



**SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT PROGRAM
KEY ACCOMPLISHMENTS and END OF YEAR REPORT – FY'13**

What's New in FY'13 (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. SMADC's programs benefit farmers and consumers throughout Maryland, with a special emphasis on the five counties of Southern Maryland.

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As farms innovate to increase profit, SMADC increasingly works to streamline state and federal regulations that may be outdated or unnecessarily hamper business.

In FY'13, SMADC placed a special emphasis on improving access to fresh farm foods for the hunger community and working poor, schools, and farmers' markets, building the local meats industry, "growing new farmers", and enhancing public awareness.

Notable examples of these priorities in 2013 are highlighted in the following pages:

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

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

Food, Farms and Healthy Communities: Increasing access of local farm food and federal nutritional benefits, the Crop Hop, regional Food Map, developing and administering a regional Food Council, and creating a regional Hub & Spoke food distribution system.

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

Cornelia and the Farm Band: Addressing Childhood Health and Obesity.

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

Revised SMADC website: The SMADC website was completely revised and launched in 2013.

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

Maryland Tobacco Buyout

Southern Maryland Land Preservation

So. 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)

Community Outreach and Building: Education to farmers and the public through SMADC websites, news announcements, social networking (Facebook, twitter, blog, Constant Contact, Mail Chimp), and events.

www.smadc.com

SOUTHERN MARYLAND MEAT INDUSTRY

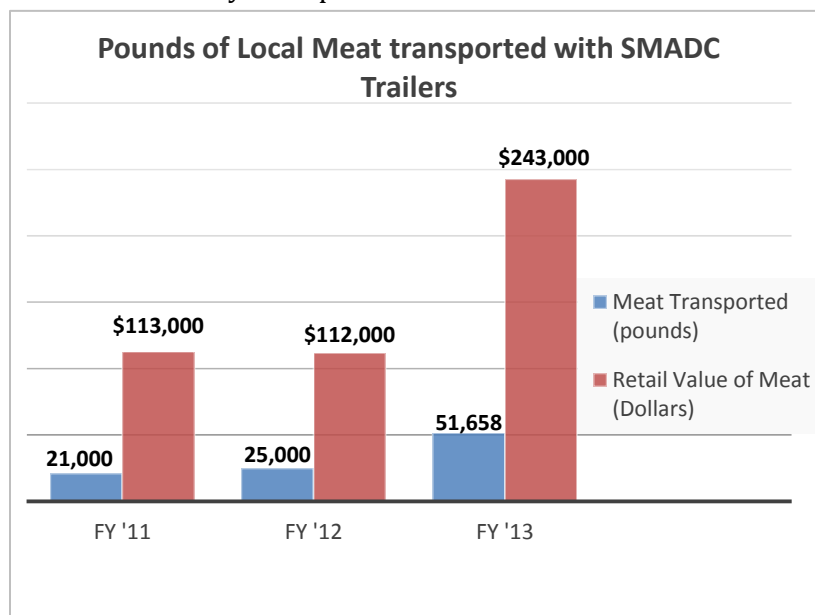
THE NEED / CHALLENGE:

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?

Facilitating transport from USDA meat processing facilities: In 2011, SMADC provided grants for two “Freezer Trailers” for use by meat producers across 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. All Southern Maryland meat producers are able to rent the trailers for transport. St. Mary’s County Farm Bureau and Prince George’s County Farm Bureau manage the trailers.

In the first full year of the program, a total of 20,931 pounds of finished meat (beef, pork and goat) were transported in the trailers with an estimated retail value of \$112,850. By FY’13 over 51,000 pounds of product have been transported with an estimated retail value of \$243,000; an increase of well over 100 % since the inception of the freezer trailer initiative.

Navigating regulations: In FY’13 SMADC developed an on-line guide to help producers apply for the Maryland On-farm Processor License for meat sales. Endorsed by the Maryland Department of Health and Mental Hygiene (DHMH), the guide has encouraged a rise in license applications. SMADC and regional agricultural marketing staff have facilitated 27 new licensed on-farm meat sites (7 in FY’13). 33 producers have joined SMM since the inception of the program.

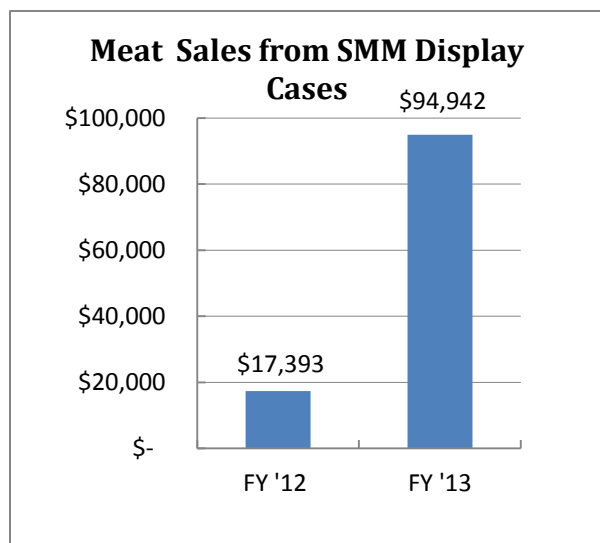
Branding and marketing: SMADC published an on-line directory of meat and seafood producers, and in 2012 published the first Meats and Seafood Directory for the region. Available on-line and in print, over 14,000 printed guides were distributed in FY’13. Three dedicated ‘meats’ workshops were held to assist producers with marketing and strategies for improving meat quality through use of enhanced genetics and feeding.

Southern Maryland Meats Brand: Simultaneously, SMADC has worked with producers to establish a brand assuring consistency and quality of meat products, entitled the “*Southern Maryland Meats*” (SMM). All meat producers are welcome to apply for the SMM program, but only those meeting the guidelines and quality standards are approved. Members of SMM may use the logo, and are designated as such in the regional guide.

Consumers report they like the ability to source local meat, can special order custom cuts and processing. A dramatic rise in consumer interest is also reflected in a significant increase in visits to the website now averaging over 500 unique visits per month in the first 6 months of 2013.

Marketing Southern Maryland Meats at Retail Venues: Additionally, SMADC provided funds to purchase commercial freezer display cases to promote sales of Southern Maryland Meats directly to the public to bring

added income to producers. Since the beginning of the program, sales have increased over five times, from \$17,393 in reported sales (FY'12) to \$94,942 (FY'13).



Four display cases are currently operating in farm stores or farmers' markets (3 in Calvert, 1 in Anne Arundel and 1 in St. Mary's). An additional case appropriated for Prince George's county is being transferred to a new retail site and will be operating in FY'14. Applications for two new cases (St. Mary's and Charles Counties) have been approved and should be placed during 'FY'14. The program has shown successes in increasing retail sales, but it has had its challenges, and SMADC is working with the managing entities to improve the placement and monitoring of the display cases.

SMM participants reported an average 20% increase in meat sales after joining the SMM program. Producers believed the greatest benefit of the SMM Program has been the Meat and Seafood Directory, giving "a small operation the support it needed to feasibly sell its meats to consumers and retailers,

and inspiring consumer confidence in their product through the development and marketing of the SMM brand". Additionally the freezer trailers were cited as a major benefit: "It has allowed us to increase the number of animals taken to the butcher. This allows the cost of transportation to be spread out and most importantly, we can safely bring the frozen meat back to the farm." (Results from a survey conducted with SMM producer farms in 2013).

WHAT'S NEXT?

SMADC is continuing to work with the group to refine a set of standards for livestock feed and genetics to insure unique and consistent products and also expand marketing channels through the dedicated SMM freezer cases and other potential retail partners.

In conjunction with Cornell University, SMADC is initiating a pilot project to test a new meat marketing tool which provides insight into the profitability of the different marketing channels available to meat producers and identifies pricing levels for margins of profit.

Two new part-time positions have been co-funded by SMADC, St. Mary's Farm Bureau and Prince George's Farm Bureau to provide additional marketing support and livestock consultation for SMM program participants in order to develop a more efficient regional system of distribution and increase potential for producer sales.

SMADC is developing a new promotional piece to be displayed at point of sale and at SMADC events; pick-up cards will direct consumers to the SMM website and highlight the special benefits of SMM farm-raised meats.

The purchase of a third smaller capacity freezer trailer has been proposed for FY'14 to facilitate the transportation of small ruminant (pigs, sheep, goat, etc.) meat products. The larger freezer trailers are not always cost efficient for long distance transportation of processed meats for the small animal producers unless aggregation of more than one producers' product can be arranged to fill the entire storage area.

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

FOOD, FARMS AND HEALTHY COMMUNITIES

THE NEED / CHALLENGE:

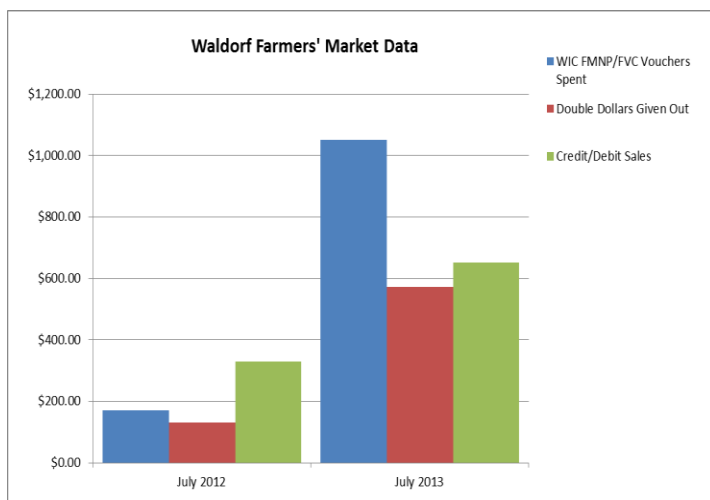
Although the State of Maryland ranks as one of the wealthiest states in the country, 14.5% of Maryland families struggle against hunger. The cost of living in many Maryland counties is well above the national average, making it extremely difficult for low-income households to provide adequate nutrition for their families. Even though the average income in Southern Maryland is 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 bases or not engaged in military consulting are still among the very poorest in the state. Residents in areas known as “Food Deserts” do not even have accessible food retailers. This is especially problematic in Southern Maryland, as many families live off the main corridors and do not have reasonable access to public transit and thus are not able to reach markets or food pantries for fresh food.

Due to these issues of income inequality and food access, hunger and malnutrition persist in Southern Maryland. The Southern Maryland Food Bank, St. Mary’s Caring and other local pantries and soup kitchens have identified a true lack of resources to meet the needs of the hunger community for fresh, minimally processed foods. Unfortunately, food insecurity results in diet-related diseases such as diabetes and heart disease, and Southern Maryland communities have a significantly higher incidence of both diseases than the US average. Even some Southern Maryland schools are experiencing extraordinarily high rates of early-onset diabetes in children.

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. Debit and credit cards can also be swiped through the EBT machines which allow the market to earn some income through transaction fees.

In 2012, SMADC assisted two markets in obtaining EBT machines. SMADC continues to work and assist extensively to help the markets through the beginning phases. SMADC was awarded the MAERDAF grant that 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.

In 2013, the Home Grown Farm Market in Lexington Park and the Waldorf Farmers’ Market began incentivizing all programs (SNAP, FMNP and FVC checks) up to \$10 per transaction. The markets had a combined total of \$720 of EBT/SNAP sales (57 transactions) and distributed \$372 of SNAP incentives (double dollars) through June, 2013. In addition, the markets also incentivized \$40 of WIC/FMNP checks. The Senior FMNP checks were given out in June so these will show up at the markets later in the season. In fact both markets report a huge pick-up of these checks during the month of July (see graph above).

Senior FMNP – This program provides low-income seniors with coupons that can be exchanged for eligible foods at the market. The coupons are typically given out at senior centers. The challenge has been getting the

seniors to make a trip to the farmers' market and redeem their coupons. In July of 2013, Charles County invited Waldorf farmers' market vendors to have a senior farmers' market at the community centers where they distribute coupon books. The first market was held in Nanjemoy, an isolated part of the county, with the closest grocery store approximately 20 miles away. County staff gave out \$450 in coupons, and \$325 were redeemed within 1 ½ hours. Charles County held four senior market days in which 536 checks (worth \$5) were given out and 159 were redeemed the same day. \$289 in incentive double dollars were given out and \$199 were redeemed the same day. The seniors were pleasantly surprised by the markets and very appreciative. They can use their unredeemed vouchers at any farmers' market in Maryland, but they will receive extra incentive dollars if they use vouchers at the Waldorf market.

SMADC would like to expand "Bringing the farmers' market to the seniors" on the day of FMNP voucher distribution is a program in 2014.

Partners include: Waldorf Farmers' Market, Charles County Department of Social Services, Charles County Department of Community Services, Home Grown Farm Market, Maryland Department of Agriculture, Eat Fresh Maryland, Rural Maryland Council, St. Mary's County Economic Development.

Hub and Spoke Task Force: Enhancing Access to Fresh, Local Food for the Working Poor

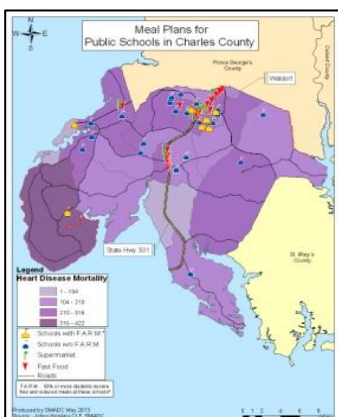
In addition to improving fresh food access for families with federal assistance, SMADC is also addressing the need for fresh food by the working poor. This population may not be eligible for federal food benefits but may not be able to provide fresh food for their families. To address this, SMADC worked with the Southern Maryland Delegation to propose and ultimately pass Maryland Senate Bill 586 / House Bill 1019 which creates a Task Force to Study the Implementation of a Hub and Spoke Program in the Southern Maryland region.

The Task Force will research a means to secure and distribute highly-perishable fresh farm produce to the low-income, working poor and unemployed populations of Southern Maryland as a possible pilot for other regions of the state. In addition to assessing the nutritional and infrastructure needs of the region, the Task Force will make recommendations regarding the operation and management of a hub and spoke program, including human resources, the collaboration among members of the agricultural community and anti-hunger organizations, and make recommendations regarding education and outreach efforts. The task force will also study and make recommendations regarding options for granting State and local tax incentives to individuals who donate locally-grown farm food to the Hub and Spoke program and how to verify the activities of those individuals.

The Task Force consists of representatives from the Maryland House and Senate, Maryland Department of Agriculture, Comptroller's Office, Farming 4 Hunger, SMADC, and the hunger community and is staffed by SMADC. A final report is due to the Secretary of Agriculture and the General Assembly on or before December 1, 2013.

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. SMADC has found that the USDA definition of a food desert does not apply in rural areas, and is investigating data that will better show these areas of need.



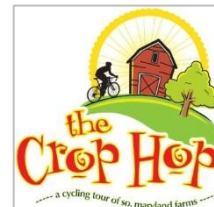
The maps feature farms, farmers' markets, food production, distribution, areas of food deserts and food pantries, where recipients can apply for federal benefits, etc. The purpose of this food map is to display data in a new and informative way by utilizing the ArcGIS program. These maps are used to display qualitative and quantitative data that has not been recorded thus far. Some of our maps include:

1. Farms, farmers' markets and farm stands.
2. Food deserts within Southern Maryland.
3. Areas with low access to fresh produce and farm products.
4. Overlapping layers that display income, population, and health statistics.
5. Schools that provide free and reduced meals to children.
6. Areas of concern with regards to health, income and proximity to healthy foods.
7. Locations of emergency food distribution.

The maps will also be used by the Hub & Spoke Task Force to shape an effective distribution plan for fresh food to underserved communities. A launch of the interactive maps is planned with Johns Hopkins in FY'14.

The Crop Hop

Initiated by SMADC in 2012, the Crop Hop is a fundraising cycling tour of Southern Maryland farms designed to provide a fun and healthy way to learn about our area's diverse agriculture and provide fresh, local farm products to low-income communities in Southern Maryland.



The Crop Hop has three goals as follows:

1. Connect people to the local food system by improving their understanding of local food options.
2. Promote healthy living through a good diet of fresh, local foods and physical activities such as cycling.
3. Support those who can't afford to buy locally produced foods by donating event profits to the Southern Maryland Food Bank for purchasing fresh local foods.

The launch of the 2012 Crop Hop was a huge success, with 185 participating riders. Cyclists learned about the importance of local farms, fresh food and exercise while meeting their farmers, enjoying locally-sourced foods, and touring St. Mary's County. Five farms and a new farmers' market were featured (organic, livestock and hay, agritourism, wine grapes, St. Mary's College Campus Farm, Homegrown Market). SMADC mascots, Cornelia and Couch Potato entertained riders at the picnic lunch by emphasizing fun and fitness through dancing. The picnic featured Southern Maryland Meats and local produce. Feedback from the 2012 Crop Hop was overwhelmingly positive, with many riders asking for the Crop Hop to become an annual event.

The 2013 Crop Hop is set for Saturday, October 19th, 2013 in Charles County, MD and is co-hosted by the Charles County Board of Commissioners. Riders will choose from one of four routes including two for more experienced riders (62 and 32 miles) and two more family friendly routes (15 and 3 miles). The Crop Hop will feature six farms, and each route will tour unique farm combinations. At each farm stop, riders will be given a short tour and provided with snacks made of local ingredients. After the ride, participants will be provided a picnic catered by a local business and sourced from local farms. The picnic is also open to the public for a fee. Nutrition, livestock and exercise education will also take place with regional partners. 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, 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. In FY'13 alone, unique Facebook posts registered almost **2,800** visits, and the website registered **4,700** unique visits.

Partners (2012) include: St. Mary's County Tourism, Patuxent Adventure Center, Southern Maryland Food Bank, Homegrown Market, LLC, Even' Star Farm, Fairfield Farm, T&A Farm, St. Mary's College, Jubilee Farm, Canard Catering, the Southern Maryland Boot Scooters. 2013 partners committed thus far: Charles County Board of Commissioners, area farms, and the University of Maryland Extension 4-H Charles County.

www.crophop.com www.facebook.com/TheFarmBand

Southern Maryland Food Council



SMADC initiated the creation of the “Southern Maryland Food Council” (SMFC) 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 SMFC’s mission 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 Council’s 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. Informed 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.

In FY’13, the SMFC elected a Board and Officers, created Committees to take on specific projects, developed Bylaws and Standard Operating Procedures, created social media resources (website, Facebook, Twitter, etc.) and began reaching out to the community. Since its launch in early 2013, the website has already attracted 1,200 visitors. Food Council committees are currently addressing internal development, planning community food education and creating anti-hunger resources for the public.

www.somdfoodcouncil.com

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WHAT’S NEXT for SMADC’s Increasing Access to Fresh Farm Food Initiatives?

SMADC expects to launch the regional food map with Johns Hopkins in the fall of 2013. The Hub and Spoke Report is due to the General Assembly by December 2013. Food Council Members will also work with the Hub and Spoke Task Force to improve access to fresh food by planning a more developed regional food distribution system. The 2014 Crop Hop is in early planning stages for Prince George’s County. The Food Council is planning a networking workshop with the broader food and health community. SMADC will continue to investigate sites and partnerships for a regional food hub and/or meat processing facility.

MARYLAND FARMLINK



THE NEED / CHALLENGE:

This year, USDA Secretary Tom Vilsack continued to raise the alarm about the need for more new farmers in his testimony before congress on the Farm Bill. We are anxiously awaiting the data from the 2012 ag census, but in 2007 there were six farmers 65 or older for every farmer under 35. The USDA expects that one-quarter (500,000) of all farmers will retire in the next twenty years. Ironically, this is happening at a time when higher commodity prices and the buy-local food movement are beginning to revitalize local agriculture economies as well as Maryland’s economy.

The Southern Maryland Agricultural Development Commission (SMADC) was one of the first organizations in Maryland to really help farmers prepare for selling to local consumers, with its Buy Local Challenge, agritourism brochures, and farm and farmers’ markets guides. Now the marketing efforts have reached statewide with winery events, the MDA Ice Cream Trail, and so on.

As Maryland moves out of the housing recession, it is important to try to keep farmland in farming. Fortunately, 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 value, land tenure and lack of capital are getting in the way.

WHAT'S SMADC DOING?

For those who farm, or want to begin farming, SMADC's Maryland FarmLINK website is designed to help aspiring farmers locate farmland throughout Maryland, and find mentors and business partners. The FarmLINK program also provides a 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 has become a one-stop shop for farm resources in Maryland.

So far, there is a high level of interest in the website and those seeking farmland are reaching out to those who post properties for sale or lease. Yet challenges remain. First, land values in Maryland are three times the national average and it is very difficult for beginning farmers to qualify for farm loans. Second, farmland owners appear reluctant to make their land available for lease, a preferred option for most beginning farmers. Third, most farmland offered for sale is sold through a realtor. As yet, most realtors are not aware that Maryland FarmLINK exists, particularly those outside the region.

To overcome these challenges, staff is continuing to reach out to real estate agents, Farm Bureau groups, land conservancy associations and land trusts, to expand the list of properties available on Maryland FarmLINK. SMADC's FarmLINK 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.

New and Beginning Farmers: In 2012, Maryland FarmLINK brought together new farmers in the region to gauge interest in forming a regional Young Farmers' group. The group has subsequently formed a very active "Young Farmers' Brigade" Facebook page. Primarily an online young farmer Facebook community, it has grown in one year to 176 members and is a resource for farmer news and events in Southern Maryland and the metropolitan region.

This year, staff reached out to form a new group of beginning farmers who would agree to meet on a regular basis to help SMADC learn how to best support the next generation of farmers. When we convened the group, they highlighted other reasons to form, including the chance to bring together Farm Bureau and non-Farm Bureau farmers, to advocate for Farm-to-Table farmers, and to have a place to share ideas, hopes and resources. The new group is called the **START Farmers' Network**. Thus far, 20-30 farmers representing all 5 counties are attending the meetings.



The most popular section of the FarmLINK website has been the **Property Exchange**.

Last year, there were 13,183 page views from 4,910 visits. The second 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. Third in popularity is the **Finding Mentors** section, where new farmers can find experienced farmers willing to share their expertise.

SMADC upgraded the FarmLINK website in 2013 to improve service and outreach by:

- Maintaining a "Workshops and Events" page and populating it with workshops, webinars and other events across MD. Today, it is the most complete source for workshops, webinar and events in Maryland, with workshops and events hosted by a wide variety of sources. There were 7,621 visits last year.
- Simplifying the farmland requirements to post on the site. Staff recognizes that a five acre tract with a farm field and a house might be the best start-up location for a beginning farmer.
- Maintaining a "Step by Step Tutorial on how to find Soils Analysis Information".

- Maintaining a zoning tutorial describing planning and zoning for those wishing to start a new farm enterprise.
- Creating a “Guide to Land Preservation in Maryland”.
- Maintaining and updating the “Tools” page by adding a link to Equipment for Rent and the “Guide to Acidified Foods.”
- Maintaining a Maryland FarmLINK Facebook page, with 198 likes. The number of total Facebook likes has increased 117% this year (from 91).
- Maintaining a Twitter feed to the FarmLINK site and posting the top 15 -30 tweets of the week about current farming stories and events around the state and country. As of the end of FY’13, FarmLINK had made over 2,000 tweets. Maryland FarmLINK has 160 followers.
- Maintaining a Blog to provide local perspectives on national stories about farming, marketing, and new farmers. Each month, there are 2,000 to 5,000 views of blog posts.
- Summarizing and highlighting the best of the week on Maryland FarmLINK in a Weekly Roundup which goes out to over 600 subscribers.

The number of Maryland FarmLINK members has grown 74.4% in FY’13, from 414 members to 722 members. In six months (January 1, 2013 to June 30, 2013), the site registered **21,818** unique visits (a 55.4% increase over the same period in 2012), with an average of **3,636** unique visits per month. A recent blog post <http://smadc.com/blog/so-what-are-maryland-farmland-seekers-looking-for/> describes our new members and their interests.

Land Lease Options: Despite efforts to make land available for lease more successful, fewer than 10 land owners have posted farmland for lease. Therefore, 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.

Another opportunity is a land trust in Calvert County which owns farmland with a CSA. The trust has expressed willingness to lease some land to a farmer, but more work is needed before the field would be suitable for crops.

Mentor Match Program: In the fall of 2012, the Maryland Collaborative for Beginning Farmers Success was awarded funding from the USDA’s Beginning Farmer and Rancher Development Program. SMADC is a partner in the grant, along with Future Harvest CASA, University of Maryland Eastern Shore, and the lead agency – University of Maryland Extension. This grant provides funding for the Maryland FarmLINK Mentor Match program which pairs experienced farmers (mentors) with new or transitioning farm owners/operators (mentees) for one-on-one training, advice and interaction. The year-long mentoring experience is enhanced with support from the Maryland FarmLINK Mentor Team, which provides technical assistance in farm production, business management, regulations, marketing and funding resources. Applications to the Mentor Match Program will be accepted throughout the year and runs two more years.

This grant enables SMADC to extend its services to beginning farmers who really need a mentor to give advice and answer questions.

WHAT’S NEXT?

In 2014, staff has already scheduled four more realtor classes and we expect that property postings on Property Exchange will continue to increase. Staff is also working more directly with property owners and farm seekers to help facilitate sale and leases.

With the Mentor Match grant, SMADC is able to provide more of its resources throughout the state. Farmer challenges and opportunities do not stop at a county line or a region. The farmer programs and laws that affect

us are statewide. We benefit all farmers when we provide FarmLINK resources, such as workshop and events, forums, and mentorship opportunities, etc. to other areas of the state.

Maryland FarmLINK 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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MARYLAND BUY LOCAL CHALLENGE



THE NEED / CHALLENGE:

(see previous SMADC annual reports for additional background)

SMADC created the Buy Local Challenge (BLC) in 2007 to educate the public across Maryland 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?

SMADC and MDA continued to expand the BLC program in FY'13. Both entities updated their websites and brought in more participants than ever.

In 2013, Governor O'Malley hosted the Maryland State House BLC "Kick-off Cookout" for the sixth year and endorsed the challenge with a proclamation for over 400 local farmers, state & local officials, heads of major grocery chains and area restaurants, food service representatives for schools, hospitals, correctional facilities, etc.

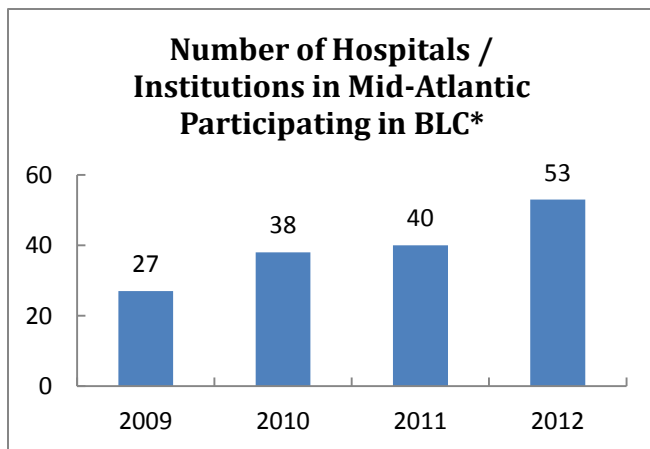
The BLC Contest "Take it with Friends": To keep the challenge fresh and interesting, SMADC teamed up with Maryland Department of Agriculture (MDA) to offer the 2012 "Take the Challenge with Friends". The prize for the winning team included a gift basket of local farm foods, and a donation of \$200 to provide farm fresh foods to a needy family through the local food bank. Colleagues, 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. The winners of the 2012 contest were a group of 10 women, members of Calvert county's North Beach Senior Center, who later raffled their prize basket to benefit an orphaned local child. A \$200 ceremonial check was also presented by Agriculture Secretary Buddy Hance and SMADC Executive Director Christine Bergmark to Brenda DiCarlo, Director of the Southern Maryland Food Bank, on behalf of SMADC, MDA and the Sassy Seniors. "It means quite a bit to get the money, as we don't get the opportunity very often to give or help families in need get fresh, local produce, so this is an incredible boost to what we do." said Ms. DiCarlo.

In 2013, SMADC again teamed with the Maryland Department of Agriculture to offer a new contest "Take the Challenge Outdoors". **The BLC FaceBook page went viral** for the week of the BLC with over 5,575 views and growing. 83% of the BLC audience is women, the majority in the 35-55 age groups.

Notable FY'13 ongoing campaign initiatives:

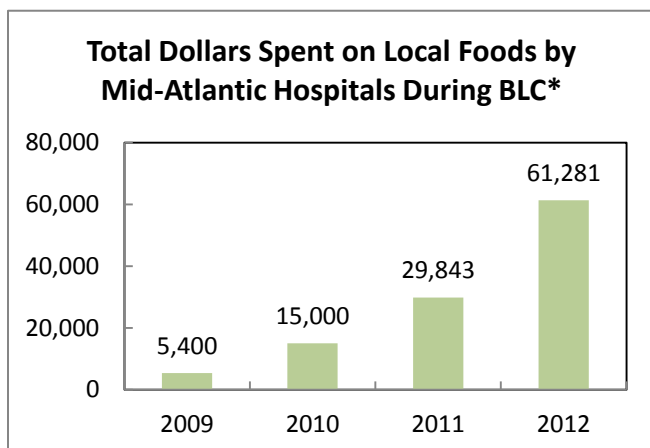
- Maryland Dept. of Agriculture launched a dedicated BLC and affiliated Buy Local Cookout webpage: <http://mda.maryland.gov/Pages/Buy-Local-Cookout.aspx>; features include direct links to BLC homepage and 'pledge page' and the Governor's 'Cookout' media advisory.
- Updated BLC flier features the "Take the Challenge Outdoors": 15,000 fliers distributed regionally.
- MDA promoted the BLC in statewide MVA license renewals: 105,000 fliers direct mailed to MD. Residents.
- BLC proclamations were made by County Commissioners in Calvert, St. Mary's, Prince George's, and Charles County and officially recognized by Anne Arundel County.
- Numerous independent articles, press notices, TV and radio broadcast the BLC in almost every venue.
- BLC digital ads reached a combined audience over 514,000.
- www.buy-local-challenge.com. The site received 27,000 visits during FY'13 and 205, 000 hits.

BLC and the Health Care Community: SMADC also facilitated the BLC Challenge for the Maryland Health Care industry, through the Maryland Hospitals for a Healthy Environment (MD H2E). Through this initiative in July 2012 the BLC brought in **15 states** (in addition to Maryland) and over **82 health care institutions and facilities** participated (53 from Maryland, District of Columbia and Northern Virginia).



In 2013, MD H2E merged their efforts into the Chesapeake Food Leadership Council (CFLC) and promoted the BLC to facilities in Maryland. SMADC continued to sponsor the Health Care BLC campaign for the CFLC promoting the campaign to hospitals, health care institutions and to government health agencies in Maryland and surrounding states. Early results show

over 45 health care facilities participated (primarily Maryland, the District of Columbia, and Northern Virginia), three universities (Goucher College, Johns Hopkins and University of Maryland), and the Maryland Department of Health and Mental Hygiene all served at least one food from a local farmer each day for BLC week. Several of these facilities engaged top leadership, employees, patients and community members (at least 1,100) in pledging to eat local foods. Close to 40 facilities now purchase local foods throughout the year (of which 11 are purchasing local sustainable meat and/or poultry) and close to 20 now have established on-site farmers' markets or farm stands.



The total dollar amount of local food purchases reported by hospitals in the Mid-Atlantic region has doubled each year along with the steady increase in the number of hospitals participating; spending has reached over \$15,000 in 2010, close to \$30,000 in 2011 and \$61,281 in 2012. The total dollars spent on local foods during 2012 BLC week by participating hospitals in the Mid-Atlantic region and around the country reached \$83,700 (local food purchases per facility ranged from \$40 to \$11,048 for the week). The total dollar amount of local food purchases in 2013 is expected to be consistent with this trend, although it will be proportionate to the number of facilities participating at the regional level.

*Data and graph supplied by Louise Mitchell, MD H2E / Chesapeake Food Leadership Council (CFLC)

Many hospitals now have Sustainability Managers and Green Teams that have 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.

2013 BLC Health Care Highlights

- Hospital Marketing Departments designed their own BLC promotional materials and spearheaded BLC activities: cooking demonstrations, recipe sharing, menu development, etc. Inova Health, VA (5 hospitals) engaged employees and top executives in Buy Local 'Olympics' theme recipe contest and publish new 'sustainable foods' cook book.
- Health Care institutions engaged leadership to sign the BLC and eat local foods; Anne Arundel Medical Center's Sustainability Manager and their Marketing Department engaged department directors (82 of their 85 Leadership Council directors took the pledge).
- Numerous health care facilities and health-related government agencies went further to engage their employees and community members; MedStar Montgomery Medical Center engaged 245 employees, Meritus Medical Center - 300, Frederick Memorial engaged 69 Green Team Members and 100 other employees.
- Government health care agencies promote the BLC and employees take the pledge to eat local foods including the Maryland Department of Health and Mental Hygiene and the Queen Anne County and Cecil County Health Department.
- A new BLC web administration module facilitated 'pledges' to be recorded by institution and state.

Partners include: Maryland Agricultural Marketing Professionals (AMPS), Maryland Department of Agriculture, Maryland Hospitals for a Healthy Environment (MD H2E), Chesapeake Food Leadership Council, Maryland Department of Health and Mental Hygiene, Queen Anne County and Cecil County Health Departments.

www.buy-local-challenge.com

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GROWING SOUTHERN MARYLAND'S WINE INDUSTRY

Growing Grapes for Wine in Southern Maryland Producers Grants: This grant program was the first of its kind in Maryland, and became a prototype for a statewide program. The goal was to increase wine grape acreage in Maryland. These grants capitalize on earlier research grants from SMADC to the Maryland Cooperative Extension to determine suitable varieties for Southern Maryland. This grant provides matching funds for the purchase of grape vines. In 2013, SMADC will be offering the grant again for planting in 2014.

Since the grant program began in 2006, 11 farms have participated in the program for a total of 23 acres. 10 more acres have been added to these farms for a total of 33 acres. In addition, through SMADC's Farm Viability Enhancement Grant Program, three farms have expanded their vineyards. Through the program, 14 acres of vineyards were planted. After the grant, they have all increased their vineyards so now the acreage is approximately 26 acres. Two farms have plans to double their acres in two years and they both have plans to add wineries to their enterprises. Through SMADC's two grant programs, approximately 59 acres of wine grapes have been added in Southern Maryland.

In addition, SMADC has provided research grant funds to the University of Maryland Extension since 2003 to identify varieties suitable for production of wine in Southern Maryland's climate and soils.

Grape Growing Farm Equipment: Grant funds to the St. Mary's County Farm Bureau provided a tractor and vineyard hedger/trimmer for the grape grower community for rent. **Status:** The equipment was ordered in

December 2012. A few growers have rented the hedger/trimmer in 2013 mostly as a means to test and adjust it. The Farm Bureau plans on sending out a notice to the local winery coop members and SMADC will share the information with grape growers.

Wine at Farmers' Markets Legislation: SMADC partnered with St. Mary's County and other entities to support legislation to allow wineries to sell wine at farmers' markets. The Southern Maryland Delegation passed the bill and as a result, in 2013, the Port of Leonardtown Winery sells their wine at two farmers' markets in two counties. In fact, wine is sold at farmers' markets in all five counties.

Port of Leonardtown Winery and Cooperative: The Grape Grower Cooperative of Southern Maryland continues to refine the regional winery built in Leonardtown. SMADC was pleased to partner with MARBIDCO, the St. Mary's County Board of Commissioners, and the Town of Leonardtown to initially 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 2012, SMADC approved additional grant funds to the Port of Leonardtown Winery/Town of Leonardtown that enhanced much needed storage capacity for wine, augment the winery loading dock, and expand the customer area on the outdoor patio. The work was completed.

Farm Equipment for Conservation: SMADC funds purchased farmland equipment to be shared and rented for farmers across the Southern Maryland region. Priority was placed on equipment that promoted long-term environmental benefit to the Chesapeake Bay and/or supported new farm initiatives, such as wine grape growing, and small scale, urban farming operations.

By 2012:

- 38 farms
- 25 pieces of equipment
- Enabling Conservation tillage on over 1,900 acres, 5 counties

SMADC developed a detailed farm equipment inventory of all available farm equipment in the region, which is publicly available on the SMADC website.

2013 SMADC PROGRAM DETAILS

TOBACCO BUYOUT:

Now in our thirteenth 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.

AGRICULTURAL LAND PRESERVATION:

This program provides funds to counties for their agricultural preservation programs. In FY'12, there was no funding from SMADC, although two counties were able to preserve some property. This program, in conjunction with our Maryland FarmLINK program, is still a very important priority for the Southern Maryland Region.

- 632 acres (five farms) have been directly preserved by the program in four counties of Southern Maryland in FY'13, resulting in 14,766 acres cumulative over the twelve years of the program preserved with just SMADC program funds (1 Anne Arundel, 2 Charles, 1 Prince George's, 1 St. Mary's). *
- 29,861 acres (255 farms) over the twelve years of the program have been preserved in Southern Maryland using program funds and leveraging by the counties. *

**Note: Acres reported at the end of each fiscal year include properties that are approved by the counties and waiting settlement, thus funds are encumbered for those specific properties and attributed to this fiscal year.*

SMADC OUTREACH

In FY'12 SMADC continued to expand communication through social marketing tools such as Twitter, FaceBook and Mail Chimp and mobile device applications.

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

The SMADC website was completely revised and launched in 2013. It is now the official portal for SMADC, and unites all of the SMADC programs. The site seamlessly integrates SMADC programs from one media platform and interfaces directly with social media feeds to maximize program outreach (Facebook, Twitter, YouTube, Google Analytics) and provides overviews and links to all the individual SMADC program websites (SMSG, BLC, FarmLINK, Trails, Cornelia, SMM, SoMD Food Council, Crop Hop, MD Tobacco Buyout, etc.).

Website revision highlights:

- New – tutorials and on-line guides (SNAP/WIC, meats, acidified foods, agricultural land use).
- New – Wufoo forms facilitate on-line surveys, applications, and purchase orders for advertising.
- New – PayPal payment integration streamlines product purchase and secure payment with credit cards.
- New - Mail Chimp email distribution system allows instant upload of program information for press releases and announcements with direct interface with SMADC website and social media feeds (Twitter, FaceBook).
- **24,867 unique visits, 63,000 hits recorded on the SMADC website for FY'13.**

Additional outreach information efforts in 2013 include the following:

- SMADC Program Brochure - A new mini-brochure developed as a guide to all SMADC's programs (SMSG, Trails, BLC, Southern Maryland Food Council, Cornelia, Crop Hop, FarmLINK) provides a brief overview of each, plus primary contact and website information.
- Equine Brochure - showcases the Southern Maryland's equine industry and brings together resources for horse businesses, owners and riders.
- FarmLINK brochure - provides a brief overview of the FarmLINK website resources directed at farmers and those who support them.
- SMADC "Tutorials" - SMADC developed extensive resources for farmers detailing regulatory processes, downloadable forms and important links for value-added processing, soil analysis, agricultural zoning and land preservation in Maryland. These resources are now available as on-line 'tutorials' accessible through the SMADC website (Resources for Farm page). In FY'13 SMADC updated and/or created the following:
 - "The Maryland Acidified Foods Tutorial"
 - "A guide to On-farm Processor License for Meats"
 - "Using the NRCS Web Pages to Get Soils Information"
 - "Zoning Tutorial for New Farming Enterprises"
 - "Guide to Land Preservation in Maryland, (Land Sales, Purchase and Leasing)"
- SMADC speaking and presence at local, state and national events
SMADC staff participated in 138 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)*
Last printed in 2011, SMADC's popular directory continues to be requested and distributed to the general public through events and public venues. A vibrant inventory of the diversity of Southern Maryland's agricultural community, the guide features 146 area farms and farm-related venues. The guide is free to the public. 5,059 copies were distributed in FY'13 and over 24,000 copies have been distributed since 2011.
- *So. Maryland, So Good Website (www.somarylandsogood.com)*
This website hosts the interactive directory of 338 participating farms, and 41 stores and 56 restaurants offering local products, which remains a popular destination for consumers. Thirty new farms (20 horse farms, 7 livestock producers, 3 produce) participated in FY'13. A major overhaul of the SMSG website operating system and revision of the interactive platform is planned for FY'14. The SMSG website will remain the primary marketing conduit for farmers and buyers. Over 11,000 visits recorded on the website in FY'13.
- *Meats and Seafood Guide* –
The first of its kind, published in 2012, this guide helps consumers find locally raised meats and locally harvested or farmed seafood. The enthusiastic reception for the new guide has exceeded expectations; of the 15,000 guides printed over 14,000 have already been distributed. The guide lists 24 meat producers (including 17 Southern Maryland Meats program producers), and 15 seafood producers.
- *Holiday Guide* – Now in its ninth edition, the annual Holiday Brochure was created to remind consumers that farm products are available even in the depths of winter. Four thousand copies were distributed in FY'13. The mini-guide features **69 farms** providing a variety of seasonal farm products and events. Advertising pages were offered for the first time; six full page, full color ads generated \$1,600.
- *Equine Guide* – The 2013 Guide (third edition) published in June 2013 showcases Southern Maryland's equine industry and brings together resources for horse businesses, owners and riders. A grant awarded by the Maryland Horse Industry Board of Maryland Department of Agriculture awarded \$500 towards development of the guide. Thirty one full color pages feature a comprehensive directory of 61 stables/farms in Southern Maryland with descriptions of business programs (riding lessons, summer camps, on-farm horse shows, training workshops, etc.) and facility amenities for the horse and rider (access to trails and cross country-courses, horse-boarding and specialized horse care, etc). Additionally, the guide features farms that offer hay and bedding straw (26), locally owned Feed and Equipment Suppliers, plus information on farriers, equine veterinarians and Regional Equine Planners who can provide technical assistance on pasture, water and waste management. Advertising opportunities offered for the first time in this publication generated \$1,400 (5 full colors ads). 10,000 copies printed and 4,700 guides distributed in FY'13. The guide can also be viewed or downloaded from www.smadc.com and www.somarylandsogood.com.
- *Farmers' Market Guide* – Now in its eighth year, the guide enables consumers to easily find farmers' markets in Southern Maryland and the DC metro area. The 2013/14 guide identifies which markets accept **SNAP, FMNP checks (WIC and Senior) and FVC vouchers**. It also highlights So. MD markets that have **EBT machines** and markets offering '**bonus dollars**' made possible through SMADC grant funds. The guide directs consumers to **30** Southern Maryland farmers' markets (two new markets this season) and two regional wholesale auctions. Over 58,000 brochures have been distributed to date (8,943 in FY'13).
- *SMSG Promotional materials* (point of purchase cards, stickers, etc.) portraying the SMSG logo remain popular with farms to assure their customers their products are truly from Southern Maryland. 137 farms use the SMSG promotional items.
- *SMSG Campaign* actively advertises the program throughout the seasons. Due to budget cuts continuing through FY'13, our advertising media options were limited. SMADC authored 62 press releases and 11ad

placements reaching an audience of over 1 million. 78 independently published articles and press releases covering SMADC programs reached an audience of over 1 million.

FARMERS' MARKET SUPPORT (see also preceding pages)

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. While demand is at an all-time high, there are members of the community that cannot afford to purchase fresh food. Furthermore, it has been widely touted that Farmers' Markets help the local economy as direct-market farmers and their employees shop and invest in the local economy. SMADC has several initiatives in place to address these needs.

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.

Investing in market promotion: SMADC funds provide promotional advertising for 19 Farmers Markets in the five counties. The gross revenue of these 19 farmers' markets was approximately **\$2.6 million**; the markets featured over 250 Southern Maryland vendors. 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 \$4.9 million into the local economy** (*Multiplier determined by the US Bureau of Economic Analysis). Since 2003, over \$203,000 has been awarded to these farmers markets (in the range of \$500 - \$2,000 per market) annually, for a total market impact multiplier of \$38,440 million.

Economic Surveys: SMADC has begun an initiative to better understand the economic and social dynamics of Southern Maryland farmers' markets and their influence on their local food and business communities. In 2012, SMADC began 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.

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 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. SMADC will continue to survey markets in 2013.

INDUSTRY DEVELOPMENT: AGRITOURISM

Southern Maryland Trails: Earth, Art, Imagination



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.

This cultural program provides economic benefit to Southern Maryland by developing farms for agritourism and offering visitors a unique and authentic experience of the region's culture and living heritage. The program facilitates innovative partnerships between farms, artists, and related heritage sites, parks and businesses. The program also seeks to educate the local community on the importance of sustaining Southern Maryland's natural beauty and rural character. Workshops and networking opportunities are provided for partner sites as well as promotional materials. The trails guide features individual trails sites as well as themed day and weekend itineraries.

The Trails website averages 400 unique visitors per month (33,000 hits for FY'13).

Since inception in 2006:

- 208 Trails sites
- 113,000 Trails Guides distributed
- \$11,000 gathered in ads in guide
- Numerous workshops, networking events hosted
- Attracting national and international interest
- 2006 Award: Maryland Tourism Industry Council
- Job creation: 2-10 employees per tourism site
- Estimated additional revenue over \$300,000 yearly
- \$584,000 reinvested into the local economy minimum, using federal multiplier

SMADC plans to revise the guide in 2014.

Partners include: St. Mary's County Tourism, all Trails partners.

www.somdtrails.com

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.

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

INDUSTRY DEVELOPMENT: VALUE- ADDED FOODS

Acidified Foods:

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 filing new recipes autonomously which is the intent of the program to empower farms for success and profit.

- Twenty six recipes (3 new in FY'13) have been filed with FDA/DHMH. Maryland DHMH confirms Southern Maryland continues to be the most active region in the state for certified farms.
- SMADC encouraged the University of Maryland to provide annually recurring certified BCPS classes, two BPSC were conducted in FY'13.
- SMADC revised the on-line, step by step guide to acidified food processing (originally launched in 2011) to include updated DHMH information, application forms and appropriate links and is also a featured 'tutorial' on SMADC.com. The Center for Facility and Process Review for the Office of Food Protection (DHMH) has endorsed the updated guide for the State of Maryland.
- The guide is consistently in the top 5 entry pages on the SMADC website and has averaged over 600 visits since January 2013.

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 program development Highlights, preceding pages)

Dairy Industry: SMADC has been working with members of the Amish farming community to assist them in establishing a Grade A dairy (Clover Hill Dairy) for cheese, and ultimately fresh milk and other dairy products. The Milk will be sourced from 11 local (Amish and non-Amish) dairy farms. Assistance was particularly needed to navigate the regulatory process. SMADC staff facilitated communications and navigation of regulatory issues concerning the construction and operation of dairy production equipment. Staff continues to work closely with

the Maryland Center of Milk control and the dairy board on all aspects of permitting and certification for the development of a Standard Operating Procedures manual. Staff has participated in 13 meetings on this endeavor with the dairy board and Maryland regulatory offices. Full testing of the plant and certification of the facility lab is scheduled for early fall 2013. Highlights 'FY'13:

- Dairy piping, cheese vats, bulk silo, water supply installed and operational.
- Pasteurizer and timing pump equipment installed and operational.
- Sanitation and cleaning training completed.
- Dairy Operation and SOP Manual first draft submitted to Division of Milk Control in May 2013 for comment and initial review was favorably received.
- Dairy Board has approved use of the SMSG logo "So. Maryland, So Good" on all dairy product labels.

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.

EDUCATION: FARMERS

In an effort to help farmers continue to diversify and identify market-drive opportunities, education continues as an ongoing priority. In 2012, SMADC hosted the following:

- **Meat Quality Workshop**
A workshop in conjunction with University of Maryland Extension (UME) specifically designed for Southern Maryland's beef, pork, lamb and goat producers focused on improving meat quality through genetics, nutrition and husbandry. 43 producers attended.
- **Media Marketing Workshop for Farms**
In partnership with UME this workshop explored basic fundamentals of popular social networking sites, examples of use, and illustrated hardware and digital tools and the potential benefits social media can bring to farm business of all types. 21 producers attended.
- **Marketing Farm Raised Meats**
In partnership with UME, this workshop included the key elements for successful meat marketing, understanding and navigating regulations, marketing, packaging, pricing, logistics and identifying retail venues and direct to consumer sales. 43 producers attended.
- **Food for Profit Workshop**
In conjunction with Penn State Extension and UME, a workshop designed to assist producers considering the production of value-added food products for sale to stores, restaurants and other retail venues. Topics included how to navigate local and state regulations, food safety issues, and business management concepts that must be considered in setting up a commercial food business. 34 producers attended.
- **Affordable Care Act Forum - How will the Affordable Care Act affect your farm/small business**
SMADC hosted a community forum highlighting the upcoming changes to health care regulations for small businesses and farm families. Speakers included representatives from various insurance organizations including the Maryland Health Benefit Exchange (MHBE), the MHBE Advisory Board/private insurance broker, and a Farm Bureau insurance broker. 34 producers attended.
- **Farmers' Market Workshop** – SMADC hosted an annual workshop for Southern Maryland farmers' market managers and market vendors on the upcoming market season, successful marketing strategies for farmers' markets and farm stands. A representative from Maryland Department of Agriculture presented an overview of market FMNP and FVC check voucher redemption requirements and an

overview of EBT at market. Several markets in attendance shared information about their EBT programs at their market. 15 markets attended.

- **Hedge Apple - Marketing and Husbandry Strategies for Livestock Producers**
An on-farm workshop and tour focused on the development and feasibility of production and marketing strategies for small producers of grass-fed beef operations. Presentations included retail marketing, raising and finishing issues specific to grass raised livestock. 20 producers attended.
- **Contract Produce Growing Opportunities for Southern Maryland Producers**
A workshop for produce growers to discuss contract produce growing opportunities to supply regional food banks. Topics included specifics on crop varieties, volume of product, and payment options. Farming 4 Hunger, Southern Maryland Food Bank and the Maryland Food Bank. 25 producers attended.
- **Local Planning for a Rebounding Economy**
Hosted by the Harry R. Hughes Center for Agro-Ecology, SMADC worked with the Agroecology Center and other area organizations to conduct a local government workshop forum concerning best management practices for land use and other issues. Presentations included 'Creating Healthy Communities', 'Creating Prosperity through Diversification', 'Benefits of Public and Private Partnership' and 'Building Business Friendly Practices in Government'. SMADC organized a panel discussion on the emerging wine industry as an example of economic diversification and public-private partnership. 57 attended.

Total participants: 185

EDUCATING THE NEXT GENERATION- CHILDREN AND YOUTH

Educating the next generation of farmers, consumers, politicians and decision-makers is the key to the future of farming across the United States. SMADC continues its emphasis in the following manner:

SMADC 2012 grant funds were provided for the following educational agricultural projects:

- **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 the University of Maryland Extension “Grow it, Eat it” food gardening program at the school.
Status: 17 youth participated in the program. Activities included tending to the various demonstration gardens for the entire school year, outreach at several events outside the school to inform the public of their activities and the benefits of eating local, created a fruit tree orchard, invited chefs to prepare and cook foods from the gardens and hosted a community volunteer day for the gardens. The program involved the youth for the entire school year. It provided opportunities such as working in a team project format, public speaking and learning nutritional information.
- **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.
Status: The field trips were not scheduled in 2012. PGCEAC asked for an extension to August 31, 2013. SMADC will receive a report on the field trips in September of 2013.
- **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.

Status: CAFÉ established their garden, but could not put up hoop houses due to opposition from the neighborhood. They also experienced some challenges with the soil. The soil was too hard to till by hand, so they hired a professional company to till and fertilize the soil. They did not start planting in the soil until July. The students had started germinating their seeds earlier in the year. They chose fast growing plants and had a staggered planting system that yielded over 180 pounds of produce into December. To build enthusiasm, they donated most of the produce harvested to the parents. Parents began to feel a sense of ownership and began to understand the financial benefits that can be derived from proper planning and preparation. For the upcoming growing season, CAFÉ intends to gear the program and the farm entirely towards the parents.

In the spring of 2013, SMADC FY'13 grant funds were provided for three educational agricultural projects:

- **4-H Volunteer Association, Charles County** – To host a “Farm Adventure Day” to youth in the five county region at a local farm.
- **Gwynn Park High School, Prince George’s County** – Assist in implementation of an Environmental Science Academy for incoming freshman. Grant funds will purchase a shed for equipment to support the CASE Agriculture Curriculum, the first time this curriculum has been offered in Prince George’s Co.
- **Prince George’s County Extension Advisory Council, Prince George’s County** – 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.

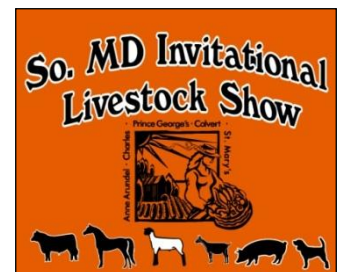
High School Agricultural Education Outreach: In the Spring of 2013, SMADC met with Southern Maryland School curriculum staff, teachers and Maryland Agricultural Education Foundation (MAEF) staff to identify ways to increase agricultural education opportunities for Southern Maryland High School students. Currently, only Anne Arundel Southern High Schools offers a certified agricultural curriculum (Curriculum for Agricultural Science Education: CASE). Discussions included current agricultural education opportunities through the Maryland High School Career and Technology Education programs of study, the need for public support of agricultural curricula and funding opportunities for CASE startups in Maryland high schools.

Gwynn Park High School (Prince George’s) is about to start a CASE program (one of the schools supported with SMADC grant funds). Anne Arundel schools are expanding their efforts. Calvert County is actively exploring the possibilities. Charles County was interested in learning more. SMADC and MAEF agreed to work to increase community support for agricultural education, a necessity for school implementation of agricultural curricula.

SMILE: Facilitating Education and Networking for Children

As farms become fewer in number across the state of Maryland, it is increasingly important to find ways to provide educational and networking opportunities for farm and community youth. To address this need, SMADC sponsors the Southern Maryland Invitational Livestock Expo (SMILE) show with the now-SMILE, LLC Board.

- In its ninth year, the SMILE featured fitting and showing, market and breeding competitions for domestic livestock species and for the first time last year classes for small domestic species (rabbits and guinea pigs). A SMILE community dinner, educational demonstrations and youth development events were held to foster camaraderie and enhance participants’ skills and raise appreciation for the area’s agricultural heritage.
- New this year, Show Stock University professors provided education on all areas needed to achieve the ‘Championship look’ including animal selection, showmanship, feeding, daily animal care and show day grooming/clipping techniques.



- The Rabbit and Cavy (guinea pig) showmanship classes continued to have popular appeal for children and youth who do not have the opportunity to raise large livestock.
- A total of 98 youth participated from seven counties (Anne Arundel, Calvert, Caroline, Charles, Prince George's, St. Mary's and Talbot Counties). 329 animals registered for the events (73 Swine, 58 Sheep, 58 Meat Goats, 24 Dairy Goats, 14 Dairy Cows, 37 Beef and 65 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 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; sponsorships garnered over \$8,000.

CORNELIA AND THE FARM BAND: Addressing Childhood Health and Obesity

SMADC's program, Cornelia and the Farm Band, conveys messages to children about healthy eating, exercise and the benefits of fresh farm foods and activities through visits with mascots Cornelia and Couch Potato and educational tools. SMADC has developed curriculum for grades Kindergarten through 12th in line with the Maryland State Curriculum. Now in its eighth 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. These materials also continue to be widely distributed at public events and *Farm to School* activities. Over 125,007 activity books have been distributed since the beginning of the program, 6,316 in FY'13.

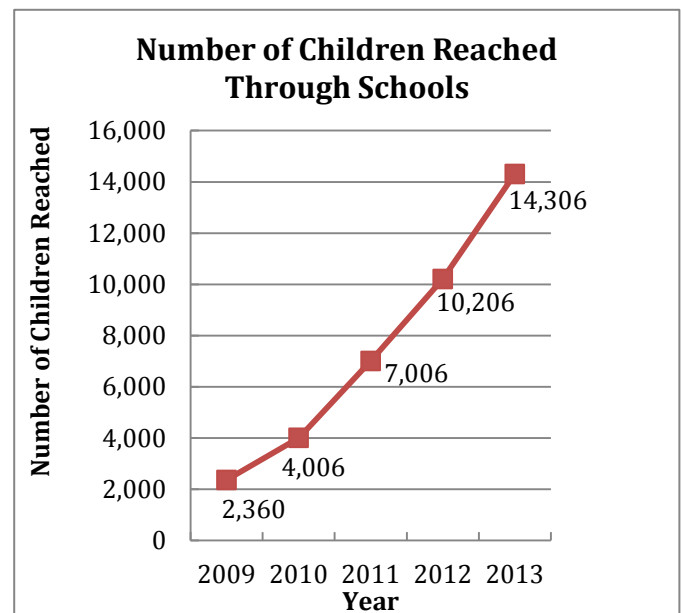


Cornelia and Couch Potato act as child friendly ambassadors of SMADC's educational programs and are used to interact with children and convey key components of SMADC's educational message. Cornelia's messages related to healthy foods, balanced choices, and the connections with local farms. Couch Potato, who was officially launched at the Crop Hop event, conveys messages about physical exercise and fun things to do at farms.

They have participated in fairs, Farm to School days, MAEF's Ag Literacy Program, Celebrate Charles Fall Fest and even a Southern Maryland Blue Crabs Games. Each opportunity gives Cornelia and the Farm Band a chance to interactively inform children about the importance of healthy farm fresh foods in their diet as well as the physical things that they can do at their local farms.

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. Cornelia once again took place in Farm to School week attending five elementary schools and reaching over 1,300 students. The presentations help children understand the importance of getting foods from their local farms as well as helping them identify some of the many fun agritourism activities that they can take advantage of at local farms. We heard from a principal of one



Elementary via email “... I had a parent the next day tell me that her child was asking for vegetables at dinner that night! It makes a great impact on many families.” Since 2009, Cornelia has reached over 14,300 students in schools.



BLUE CRABS

In June 2013, SMADC sponsored a Southern Maryland Blue Crabs Game attended by patrons, Charles County Employees as part of “employee night out” and many Girl Scout troops. The mascots and staff had several opportunities to interact with the crowd, conveying messages pertaining to the Buy Local Challenge, the Crop Hop, and messages about healthy eating and exercise. The crowd participated in singing one of Cornelia’s own songs “Take Me Out to The Corn Maze”. Over 1,000 children and

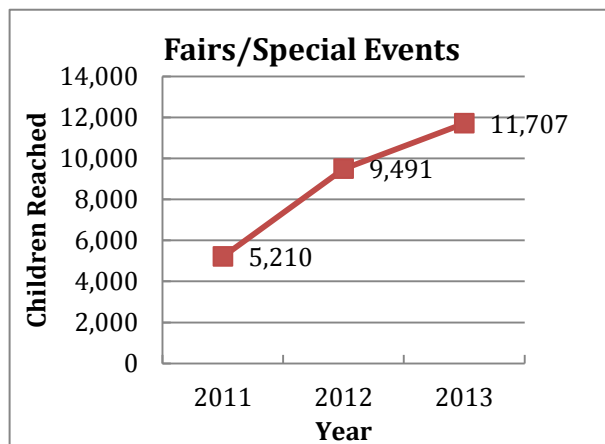
their families experienced Cornelia and Couch first hand.



FAIRS (ST.MARY’S, CALVERT, CHARLES)

Cornelia regularly attended local County Fairs where she has an opportunity to briefly pass her message along and encourage people to visit the SMADC booth to pick up materials and find out more about local farms. Over 2,000 coloring books were distributed and countless connections with parents and children, some of whom remembered Cornelia from her visits to their schools. Since

2012, Cornelia and the Farm Band have reached nearly 12,000 children with their messages through special events.



AG LITERACY PROGRAM

In connection with Maryland Agricultural Education Foundation and Anne Arundel Economic Development Corporation Cornelia participated in the 3rd Annual Ag Literacy Program. Three schools (Central Elementary, 150 children, Nantucket Elementary reaching 290 children, Pasadena Elementary, reaching 150 children).

COUCH POTATO at the CROP HOP

In October 2012, SMADC hosted the first annual Crop Hop, a bicycling tour of Southern Maryland (see Crop Hop section) where Couch Potato made his world-wide debut. Couch’s messages are about learning how to stay physically fit and things to do at farms. The Southern Maryland Boot Scooters taught Couch Potato to line dance, entertaining the audience and making the connection between healthy bodies, physical activities and local farm foods.

FALL FEST

Cornelia also attended the “Celebrate Charles Fall Fest”, an event hosted by the Charles County Board of Commissioners. A total of 354 coloring books were handed out and countless photos taken.



SEED PACKETS and ACTIVITY BOOKS

SMADC has created seed packets, which accompany the coloring books and other activities to provide children messages about healthy living. This year's seed packets ("mini farm starter kits") included sunflower, watermelon and corn seeds. Three coloring books have been published. In 2012, 4,746 "Cornelia Cooks" Books and 1,570 "Introducing Couch" were distributed for a total of 6,316 books distributed.

The Cornelia Facebook Page now reaches over 300 users.

Partners: Nantucket Elementary, Central Elementary, Pasadena Elementary, Piney Point Elementary, Lettie Marshall Dent Elementary, St. Leonard Elementary, Beach Elementary, St. Michael's Elementary, Maryland Agricultural Education Foundation, Charles County Board of Commissioners, Southern Maryland Blue Crabs, University of Maryland Extension, Anne Arundel Economic Development Corporation, Southern Maryland Bootscooters.

www.letsgotoafarm.com
[Thefarmband Facebook page](#)

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
Beach Elementary School	
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	
Canard Catering	
Catholic Charities	
Center for Milk Control	
Central Elementary School	
Charles County Board of Commissioners	CCBOC
Charles County Department of Community Service	
Charles County Department of Economic Development	CH DED
Charles County Department of Planning & Growth Management	CH PGM
Charles County Planning and Zoning	
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	
Department of Business Economic Development	DBED
Eat Fresh Maryland	
End Hunger in Calvert	EA CA
Even' Star Organic Farm	
Fairfield 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	
Jubilee Farm	
Leadership Maryland	LEAD
Letti Marshal Dent Elementary School	
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 Agricultural Education Foundation	
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	
Nantucket Elementary School	
NAX Pax River Conference Center	
Pasadena Elementary School	
Patuxent Adventure Center	PAC
Prince George's County Farm Bureau	PG FB
Piney Point Elementary School	
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 Maryland Council	
Rural Health Disparities Network	
St. Charles Companies	
St. Leonard Elementary School	
St. Mary's Caring	SM Caring
St. Mary's College	SMC
St. Mary's County Government	
St. Mary's County Public Schools	SMCPS
St. Mary's County Tourism	
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	
St. Michael's Elementary School	
State Highway Administration	SHA
Serenity Farm	
Southern Maryland Association of Realtors	
Southern Maryland Blue Crabs	
Southern Maryland Bootscooters	
Southern Maryland Delegation	
Southern Maryland Food Bank	SM Food Bank
Southern Maryland Rural Health Disparities Network	SMRHDN
Spider Hall Farm	
State Highway Administration	SHA
T&A Farm	
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
Waldorf Farmers' Market	

For more information regarding this program, please contact:

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KEY ACCOMPLISHMENTS BY OBJECTIVES, STRATEGIES, ACTION PLANS and MFRs per 2000 plan FY'13 (July 2012 - June 2013)

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

	Actual	Actual	Goal	Actual
Performance Measures	2011	2012	2013	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	Actual	Goal	Actual
Performance Measures	2011	2012	2013	2013
Inputs:				
Number of growers in Farm Guides and website ¹	283	305	310	338
Number of Farmers Markets supported/promoted ²	28	31	31	32
Number of Farmers' benefiting from farmers' market promotion, enhancement ³	772	775	790	802
Advertising—number of direct mailings, media ads ⁴	19.9 m	19.7 m	19.8 m	19.7 m
Number of producers/business participating or enhanced in agri-tourism as a result of program ⁵	176	188	190	190
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program (cumulative) ⁶	377	489	495	643
Number of farmers / businesses directly receiving information ⁷	3980	6647	6700	6884
Number of agri /businesses enhanced/developed as a result of tours, education, trade fairs, etc. (participants in workshops, etc.) ⁸	637	1188	1200	7,034

1. SMSG website, holiday and farmers' market brochures and Farm, Equine, and Meat & Seafood Guides
2. 32 Farmers Market (retail and wholesale) in brochure
3. 252 farmers from farmers markets, 550 Loveville Produce Auction
4. Direct mailings (13,780) and 35% of combined circulation for ads and press in FY'13
5. 176 in 2010 Trails guide, 12 agritourism farms in SMSG database and 2 Crop Hop farms
6. 9 workshops, 145 community meetings and public outreach in 2013 totaling 154; 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) + 154(2013)
7. Mailings/Meetings: 142 for 2 tobacco mailings and 7,034 SMADC mailings throughout 2013
8. Workshops & Outreach (7,034)

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

	Actual	Actual	Goal	Actual
FY' 13 Performance Measures	2011	2012	2013	2013
Inputs:				
Funds made available to support existing county preservation program (thousands)	2,042	0	1,894	1,894
County programs strengthened	5	0	5	5
Number of eligible Growers who place land under agricultural preservation (cumulative, inc. leveraged matching) ¹	232	232	237	255
Cumulative acres permanently preserved (inc. matching) ¹	27,527	27,604	27,900	29,861
Counties participating	3	4	5	4
Participants in FarmLINK (Cumulative)	256	424	475	722

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' 2013 report reflects all the adjustments to date since the beginning of this program.



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

**Southern Maryland Regional Agricultural Strategy 2012—2020
Goals and Measuring for Results**

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. Resources for Profitability

1.1 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. SMADC will track users of the "Healthy Plate, Healthy Planet" Buy Local Challenge website and campaign.

1.2 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.

2. Farmland preservation and environmental stewardship: Increased number of growers in Southern Maryland who place their land under agricultural preservation, assuming funds are made available.

SMADC will track the number of farms and consequent acres placed under agricultural preservation.

3. A future where profitable farms play an integral role in the health and quality of life of our community: 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 the number schools (children) receiving farm food through the Farm to School program and exposed to Cornelia.



SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION

Southern Maryland Regional Agricultural Strategy 2012—2020 Measuring for Results FY'13

1. **Resources for Profitability**

1.1 **Increased potential profit** by helping existing farmers through education, research, grants, streamlined regulations, and promotion / marketing approaches.

SMADC supporting programs: So. Maryland, So Good, Maryland Buy Local Challenge, Southern Maryland Meats, SMADC outreach, Southern Maryland Regional Grants (industry, education, equipment), So, MD Trails: Earth, Art, Imagination, Streamlining Regulations.

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

Sample Results (see text for further details and examples):

Southern Maryland Meats: By June of 2013, the meat producers had increased their profits by over five times since the inception of the Southern Maryland Meats (SMM) program.

- In the first full year of the program (FY'11), a total of 20,931 pounds of finished meat (beef, pork and goat) were transported in the trailers with an estimated retail value of \$112,850. By FY'13 over 51,000 pounds of product have been transported with an estimated retail value of \$243,000; *an increase of well over 100 %* since the inception of the freezer trailer initiative.
- Since the beginning of the SMM Display case program, sales have increased over five times, from \$17,393 in reported sales (FY'12) to \$94,942 (FY'13).
- Staff facilitated 7 new DHMH licensed on-farm meat producer sites in FY'13.
- 4 new producers joined SMM in FY'13 (33 since inception of program).

So. Maryland, So Good:

- *2013 Equine Guide* lists 61 equine businesses, of which 46 were new since the 2007 guide.
- *Meat and Seafood Directory* (published in 2012) lists 17 Southern Maryland Meats program producers, 7 non-SMM meat producers and 15 seafood producers.
- *338 farms are listed throughout all of SMSG websites and guides in 2013, an 11 percent increase.*

Streamlining Regulation:

- **Acidified Foods:** SMADC assisted farm businesses to establish new home-based products, for an estimated additional \$26,000 in income in 2013. Cumulative numbers since 2011 include 26 products with a resulting \$26,000 in estimated additional income.

Buy Local Challenge:

- Sales of local farm products at hospitals grew from \$5,400 in 2009 to \$61,000 FY'13 during the 2013 BLC campaign.

Farm Equipment (Regional Grants):

- By FY'13, a total of 25 pieces of farm equipment were purchased that are available for rent throughout the five counties.

- 1.2 **Increase the number of new farmer enterprises** in the region and statewide by helping new farmers through education, research, grants and direct and intermediated marketing assistance. SMADC supporting programs: Maryland FarmLINK Property Exchange, providing mentors and partners through FarmLINK's Person to Person program, creating and enhancing a new and transitioning farmers network, providing education, recruiting new farmers, SMADC's regional grant programs and SMADC's marketing programs (see above).

Measurement forecasted in FY'12: 20 new farmer enterprises by 2015.

Sample Results (see text for further details and examples):

Maryland FarmLINK:

- Membership in FarmLINK grew 74% in FY'13.
- Thirty one farms have posted farms for sale on FarmLINK.
- Training programs for Maryland Realtors were initiated.
- Weekly Blog posts are viewed monthly by 2000-5000 viewers.
- Seven new farmers have already applied to SMADC's Mentor Match program for FY'14.

START farmers' network:

- 20-30 new and transitioning farmers are participating in this network, new as of FY'13.

2. **Farmland Preservation and Environmental Stewardship:** Increase the cumulative number and acreage of farmland preserved through providing matching funds to counties for agricultural land preservation. SMADC supporting programs: Agricultural Land Preservation, Regional Grants.

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

Sample Results (see text for further details and examples):

Agricultural Land Preservation Program:

- By FY'13, 255 growers had put their land under preservation, amounting to 29,861 acres.

Environmental Stewardship:

- By FY'13, conservation tillage was enabled on more than 1,900 acres in five counties through the purchase of equipment which are available to all farmers throughout Southern Maryland.

3. **A future where profitable farms play an integral role in the health and quality of life for our community.**

3.1 Increased access to farm foods.

SMADC supporting programs: Food, Farms and Healthy Communities: Farmers' Markets, Regional Grants, Crop Hop, Regional Food Map, So. MD Food Council, Hub and Spoke Task Force, SMADC community outreach, Buy Local Challenge.

Measurement forecasted in FY'12: Eight farmers' markets participating with EBT by 2015, and a total of 80 transactions per week by 2015, assuming that the Farm Bill still supports SNAP.

Sample Results (see text for further details and examples):

Farmer's Markets enhancing access to fresh foods:

- As of FY'13, four farmers' markets now offer EBT support for the federal nutrition recipients (see text). The number of transactions grew from less than \$200 dollars for WIC in July 2013 to over \$1,000 in July of 2013 at one market alone (see text).

3.2 **Enhanced awareness** of the beneficial role farms provide in childhood obesity, nutrition, overall community health, and the environment.

SMADC supporting programs: Food, Farms and Healthy Communities: Farmers' Markets, Cornelia and the Farm Band, SMILE, Regional Grants, Crop Hop, Regional Food Map, So. MD Food Council, Hub and Spoke Task Force, SMADC community outreach, Buy Local Challenge, FarmLINK Blog, Southern Maryland Trails: Earth, Art, Imagination.

Measurement: 20% more children exposed to the benefits of local farm foods.

Sample Results (see text for further details and examples):

Cornelia and the Farm Band:

- In FY'13, approximately 6,300 new children were reached at the special events and schools, well over 20% since FY'12.
- Since 2011, over 11,700 children have been reached through special events.
- Since 2009, over 14,300 school children have been reached at schools.

Crop Hop:

- In FY'13, 185 riders participated in the 2012 Crop Hop, receiving educational tours on five farms.
- In FY'13 alone, unique Crop Hop Facebook posts registered almost 2,800 visits, and the website registered 4,700 unique visits.
- The proceeds of the Crop Hop enabled the Southern Maryland Food Bank to provide fresh farm food to the hunger community.



SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION

Southern Maryland Regional Agricultural Strategy 2012—2020 Measuring for Results FY'14 and FY'15

1. Resources for Profitability

- 1.1 Increased potential profit by helping existing farmers through education, research, grants, streamlined regulations, and promotion / marketing approaches.

Measurement: 5 % increase in profitability for existing farms in FY'14 and FY'15.

- 1.2 Increase the number of new farmer enterprises in the region and statewide.

Measurement: 20 new farmer enterprises in Maryland by 2015 (ten in FY'14, ten in FY'15).

2. Farmland Preservation and Environmental Stewardship: Increase the cumulative number and acreage of farmland preserved through providing matching funds.

Measurement: Additional 200 acres under preservation in FY'14 and in FY'15, assuming funds are made available.

3. A future where profitable farms play an integral role in the health and quality of life of our community.

- 3.1 Increased access to farm foods.

Measurement: Eight farmers' markets participating with EBT by 2015, and a total of 80 transactions per week by 2015, assuming that the Farm Bill still supports SNAP.

- 3.2 Enhanced awareness of the beneficial role farms provide in childhood obesity, nutrition, overall community health, and the environment.

Measurement: 3000 more school children exposed to the benefits of local farm foods in FY'14 and again in FY'15.

Cross-cutting: **Measurement:** Hub and Spoke model developed for Southern Maryland that facilitates distribution of fresh farm food to the hunger community and enhances the economic sustainability of local farms by FY'15 with partners.