospital or health care facility with the highest participation.
- So. Maryland, So Good (SMSG): Three hundred forty (340) farms and businesses have now joined SMSG (19 new farms and businesses in 2010).
- Farm to School program: SMADC continues to collaborate with partners to promote Maryland’s Farm to School week and to assist schools in procuring local farm foods.
 - St. Mary’s County and Calvert County (fall 2010).
 - Teaching resource packet created and distributed for area schools, which include SMADC developed curriculum to meet Maryland Voluntary State Curriculum Standards for grades K-8, SMADC films, DVDs, websites and other teaching tools.

Agribusiness:

- SMADC continues to promote its cultural tourism program, “Southern Maryland Trails: Earth, Art, Imagination”, connecting farms with arts, historic site, eateries, lodgings and parks through “October is Trails Month”, press releases, ads and public speaking. Thirty new sites join in 2010.
- Southern Maryland Farm Viability Grants: Business plans have been completed for four more farms, and one plan for a local slaughter/butchering facility is in development.
- SMADC continues to address challenging regulations in response to needs of area farms (renewable energy, food processing, land preservation, etc.)
- SMADC continues to work with FDA and DHMH to facilitate and streamline Food Processing Plant registration for area farms. Eleven recipes have either been accepted or are in process for FDA registration. According to DHMH, this is higher than any other region in the state due to SMADC’s interventions.
- In partnership with University of Maryland Extension, SMADC supported a two-year study to determine viability and potential of catnip as a new specialty crop for the region.
- SMADC updated an inventory of farm equipment available for rent throughout the five Southern Counties. This inventory and directions for accessing the equipment will be made available on the Maryland FarmLINK website.
- Grants were awarded for farm equipment for rental to the greater farming community.
- Grants were awarded supporting the purchase of two livestock freezer trailers and display cases that will be available for meat producers and retailers in Southern Maryland.
- SMADC awarded nine (9) grants to support education and farmers’ market projects in the region that will have structural longevity and a lasting impact on the farming community.
- Survey sent to economic development officers, tourism directors and farm organizations to on SMADC programs (fall 2009).

Education and Outreach

- SMADC Impact Report developed and distributed.
- Discovering the New American Farmer Film broadcast on MPT and at the Chesapeake Folk Life Festival
- Farm Workshops:
 - Estate Planning (2-part series)Advanced Estate Planning, Insurances, Retirement Planning
 - Annie’s Project 8-part series
 - Regulatory Issues Workshop
 - Acidified Foods/On-Farm Processors Workshop
 - Mediation workshop
 - Website Design Workshop
 - Networking Workshop
- Educating the next generation:
 - SMILE: Sixth Southern Maryland Invitational Livestock Expo for Children
 - Youth Toastmasters public speaking and leadership 8 week workshop: 44 students attended
- Enhanced outreach continues through website, public awareness and media coverage.
 - Over 100 independently authored articles and press releases covered SMADC programs.
 - Over 65 outreach events.
 - Invited speaking at 18 events across Maryland.

2010 SMADC PROGRAM DETAILS

TOBACCO BUYOUT:

Now in our tenth 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. This year was the beginning of the phase-out of the 10-year buyout payment stream.

- Annual affidavits are reviewed to assure compliance with each of the 854 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:

The average age of the tobacco farmer is now 72. SMADC is concerned that as many of these farmers receive their final tobacco buyout checks, there will be more pressure to sell their lands. Thus, SMADC's second priority is land preservation.

- 1,031 acres (seven farms) have been directly preserved by the program in three counties of Southern Maryland in FY 2010, resulting in 13,708 acres cumulative over the nine years of the program preserved with just SMADC program funds (2 Charles, 2 Prince George's, 3 St. Mary's). *
- 26,630 acres (223 farms) over the nine years of the program have been preserved in Southern Maryland using program funds and leveraging by the counties. *

**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.*

- **Estate Planning Workshops** —Continuing to offer information beyond estate planning for farmers, a series of workshops were prepared to prepare the farming community for the end of the buyout by informing them of financial services available to help them make far-reaching decisions. Specifically, workshops addressed advanced estate planning, life and long-term care insurance and retirement planning and investments.
- **Maryland FarmLINK program** - was launched in the Spring of 2010. The Maryland FarmLINK website, www.marylandfarmlink.com, registered 5,023 unique visitors for the period, with an average of 418 unique visits per month. [Total Hits: 130,168]. The website allows current and retiring farms to connect with aspiring farmers as well as with current farmers in search of additional land across the state. The website also features a mentor and business partnership components and a farmer-to-farmer forum to facilitate exchange of information among the community and with experts.

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.

AGRICULTURAL DEVELOPMENT / INFRASTRUCTURE "What Next":

A market trends analysis of the Southern Maryland Agricultural Community conducted in the first year of the Buyout identified the needs and opportunities. The needs specifically included *Marketing support and Leadership development*. Among the key opportunities identified were: *green products (horticulture / nursery), livestock, produce and value-added processing, tourism, grapes/wine, hay, and the equestrian industry*. The Commission's agricultural development goals broadly cover marketing, agribusiness development, and education and outreach, and access to fresh, local food.

- **SMADC OUTREACH**

SMADC launched a new corporate identity in the Fall of 2009 that includes a new website, www.smadc.com, an accompanying brochure, and e-marketing communication strategies such as twitter and constant contact. The SMADC website serves as the official portal for SMADC programs (Trails, SMSG, Let go to a Farm, FarmLink, grant opportunities, etc.) and is the main information conduit for SMADC programs. Other SMADC information, such as historic data on the Tobacco Buyout, will be relocated to this new website.

- **www.smadc.com** –registered a total of 4297 unique visits for the period, and an average of 391 unique visits per month. (Total Hits: 28,638.) The website features Facebook networking, Twitter, and consumer feedback surveys that have the ability to reach out to consumers quickly and effectively on program offering and evaluations.
- **SMADC Brochure** - a new program marketing tool designed to show case and illustrate (in a single literature piece) the diverse support programs, initiatives and corresponding websites of the entire SMADC platform. (Fall of 2009).
- **SMADC e-Newsletter**- 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.

- **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 to shop and dine at businesses, including farmers markets and farm stands that feature Southern Maryland farm products. A survey of SMSG participants sent out in 2009 revealed that the majority of SMSG farms confirmed the positive impact of SMSG programs on their farm businesses; with particular reference to marketing farm products to the region; increased consumer contacts and increased exposure of farm products and services to build a more aware customer base.

- **Direct contact facilitation through SMADC staff provides** links between farms, and retail and wholesale buyers (stores, restaurants, caterers, universities, schools, hospitals, and brokers).
- **Southern Maryland Farm Guide** – Due to the popularity of the previously printed version of the Farm Guide and on-going public requests, SMADC will publish a new abbreviated/streamlined Guide in the Fall of 2010. From Arugula and Alpacas to Zinnias and beyond, this Guide, provides a remarkable inventory of the vibrant diversity of Southern Maryland’s agricultural community, and directs customers to some of the finest and freshest farm products and services the region has to offer. Consumers and farmers continue to express appreciation for the Guide.
- **A Virtual Farmers Market (www.somarylandsogood.com).** This web site hosts the dynamic interactive directory of farms and has been the primary host for an array of information including information on SMSG, and many SMADC programs, workshops, upcoming events, the Tobacco Buyout and related reports. SMADC is currently reviewing the functionality of the website in preparation for major upgrade of the technical platform and information compilation in order to enhance interactivity and enable farms to update their data themselves. The website continues to register over one million hits.

- The on-line guide connects Southern Maryland farms to a wider audience well beyond our regional borders, and averages 3,671 visits per month.
- The website attracted 51,400 unique visitors between July 2009 – June 2010 with an average of over 75,000 hits per month, and an average of 3,671 visits 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*. Consumer searches target farmers' markets as a top area of public interest, and international interest in the programs remains steady particularly in Europe and South America.
- Custom searches can be facilitated based on the user's needs for specific products, county, activities, and so forth.
- The SMSG series of specialty mini-guides (*Farms for the Holidays*, *Equine*, *Farmers' Markets*) and *Farms for the Future* Impact report are featured as active links on the home page for user friendly access.
- **Wholesale Directory of SMSG producers** desiring contacts with interested buyers has been distributed to 74 commercial buyers currently purchasing from local producers, including 28 stores, 41 restaurants, 1 broker, and 3 universities in the local and DC metro area.
- **Holiday Brochure** – Now in its sixth edition, this annual Holiday Brochure was created to pique public interest and demand for farm products during the late fall and holiday seasons. Three thousand copies were distributed in FY 2010. The mini-guide is a unique seasonal resource and features 67 separate listings representing 43 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** – The second edition of this guide, published in the spring of 2008, remains in circulation. The guide remains one of SMSG's popular pieces for the public and as a resource to the equine community as a whole. The guide was designed to meet the needs of the growing equine industry in Southern Maryland and lists 64 horse farms and associated services, including 23 equine hay producing farms. The mini-guide also serves as a valuable directory for equine related agricultural support services, such as farriers, veterinary and health care services, tack shops, feed mills, equine associations, and local riding trails. The Equine Guide is consistently ranked as the second most visited document on the website. Over 19,900 brochures (1,475 in FY2010) have been distributed since the guide was first published in March 2007.
- **SMSG Promotional materials** (point of purchase cards, stickers, etc.) portraying the SMSG logo help farmers inform consumers that their products are truly Southern Maryland products. 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. Seventy three (73) farms use SMSG promotional items to further their outreach to the consumer.
- **A creative and assertive campaign actively advertises** the program throughout the seasons and encourages and educates consumers to the benefits of buying local and where to shop and dine at businesses that feature local products. SMSG continues to place importance on advertising its programs to consumers in the media. However, due to budget cuts, our advertising placements were significantly reduced in FY '09 and again in FY'10; this reduction, in combination with new website development, has had a noticeable impact on web site statistics for the period.

Targeted ads specifically drive the public to the SMSG website for additional information and to view or download copies of SMSG literature. In FY 2010, 3 (three) SMSG ads were run in five (5) publications in area newspapers and magazines with a combined total circulation of over 322,700 in the immediate local area and metro DC. Additionally, press releases are timed to coincide with workshops, forums, special events, grant opportunities, and to showcase SMSG participants, products new publications and websites. Fifteen documented independently authored articles and press releases covering SMSG reached an audience of 310,000. Potential outreach through web media that cannot be measured will most likely exceed this figure [at least four websites have been recorded and many more through the Buy Local Challenge].

- **County Fairs and other festivals** – SMSG exhibited at numerous public events such as three county fairs, the state fair and many other events, including the Sotterley Riverside Wine Fest. Award winning SMSG displays maintained a striking presence, and stood out with their innovative and inviting layout and informative displays. Interaction with the public combined with ‘farm trivia’ games for children created opportunities for direct interface with SMSG staff, helping to build awareness of the SMSG farms and SMSG programs. Over 3,380 Trails Guides, 2,274 Coloring Books, 1,200 Farmers Market Guides, 775 Equine Guides, 810 SMADC Impact Reports, and 1,680 SMADC Brochures placed in the hands of consumers at the county fairs alone.

- **BUY LOCAL CHALLENGE WEEK - JULY 17- 25, 2010: ONE WEEK TO A HEALTHIER PLANET**
 Now in its fourth year, the Buy Local Challenge (BLC) was conceived by SMADC to challenge the public during last week of July to eat something everyday from a local farm. A website and promotional materials were developed and made available for Maryland agricultural marketing specialists across the state. This exciting initiative has now spread beyond the state of Maryland and into neighboring states and has been endorsed by the Maryland Department of Agriculture and the Maryland Governor. The hope is to boost the local agricultural economy at a timely juncture in the growing season when farm products are plentiful and readily available.
 - The theme of the 2010 Buy Local Challenge “Healthy Plate, Healthy Planet” builds on the thought provoking environmental message conceived in 2008, tying together the benefits of supporting local farms to good health and the environment. This environmental theme highlighted 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.
 - The last full week of July is officially designated Buy Local Challenge Week (BLC) and is an annually recurring statewide event. Governor Martin O’Malley issued a statewide proclamation for the fourth consecutive year calling on Maryland residents to support state agriculture by taking the Buy Local Challenge.
 - Governor Martin O’Malley awarded SMADC’s Executive Director (Dr. Christine Bergmark) the “2010 Smart Green and Growing Buy Local Agricultural Challenge Award” in recognition for her leadership and innovative support of Maryland’s agricultural community.
 - The Buy Local Challenge web site (www.buy-local-challenge.com), launched in the spring of 2009, features enhanced interactivity and includes two separate, interactive social networking sites designed to allow user-generated content. This adjunct site allows users from anywhere in the country to create sub-groups specific to their region, to upload information about BLC events, submit photos, tips or recipes, or to chat or generally interact with other users across the country. 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 second 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, agricultural marketing professionals 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 ‘10 campaign highlights:

- www.buy-local-challenge.com. The website was created by SMADC as an information conduit for the promotion. The site displays offers 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 for the entire year. The Website registered continuous activity from August 09 through July 28 with over 149,000 recorded hits and 18,490 visits. BLC Week FY’10 recorded 5501 unique visits and 63,267 hits. BLC is closely watched nationally with unique visits registered from 49 states and the District of Columbia; top ranked visiting states are Virginia, California and Washington State. The BLC promotion is provoking considerable interest internationally particularly China, Canada, Germany and the United Kingdom.
- A new double-sided flier 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. 14,700 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 staff , Susan McQuilkin.
- BLC digital ads were featured for the first time on WashingtonPost.com targeted to the entire the state of Maryland including DC, and reached a combined audience of 214,675.
- Independently authored articles and press notices too numerous to count have broadcast the BLC in almost every venue.
- 70 downloads recorded on the BLC web site with requests from states as far away as Florida, New York, and Tennessee.
- County Commissioners of two counties issued proclamations to promote BLC to public.
- Savor St. Mary’s Restaurant Week – partnered with the BLC in St. Mary’s county to promote restaurants featuring fresh locally-grown produce, seafood, and local wines. 23 Participating local restaurants, 7 stores and one winery participated.
- 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 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. Nineteen recipes from around the state were selected, several from Southern Maryland.
- Twenty-nine (29) Southern Maryland Farmers Markets distributed BLC fliers and stickers.
- Numerous restaurants featured BLC menus statewide.
- Three (3) Southern Maryland regional Library systems (total of 44 libraries) in five Counties distributed BLC fliers
- Sixty two (62) Southern Maryland restaurants, stores and institutions and agricultural agencies distributed BLC fliers.

- Market managers report enthusiastic consumer response and noticeable increase in market attendance and sales during the BLC week.

Partners include: Maryland Agricultural Marketing Professionals (AMPS), Maryland Department of Agriculture

FARM TO HOSPITALS

- Building on the success of 2009 Hospital Challenge, Maryland Hospitals for a Healthy Environment (H2E) again launched a BLC competition to engage hospitals throughout the Maryland/DC region in providing healthier, local and sustainably produced foods at their facilities.
- At least thirty-one (31) hospitals (close to one third of Maryland’s hospitals) and 700 hospital employees in Maryland and D.C. participated in the “Buy Local Challenge”.
- Hospitals promoted their 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; hosting a farmer in the cafeteria while serving their local foods, and promoting their on-site hospital farmers’ markets or nearby farmers’ market in their community.
- Food service directors, chefs and our hospitals’ green teams have embraced the Buy Local Challenge by featuring local foods, promoting their local farmers and engaging their employees to participate. They’ve received rave reviews from their employees, patients, visitors and administrators and found it fulfilling and fun. Many are now starting to purchase local foods regularly and say they will continue throughout the year.
- Five (5) health organization e-newsletters sent to nearly 4,000 recipients publicized the promotion.

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 third consecutive year, SMADC worked in partnership with MD Cooperative Extension, 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 2010.

- Four elementary schools participated in September 2009, and over 2,000 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 Cooperative Extension staff, classroom activities, and cafeteria displays and menu items featuring fresh local 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.
- 1,646 Cornelia Coloring Books distributed to participating schools.

SMADC continues to work in partnership with St. Mary’s County Schools and Calvert County Schools for 2010 Farm to School Week and is encouraging Charles County to start the program.

Partners include: University of Maryland Cooperative Extension: St. Mary's county and Calvert County, St. Mary's County Economic Development and the Public School Food and Nutrition Services in St. Mary's and Calvert Counties

FARMERS' MARKETS – Program funds provide promotional advertising for 16 Farmers Markets in the five counties. Sales in 2009 from these markets averaged \$2.3 million for over 218 Southern Maryland growers.

- **Market Events** – SMSG supported one market season grand opening event at Lake O'Donnell in Charles County. This market is held Friday nights in conjunction with a Sunset Concert series.
Partners include: American Community Properties Trust: St. Charles Green Initiative
- **Regulatory Issues at Farmer's Markets Workshop** – In 2010, SMADC hosted a "Regulatory Issues at Farmer's Markets Workshop" to bring together farmer's market managers, local and state health department officials and various MDA division heads, along with agricultural marketing specialists. The workshop provided an opportunity for exchange of information between and among farmer's market managers and county health departments and state health officials. It also provided an opportunity for local health officials to learn how their counterparts in other counties are working with market managers to enable increased opportunity for farms to sell value added products safely to the public. 41 people attended.

Partners include: Maryland Department of Health and Mental Hygiene. Maryland Department of Agriculture, local county health departments

- **Farmers' Market Guide** – Now in its fifth year, the guide enables consumers to easily find farmers' markets in Southern Maryland and the DC metro area. The 2010/11 edition builds on SMSG brand recognition prominently featuring the SMSG logo and directs consumers to 27 Southern Maryland farmers' markets and two regional wholesale auctions. Over 42,000 brochures have been distributed to date (10,350 in FY'10). 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.

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** - The goal of this initiative, 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, we host annual "Trails" networking events to encourage the development of these 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, we hope 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. Interesting tidbits 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 third edition lists over 200 sites.
- Over 100,000 copies of the guidebook have been distributed.
- The fourth edition of the Guide, to be released on the fall of 2010, will include 162 sites, with 30 new sites. Several businesses had gone out of business since the previous version. For the first time, partners were asked to pay a fee to be listed. Also for the first-time, full-page, full-color advertisements were offered. Approximately \$11,000 has been collected from partner sites and ads for the 2010 edition of the Guide.

- SMADC continues to promote the Trails program “October is Trails” month and other events through ads, press releases, special invitations, etc.

- The Trails website, www.somdtrails.com, provides an electronic viewing of the guide book and provides a means of communication with trails members. The site had over 9,000 visitors for the period. Top referring sites were: Somarylandsogood.com, and Visitmaryland.org. The most popular Trail for the period is “Barnwood and Beach Glass”. Pages of most interest are the “Where to find a copy of the Trails book” and “Imaginative Itineraries”, such as the “Devine tour” of local wineries.

Partners include: St. Mary’s County Tourism

AGRIBUSINESS - FARM DIVERSIFICATION AND AGRIBUSINESS

• **Acidified Foods / Value-Added Products**

SMADC has provided mini-grants to the participants who successfully completed and passed the “Acidified Foods, Better Process Course” in 2008 which was initiated and co-sponsored by SMADC and College of Southern Maryland. Grant funds provide for processing starter kits, Process Authority scheduled process reviews and other associated costs. SMADC is continuing to partner with St. Mary’s County Government, DHMH and FDA in conducting on-going research and assisting producers through the process of getting their kitchens, processing and recipes approved.

SMADC has developed a close working partnership with State 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’s research to identify a Process Authority (Cornell University Food Ventures Department) to approve acidified foods recipes is seen as ‘ground breaking’ for not only Southern Maryland farming community and is a model for the entire state.

- Twenty-two farms received certification for acidified foods processing.
- SMADC is currently coordinating and funding Acidified Foods process registration and DHMH facility licenses for 10 farms (2 Charles County, 1 Calvert, 7 St. Mary’s County).
- 7 farms have received DHMH On-Farm processor licenses.
- 11 recipes have been filed with FDA.
- 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. The forms plus additional information (equipment supplies, water testing authorities, DHMH and FDA guidelines) will be made available to farm community on the SMADC website.

Partners include: St. Mary's County Economic Development, College of Southern Maryland, Maryland Department of Health and Mental Hygiene, Cornell University.

- **Meat Freezer Trailer Initiative Grants** - SMADC provided two grants for the purchase of meat "Freezer Trailers" that will be available for use by producers in the five counties of Southern Maryland. The freezer trailers will be used to safely transport farmers' locally raised meat 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.

Partners include: St. Mary's County Farm Bureau, St. Mary's County Economic Development, Anne Arundel Economic Development Corporation.

- **Regional 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.

Partners include: Engaged Community Offshoots (PG), Alice Ferguson Foundation (PG), Prince George's County Public Schools / Gwynn Park High School Science Department (PG), Anne Arundel Economic Development Corporation (AA), Calvert Board of County Commissioners (CA), St. Mary's Board of County Commissioners (SM), and the University of Maryland.

- **Regional Farm Equipment Grants** -Grants were awarded 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.

Partners include: Calvert Soil Conservation District, Charles Soil Conservation District, St. Mary's Soil Conservation District, St. Mary's County Farm Bureau.

- **Catnip Research** – This two-year trial with St. Mary's Cooperative Extension/ University of Maryland has nearly completed. SMADC provided \$11,500 in funds for researching the potential of catnip as a new specialty crop for the region. Catnip (a member of the mint family) is a core product in the Pet Industry and is very profitable on a per acre basis with several high profit derivative products associated with it and could be a potent option for former Maryland tobacco farmers, utilizing redundant tobacco barns and modified general farm equipment for harvesting and drying. Researchers have identified growing conditions and cultivation procedures required to maximize harvest potential. They are continuing experimentation on the optimal drying/curing of harvested catnip and are researching equipment necessary for drying, stripping and baling for commercial use.

Partners include: the University of Maryland Cooperative Extension: St. Mary's County

- **Port of Leonardtown Winery and Cooperative**- 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 supports a cooperative of grape growers throughout

Southern Maryland, many of whom were previous recipients of SMADC's "Growing Grapes for Wine" grants.

AGRIBUSINESS – FARM BUSINESS PLANNING GRANTS

- **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.

- In FY10, five farms were approved and four have completed business plans with the SMADC business consultant. The four grants include expanded: vineyard production (Anne Arundel); livestock and meat production (Calvert), organic produce and chicken processing (Prince George's) Christmas tree farming (St. Mary's County).
- Since inception of this program, 29 farms 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 three offerings in 2008, 2009 and in 2009, SMADC awarded (12) grants, totaling twenty three (23) acres.

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

SMADC continues to engage the farming community to maximize opportunities for ongoing land preservation and the growth of the area's family farms.

As the final phase of the Tobacco Buyout Program approached and in response to the tobacco buyout surveys, staff arranged a series of workshops to prepare farming families for the end of the buyout informing them of financial resources available to help them make far-reaching decisions. Specifically, estate planning, life and long-term care insurance and retirement planning and investments were identified as top priorities and these workshops were arranged. The workshop presentations were also video-taped and made available for viewing online by the farming community and the general public. Below are all SMADC workshops during Fiscal Year 2010.

- **Advanced Estate Planning Workshop** – Presented by Wealth Management Partners, this was a follow-up to an earlier workshop and provided an in-depth discussion that covered the key elements of advanced estate planning strategies including: selling or keeping the business in the family, transferring assets within the family, preparing the family, business structures and what makes an effective financial team.
- **Insurance and Long Term Care Workshop** – Presented by Wealth Management Partners, topics included information on types of life insurance policies are available strategic uses for life insurance, how much insurance to purchase and tax implications. Also included a discussion on the options and benefits long-term care insurance.

- **Retirement Planning and Investments Workshop** – Presented by Wealth Management Partners, topics covered the allocation of investments in retirement plans, understanding spousal benefits and the differences between IRA, Roth IRA and 401k, required minimum distribution, and guidance on determining how much income a retiree can withdraw from savings.
- **Annie’s Project – Education for Farm Women** – In conjunction with Maryland Cooperative Extension, Annie’s project is designed to empower farm women to manage information systems used in critical decision making processes and to build local networks throughout the state. The target audience was farm women with a passion for business and involvement in the farm operation. Workshops took place simultaneously around the state. The cost was \$50, and covered all eight workshops, meals and class materials. 24 people attended
- **Acidified Foods Workshop** -- In the spring of 2010, SMADC hosted a workshop for area farmers to explain the DHMH and FDA requirements for the licensing and registration of on-farm kitchens, and the process to for testing and submitting forms to the Food and Drug Administration (FDA) for acidified foods such as pickled beets.
- **Website Design** – Presented in partnership with Network Solutions, this workshop was offered to the “Annie’s Project” participants and covered website development specifically farm enterprises including information on domain name registration, hosting options, web construction and other online marketing resources. 24 people attended.
- **Social Networking/Marketing Forum** – At the request of the community, SMADC provided a workshop on electronic social networking and marketing. Designed for local farm-based businesses, arts-based businesses and other sites that offer things handmade or homegrown in Southern Maryland, this workshop provided an overview of Facebook and Twitter, and other networking resources to help farms market and effectively grow their business by reaching a larger customer base. 22 people attended.
- **Mediation Workshop** – In conjunction with MDA’s Conflict Resolution Service, this workshop was to increase the awareness of MDA’s Agricultural Conflict Resolution Program. The workshop presented dispute/conflict management options and procedures that exist within various Maryland organizations. 3 people attended.
- **Regulatory Issues at Farmer’s Markets Workshop** – This workshop brought together local county health officials, state health officials, farmers’ market managers, and various MDA division heads along with agricultural marketing specialists in the five county area. The goal of the workshop was to update the attendees on the unique regulations required for each county and provide clarification on the differences between state and local ordinances. It also provided an invaluable opportunity for health officials to learn how some of their counterparts in other counties are working with market managers to enable increased opportunity for farms to sell value added products safely to the public. 41 people attended.

Partners include: See above.

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.
 - Over 91,500 coloring books have been distributed.
 - Four animation pieces were broadcast continually throughout 2006-2009 on local television stations
 - Six humorous animated farm songs accompany the coloring book.
- **Toastmasters Youth Public Speaking and Leadership 8 week workshop:** Presented in partnership with Toastmasters International, the workshops taught youth how to communicate effectively in public with grace and ease. The goal of the workshops was to empower farm children and provide them with a foundation to build confidence and increase self esteem as ambassadors and future leaders of the new generation farmers.
- **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 sixth 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. SMILE show classes featured fitting and showing, market and breeding competitions for beef, dairy cow, swine, sheep, dairy goats and meat goats. The horse show in its fourth year provided competition classes and a video show review with judge’s commentary. SMILE has grown since the first show in 2005; a total of 88 children and youth participated from eight counties (Anne Arundel, Calvert, Charles, Montgomery, Prince George’s, St. Mary’s, Talbot, Washington counties) with a total of 329 animals registered for the events. In addition to the livestock shows, a SMILE community dinner, educational and youth development events were held to foster camaraderie and enhance participants’ knowledge and appreciation for the area’s agricultural heritage. This year, for the first time, there were fewer attendees due to the economic downturn and expense of travel and accommodation of family members.
 - 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 18 events statewide, one with 890 attendees.

- ***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) and nationally on RFD-TV (a national television broadcast serving rural America). In 2010, MPT requested, and was granted, the rights to continue broadcasting the film for five more years. By request, we showcased the film at the Chesapeake Folk Life Festival.

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

Dr. Christine L. Bergmark, Executive Director, or Cia Morey, Administrator
Southern Maryland Agricultural Development Commission
Tri-County Council for Southern Maryland
P.O. Box 745, Hughesville, MD, 20637
Telephone: 301-274-1922 FAX: 301-274-1924
email: cbergmark@smadc.com
web: www.smadc.com

Street Address: 15045 Burnt Store Road, Hughesville, MD

SMADC Staff:

Christine L. Bergmark, PhD, Executive Director
Shelly Lancaster, Administrative Assistant
Susan McQuilkin, Marketing Executive
Cia Morey, Administrator

**Southern Maryland Agricultural Development Commission
Tri-County Council for Southern Maryland**

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 buy-out 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.

According to a study conducted in 2001, 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. 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 to this “Southern Maryland Tobacco Crop Conversion Program” with the following mission, vision and goals:

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:

Dr. Christine L. Bergmark, Executive Director, or Cia Morey, Administrator
Southern Maryland Agricultural Development Commission
Tri-County Council for Southern Maryland
P.O. Box 745, Hughesville, MD, 20637
Telephone: 301-274-1922 FAX: 301-274-1924
email: cbergmark@smadc.org
web: www.smadc.com

Street Address: 15045 Burnt Store Road, Hughesville, MD

**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 2010 (July 2009 - June 2010)**

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	<ul style="list-style-type: none"> • Tobacco Buyout

KEY ACCOMPLISHMENTS - FY 2010 (July 2009 - June 2010)

Managing for Results

	Actual	Actual	Goal	Actual	Goal	Goal
Performance Measures	2008	2009	2010	2010	2011	2012
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)	7.331	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	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
Action Plan/Step	<u>Marketing Southern Maryland Products (now So. Maryland, So Good (SMSG))</u> <ul style="list-style-type: none"> Develop a 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
----------------	--

	Actual	Actual	Goal	Actual	Goal	Goal
Performance Measures	2008	2009	2010	2010	2011	2012
Inputs:						
Number of grower applications: Farm Guide and SMSG (merged)	221	248	255	266	265	280
Number of store participants: SMSG (now including stores, restaurants, institutions)	66	74	80	74	85	80
Number of Farmers' Market applications	14	18	19	17	18	18
Output:						
Market trends, loan, and feasibility studies assessed ^{1a}	0	0	0	3	0	0
So. MD Directories published (Regional, Direct-market) ^{1b} (now including BLC)	4	4	3	6	3	3
Efficiency:						
Directories published in timely manner	4	4	3	3	3	3
Farmer market applications and contracts processed timely	100%	100%	100%	100%	100%	100%
Outcomes:						
Number of growers / businesses advertising in Directory ²	312	347	360	365	375	380
Number of Farmers Markets supported/promoted ³	22	24	23	29	29	30
Number of Farmers' benefiting from farmers' market promotion, enhancement ⁴	675	738	745	752	755	760
Quality:						
Advertising campaign – number of direct mailings, media ads ⁵	5.1 m	23.1 m	24.0 m	16.2m	17.0 m	17.5 m

1a: Buyout recipient survey, Trails partners survey, EDC, Tourism and partner organization survey, SMADC survey

1b: Holiday brochure, farmers' market brochure, Trails, BLC and SMADC brochure

- 2: 266 in directory, 74 stores and restaurants and 25 implement and suppliers
- 3: 29 Farmers Market (retail and wholesale) in brochure
- 4: 227 farmers from farmers markets, 525 Cheltenham
- 5: Direct mailings (13,718) and 35% of combined circulation for ads and press in FY '10

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	Actual	Goal	Actual	Goal	Goal
Performance Measures	2008	2009	2010	2010	2011	2012
Inputs:						
Number of applications for SMD Farm Viability & Grape Grants	7	0	3	13	3	3
Number of relevant local, state and/or federal grants	1	1	1	0	1	1
Output:						
Cumulative number of Farm Viability Business Plans developed	23	23	26	26	27	28
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	23	24	27	29	30	30
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 Trails program ³	209	209	225	162	162	170
Matching grants awarded	0	0	1	0	1	1
Quality:						
Advertising campaign – number of direct mailings, media ads ⁴	5.1 m	23.1 m	24.0 m	16.2m	17.0 m	17.5m

- 1. Agritourism brochure has evolved into SMD Trails guidebook
- 2. Four business plans approved FY'10 and three are being prepared
- 3. 162 in 2010 Trails guide (30 new businesses, first time partner fees have been required). Many businesses had gone out of business since the last edition.
- 4. Direct mailings (13,718) and 35% of combined circulation for ads and press in FY '10

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)

	Actual 2008	Actual 2009	Goal 2010	Actual 2010	Goal 2011	Goal 2012
Performance Measures						
Inputs:						
Funds available for Infrastructure programs	yes	yes	yes	yes	yes	yes
Output:						
Number of Educational Tours developed	1	1	1	0	0	1
Number of Educational Tours developed (cumulative)	11	12	13	12	12	13
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program (cumulative) ¹	187	240	240	307	310	315
Number of scholarships awarded	1	0	1	0	0	0
Number of farmers / businesses directly receiving information ²	3093	3736	3750	3853	3775	3900
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	1034	1059	1075	1083	1095	1110
Quality:						
Advertising campaign – outreach of direct mailings, media ads ⁴	5.1 m	23.1 m	24.0 m	16.2m	17.0 m	17.5m

- 10 workshops, 54 community meetings and public outreach and 3 special events in 2010 totaling 67 Cumulative: 1 (2001) + 7 (2002) +17 (2003) + 18 (2004) + 43 (2005) + 30 (2006) + 30 (2007) + 41 (2008) +53 (2009) +67 (2010)
- Mailings/Meetings: 3736 = 1,708 for 2 tobacco mailings; 219 Trails mixer, 50 SMILE sponsorship mailing, 1020 for 3 SMSG mailing, 68 holiday brochure, 280 SMILE, 24 farmers' market brochure, 81 BLC hospitals and businesses, 340 for community outreach
- Grantees (29), Workshops & Special Events (1,054)
- Direct mailings (13,718) and 35% of combined circulation for ads and press in FY '10

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'10 Performance Measures	2008	2009	2010	2010	2011	2012
Inputs:						
Funds made available to support existing county preservation program (thousands)	1,199	1,591	2,685	2,192	1,886	1,798
Bonus funds available to support incentive for tobacco farmers (thousands)	480	238	492	492	155	200
Output:						
County programs strengthened	5	5	5	3	5	5
Number of eligible Growers who place land under agricultural preservation (cumulative, inc. leveraged matching) ¹	190	205	210	223	230	240
Outcomes:						
Cumulative acres permanently preserved (inc. matching) ¹	22,946	24,438	25,500	26,630	27,500	28,500
Counties participating	5	5	5	3	5	5
Participants in FarmLINK	-	-	na	94	150	200
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 FY2010 report reflects all the adjustments to date since the beginning of this program.

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

Dr. Christine L. Bergmark, Executive Director, or Cia Morey, Administrator
 Southern Maryland Agricultural Development Commission
 Tri-County Council for Southern Maryland
 P.O. Box 745
 Hughesville, MD, 20637

Telephone: 301-274-1922
 FAX: 301-274-1924
 Email: cbergmark@smadc.com

Street Address: 15045 Burnt Store Road, Hughesville, MD