



**SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT PROGRAM
KEY ACCOMPLISHMENTS and END OF YEAR REPORT – FY' 2012**

What's New in FY' 2012 (Highlights and details follow):

The Southern Maryland Agricultural Development Commission (SMADC) places strategic investments in programs and initiatives to support economic growth and jobs, grow new farmers and related industries, and expand access and availability to healthy fresh food, in an environmentally sound manner.

Studies have shown that every dollar spent at a locally owned business generates two to four times the income, wealth and jobs than at an equivalent nonlocal business (Wallace Institute, 2008). Farms that sell into local markets may employ as many as 14 full-time and part-time employees. Yet age, landownership and insufficient infrastructure, marketing, and information provide limitations to growth in local and regional agriculture. In Southern Maryland, the average age of the tobacco farmer was 58 at the time of the tobacco buyout. Those farmers are now 13 years older and much of the farm land will transfer hands within the next 15 years.

SMADC's regional and statewide programs strive to create economic opportunities for farmers through local and regional markets, improve processing and distribution infrastructure for local and regional agriculture, expand access to healthy fresh food for consumers, including underserved communities, and provide the research, resources and information that existing and new farm entrepreneurs need to be successful. As farms innovate to increase profit, SMADC increasingly works to streamline state and federal regulations that may be outdated or unnecessarily hamper business.

Notable examples of these priorities in 2012 are highlighted in the following pages:

Southern Maryland Meat Industry: Creating and saving jobs, increasing income, streamlining regulations

Buy Local Challenge: Educating the public about the importance of supporting local farms for the environment, health and economy

Agritourism highway signs for Maryland: Establishing criteria and a pilot program

Maryland FarmLINK: Providing existing and new farmers tools to be successful in a changing economy

Food, Farms and Healthy Communities: Increasing access and availability of local, farm foods, expanding access to federal nutritional benefits, The Crop Hop, beginning a Regional Food Map, exploring a Regional Food Council

Cornelia and the Farm Band: Addressing Childhood Health and Obesity

Regional Grants: Enhancing access to Federal Nutrition Programs (SNAP) at Farmers' Markets, Cooperative Winery, Expanding Urban Agriculture, and High School Education.

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

Maryland Tobacco Buyout

Southern Maryland Land Preservation

Southern Maryland, So Good

Southern Maryland Wineries / Grapes for Wine

Southern Maryland Trails: Earth, Art, Imagination

Streamlining regulations: Acidified Foods, Dairy, Meat, Agritourism

Farm to School, SMILE (Southern Maryland Invitational Livestock Expo)

Farm Equipment for Conservation and Specialized Farming (conservation tillage, wine grapes, urban farming)

Our community building efforts continue through outreach and education to farmers and the public through:

SMADC newsletters, websites, web-based social networking (Facebook, twitter, blog), and 39 events.

www.smadc.com

SOUTHERN MARYLAND MEAT INDUSTRY



THE NEED / CHALLENGE:

(see SMADC 2011 annual report for additional background)

Interest in local food continues to skyrocket, and buyers have consistently asked where they could purchase local meat. Until recently, consumers had to buy the entire live animal if they wanted meat produced locally. Not a practical solution for many. At the same time, livestock production increased as a means for farmers to earn income as they transitioned away from tobacco, but there are no USDA slaughter facilities in the five counties of So. MD. Farmers throughout the region identified this as one of the single most challenging obstacles.

WHAT'S SMADC DOING?

In 2011, SMADC provided grants for the purchase of two “Freezer Trailers” for use by producers in the five counties of Southern Maryland. The freezer trailers are DHMH inspected and approved to transport farmers’ meat products from USDA slaughtering / processing plants to the farm or retail stores. Additionally the grant underwrote the purchase of commercial freezer display cases to promote sales of local farm meat directly to the public at retail venues to bring added income to producers.

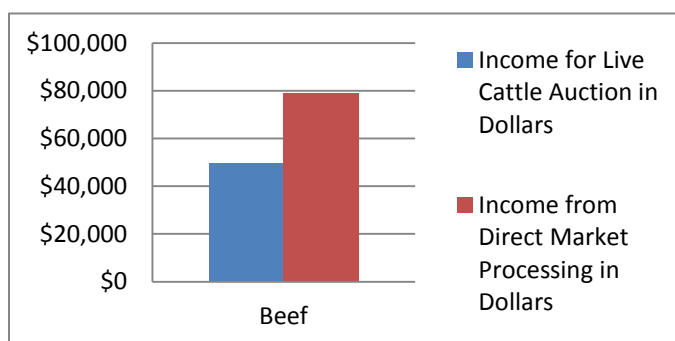
SMADC worked with the Maryland Department of Health and Mental Hygiene (DHMH) to streamline and refine state regulations allowing farmers to sell their meat in certified freezers on their own farms. SMADC and regional agricultural marketing staff have facilitated 20 new licensed on-farm processors in the region since the program started.

Simultaneously, SMADC worked with producers to establish a brand, assuring consistency and quality of products. The “*Southern Maryland Meats*” (SMM) program, currently incubated by SMADC has developed a set of quality standards for their products. SMADC created the logo, website, directory, and other promotional materials for producers and sellers.

In 2012, SMADC published the first *Meats and Seafood Directory* for the region, and is creating a mobile website that can be accessed by cell phones and other mobile devices.

In the first full year of the program, a total of 25,445 pounds of finished meat (beef, pork and goat) have been transported in the trailers. **Total estimated value of the product is \$112,300.** This represents a significant increase in income for the industry when compared with the region’s former means of livestock income (sale of live animals at wholesale auctions). See figure below comparing for beef sales. One producer reported **over \$20,000 gross sales** during the first year of participation.

COMPARISON OF INCOME FROM DIRECT MARKET PROCESSED BEEF versus LIVE CATTLE AUCTION



- Total pounds of processed beef from Southern Maryland Meats = 19,674 lbs
- Live Cattle Auction numbers calculated by converting the processed weight to hang weight based upon an 80% yield. Converting hang weight to on the hoof based upon a 62% yield. Divide total hang weight by 100 and multiply by 125 (average price per 100 pounds of live cattle in 2011).
- Processed numbers calculated by multiply total pounds of processed meat from Southern Maryland Meats by four dollars (average dollar per pound).

Additionally, SMADC has been working with a local farmer to establish a **regional mobile slaughter and meat processing facility**. SMADC developed a business plan, and supported the farmer through a series of local Board of Appeals meetings in 2012. SMADC also streamlined and developed regulatory procedures for federal, state and local officials to enable this unique facility. It is hopefully on track for 2013, and if approved, it will be the first in the country of its kind. SMADC has been invited to share its knowledge with other interested jurisdictions.

WHAT'S NEXT?

SMADC is continuing to incubate SMM for the producer group as new producers enter the program regularly. SMADC is working with the group to refine a set of standards for livestock feed and genetics to offer unique and consistent products and will offer a series of workshops and experts throughout 2012-2013.

Local hospitals have expressed a desire to purchase local SMM meat, but the supply is not yet able to meet the demand. SMADC is working with the group to expand supply and potentially develop a more efficient regional system of distribution.

Although interest in using the display cases and the freezer trailers has been high, it has not been without challenges. One of the trailers has had mechanical troubles, and retailers are not always keeping the display cases as full as they could due to the inconvenience of stocking. SMADC will work with the managing entities to resolve these problems.

SMADC has been invited to work with DHMH to create a database tracking record for on-farm processors for the region, and potentially the entire state, which will track licensing, recipe registration, kitchen certification and more.

Partners include: St. Mary's County Farm Bureau, Prince George's County Farm Bureau, St. Mary's County Economic Development, Anne Arundel Economic Development Corporation, Calvert County Economic Development, Calvert County Sustainable Agriculture Workgroup, Prince George's UME and Soil Conservation District, Maryland Department of Health and Mental Hygiene, Miller Farm Market, Dave's Natural Market, Chesapeake's Bounty, Spider Hall Farm Shop, Home Grown Farm Market, LLC.

www.southernmarylandmeats.com

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AGRITOURISM HIGHWAY SIGNS FOR MARYLAND Pilot

THE NEED / CHALLENGE:

Agritourism farms have requested highway signage similar to the wineries and other tourism venues in Maryland. No such program exists in the state.

WHAT'S SMADC DOING?

In 2011, SMADC partnered with Charles County Planning and Zoning, the Charles County Commissioners and County Administrator, the Maryland Department of Agriculture (MDA), the Maryland Department of Business and Economic Development (DBED), and the State Highway Administration (SHA) to develop a pilot signage program for agritourism farms to allow installation of agricultural tourism directional signs (on state and county owned roads). Charles County and SMADC conducted research on similar programs in the nation and developed criteria for the program so that the pilot could serve as a model for the entire state. Criteria for applicant farms have been approved by SHA and MDA in the summer of 2012. MDA designed a logo for the signs, it is hoped that at least three agritourism farms in Charles County will have signs erected by the fall season of 2012. This trial could then be evaluated in the winter of 2013, and ideally made available to the entire state in 2013.

Partners include: Charles County Planning and Zoning, Maryland SHA, DBED, MDA

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MARYLAND BUY LOCAL CHALLENGE



THE NEED / CHALLENGE:

(see SMADC 2011 annual report for additional background)

SMADC created the Buy Local Challenge (BLC) for the state of Maryland in 2007 to educate the public about the benefits of supporting local farms. Consumers were increasingly interested in purchasing local foods, but did not know where or how to do so. Farmers were being hurt by fierce competition from low prices due to cheap, imported food. The Buy Local Challenge provided a win-win solution. The challenge is to eat something every day from a local farm during the last full week of every July. SMADC's theme "Healthy Plate, Healthy Planet" conveys many messages about the benefits of buying from local farms, among them personal health, economic health for the region, and health for the environment.

WHAT'S SMADC DOING?

The BLC website and promotional materials are continually updated by SMADC. SMADC enhanced the BLC Facebook presence, and created a mobile website with a QR code to enable participants to take the pledge "on the go" using their mobile devices (phones, tablets etc.) and share the challenge with friends through social media forums (<http://m.buy-local-challenge.com>).

In 2012, Governor O'Malley again hosted the Maryland State House BLC "Kick-off Cookout" for the fifth year and endorsed the challenge with a proclamation for over 400 local farmers, state & local officials, heads of major grocery chains and area restaurants.

SMADC has partnered with Maryland Hospitals for a Healthy Environment (MD H2E) in a Healthcare BLC campaign to encourage hospitals and their employees to take the BLC. In the summer of 2011, **four states participated taking the BLC nationwide.**

In 2012 (FY' 13), the Buy Local Challenge went even further, with **fifteen states (in addition to Maryland) participating.** Over 80 hospitals participated, of which 55 were from Maryland. Food service directors and hospital green teams received rave reviews from their employees, patients, visitors and administrators who found it fulfilling and fun. Most of those hospitals now purchase local foods regularly throughout the year, and some have established on-site farmers' markets. Also new this year, hospitals in Maryland, DC and Northern Virginia whose entire executive leadership take the pledge will be recognized through media and other online forums.

In an effort to keep the challenge fresh and interesting, in 2011, SMADC offered a "Bring the Buy Local Challenge to the Workplace" contest to encourage offices, agencies and organizations in Maryland to take the pledge as a group. The winning organization, St. Mary's County Government, supported the challenge with activities and meals led by different departments every day of the week. One department even decorated a room as an old-fashioned food market and the group visited a local winery on the last day. In the words of one employee, "The BLC brought us all together. People from departments that don't normally interact talked in the elevator every morning about each other's plans". The Secretary of the Maryland Department of Agriculture presented a gift basket of local farm goods to the winner at a catered luncheon of farm foods.

In 2012, SMADC teamed with the Maryland Department of Agriculture to offer a "Take the Challenge with Friends" contest. The prize for the winning team will include a gift basket of local farm foods, and a donation of \$200 to provide farm fresh foods to a needy family through the local food bank.

Partners include: Maryland Agricultural Marketing Professionals (AMPS), Maryland Department of Agriculture, Maryland Hospitals for a Healthy Environment (MD H2E).

www.buy-local-challenge.com

SO. MARYLAND FARMERS' MARKETS: Economic Impact



THE NEED / CHALLENGE:

(See SMADC 2011 annual report for additional background)

Farmers' markets have gained popularity in recent years for a number of reasons: more informed consumers, interest in eating healthy, desire to support the local growers and the economy, and heightened awareness of the issues related to food safety and wanting to know where one's food comes from. To date, there has been little information gathered on the economic impact of farmers' markets.

WHAT'S SMADC DOING?

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, soliciting farmers, and acting as a conduit of information for regulations and other pertinent information.

In FY'12, the gross revenue from the 16 farmers markets receiving SMADC grant support was approximately \$2.3 million. As the revenue made by farmers/growers at farmers' markets is reinvested in the local economy through an initial round of spending and successive rounds of re-spending, this gross revenue translates into **a reinvestment of \$4.3 million into the local economy** (*Multiplier determined by the US Bureau of Economic Analysis).

SMADC's 2012 Farmers' Market brochure listed 40 markets in So. MD and the DC metro area where So. MD farm products are sold. Over 50,000 copies of the brochure have been distributed since its inception.

SMADC has begun another initiative in FY'12 to better understand the economic and social dynamics of Southern Maryland farmers' markets and their influence on their local food and business communities. SMADC is conducting **farmers' market surveys of consumers** at various market locations throughout the region to gauge the effect these markets are having on their local economies. Along with asking consumers to answer survey questions, staff also takes an attendance count to better understand the flow of the market's activities during given hours of operation.

By cross referencing the number of people polled with the number of people counted in attendance and utilizing the data from the questionnaire, staff can determine roughly how much a "buying group" (family, individual or couple) spend on a given day and estimate the daily sales of the market. Analysis of the responses will enable SMADC to better understand the pull of the market for consumers and whether it, as an individual entity, is bringing consumers to a defined location.

These surveys will also help vendors, market managers and local community government to better understand their customers. Through these surveys, markets can gauge their effective influence on their communities and better understand the needs and wishes of their customers.

The goal is to perform these surveys annually at roughly the same seasonal time so that SMADC can track the progress of the markets and the local food movement in Southern Maryland.

SO. MARYLAND FARMERS' MARKETS: Increasing access for needy families

WHAT'S SMADC DOING: Enhancing access to Federal Benefits at Farmers' Markets

Several federal nutrition assistance programs have been established to help needy families attain better access to food, the Supplemental Nutrition Assistance Program (SNAP), Farmers' Market Nutrition Program (FMNP/WIC), and Fruit and Vegetable Check (FVC) program. The primary challenge for making farmers' markets accessible to low-income shoppers is the technology required to accept SNAP benefits. In Maryland, all SNAP benefits are redeemed through Electronic Benefits Transfer (EBT) machines. Farmers' markets and producers have been reluctant to take on the administrative and costly challenges of purchasing and operating EBT machines, as the program is both time and resource intensive. Most markets are volunteer-run by the producers themselves.

Because the federal nutrition programs are so complicated, SMADC hosted several **workshops** for farmers' market managers and vendors throughout the winter of 2012, and then offered small grants to farmers' markets in the region to encourage the use of **EBT machines**. Two markets applied. Many other markets were interested, but were reticent because of the administrative burden and costs.

EBT machines offer other benefits to markets. They are wireless, and enable transactions to happen quickly. Customers who would like to shop at the market, but do not have cash, can use the EBT machines much like an "ATM" machine with their credit card to purchase tokens, which can be used at the market. This has the potential to increase sales for farmers and make the shopping experience for customers more satisfying.

SMADC has been working extensively to help the initial markets through the beginning phases.

In the summer of 2012 (FY'13), USDA announced a grant program to encourage all farmers' markets to buy EBT machines. The Maryland Department of Agriculture and Eat Fresh Maryland approached SMADC to apply for Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF) to assist farmers' markets using EBT machines. SMADC agreed and offered assistance to all eligible farmers markets to apply for the USDA funds.

SMADC was awarded the MAERDAF grant and will assist farmers' markets using EBT machines by offering administration support, stipends for onsite management of the EBT machine during market and funds for incentive dollars. SMADC looks forward to working on this project through the next year in partnership with the Maryland Department of Agriculture and the Eat Fresh Maryland initiative.

Additionally, it is difficult for those eligible for federal nutrition benefits to know where they can apply for these programs. SMADC developed the **first directory of venues for federal nutrition benefits** to help those eligible to know where to go to apply for federal benefits in Southern Maryland. This directory is posted on the SMADC website

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

www.smadc.com / www.somarylandsogood.com

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MARYLAND FARMLINK



THE NEED / CHALLENGE:

For each farmer under 35, there are now six over 65 and the average age of farmers across the US is 57. The USDA expects that one-quarter (500,000) of all farmers will retire in the next twenty years. That means that in Maryland, much of the farmland in Maryland will change hands within the next two decades. Many farmers find that their children have chosen careers other than farming. This trend, coupled with high development pressure made selling land a tempting option and resulted in rapid conversion of farm and forest land in Maryland.

At the same time, there is growing interest among young and second-career people with little or no agricultural background to begin farming. These farmers have the potential to offset the numbers of retiring farmers and keep family farms active, but land tenure and lack of capital are getting in the way. Among the greatest challenges identified by new farmers is access to land, capital, health insurance, production knowledge, and infrastructure.

WHAT'S SMADC DOING?

For those who farm, or want to begin farming, SMADC's Maryland FarmLINK is designed to help aspiring farmers locate farmland throughout Maryland, and find mentors and business partners. The FarmLINK program also provides forum for all farmers to exchange valuable information, such as where to find equipment for rent, educational opportunities, and general topics of interest. SMADC hopes the Maryland FarmLINK website will become a one-stop shop for farm resources in the Maryland.

In November 2011, SMADC hired a director and intern for Maryland FarmLINK to provide hands-on facilitation and recruitment and oversee the FarmLINK website on a day-to-day basis. Through the FarmLINK Director, SMADC has reached out to real estate agents, Farm Bureau groups, young farmer groups, land conservancy associations and land trusts, and the Director has become certified to teach realtors about the planning and zoning issues related to selling, farmland, including land preservation options, right to farm legislation, and permitting. He has provided zoning advice and assistance for three new farm businesses and actively encourages landowners to post their properties on the website.

Maryland FarmLINK brought together new farmers in the region to gauge interest in forming a **regional Young Farmers' Coalition**. The group has subsequently formed a very active "Young Farmers' Brigade" Facebook page.

The most popular section of the FarmLINK website has proven to be the **Farm Forum**, where viewers can post questions, seek advice and exchange information. SMADC also regularly posts current agricultural reports on marketing, food hubs, food processing regulations, etc. Second in popularity is the **Finding Mentors** section, where new farmers can find experienced farmers willing to share their expertise. The website also features a real estate section to link aspiring farmers to **find farm land in Maryland**, and it facilitates business partnerships.

SMADC upgraded the FarmLINK website in 2012 to improve service and outreach by:

- Adding a "Workshops and Events" page and populating it with workshops, webinars and other events across MD.
- Creating a "Step by Step Tutorial on how to find Soils Analysis Information".
- Creating a zoning tutorial describing planning and zoning issues for those wishing to start a new farm enterprise.
- Enhancing the "Tools" page by adding a link to Equipment for Rent and the "Guide to Acidified Foods"
- Adding a Maryland FarmLINK Facebook page, attaining a weekly reach of 340 by the end of June.
- Adding Twitter to the FarmLINK site and posting the top 15 -30 tweets of the week about current farming stories around the state and country. As of the end of FY'12, FarmLINK had made nearly 500 tweets.
- Creating a Blog to provide local perspectives on national stories about farming, marketing, and new farmers.
- Summarizing and highlighting the best of the week in a Weekly Roundup.

In six months (January 1, 2012 to June 30, 2012), the site registered **14,033** unique visits, with an average of **2,338** unique visits per month.

Land Lease Options: Staff has reached out to non-traditional land resources for new farmers to lease. One potential site is owned by a prominent developer who would like to work with SMADC to make available an open field which was mined and reclaimed over a decade ago for farm leases. Staff worked with the Charles County Soil Conservation District to do an evaluation of the farming potential. While further studies need to be done, this land could provide a suitable site for entry level farmers looking to sell farm produce directly to consumers near a densely populated area.

WHAT'S NEXT?

SMADC has teamed up with the Maryland Collaborative to support New and Beginning Farmers as of September 2012. This grant and collaborative will enable SMADC to extend its services to a broader audience in Maryland. SMADC is also exploring alternative land tenure options, such a leasing and farm-matches for new and existing farmers, and will continue to develop a recruiting package for new farmers and farmland.

Partners include: Accokeek Foundation, Anne Arundel Parks and Recreation Department, Anne Arundel Economic Development Corporation, Calvert County Land Planning and Zoning, Charles County Land Planning and Zoning, Future Harvest, Prince George's County Soil Conservation District, Prince George's County UME, St. Mary's County Economic Development, University of Maryland Extension.

www.marylandfarmlink.com

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FOOD, FARMS AND HEALTHY COMMUNITIES

THE NEED / CHALLENGE:

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

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

Enhancing access to Federal Benefits at Farmers' Markets

(see section above)

A Regional Food Map

At the end of FY' 12, in partnership with the Johns Hopkins Center for a Livable Future and the five southern counties, SMADC undertook efforts to create a regional food map for the five counties of Southern Maryland. The map will feature farms, farmers' markets, food production, distribution, areas of food deserts, food pantries, where recipients can apply for federal benefits, etc.

Community Food Council

In FY' 11, SMADC initiated the creation of the "Southern Maryland Community Food Council" (CFC) to address the lingering problems of inadequate nutrition and health in Southern Maryland. Through monthly meetings, the group created a mission statement and set of goals. The mission statement is to "Bring together diverse stakeholders to integrate the aspects of the food system (production, distribution, access, consumption, processing and recycling) in order to sustain and enhance the environmental, economic, social and nutritional health of Southern Maryland". The five goals are as follows:

1. Ensure access, availability and affordability of fresh, local foods to underserved populations, while assuring that farmers receive a fair and economically sustainable profit.
2. Educate the public (adults, children, elderly) and elected officials about the benefits of nutritious foods and healthy lifestyles while emphasizing the connection with fresh, local food as much as possible.
3. Galvanize financial, political and public support for healthy lifestyles (food and health issues) in Southern Maryland.
4. Inform policy-making to address the food, poverty and health issues as they arise.
5. Create a network of interested and informed organizations, including schools, health organizations, and all others addressing the nutritional and land use needs for underserved populations.

Recently CFC members broke into sub-committees to detail specific challenges, solutions and next steps from four perspectives; marketing and production, distribution and needs, education and finally policy. From the detailed discussions of these sub-committees, the council was able to pinpoint overarching challenges to our regions' local food system. Each group identified a **lack of education and communication** in all aspects of our food system. The underserved communities lack education on healthy living choices and nutritional value of foods, the skills to cook healthy meals and the basic access to these foods. The general public, as well as policy makers, lack the knowledge of the economic benefits of buying local and the cost equality between processed foods and fresh local foods. New farmers lack education to start farming. There is a breakdown of communication between those producing local foods,

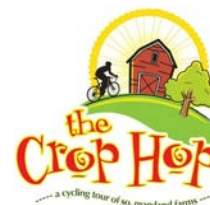
those advocating local foods, and the community and businesses utilizing these foods. There is a breakdown between young farmers and old farmers especially in regards to opportunities for land access to start farming. Communication is needed between farmers and restaurants and purveyors who take advantage of local food availability.

To address education, discussions have begun in reference to beginning classes that would be held at local food pantry drop-offs where individuals can learn healthy living choices and cooking skills to maximize the nutrition resources. To address communication, the concept of a Southern Maryland Food and Farming Newsletter has been considered which would feature articles and news about local farmers, local restaurants and local food donations. An online and printed version would appeal to a variety of audiences both young and old.

www.smadc.com

THE CROP HOP

Initiated by SMADC, the Crop Hop is a fundraising bike tour of Southern Maryland farms designed to provide a fun and healthy way to learn about our area's diverse farms and support a mechanism to provide fresh locally grown farm products to low income communities in the Southern Maryland region.



The Crop Hop has three goals. First, to connect people to their local food system by helping them understand where their local food comes from. Second, to promote healthy living through a good diet based on local foods and physical activities such as cycling. Lastly, to support those who many times can't afford to buy locally by using proceeds from the event to donate fresh local foods through the Southern Maryland Food Bank.

The Crop Hop is set for Sunday October 14th, 2012. Riders will choose from one of four routes including two for more experienced riders (63 and 29 miles) and two more family friendly routes (13 and 5 miles). The Crop Hop will feature five farms. Each route will tour a different combination of farms due to geographic contingencies. The event will begin and finish at the Home Grown Farm Market. At each farm stop, riders will be given a short tour and explanation of what the farm produces and will be given snacks made of local produced ingredients. Upon completing the routes, riders will be provided a picnic consisting of local ingredients and cooked by local artisans. The picnic is also open to the public for a fee. All proceeds from the Crop Hop will be allocated towards giving low-income communities fresh, local produce through the Southern Maryland Food Bank.

To gain awareness and gather community support for the Crop Hop, SMADC is recruiting local businesses to be sponsors of the event. Through monetary or in-kind donations, sponsors will benefit from increased marketing on the Crop Hop website, Facebook and Twitter sites and banner marketing on the day of the event. It is hoped that this will become an annual event in Southern Maryland.

Partners include: St. Mary's County Economic Development, Homegrown Farm Market, Area Farms, Patuxent Adventure Center, and University of Maryland Extension.

www.thecrophop.com

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CORNELIA AND THE FARM BAND: Addressing Childhood Health and Obesity



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

St. Mary's County Benjamin Banneker Elementary School was selected as the statewide Farm to School kick-off site in Sept. 2011. Educators, farmers, and state and local officials gathered with students for special classroom activities and hands-on outdoor educational activities which illustrated the connection between farms and food to enhance student understanding of where their food comes from, how it is produced, and the benefits of a healthy diet. SMADC's mascot Cornelia made her first public appearance and was awarded the "SpokesCorn of the Year" by Department of Agriculture Secretary Hance for the event.

SMADC also began work with the Mount Hope-Nanjemoy Elementary school in Charles County. The community of Nanjemoy is among the most impoverished in the nation. Despite close proximity to farms, access to fresh and healthy food is limited. The nearest grocery store is 26 miles away and is considered a "food desert". The elementary school is experiencing one of the highest rates of early-onset diabetes and other diet-related disorders in the entire state of Maryland. SMADC was pleased to lead the counties' first *Farm to School* Program in September 2011 at Mount Hope-Nanjemoy Elementary School.

A third coloring book "Cornelia Cooks" was released in the Fall of 2011. The book seeks to educate both children and adults by making the connection between fresh farm foods and physical well-being through eating a balanced diet combined with exercise and features recipes for children using seasonal farm foods. The book also connects to the national "Let's Move" campaign. 3,000 "Cornelia Cooks" books have been distributed to schools.

Cornelia and Couch Potato were also featured in a short video produced in 2012 for the "Let's Move" nationwide competition. Although the video, posted on you-tube, did not win the competition, it gave the two mascots an opportunity to extend their messages about healthy eating nationwide.



Photo caption: SMADC's Cornelia teaches children about healthy eating habits. Cornelia receives the "Spokes-Corn of the Year" award from Maryland Department of Agriculture Secretary Buddy Hance. 2012.

www.letsgotoafarm.com
Thefarmband Facebook page

SMADC REGIONAL GRANTS

In 2010-2012, SMADC awarded regional grants to partners throughout the five Southern Maryland targeting farmers' market enhancements, agricultural education projects for youth and new or beginning farmers, increased access to fresh food in urban communities and continued research on wine grape varieties suitable for production in Southern Maryland. Each project was deemed to have structural longevity and a lasting impact on regional farming community.

Engaged Community Offshoots (ECO /EcoCity Farm) update

County: Prince George's

Description: SMADC's grant funds enabled the use of shipping units as processing stations to wash, process, and package the farm's foods. This farm is one of the most innovative urban farms in the area, consisting of four large greenhouses, literally at the end of a tennis court and surrounded by a low-income neighborhood. The community is heavily engaged in the farm and food from the farm supplies some of Prince George's school system.

Status: After an initial delay in the project (see FY' 2011 end of year report), the container was purchased and modification began. Rather than two 20 foot shipping containers, ECO purchased one 40 foot super insulated container. Volunteers and staff worked on the modifications by adding windows, doors, a walk-in refrigerator and ceramic floor tiles. In the winter a grey water system was installed as well as a handicap ramp and awning. In the spring interior work was completed by installing a closet, safety equipment, shelving and counters. All appliances were installed (cooler, stove, ventilation and sinks). Exterior work was completed (paint, trim and waterproofing and roof repairs). An initial site review with the state Health Department happened in April. All that remains is to install the electrical system and to install the interior plumbing and gas systems. The electrical system is waiting for PEPCO's action. See pictures below.



Pictures: Shipping container being converted into produce processing unit for EcoCity Farm. 2012.

Alice Ferguson Foundation (AFF)

County: Prince George's

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

Status: The plot of the garden was tilled in the fall of 2010, with an initial planting of garlic. The fence, teaching pavilion and storage shed was constructed in the Spring of 2011. Since the garden's creation, it has hosted 3,860 elementary students who have had the opportunity to learn more about how food is grown, participating in planting, harvesting and tasting the garden's bounty. In addition, the garden has hosted approximately 670 adult teachers and chaperones, many who have had their own personal questions about gardening and growing food answered. As part of AFF's Teacher Institute approximately 30 elementary school teachers spent time in the garden also, learning about and experiencing planning, planting and harvesting from the garden. During a cooperative effort with the Accokeek Foundation's Food and Farming Weekend, approximately 20 adults came to tour AFF's Children's Garden and learn more about growing practices. See pictures below. Completed.



Pictures: The children's education garden at Alice Ferguson Foundation. 2012.

Gwynn Park High School

County: Prince George's

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

Status: The grant funds have enabled the restoration of the greenhouse as a safe working classroom. A garden has been established, and "Green Up, Clean Up" Day and the Ecology Club have been restored. The Ecology Club has held soil workshops with Dr. Traktenburg from NASA and conducted soil testing to determine the color, type, texture and pH of the soil at Gwynn Park High School. In addition, new materials for the green house (polycarbonate for the roof) have reduced the cost of oil heating to the greenhouse. Food grown in the greenhouse and garden are used in the school cafeteria. A new exciting initiative that began is the Dream Machine Recycle Rally, a recycling program of aluminum cans and plastic bottles throughout the entire school. The participation of the school is very high. When staff visited the school for a tour in November 2011, Mr. Belle, the science teacher in charge of the project, said school administrators noted that an initiative that began as a small after-school club has **touched the entire school and help to positively shape the culture** of the school. Gwynn Park High School has been named as a Prince George's Green School. Completed.

Anne Arundel Economic Development Commission

County: Anne Arundel

Description: To refurbish Greenhouse to support national program for Curriculum for Agricultural, Science Education (CASE) and Future Farmers of America (FFA) program at a Southern High School.

Status: An irrigation system was installed, along with a 300 gallon aquaculture system, three hydroponic systems, three raised gardens. The school also worked with the Art Department to have a wall mural painted in the greenhouse. The students planted plants, sold Christmas trees, and conducted science experiments. Art classes used the greenhouse as a place to take pictures for the AP photography class and the pre-school students also planted plants in the greenhouse. The CAT South students built a 10'x12' building to store materials adjacent to the greenhouse. The USDA Deputy Secretary chose it as a venue to announce a new nationwide grant in 2012. Students started plants for the Governor's garden at the State House.

Benefits: 45 students in the agricultural sciences program and FFA program. 20 students in the pre-school program at Southern High. 25 Students in the AP Photography class at Southern High School and approximately 20 students in the construction class at CAT South. Completed.

Calvert County – Sustainable Agriculture Workgroup

County: Calvert

Description: High Tunnel for Agricultural Education in Calvert County.

Status: Materials were ordered for the high tunnel to be installed in time so it can be used during the fall 2011 growing season. No further updates are available.

Calvert County Government

County: Calvert

Description: Two State Highway Department farmer market signs

Status: The signs were ordered and installed in 2012. Completed.

Home Grown Farm Market Construction

County: St. Mary's

Description: The grant enabled construction of the first indoor farmers' market in St. Mary's County, the *Home Grown Farm Market*, a 50x100' wood frame metal building with plumbing and electricity. Future plans include an Agricultural education program and a commercial kitchen for value-added farm food processing. The Home Grown Farm Market is a producer-only market aimed at providing fresh produce, flowers, plants, meats, dairy and baked goods to the Southern Maryland community while promoting sustainable agriculture. Sustainable agriculture requires economic viability, eco-friendly production techniques that preserve water and soil resources, limited transportation of food and dependence on fossil fuels, and a strong connection between the producers and the consumers.

Status: The Market opened in 2011 for an abbreviated summer season and a short winter season. The market opened again in the spring of 2012 for three days a week. It has an active Facebook page that provides updates to customers and the community. See below for pictures. Completed.

In 2012, SMADC approved an additional grant for additional refrigeration.



Photo caption: St. Mary's County *Home Grown Farm Market*. 2012.

REGIONAL GRAPE COOPERATIVE AND WINERY

Port of Leonardtown Winery and Cooperative

Region: Southern Maryland

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

Status: SMADC was pleased to partner with MARBIDCO, the St. Mary's County Board of Commissioners, and the Town of Leonardtown to facilitate completion of the Port of Leonardtown Winery. This winery and tasting room was opened to the public in the fall of 2010 and now supports a **cooperative of nineteen grape growers** throughout

Southern Maryland, many of whom were previous recipients of SMADC's *Growing Grapes for Wine* grants. In 2011, several wines were awarded by the Governor of Maryland. Completed.
In 2012, SMADC approved an additional grant that will enhance much needed storage capacity.

Developing a Viticulture Management Program for So. Maryland

Region: University of Maryland for Southern Maryland

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

Status: The 2011 growing season was a difficult one for most grape growers. The spring and early summer conditions were ideal. The research vineyard continued to receive two pruning treatments- cane pruning and cordon pruning. Both treatments resulted in good early growth. There was a noticeable decrease in phomopsis canker on cane pruned vines due to the absence of older vine and cordon wood material. Fungicide sprays were applied on a regular basis, with some downy mildew pressure appearing early in June. Downy mildew was successfully controlled early in the season. The hot dry weather that occurred through mid-summer 2011 provided good growing conditions for most vines. The prolonged wet conditions starting in August 2011 and continuing through October created less than optimal conditions for fruit maturation and harvest. Bird pressure was also heavy in Southern Maryland and the Eastern Shore in 2011. Bird netting was installed in September in an effort to reduce damage. Earlier maturing varieties were harvested with little damage. Later maturing varieties suffered damage from late season downy mildew, fruit rots and bird damage.

The University of Maryland Extension Viticulture and Enology "Growing" New Vineyards Program is a comprehensive research and extension program for new grape growers. The program is based on information acquired from cultivar testing and cultural practice research conducted at multiple diverse locations around the state. Information is relayed to clientele via a comprehensive web site, "TimelyVit" newsletters, beginner's workshops, twilight meetings, and field days. Entrepreneurs utilize research-based site selection and variety decisions to get the venture off to an efficient start. The program is fulfilling its mission as evidenced by annual double-digit percent increases in acreage of grapes planted.

2012 Regional Grants

In 2012, a new round of SMADC Regional grants was approved. Below is a list of approved projects.

Farmers' Markets use of EBT machines to increase access to fresh foods

In an effort to grow the use of food stamp/SNAP purchases at Farmers' Markets, markets could request up to \$500 for the physical components of EBT machines at Farmers' Markets. Two markets were granted funds. See above.

Equipment

Another round of equipment purchases were approved for conservation agricultural equipment, equipment for grape growers on small acreage, equipment and improvements for a co-op winery and coolers and display cases for value added products that can be sold at an indoor farmers' market. Six entities were approved for these projects.

Education: Four educational agricultural projects were approved:

Black Leadership Council for Excellence, Thomas Stone High School, Charles Co. – To educate the high school community about health, economics and the environment and the benefits of consuming locally grown produce by increasing participation in food gardeners program in conjunction with the University of Maryland Extension "Grow it, Eat it" Network.

Cultural Academy for Excellence (CAFÉ), Prince George's Co. – Development of an organic farm by at-risk youth and their parents by establishing a year-round organic garden, producing foods and herbs for sale to the CAFÉ family and the general public and educating youth and public on healthy living and productive land use. The project will be based in Hyattsville, MD

Prince George's County Extension Advisory Council, Prince George's Co. – To educate children and adults about how food is produced and where it is grown in Prince George's County by providing field trips to local farms. A

“rent-a-layer” program will bring the farm to the school with chickens to help schools that are low on funds and can’t afford field trips.

Accokeek Foundation, Prince George’s Co. – To create a new farmer survey needs assessment to include new farmer interviews. From the findings, workshops will be developed that address the needs of new farmers.

SOUTHERN MARYLAND FARM EQUIPMENT

THE NEED / CHALLENGE: Farm equipment can be extremely expensive and cost prohibitive to start-up farmers and farmers looking to employ new conservation measures that are beneficial to the Chesapeake Bay.

WHAT’S SMADC DOING?

In FY’10-12, SMADC funds purchased farmland equipment to be shared and rented for farmers across the Southern Maryland region. Grants were awarded to partner agencies to purchase much-needed farm equipment for rental to the greater farming community with priority for equipment with long-term environmental benefit to the Chesapeake Bay. Additionally, specialized equipment was requested to support new farm initiatives, such as wine grape growing, and small scale, urban farming operations. The equipment was purchased in the fall of 2011.

In 2012, **38 farms in Southern Maryland rented 18 pieces of equipment, impacting over 1,000 acres in four counties** (Calvert, Charles, Prince George’s and St. Mary’s). Anne Arundel County received funds to purchase equipment for enhanced farming practices to benefit their farming community and will provide a report at the end of 2012.

SMADC developed a detailed farm equipment directory of all available farm equipment for rent throughout all of Southern Maryland which is available at SMADC’s website. This year, SMADC has approved an additional \$85,000 for equipment purchases for small farmers and grape growing. The equipment will be purchased later in 2012.

www.smadc.com

SMADC Partners include:

Organization	Abbreviation
Accokeek Foundation	Accokeek
Agricultural Marketing Professionals (Maryland)	AMPS
Agroecology Center	Agroecology
Anne Arundel Economic Development Corporation	AAEDC
Anne Arundel Parks and Recreation Department	
Anne Arundel Watermen’s Association	AA Watermen
Calvert Churches Community Food Pantry	CCC Food Pantry
Calvert County Department of Economic Development	CA DED
Calvert County Department of Planning and Zoning	CA DPZ
Calvert County Public Schools	CCPS
Calvert County Soil Conservation District	CA SCD
Calvert County Sustainable Agriculture Workgroup	
Calvert County University of Maryland Extension	CC UME
Calvert County Watermen’s Assoc.	CA Watermen
Calvert Sustainable Agriculture Working Group	
Catholic Charities	
Charles County Department of Economic Development	CH DED
Charles County Department of Planning & Growth Management	CH PGM
Charles County Social Services	CH SS
Charles County Soil Conservation District	CH SCD
Charles County Watermen’s Association	CH Watermen
Chesapeake’s Bounty	
Clover Hill Cheese House	
Christ Church (Episcopal) Port Tobacco Parish	CC PTP
Circle of Angels	COA

College of Southern Maryland	CSM
Cornell University	
Dave's Natural Market	
Eat Fresh Maryland	
End Hunger in Calvert	EA CA
Even' Star Organic Farm	
Farming 4 Hunger	F4H
Food Leadership Council of Maryland & DC	
Future Harvest	
Harbor Designs Engineering	
Health Care Without Harm	
Home Grown Farm Market, LLC	
Leadership Maryland	LEAD
Living Branches	LB
Maryland Agricultural and Resource-Based Industry Development Corporation	MARBIDCO
Maryland Department of Agriculture	MDA
Maryland Department of Health and Mental Hygiene – Office of Food Protection	DHMH
Maryland Department of Health and Mental Hygiene – Center for Milk Control	DHMH
Maryland Department of Business and Economic Development	DBED
Maryland Hospitals for a Healthy Environment /Maryland Health Care without Harm	H2E
Maryland State Highway Administration	SHA
Maryland Technology Development Corporation	TEDCO
Maryland Wineries Association	MWA
Miller Farm Market	
Mt. Hope/Nanjemoy Elementary School	
Morgan State University	
NAX Pax River Conference Center	
Patuxent Adventure Center	PAC
Prince George's County Farm Bureau	PG FB
Prince George's County University of Maryland Extension	PG UME
Prince George's Soil Conservation District	PGSCD
Register of Wills (All five counties)	
Rowland's Engineering	
Rural Health Disparities Network	
St. Charles Companies	
St. Mary's Caring	SM Caring
St. Mary's College	SMC
St. Mary's County Public Schools	SMCPS
St. Mary's County University of Maryland Extension	SM UME
St. Mary's Economic Development Office – Agriculture and Seafood	SM EDC
St. Mary's Economic Development Office – Tourism	SM Tourism
St. Mary's Farm Bureau	SM FB
St. Mary's County Health Department	SM HD
St. Mary's Land Growth Use and Management	SM LGUM
St. Mary's Soil Conservation District	SM SCD
St. Mary's Watermen's Association	
Serenity Farm	
Southern Maryland Association of Realtors	
Southern Maryland Delegation	
Southern Maryland Food Bank	SM Food Bank
Southern Maryland Rural Health Disparities Network	SMRHDN
Spider Hall Farm	
State Highway Administration	SHA
Tri-County Council for Southern Maryland	TCC
United States Department of Agriculture	USDA
United States Food and Drug Authority	FDA
University of Maryland Extension	UME

2012 SMADC PROGRAM DETAILS

TOBACCO BUYOUT:

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

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

AGRICULTURAL LAND PRESERVATION:

SMADC did not receive funding in FY'12 for agricultural land preservation.

MARYLAND FarmLINK

(See description in Highlights, preceding pages)

SMADC OUTREACH

In FY'12 SMADC continued to expand communication through social marketing tools such as Twitter, FaceBook and Constant Contact, and new this year has created mobile device application for more spontaneous access to SMADC's guides and promotions.

A new SMADC blog reaches out to Southern Maryland's agricultural community providing information and topics covering new farm products, markets and new resources. Farmers, and those who support them, need to have a condensed resource, a place to learn of new trends in agriculture with data and analysis from a wide variety of sources to back it up. The SMADC blog is that resource.

SMADC website: www.smadc.com

Revision of the SMADC website is currently underway as it becomes the main portal for SMADC programs. It will host an array of information regarding the organization, programs, tobacco buyout information as materials is updated and migrated from the www.somarylandsogood.com site. This was necessary as the number of SMADC programs and initiatives have grown, and will leave the "Somarylandsogood" site intact as a primary marketing contact between farmers and buyers.

Additional outreach information efforts in 2012 include the following:

- **SNAP/ WIC on-line guide**
Many farmers' market vendors are now authorized to accept FMNP (WIC and Senior) and FVC coupons and some accept SNAP for fresh fruits and vegetables; For the first time SMADC has detailed how and where to access these benefit programs in Southern Maryland in one location a unique resource on the SMADC.com website. Links are provided to state and local health agencies and senior centers in each of the five counties.
- **Regulatory processes: "How to ... Value Added Processing"**
SMADC developed extensive resource pages detailing regulatory processes, downloadable forms and important links for value-added processing in Maryland pertaining specifically to Acidified Foods, which are now available on the SMADC website. These pages are now also used by the State of Maryland Department of Health and Mental Hygiene (DHMH).
- **SMADC e-Newsletter**
This newsletter is targeted to SMADC program constituents, and a growing database of consumers and other interested parties. It provides electronic information on upcoming events and valuable resources for farm owners and those who care about our farming community and the health of our environment. Through magnification of social media, such as Twitter and Facebook, it reaches a wide audience.

- SMADC speaking and presence at local, state and national events
SMADC staff participated in 39 different conferences, special events, etc. (attendance, exhibit or speaking).

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.

- *Southern Maryland Farm Guide (print version)*
Due to the popularity and on-going consumer requests for the printed version of the Southern Maryland Farm Guide (last published in 2007), SMADC compiled a newly formatted, updated Guide which was printed and distributed in August 2011. This popular directory features 146 area farms and farm-related venues provides a remarkable inventory of the vibrant diversity of Southern Maryland's agricultural community and directs consumers to some of the finest and freshest farm products and services the region has to offer. The guide is free to the public. 9,226 copies distributed in FY' 12. The new guide features 'paid' advertising space which is offered to participants and other regional businesses to help offset the cost of production. 20 full color ads were placed. The initial revenue generated from advertising was \$8,160. Over 11,000 hits recorded on the SMADC website since January 2012.
- *So. Maryland, So Good Website (www.somarylandsogood.com)*
This website hosts the interactive directory of 305 participating farms, and 70 stores and restaurants offering local products, remains a popular destination for consumers. Twenty two new farms participated in FY' 12. The on-line guide connects Southern Maryland farms to a wider audience well beyond our regional borders, and averages 4,383 visits per month. Searches can be made by product, county, and farm. It attracted 52,587 unique visitors between July 2011 – June 2012. SMADC is preparing a major overhaul of the site in order to enhance interactivity and enable farms to update their data themselves.
- *Meats and Seafood Guide* -- New this year, **the first-ever regional directory showcasing Southern Maryland's meat, seafood and aquaculture** producers was created in response to the growing consumer demand for quality local meats and seafood. The guide helps consumers find local meats produced under safe, humane and environmentally responsible conditions. Also listed are local seafood producers, many family-owned over generations, that harvest crabs, oysters, finfish, and aquaculture-farmed oysters from the region's waterways. The guide lists 24 meat producers (including 17 Southern Maryland Meats producers), and 15 seafood producers. Over 17,000 views of the guide on smadc.com from March '12 through June '12; the top viewed mini guide for the period. \$2,040 was generated in Ad revenue. A new mobile website has also been developed to help consumers spontaneously connect with the guide listings from their mobile devices.
- *Holiday Brochure* – Now in its eighth edition, this annual Holiday Brochure was created to remind consumers that farm products are available even in the depths of winter. Three thousand copies were distributed in FY' 2012. The mini-guide features **55 farms** providing a variety of seasonal farm products and events. Over 7,000 views were recorded on the websites since the launch of the guide through June 30, 2012.
- *Equine Guide* – Last published in 2008, this guide secures a continuing presence on the website as one of SMADC's most popular consumer resources and consistently features in the top 10 SMADC website pages viewed.
- *Farmers' Market Guide* – Now in its seventh year, the guide enables consumers to easily find farmers' markets in Southern Maryland and the DC metro area. The 2012/13 edition builds on SMSG brand recognition featuring the SMSG and Buy Local Challenge logo. This year the guide identifies which markets accept **SNAP, FMNP checks (WIC and Senior) and FVC vouchers**. The guide directs consumers to **29 Southern Maryland farmers' markets** with 3 new markets this season and two regional wholesale auctions. Over 50,000 brochures have been distributed to date (6,683 FY' 12). The Farmers' Market Guide ranks consistently as the most visited document on the SMSG website year round, particularly during the spring coinciding with market openings, confirming the

ongoing trend of public interest in farmers' markets. The market guide, in combination with the farmers' market "What's in Season" chart, received over 7,000 visits on the websites for the period.

- *SMSG Promotional materials* (point of purchase cards, stickers, etc.) portraying the **SMSG** logo are popular with farms of all types as educated consumers demand assurance that the products they purchase are indeed from their local farming communities, particularly as public food safety concerns have become more prevalent in recent years. 135 farms use the SMSG promotional items.
- *SMSG creative and assertive campaign* actively advertises the program throughout the seasons. Due to budget cuts in FY' 10-11 continuing through FY' 12, our advertising media options were limited. In FY' 12, one (1) SMSG digital ad flight reached a targeted audience of over 400,000 in the immediate local and DC metro area. Press releases are timed to coincide with workshops, special events, grant opportunities, and to showcase SMSG participants, products, and new publications, programs and websites. SMADC authored **39** press releases and 14 ad placements reaching an audience of over 1 million. Sixty-two published articles and releases covering SMADC programs reached an audience of over 1 million; outreach through web media exceeds this figure through the Buy Local Challenge reaching audiences of over 17 million.
- *SMSG Outreach at County Fairs and other festivals* – SMADC staff made our publications available at numerous public events such as four county fairs, the state fair and many other events such as the Sotterley Riverside Wine Fest, and other exhibitions. SMSG displays win awards for innovative, informative and inviting booths. Staff interaction with the public combined with games for children created opportunities for direct interface, helping to build awareness of the local farms and SMADC programs. Over 8,000 SMADC literature pieces have been placed in the hands of consumers at the county fairs alone.

MARYLAND BUY LOCAL CHALLENGE - HEATHY PLATE, HEALTHY PLANET

(See also description in Highlights section, preceding pages)

Building on last year's success to expand consumer awareness the BLC featured another competition 'The Take the Buy Local Challenge with Friends'. Colleagues and friends and associates vied with each other to take the 'Challenge' in creative ways and used the BLC Facebook page to upload photographs, comments and descriptions of their participation. Over 226,806 people have viewed the news feed through 'friends of fans' of the BLC and close to 9,000 unique individuals were reached during the seven day period of the Challenge. 95% of all people talking about the BLC are women between the ages of 35 and 54 years.

- Notable FY' 12 campaign highlights:
- www.buy-local-challenge.com. The website was created by SMADC as an information conduit for the promotion. The site displays links to counties across the state where products can be found.
- This year a mobile website QR code was created (<http://m.buy-local-challenge.com>) to enable participants to take the pledge on mobile devices (phones, tablets etc.) and share the challenge with friends.
- A new flier featuring the 'Take the Challenge with Friends' was widely distributed to participating farms, markets, stands, restaurants, stores, libraries, hospitals and other public venues. 15,000 fliers were distributed.
- MDA/Maryland's Best promoted the Buy Local Challenge using SMADC design for insertion in statewide MVA license renewals – 105,000 fliers direct mailed and distributed.
- BLC digital ads were again featured on WashingtonPost.com targeted to the entire the state of Maryland including DC, and reached a combined audience over 400,000.
- Independently authored articles and press notices too numerous to count have broadcast the BLC in almost every venue.
- BLC proclamations were made by County Commissioners in Calvert, St. Mary's County and the BLC officially recognized Charles and Prince George's Counties
- 226 downloads recorded on the BLC website, with 25,000 unique visitors.
- Governor O'Malley hosted the Maryland State House BLC "Kick-off Cookout", and endorsed the challenge with a proclamation for over 400 local farmers, state & local officials, heads of major grocery chains, restaurants and hospitals. All five Southern Maryland counties were represented by producer/chef teams.
- Forty four Southern Maryland libraries in five Counties distributed BLC fliers

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

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

BUY LOCAL CHALLENGE AND MARYLAND HOSPITALS

(See also description in Highlights, preceding pages)

Since 2009, SMADC has partnered with Maryland Hospitals for a Healthy Environment (MD H2E) in a Healthcare BLC campaign to encourage hospitals and their employees to take the BLC, and serve fresh, local farm foods on their menus. In FY' 12, the Buy Local Challenge went even further, with **over 82 hospitals**, nursing homes and community health centers participating of which 55 were from Maryland, the District of Columbia and Northern Virginia. A total of **15 states** participated this year, (including MD, DC and VA) up from a total of five states in 2011. An estimated 1000+ individual health care employees, patients and community members, mostly from Maryland, took the pledge personally to eat local foods during BLC week as a result of the hospitals' participation and promotion of the BLC, up from 827 pledges in 2011. Over 40 of those facilities **now purchase local foods regularly** throughout the year, and close to 20 have established on-site farmers' markets or farm stands. Also new this year, hospitals in Maryland, DC and Northern Virginia whose entire executive leadership took the pledge will be recognized through media and other online forums.

- Hospital Marketing Departments often became involved designing their own materials. Other activities included: fitness challenges, cooking and recipe contests (including an Olympics theme), recipe sharing, redesigning menus, and executive involvement.
- In coordination with the 2011-12 focus on facilitating hospital purchases of local sustainable meat and poultry, at least 11 hospitals in Maryland and the District of Columbia purchased local sustainable meat and/or poultry during BLC week and at least 11 of these hospitals are now purchasing local meats on a regular basis. We expect this campaign to grow in 2013.
- In 2010 hospitals spent over \$15,000 on local foods during BLC week **and doubled their purchases to close to \$30,000** for BLC week in 2011. We expect to surpass this total dollar amount of local food purchases in 2012.
- Hospitals take the Challenge nationally; a new BLC web admin allows pledgers to be recorded by institution and state. National participants included the highly regarded Cleveland Clinic, with all 9 hospitals in Northeast Ohio participating and several university hospitals including University of California San Francisco Medical Center in San Francisco CA, Emory University Hospital in Atlanta, GA and in Baltimore, MD, the University of Maryland Medical Center and the Johns Hopkins Hospital both participated.
- Many hospitals now have Sustainability Managers and Green Teams that become more actively engaged with hospital food service to promote a healthier workplace and healing environment during Buy Local Week This annual event is now becoming a tradition in hospitals, catalyzing healthier local food purchases as routine practice by the hospitals and individual health care providers throughout the year.

Partners include: Maryland Hospitals for a Healthy Environment (H2E), Health Care Without Harm.

FARMERS' MARKETS – (See also description in Highlights, preceding pages)

SMADC funds provide promotional advertising for 16 Farmers Markets in the five counties. The gross revenue of these 16 farmers' markets was approximately **\$2.3 million**; the markets featured 238 Southern Maryland growers. This translates to **\$4.3 million reinvested into the local economy**. Since 2003, over \$181,000 has been awarded to these farmers markets (in the range of \$500 - \$2,000 per market) annually, for a total market impact multiplier of \$33,479,903.

- **Market Events** – SMSG supported three market season grand opening and customer appreciation events at the Home Grown Farm Market in St. Mary's County and the O'Donnell Lake and Waldorf Farmers' Markets in Charles County.

Partners include: St. Charles Companies, Charles County Department of Social Services, Eat Fresh Maryland

INDUSTRY DEVELOPMENT: AGRITOURISM

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

Agritourism Signage - SMADC is working with Charles County, Maryland Department of Agriculture and the State Highway Administration to develop a state-wide pilot signage program for agritourism farms. See above.

Partners include: Charles County Planning and Zoning, Maryland SHA, DBED, MDA

Southern Maryland Trails: Earth, Art, Imagination

SMADC continues to promote the Trails program “October is Trails” month and other events through ads, press releases, special invitations, etc. Over 6,000 Trails 4th Edition guides distributed in FY’ 12 for a total of 20,000 copies since the publication of the new guide. The guide increases each year in popularity and is in constant demand.

- The Trails were featured as major component of the VIP welcome tent at the 2011 Patuxent River Naval Station Air Show. Over 800 visiting dignitaries from around the nation were hosted during the three day event. Food for the reception included locally sourced vegetables, fruits, herbs and also floral arrangements.
- SMADC’s popular tent at Sotterley Plantation’s Riverside Winefest again showcased the Trails and SMSG. Local chefs presented culinary demonstrations using local farm foods representing Calvert, Charles, Prince George’s and St. Mary’s counties. Wine pairing and tastings were hosted by the Maryland Wineries Association. SMADC staff spoke to the benefits of ‘buying local’ for healthy lifestyles, boosting the local economy and stewardship of the environment. 300 people attended demonstrations over the 2 day event; hundreds more viewed Trails/SMSG exhibits and displays illustrating the region’s thriving agricultural heritage. Estimated attendance over 1000.

The Trails website, www.somdtrails.com had over 11,000 visits for the period with the top referring sites as: Somarylandsogood.com, and Visitmaryland.org.

Partners include: St. Mary’s County Tourism, NAS Pax River Conference Center, Maryland Wineries Association.

INDUSTRY DEVELOPMENT:

Acidified Foods / Value-Added Products - (See also description in Highlights, preceding pages)

SMADC continues to work in close partnership with State DHMH to facilitate and streamline regulatory oversight of on-farm processors. Licensed farms are actively processing and several have filed new recipes autonomously which is the intent of the program to empower farms for success and profit.

- Twenty three recipes have been filed with FDA/DHMH for southern Maryland, making this the most active region in the state
- SMADC encouraged the University of Maryland to provide annually recurring certified BCPS classes. One BPSC was conducted in FY’ 12 .
- SMADC awarded 6 training scholarships to producer-participants. (1 Charles County, 3 Calvert County, 2 St. Mary’s County). The scholarship can also be used for classes when UMD classes are not available.
- SMADC facilitates the first recipe to be submitted to Cornell as a Process Authority for recipients.
- SMADC researched on-farm recipe testing procedures and equipment required for processing acidified foods to simplify data collection, minimize expense and comply with DHMH and FDA process requirements. Six new guidelines and logs (Recall Procedure, Corrective Action, Critical Control Product distribution, Thermometer, pH meter, and digital analog scales logs) were developed in cooperation with state DHMH.
- The SMADC guide to acidified food processing was launched in April 2011 on www.smadc.com and provides step by step guidelines to licensing, FDA filing, recipe data collection forms, recommended equipment, and more. Gwen John, Chief, DHMH Center for Retail Food, Plan & Process Review, recognized the online guide as “a great resource” and requested the SMADC acidified foods guide be added to the DHMH

website under Plan Review. The guide is consistently in the top 10 of total entry pages on the SMADC website with over 1,000 visits since January 2012.

- SMADC hosted an Acidified Foods ‘Refresher’ Workshop in January 2012 with DHMH; topics included updates on record keeping, calibration and what to expect from FDA and other state inspections.

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

Meat Industry (See description in Highlights, preceding pages)

Aquaculture Industry - SMADC hosted several listening sessions for aquaculture and co-funded a marketing study at the request of TEDCO. An aquaculture workshop was held with state experts. Topics included shellfish lease options, site selection, and application procedure; shell resources, regulations, marking and tagging, remote setting training program with experiences from the field-training crew; finance programs, business plans, and scheduling systems. Thirty three producers attended. SMADC published the first regional Meats and Seafood Guide featuring 15 aquaculture and seafood businesses.

Partners include: TEDCO, UME, DNR, Watermen’s Associations from Anne Arundel, Charles, Calvert and St. Mary’s, Department of Economic Development from Calvert, Charles, and St. Mary’s.

Dairy Industry:

SMADC was solicited by members of the Amish farming community to assist them in regulatory process to submit for an operating permit for Grade ‘A’ milk production for cheese and ultimately for milk and other dairy products (cream, sour cream, yogurt, butter) at the Clover Hill Dairy – Cheese House. SMADC staff facilitated meetings with state Center for Milk Control to speed up communications and navigate regulatory issues concerning the approval of the Cheese House pasteurization (HTST) and timing pump (STLR) equipment which will be operated using 24 volt direct current. SMADC staff, with the support and assistance of Senator Mac Middleton, Delegate John D. Wood, and Agriculture Secretary Buddy Hance, successfully guided negotiations between Clover Hill Dairy and Center of Milk Control to approve the dairy power source, operating equipment and facility plans (lighting, waste removal, piping, ventilation, storage). SMADC continues to work closely with Center of Milk control and Cheese House board on all aspects of permitting and certification for the development of Standard Operating Procedures manual. Staff has participated in 10 meetings on this endeavor with the Amish community and Maryland regulatory offices.

Partners Include: Clover Hill Cheese House, Center for Milk Control, DHMH Office of Food Protection, Rowlands Engineering, Harbor Designs Engineering, St. Mary’s County Government, Maryland Department of Agriculture.

Community Food Council: (See description in Highlights, preceding pages)

EDUCATION: FARMERS

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. Utilizing joint resources to partner with agriculture agencies, economic development and others to provide on-going training opportunities for farms, SMADC continues to engage the farming community to maximize opportunities for ongoing land preservation and the growth of the area’s family farms. In 2012, SMADC hosted the following:

- **Acidified Foods Workshop** – In conjunction with State DHMH, SMADC sponsored a regulatory refresher workshop for producers of acidified foods and certified kitchens. Topics included updates on record keeping, what to expect from FDA and other state inspections, and corrective procedure for equipment calibration. Fifteen (15) producers attended.
- **Farmers’ Market Workshop** – SMADC hosted a workshop in February for Southern Maryland farmers’ market managers and market vendors on successful marketing strategies for farmers’ markets and farm stands. A representative from Eat Fresh Maryland introduced the EBT concept and encouraged participation in the

Southern Maryland region. Staff also provided information on the 2012 Farmer Market Grant and market funding policies. Thirty (30) market representatives attended.

- **GAP Workshop** – SMADC cosponsored with Calvert County Calvert Sustainable Agriculture Working Group conducted training for fruit and vegetable producers for implementation of good agricultural practices and information about Maryland Department of Agriculture and University of Maryland Extension programs to assist producers in implementing a GAP program. Thirty Five (45) producers attended.
- **Regional Agencies for Agriculture (Doing Better Together) Conference** – SMADC convened the conference to inform agencies of the constraints and needs of farmers in their area and to improve the regulatory environment for agriculture in the region. Twenty six (26) agency representatives from the five counties participated.
- **Farmers' Market WIC & SNAP Awareness Workshop** – SMADC cosponsored this workshop along with MDA and Eat Fresh Maryland. This workshop provided information on federal nutrition benefits and accepting WIC and SNAP at the market. This market also served as a FMNP/FVC training and certification for farm vendors. Nineteen (19) participants attended.
- **Rabbit and Poultry Workshop** – SMADC partnered with The Maryland Department of Agriculture (MDA) and the University of Maryland Extension (UME) to conduct a certification program for on-farm poultry and rabbit slaughter and processing. The workshop provided training to enable small poultry and rabbit operations to comply with the Maryland DHMH approved source requirements to sell their meats off-farm at farmers' markets, retailers and restaurants in Maryland and take advantage of the opportunity to expand into new markets and meet the increasing consumer demand for locally raised farm products. Twenty eight (28) producers attended.
- **Regional Oyster Aquaculture Workshop** – UME and SMADC sponsored a workshop for those engaged or interested in oyster aquaculture. Topics included lease availability, ground management, harvest regulations, remote setting training program and information about the 2012 finance programs. Thirty Three (33) participated attended this workshop.
- **A Realtor's Guide for Selling Farmland Workshop** – FarmLINK Director Greg Bowen became certified to teach realtor classes. His first workshop was educating realtors on the sale of farmland as a working farm. Specific topics included zoning, right to farm, and land preservation. Realtors are a key link between existing farm owners and new ones; however, traditional training for realtors rarely includes information on farming. Twenty-five (25) realtors attended this workshop

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:

CORNELIA AND THE FARM BAND: Addressing Childhood Health and Obesity

(see also highlights in preceding pages)

These characters were created to excite children and families about the connections between health, good nutrition, exercise and farms. Now in its seventh year, much of the educational package is available to view and download from our www.Let'sGotoAFarm.com website for individual classroom and home schooling venues. In FY' 12:

- SMADC's two mascots (Cornelia and Couch Potato) were created in the Fall of 2011, bringing 'to life' the activity book characters Cornelia (corn cob) and Couch Potato. These mascots act as child friendly ambassadors of SMADC's educational programs and are used interact with children convey key components of SMADC's educational message.

- Cornelia appeared at 5 elementary schools, The National Children's Museum, St. Mary's County Health Fair, 1 farmers' market, and three county fairs. Estimated total audience over 3,000 children and adults.
- A Cornelia Facebook page created.
- A third coloring book "Cornelia Cooks" was released in 2011. The book seeks to educate both children and adults by making the connection between fresh farm foods and physical well-being through eating a balanced diet combined with exercise and features recipes for children using seasonal farm foods. It also draws a connection to the national "Let's Move" campaign. 3,000 "Cornelia Cooks" books distributed to schools.
- Cornelia and Couch mascots starred in a 30 second video about eating healthy foods on a budget for kids and families. An initiative of the U.S. Department of Agriculture ("USDA"), the goal of the Challenge is to encourage healthy eating habits and raise awareness for USDA's MyPlate program which promotes the consumption of fruits and vegetables at a reasonable cost.
- Coloring books are distributed free of charge to schools. Agritourism farms/venues help to defray the cost of production with donations in the form of a 50% match; \$2,758 in revenue since FY'09.
- Over 118,691 coloring books were distributed since the beginning of the program, 7,481 in FY' 12.

Farm to School (Maryland Homegrown Week)

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

- Five elementary schools participated in September 2011. Over 3,000 children viewed educational exhibits and presentations.
- St. Mary's County Benjamin Banneker Elementary School was selected as the statewide 'kick-off' site; educators, farmers, and state and local officials gathered with students for special classroom activities and outdoor activities which illustrated the connection between farms and food and a healthy diet.
- SMADC's mascot Cornelia appeared at the statewide kick-off .
- Cornelia presentations were conducted at five schools engaging students in an interactive presentation about fresh farm foods, eating habits and promoting active and healthy lifestyles.
- Schools also used SMADC's "Farm to School Curriculum Packet" which features SMADC's DVD "Discovering the New American Farmer", Cornelia and the Farm Band DVDs, coloring books, and "what's in season" poster, and other K-8 curriculum developed to meet Maryland's State Assessment requirements.

SMADC continues to work in partnership with St. Mary's County Schools and Calvert County Schools for 2012.

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

SMILE (Southern Maryland Invitational Livestock Expo) - As farms become fewer in number across the state of Maryland, it is increasingly important to find ways to provide educational and networking opportunities for farm youth.

- In its eighth year, the SMILE features fitting and showing, market and breeding competitions for beef, dairy cow, swine, sheep, dairy goats and meat goats. In addition to the livestock shows, a SMILE community dinner, educational demonstrations (Alpaca and Draft Horse hitch) and youth development events were held to foster camaraderie and enhance participants' knowledge and appreciation for the area's diverse agricultural heritage.
- This year, the show featured Rabbit and Cavy (guinea pig) showmanship classes and a 'pet' class which was open to the general public. SMILE organizers hope that the new pet class will appeal to children and youth who do not have the opportunity to raise large livestock.

- A total of 92 youth participated from eight counties (Anne Arundel, Calvert, Caroline, Charles, Howard, Prince George's, St. Mary's and Talbot Counties.) with 305 animals registered for the events. 71 Swine, 57 Sheep, 66 Meat Goats, 27 Dairy Goats, 10 Dairy Cows, 52 Beef and 22 Rabbits.
- The show was well attended by local and elected officials, Farm Bureau representatives, County Commissioners and the St. Mary's County Fair Board, and a noticeable increase in attendance by members of the general public. Local newspapers and website media reported on the event.
- The SMILE board continues to actively seek sponsorship grants and donations from other organizations. The SMILE community dinner featured a silent auction which in combination with corporate and individual sponsorships garnered over \$8,925 in support of SMILE.



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

Southern Maryland Regional Agricultural Strategy 2012--2020

Description: This program assists farmers in Southern Maryland and throughout the State to develop and enhance a market-driven and sustainable farming future as Maryland transitions away from tobacco. The Department of Agriculture works with the Tri-County Council of Southern Maryland / Southern Maryland Agricultural Development Commission to operate and disperse the funds.

SMADC's goals are as follows: 1) thriving, market-driven farms that have the resources they need to be profitable; 2) a Maryland where farmland preservation and environmental stewardship positively impact the quality of our air and water and protect one of our greatest assets, the Chesapeake Bay, and 3) a future where profitable farms play an integral role in the health and quality of life of our community.

Measuring for Results (MFR)

1. Increased profitability for farms through education, research, grants, streamlined regulations, industry development, and/or direct and intermediated marketing assistance for farm community.
SMADC will track the number of farm enterprises transitioning in to key market-driven products, and determine increased profit for the region specifically for these products through a combination of methods, including gathering input from farm owners, and state and national statistics, and then extrapolating based on acres of land in farming in the region. SMADC will track sales at farmers' markets and use of EBT machines, and consumers of farm products through SMADC websites.
2. Increased number of new farm and aquaculture enterprises in Southern Maryland and in Maryland.
SMADC will track number of new farm and aquaculture enterprises in the five-county region, and the number of new farms in Maryland and with partners. SMADC will track existing farms expanding into key product areas.
3. Increased number of growers in Southern Maryland who place their land under agricultural preservation to 245, which will result in preserving an estimated cumulative total of 28,200 acres, by 2015, assuming funds made available.
4. Enhanced awareness of the beneficial role farms provide in childhood obesity, nutrition, overall community health, and the environment.
SMADC will estimate numbers of consumers of farm products through a combination of methods, including tracking consumers' use of SMADC websites and other social media, public outreach, tracking sales and use of EBT machines at farmers' markets. SMADC will track number schools (children) receiving farm food through Farm to School program and exposed to Cornelia. SMADC will track users of the "Healthy Plate, Healthy Planet" Buy Local Challenge website and campaign.

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

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KEY ACCOMPLISHMENTS BY OBJECTIVES, STRATEGIES, ACTION PLANS and MFRs FY' 2012 (July 2011 - June 2012)

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

	Actual	Goal	Actual	Goal
Performance Measures	2011	2012	2012	2013
Cumulative number of growers out of tobacco	854	854	854	854
Cumulative pounds of eligible tobacco out of production (mill.)	7.65	7.65	7.65	7.65
Percent of tobacco pounds that are out of production (cumulative)	92%	92%	92%	92%
Payments issued in timely manner (%)	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*

Objective 2.2: *Farmers and agri-businesses diversified and on-farm and related income increased*

Objective 2.3: *Information and education to enable the agricultural community to diversify farm and related operations provided*

	Actual	Goal	Actual	Goal
Performance Measures	2011	2012	2012	2013
Inputs:				
Number of growers in Farm Guides and website ¹	283	290	305	310
Number of Farmers Markets supported/promoted ²	28	29	31	31
Number of Farmers' benefiting from farmers' market promotion, enhancement ³	772	775	788	790
Advertising—number of direct mailings, media ads ⁴	19.9 m	18 m	19.7 m	19.8 m
Number of producers/business participating or enhanced in agri-tourism as a result of program ⁵	176	180	188	190
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program (cumulative) ⁶	377	380	489	495
Number of farmers / businesses directly receiving information ⁷	3980	3900	6647	6700
Number of agri /businesses enhanced/developed as a result of tours, education, trade fairs, grants, etc. (participants in workshops, etc.) ⁸	637	700	1188	1200

1. SMSG website, holiday and farmers' market brochures and Farm, Equine, BLC and Meat & Seafood Guides
2. 31 Farmers Market (retail and wholesale) in brochure
3. 238 farmers from farmers markets, 550 Loveville Produce Auction
4. Direct mailings (10,319) and 35% of combined circulation for ads and press in FY'12
5. 176 in 2010 Trails guide and 12 agritourism farms in SMSG database
6. 8 workshops, 104 community meetings and public outreach in 2012 totaling 112 Cumulative: 1 (2001) + 7 (2002) +17 (2003) + 18 (2004) + 43 (2005) + 30 (2006) + 30 (2007) + 41 (2008) +53 (2009) +67 (2010) +70(2011) +112(2012)
7. Mailings/Meetings: 400 for 2 tobacco mailings and 6247 SMADC mailings throughout 2012
8. Grantees (60), Workshops & Outreach (1128)

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

	Actual	Goal	Actual	Goal
FY' 12 Performance Measures	2011	2012	2012	2013
Inputs:				
Funds made available to support existing county preservation program (thousands)	2,042	0	0	1,894
County programs strengthened	5	0	0	5
Number of eligible Growers who place land under agricultural preservation (cumulative, inc. leveraged matching) ¹	232	na	232	237
Cumulative acres permanently preserved (inc. matching) ¹	27,527		27,604	27,900
Counties participating	3	na	4	5
Participants in FarmLINK (Cumulative)	256	325	424	475

1. Acres reported at the end of each fiscal year include properties that are approved by the counties and waiting settlement, thus funds are encumbered for those specific properties. Sometimes these properties drop out and the funds are used to support the next easement offer. This FY' 2012 report reflects all the adjustments to date since the beginning of this program.