

**SOUTHERN MARYLAND TOBACCO CROP CONVERSION PROGRAM
KEY ACCOMPLISHMENTS – FY 2009**

What's New in FY 2009 (details follow):

Buyout

- *Farms for the Future Impact Report*
- *Estate Planning Workshop*
- *Region-Wide Buy Out Farms Survey Summer 2009*

Land Preservation

- *Eleven new farms under land preservation (1,075 acres) in five counties in 2009, 24,334 acres cumulative due to county leveraging.*
- *Estate planning workshops continue*
- *SMADC began creating a land link website to facilitate land acquisition and transfer, mentoring and business partnering among the farm community.*

Marketing

- *Buy Local Challenge Week (BLC) – July 2009: Statewide endeavor initiated and created by SMADC*
 - *Maryland celebrated the third annual BLC.*
 - *The theme of the 2009 Buy Local Challenge was “One week to a healthier planet” 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). The fliers were distributed through the MVA vehicle registration renewal notices across the state.*
 - *SMADC redesigned Buy Local Challenge web site incorporating a new interactive social networking site allowing user-generated content. This year, in response to community demand, a “clicker” was added to the site, a downloadable certificate, and other free downloadable promotional materials.*
 - *Interest in the BLC came from further away than ever, including South Africa.*
 - *Twenty six Maryland Hospitals participated in the BLC, with nearly 1,700 employees taking the pledge. In partnership with Maryland Healthcare without Harm, SMADC supported a competition among Maryland Hospitals. In response, seven Maryland hospitals also launched Farmers’ Markets this year and two hospitals started Community Supported Agriculture (CSA) programs at their facilities.*
- *So. Maryland, So Good (SMSG): Three hundred twenty one (321) total farms and businesses join SMSG (45 new farms and 11 new businesses in 2009)*
 - *Promotion for SMSG continues through ads, press releases, public outreach and speaking, and special events.*
 - *SMSG website averaged 5,255 visits per month.*
 - *4th edition Farmers Market Brochure, listing all sites and map where all SMSG products can be found regionally and in DC metro.*
 - *5th edition Farms for the Holidays Brochure, highlighting fall and winter products & services.*
 - *Southern Maryland Equine Guide, listing horse farms, equine businesses and equine support services continues to be distributed*
- *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 (fall 2008) and both St. Mary's County and Calvert County (spring- fall 2009.)*
 - *Curriculum developed to meet Maryland Voluntary State Curriculum Standards for grades K-8.*
 - *Teaching resource packet created for area schools.*
- *Farm to Hospitals: In partnership with Maryland Healthcare without Harm, SMADC worked with Southern Maryland Hospitals to encourage procurement of local, farm foods and farmer markets (see also above).*

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. SMADC extended its lessons-learned to other regions in Maryland and Delaware.*
- *Southern Maryland Farm Viability Grants: Business plans are being developed for four farms.*
- *SMADC continues to address challenging regulations in response to needs of area farms (renewable energy, food processing, land preservation, etc.)*
- *In partnership with the College of Southern Maryland, SMADC sponsored an FDA Acidified Foods, Better Food Process Course for farms across Maryland (22 participants)*
- *SMADC continues to work with FDA and DHMH to facilitate Food Processing Plant registration for area farms.*
- *In partnership with University of Maryland Extension, SMADC initiated research to determine viability and potential of catnip as a new specialty crop for the region.*
- *SMADC conducted an inventory of farm equipment available for rent throughout the five Southern Counties. This inventory will be made available on-line.*
- *Land link website (under construction) will allow farms to connect with potential business partners and expertise.*
- *Survey sent to area farms regarding interest in grant programs (summer 2009).*

Education and Outreach

- *SMADC Impact Report developed and distributed.*
- *Farm Workshops:*
 - *Renewable Energy on Farms: Panel with State Experts*
 - *Increasing Farm Profitability through Community Supported Agriculture*
 - *Estate Planning (2-part series)*
 - *New Farmer (fall 2009)*
- *Educating the next generation:*
 - *SMILE: Fifth Southern Maryland Invitational Livestock Expo for Children – added video educational review for horse show.*
 - *Cornelia and the FarmBand: DVD released containing six animated humorous songs about farms coinciding with the coloring book for teachers and the public.*
 - *Cornelia "What's In Season" poster created for school cafeterias.*
 - *Curriculum developed (see Farm to School above) for grades K-8.*
- *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 20 events in Maryland, Pennsylvania and Delaware.*

2009 SMADC PROGRAM DETAILS

TOBACCO BUYOUT:

Now in our ninth 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.

- 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.
- In late 2008, a survey was sent out to participants to gauge the average age of producers; how many have grown or maintained their operation; whether or not they are full-time farmers; what are they currently producing, etc. These results were summarized and made available in January (see Attachment A).
- 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 68. 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. SMADC has held workshops on estate planning in the past, and this year is hosting a two-part series. SMADC is also launching a mechanism for new farmers to connect with established farmers (farmlink website).

- 1,075 acres have been directly preserved by the program in five counties of Southern Maryland in FY 2009, resulting in 12,573 acres cumulative over the eight years of the program preserved with program funds.*
- In 2009, eleven farms placed land under preservation (1 Anne Arundel, 5 Calvert, 1 Charles, 1 Prince George's, 3 St. Mary's). *
- 24,334 acres over the eight years of the program preserved in Southern Maryland using program funds and leveraging by the counties and 199 farms. *

**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 Workshop** – The estate planning workshop illustrated the importance of planning ahead to protect the family farm, land, and financial assets in order to prepare for the future and empower the agricultural community to make fruitful decisions for farm owners and their families. Over 50 people attended. A follow-up workshop is scheduled for November 2009.
- **FarmLINK program**
One of the biggest hurdles for new farmers is acquiring land. SMADC researched how states across the nation have addressed this problem, and is now developing a FarmLink web site. This web site, currently under construction, allows current and retiring farms to connect with aspiring farmers as well as with current farmers in search of additional land. The website will also feature a mentor partnership component in which new farmers can find a mentor, and a business partnership component.

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.

- **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. Analysis of the FY09 survey of SMSG participants revealed that the majority of SMSG farms confirmed their support of SMSG programs with written testimony of the positive impact on their farm business.
 - **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** – 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. The Guide is now in its fourth print edition (first published in late 2002). The Guide incorporates a broad range of products such as produce, meat, poultry, wine, farm services, agritourism and farm-made gifts. The Farm Guide also distinguishes SMSG participants who promote the broader Southern Maryland regional agricultural community by actively featuring the SMSG logo. The Farm Guide was not reprinted in 2009 due to budget cuts which resulted in a revised approach and new vision. Instead, more focus will be put towards the online Farm Guide (www.somarylandsogood.com). SMADC plans to enhance interactivity of the current site to make it more easily updated by the farms themselves.
 - In 2009, a total of 248 farms listed with SMSG (Anne Arundel = 55, Calvert = 53, Charles = 47, Prince George’s = 34 St. Mary’s = 59).
 - The Farm Guide is one of SMADC’s flagship literature pieces defining the SMSG program and has been widely distributed to farmers’ markets, fairs, chambers of commerce, libraries, participating farms, and other locales, and the nearby metro areas. The Guide includes an array of services offered by the farms, including agritourism, holiday and special events, and provides a list of restaurants and stores that buy and promote local products, as well as farm service businesses and agencies. Maps of each county are included, along with descriptions of the farms and markets where products can be found, product availability chart, as well as contact information. Consumers and farmers express continued appreciation for the Guide.
 - Over 59,000 directories have been placed in the hands of consumers and buyers over the five years of the program.
 - **A Virtual Farmers Market (www.somarylandsogood.com)**. This web site hosts the dynamic interactive directory of farms and an array of information including information on SMSG, all SMADC programs, workshops, upcoming events, the Tobacco Buyout and related reports, registering over 1 million hits for the period.
 - The on-line guide connects Southern Maryland farms to a wider audience well beyond our regional borders, and averages 5,170 visits per month. The online guide provides a fully up-to-date profile of farms and resources. 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.

- The website attracted 67,000 unique visitors between July 2008 – June 2009 with an average of over 101,357 *hits* per month, and an average of 5,169 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*. This year we saw a significant increase in searches for farmers markets and considerable international interest in the programs particularly Western Europe (Netherlands, Romania, and Sweden) and China.
- ***Wholesale Directory of SMSG producers*** desiring contacts with interested buyers has been distributed to 77 commercial buyers currently purchasing from local producers, including 28 stores, 45 restaurants, 1 broker, and 3 universities in the local and DC metro area.
- ***Holiday Brochure*** – first published in November of 2004, this annual Holiday Brochure was created to pique public interest and demand for farm products during the late fall and holiday seasons. Now in its fifth edition, over 3,000 copies were distributed in FY 2009. The mini-guide remains a popular seasonal resource and features 97 separate listings representing 61 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.
- ***Farmers' Market Guide*** – First published in May 2005 in response to requests from SMSG participant farms, the guide enables consumers to easily find farmers' markets in Southern Maryland and the metro area. The 2009 edition builds on SMSG brand recognition featuring the SMSG logo and directs consumers to 24 Southern Maryland farmers markets, including 2 new markets in Calvert County and two regional wholesale auctions. Approximately 32,565 brochures have been distributed to date (17,270 in FY 09). The Farmers' Market Guide ranks consistently as the most visited destination on the web site during the spring (coinciding with market openings), confirming the continuing trend of consistent public interest in farmers markets with over 3,500 visits for the period.
- ***Equine Guide – First published in 2007***, the second edition published in the spring of 2008 remains in circulation. The guide was designed to meet the needs of the growing equine industry in Southern Maryland. The guide lists 64 horse farms and their associated services, including 23 equine hay producing farms. The mini-guide also serves as a valuable directory for equine related agricultural support services, hay producing farms, farriers, veterinary and health care services, tack shops, feed mills, equine associations, and local riding trails. The guide is featured on the home page of SMSG web site and is ranked as second most visited document on the website. Over 18,500 brochures (4,017 in FY 2009) have been distributed since the guide was first published in March 2007.
- ***Promotional materials*** 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 one (71) 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; this reduction 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 2009, eleven (11) SMSG ads were run in five (5) publications in area newspapers and magazines with a combined total circulation of over 569,000 in the immediate local area and metro DC. Additionally, regular press releases are timed to coincide with workshops, forums, special events, grant opportunities, and to showcase SMSG participants, products and publications. Twenty documented independently authored articles and press releases covering SMSG reached an audience of 500,854. Potential outreach through web media that cannot be measured will most likely exceed this figure [at least four websites 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, Destination Meade, Hughesville Festival, Summerseat Open House, So. Maryland Legislative Reception, Alice Ferguson Kids Day, Chaney Enterprise Greenfest and more. 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 1,520 Farm Guides, 1,000-Trails Fliers, 1,560 Coloring Books, 1,750 Farmers Market Guides, 1,350 Equine Guides placed in the hands of consumers at the county fairs alone.
- **BUY LOCAL CHALLENGE WEEK - JULY 18- 26, 2009: ONE WEEK TO A HEALTHIER PLANET**
Now in its third year, this exciting initiative has expanded across the state of Maryland and into neighboring states. The Buy Local Challenge was conceived by SMADC to challenge the public during last week of July to eat something everyday from a local farm. 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 2009 Buy Local Challenge was “One Week to a Healthier Planet”, encompassing our environmental message of 2008 promotion tying together the benefits of supporting local farms to 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 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 third consecutive year calling on Maryland residents to support state agriculture by taking the Buy Local Challenge.
 - The redesigned Buy Local Challenge web site (www.buy-local-challenge.com), launched spring of 2009, features enhanced interactivity and includes two new 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 new feature this year, the BLC web site enables participants to affirm their support by registering their BLC pledge on-line and adding their name to the tally of those pledging to eat local during 2009 Buy Local Week. A total of 1,682 pledges registered between June 5 through August 11, including 684 off-line hospital employee sign-ups.

- SMADC designed a special flier for Governor O'Malley and the Maryland Department of Agriculture (MDA) using the "One Week to a Healthier Planet" theme. The fliers were distributed through the MVA vehicle registration renewal notices across the state.
- Continuing through 2009, SMADC designed original 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 and 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 farm edibles can be found at farms, farm markets, as well as businesses that actively purchase farm products.
- In addition to the five southern counties, Agricultural Marketing Professionals (AMPS) around the state from Talbot, Washington, Dorchester, Caroline, Frederick, Montgomery, Cecil, Garrett, Howard and other counties actively participated in the promotion and developed special regional promotional events and promotional materials based on the templates designed and developed by SMADC.

Notable '09 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. Web site activity more than doubled for the '09 promotion with recorded hits at 78,570 and 5,996 unique visits from July 1 through July 26 2009.
- 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. Over 14,000 fliers were distributed.
- MVA license renewals - MDA/Maryland's Best promotes Buy Local Challenge using SMADC design for insertion in statewide MVA license renewals – 105,000 fliers direct mailed and distributed.
- Comcast cable and radio interviews with SMADC Executive Director for Baltimore region and local area.
- BLC ads were featured in Washington Post Extras in every county in the state of Maryland (four Zones) including metro DC, and reached a combined circulation of 384,315.
- Total circulation of BLC media including websites is in excess of 66 million.
- A total of 66 independently authored articles and press notices appearing in: 24 print publications pieces; 32 "Dot Com" newspaper and independent web sites and web publications; two radio/TV stations and You Tube featured video and audio clips from the Challenge; eight independent e-newsletters including Chesapeake Foodie, Soil Conservation Offices, Farmer Markets, Hospitals and Calvert Locavore Club and numerous on-line blogs; MDA Maryland's Best web site BLC click through registered 7,135 visits during BLC week, of which 80 % were new visitors.
- 117 downloads recorded on the BLC web site with requests from as far away as South Africa, New York, Louisiana, Nevada, Ohio, Maine, Massachusetts, Washington State.
- County Commissioners of two counties issue proclamations to promote BLC to public.
- Thirteen St. Mary's restaurants, stores, wineries host Local Flavor, Local Flare BLC kick-off event in Leonardtown. 250 attended. Proceeds benefit a local Habitat for Humanity charity.
- Governor O'Malley hosts State House BLC "Kick-off Cook-out" and endorsed challenge with Proclamation at luncheon for over 150 local farmers, state & local officials, heads of major grocery chains and area restaurants. This year's menu featured the winning recipes of the Governor's BLC Recipe Competition which invited teams of a chef and one or more farmer, waterman or producer to create a dish using locally

grown, raised or harvested Maryland products. Winners included 8 SMSG participants (farms and restaurants).

- Special events and cooking demos by local restaurants at area markets –Westfield Annapolis, Hyattsville, North Beach, Cecil County, and Glen Burnie.
- 24 Southern Maryland Farmers Markets distribute BLC fliers and Buttons.
- Numerous restaurants feature BLC menus statewide.
- Seventy Three (73) Southern Maryland restaurants, stores and institutions distributed BLC fliers.
- Market managers report enthusiastic consumer response and noticeable increase in market attendance and sales during the BLC week.

- **FARM TO HOSPITALS**

SMADC worked with Maryland Hospitals for a Healthy Environment and other partners co-supporting a grant to entice Maryland Hospitals to promote sustainable, environmentally-friendly practices in hospitals in the greater Baltimore region. The project educated hospital food service administrators on the benefits of buying from local farms. In September 2008, the project adopted SMADC's Buy Local Challenge (BLC) to promote a "Buy Local Awareness" week and challenge hospitals and their employees to participate in the BLC July 2009.

- In 2009 Maryland Hospitals for a Healthy Environment led the campaign to engage hospitals throughout the Maryland/DC region in providing healthier, local and sustainably produced foods at their facilities.
- Twenty six (26) hospitals (close to one third of Maryland's hospitals) and 1,670 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.
- In response to growing consumer demand for fresh locally grown produce, seven Maryland hospitals have launched Farmers' Markets this year and two hospitals started Community Supported Agriculture (CSA) programs at their facilities.
- Food service directors, chefs and our hospitals' green teams have fully 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 will continue throughout the year.
- Three (3) health organization e-newsletters sent to nearly 4,000 recipients publicized the promotion.

- **FARM TO SCHOOL**

The goal of Homegrown School Lunch 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. SMADC worked in partnership with MD Cooperative Extension, St. Mary's County Economic Development and SMCPs Dept. of Food and Nutrition Services to encourage participation in the Maryland "Farm to School" week (upcoming event).

- Three elementary and one middle school participated 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 ("Where Does Our Food Come From", "How Farmers Grow Food", and "Animal

Agriculture”), classroom activities, and cafeteria displays and menu items featuring fresh local produce.

- SMADC designed and distributed posters using “Cornelia and the Farm Band” to educate school children on “what’s in season” and the health benefits of good nutrition, exercise, and local farm foods.
- Schools used SMADC’s DVD “Discovering the New American Farmer”, produced in 2006, and the Cornelia public service announcements and songs to educate school children about farms and local foods.
- 2,360 Cornelia Coloring Books distributed to participating schools.

SMADC continues to work in partnership with St. Mary’s County Schools for 2009 Farm to School Week and is also working with Calvert County Schools Dept. of Food and Nutrition Services in partnership with Calvert Cooperative Extension and Calvert County Economic Development. Four Calvert and three St. Mary’s County new elementary schools will officially participate in September 2009 with the county, and other schools in the region will continue participation from 2008.

FARMERS’ MARKETS – Program funds provide promotional advertising for 18 Farmers Markets in the five counties. Sales in 2008 from these markets averaged \$2.7 million for over 213 Southern Maryland growers.

- ***Southern Maryland Regional Farmers Wholesale Market*** – This market is one of two of the region’s wholesale auction markets for Southern Maryland. The Market (Cheltenham) has received support in the past from program funds. It continues to receive marketing assistance as a listing in the Farmers’ Market brochure. This wholesale market supports over 500 Southern Maryland farmers.
- ***Market Events*** – SMSG supported six market season grand opening events – Glen Burnie, Westfield and Deale in Anne Arundel County, North Beach and Solomons Island in Calvert County and Waldorf in Charles County.
- ***Farmers’ Market Meeting*** – Continuing in 2009, SMADC hosted a meeting to update farmers’ market grant application procedures, promotional materials and upcoming SMADC initiatives (BLC, brochure, etc.) and to network with the other managers. Approximately 20 representatives attended with enthusiastic participation.

AGRIBUSINESS DEVELOPMENT

AGRIBUSINESS - AGRITOURISM

Cultural, agritourism continues to be a major, lucrative alternative for regional farms. SMADC has sought to connect 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.” Our 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 we have here in Southern Maryland, we hope that our local citizens will be more compelled to support our local farms and businesses, as well as land

preservation programs that enhance the rural beauty of our region. As one local reader was overheard to say on the day of the Trails launch: *“Reading this (guide) book makes me feel like I live somewhere special.”*

- The guidebook is an informative and creative guidebook, designed to entice and educate readers about the unique features of Southern Maryland. A fold-out map orients readers. 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 areas.
- Now in its third edition, over 200 sites are listed in the Trails guidebook.
- Over 70,000 copies of the guidebook have been distributed.
- SMADC continues to promote the Trails program “October is Trails” month and other events through ads, press releases, special invitations, etc.
- A sponsorship campaign for the Trails has offered community support for the program in the form of artwork, cash or in-kind services.
- Trails open house in fall 2008, attended by sixty two (62) sites.
- Thirty new sites were included in the Trails in FY’08 and Imaginative Itineraries, Partner Packages and scavenger hunt incentives were introduced in the September 2008 updated guide book.
- The website, www.somdtrails.com, explains the trails and guidebook to visitors, and provides a means of communication with trails members. Over 10,000 visitors for the period. Top referring sites: Somarylandsofgood.com, Baynet.com and Visitmaryland.org. The most popular Trail for the period is “Barnwood and Beach Glass”. Pages of most interest are the “Imaginative Itineraries”, such as the “Devine tour” of local wineries.
- Twenty one ads were placed in 14 separate publications for a total circulation of 3,337,183 in FY ’09.
- Press release coverage circulation totals 1,661,836. Web site coverage from Destination Maryland 375 Special Issue as featured on the official Maryland Office of Tourism web site exceeded 1 million unique visitors.
- The Trails program won the Maryland Tourism Industry Council 2006 Best New Product Award.

AGRIBUSINESS - FARM DIVERSIFICATION: VALUE-ADDED AND RESEARCH

- ***Regulations Impacting Farms’ Ability to Diversify***

SMADC prepared a report on the challenging regulations affecting farms’ ability to diversify into new, innovative operations. The report compared federal and state regulations in Maryland with those in enabling states such as New York, Vermont and other states as a means to educate the farm community and legislators. The report recommendations were made available to the agricultural marketing professionals across Maryland and are also available on-line.

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

SMADC initiated and sponsored an “Acidified Foods, Better Process Course” with the FDA and College of Southern Maryland so that producers who traditionally preserve and sell products, such as pickled beets and okra, could do so legally under the new Maryland DHMH regulations. Twenty-two participants attended from several counties, many from the Amish community. The curriculum, developed by FDA, was found to be challenging for the students and was more appropriate at a corporate level. The College and SMADC were able to revise the teaching technique with FDA so that the local producers could more readily understand and pass the course.

- SMADC is currently coordinating and funding Low Acid Foods process registration and DHMH facility licenses for 3 farms in St. Mary’s County.
- SMADC has provided mini-grants to the participants of the course. SMADC is conducting research, and assisting producers through the process of getting their kitchens, processing and recipes approved through DHMH and FDA. SMADC is continuing to partner with St. Mary’s County Government, FDA, and DHMH to provide registration guidelines for on-farm

processors. Grant funds provide for starter kits and other associated costs. SMADC's goal is to create a user-friendly manual for producers which will be made available in-print and on-line.

- **Catnip Research** - Currently, a two-year trial is underway with St. Mary's Cooperative Extension following discussions with one of the largest retailers of catnip products in the nation. SMADC provided \$12,000 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.

AGRIBUSINESS - GRANTS AND BUSINESS PLANNING

- **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. Twenty-three farms have developed or are developing business plans. In return for grant funds, farms are required to place their land under preservation. Unfortunately, in 2009 SMADC had to suspend new applicants to this program due to State budget cuts. Since inception of this program, 23 farms have been impacted and over 3,000 acres with an agricultural covenant. Several farms are currently developing business plans with a SMADC consultant.
- **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. The program is offered with the full partnership of Cooperative Extension, who provides expertise and guidance through site visits and workshops on growing grapes in Southern Maryland. Grantees are required to attend the workshop, follow accepted cultivating practices, and become members in the Maryland Grape Growers Association or Maryland Wineries Association to encourage networking and marketing potential. Unfortunately, in 2009 SMADC had to suspend this program due to State budget cuts. However, based on the success of this program for two consecutive years, the grape grant program has become a model for a similar state program offered by the State of Maryland. Through the two year period, SMADC awarded eleven (11) grants, totaling twenty three (23) acres.

EDUCATION

In an effort to help farmers continue to diversify and identify market-drive 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. Comments from the tobacco buyout survey and the Public Forum indicated significant interest in the following subjects, and SMADC offered these workshops:

- **Renewable Energy Workshop** – The tobacco buyout surveys results indicated an interest from the farming community to learn about renewable energy initiatives to help defray energy costs on the farm and as innovative new uses for the land. Presenters included members of the state legislature, Maryland Energy Administration, SMECO and representatives from sector energy associations and companies.

Topics covered technologies in wind and solar, net metering and interconnecting to the grid. 52 people attended.

- ***Landowner Incentive Workshop*** – SMADC facilitated a meeting for the Department of Natural Resources to learn about new opportunities for grassland and habitat conservation, forest buffers, land conservation practices and more. The Landowner Incentive Program provides private landowners with technical advice and cost-share assistance to help conserve species at risk in Maryland. The ultimate goal is to protect, enhance and restore habitat for rare, threatened and endangered species.
- ***Community Subscription Agriculture (CSA) Workshop*** - As Buying Local becomes an increasingly popular trend nationwide the CSA (Community Subscription Agriculture) provides another potentially profitable option for farms to capitalize on their land and minimize the risk of whole-sale produce price fluctuations. The ‘how to’ lecture was presented by a local organic CSA farmer and participant of the So. Maryland, So Good marketing program. 40 people attended.
- ***Estate Planning Workshop*** – The estate planning workshop illustrated the importance of planning ahead to protect the family farm and financial (see above). Over 50 people attended. A follow-up workshop is scheduled for November 2009.

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.
 - ***Kids Cook and Cornelia and the Farm Band*** – Now in its sixth year, much of the educational package is available to view and download from our website for individual classroom and home schooling venues. The evolving materials emphasize messages to children and families about health, good nutrition and exercise that come from a farm, and teach messages about the diversity of local farm products and services available in Southern Maryland. The evolving package includes curriculum (see above), posters (“What’s in Season”), animated songs, and more (see below).
 - ***Cornelia and the Farm Band*** – Four public service announcements were created in 2006 portraying messages to children and families about health, good nutrition and exercise that come from a farm. These animation pieces were broadcast continually throughout 2006-2009 on local television stations, and are a component piece of the educational package that will be available to schools and home-schoolers. A unique jingle, “Let’s Go to a Farm” was created for the animation pieces.
 - The website, www.Let’sGotoAFarm.com, was created bring information specifically to children, their families and educators about farms, farm products and services.
 - 91,500 coloring books have been distributed. These books were published by SMADC and the characters were initially inspired by Southern Maryland children.
 - Fall 2008: Humorous animated farm songs from the coloring book to accompany the curriculum materials are now available on DCD. These have been used in the Farm to School week.
 - Cornelia and the Farm Band characters are being used to introduce school children to “What’s in Season” through a poster that will be displayed in school cafeterias during Maryland’s “Farm to School” week.
- ***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 networking opportunities.

- In its fifth 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 third year provided competition classes for both Western and English disciplines and a Video Show Review with attending judge's commentary. SMILE has grown threefold since the first show in 2005; a total of 118 children and youth participated from twelve counties including four Eastern Shore counties and 379 animals were 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.
- The show was well attended by local and elected officials, Farm Bureau representatives, County Commissioners and the St. Mary's County Fair Board, in addition to members of the general public. Local newspapers and website media reported on the event.
- Organizers committed to the longevity of the show and in 2008, filed and completed 501c3 non-profit status. The SMILE board continues to actively seek grants and donations from other organizations. The SMILE community dinner featured a silent auction which garnered additional sponsorship funds totaling \$1,831 and other individual sponsorships totaling \$2,650.

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 many events, including University of Maryland (Baltimore Campus), Chaney Greenfest Day, St. Mary's Co. Living Green, Sotterley Wine Fest, Calvert Co. Soil Conservation, Queen Anne County Tourism, Calvert Co. Commissioners, St. Mary's Co. Commissioners, 2 Wine Festival preview events, 4 St. Mary's Co. schools, Anne Arundel Farmers' Market Event, Farmers' Market meeting, Cooperative Ext. Fruit and Vegetable meeting, So. Maryland PRISM marketing meeting, Calvert Co. EDC/Tourism, MTC Marketing Day, Amish Community Farm meeting on livestock, Maryland State Agricultural Commission So. Maryland Farm Tour, Calvert County Principals meeting, Civista Hospital Green Team meeting, Calvert Hospital Green Team meeting, St. Mary's Hospital Green Team meeting, Delaware CVB Heritage Tourism Conference, and the North Beach Business Group Meeting. The Buy Local Challenge Week was also conceived as a way to spotlight farms through public outreach and education with messages such as *"Did you know that if every household in Southern Maryland spent \$12 a week for just 8 weeks, over \$54 million would be reinvested directly into our farmers' pockets?"*
- **Discovering the New American Farmer:** Our thirty minute documentary, using local stories to tell an international message continues to be broadcast nationally on RFD-TV (a national television broadcast serving rural America), and on local cable television stations throughout 2009. DVDs are available for a modest fee.
 - The film captures the beauty of Southern Maryland's agriculture and natural resources through interview with local farmers and officials. Its purpose is to educate viewers about the modern struggles of So. Maryland farmers as the region transitions out of tobacco and the responsibilities of So. Maryland consumers as the population rapidly increase in the area. The documentary provides proactive suggestions on how to strike a balance between the sometimes opposing communities of farming and development, in order to support our agricultural economy, preserve our regions rural character and protect So. Maryland's environmental resources. Various voices and perspectives were collected to tell the story of So. Maryland's changing communities, including leading farmers, watermen, local legislators, and county officials.

- The film was shown and discussed at events such as the Chesapeake Folk Festival in 2009.
- The film is used in local schools to help educate children during Maryland's Farm to School week.
- The film won two national Telly awards in the categories of education and culture (2006).

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

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

SOUTHERN MARYLAND 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:

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

Southern Maryland Regional Strategy – Action Plan for Agriculture

**KEY ACCOMPLISHMENTS BY OBJECTIVES, STRATEGIES, ACTION PLANS and MFRs
FY 2009 (July 2008 - June 2009)**

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 2009 (July 2008 - June 2009)

Managing for Results

	Actual	Actual	Goal	Actual	Goal	Goal
Performance Measures	2007	2008	2009	2009	2010	2011
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>Southern Maryland Farm Guide (now SMSG)</u> <ul style="list-style-type: none"> Update and develop Farm Product and Services Directories to promote Southern Maryland farm, store, and restaurant retail and wholesale products and services
Action Plan/Step	<u>Farmer's Market Promotion and Development</u> <ul style="list-style-type: none"> Assist counties and producers in the promotion and development of farmers' markets for local products

Managing for Results

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

Strategy 2.1.1	Develop and support projects for retail and/or wholesale markets for Southern Maryland agricultural products
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	Actual	Actual	Goal	Actual	Goal	Goal
Performance Measures	2007	2008	2009	2009	2010	2011
Inputs:						
Number of grower applications: Farm Guide and SMSG (merged)	200	221	230	248	255	265
Number of store participants: SMSG (now including stores, restaurants, institutions)	62	66	74	74	80	85
Number of Farmers' Market applications	13	14	18	18	19	20
Output:						
Market trends, loan, and feasibility studies assessed	0	0	0	0	0	0
SMD Directories published (Regional, Direct-market) ¹	4	4	4	4	3	3
Efficiency:						
Directories published in timely manner	4	4	4	4	3	3
Farmer market applications and contracts processed timely	100%	100%	100%	100%	100%	100%
Outcomes:						
Number of growers / businesses advertising in Directory ²	287	312	325	347	360	375
Number of Farmers Markets supported/promoted ³	18	22	23	24	25	26
Number of Farmers' benefiting from farmers' market promotion, enhancement ⁴	665	675	685	738	745	750
Quality:						
Advertising campaign – number of direct mailings, media ads ⁵	3.2 m	5.1 m	4.0 m	23.1 m	24.0 m	25.0 m

1: Holiday brochure, farmers' market brochure, Trails guide and Impact Report

2: 248 in directory, 74 stores and restaurants and 25 implement and suppliers

3: 24 Farmers Market (retail and wholesale) in brochure

4: 213 farmers from farmers markets, 525 Cheltenham

5: Direct mailings (11,159) and 35% of combined circulation for ads and press in FY '09

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	2007	2008	2009	2009	2010	2011
Inputs:						
Number of applications for SMD Farm Viability & Grape Grants ¹	24	7	10	0	3	3
Number of relevant local, state and/or federal grants ²	1	1	1	1	1	1
Output:						
Cumulative number of Farm Viability Business Plans developed	20	23	26	23	26	29
Agri-tourism Brochures published ³	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) ⁴	14	29	22	24	27	29
Business Incubator / Processing Kitchen design underway	1	0	0	0	0	0
Number of producers/business participating or enhanced in agri-tourism as a result of program ⁵	191	209	225	219	225	225
Matching grants awarded	0	0	1	1	1	1
Quality:						
Advertising campaign – number of direct mailings, media ads ⁶	3.2 m	5.1 m	4.0 m	23.1 m	24.0 m	25.0 m

1. FY '09 grant programs suspended due to budget cuts
2. USDA matching grant FY'07: Supplying locally produced foods to hospitals
3. Agritourism brochure has evolved into SMD Trails guidebook
4. Three business plans approved FY'08 and are being prepared
5. 209 in Trails guide (includes arts and festivals) FY'09
6. Direct mailings (11,159) and 35% of combined circulation for ads and press in FY '09

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 2007	Actual 2008	Goal 2009	Actual 2009	Goal 2010	Goal 2011
Performance Measures						
Inputs:						
Funds available for Infrastructure programs	yes	yes	yes	yes	yes	yes
Output:						
Number of Educational Tours developed	1	1	1	1	1	1
Number of Educational Tours developed (cumulative)	10	11	12	0	13	14
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program (cumulative) ¹	147	187	218	240	240	245
Number of scholarships awarded	1	0	1	0	0	0
Number of farmers / businesses directly receiving information ²	3372	3093	3200	3736	3750	3775
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	811	1034	1050	1059	1075	1100
Quality:						
Advertising campaign – outreach of direct mailings, media ads ⁴	3.2 m	5.1 m	4.0 m	23.1 m	24.0 m	25.0 m

- 4 workshops, 41 community meetings and public outreach and 8 special events in 2009 totaling 43
Cumulative: 1 (2001) + 7 (2002) + 17 (2003) + 18 (2004) + 43 (2005) + 30 (2006) + 30 (2007) + 41 (2008) + 53 (2009)
- Mailings/Meetings: 3736 = 1,708 for 2 tobacco mailings; 219 Trails mixer, 50 SMILE sponsorship mailing, 966 for 3 SMSG mailing, 68 holiday brochure, 280 SMILE, 24 farmers' market brochure, 81 BLC hospitals and businesses, 340 for community outreach
- Grantees (23), Workshops & Special Events (1,036)
- Direct mailings (11,159) and 35% of combined circulation for ads and press in FY '09

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.

	Actual	Actual	Actual	Goal	Actual	Goal	Goal
FY'09 Performance Measures	2006	2007	2008	2009	2009	2010	2011
Inputs:							
Funds made available to support existing county preservation program (thousands)	1,875	2,025	1,199	1,441	1,591	2,684	2,684
Bonus funds available to support incentive for tobacco farmers (thousands)	na	389	480	238	238	492	400
Output:							
County programs strengthened	5	5	5	5	5	5	5
Number of eligible Growers who place land under agricultural preservation (cumulative, inc. leveraged matching) ¹	122	162	185	205	199	210	220
Outcomes:							
Cumulative acres permanently preserved (inc. matching) ¹	17,166	20,370	22,836	25,185	24,334	25,500	26,000
Counties participating	5	5	5	5	5	5	5
Quality:							
Payments issued in a timely manner	100%	100%	100%	100%	100%	100%	100%

- 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 FY2009 report reflects all the adjustments to date since the beginning of this program.

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

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Attachment A

2008 Buyout Survey Summary (conducted Oct.-Dec. 2008)

The Southern Maryland Agricultural Development Commission once again sent out a survey along with the 2008 Annual Renewal Form. The following summary is from the information collected from the voluntary survey. As per the Maryland Tobacco Buyout Statistics, there are 854 Buyout participants (Grower Contracts). The survey was sent to all of the living Tobacco Buyout participants. 493 Buyout participants responded to the survey. As in the past survey, not every question had responses, so the number of responses to questions does vary. The responses came from Anne Arundel, Calvert, Charles, Prince George's and St. Mary's counties. We also received responses from other counties, both in-state and out of state where growers have moved.

Before the Buyout

Part-time farming continues to be how growers stay in agriculture. Results show that over 51% of the respondents identified themselves as part-time growers before the buyout, and 24% identified themselves as full-time farmers.

After the Buyout

Approximately 43% of the respondents consider themselves as part-time growers with off the farm jobs, 23% as retired and part time, and 21% as full-time. These numbers have stayed, more or less, the same since 2007.

Farm Operation

The Buyout came into existence with the desire to help the Southern Maryland tobacco farmer stay in agriculture. This was done by making the payments over a 10-year period and providing tools such as land preservation, grant and marketing programs for the grower to help find an alternative crop or market-driven agribusiness. 54% stated that their farm operation has been maintained or grown since the buyout. 47% have downsized their operation.

What do you currently grow / raise?

We received 818 responses. More than one category could be marked on each survey. Traditional crops remain a stronghold. Grains and livestock received 292 responses, hay 164, vegetables 130 and cattle livestock 77. The "alternative" crops and/or agribusiness had 61 responses. This represents wine grapes, greenhouse bedding plants, forestry, equine, nursery plants, cut flowers, and agritourism.

Anticipate diversifying in the next 1-5 years?

We received 333 responses with 54 answering yes and 259 answering no. Out of the 16 responses explaining their planned diversification, 7 were interested in livestock and butchering and 4 were interested in hay. From 2007 to 2008 there was a 3% increase in the number of people who responded that they anticipated diversifying.

Land Leasing

Out of 54 responses, 49 were looking for land to rent or lease.

Outside Workers / labor

Out of 423 responses, 56 said they employ outside labor. When asked if outside labor was difficult to find, 65 responded, of which 12 responded "yes".

SMADC programs/new initiatives beyond the Buyout

The answers were overwhelmingly geared toward marketing, workshops, education and access to land for new farmers. Suggestions included new crops, new markets, continuing grants, and educating/getting young people interested in farming.