



## 2017 ANNUAL REPORT



Southern Maryland Agricultural Development Commission

*Supporting Farms and the Future of Agriculture*

[www.smadc.com](http://www.smadc.com)





BUY LOCAL CHALLENGE

# 10<sup>th</sup> Anniversary CELEBRATION

*Southern Maryland Style!*



2017 marked the 10th Anniversary of the Buy Local Challenge, a SMADC initiative that has since been adopted statewide. To celebrate, SMADC hosted a celebration of farms and food. See more on page 16.

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## ABOUT SMADC

*The purpose of the Southern Maryland Agricultural Development Commission (SMADC) is to support farms and the future of agriculture in Southern Maryland.*

The Southern Maryland Agricultural Development Commission (SMADC) is committed to expanding and promoting a viable and profitable agricultural farming community in Southern Maryland. While the primary focus is on the five southern Maryland counties of Anne Arundel, Calvert, Charles, Prince George's and St. Mary's, many of our initiatives reach statewide. SMADC has dispersed the tobacco buyout monies to all buyout participants, developed a regional plan for diversification, and continues to provide ag grants and training, and funding for land preservation as it is available.

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*SMADC provides vision, support, research, grants, marketing, and promotion to area farmers.*

As new farm economies are being formed, SMADC works to streamline regulations and reduce obstacles. At SMADC, we are helping farmers to help themselves in creating a profitable farming future and increasing the public's understanding of the importance of local farms to our overall economy. To achieve that goal, SMADC connects local farmers to consumers and protects area farmland through land preservation programs.

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We have worked to increase access to fresh food for the hunger community while enhancing farmers' profitability. We created a **Farm Share** program so that farmers could share equipment, and we developed a **Maryland FarmLINK** program to foster new farmers, and bridge communication between farmers, both new and experienced.

Our efforts in streamlining regulations have helped farms to add value to their products by extending the life of farm foods through on-farm processing, dairy processing, and more. Simultaneously, SMADC launched promotion campaigns to the public to alert consumers and buyers to the availability of Southern Maryland's diverse farm foods and innovative on-farm services (**So. Maryland, So Good**), the **Maryland Buy Local Challenge**, **Southern Maryland Trails: Earth, Art, Imagination**, and **Southern Maryland Meats**.

## SMADC APPOINTS NEW DIRECTOR, SHELBY WATSON-HAMPTON

In March 2017, Tri-County Council Executive Board and SMADC Board appointed Shelby Watson-Hampton as the new Director of SMADC. Ms. Watson-Hampton is a Southern Maryland farmer and active member of the Maryland farming community. In her previous position, in the Marketing Department at the Maryland Department of Agriculture, she managed the Farmers' Market Nutrition Program and worked to promote and market Maryland products, farmers, and farmers' markets.



*"As Director, my mission will be to work towards fostering a truly cohesive farming community in Southern Maryland, which brings out the best in all farmers and all production types. I will strive to continue and to expand the tradition of a strong and prosperous farming community in Southern Maryland."* - SHELBY WATSON-HAMPTON, SMADC DIRECTOR

## SMADC APPOINTS NEW CHAIRMAN, YATES CLAGETT

During FY'17, at the April SMADC meeting, Yates Clagett, SMADC board member, was elected as SMADC's new Chairman and commenced his tenure in May. Mr. Clagett, a former tobacco producer who transitioned to livestock production in 2006, works for the Prince George's Soil Conservation District and manages all agricultural programs, including the Land Preservation Programs. He is also the Prince George's County Farm Bureau President and has served on numerous state and local agricultural boards.



*"After 16 years, SMADC has refocused and redefined our mission to evolve with the Southern Maryland agricultural economy as it continues to grow. I'm excited to lead the board and to take on new initiatives to help farmers continue to transition and increase profitability."* - YATES CLAGETT, SMADC CHAIRMAN

# MEAT CENTER

*Feedback from public forums and surveys, particularly during FY'15, identified a meat processing facility as the top priority for the region.*

In March 2016, SMADC was directed by the Executive Board of the Tri-County Council for Southern Maryland (TCCSMD) to focus exclusively on the creation of a USDA certified meat slaughter/processing facility convenient to the region's farmers and to develop a Request for Proposal (RFP) to identify a site and managing entity.

The objective of the TCCSMD and SMADC board is to create an RFP that allows a public-private partnership to develop, manage and operate a meat processing facility located within the five counties of Southern Maryland (under current structural organization the TCCSMD and SMADC cannot hold title to property). The meat processing facility is intended to provide a suite of multi-species meat processing services adhering to USDA certification (slaughter, cut, process and wrap) with minimum processing capabilities of 500 beef and 2000 sheep/goat/hog units, and optional ability to process additional livestock species including poultry. The ideal capacity for the facility is 3000 animal units per year. Ideally, a single award will be made to an entity which can provide all of the services through sub-contractors and a lease or purchase of property. The contract to be awarded will be for a term of up to 9 years. In FY'16, SMADC set aside funds to support the development/construction of the meat processing facility. In FY'17, TCCSMD and SMADC engaged

## HIGHLIGHTS (2017-2016)

- RFP FINAL DRAFT APPROVED BY STATE LEGAL ENTITIES
- RFP LAUNCHED ON EMARYLAND MARKET PLACE
- 1 PRE-PROPOSAL CONFERENCE HELD – 15 INDIVIDUALS ATTEND
- PRE-PROPOSAL CONFERENCE QUESTIONS POSTED ON SMADC.COM





in conversations with Maryland Agricultural Resource-Based Industry Development Corporation (MARBIDCO) to investigate the possibility of dispensing SMADC funds for this project through MARBIDCO financial instruments. MARBIDCO agreed to assist with the financial component of the RFP development and administer SMADC funds through a low-interest loan which may be converted to a grant, conditional upon certain benchmarks being achieved. The total maximum amount available is \$1 million, of which \$500,000 is available as a loan which can be converted to a grant and the remaining \$500,000 is available as a loan only.

The RFP (prepared under legal oversight, in strict alignment with state procurement law requirements) was issued on November 28, 2016 on eMaryland Market Place and promoted statewide through media press-releases, paid advertisements and through SMADC social media platforms.

A Pre-Proposal Conference/Bidders Meeting was held on December 13, 2016, to address questions from prospective bidders. SMADC staff acting as Procurement Officer with TCCSCM Executive Director and Executive Director-MARBIDCO reviewed the RFP content and Scope of Work. Fifteen people attended the meeting, including representatives from potential bidders and groups, local government and regional economic development specialists. A summary, inclusive of meeting agenda and RFP, was posted on SMADC website. No proposals were received by the due date, Jan. 27, 2017.

Due to the lack of RFP responses, SMADC has appointed a subcommittee in the interim to work with TCCSMD Executive Director to review the RFP, address issues that may inhibit potential bidders and consider options for enhancements and incentives to increase successful bid responses. A timeline for re-issuing the RFP is proposed for late August 2017, with bids due in January 2018.

# NEW SMADC FARM GRANTS AND FINANCING



During FY'17, SMADC developed and launched a formal application process for scholarships and sponsorships, a new mini-grant program to help farmers start or expand agricultural operations, and new funds to incentivize the utilization of MARBIDCO programs in the five-county region. As part of its ongoing mission to support farming in Southern Maryland, SMADC makes grants and financing assistance available to individual farmers, groups and ag-related entities to fund projects, acquisitions, research and development and other project areas. Two new grant programs and two SMADC/MARBIDCO loan financing options were launched.



*The Regional Agriculture Project (RAP)*, which fosters collaboration among the ag-related entities and farmers within each county. Supports projects that will enhance the agricultural infrastructure of the county (purchase of equipment or development of central facilities to be used by farmers in each home county.) Awards up to \$25,000 per county/partnership.

## *SMADC Scholarships and Sponsorships*

SMADC recognizes the importance of educational and networking opportunities for farmers and for young adults (high school and above) that promote and support agriculture, stimulate interest in careers in agriculture and grow a new generation of farmers. To address this need, SMADC is offering both sponsorships and scholarships to residents in Southern Maryland.

- Sponsorships are typically awarded to an entity seeking sponsorship funds for events that provide information or assistance to benefit the region's farming community.
- Scholarships are typically awarded to individuals who live in Southern Maryland to assist in the costs of attending training, a workshop or a program related to agriculture.



## G

*The Southern Maryland Agricultural Mini-Grant Program*, will assist farmers with small start-up projects and with diversifying their farming enterprise. Awards up to \$2,000 to individual farmers (with a one-to-one match by the farmer).s up to \$25,000 per county/partnership.

## L

*The Southern Maryland Agricultural Equity Incentive Matching Fund*, offered in conjunction with MARBIDCO, is designed to incentivize loan requests from farmers and to help them meet certain down-payment (equity) requirements, in order to help improve the credit quality of their applications.

## L

*The Southern Maryland Revolving Loan Fund for Agricultural Producers*, a loan program designed exclusively for Southern Maryland applicants to assist with purchases and upgrades. Loans available from \$10,000 - \$20,000.

*In addition to launching these new grants and financing opportunities, SMADC will set up an independent board 'grant review committee' to review and award the funds. The review committee will be made up of stakeholders from the community who are not currently on SMADC's board but who are active in the agriculture community in Maryland.*

### *New on-line Grant and Scholarship Portal Launched – SMADC.com*

In order to effectively promote the new grant and financing opportunities, SMADC launched dedicated webpages on SMADC.com to host the full grant, scholarship and sponsorship details, together with on-line submission forms (as applicable) and provided corresponding links to MARBIDCO partnership loan/grant offerings to streamline the applications process.

# SOUTHERN MARYLAND MEAT INDUSTRY



## HIGHLIGHTS

- 46 PRODUCERS PARTICIPATE IN SMM (ONE NEW IN FY'17)
- 81,517LBS FROZEN MEATS TRANSPORTED, TOTAL ESTIMATED RETAIL VALUE OF \$473,475.00
- \$135,426.52 FREEZER DISPLAY CASE SALES (5 RETAIL VENUES)
- 2 NEW FREEZER TRAILERS PURCHASED (PRINCE GEORGE'S AND ST. MARY'S)
- 15 YOUTH PARTICIPATE IN SMM JUNIOR PROMOTION

## FARM SHARE EQUIPMENT - FREEZER TRAILERS

*"The trailer is a huge asset to meat producers." – Cathy Cosgrove, Calvert County Farm Bureau Secretary*

In 2011, SMADC provided funds to the St. Mary's and Prince George's County Farm Bureaus to purchase freezer trailers to transport farmers' meat products from USDA processing plants to farm or retail stores. In FY'15, funds were approved for a third trailer for Calvert County Farm Bureau. All three trailers are available to rent by any Southern Maryland meat producer. In FY'16, Prince George's and St. Mary's counties received funding to purchase new trailers. Both counties auctioned their old trailers and have returned the sale proceeds to SMADC to be used to establish a fund for ongoing trailer and display case maintenance. The new trailers are more stable and easier to haul than the previous models. As a result, all three counties acquired new users in FY'17. Parity of rental rates across all counties helps to insure equitable use and minimize wear and tear.

## SOUTHERN MARYLAND MEATS WEBSITE

The SMM website provides producer and retail partner directories, and resources for producers such as processing information, promotional materials, rental equipment inventory, and regulatory/licensing guides. A popular destination for both consumers and producers, the SMM website averages 1,800 visits a month. SMM also has a Facebook page.

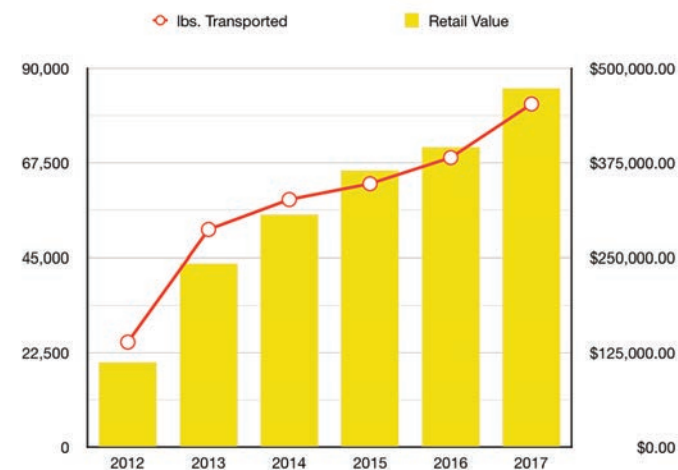
## MARKETING AT RETAIL VENUES

The SMM freezer case initiative provided participating producers with important retail sales opportunities within Southern Maryland and facilitated successful, profitable on-going retail connections for producers. Additionally, consumers are more aware of the availability of local meat products and producers are more adept at marketing their products direct to consumers through on-farm sales and at farmers' markets. The SMM



## SMADC FREEZER TRAILERS

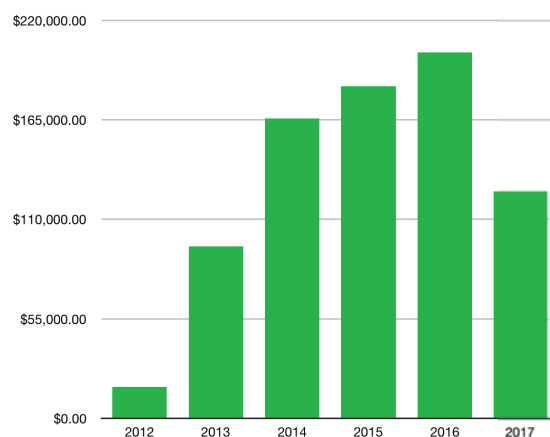
In FY'17, a combined total of 81,517 lbs of processed meat was transported with an estimated retail value of \$473,475.00, representing a 19% increase from FY'16.



ESTIMATED RETAIL VALUE OF CARGO & TOTAL POUNDS TRANSPORTED

## SMM FREEZER DISPLAY CASE SALES

In FY'17, five retail partners host SMM freezer display cases: Cooksey's Store (Charles County); Chesapeake's Bounty (2 locations in Calvert County; and the Home Grown Farm Market and Keepin' It Local (St. Mary's County).



ESTIMATED RETAIL SALES (FIVE RETAIL LOCATIONS COMBINED)

Steering Committee recommended, as program goals have been achieved, to twilight the display case initiative. Commencing in FY'17, any cases with major maintenance issues will be retired from the program and offered for sale by closed bid to SMM participants. Three freezer cases were sold in FY'17. Funds from the sale of the cases (\$2,568.00) were returned to SMADC and are encumbered to establish a maintenance fund for the remaining display cases. In FY'17, combined total sales for the display cases is \$135,426.52; the decrease in sales is due in part to fewer display cases/venues (seven cases in FY'16).

## SMM JUNIOR PROMOTION

In FY'16, SMM received SMADC funding for a 'youth' promotion to build awareness of the SMM program, inform a new generation of beginning farmers, grow participation in the SMM program, and stimulate interest to implement SMM quality/raising standards. The SMM Junior Promotion was launched in the spring of FY'17. Participants received free promotional materials to promote their animals during the fall fair livestock auctions. At the conclusion of the promotion and successful sale of their animals, applicants must submit a one-page essay about raising and selling

their livestock to program standards. Promotion completers will receive an award of \$100 to help finance their livestock projects. Fifteen participants have signed up for the program.

## PROMOTION AND MARKETING

A program priority is to build awareness for SMM meats. The "Southern Maryland Meats" brand/logo, co-created by SMADC and producers, assures transparency and product authenticity to consumers. Participating farms' raising practices are 'juried' to assure the quality and integrity of the SMM brand is maintained. Forty six producers participate in the SMM program (one new in FY'17 and three pending approval). The SMM program was promoted at five events (Maryland Sheep and Wool Festival, SMILE Livestock Expo, Jefferson Patterson Park Children's Day, and the Washington DC Lamb Jam (hosted by The American Lamb Board). The SMM Assistant met with owners and chefs of restaurants and stores, as well as consumers and distributed SMM promotional flyers directing consumers to the SMM website producer listings. Five businesses expressed interest to connect with SMM producers.

# REGULATORY ASSISTANCE/ SMADC OMBUDSMAN

## HIGHLIGHTS

- 4 ON-FARM ACIDIFIED FOODS AND 1 ON-FARM BAKERY - DHMH ANNUAL PROCESS REVIEWS FACILITATED
- 1 STAFF AND 2 MEMBERS OF CLOVER HILL DAIRY QUALIFY AS PREVENTIVE CONTROLS QUALIFIED INDIVIDUALS (PCQI)
- 5 NEW ON-FARM PROCESSOR MEAT LICENSES FACILITATED
- 1 NEW CANE SORGHUM HARVEST/MILLING/SAP EXTRACTION SOP FACILITATED

*SMADC's regional and statewide programs strive to create economic opportunities for farmers and provide the research, resources, information and support for existing and new farm entrepreneurs to be successful. SMADC's works cooperatively with farms and state and local agencies to facilitate a vital regulatory information conduit for the farming community by providing workshops for regulatory updates and staff expertise and support for ongoing record keeping, process reviews, and license applications as needed.*

## WHAT IS SMADC DOING?

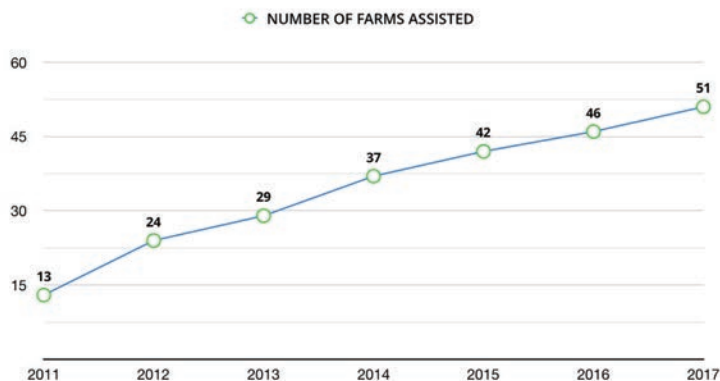
An ever growing inventory of value-added on-farm products (fermented foods, dairy, acidified, meats, etc.) coupled with innovative on-farm agritourism activities are dramatically changing the profile of farming; health and permit inspectors struggle to interpret current guidance and regulation to accommodate new agri-business models. As a result, SMADC staff is frequently sought out regionally and statewide as a knowledgeable resource to help producers navigate the complex regulatory requirements of multiple federal, state and local agencies (FDA, USDA, DHMH, SHA) which oversee food production and farm enterprise.

SMADC places great importance on continuing training for SMADC staff in food safety protocols to enhance SMADC's ability to provide informed ongoing regulatory assistance to regional value-added farm enterprises engaged in food and beverage production.

SMADC's online tools, tutorials and template resources continue to provide easily accessible local and state regulatory compliance guidelines for Acidified Foods and the On-Farm Processor/Meats License application; both tutorials remain top visited pages on the SMADC website. SMADC facilitated five new meat/on-farm processor licenses in FY'17.



## ON-FARM DHMH MEATS LICENSE



## EXAMPLES OF SMADC REGULATORY OUTREACH IN FY'17

**SLAUGHTER/PROCESS FIELD TRIP (FEBRUARY 2017)** – facilitated with St. Mary's County Government to visit two meat processing facilities (Hoffman's Meats and Working H Meats) to assist the Amish community with the development of a meat processing facility. Six participants.

**FOOD FOR PROFIT WORKSHOP (NOVEMBER 2017)** – sponsored by University of Maryland Extension, SMADC staff presented on "Food Safety for New Businesses". The one-day workshop was specifically adapted to Maryland's food production regulations to guide new value-added food business entrepreneurs through local and state regulations, food safety issues, and business management concepts. Over 20 participants attended.

**CANE SORGHUM HARVEST AND MILLING FOR SAP EXTRACTION** – SMADC facilitated the approval of a new sorghum syrup harvesting process for Next Step Produce (Charles County). The process was approved by MD State DHMH in March 2017.

**SMADC REVOLVING LOAN FUND** – launched in 2017 provides funding to assist with costs of food safety upgrades (growing, harvesting, packing and holding of produce).

**CLOVER HILL DAIRY EXEMPTION FROM A STATE GROUNDWATER DISCHARGE PERMIT (JUNE 2017)** – permit and plans facilitated with Maryland Department of Environment Water Management Administration in partnership with St. Mary's Health Department, Soil Conservation District Office and Planning Office.

**SALMONELLA PREVENTION PLAN (JUNE 2017)** – guidance, Standards of Procedure and prevention plan facilitated for two producers in St. Mary's and Charles County.

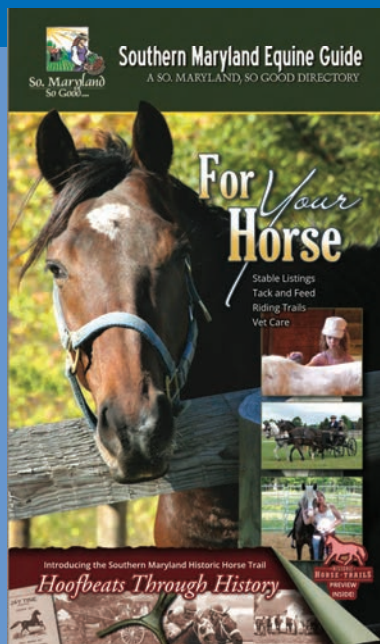
**ON-FARM PROCESSOR LICENSE FOR MEATS TRAINING (AUGUST 2016)** – SMADC staff presented a tutorial on the DHMH license application procedure and compliance at a Grazers On-Farm Workshop at Clagett Farm. Twenty five producers attended.

**GROUP GAP INTERNAL AUDITOR TRAINING WORKSHOP (JUNE 2017)** – SMADC staff attended two-day training hosted by the Wallace Center. The long-term goal is to meet the growing demand for food certification from the buying community and provide professional development opportunities for internal auditors, and establish a culture of peer-to-peer training.

**FOOD SAFETY MODERNIZATION ACT (FSMA) TRAINING** – SMADC staff attended a 3-day workshop developed by the Food Safety Preventative Controls Alliance (FSPCA) to meet the FDA compliance mandates of the FSMA Preventative Controls for Human Food. Staff qualified as Preventive Controls Qualified Individual (PCQI). Two members of Clover Hill Dairy cheese making plant in St. Mary's County, attended the training.

**ACIDIFIED TUTORIAL/SMADC.COM** – fully updated in FY'17 to include FSMA compliance guidance and new FDA submission forms and information.

# EQUINE INDUSTRY



## HIGHLIGHTS

- 9000 EQUINE GUIDES DISTRIBUTED. AVERAGE 606 VISITS PER MONTH TO SMADC.COM
- 12,836 HISTORIC HORSE TRAILS BROCHURES DISTRIBUTED
- OVER 8,000 UNIQUE VISITS RECORDED ON HHT WEBSITE IN FY '17
- 17 DESTINATION SITES, 63 ACTIVE EQUINE BUSINESSES PROMOTED/HHT BROCHURE AND WEBSITE

*Since its creation in 2000, SMADC has helped local farms expand and thrive. SMADC focuses on promoting the region's diverse agricultural businesses inclusive of Southern Maryland's equine community. Southern Maryland's horse stables and farms help to preserve the rural landscape and stimulate the trajectory of the regional economy bringing together communities through equine sports events, recreational activities, and as vibrant tourism destinations. Over 30,000 acres are attributed to equine businesses in Southern Maryland, (MD Horse Board 2010 Census) and more than 165 Maryland Horse Industry Board (MHIB) licensed equine facilities operate in the region.*

## SOUTHERN MARYLAND EQUINE GUIDE

In FY'16, SMADC developed and published "For Your Horse," the fourth edition of the Southern Maryland Equine Guide, which showcases Southern Maryland's equine community and provides information and resources for horse owners, horse-related businesses and consumers. The 44-page, full-color directory lists 63 horse farms and stables in Anne Arundel (23), Calvert (10), Charles (12), Prince George's (6) and St. Mary's (12) counties that offer riding lessons, training programs, horse boarding, sales and breeding. Additionally, 18 regional hay producers are featured as well as listings of equine-related goods and services including feed suppliers, vets, farriers, tack shops, horseback riding trails, show arenas and equine associations.

The guide highlights Southern Maryland's seven Horse Discovery Centers in Anne Arundel (2), Calvert (2), Prince George's (1), and St. Mary's (2). These certified stables provide a safe, knowledgeable environment where visitors can interact with horses.

A total of 15,000 Equine Guides were printed in FY'16. To date, over 9000 guides have been distributed to regional public libraries, welcome centers and participating businesses. The guide is available to view or download on the SMADC website. In FY'17, the online guide averaged 606 unique visits per month.





## SOUTHERN MARYLAND HISTORIC HORSE TRAIL

Launched in June 2016, **“Hoofbeats Through History: The Southern Maryland Historic Horse Trail”** is one of a network of heritage ‘driving’ trails in development across the state that highlight the contribution of horses to Maryland’s history and culture.

The state-wide Maryland Historic Horse Trails (HHT) was initiated by the Maryland Horse Industry Board (MHIB) which invited SMADC’s participation and provided funding for the development of the HHT website and companion brochure. The HHT initiative is a novel approach to heritage tourism which enhances economic opportunity for regional cultural sites hand in hand with the promotion of the area’s equine industry.

The HHT website is the project centerpiece and features a mapped, self-guided driving trail of 17 documented/equine-related destinations in

Southern Maryland (Calvert, Charles, Prince George’s and St. Mary’s counties\*) that illustrate the role of horses in the region’s past offering historical insight and educational opportunities. The trail website includes descriptions, stories, photos, hours, galleries of related documents, articles and an interactive map for the key sites. In addition to the history piece, the website highlights the area’s active working horse farms, plus equine events that encourage visitors to experience and participate in the world of horses today.

A full color printed brochure provides a summarized version of the trail which directs the public to the HHT website; 15,000 brochures were printed, with 12,836 copies distributed in FY’17. The HHT website received over 8,000 unique visits in FY’17.

*(\*SMADC’s mission and programs generally encompass all five Southern Maryland counties; for this initiative, Anne Arundel County will produce a separate trail.)*

# BUY LOCAL CHALLENGE



## HIGHLIGHTS

- 60,000 SMADC BLC FLIERS DISTRIBUTED STATEWIDE
- GOVERNOR HOGAN AND AGRICULTURE SECRETARY ENDORSE BLC WEEK
- 455 ATTEND THE SMADC BLC EVENT
- 30 FARM VENDORS FEATURED AT SMADC EVENT
- 7 BLC SMADC EVENT SPONSORS
- PUBLICITY AND AD REACHED A COMBINED AUDIENCE OF MORE THAN 1 MILLION
- 18,000 UNIQUE VISITS TO BLC WEBSITE

SMADC created the Buy Local Challenge (BLC) in 2007 to educate the public about the benefits of supporting local farms with the goal to incentivize and increase purchases of Maryland farm foods year-round. This year marks the 10th Anniversary of the BLC which was conceived by SMADC as a regional promotion which was subsequently adopted by the state and is now jointly promoted with Maryland Department of Agriculture as a statewide promotion.

## TAKE THE PLEDGE PROMOTION

SMADC purchased digital advertisements with the Washington Post (delivering over 1 million impressions) during the full month of July. Ads drive consumers to the BLC website to 'take the pledge' to buy local and discover state wide resources on where to buy Maryland grown farm products. To incentivize pledging and gauge response to the BLC, SMADC surveyed consumers to estimate much they planned to spend during BLC week, and automatically entered them for a chance to win a 'Buy Local' T-shirt. Ten winners were randomly selected, from close to 300 entries. Economic Development Departments, agriculture agencies and marketing specialists around the state partnered with SMADC to distribute 60,000 BLC flyers to engage consumers in support of Maryland farms. Statewide Agriculture Marketing Professionals (AMPs) spearheaded BLC promotions/events in their counties. The Maryland Wineries Association, Brewers Association of Maryland and Maryland Distillers Guild, all endorsed Buy Local Week. The Buy Local Cookout and contest, hosted each year at the Governor's mansion (for nine consecutive years and through two administrations) featured selected recipes showcasing the diversity of Maryland's farm products. In FY'17, recipes included products from ten Southern Maryland farms.

## BUY LOCAL CHALLENGE – 10TH ANNIVERSARY EVENT

A celebration of farms and food was held at Robin Hill Farm and Vineyards in Prince George's County on Mon.,





Jul. 31, 2017 (venue donated by the Watson family) to mark the BLC's 10th anniversary. The event featured 30 farm vendors offering product tastings and sales, live entertainment, carriage rides, lawn games and a locally sourced dinner. Nearly 350 tickets were sold, 455 attended (inclusive of vendors, VIP's, sponsors and general public). Agriculture Secretary Joseph Bartenfelder addressed the gathering along with the Deputy Secretary for Agriculture.

A locally sourced Southern Maryland style buffet dinner was served, with the ingredients supplied by over ten area farms. SMADC debuted two new T-shirts and provided insulated shopping bags (co-funded by event sponsors) to promote the BLC. Feedback from surveyed vendors and guests is very enthusiastic, supported by requests to hold the event every year. Proceeds covered event costs. Event sponsors, included: Grow & Fortify, MARBIDCO, Maryland's Best, Maryland Farm Bureau, the Maryland Agricultural Education Foundation, R&D Cross, and the Rural Maryland Council.

## BLC MEDIA CAMPAIGN

During the campaign, the BLC Facebook page had a total 'reach' of over 10,700. And there were 18,000 unique visits to the BLC website from the launch of the promotion (early June) through end of BLC

week (July 2017). SMADC supported the BLC with advertisements served throughout the DC metro area. WashingtonPost.com ads employed content and behavioral targeting across all platforms to deliver to an audience of over 130,000 with a click through rate of 12%.

## SMADC BILLBOARD

During FY'18, SMADC launched a billboard campaign geared towards marketing SMADC directly to consumers. Two billboard ads featuring the legend "Connecting you to So. Md Agriculture", (situated on Rt. 301 in Prince George's and Rt. 5/235 in St. Mary's) were seen by approximately 289,660 people weekly. People who saw the billboard could visit the SMADC website and enter for a chance to win a t-shirt. Digital devices also receive a signaled reminder as drivers pass through the ad zone.

## 'BUY LOCAL' CONTESTS

Two photo contests were launched during BLC, to further promote the week, and increase awareness for SMADC as a 'buy local' resource. Consumers posted photos of products purchased during the week using the hashtag #BuyLocalChallenge to win prizes. Twenty winners were randomly selected.



# MARKETING SOUTHERN MARYLAND



## NEW SMADC LOGO

SMADC debuted a new look in May 2017 as a component of the larger marketing initiative, aimed to increase awareness for our programs and make SMADC a household name for farmers, agribusiness, and consumers. The centerpiece of the re-branding is a new logo which pays homage to the region's farming heritage and encapsulates the Commission's commitment to support agriculture. The logo brings together the origins of SMADC's historic foundation in one colorful image. Showcasing the stewardship of our land and waterways – the iconic tobacco barn, the Chesapeake Bay, row crops, and that hot Maryland sun – all point to SMADC's bright, new horizon!

## NEW CREATIVE SERVICES RFP

In May, SMADC sought proposals for a creative services company that could do graphic design, website design and maintenance for existing websites, corporate promotional items and literature, and SMADC's communications and outreach platforms. Two bidders submitted for the position, and after review by the Selection Committee and submission of a project proof, the Creative Services bid was awarded to All Ag Media, who began their contract on July 1st.

## SO. MARYLAND, SO GOOD (MSG)

So. Maryland, So Good (MSG) – Established in 2005, this three-fold campaign, has been the core of SMADC's promotional outreach to farmers and consumers. Commencing in FY'17, the key elements of this program (seeking to add value to local agricultural products through the use of an identifiable brand (logo), and educating the general public about the benefits of supporting local farms) is now absorbed into SMADC's new marketing strategy and corporate identity templates. Program guides (Farmers' Market Guide, Farms for the Holiday Guide, Equine Guide) will be updated and published under the new marketing guidelines.

## SOUTHERN MARYLAND TRAILS: EARTH, ART, IMAGINATION

The Southern Maryland Trails Guidebook has connected area farms with arts, eateries and other public venues and businesses to enhance cross promotion, profit opportunities and build a sense of local awareness and community. The entire 30,000 original print run of the fifth edition (published in 2104), has been distributed. Nevertheless, the guide continues to be a sought after publication and a popular online destination. The sixth edition is under consideration.

## *New SMADC Marketing and Outreach Efforts*

During FY'17, SMADC held a public forum with the Southern Maryland community and received feedback from the community to focus on more outreach and marketing efforts. The following initiatives and marketing outreach platforms have been implemented:

### **SMADC Billboard**

During FY'18, SMADC designed and launched a billboard campaign geared towards marketing SMADC directly to consumers. Two billboard Ads featuring the legend "Connecting you to So. Md Agriculture", (situated on Rt. 301 in Prince George's and Rt. 5/235 in St. Mary's) receive combined estimated views of over 289,660 people weekly. People who saw the billboard could visit the SMADC website and enter for a chance to win a t-shirt. Digital devices also receive a signaled reminder, as drivers pass through the Ad zone.

### **New SMADC Swag**

SMADC created new 'Buy Local' t-shirts, barn squeezes, and insulated bags for promotional items for Buy Local Challenge week, the BLC event, contest prizes, and for staff and board members to use at speaking engagements and conferences.

### **'Buy Local' Contests**

Additionally, two photo contests were launched during BLC, to further promote the week, and increase awareness for SMADC as a 'buy local' resource. Consumers posted photos of products purchased during the week using the hashtag #BuyLocalChallenge on Instagram and Facebook to win prizes. Twenty winners were randomly selected.

### **SMADC's new Farm Focus Online Newsletter**

SMADC has a new monthly newsletter, Farm Focus. This monthly newsletter features information on SMADC, featured farms, ag news, upcoming events, and more. The newsletter is intended to

be informational for board members, farmers, ag organizations, and interested consumers. The first edition was emailed on May 30th, and is available on the SMADC website and social media channels.

### **SMADC Guest Speakers**

SMADC continues to seek and maintain vital connections with our stakeholders and with other organizations, educational institutions and businesses that interact with the regional farming community. This year's guests included:

- Steve McHenry, Allison Rowe – MARBIDCO
- Guy Kilpatrick – Maryland Young Farmer Coalition
- Amy Crone – Maryland Farmers' Market Association
- Jay Farrell – Southern Maryland Invitational Livestock Expo
- Bruce Young – St. Mary's Soil Conservation District
- Kevin Atticks – Grow & Fortify
- Brian Eyler, Peter Jayne & Paul Peddito – Maryland Dept. of Natural Resources
- Gretchen Hartman – Intergovernmental Task Force for Governor Larry Hogan
- Jamie Tiralla – LEAD IX Maryland Fellow
- Tommy Luginbill – Director of CSM's Entrepreneur and Innovation Institute
- Bob Parkinson – Moonstruck Oysters, LLC



## MARYLAND FARM AND HARVEST

SMADC sponsored the popular local television show MPT (Maryland Public Television) - Farm & Harvest for a second season. SMADC's 15 second spot will air at the beginning and end of each episode of MPT's Season 5 Farm and Harvest Series. The audio script emphasizes SMADC's support for farms and for providing consumers with the resources they need to find farm products:

*"The Southern Maryland Agricultural Development Commission, supporting farms, empowering consumers. SMADC helps local farms prosper through extensive support and programs and is the go to source for consumers who want to connect with local agriculture. Learn more at SMADC.com."*

## SUBSCRIBE TO SMADC NEWS

The SMADC News and Subscription portal at SMADC.com has been updated to include a 'suggestions box'. The agricultural community and general public are invited to engage in SMADC's and provide tips, comments, or ideas to assist in the development of SMADC's programs, resources and support.

## SMADC FACEBOOK

SMADC's Facebook page was upgraded to be more interactive with farmers and enhance consumer engagement. SMADC's Facebook account had 1,022 followers as of Oct.1, 2017.

## SMADC INSTAGRAM ACCOUNT

SMADC joined Instagram to connect with farms in a more dynamic and pictorial way and further engage the younger members of our farming community. Visit [instagram.com/southern\\_maryland\\_ag](https://www.instagram.com/southern_maryland_ag).



# LAND PRESERVATION & STEWARDSHIP

## HIGHLIGHTS

### LAND PRESERVATION:

#### SMADC FUNDS IN FY'17:

- 739 ACRES (5 FARMS) DIRECTLY PRESERVED (1 ANNE ARUNDEL, 3 CHARLES AND 1 PRINCE GEORGE'S)
- RESULTING IN 16,996 CUMULATIVE ACRES OVER THE 15 YEARS OF PROGRAM FUNDING

#### SMADC PLUS LEVERAGED COUNTY AND STATE PROGRAM FUNDS:

- 38,221 ACRES (338 FARMS) CUMULATIVELY PRESERVED IN THE FIVE COUNTIES
- SMADC FUNDS REPRESENT APPROXIMATELY 48% OF THE DIRECT SMADC FUNDS COMBINED WITH LEVERAGED COUNTY AND STATE PROGRAMS

### FARM SHARE EQUIPMENT:

- 38 PIECES OF EQUIPMENT PURCHASED AND AVAILABLE FOR FARMERS TO RENT ACROSS THE REGION
- 2,575 ACRES REGION-WIDE POSITIVELY IMPACTED BY CONSERVATION TILLAGE

## AGRICULTURAL LAND PRESERVATION

The land preservation component of the Tobacco Buyout should not be understated. While the buyout of individual farmers radically changed the culture of agriculture in the five-county region, investment in land preservation has made a significant impact on the region's agricultural industry. Land preservation efforts have slowed the development of prime agricultural land, helped to stabilize farming operations and foster renewed enthusiasm for agriculture in Southern Maryland.

Land preservation is a high priority for SMADC, as Southern Maryland has been one of the fastest growing areas in the state. The average age of the tobacco farmer is now well into their 70's. SMADC's funds permit the counties to place a priority on former tobacco farms through matching funds. These funds assure that farmland will persist not just for today, but for farmers and food production into the future.

## FARM SHARE: EQUIPMENT AND ENVIRONMENTAL STEWARDSHIP

Beginning in 2010, SMADC was hearing from the farming community that farm equipment is expensive, and many found it cost-prohibitive to purchase equipment that is used only a few times a year. SMADC made funds available for the purchase of such equipment. In addition to popular pieces of equipment, priority was placed on equipment that promoted long-term environmental benefit to the Chesapeake Bay and/or supported new farm initiatives (such as wine grape growing, small scale and urban farming operations). Equipment is managed by local agricultural entities. Rental fees are expected to cover routine maintenance and other costs, such as insurance. The equipment is listed on the "farmer resources" page of the SMADC website, and on the websites of the managing entities.

# FOOD, FARMS AND COMMUNITIES

## SOUTHERN MARYLAND FARMERS' MARKETS

Farmers' markets continue to be popular for a number of reasons: more informed consumers, desire to support the local growers and the economy, and wanting to know where one's food comes from. They can also be a means to provide fresh food to the underserved communities, while also boosting income for farmers.

### SMADC SUPPORT

SMADC assists farmers' markets in the five counties (Anne Arundel, Calvert, Charles, Prince George's and St. Mary's) through education, promotion, advice for start-up, and acting as a conduit of information about regulations and other pertinent information.

SMADC hosts workshops for farmers' market managers to keep the markets up to date with new incentives, opportunities and regulations. SMADC also provides administrative support to individual markets to aid in the grant application process for incentive funds that support various nutritional programs for the underserved community.

SMADC annually produces and prints a brochure that features all Southern Maryland markets (location, dates and times of markets); a chart of "What's in Season When"; and lists markets that accept Supplemental Nutrition Assistance Program (SNAP), Farmers' Market Nutrition Program (FMNP/WIC), and Fruit and Vegetable Check (FVC) program.

Recently, USDA expanded its services to allow direct market farmers to accept SNAP directly. This change is helpful because if a market does not have the resources to host a machine for all farm vendors, individual farmers can apply to accept SNAP. SMADC



continues to keep its ears to the ground to help farmers access the education, training, and equipment needed to process these payments. During spring of 2017, before the market season began, SMADC collaborated with partners, Maryland Department of Agriculture, and Maryland Farmers Market Association to offer expanded training and assistance to Southern Maryland farms interested in obtaining SNAP processing equipment.

SMADC provides promotional assistance grants, ranging from \$500 - \$2,000, directly to farmers' markets where the majority of farm vendors are from Southern Maryland.

Since 2003, over \$276,800 has been awarded to eligible farmers' markets for promotion. In 2016, gross revenue from these farmers' markets was approximately \$3.1 million, from 243 Southern Maryland vendors.

Over the years that SMADC has worked with markets, a cumulative estimate of over \$31 million has been earned through the markets; which amounts to a \$58.5 million impact on the local economy, as farms and their employees reinvest their earnings in the community. For a relatively small investment by SMADC, the overall return to farmers' markets has been significant.





## SMADC'S IMPACT ON SOUTHERN MARYLAND FARMERS MARKETS

REVENUE AND MARKET IMPACT REPORTED IN MILLIONS

Year (Previous Market Year)	Total Markets	Total Vendors	So. Md. Vendors	SMADC Mkt. Grant	Revenue	Market impact with multiplier* (1.86)
2003 - 2010	117	1655	222	\$ 156,250	\$15.7 M	\$29.2 M
2011	19	239	217	\$ 25,000	\$2.3 M	\$4.3 M
2012	16	291	252	\$ 22,450	\$2.7 M	\$5 M
2013	17	353	314	\$ 22,650	\$2.6 M	\$4.9 M
2014	14	279	266	\$ 16,500	\$2.5 M	\$4.6 M
2015	11	288	266	\$ 16,500	\$2.6 M	\$4.8 M
2016	11	273	243	\$ 17,500	\$3.1 M	\$5.8 M
TOTAL				\$ 276,850	\$31.4 M	\$58.6 M



# FOOD, FARMS AND COMMUNITIES

## CROP HOP: A CYCLING TOUR OF SOUTHERN MARYLAND FARMS

The Crop Hop is a cycling tour of Southern Maryland farms open to all riders, including avid cyclists and families. The Crop Hop was developed to achieve three goals:

- Connect consumers to the local food system and their understanding of local farms.
- Promote healthy living through a diet of fresh, local foods and physical activities.
- Increase fresh local food supply to hunger community in Southern Maryland.

The Crop Hop took place on Sat., Oct. 22, 2016 in St. Mary's County. The route began and ended at the 7th District Optimist Club Park. Farm stops included Moore or Less Farm, Clover Hill Dairy, Russell Brothers, Briar Branch Alpacas, Russell Produce Stand, Wolves Knoll Farm and Still Creek Vineyards.

This marked the last Crop Hop's final event. During the four years of the program, the event achieved its goals, attracting riders from around the DC metropolitan area and as far away as Massachusetts. The Crop Hop hosted twice in St. Mary's county, Charles and Prince George's counties. SMADC is now retiring the program. Bike clubs or organizations interested in relaunching the program are encouraged to contact SMADC.

## CORNELIA AND THE FARM BAND PROGRAM

SMADC recognizes that today's kids are tomorrow's farmers and consumers. Cornelia and the Farm Band program was created in 2004 to educate and excite children and their families about the long term benefits of supporting farms, good health and tasty local foods. Program outreach through the dedicated website and Facebook page, four editions of the Cornelia and the Farm Band activity books, curriculum package, program mascots (Cornelia and Couch Potato). These promotional tools have reached more than 60,000 children in regional school systems, home schooling venues, daycare centers and at numerous public events. Cornelia and the Farm Band in partnership with University of Maryland Extension, credits the engagement of three county public school Nutrition Directors (Calvert, St. Mary's and Charles) to annually participate in Maryland's Home Grown Lunch Week.

To administer The Cornelia Program a team (dedicated staff member, additional SMADC staff helpers and reliable stream of mascot wearing volunteers) is needed to efficiently and consistently deliver program components to the high standard that consumers of all ages have enjoyed over the years. In FY'17 the decision was made to retire the program, due to staffing constraints.



## SMILE: EDUCATION AND NETWORKING FOR YOUTH IN AGRICULTURE

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 and community youth, stimulate interest in agricultural careers and grow a new generation of farmers. To address this need, SMADC has sponsored the Southern Maryland Invitational Livestock Expo (SMILE) show for 12 consecutive years.

The SMILE Expo features fitting and showing, market and breeding competitions for large livestock species and for small domestic species (rabbits and guinea pigs). For urban youth who may not have the land and facilities to raise large livestock, the SMILE Rabbit and Cavy classes offer an opportunity to participate in an agriculture event and connect with farmers and other youth involved in farming. New this year, the show offered a special Novice

Showmanship Class for children ages 6 to 7 years to incentivize engagement of younger children and increase awareness for the opportunities in livestock production the show offers. Team games and a community dinner reinforce friendships and exchange of ideas. A total of 103 youth (and 3 novices) participated in FY'17, representing all five Southern Maryland counties as well as Montgomery and Frederick counties. This year's expo participants showcased 394 animals: 41 head of cattle, 5 dairy cows, 120 meat goats, 20 dairy goats, 124 swine, 52 sheep and 32 rabbits/cavies.

### HIGHLIGHTS (FY'17):

- 103 youth participated from five counties (Anne Arundel, Calvert, Charles, Prince George's St. Mary's, Montgomery, and Frederick).
- 394 animals were registered for the events (41 head of cattle, 5 dairy cows, 120 meat goats, 20 dairy goats, 124 swine, 52 sheep and 32 rabbits/cavies).



## HIGHLIGHTS

- EXPANDED FARMLINK WEBSITE FUNCTIONALITY TO INCREASE FEATURES FOR USERS
- OVER 400 NEW MEMBERS SIGNED-UP FOR THE FARMLINK WEBSITE AND THE WEEKLY ROUNDUP NEWSLETTER
- 11 BLOG POSTS PUBLISHED
- 5 MENTOR/MATCH FARM ENTERPRISES FACILITATED
- HOSTED 6 WORKSHOPS AND ONE FARM VISIT FOR THE MENTOR MATCH PROGRAM
- 52 MARYLAND FARMLINK “WEEKLY ROUNDUP” NEWSLETTERS WERE SENT TO 2,300 SUBSCRIBERS
- 6 NEW FARMER PROFILES WERE CREATED AND LAUNCHED ON THE TOMORROW’S HARVEST WEBSITE

The FarmLINK website provides a one-stop shop for farm resources in Maryland. Maryland FarmLINK is designed to help farmers locate farmland for lease and purchase, a Farm Forum for all farmers to exchange ag-related information, find mentors and business partners, find equipment for rent, and find workshops and educational opportunities happening around the state. Around the country, most states, now have FarmLINK services. SMADC has been on the forefront of incubating these services in Maryland.

Land access continues to be a barrier for farmers. First, land values in Maryland are much higher than the national average and it is difficult for beginning farmers to qualify for farm loans. Second, farmland owners appear reluctant to make their land available for lease, a preferred option for many beginning farmers. Third, most farmland offered for sale is sold through a realtor, but many realtors, particularly those outside the region, are not familiar with the unique characteristics of selling farmland, and may not be not aware that Maryland FarmLINK exists. Maryland FarmLINK’s Property Exchange is helping those seeking farmland find properties for sale or lease.

To overcome these challenges, staff reaches out to real estate agents, agriculture organizations to expand the list of properties available on Maryland FarmLINK. Over 130 farm properties have been listed for sale or lease on the FarmLINK website. FarmLINK has not been able to monitor when each property listed is successfully



## Property Exchange

### Available Properties

Locate properties for sale or lease by date, location, acreage and price.

[All](#)
[For Sale](#)
[For Lease](#)

[Description](#)


[SIGN IN](#)
[JOIN](#)

### Property Exchange

- [See All](#)

- [Add A Property](#)

sold or leased at this time. However, during FY'17, staff worked to check in with property owners and the contacts on the listings periodically to find out if a sale or lease was made. Several farmers made arrangements through FarmLINK. During FY'17, we heard from two young farmers who reached out to FarmLINK after finding land on the Property Exchange during their quest to move from FL up to the D.C. metropolitan region. They were set on finding farmland to purchase or lease in the surrounding country-side of within a close proximity of Washington D.C., setting their search on Virginia, Pennsylvania, or Maryland. Ultimately they settled for Brandywine, Maryland, attributing their quick turn-around time to the features and functionality of Maryland FarmLINK.

Maryland FarmLINK Property Exchange serves as a site with a two-fold approach: helping land owners keep their farmland in farming, and helping farmers (many beginning and young farmers) find farmland for sale or lease. Another added benefit that we have seen is that occasionally with that lease, a landowner is willing to provide mentorship or equipment.

The popularity of Maryland FarmLINK continues to

grow. Visits to the site increased during FY'17, and the website picked up 400 new members. FarmLINK maintains a current calendar of upcoming workshops, events, and other educations opportunities around the state, averaging 20-30 listings at any time.

During FY'17, Staff researched and published 11 blog posts. FarmLINK maintains an Everything Ag page on the website that provides additional resources such as where to rent equipment around the state, soil mapping information, and guides and tutorials for farmers and realtors selling farmland. Each week during FY'17, a "FarmLINK Weekly Roundup" newsletter was sent to 2,300 subscribers by email with new listings, posts, and upcoming workshops and events posted to the FarmLINK website.

Maryland FarmLINK continues to improve the design, functionality, and enhanced operating system. One key component is mobile-compatibility and fast-response time to make it more functional on the go. SMADC's Maryland FarmLINK program is a benchmark model for others around the state and SMADC is happy to continue to share information and resources, and to partner with other organizations.

## MENTOR MATCH: TRAINING FOR BEGINNING FARMERS

Another component of FarmLINK is the Mentor Match program which pairs experienced farmers (mentors) with new or transitioning farm owners/operators (mentees) for one-on-one training, advice and interaction.

During FY'17, there were a total of five mentees in the Mentor Match Program. A mentee from Anne Arundel County said this about his mentor during the program, "We could send pictures back and forth of pests and he would say, 'yes, leave that one alone,' or 'no, get all of those removed as quickly as possible'." Mentors commented that they have been able to provide guidance primarily on planting schedules and varieties for those transitioning or diversifying their options. Mentors have specific experience with Southern Maryland climate, where to locate resources and farm supplies, and pest and disease issues specific to the region. Mentor Match is currently only offered to residents of Southern Maryland. Through additional grant funding, the program was once expanded and offered to all Maryland residents, through the Maryland Collaborative for Beginning Farmers Success through the USDA's Beginning Farmer and Rancher Development Program, which expanded Mentor Match state-wide from 2013-2016. Once Mentor Match was no longer offered state-wide, Future Harvest CASA expanded their Beginning Farmer Training program to offer Level 3 training in 2017, which expanded Mentor Match again to be a state-wide program.

Another way SMADC is partnering with other

organizations that offer agriculture mentoring programs is through offering satellite workshops and trainings at SMADC to mentees during the winter. During FY'17, SMADC offered a series of three workshops in conjunction with the Future Harvest CASA and University of Maryland Extension's Winter Workshop Series. SMADC followed the curriculum of the courses, focused on beginning and transitioning farmer training resources. SMADC also invited farmer speakers from Southern Maryland who had been mentors in the program and could give practical advice on climate differences, pests and disease, and marketing farm businesses specific to Southern Maryland. The workshops were well attended, and provided an opportunity for local farmers to connect with each other, discuss where to find resources, and also provided SMADC time to talk about their programs and resources available. Many attendees were in the mentoring program, but SMADC also opened the opportunity to those who expressed interest in the program and had not yet been able to commit the time to the year-long program. Additionally, during FY'17, as the need arose, SMADC arranged farm tours and connected mentees to others in the area who could provide additional guidance.

## TOMORROW'S HARVEST

Tomorrow's Harvest is a project created by SMADC in 2015, designed to showcase the varied faces of new farmers in Maryland as well as the value of mentorship in agriculture.

The project highlights the rich diversity of Maryland agriculture that is evolving to replace the centuries-old, single-crop (tobacco) model, as well as the varied backgrounds of those embarking on farm



careers today. SMADC continues to update the website which showcases graduated mentees of the Mentor Match Program. SMADC completed a series of six stories during FY'17. Participants were drawn from the Mentor Match program, which pairs new farmers, including farmers branching into new types of farming, with an experienced farmer with relevant expertise.

### **ADDITIONAL SMADC FUNDING**

SMADC places great importance on its fiduciary responsibility to demonstrate the efficient use of our funding streams. The SMADC board encourages staff to apply for grants and other funding opportunities to leverage SMADC dollars to support current programs, launch new initiatives to benefit the region and incubate new agriculture industry. Several of SMADC's programs have become models for successful statewide programs. During FY'17, SMADC researched and applied for additional funding through two grant opportunities to assist Southern Maryland agriculture. SMADC applied for the USDA Specialty Crop Block Grant to assist farmers with research and education for increasing the production of small fruits and hops in the region. Additionally, SMADC applied for the Rural Maryland Council RIMPIF finds for three projects to assist farmers:

1. Southern Maryland Meats workshops to enhance livestock genetics and quality meat production.
2. The Southern Maryland Agriculture Leadership Class (in partnership with University of Maryland IAA).
3. Additional funding to supplement the Specialty Crop Block Grant for market enhancement for small fruits and hops.







## Southern Maryland Agricultural Development Commission

### SOUTHERN MARYLAND REGIONAL AGRICULTURAL STRATEGY 2012 - 2020

#### MEASURING FOR RESULTS FY'17

#### GOAL 1: THRIVING, MARKET-DRIVEN FARMS THAT HAVE THE RESOURCES TO BE PROFITABLE

##### RESOURCES FOR PROFITABILITY

*Measurement forecasted in FY'12: 5% increase in profitability for key product areas for existing farms by 2015.*

##### Southern Maryland Meats (SMM):

- 81,517lbs, frozen meats transported, total estimated retail value of \$473,475.007
- 46 producers participate in SMM (1 new in FY'17)
- 15 new youth/members participate in SMM Junior Promotion
- \$135,426.52 Freezer display case sales/5 cases

##### Value Added Agriculture:

- 5 new on-farm processor meat licenses facilitated
- 17 dairy farms supply bulk milk /Amish Dairy established in 2014, assisted by SMADC
- 1 Sorghum harvesting/milling process facilitated

##### Maryland Buy Local Challenge (BLC):

- BLC website registered over 18,000 unique visits (15,000 were new visitors in FY'17).
- 60,000 SMADC/BLC fliers distributed statewide.
- 455 attend the SMADC/BLC Event.
- 30 farm vendors featured at SMADC/Event.

#### GOAL 2: FARMLAND PRESERVATION AND ENVIRONMENTAL STEWARDSHIP

##### INCREASED ACRES UNDER FARMLAND PRESERVATION

*Measurement forecasted in FY'12: 247 farms preserved, which will result in preserving an estimated cumulative total of 28,200 acres, by 2015, assuming funds are made available.*

##### Agricultural Land Preservation):

- Five farms totaling 739 acres has been directly preserved by the program in three counties of Southern Maryland in FY'17, resulting in 16,996 acres cumulative over the 15 years of program funding (just SMADC program funds)
- 338 farms containing 38,221 acres have been cumulatively preserved in Southern Maryland (SMADC and leveraged funds by the counties)

##### Farm Share Equipment:

- 38 pieces of equipment purchased, available for farmers to rent across the region
- 2,575 acres positively impacted by conservation tillage across the five counties, an increase of 7% from FY'16

### **GOAL 3: A FUTURE WHERE PROFITABLE FARMS PLAY AN INTEGRAL ROLE IN THE QUALITY OF LIFE OF OUR COMMUNITY (FARMS, FOODS, COMMUNITIES)**

#### **INCREASED ACCESS TO FARM FOODS**

*Measurement: Track the number of underserved that receive fresh, local farm foods.*

##### **Farmers' Markets:**

- 12 Farmers' markets in Southern Maryland now accept EBT

#### **ENHANCED AWARENESS OF THE BENEFICIAL ROLE FARMS PROVIDE IN CHILDHOOD OBESITY, NUTRITION, OVERALL COMMUNITY HEALTH, AND THE ENVIRONMENT**

*Measurement: Track the number of children exposed to the benefits of local farm foods.*

##### **Cornelia and the Farm Band:**

- Approximately 9,281 new children were reached at the special events and schools.
- Since 2009, Cornelia has reached over 60,000 children through schools and special events.

##### **SMILE:**

- 103 youth participated from five counties (Anne Arundel, Calvert, Charles, Prince George's St. Mary's, Montgomery).

#### **INCREASE THE NUMBER OF NEW FARMER ENTERPRISES**

*Measurement: Track the number of new farms in the region. Measurement forecasted in FY'12: 20 new farmer enterprises by 2015.*

##### **SMADC PROGRAMS:**

- 5 new on-farm processor meat licenses facilitated
- 2016/17 Farms for the Holiday's Guide: lists 62 agricultural businesses (5 new in FY'17)
- 222 farms and 102 equine/horse businesses (6 new in FY'17), listed throughout all of SMADC websites, guides and contact lists

##### **Maryland FarmLINK:**

- Expanded FarmLINK website functionality to increase features for users
- Over 400 new members signed-up for the FarmLINK website
- 11 blog posts were published
- 5 Mentor/Match enterprises facilitated in FY'17
- Hosted 6 workshops and one farm visit for the Mentor Match program
- 52 Maryland FarmLINK "Weekly Roundup" newsletters were sent to 2,300 subscribers
- 6 new farmer profiles were created and launched on the Tomorrow's Harvest website.

##### **SMADC STAFF:**

Shelby Watson-Hampton, *Director*  
Rachel Manning, *Southern Maryland Meats*  
Susan McQuilkin, *Marketing Executive*  
Cia Morey, *Administrator*  
Karyn Owens, *Special Programs Coordinator*  
Priscilla Wentworth, *Food Programs Coordinator*

##### **FOR MORE INFORMATION REGARDING THIS PROGRAM, PLEASE CONTACT:**

**Southern Maryland Agricultural Development Commission**  
P.O. Box 745, Hughesville, MD, 20637  
Telephone: 301-274-1922 x1  
[info@smadc.com](mailto:info@smadc.com)  
[www.smadc.com](http://www.smadc.com)



## Supporting Farms and the Future of Agriculture

Since 2000, SMADC has been helping farmers in Southern Maryland and beyond forge a new path towards the future of agriculture.

### Resources for Farmers:

Marketing Resources  
Business Planning Tools  
Grant Opportunities  
Online Ag Community  
Mentor-Match Program

### Resources for Consumers:

Farmers Market Directory  
Southern Maryland Meats  
Southern Maryland Trails  
Historic Horse Trail  
Buy Local Challenge

find us online at [smadc.com](http://smadc.com)



SMADC is a division of the  
Tri-County Council for Southern Maryland

