



END OF YEAR REPORT – FY'15 (JULY 2014- JUNE 2015)

Introduction

The Southern Maryland Agricultural Development Commission (SMADC) has worked for many years to provide resources to farmers to be profitable, support land preservation, grow new farmers, and foster healthy food, farms and communities.

With our partners, SMADC has helped individual farms and the community transform to a new economy based on food, beverages, equine, tourism, green products, and natural resources. Our efforts have successfully enhanced individual farmers' capacity and increased the supply of fresh, locally grown food. SMADC has initiated and/or fostered the development of several agricultural industries, most notably the direct sale of farm food to the local food markets, the re-emergence of a meat industry, the creation of a wine industry and an agri-tourism industry. We have worked to increase access to fresh food for the hunger community while enhancing farmers' profitability. We created a *Farm Share* program so that farmers could share equipment, and we developed a *Maryland FarmLINK* program to foster new farmers, and bridge communication between farmers, both new and experienced. Our efforts in streamlining regulations have helped farms to add value by extending the life of farm foods through on-farm processing, highway signage, dairy processing, and more.

Simultaneously, we launched promotion campaigns to the public so there would be consumers and buyers for this wonderful food (*So. Maryland, So Good*), the *Maryland Buy Local Challenge*, *Southern Maryland Trails: Earth, Art, Imagination, Southern Maryland Meats*). Throughout the process, SMADC also held public forums and focal group discussions, and invited public input into our strategic plans. Consistently, the community has asked SMADC for help with food processing and distribution, navigating complex regulations, and assistance for new and transitioning farmers. The Agricultural Business Park and Food Innovation Center (Ag & Food Innovation Center) is the next logical step.

SCALING UP: AGRICULTURAL BUSINESS PARK AND FOOD INNOVATION CENTER

The Ag & Food Innovation Center is intended to benefit Southern Maryland by: 1) enhancing farmers' profitability, 2) enabling entry to bigger wholesale markets, 3) increasing the region's capacity to meet consumer demand for locally produced foods, 4) expanding and fortifying the region's multi-cultural farm community, 5) enabling businesses to develop and expand using local farm products, and 6) creating new jobs for the region. The Center plan is structured in a way to give farmers and rural business a voice in the Center and its success and we are committed to providing farmers a fair price and/or return for their food.

Borrowing and adapting language from the Public Market Concept by Partnership for Public Spaces:

"The Center is envisioned not just as place of commerce. The successful Center is self-sustaining and helps grow and connect urban and rural economies. It encourages development, meets community social needs, strengthens the region's multi-cultural farm community, enhances real estate values and the tax base, and keeps money in the local neighborhood."

The following challenges facing our local farm community also present exciting opportunities:

- The Baltimore-Washington DC region is home to the wealthiest population in the country and those residents are spending roughly \$26 billion per year on food. Less than 2% percent of that is spent on food grown on our region's farms, in spite of the huge market demand for local food.
- Wholesale buyers, restaurants and caterers express increasing interest in procuring locally sourced food, but find it challenging to buy small lots from multiple farmers.
- Individual farmers find it challenging to divert time from production to marketing and delivering their products.
- There are no regional food processing facilities. Those that exist are hours away from Southern Maryland, and often have long waiting lists.
- SMADC, in partnership with our five counties, has helped preserve 306 farms and 35,174 acres.
- The average age of the Maryland farmer is now 59. The age of the former Southern Maryland tobacco grower is well into the 70s. Only about 5% of Maryland growers are 34 or younger. In Calvert county, there are only seven farmers under the age of 35 (USDA census 2012 data).
- By 2028, it is predicted that 70% of farmland will change hands. Without new farmers and adequate succession planning, farms are more likely to go out of business, be absorbed by larger neighboring farms, or be converted for non-farm use.
- Young and new farmers are finding it cost-prohibitive to buy farmland in Maryland, and there are few opportunities for them to learn the business of farming.

The Ag & Food Innovation Center is intended to assist Southern Maryland meet these challenges and opportunities. Each component will be designed to be synergistic (rather than competitive) as much as possible with on-going activities in the region.

Feedback from public forums and surveys over the years identified the key components. In 2015, SMADC held 29 public meetings and issued a public survey to solicit input into the prioritization and staging. To date, we have received 101 responses to the survey, both from the farm community and general public. Respondants were invited to identify other needs as well. The following prioritization of components has emerged (in order):

Key Components Prioritized:

- A regional meat processing facility
- A hub to efficiently warehouse and distribute food from local farms to wholesale and retail buyers.
- A food innovation center where start-ups can create value-added products like salsas, jams, pies, etc. from local farm foods.
- Land for new farmer incubation.
- If the site is suitable, a year-round indoor farmers' market/store, café/deli and/or outdoor farmer's market.
- Warehouse space for local food and food products.
- An aquaculture processing center.

Meat Processing: The Center will be synergistic with the emerging regional mobile meat processing operator, provide a long term opportunity for public-private partnership, expand suite of services available, provide processing adhering to USDA certification, develop a high quality line of meat products including niche products to meet ethnic community demand, and provide marketing and training to build on established programs such as *Southern Maryland Meats*.

Food Distribution Component and Food Innovation Center: Envisioned to help our farmers and food businesses gain entrance into markets they are not currently tapping and facilitate better access to the \$26

billion food market in the Washington DC-Baltimore metro region by efficiently aggregating and distributing local farm foods. It will provide processing services currently not available in the region, and provide business and on-the-ground training for new farmers and start-ups using locally produced food.

New Farmer Incubation: In a recent survey of young farmers by the Maryland Department of Agriculture, the top five obstacles facing young farmers were identified as: making enough income (73.7%), finding available land for rent or purchase (66.76%), burdensome government regulation (54.05%), lack of capital to invest (53.47%), and a lack of access to credit and finance. SMADC's Maryland FarmLINK program offers resources to help new farmers find land, mentors, business partners, equipment for rent and enables workforce development for new and beginning farmers in Southern Maryland and across the state.

The Center will provide opportunities for new farmers to gain access to land and markets. As 3-5 year tenants, they will have access to farmland, equipment, and technical-professional support through Maryland FarmLINK program and other partners (University of Maryland, University of Maryland Extension, Future Harvest Chesapeake Alliance for Sustainable Agriculture, etc.) for several years as they build their business and equity. Depending on the location of the site, the Center could host from three to ten clients per year. SMADC sees this training and resource program, in addition to having a market outlet through the food hub, as an essential piece for breaking the barriers to entry for beginning farmers.

Meeting Community Needs: SMADC also envisions the Center to sustain a community in which healthy food production and consumption are tied to fair, sustainable wages for all engaged, from farmers who provide the raw product to workers at the center. The Center would strive to set rigorous standards for the respectful treatment of workers, living wages, and safe working conditions and offering more opportunities for farms to increase income. The Center could also partner with organizations to provide lessons on cooking fresh food, storing food, good nutrition, and budgeting.

Strengthening the Region's Multi-Cultural Farm Community: Southern Maryland spans from the urban-adjacent counties of Prince George's and Anne Arundel to the more rural counties of Calvert, Charles, and St. Mary's. The needs differ vastly from the urban table crop farmers in the north to the those of the Amish, Mennonite and English farmers in the south. SMADC is dedicated to helping each community meet their needs.

Management and organization: SB 909, introduced and passed in 2015, gives the Tri-County Council/SMADC the authority to use funds to purchase or lease property for this project, but not the authority to own property. It is envisioned that the management and organization will be structured by the owner such that the facility and each of its components are "mission based" and aligned with SMADC's goals to promote farms and rural economic development.

The for-profit components will be leased to public or private entities and/or farmer organizations with supportive missions that align with SMADC's strategic goals. Community oriented components, such as the new farmer incubation mentioned above, will likely be managed by SMADC, County agencies and related entities.

Job Creation and Work Force Development: The Center, once fully up and running, has the potential to create upwards of 62 jobs.

Returns to the Community: Early business plan models show an potential \$5 million back to the farm community once each component is up and running.

Center Location: The Center will be a centrally located site or series of sites in Southern Maryland (Anne Arundel, Calvert, Charles, Prince George's and St. Mary's County) to house private and/or public partnerships that will phase in the components overtime. Ideally, creating a centrally located site (or series of sites) with these multiple uses will allow businesses to share assets and personnel, training, cross marketing, and more.

Finances and Sustainability: SMADC intends to use funds for land acquisition and the build-out of the components as outlined above and will seek additional grants and investors.

The initial business plan intends that each for-profit component will be bid out as appropriate for a public and/or private enterprise to operate and lease. The lease rates in the business plan are comparable to those already in existence in Southern Maryland. The business plan "pro-forma" shows hard and soft operating costs that will be repaid into a sinking fund, so that over 20 years, the initial hard and soft costs are repaid. The lease rates also covers management, administration, and Common Area Maintenance Fees. Once each component is running, the plan shows the Center management to be financially self-sustaining.

The actual cost of the build-out will depend on the site/sites.

Project Staging: The staging of the project will depend on the location of the site/sites.

Where we are in the process: The Southern Maryland Delegation successfully introduced a bill (SB 909) early in 2015 to allow SMADC, through the Tri-County Council, to use funds to purchase, lease or lease-to-buy real estate for this project. The bill required that a public search for property be conducted, as well as a public search for an entity to hold title. Several offices of the Maryland Attorney General's office have been engaged in interpreting the bill language.

Two public requests for an "Expression of Interest" (EOI) have been issued for the site. Anyone with suitable property within the five-county area was invited to apply. Objective technical criteria was developed to evaluate the EOI applications, and an advisory panel has been selected to make prioritized recommendations in the selection process. Review of the sites will be conducted beginning in September. A "Request for Proposals" (RFP) will be drafted and published to solicit an entity willing to hold title to the property and assist in developing the project.

SMADC continues to meet with farmers, farm groups, elected officials and the public to discuss the project.

Highlights (2014-2015):

- 23 public meetings / open houses have been held regarding the Center since December 2014.
- Community Survey issued on-line and in-print (101 respondents) as of August 2015.
- SB 909 passed.
- Initial business plan elements drafted.
- Two EOI publicly issued to solicit site/sites.
- EOI committee identified.
- Selection criteria developed for site.

WWW.SMADC.COM/PROGRAMS/AGCENTER.HTML

SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT PROGRAMS:
Program Accomplishments in FY'15

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

SOUTHERN MARYLAND MEAT INDUSTRY

Identifying the strong desire for local meat from consumers, and the lack of farms producing local meat, SMADC undertook the challenge of building the local meat industry. Cumulative trailer use and meat display case sales totals since the Southern Maryland Meats (SMM) program's inception in 2010 confirm the industry is now well established and continues to grow. More and more producers are adding livestock to their business models and taking advantage of value-added potential for profit offered by SMM trailers and retail cases and rental equipment provided by SMADC grants.



A major impediment to profitability is the lack of USDA meat processing facilities. Journeys to the nearest facility average between 150 to 250 miles round trip, depending on county. Farmers continue to report wait lines of several months to a year. A survey of the community to identify priority components for the proposed Agriculture Business Park and Food Innovation Center identified a slaughter/processing facility as one of the top needs for regional producers. As with all SMADC initiatives, building a program has many facets, from educating farmers, providing infrastructure and a marketing platform, to streamlining regulations. A recent survey of SMM participants indicates nearly all respondents would use a local facility if located in the five county area.

Southern Maryland Meats Brand

The “*Southern Maryland Meats*” brand, co-created by SMADC and producers, assures the quality of the meat in raising and feeding practices. SMM criteria are continually re-evaluated by the SMM Steering Committee to ensure they are in line with USDA guidelines and compliant with marketing and statement claims concerning antibiotics and growth hormones, etc.

Licensing

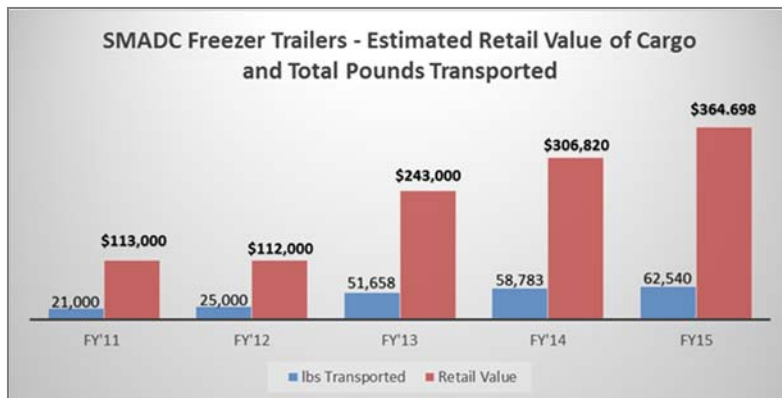
Producers must obtain a license in Maryland to sell USDA-inspected meat directly to retail stores and restaurants. To assist producers through the licensing process, SMADC developed an on-line tutorial (accessible to producers statewide) on the SMM website. 38 Southern Maryland producers have thus far obtained their licenses, facilitated by SMADC and regional agricultural marketing staff. Five new licenses were issued in FY'15.



Farm Share Equipment: Freezer Trailers

In 2011, SMADC provided funds for two freezer trailers to transport farmers' meat products from USDA slaughtering/processing plants to farm or retail stores. The trailers, managed by St. Mary's County Farm Bureau and Prince George's County Farm Bureau, are available to all Southern Maryland meat producers for rent. In FY'15, the Calvert County Farm Bureau requested a third trailer to service their livestock community. Calvert FB reported more and more farms are raising livestock for the meat industry. As a result, there is heavy demand for the existing trailers that is complicated by burden of time and distance as the trailers are parked in Prince George's and St. Mary's. SMADC approved funding and the trailer was purchased in May 2015.

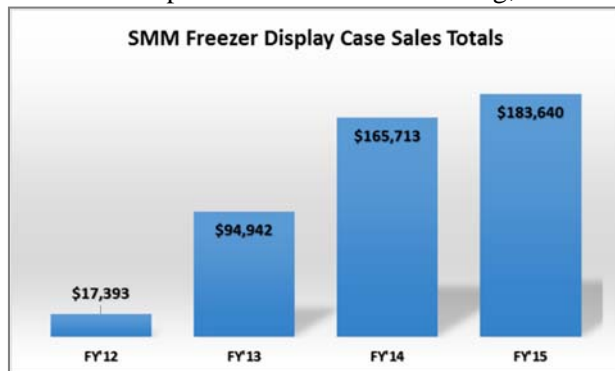
Counties are experiencing steady use of the trailers, which have travelled nearly 10,000 miles in FY'15 transporting 62,540 pounds of frozen meat (an increase of 21% in FY'15) for an estimated retail value of \$364,698 (an increase of 19 % in FY'15). The program has witnessed a 223% increase in cargo value since the launch of the trailers. 45 producers participate in SMM (4 new in FY'15) with additional 4 pending. In 2015, the new trailer purchased for the Calvert County Farm Bureau has transported 2,530 lbs. of meat products between May and July, with an estimated retail value of \$14,500.



Marketing at Retail Venues

SMADC also provided funds to purchase commercial freezer display cases to promote sales of Southern Maryland Meats directly to the public. Eight retail display cases are located at farm market stores and grocery stores (2 in Calvert, 1 in Charles, 1 in Prince George's, 2 in Anne Arundel and 2 in St. Mary's). Two cases were relocated to new partner sites in Anne Arundel (Greenstreet Gardens) and Prince George's County (Montpelier Farms).

Meat sales at partner venues remain strong; SMM display case retail sales show an increase of 10% over



all, with total sales of \$183,640 in FY'15. Keepin' It Local in Morganza (combination retailer) reported sales for SMM products increased over 60% in FY'15. *"We have experienced a growing interest in local meats resulting in a 20% growth in our consumer traffic in the last year."* Another success story, Chesapeake's Bounty (farm market retailer) reported *"over 67% of our total local meat purchases are from SMM producer farms."* The estimated retail value of Chesapeake's Bounty SMM sales has increased by 52% since FY'14.

Home Grown Farm Market (a producer only farmer's market) also reported consistent sales for the period of over \$38,000, a 13% increase in FY'15.

SMM Website

The website is the main public portal for the SMM program providing producer listings, directories of partner venues, producer resources for rental equipment, marketing tools, promotion, downloadable tip sheets, quality standards and regulatory/licensing tutorials. A popular destination for both consumers and producers, the website registered over 17,000 unique visitors in FY'15 (an average of 1,400 per month). Launched in the fall of 2014 at the request of SMM participants, the Facebook page provides consumer information on SMM farm participants and host retail sites, including availability of product for sale and purchase, special events, and other SMM program updates.

Promotion and Marketing: A program priority is to build awareness for SMM meats. SMADC published the first Meats and Seafood Directory for the region in 2012, which remains a popular online destination for consumers eager to find locally raised meats. The guide averages 240 visits per month. An updated printed guide is planned for FY'16.

Cross-promotion through participating producers to grow awareness for the brand and benefits of SMM meats is a requirement for SMM partner retailers, examples include hosting events and connecting with consumers through website, newsletters and social media. New in FY'15, SMADC staff created a training power point presentation to educate vendor staff about SMM farms, meat products and selling points. Of note in FY'15, several partner stores teamed up with producers to jointly promote SMM meats at open house events and tastings. This has been particularly effective model for non-traditional meat selling venues (such as combination market stores selling an array of locally sourced arts/crafts/furniture *and* locally sourced edible products including meats).

SMADC published six new educational brochures as a resource for SMM customers and producers. Available on the SMM website, the printable tri-folds help consumers understand how to purchase local meats (cuts and custom) and address common misconceptions and benefits to buying frozen meats.

Additionally, SMM launched an advertising campaign, "Get Fired Up – Great on the Grill" to encourage consumers to buy local meats in time for the grilling season and beyond. Ads placed with WashingtonPost.com are designed for desktop, tablet and mobile devices, specifically targeted by interest food/cooking/lifestyles as a strategy. Results indicate high interest (SMM Website and on the SMM Facebook page) with 854,969 viewed/impressions of the meat campaign Ad delivered, resulting in an active a click through rate of 10%.

Workshops

SMADC offers educational forums for farmers to enhance marketing, value added pricing and production and livestock husbandry. In FY'15, SMADC held a joint workshop for producers and retailers "Take Your Product to the Next Level – Production and Sales to Retail/Wholesale Markets." The workshop provided a stimulating forum for farm businesses and buyers to explore the marketing opportunities and challenges of selling and buying locally produced products to small and large retail and wholesale venues, and discussed state and local regulations for producers and retailers. Invited panelists included farmers, chefs, local food hubs, restaurants and store owner/buyers. Key note speaker Jessica Moore, Philadelphia Cow Share explored building and growing a niche meat business and opportunities for 'scaling-up' livestock production and aggregation to meet growing consumer (and institutional) demand for farm-raised meats. Other topics included improved genetics for meat animal selection, updates on the new MDA traceability and bio-security regulations, farm liability and business insurance, plus information on transitioning farm enterprises from one generation to the next. 65 attended. Additionally, SMADC partnered with MDA to host a regional Poultry and Rabbit Processing Workshop (There are now nine MDA certified Poultry/Rabbit producers in Southern Maryland).

Challenges

The program has shown successes in increasing retail sales and consumer awareness of local meat producers, but it has had its challenges. SMADC continues to work closely with the managing entities to ensure placement, maintenance and monitoring of the display cases is optimized. In FY'15, protocols were established to insure rapid repair/service response and a maintenance status report was initiated for all cases. Total maintenance costs overall (8 display cases) since program inception is \$8,549. Warranties for labor and parts for most cases expired after 3 years (2014).

WHAT'S NEXT? St. Mary's Farm Bureau submitted a proposal to purchase a small-size, single axel trailer to facilitate the transportation of small ruminant (pigs, sheep, goat, etc.) meats. The purchase is currently on hold pending the Farm Bureau's re-evaluation of the specifications for a more robust model.

Partners include: St. Mary's County Farm Bureau, Prince George's County Farm Bureau, Calvert 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, Keepin' It Local, Cooksey's Store, The Honey Hive, Montpelier Farm Store, Chesapeake's Bounty, Spider Hall Farm Shop, Home Grown Farm Market, LLC. Chesapeake's Bounty North Beach, Greenstreet Gardens, LLC.

Highlights:

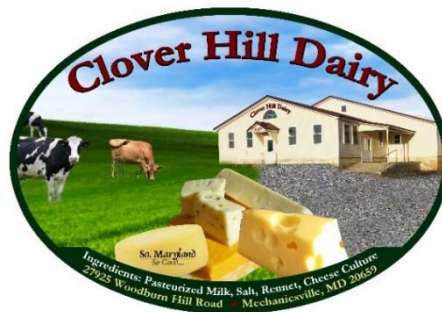
- 45 producers participate in SMM (5 new in FY'15) with additional 4 pending.
- 62,540 pounds of frozen product transported (increase of 21% in FY'15), estimated retail value of \$364,698.
- New trailer purchased, managing entity Calvert (for a total of 3 SMADC Trailers).
- 8 retail venues host retail SMM display cases, at least one case in each of the 5 counties.
- Retail host venues report sales of \$183,640, nearly 100% increase since program inception.
- SMM Facebook page launched.
- 6 new SMM informational consumer brochures published.
- 65 farmers and retailers attended the SMM Buyer Grower Workshop.

www.southernmarylandmeats.com

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

DAIRY INDUSTRY

THE NEED / CHALLENGE: In 2011, SMADC was solicited by members of the Amish farming community in St. Mary's county to assist with state regulatory requirements to obtain a permit for Grade 'M' production for cheese. Regulatory requirements are complex and costly, as a result Clover Hill is one of only two dairies in the region.



From 2011 to spring of 2014, SMADC staff facilitated meetings with state Center for Milk Control and Clover Hill Dairy to streamline communications and navigate regulatory issues for approval of the dairy pasteurization equipment. In March 2014, Clover Hill Dairy received Grade 'M' operating permit (the first for Southern Maryland), a direct result of SMADC staff assistance in conjunction with Southern Maryland legislators Senator Mac Middleton, Delegates John D. Wood and Sally Jameson, the Secretary of Agriculture and St. Mary's County Government who successfully guided discussions for approval for the non-standard power source (24 volt direct current) and equipment.

WHAT'S SMADC DOING?

SMADC staff continue to facilitate communications and assist Dairy management with regulatory compliance requirements, Standards of Procedure (SOP) updates and revisions, new recipe submissions, approved source procurement, packaging and other dairy regulatory oversight.

For example, SMADC assisted with the approval of a manufacture process for Ricotta cheese. Custom built culinary steam piping equipment for the Ricotta 'steam injection' process was installed and approved by the state in June 2015 and regular production now amounts to



approximately 800 lbs. per week. SMADC staff also assisted with the development of the Dairy's first Food and Drug Administration (FDA) food nutrition label. In FY'15, 13 cheese recipes were approved for production: Ricotta (1), Latin American Curd Cheese (1), Caujada (2), Cheddar (4), Colby (2), Jack (3), and fresh 'curds' for Cheddar and Colby. The dairy processed over 43,000 lbs. milk per week (5,000 gallons) in FY'15, with an average yield of approximately 4,000 lbs. cheese per week. This is a three-fold increase from FY'14 (1,000 lbs. per week).

Bulk Milk Trailer – In FY'15, a custom portable trailer (capacity 9,000 gallons) was purchased to transport bulk milk supplies directly from the local community farms. The trailer ensures raw milk is sourced from participating local farms only (not mixed with other milk supply) and is delivered to suit the dairy's unique processing days and times. 17 local dairy farms (one additional farm in FY'15) in St. Mary's and Charles counties now supply the bulk milk.



The dairy is currently in the process of submitting plans for a proposed storage room to be built. Plans are pending review and approval by St. Mary's Office of Environmental Health, Department of Land Use and Growth Management.

The dairy retail shop is a popular local destination for local consumers and Clover Hill cheese is now sold at numerous farmers' markets and other retail stores around the region.

Partners Include: Clover Hill Cheese House, Center for Milk & Dairy Product Safety, DHMH Office of Food Protection, Rowlands Engineering, Harbor Designs Engineering, St. Mary's County Government and County Health Department, Maryland Department of Agriculture.

Highlights (FY'15):

- 17 dairy farms supply bulk milk.
- 13 recipes approved for production.
- 43,000 lbs. milk processed per week.
- 4,000 lbs. cheese produced per week (three-fold increase since FY'14).
- Bulk milk trailer state approved for milk collection.

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

EQUINE INDUSTRY

Southern Maryland's horse stables and farms help to preserve the rural landscape and stimulate the trajectory of the regional economy by bringing together communities through equine sports events, recreational activities, and as vibrant tourism destinations. According to a 2012 Schaefer Center for Public Policy survey of 1,000 Maryland households, 14.5% have family members who ride or actively attend equestrian events, 44.5% have some interest in riding horses and other horse related activities.

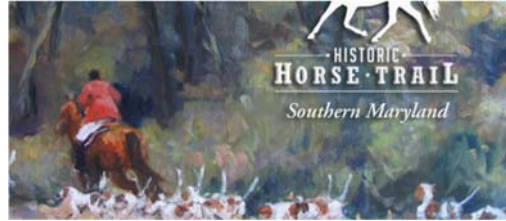
The Southern Maryland Equine guide continues to be a valuable resource and in FY'15, five additional So. MD horse farms requested inclusion in the next edition. A total of 165 Maryland Horse Industry Board (MHIB) licensed equine facilities operate in Southern Maryland, an increase of 89% in FY'15 (Anne Arundel: 68, up from 34 in FY'14, Prince George's: 38, up from 21 in FY'14, and Calvert: 19, Charles: 20 and St. Mary's: 20, up from 32 in FY'14 collectively).

Currently in Southern Maryland there are:

- Over 3,210 equine establishments (boarding facilities, commercial and private breeding, farms, recreational and commercial properties).
- 61 facilities supported by SMADC's Equine Guide.
- Over 30,000 acres attributed to equine businesses in Southern Maryland (MD Horse Board 2010 Census).
- Total capital expenditure of over \$57 million dollars (MD Horse Board 2010 Census).

Southern Maryland Horse Discovery Center Program and Horse History Trail

In response to growing public interest in equine activities and events, the Maryland Horse Industry Board (MHIB) launched the Horse Discovery Center Program in 2015. Centers offer year round programs to the public to learn about horses in a friendly and knowledgeable environment. SMADC staff assisted with criteria development and promoted the opportunity to regional equine facilities. SMADC's Executive Director was appointed to MHIB Advisory Committee. Seven So. MD equine facilities were selected (PG 1), (AA 2), (CA 2), (SM 2).



SMADC is assisting the MHIB to develop a So. Md 'Horse History Trail' to promote equine-related tourism, events and ridership. One of one three trails planned for the state, the So. Md. trail will highlight the historic role of horses in the region in combination with opportunities to explore/and experience the world of the horse at the 7 newly launched Horse Discovery Centers. Initial meetings with MHIB, local and state tourism directors, area historical societies and representatives from the equine community identified led to 13 prospective So. Md. historical sites. A website is in development with associated application/criteria. It will be completed in FY' 16.

Highlights (FY'15):

- 5 additional horse farms requested inclusion in the next edition of the Equine Guide. (2013 Equine Guide lists 61 equine businesses).
- 7 So. Md. Horse Discovery Centers identified with MHIB.
- Horse History Trail underway with 13 potential historical sites identified.

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

MARYLAND BUY LOCAL CHALLENGE



SMADC created the Buy Local Challenge (BLC) in 2007 to encourage and educate the public about the benefits of supporting local farms. The challenge is to eat (or drink) something every day from a local farm during the last full week of every July. SMADC's 2015 theme "Healthy Plate, Healthy Communities" conveys many messages about the benefits of buying from local farms, among them personal and community health, economic health for the region, and health of the environment.

In 2007, SMADC began by offering promotional materials to the Agricultural Marketing Professionals throughout the state. In 2008, the Maryland Department of Agriculture initiated a Buy Local cookout contest, which has been held at the Governor's mansion, and in Governor Hogan and Agriculture Secretary Bartenfelder endorsed the continuance of the BLC statewide. For the first time, the Buy Local Challenge promotion was included on the State Portal: www.maryland.gov.

Governor Hogan and First Lady Yumi Hogan hosted the eighth annual “Buy Local Cookout.” Selected recipes from the Governor’s Cookout competition showcased the diversity of Maryland’s farm products. Recipes included products from six Southern Maryland farms and four restaurant/caterers. The First Lady and Government House chefs also prepared an entrée and salad for the cookout.



Each year, restaurants and stores, caterers, distributors and other food purchasing businesses are encouraged to increase their ‘local’ purchases during the BLC. 150,000 SMADC BLC fliers were distributed to over 100 Southern Maryland region ‘farm to table’ venues (restaurants, caterers, distributors), area food banks, 29 farmers’ markets, three regional library systems and 4 welcome centers. Agriculture Marketing Professionals (AMPs) spearheaded BLC promotions/events in their counties; AAEDC created a flier “*It’s Easy to Take the Challenge in Anne Arundel County*” featuring BLC partner restaurants and farmers’ markets. And the Maryland Department of Agriculture distributed 100,000 copies of the state BLC flyer (annually re-designed by SMADC) in the MVA license renewals.

The BLC campaign is taking on a life of its own, borne out by the activity on Facebook, as more consumers connect with the Challenge and are incentivized to create their own BLC week events and cross promote Buy Local Week. Enthusiastic consumers engaged in numerous creative events throughout the week on the BLC Facebook page and in the media. Carroll County 4-H Clubs posted ‘selfies’ on social media at seven participating county venues to raise youth awareness about the importance and availability of local food. The Capital Gazette profiled a different farmer each day of the Challenge. The Maryland Wineries Association, and for the first time the Brewers Association of Maryland and the newly formed Maryland Distillers Guild, all endorsed Buy Local Week.

Farm to Table List

In honor of the 2015 BLC, SMADC launched the “*So. Maryland, So Good Farm to Table List.*” (See *So. Maryland, So. Good* below).

BLC Media Campaign

Throughout the entire BLC week MDA, the Governor’s Office, sister agencies, Maryland Department of Agriculture and SMADC promoted the BLC on social media. In the first four days of the campaign, the BLC Facebook page registered close to 2,000 ‘likes’, with a ‘reach’ of 10,000 (an increase of 258% from before BLC week). The BLC website registered 10,935 unique visits at campaign mid-point, of which 5,000 were new to the challenge. The BLC Twitter hashtag *#buylocalchallenge* was also enthusiastically utilized to tweet the latest BLC happenings. Both MDA and SMADC advertised in local media; a new BLC Ad campaign with Washingtonpost.com was created to target consumers across all platforms (desktop, mobile and pads) to an estimated audience of over one million (1,493,598).

BLC Website

SMADC recently purchased the domain name: buylocalchallenge.com to streamline intuitive searches for the BLC by consumers.



Hospital Challenge

SMADC continued its partnership with the Chesapeake Food Leadership Council to invite food service directors, chefs and food purchasing managers of hospitals, institutions and businesses to offer at least one local food every day on their menus during the BLC week. Individuals from over 24 Maryland hospitals/healthcare organizations pledged. Hospital/facility staff engaged fellow workers and patients with individualized BLC events and hospital catering/cafes promoted and featured meals prepared with locally sourced foods.

Highlights (FY'15-16):

- SMADC distributed 150,000 fliers to BLC participants (100 Southern Maryland region 'farm to table' venues - restaurants, caterers, distributors, 2 area food banks, and 29 farmers' markets regionally.
- MDA distributed 100,000 fliers mailed with MVA license renewals.
- Governor Hogan and Agriculture Secretary endorse BLC Week.
- Numerous independent articles, press notices, TV, radio and ads reached a combined audience over 1 million people.
- BLC Facebook page registered close to 2,000 'likes' at campaign mid-point.
- Maryland Wineries Association, Brewers Association of Maryland and newly formed Maryland Distillers Guild endorsed Buy Local Week.
- 24 Maryland hospitals/healthcare organizations pledged to take the Challenge.

Partners include: Maryland Agricultural Marketing Professionals (AMPS), Maryland Department of Agriculture, Maryland Hospitals for a Healthy Environment (MD H2E), Chesapeake Food Leadership Council, Maryland's Governor Hogan, Maryland Wineries Association, Brewers Association of Maryland, Maryland Distillers Guild.

www.buylocalchallenge.com

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

SO. MARYLAND, SO GOOD: MARKETING SOUTHERN MARYLAND

So. Maryland, So Good (MSG) – This three-fold campaign seeks to directly link farmers and buyers, add value to local agricultural products through the use of an identifiable brand (logo), and educate consumers about the benefits of buying from and supporting local farms.

Data from the latest USDA National agricultural census data show that from 2007 to 2012, the value of agricultural products sold directly to individuals for human consumption grew 58% in Southern Maryland. Direct sales grew by \$1.6 million in Southern Maryland, with growth in all five counties.

So. Maryland, So Good Buyer Grower Exchange – Connecting Buyers and Sellers

In April 2015, at the request of chefs and farmers, SMADC designed and developed a pilot communication platform, the *So. Maryland, So Good Buyer Grower Exchange* on Facebook, in partnership with Anne Arundel Economic Development Corporation (AAEDC) and hotel/caterer



Herrington on the Bay. The Exchange is intended to facilitate sales of fresh farm foods between buyers and growers. It resulted from a meeting hosted by Herrington on the Bay where participants evaluated the

quantities of local farm products (meats, dairy, produce, wines, seafood) and discussed ways to collaboratively facilitate purchasing, aggregation and delivery.

The pilot 'closed group' Facebook page was established as a test exclusively between the group members and is jointly administered by SMADC, AAEDC and Herrington on the Bay. Currently, the Exchange has 29 participants consisting of farmers, chefs, restaurants, caterers, and stores located in the Herring Bay area on the Anne Arundel/Calvert county lines. The platform is expected to take on a life of its own in response to the group's supply and demand. SMADC will assess the pilot forum in the fall of 2015, and if successful, may replicate the initiative and/or open the Exchange to a larger audience.

Farm to Table Retailers

Launched to coincide with the 2015 statewide Buy Local Week in July, SMADC published a new online 'Farm to Table' listing of regional businesses that purchase and promote farm products grown and produced exclusively by farms in Southern Maryland.

The SMSG Farm to Table List provides a one-stop shop for consumers who are eager to find locally grown farm products. Available to view or download on the So. Maryland, So Good website (www.somarylandsogood.com), the 'Farm to Table List' showcases stores, restaurants and other businesses committed to buying and promoting locally grown farm foods. To be included, restaurants and stores go above and beyond to educate their customers about the farms and farmers which supply them.

The website includes basic contact information, and features a special section that indicates whether the venues purchase locally year-round or seasonally, which product categories they offer regularly (such as meats, dairy, wine, seafood, produce) and if the featured businesses participate in the Buy Local Week, host special events with local foods, actively promote local farms by name and also train their staff about the farms products offered. The Farm to Table List is free and is updated as applications are received.

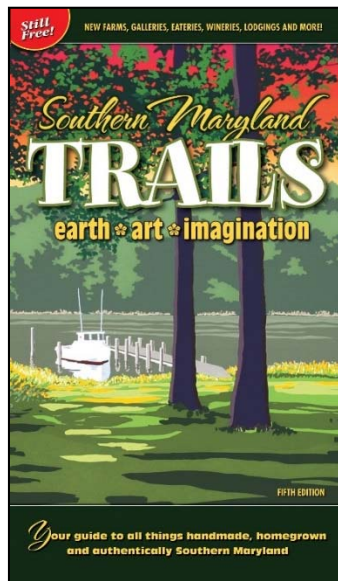
Highlights FY'15:

- So. Maryland, So Good Buyer Grower Exchange launched (29 buyer/sellers join).
- New Farm to Table Listing launched (13 venues listed in July).
- 360 farms (12 new in FY'15), (348 in FY'14) listed throughout all of SMSG websites, guides and contact lists in 2015.
- 2015/2016 Farmers Market Guide listing 29 Southern Maryland Markets and 12 additional markets in MD, Metro DC and VA hosting Southern MD farm vendors (7 new So. MD markets in FY'15).
- 2015/2016 Farms for the Holiday's Guide listing 67 agricultural businesses (wineries, farms, seafood, retail venues).
- 4 SMADC/SMSG workshops benefitted 141 individuals/farm businesses.
- SMADC website over 64,000 unique visits in FY'15.
- SMADC Facebook page registered over 11,000 total 'daily reach' for the period.

<http://www.smadc.com/programs/smsg.html>

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

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 cross promotion, 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, 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, networking opportunities, and promotional materials are provided for partner sites. The trails guide features individual trails sites as well as themed day and weekend itineraries.

As farmers connect more directly with consumers, agritourism has become a growing segment of Maryland agriculture and an important source of income for our farmers.

Agritourism sales grew 142% in Southern Maryland between 2007 and 2012 according to the 2012 USDA Census data. Agritourism provides not only an additional revenue stream but also enhances sales of value-added products directly to consumers.

Maze Craze Promotion - At the request of Trails participants in FY'15, SMADC developed a campaign to promote the region's corn maze farms during the peak season. Five Trails agritourism farms participated to cross-promote their mazes and associated on-farm activities (Spider Hall Farm, Calvert, Middleton's Cedar Hill Farm and Zekiah Farms, Charles County, Montpelier Farms, Prince George's and Forrest Hall Farm, St. Mary's). A postcard was designed to advertise the campaign and offer a 20% discount (off admission) incentive. Consumers were encouraged to visit each of the advertised farms to validate and complete their cards and be entered in a 'drawing' to win a grand prize (determined by each farm). 5,000 promo-cards were printed and distributed, and were also available on the Trails website. Farms agreed to pay a portion of the print/design cost. The Maze Craze was advertised in press releases, on the Trails website and at participating farm venues.



www.somdtrails.com

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

FARM SHARE: EQUIPMENT AND ENVIRONMENTAL STEWARDSHIP

The NEED and CHALLENGE

Farm equipment is expensive, and many farmers find it cost-prohibitive to purchase equipment that is used only a few times a year. Over-tillage has been shown to be harmful to the environment.

WHAT'S SMADC DOING

Beginning in 2010, SMADC invited agricultural entities to identify farm equipment needs that would be shared and rented by farmers across the Southern Maryland region. Funds were made available to purchase the equipment. Priority was placed on equipment that promoted long-term environmental benefit to the Chesapeake Bay and/or supported new farm initiatives, such as wine grape growing, and small scale, urban farming operations.

The equipment is managed by local agricultural entities. Rental fees are expected to cover routine maintenance and other costs of the program, such as insurance. SMADC is planning a meeting in the fall of 2015 with all the managing entities to discuss the program, review any underutilized equipment and take steps to make the program even more successful.

The equipment is listed on the “farmer resources” page of the SMADC website, and on the websites of the managing entities.

Highlights (2015):

- 38 pieces of equipment have been purchased and are available for farmers to rent across the region (See Southern Maryland Farm Share Equipment List attached).
- 2,660 acres positively impacted by conservation tillage across the five counties, an increase of 6% from FY' 14 (2,500 acres).
- The no-till drill is the most demanded piece of equipment. There are four drills between three counties.

Partners: Anne Arundel Economic Development Corporation, Calvert Farm Bureau, Calvert Soil Conservation District, Charles County Farm Bureau, Charles County Soil Conservation District, Prince George's County Soil Conservation District, St. Mary's County Farm Bureau, St. Mary's Soil Conservation District.

<http://www.smadc.com/farmRESOR/equiprental.htm>

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

AGRITOURISM: HIGHWAY SIGNS - MARYLAND PILOT PROGRAM

Initiated by Charles County and SMADC in 2011, an Agritourism Signage Program was developed with Maryland State Highway Administration (SHA), Maryland Department of Agriculture (MDA) and local farmers. The program permits highway signs directing the public to agritourism farms that meet specific criteria. The program was launched in 2013, and applications from two Charles County farms (Serenity Farm and Zekiah Farms) were approved by SHA and MDA, and signs were installed in March 2014. The program was adopted and is available to farms statewide, however these farms remain the only two in the state to have received approval and signs.



Eligibility criteria for the program requires participating farms to be open to the public a minimum of six months of the year (at least four days a week and at least six hours a day). Farms must also have an established (or self-guided) educational tour and/or host public events, such as festivals, fairs or workshops. Each individual county must agree to participate in the program. SHA and MDA have the authority to approve applications and determine the number of signs applicable per site. The cost of the signs can be prohibitive, therefore in Southern Maryland, SMADC has offered to provide matching grant funds (pending availability) for the purchase and installation of signs for up to three farms in each of the five counties.

State-wide challenges

Of the 23 counties statewide, 11 have signed endorsements from the county legislature for the Agritourism Signage program. In Southern Maryland, Calvert, Prince George's, St. Mary's counties and Charles have endorsed the program. Eight counties are moving ahead to develop county regulations to facilitate the signage program (Calvert, Prince George's and St. Mary's in So.MD). SHA is currently accepting MDA approved applications from 9 counties (including Prince George's and Calvert). Two applications are under review from Howard County and Carroll County.

The Maryland Agriculture Marketing Professionals (AMPS) report some applicants are experiencing problems as the SHA agritourism signage requirements are in conflict with counties' permanent off-site directional signage programs and in some cases may necessitate changes in legislation (Anne Arundel). Farms are also finding it difficult to meet the criteria to be open four days a week, six hours a day and six months a year.

Equine farms are researching the opportunity to apply for signage. Two Anne Arundel County farms, participants in the newly launched Maryland Horse Industry Board Discovery Center Program, could potentially meet Signage Program criteria. These centers offer a range of experiences, hands-on educational activities, farm tours and riding lessons year-round.

Highlights in So. MD:

- 2 Charles county farms approved for state signage in FY'14. Signs installed.
- 4 Southern Maryland counties signed endorsements (Calvert, Charles, Prince George's, St. Mary's).
- 3 Southern Maryland counties developing local regulations to include signage (Calvert, Prince George's, St. Mary's).

- 3 Southern Maryland farms are in process pending local county approval (Montpelier Farms, PA Bowen Farmstead, Forrest Hall Farm).

Partners include: Charles County Planning and Zoning, Maryland State Highway Administration, Maryland Department of Business and Development, Maryland Department of Agriculture, Charles County Farmers.

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

REGULATORY, OMBUDSMAN AND BEYOND

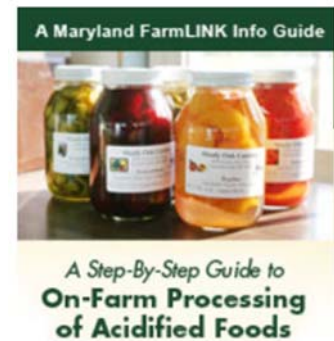
A 2015 Maryland Department of Agriculture survey of young farmers reported over 50% of those surveyed cited burdensome regulation as one of the top five obstacles facing young farmers' progress to prosperity.

SMADC's regional and statewide programs strive to create economic opportunities for farmers and provide the research, resources, information and support for existing and new farm entrepreneurs to be successful. More and more farms are engaging in value added production and agritourism to capitalize on the profit potential these products offer: to make the most of the season's bounty, minimize waste and in particular to extend seasonal sales to earn additional income through the fall and winter months when fresh product is limited.

It is anticipated the FDA Food Safety Modernization Act (FSMA) may increase the impact of regulatory compliance for food production, as focus shifts to heightened preventative controls, potentially inhibiting on-farm production of value-added products and produce for retail/wholesale markets. To complicate further, in Maryland, the DHMH Departments for Facility and Process Review and Milk Control have experienced staff shortages which resulted in protracted turn around for license applications annual reviews and inspections.

The Challenge:

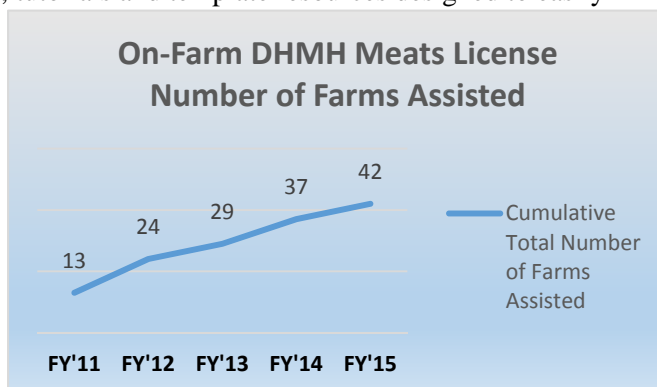
Increasingly, as farms innovate to expand their profitability through value-added production and agritourism, SMADC staff are sought out regionally and statewide to help navigate the complex and frequently time-consuming regulatory requirements of multiple federal, state and local (FDA, USDA, DHMH, SHA) agencies and zoning departments which oversee food production and farm enterprise. SMADC staff support is carefully assessed to ensure time spent ultimately benefits more than one farming enterprise in the region (industry building – meats, dairy, acidified, agritourism, etc.)



SMADC's modus operandi has always been "let's not say NO, let's say HOW" and works cooperatively with farms and agencies to achieve compliance and mutual goals. In order to facilitate and streamline regulatory oversight of on-farm value-added enterprises, SMADC has developed a close working relationship with DHMH to speed up the time required to inspect, review, and license on-farm enterprises. SMADC's role has become an essential component of DHMH's out-reach to on-farm processors. SMADC staff continue to facilitate joint workshops for regulatory updates, support for ongoing record keeping, process reviews, and license applications and as needed, provide a vital regulatory information conduit for the farming community.

What's SMADC doing?

SMADC has put in place a variety of online tools, tutorials and template resources designed to easily access local and state regulatory compliance guidelines for Acidified Foods and the On-Farm Processor/Meats License application, and created a zoning tutorial describing planning and zoning issues for the entire region for those wishing to start a new farm enterprise. Additionally SMADC staff is available if requested, to assist with one on one consultation. SMADC is currently considering elevating the implementation of an 'ombudsman' program to facilitate increased demand for knowledgeable assistance for farms.



FY'15 Highlights:

- 1 new baked goods certified/approved kitchen.
- 1 new acidified on-farm processor certified/approved for production.
- 4 new acidified recipe submissions facilitated/approved (Cornell, FDA, DHMH).
- 4 acidified foods (pickles) on-farm processors annual process reviews facilitated.
- 4 acidified on-farm product state laboratory sample collections facilitated.
- Clover Hill Dairy: bulk milk trailer approved, 4 new recipes approved, numerous SOP revisions assisted.
- 5 new on-farm processor meat licenses.
- HACCP certification completed for mobile meat processing trailer, USDA inspection preparation and meat labelling assistance.
- 2 Acidified Foods BPSC scholarships awarded.

Ongoing and Next:

- Small grains – assist on-farm certification for one on-farm portable grain milling enterprise.
- Brewing company – assist preliminary research on regulatory requirements for beer-based jellies.
- Clover Hill Dairy – assist Center of Milk Control compliance/approval for new storage addition.
- Acidified - SMADC will work with DHMH in FY'16 to update acidified tutorial and add “what’s next” component for on-going compliance and record keeping.
- Slaughter process research – zoning allowable uses definitions for Southern Maryland.
- Group GAP certification – SMADC plans to explore implementation once USDA approves group certification.

Partners include: St. Mary's County Economic Development, College of Southern Maryland, Maryland Department of Health and Mental Hygiene, Cornell University, University of Maryland Extension, Infectious Disease & Environmental Health Administration - Center for Milk Control, Food and Drug Administration, United States Department of Agriculture, Maryland Department of Agriculture, State Highway Administration, Department of Health and Mental Hygiene.

www.smadc.com

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

MARYLAND TOBACCO BUYOUT

Fifteen years ago, the Maryland Legislature put in motion an innovative program known as the Tobacco Buyout. Using a modest portion of funds from the Master Settlement Agreement, Governor Parris N. Glendenning vowed to, “close the book on Maryland’s tobacco heritage and improve the health and quality of life for all Marylanders.”

The goal, however, wasn’t to simply pay farmers to stop growing tobacco. It was important to state legislators that the Tobacco Buyout program also help preserve farmland in southern Maryland and aid former tobacco farmers in transitioning to more profitable and life-sustaining crops. Three priorities were identified by the Governor’s Tobacco Crop Conversion Task Force 1) buyout and transition; 2) land preservation and 3) infrastructure development.

The Tobacco Buyout payments have now concluded. Ninety-two percent of the 1998 eligible tobacco were taken out of production for human consumption as 854 growers have taken Maryland’s Tobacco Buyout. This represents 7.65 million pounds of tobacco and 83% of Maryland’s producers.

LAND PRESERVATION AND STEWARDSHIP

AGRICULTURAL LAND PRESERVATION:

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

For years, the demand from farmers wishing to sell conservation easements has far outpaced the available resources from county and state land preservation programs. There are currently 62 farms with land preservation applications in southern Maryland for the 2015 cycle. Funding for both state and local programs has been inconsistent over the past decade and land values have also been extremely volatile in the past several years. In 2002, the average cost per acre for the MALPF program statewide was \$1,958. By 2012, the average cost per acre had increased to \$4,522, reaching a peak in 2009 at \$6,880 per acre. The combination of these factors resulted in modest gains toward the acquisition of new conservation easements during the past decade.

SMADC has received full or partial funding for land preservation in all but one year (2012). Those funds helped the five counties in southern Maryland to leverage more acres than they would have been able to otherwise. And, those funds enabled Prince George's county to begin a land preservation program. Without SMADC's land preservation efforts, far fewer farm acres would have preserved.

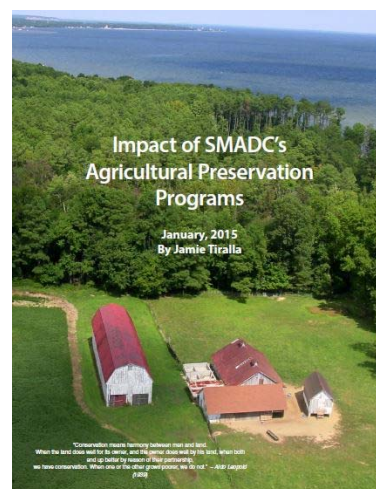
Proximity to urban areas has always been posed as a threat to Maryland agriculture, but it also presents an opportunity. Since its inception, SMADC has been working on programs and initiatives to help Southern Maryland farmers to take advantage of the local food movement. Located in the backyard of the nation's 4th largest metropolitan area, many of the region's farmers are now tapping into an area food budget that is estimated at \$26 billion.

Beginning in 2014 and through FY'15, through its FarmLINK program, SMADC helped to facilitate several realtor training classes throughout Maryland. The course equips realtors with the tools and information necessary to help their clients identify, analyze and purchase or lease farmland in Maryland. To date, more than 100 realtors from 16 counties have successfully completed the course (See FarmLINK).

The Future of Land Preservation

The change to Southern Maryland agriculture has not been without its challenges. But in just fifteen years, the attitudes of many have shifted from worry to optimism. With a renewed sense of enthusiasm, SMADC can build on the momentum over the next ten years. Funding for the Cigarette Restitution Fund will continue to flow to the state through 2025. SMADC hopes it will continue to receive the 5% share promised to Southern Maryland's farmers.

Land preservation is a key aspect of those efforts. Having a stable land base is instrumental in securing the economic future of agriculture in the region. Farming is hardly possible without land. New farmland is not being made. Aggressive strategies and incentives are needed to preserve the existing farmland and attract future farmers not just to the five-county region - but the state as a whole.



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

Highlights (FY'15):

SMADC funds:

- 982 acres (10 farms) directly preserved in three counties (8 Calvert, 1 Prince George's, 1 St. Mary's).*
- Resulting in 16,176 cumulative acres over the 13 years of program funding.

SMADC plus leveraged County program funds:

- 35,174 acres (306 farms) cumulatively preserved in the five counties.
- SMADC has actually surpassed the FY '15 and FY '16 goal of 35,000 acres preserved. Recommend the FY'16 goal be increased to 36,000 of preserved acres.
- 2,660 acres positively impacted by conservation tillage across the five counties, an increase of 6% from FY'14 (2,500 acres) (see Farm Share Equipment).
- A report on the Impact of SMADC's Agricultural Preservation Programs, authored by Jamie Tiralla was commissioned and published (See www.smadc.com).

**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.*

FOOD, FARMS AND HEALTHY COMMUNITIES

SOUTHERN MARYLAND FARMERS' MARKETS

Farmers' markets have gained popularity over 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. They also provide a source of income for direct-market farmers. Farmers' markets can also be a means to provide fresh food to the underserved communities, while also boosting income for farmers. SMADC has developed initiatives to each of these.

SMADC Support

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

SMADC hosts workshops for farmers' market managers to keep the markets up to date with new incentives, opportunities and regulations. SMADC has provided administrative support to individual markets in applying for grants for EBT/SNAP incentive funds. Additionally, for several years SMADC produces an annual directory of farmers' markets throughout the five-county region. The brochure features a chart of what's in season when and lists which markets provide EBT/SNAP.

SMADC provides promotional assistance grants directly to farmers' markets where the majority of farm vendors are from Southern Maryland. The grants range from \$500 - \$2,000 per market. Since 2003, over \$242,000 has been awarded to eligible farmers' markets for promotion. In 2014, gross revenue from these farmers markets was approximately \$2.4 million, from 266 Southern Maryland vendors. Over the years that SMADC has worked with markets, a cumulative estimate of \$25 million has been earned through the markets; which amounts to a \$47 million impact on the local economy, as farms and their employees reinvest their earnings in the community. For a relatively small amount of SMADC grant funds, the overall return on investment in the farmers' markets has been significant.

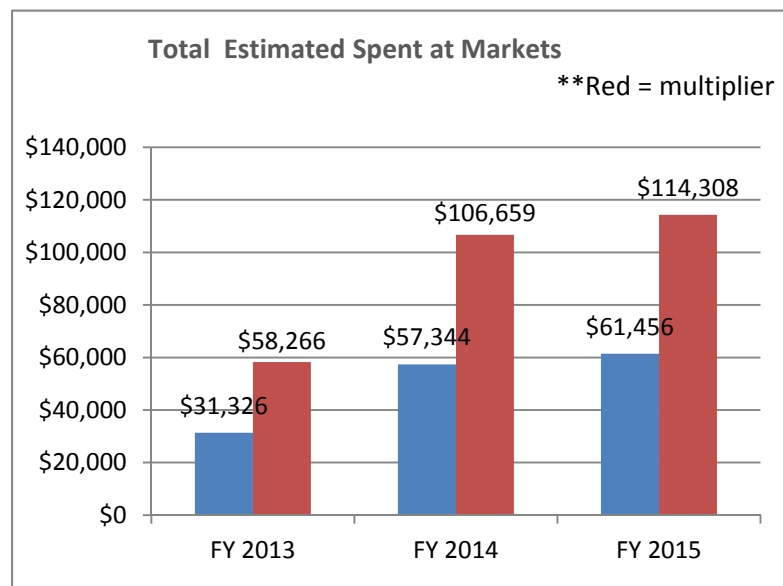
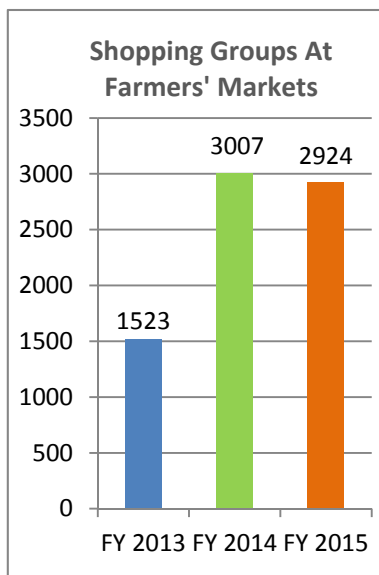
Trends:

We see an increase in the number of specialty vendors at markets such as wineries, meat producers and breweries. Many surrounding businesses and management companies view farmers' markets as an asset, and are soliciting more markets and actively supporting and promoting them. This has two ramifications, while the increase of markets may have an economic benefit in the surrounding communities; farmers complain that too many markets decrease sales at any one venue.

Farmers' Market Economic Surveys

In order to fully appreciate the economic and social impact of Southern Maryland farmers' markets on the local economy, SMADC has conducted consumer surveys at markets. The number of shoppers is recorded, along with a customer survey. Analysis is enabling SMADC and the markets to better understand the impact of the market on the local communities. These surveys also help vendors, market managers and local community government better understand their customers. Through the surveys, markets can also better understand the needs and wishes of their customers.

Five markets have been continuously surveyed for three years, and in 2015, staff will conduct a 4th survey round. Surveying over a number of years should average out abnormalities in any given year. Data and highlights are shared with the individual markets. The following graphs show preliminary data from the original five markets.



Results are for a single market day on a specific date. Note: Shopping group is typically 1.6-2.0 people; SMADC used 1.8 as the average number. Counts take place hourly, 20 minutes after the hour. The estimated attendance is determined by multiplying the total of the hourly counts by 3. Shopping groups are determined by dividing the est. attendance by 1.8.

Thus far, in 2015, preliminary data for five markets shows following:

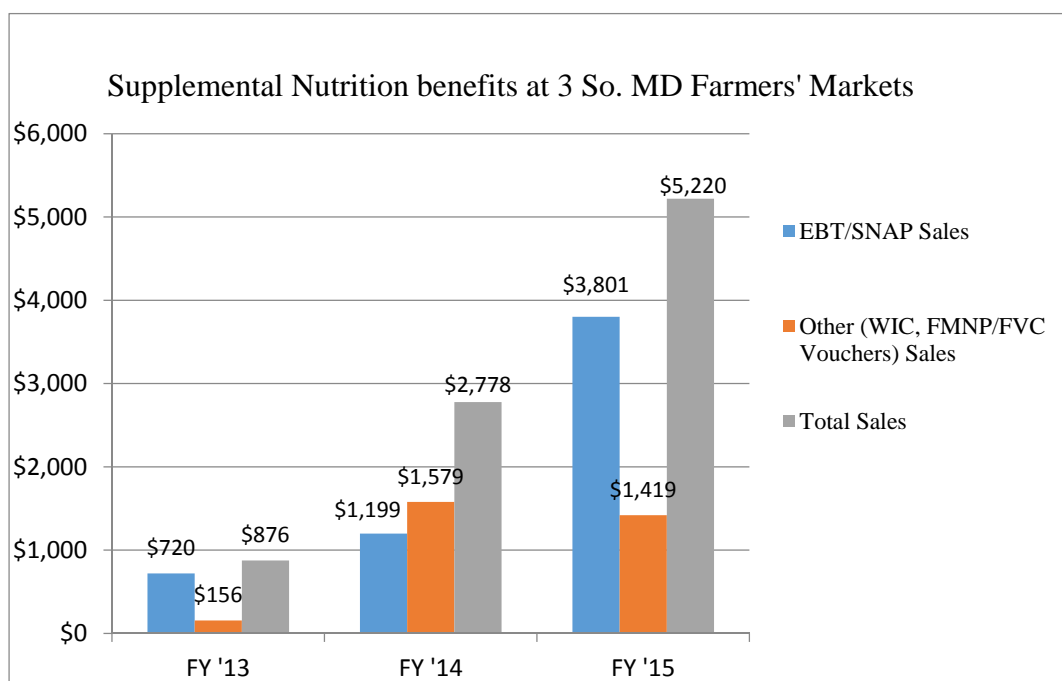
- 83% of all patrons of these markets primarily came out exclusively for the market (may depend on market location and proximity to other businesses).
- Patrons surveyed spent \$15 - \$24 at the markets on day of survey.
- An estimated \$4,000 - \$23,000 was spent at the markets on day of the survey.

Increasing Access to Fresh Food for the Hunger Community at Farmers' Markets

Several federal nutrition assistance programs have been established to help needy families attain better access to fresh farm food, such as the Supplemental Nutrition Assistance Program (SNAP), Farmers' Market Nutrition Program (FMNP/WIC), and Fruit and Vegetable Check (FVC) program. The primary challenge to make farmers' markets accessible to low-income shoppers is the technology and administration 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 income through transaction fees. SMADC assisted two markets to obtain EBT machines (Home Grown Farm Market in Lexington Park and the Waldorf Farmers' Market). There are 10 markets in Southern Maryland that now accept EBT; five have received marketing assistance from SMADC.

This marks the third year accepting SNAP benefits for the two markets SMADC assisted. These two markets were able to incentivize all federal nutrition programs (SNAP, FMNP and FVC check) by providing up to \$10 "Bonus Bucks" per transaction to purchase more fresh food. Although the grant that allowed these markets to offer incentive funding has ended, SMADC has assisted the markets in submitting applications for additional funds.

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, St. Mary's County Economic Development.



FOOD, FARMS AND HEALTHY COMMUNITIES

HUB AND SPOKE PROGRAM



This program seeks to bring fresh farm food to the hunger community, while enhancing profitability for farmers in partnership with a regional non-profit, Farming 4 Hunger (F4H).

The Hub and Spoke Task Force formed in FY'12 to identify effective ways to improve distribution of fresh, locally grown produce to food-insecure families in Southern Maryland. Staffed by SMADC, the Task Force met with many members of the community, including public health officials, University of Maryland educators, food banks, farmers, churches, pantries, Department of Corrections, and School Superintendents to assess the needs of the community and develop a series of recommendations.

The Hub and Spoke Task Force proposed a three-year pilot program in which fresh, locally grown produce donations from farmers/gardeners would be distributed to needy families in the five counties of Southern Maryland. Edible produce may be brought to a central site (Farming 4 Hunger) which then distributes the food to the hunger community through mobile food drops at targeted sites (Spokes) in the community such as churches, schools or pantries. Alternatively, farms can directly donate to Spoke sites.

In FY15, SMADC funds provided a refrigerated truck and warehouse space for F4H, thus enabling F4H to engage 29 farmers from Southern Maryland, bringing 1.2 million pounds of local, fresh farm food to the working poor and \$191,000 dollars to the farm community in 5 months. Fresh produce from local farms was picked up by F4H, aggregated and delivered within an unprecedented 24-48 hours of harvest time to the local community, thus keeping the "food miles" with the region, and the produce fresher and more nourishing. Engaging new farmers in the region significantly enhanced the diversity, quality and freshness of farm products for the hunger community.

The project has provided farmers with a sense of hope, knowing that there was a market for their "seconds, ugly tomatoes, surplus or dropped accounts by large wholesalers," and provided an outlet for what would otherwise be considered food waste in society. Farmers have indicated willingness to plant more produce in FY'16, and more farmers have expressed interest in joining the project. Therefore, we plan to continue the partnership and expansion of the Hub and Spoke program into the future. Through this partnership, F4H plans increase its food distribution in FY'16.

As a result of the project and the truck provided by SMADC, F4H will now be able to grow and deliver food to institutions. As a result of the connections made, Charles County Public Schools is interested in teaming up for the FY'15 season. We hope that all of this work will incentivize farmers to grow more food in the region.

Economic benefit for local farms

Twenty nine local farms have teamed up with F4H, and in FY'15, F4H tripled the number of fresh produce drops. Farmers were able to make a small profit as F4H provided between \$2.50-\$3.00 per bushel through an agreement with the Maryland Food Bank. Although the price may change with supply and demand, previously the farmers received only \$1.50 per bushel for donated food. Thus, participating farmers doubled their economic benefit. In Prince George's County alone, over 91,000 pounds of produce were picked and distributed from one farm between August and October 2014. According to the farmer, most of this would otherwise have gone to waste.

Farm Food Donation Tax Credit (financial incentive for farmers)

A key component of the Hub and Spoke model is an economic incentive to reimburse farmers a portion of the cost of the harvest, packaging, and delivery. The Hub and Spoke Task Force formally ended in June 2014 as the Farm Food Donation Tax Credit Bill was not taken up by the House in 2014 (SB 670). The H&S project continued regardless. In December 2014, the Task Force met to formulate a strategy for 2015. The tax credit bill was re-introduced in January 2015 (Senate Bill 0280 / House Bill 0359) “Income Tax Credit - Qualified Farms - Food Donation Pilot Program.”



The bill would have allowed “a qualified farm a credit, for tax years 2015 through 2017, of up to \$5,000 against the State income tax; providing that the credit is equal to 50% of the value of an eligible food donation or 75% of the value of donated certified organic produce; providing that, for a fiscal year, the total amount of tax credit certificates issued may not exceed \$250,000; reestablishing the Task Force to Study the Implementation of a Hub and Spoke Program in the Southern Maryland Region; etc.” It was envisioned as a pilot for the rest of the state. The initiative garnered interest from as far away as the Food Law and Policy Clinic at the Center for Health Law and Policy Innovation at Harvard Law School, who submitted a letter of support. The bill was not addressed during the 2015 winter legislative session.

Despite the lack of passage of the Maryland tax credit bill, SMADC still aims to help increase the number of farms donating fresh produce to the hunger community through the Hub and Spoke program. Where it makes sense logistically, some farms donate directly to Spokes in their community. For example, as a result of the Hub and Spoke program, a large produce farm in Charles County has donated several thousand pounds of fresh, organic produce to a food pantry in Charles County that serves up to 100 people in need a week. The partnership has gone so well that the pantry has not had to buy canned vegetables and fruits, thus providing its community fresher and tastier foods. The farm is a four-season farm, which allowed for produce to be delivered throughout the year. This farm, and others who donate regularly, did not receive funds and would have received the benefit of the Maryland Tax Credit for Farm Food Donations, had it existed. SMADC will continue to work closely with Farming 4 Hunger, farmers, and the spoke sites to assist and enhance getting fresh farm food to the hunger community.

Five additional food pantries/soup kitchens (two in Calvert, one in Charles, one in Prince George’s, and one in St. Mary’s County) have had a similar experience. By picking up farm-fresh produce directly from the F4H on a recurring basis, these pantries are now able to provide more nutritious meal options to their clients. Additional groups have asked to participate, and SMADC is researching how to put this part of the program in place for FY’17, assuming the Maryland Tax Credit bill is passed by the Maryland legislature.

Hub and Spoke Assessment Tools:

In addition to measurements such as the number of farms, spokes, families, pounds of food, time and food miles, SMADC and F4H created a test survey to be administered at drop sites in FY’16. Overall, recipients were pleased by the freshness of the produce, the delivery, and service of the program.

In the fall, SMADC was contacted by the Johns Hopkins School of Public Health who was interested in developing additional tools to evaluate the Hub and Spoke program. A graduate student at the Johns Hopkins University Bloomberg School of Public Health partnered with SMADC to develop a health assessment tool to measure the health impact of the Hub and Spoke program. It will be modifiable for use

counties of Southern Maryland. In FY'15 the Southern Maryland Food and Farm interactive map was publically launched and publicly available on the SMADC website under Food, Farms, and Nutrition.

The Southern Maryland Food and Farm maps include:

- Farms, Farmers' markets and farm stands.
- Supermarkets and small food stores.
- Food deserts.
- Food banks/warehouses.
- Overlapping layers of income, population, and health statistics.
- Schools that provide free and reduced meals (FARM) to children.
- Nutrition assistance offices (SNAP, WIC).
- Hub and Spoke locations for distribution for the hunger community.
- Public transportation lines.

Next Steps (FY'16)

- Continue to build and refine the Southern Maryland Food and Farms Map and share the data with Johns Hopkins for the Maryland Food System Map.

Partners: Farming 4 Hunger, Johns Hopkins Center for a Liveable Future, Town Creek Foundation, Calvert County Government, Department of Community Planning and Building.

FOOD, FARMS AND HEALTHY COMMUNITIES

MARYLAND FOOD HUBS - REPORT AND CONVENINGS

In response to a request from the Maryland Legislature, in 2014, SMADC prepared a summary report of emerging and existing food hubs across Maryland, many of whom did not know each other existed, and offered to update the report annually. The first report was delivered in September 2014.

SMADC also convened the new and emerging Food Hubs for a training session with the Town Creek Foundation and the Wallace Center in 2015, and is planning a follow-up convening in November 2015.

The Maryland Food Hub Report

SMADC conducted a study on existing and emerging Food Hubs in Maryland with an eye to identify collaborative and synergistic initiatives between the hubs as appropriate. SMADC undertook this report through a transparent process, inviting all hubs willing to participate. A substantial amount of initial information was compiled through an exhaustive web search. A survey was then sent to all Food Hubs that could be identified in Maryland, with a relatively good response rate. The report helped identify areas of need and provided a blueprint for the state.

The report was shared with the Food Hub and sent to the Maryland Department of Housing and Community Development and the Maryland Department of Agriculture. It is publically available at www.smadc.com under Food/Farms/Nutrition. An updated report will be published in FY'16 (September 2015).

SMADC was also awarded grant funds to explore national trends and explore further collaborative opportunities for Maryland Food Hubs with the Wallace Center at Winrock International and National Good Food Network in FY'16. These findings will be shared with the Hubs and a summary compiled in a supplemental Maryland Food Hub Report.



Food Hub Convenings

In FY'15, the first-ever convening of Food Hubs in Maryland was held in Baltimore by the Town Creek Foundation. The event was very well received and many requested that the meetings be continued, perhaps at the various Food Hub sites to facilitate learning.

SMADC sees value in breaking down the silos that currently exist within the region and across the state. By working together as a group or sub-groups, the Maryland Food Hubs could discover ways to be synergistic with each other, and apply for regional or federal grants, and

collectively work to enhance the sustainability of local food systems.

To this end, SMADC sees tremendous value in sharing lessons learned, cross-marketing, and working synergistically as much as possible, and therefore offered to help coordinate additional convening's in FY'16.

SMADC and the Wallace Center at Winrock International hosted a training session for Emerging and Early Stage Food Hubs in FY'16 (July 2016). The event included an instructor from a Philadelphia Hub (Common Market) and the Wallace Center. The workshop was a daylong in-depth "start-up and capacity-building course" to support the development of food hubs and the decisions needed to create them. The training was targeted to help hubs, entrepreneurs, and communities understand various hub models and make initial decisions about feasibility and business planning, business organization, models, operations, farmers, food safety and regulation, transportation, markets, pricing, financing and raising capital. The workshop provided a clear understanding of what is needed to establish and operate food hubs as viable businesses and as strategies for social impact. The workshop combined discussions and presentations, and provided the participants with take home materials that include the presentation and notes, case studies, topic write ups, and tools.

Eight Hubs attended the workshop (Representatives from Maryland food hubs included SMADC, Chesapeake Harvest, Community FARE, Chesapeake Farm to Table and Garrett Growers Cooperative, Inc. In addition, representatives from outside Maryland attended, including: DC/VA- Arcadia Center for Sustainable Food and Agriculture, VA- Miltons Local, PA- South Central PA)

SMADC is planning a follow-up convening for all Maryland Food Hubs at Common Market, one of the oldest Food Hubs in the Mid-Atlantic, and will continue to undertake periodic convening's for the Maryland Food Hubs as funding permits.

SMADC also held a Buyer Grower workshop in Southern Maryland which included a food hub component. The panel discussion provided a stimulating forum for farm businesses and buyers to explore the opportunities and challenges of selling and buying local products, and discussed regulations for producers and retailers. Invited panelists included farmers, chefs, restaurants and local and regional store owners and buyers.



And, through the Southern Maryland Food Council, SMADC reached out to additional community members to gauge interest in the Southern Maryland Ag and Food Center (see sections on the Center and the Council).

Highlights in FY'15

- Researched and published “Existing and Emerging Food Hubs in Maryland” report.
- Hosted the Regional Existing and Emerging Food Hub workshop with the Wallace Center at Winrock International. 8 food hubs attended, 5 from Maryland.
- Hosted a Southern Maryland Buyer Grower Workshop with food hub panel discussion. 65 farmers and retailers in attendance.

Next Steps (FY'16)

- Continue to research and update the Existing and Emerging Food Hubs in Maryland report.
- Co-author a Maryland Region Food Hubs report with the Wallace Center at Winrock International, National Good Food Network.
- Continue to host and attend convenings with regional food hubs and wholesale distributors.

Partners include: National Good Food Network, Town Creek Foundation, Wallace Center at Winrock International.

FOOD, FARMS AND HEALTHY COMMUNITIES

CROP HOP: A CYCLING TOUR OF SO. MARYLAND FARMS

Always looking for creative ways to engage and educate the community about the importance of farms and fresh food, SMADC initiated the Crop Hop in 2012. The Crop Hop is a cycling tour of Southern Maryland farms designed to provide a fun and healthy way to learn about our area's diverse agriculture, and raise funds to provide fresh, local farm products to low-income communities in Southern Maryland. The event is for all riders, including avid cyclists and families.



The Crop Hop has the three following goals:

- Connect people to the local food system by improving their understanding of local farms.
- Promote healthy living through a diet of fresh, local foods and physical activities such as bicycling.
- Support those who can't afford to buy locally produced foods by donating proceeds to a local anti-hunger organization to purchase and distribute fresh local foods.

In its third year, the 2104 Crop Hop took place in Prince George's County. 320 riders chose from one of four routes, including a metric century ride (Silo Century) and a short ride for children and families (the Sprout Route).

Five diverse farms and two parks were featured (Sun Splash Farm, Leighton Horse Farm, P.A. Bowen Farmstead, Bald Eagle Farm, Romano Vineyards & Winery, Mt. Calvert Historical & Archaeological Park, and Merkle Wildlife Sanctuary).



After the ride, participants were provided a picnic featuring local farm foods. The picnic was also open to the public for a fee. Proceeds from the Crop Hop provided \$2,500 to Farming 4 Hunger to purchase fresh, local produce for low-income communities in the region.



Partners include: Local businesses also sponsored the event through monetary or in-kind donations: ATHA War of 1812 Mini Grant, Prince George's County Farm Bureau, Lynn White, Wegman's Grocery, Department of Parks and Recreation, MOMS Organic Grocery, La Plata Coca-Cola, Colonial Farm Credit, SMECO, Oxon Hill Bicycle and Trail Club, Proteus Bike Shop, Greenbelt Co-Op Supermarket & Pharmacy.

In addition to the farms and parks, partners included: Prince George's County Government Public Safety Special Events Coordinating Group, Patuxent Riverkeepers Center, Farming 4 Hunger, Ernshaw Brothers, Inc., Baden Community Center and Moore's Country Store, Pineapple Alley Catering.

2015 Crop Hop

The 2015 Crop Hop is scheduled for Saturday, October 10, 2014 in Anne Arundel County. The route will begin and end at the Smithsonian Environmental Research Center (SERC). The 2015 farm stops will be The Vineyards at Dodon, Griffith Farm, Greenstreet Gardens, Red Top Farm, Obligation Farm and Hot Sox Ball Field.

Highlights (FY'15):

- 320 riders participated (up from 249 in FY' 14, a 28% increase in ridership).
- Crop Hop Facebook posts organically reached 8,526 people (Facebook uses the term "organic" to mean "reach that is not due to paid advertising").
- \$2,500 benefitted Farming 4 Hunger (for the Prince George's County hunger community).

www.croptop.com and www.facebook.com/TheCropHop

ADDITIONAL WORK WITH PARTNERS:



exercise.

SMADC assisted the MedStar St. Mary's Hospital and the Healthy Eating and Active Living (HEAL) Action Team to sponsor a farmers' market on the "More to Explore" passport program. This program encourages families and youths to explore 22 sites throughout the county during the summer months, while getting outside to receive the wellness and health benefits of

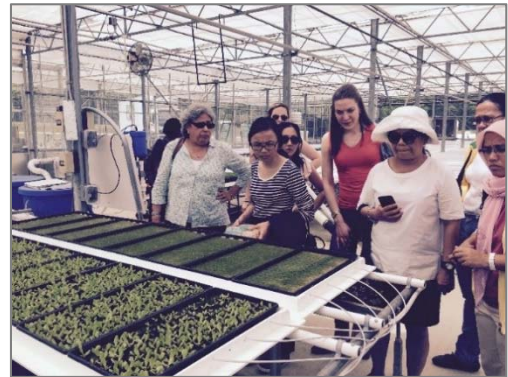


Partners include: MedStar St. Mary's Hospital, St. Mary's County Public Libraries, St. Mary's County Health Department, the Healthy Eating and Active Living (HEAL) Action Team.

Plan USA's Global Women in Management Tour – May 2015

SMADC was honored to host a tour for 32 women from 18 countries attending Plan USA's Global Women in Management Program. The tour began at the SMADC offices where they learned about the rural economy, economic advancement, strategic communications, advocacy, policy change and project management from SMADC staff. Several farms were visited:

- Forrest Hall Farm where they heard from several women in leadership positions in the farm community who discussed diversification, marketing strategies, and challenges facing young farmers.
- The recently launched Amish Dairy, Clover Hill, where they shared insights on establishing new businesses, regulatory hurdles, and product development.
- At Farming 4 Hunger the group enjoyed lunch and presentations on providing fresh food to the hunger community, business sustainability, training pre-release inmates, and the role of food councils in the community.
- The final stop on the tour was the beautiful Herrington on the Bay where the group enjoyed discussions on strategic marketing, government support, and responding to consumer demand with regards to fresh farm food.



QUOTE from Participant:

"I am deeply thankful for your wonderful preparation for us to have a great field trip. I have never been to any workshop where I have seen so much, felt so much, learn so much, been taken such good care and of course, eaten so much. I am really touched seeing the farmers smile and proudly share their stories and passion in farm work and contribution to a mentally and physically healthier community. For me, when someone feels deeply happy with what they are doing and is willing to spread their good work to others simply by putting your heart in making food, it is already the biggest achievement though they are facing many challenges."

Other Notable Events:

- Secretary Bartenfelder informal inaugural visit to So. MD farms (5 farms showcased).
- Senator Cardin visit (9 young farmers/ farms showcased).
- SMADC Hosts 2015 Agricultural Marketing Specialists (AMP's) Tour (8 farms showcased).

FOOD, FARMS AND HEALTHY COMMUNITIES

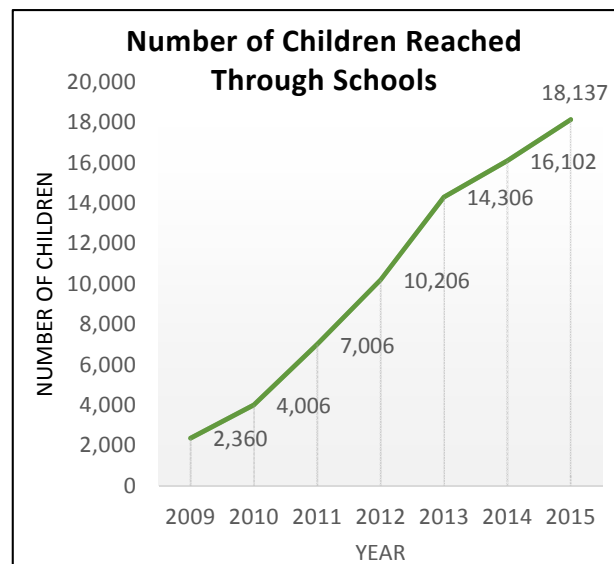
CORNELIA AND THE FARM BAND PROGRAM Addressing Childhood Health and Obesity

SMADC's Cornelia and the Farm Band program was created to educate and excite children and their families about the long term benefits of good health, tasty foods, and supporting local farms. It addresses serious topics such as childhood obesity and exercise in fun and creative ways. The program has grown over the years, and touches children and their families in many diverse ways.

K-12 curriculum was developed in line with the Maryland State Curriculum. Now in its ninth year, much of the educational package is available to view and download from the 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.

Farm to School (Maryland Homegrown School Lunch Week):

The goal of the Maryland Farm to School Week is to encourage the use of locally grown produce in school meals, to promote community partnerships, and to help students connect with local farmers. Throughout FY'15, SMADC's mascot, Cornelia attended five elementary schools, reaching 1,800 students. Cornelia helped the children understand the importance of local farm foods and helped them identify some of the many fun outdoor activities they can experience at local farms. Since 2009, Cornelia has reached over 18,137 students in schools.



Town Creek Elementary School

In November 2014, Cornelia attended Town Creek Elementary School's Healthy Habits "all school" assembly. 235 students enjoyed Cornelia and each received their own Farm Starter Kit. Cornelia was given an honorarium (\$300) to appear at this event which covered costs and planning time.

Hear Maryland Crunch

In March 2015, Cornelia and staff participated in the Maryland Hunger Solutions "Hear Maryland Crunch" photo contest to raise awareness of the importance of having a healthy and nutritious breakfast. Cornelia was one of the prize winners of the contest.

Bowie Baysox Baseball Game



On Father's Day, June 21st, 2015, SMADC sponsored their second Bowie Baysox baseball game. Cornelia and staff promoted the SMADC programs: The Buy Local Challenge, The Crop Hop and Maryland FarmLINK. SMADC was also given the opportunity to speak prior to the game, display SMADC banners and distribute marketing materials. In addition, several 'Cornelia' animated songs were



played on the big screen, Cornelia threw out the first pitch and SMADC radio announcements were played through the entire Baysox season. Cornelia had countless opportunities to interact with the 4,400 fans in attendance.

Blue Crabs Baseball Game

In July 2015, SMADC sponsored the Southern Maryland Blue Crabs (Baseball) first “Farm Fresh” Night. The event featured a small farmers’ market prior to the game, informational booths in the concourse, and a display of two working tractors from Part Green Hill Farm. During the game Cornelia, Couch Potato and SMADC staff promoted the Crop Hop, FarmLINK and the Buy Local Challenge Week which began the following day. Attendees were also given the opportunity to take the Buy Local Challenge pledge at the stadium and receive a special pledge certificate. Cornelia and Couch Potato posed for photos and shared their message with the 3,400 fans in attendance. The Blue Crabs have expressed a desire to host a second Farm Fresh Night next year.



County Fairs

Cornelia and Couch are enthusiastically received at the local County Fairs where they pass their messages to parents and children, and encourage people to visit the SMADC booth. Cornelia and Couch Potato again participated in the St. Mary’s County Parade. Cornelia made countless connections with parents and children, many of whom remembered her from visits to their schools. The last 783 “Cornelia Cooks” coloring books were distributed during the County Fairs.



Marine Corps Marathon – Healthy Kid Fun Run

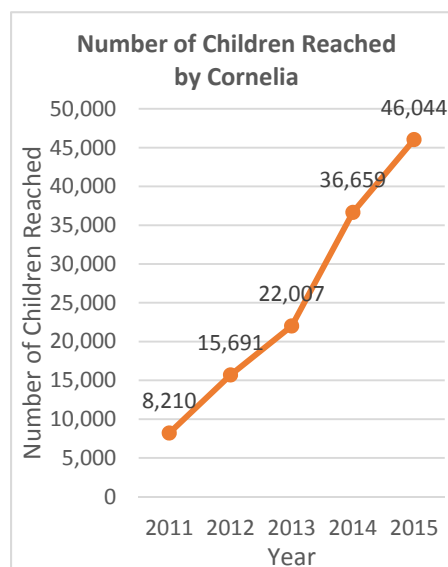
For the second year in a row, Cornelia attended the Marine Corps Marathon Healthy Kids Fun Run. Cornelia had an opportunity to share her message with a portion of the 3,000 children in attendance as well as promote a healthy active lifestyle.



Highlights (FY’15)

- Approximately 9,385 new children were reached at the special events and schools.
- Since 2009, Cornelia has reached over 46,044 children through schools and special events.
- Since 2009, over 18,100 school children have been reached at schools.

www.Let'sGotoAFarm.com



SOUTHERN MARYLAND FOOD COUNCIL

**southern
maryland
food council**

SMADC initiated the creation of the “Southern Maryland Food Council” (the Council) in 2011 to bring a new set of voices to a table concerned with food issues, food access and availability, food equity, and farms. SMADC’s specific focus is on increased access to fresh locally grown food, while enhancing farmers’ profitability. The Council is open to anyone interested in food issues, including problems of inadequate nutrition and related health concerns in Southern Maryland.

The Council’s mission is to: “Bring together diverse stakeholders to integrate all 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.” It strives to provide a forum for education and community discussion on food systems, aimed at identifying opportunities and challenges by engaging speakers from around the region and state. This will (and has already) resulted in stronger community networks between organizations and individuals interested in food-related issues.

Council members have forged partnerships and brought forth ideas for implementation. The Council and SMADC also continue to work with other groups across the region to share information on similar issues and policies. They have met with the Prince George’s County Food Equity Council on several occasions to discuss ways in which to work together on initiatives, with the Chesapeake Food Leadership Council, and with the Institute for Public Health Innovation. The Council has sponsored public Networking Events, discussion groups, and has begun hosting a guest speaker from around the region prior to each of the meetings.

Foodways Community Networking Event

The second annual regional Networking Event was held in May 2015 in St. Mary’s County. The event was well attended and allowed participants to explore specific food-related issues. Topics of discussion were identified through an on-line survey, and included community gardens, the emerging Agricultural Business Park and Food Innovation Center, and childhood hunger. During the event, many new connections were made. One in particular, was a cross-cutting connection with SMADC’s Hub and Spoke program. St. Mary’s Caring,



a food pantry serving the Lexington Park area, was at the childhood hunger table and mentioned a new summer meals pilot program they were starting at two low-income elementary schools, targeted to students and their families. They were set to start in July, but did not have enough food. Farming 4 Hunger was also at the table and, during the event the two groups were able to form a partnership. The pantry is now being provided with fresh locally grown produce for their summer meals program (summer 2015). The partnership is working well to date, and over 1,000 pounds of produce has already been donated as a direct result of the connection made at the Foodways Networking Event.

7th Annual Southern Maryland Hunger Conference

On behalf of the Southern Maryland Food Council, SMADC staff presented to 68 attendees at the 7th Annual Southern Maryland Hunger Conference. This was a valuable opportunity to engage those supporting the hunger community.

Institute for Public Health Innovation (IPHI) Regional Convening

The Food Council also paired with the IPHI to hold a regional Food Policy Brainstorming meeting. The event brought together members of the Food Council and general public to discuss how Food Councils can better collaborate to make changes and support each other across the state of Maryland. IPHI is holding a series of regional convening's to develop a Maryland Food Policy Blueprint for a state level food system.

Highlights in FY'15

- Added Educational Presentations prior to each Council meeting.
- Participated in four meetings with other Food Policy councils from Maryland, D.C. and surrounding states.
- Worked closely with the Chesapeake Foodshed Network on cross-cutting initiatives.

Next Steps (FY'16)

- Finalize revision of its bylaws.
- Third Foodways Networking Event is planned for May 2016.
- Create a 'volunteer' directory to connect those who would like to volunteer in the food community with organizations seeking help. This will include how volunteers can be utilized and organization contact information.
- Possibly undertake a Farmers and Chefs cooking demonstration to educate the public on the importance of local farm foods and ways to prepare them.
- Continue to update the regional Hunger Resource Directory as new information becomes available.
- Continue to connect those in the community who are working on food issues.
- Increase membership on Council.

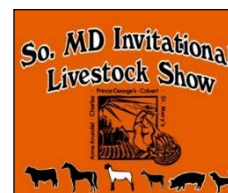
www.somdfoodcouncil.com

FOOD, FARMS AND HEALTHY COMMUNITIES: FUTURE

SMILE: EDUCATION AND NETWORKING FOR YOUTH



As farms become fewer in number across the state of Maryland, it is increasingly important to find ways to provide educational and networking opportunities for farm and community youth, stimulate interest in agricultural careers and grow a new generation of farmers. To address this need, SMADC has sponsored the Southern Maryland Invitational Livestock Expo (SMILE) show for 11 consecutive years. The SMILE Expo features fitting and showing, market and breeding competitions for large domestic livestock species and classes for small species (rabbits and guinea pigs). This year, the much anticipated SMILE community dinner featured live and silent auctions and fun competitions. Educational demonstrations and youth development team games, an important component of the show, foster friendships, enhance participants' skills and appreciation for the region's agricultural heritage. The Rabbit and Cavy (guinea pig) classes offer an opportunity for urban youth and others to compete (who do not have the land and facilities to raise large livestock). The show is



consistently well attended with a record attendance of 102 participants in FY'15, the largest participation recorded for the past 4 years. The SMILE show Board and Stewards strive to improve the show each year and comment cards issued to participants provide vital feedback on successes and areas needing improvement. *"The whole show was terrific! I enjoyed the show of course, but the dinner and auction was wonderful. I especially enjoyed knowing (the show stewards) were there to help us."* (FY'14 participant survey results).

Highlights (FY'15):

- 102 youth participated from seven counties (Anne Arundel, Calvert, Charles, Prince George's, St. Mary's, Montgomery and Talbot Counties).
- 350 animals were registered for the events (87 Swine, 54 Sheep, 108 Meat Goats, 25 Dairy Goats, 7 Dairy Cows, 27 Beef and 42 Rabbits and Cavies).
- Over \$10,000 garnered in additional sponsorships. The SMILE board continues to actively seek sponsorship grants and donations from other organizations.

FOOD, FARMS AND HEALTHY COMMUNITIES: FUTURE

GROWING NEW FARMERS



THE NEED / CHALLENGE:

Within the next 20 years, 75% of the Maryland's farmland will change hands. The average age of a principal farmer in Maryland is 59 and the average age of the former tobacco farmers is well into the 70s. As those farmers retire, they are not being replaced sufficiently. Less than 5% of Maryland farmers are under 35 years of age.

The American Farm Bureau Federation's 2015 national survey of young farmers reports that they are most concerned about the availability of land to grow their crops and raise their animals. Despite increased interest in farming (by those who grew up on a farm, and those who did not), access to land remains a top concern. Furthermore, new farmers who did not grow up on a farm lack access to experienced farmers who can act as mentors.

MARYLAND FARMLINK

SMADC's Maryland FarmLINK program is designed to help aspiring farmers locate farmland and find mentors and business partners. FarmLINK 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. The Maryland FarmLINK website provides a one-stop shop for farm resources in Maryland.

Property Exchange: Property for Purchase

Those seeking farmland are finding properties through FarmLINK for sale or lease, but challenges remain. First, land values in Maryland are nearly 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 many beginning farmers. Third, most farmland offered for sale is sold through a realtor, but most realtors, particularly those outside the region, are not familiar with the unique characteristics of selling farmland, and may not be aware that Maryland FarmLINK exists. Staff had hoped that more land owners would make use of the site to post properties for sale or lease. Beginning farmers and those wishing to expand are frustrated that there are so few options.

To overcome these challenges, in 2014 staff directly reached 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 was certified to teach realtors about the planning and zoning issues related to selling farmland, including land preservation options, right to farm legislation, and permitting. And, in FY'15, SMADC worked with MDA and the University of Maryland to conduct four realtor training classes (2 in Southern Maryland) and 4 land leasing workshops (1 in Southern Maryland).

There are currently over 100 farm properties are listed the FarmLINK website (August 2015). Updates underway to the website management will allow FarmLINK to collect cumulative data on posted properties, however, to protect the confidentiality of property sales, FarmLINK has not been able to monitor when a property has been successfully sold or leased at this time.

Property Exchange: Land Lease Options

Most beginning farmers consider leasing farmland to be the most feasible way to start farming.

SMADC/FarmLINK has made a concerted effort to get realtors and land owners to post properties for lease on the Maryland FarmLINK website. By year's end, there were 34 farms available for lease through FarmLINK. Several new farmers have now made leasing arrangements through FarmLINK.



Fostering New and Beginning Farmers

In 2012, Maryland FarmLINK brought together new farmers to gauge interest in forming a regional Young Farmers' group. The group subsequently formed a very active "Young Farmers' Brigade" Facebook page. In one year, it has grown from 176 members to 287 members this year and is a resource for farmer news and events in Southern Maryland and the metropolitan region.

In FY'14, staff formed a new group of beginning farmers who meet on a

regular basis to help SMADC learn how to best support the next generation of farmers. The new group, called the Starting, Transitioning, and Returning (START) Farmers' Network, has also highlighted the need 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. In FY 15, staff organized three farm tours for the START Farmers' Network and those were well attended.

New Farmer Incubation

SMADC has been exploring several possible sites for locating a new farmers and/or a farm incubator on public lands and property owned by a non-profit (examples being the Greenwell Foundation and the Wicomico Foundation). Thus far, no successful matches have been made with these large land holders, but we remain hopeful.

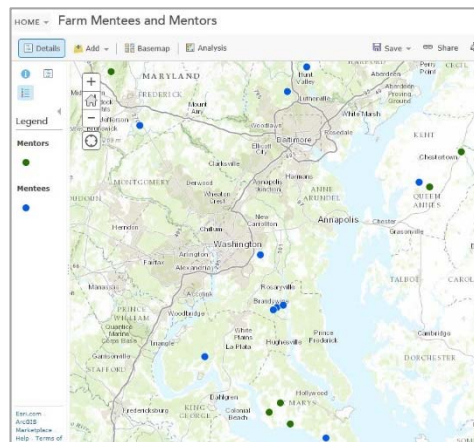


SMADC is looking into the possibility of securing land for the purposes of creating an agricultural center for the region, which would include land for new farmer incubation.

Mentor Match Program

FarmLINK's Mentor Match program pairs experienced farmers (mentors) with new or transitioning farm owners/operators (mentees) for one-on-one training, advice and interaction.

Initially, this program was offered by SMADC for the five Southern Maryland counties; however, 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 partnered in the grant, along with Future Harvest CASA, University of Maryland Eastern Shore, and the University of Maryland Extension (the lead agency) which permitted funds to expand the program Mentor Match program state-wide. 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. Invitations to apply began in FY'14. To date, 46 applications have been received and 17 matches have been formalized (with one additional mentee transfer to a new mentor). Seven of the mentees are located in Southern Maryland. The cost to match a mentor and mentee is roughly \$1,200 per year and about 30 hours of staff time per mentee per year.



The program hosts an Annual mentee/mentor meeting so that recipients can meet and network with each other. In 2014, the meeting included presentations on starting a farm business (from a farmer perspective), liability and labor issues, and upcoming news.

Outreach

Despite the lack of property exchange posts, the popularity of the Maryland FarmLINK website continues to grow. Visits to the site increased 134%, from 53,000 to 124,000. We believe that many beginning farmers and local food producers are using the Maryland FarmLINK website as their one-stop shop for farm resources in Maryland

In FY'14, the website picked up 544 members, an increase of 40%. SMADC's FarmLINK regularly posts current agricultural reports on marketing, food hubs, food processing regulations, etc. In September, 2013, FarmLINK began specifically logging the number of *beginning* farmers joining the website. 103 beginning farmers joined since July 1, 2014 for a total of 278 farmers.

Education and Workshops Calendar

FarmLINK maintains a current calendar of upcoming seminars, workshops and other educational opportunities around the state and region, averaging 30-50 listings.

Additionally, staff maintains the following resources to help farmers get access to land or expand their operation:

- Step-by-step tutorial on "How to Find Soils Analysis Information."
- Zoning tutorial describing planning and zoning for those wishing to start a new farm enterprise.
- "Guide to Land Preservation in Maryland."

- “Tools” page with links to the Farm Share Equipment and other SMADC tutorials, such as the “Guide to Acidified Foods.”
- “Realtors Guide to Selling and Leasing Farmland” and a listing of realtors who have taken the FarmLINK Realtor’s class.
- Facebook page which is rapidly growing (viewers increased 60% to 538 likes in 2015).
- Twitter feed posting the top 15 -30 tweets per week on current farming stories and events around the state and country. 417 followers in 2014, an increase from 289 followers in 2014.
- Weekly blog providing local perspectives on national stories about farming, marketing, and new farmers. 3,000 to 9,000 views per month.
- Weekly Roundup summarizing and highlighting the best of the week on Maryland FarmLINK. 1508 subscribers, a 37% increase from 2014.
- Calendar current listing an average 30-50 upcoming seminars, workshops and other educational opportunities around the state and region.

What’s Next?

In efforts to foster continual learning, FarmLINK is developing a series of on-line mentee profiles, which will be posted in the fall of 2015. It plans a series of blog posts profiling farmers across the region, offering lessons learned and other information, and a series of farm tours of mentee farm.

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, Maryland Agricultural Conflict Resolution Service of the Maryland Department of Agriculture, University of Maryland College of Agriculture and Natural Resources, and the Maryland Beginning Farmer Success Project.

Highlights (FY’15)

- 103 properties posted.
- 534 new members (40% increase from 2014).
- 103 new beginning farmer members.
- 175 new farmer members.
- 17 total mentor matches (9 new in 2015), plus 1 mentee transfer to a new mentor.
- 2 START farmers Farm Tours.
- 4 Land Leasing Workshops.
- 4 realtor training classes (2 in Southern Maryland) with MDA and the University of Maryland.

www.marylandfarmlink.com



SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION
Southern Maryland Regional Agricultural Strategy 2012—2020

MEASURING FOR RESULTS FY'15

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

Resources for Profitability

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

Southern Maryland Meats:

- 62,540 pounds of frozen product transported (increase of 21% in FY'15) with an estimated retail value of \$364,698.
- 10 % increase in total sales at retail venues (\$183,640) from FY'14. 100% increase since FY'12.
- 45 producers participate in SMM (5 new in FY'15) with additional 4 pending reviews for acceptance.
- 65 farmers and retailers attended the SMM Buyer Grower Workshop.

Dairy:

- Southern Maryland's first Amish Dairy established in 2014, assisted by SMADC.
- 4,000 lbs. cheese produced per week (three-fold increase since FY'14).
- 17 dairy farms supply bulk milk (44,000 lbs. per week).
- 43,000 lbs. milk processed per week.

Maryland Buy Local Challenge (BLC):

- BLC Facebook page registered close to 2,000 'likes' at campaign mid-point.
- 24 Maryland hospitals/healthcare organizations registered in 2015.
- Maryland Wineries Association, Brewers Association of Maryland and newly formed Maryland Distillers Guild endorsed BLC.

Agritourism:

- SMADC's initiative helped create the Maryland state highway agri-tourism sign program. As of August 2015, only two farms in the state have been approved for agri-tourism signs, both in Charles County.

GOAL 2: FARMLAND PRESERVATION AND ENVIRONMENTAL STEWARDSHIP

Increased acres under farmland preservation

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

Agricultural Land Preservation:

- Ten farms containing 982 acres have been directly preserved by the program in three counties of Southern Maryland in FY'15, resulting in 16,176 acres cumulative over the 13 years of program funding (just SMADC program funds).*

- 306 farms containing 35,174 acres have been cumulatively preserved in Southern Maryland (SMADC and leveraged funds by the counties).
- The FY'15 goal of 35,000 preserved acres has been achieved.
- (*Recommend the FY'16 goal increase the number of preserved acres to an estimated 36,000 acres*)

Farm Share Equipment:

- 38 pieces of equipment purchased and are available for farmers to rent across the region.
- 2,600 acres positively impacted by conservation tillage across the five counties, an increase of 6% from FY'14 (2,500 acres) and an increase from the 1,900 acres tilled in 2013.

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

Increased access to farm foods

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

Farmers' Markets

- 10 Farmers' markets in Southern Maryland now accept EBT. Of those markets, 5 received marketing assistance from SMADC.
- 3 markets with EBT sales of \$5,220 in FY' 15.

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

Measurement: Track the number of children exposed to the benefits of local farm foods. 20% more children exposed: 3000 more school children exposed to the benefits of local farm foods in FY'14 and again in FY'15

Cornelia and the Farm Band:

- Approximately 9,385 new children were reached at the special events and schools, well over 20% increase in total students reached since FY'14.
- Cumulatively, nearly 28,000 children have been reached through special events since 2009.
- Cumulatively, over 18,100 children have been reached at schools since 2009.

Crop Hop:

- 320 riders participated in the 2014 Crop Hop, receiving educational tours on five farms and two educational stops, a 28% increase in ridership (up from 249 in 2014 and 185 in 2013).

SMILE:

- 102 youth participated from seven counties (Anne Arundel, Calvert, Charles, Prince George's, St. Mary's, Montgomery and Talbot Counties), up from 93 youth in FY'14.

Increase the number of new farmer enterprises

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

Maryland FarmLINK

- 103 properties posted, up from 72 properties in FY '14.
- 534 new members (40% increase from 2014).
- 17 mentee/mentor matches (9 new in 2015, plus one transfer mentee-mentor match).

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.

- Increased distribution of fresh food deliveries to 75 locations in Southern Maryland in 2014 (up from 10 delivery sites in 2013).
- 29 Southern Maryland farms participated in 2014 (up from 2 in 2013).
- 1.2 million pounds of local, fresh farm food distributed to the working poor.
- \$191,000 dollars to farmers in 2014.
- Diversity, quality and freshness of farm foods increased: 12 farm vegetables and fruits offered (up from 3 vegetables in 2013).
- Reduced mileage and trucking costs of shipped produce.
- Turnaround time from harvest to the hands of the needy increased; food was harvested and delivered within 24-48 hours (versus 2013, when delivery from So.MD via Baltimore took significantly longer).
- Increased direct farmer to food pantry relationships (Spokes), increasing fresh produce to the hunger community.

For more information regarding this program, please contact:

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Priscilla Wentworth, Food Programs Coordinator

ATTACHMENT: Southern Maryland Farm Share Equipment - August 2015 (* = SMADC funded)

Anne Arundel County

Anne Arundel Economic Development Corporation

Available to residents of other counties.

Sioux Cattle Squeeze Chute and SmartScale* Fees: Squeeze Chute - \$40/day, Scale - \$20/day, Both Chute and Scale- \$50/day	All Purpose Seeder/Pasture – Lands Pride 5 ft.* Fees: \$100/day
The chute is 12 ft. long with an automatic head gate. This chute comes with a trailer to haul it. Chute has a built-in palpation cage and is extremely user-friendly. Four 10 ft. panels can be borrowed as well to help get cattle onto chute. Scale is rechargeable and lightweight. It must be on a flat surface for accurate reading. Scale will fit inside chute. However, if scale is placed in chute, the squeeze feature of the chute cannot be used. Chute and scale can be used to determine accurate weights of cattle. Chute can be used for reproductive purposes, treatment purposes, vaccinations and other cattle management needs.	Overall width 73 3/8", seeding width 61", 8 seeds cups with a wide range of calibration settings per 1000 sq. and per acre. Approximately 25 HP with front weight or front loader for proper ballast. Transportation Requirements: Minimum 6' X 10' trailer, larger trailer that would carry both the tractor and seeder is preferred (seeder is approx. 6' L).
Round Baler – Massey-Ferguson 1745* Fees: \$8/per bale	Spinner Spreader – Lands Pride 563 Pound 3 Point Hitch* Fees: \$50/day
Bale size: 46.5 x 62., maximum weight 1,250 pounds, and auto tie bale monitor. Tractor requirements: Minimum 40 HP tractor.	Rotary/spin type broadcast spreader, spreads seeds, salt, top dressing prilled/granular fertilizer, lime and iron. Delivery rates: 43-890 lbs. per acre. Tractor Requirements: category 1 – 3 point hitch, 18 HP minimum. Will fit in any size pickup truck bed or commercial van.
Turbo Till –Great Plains 12 ft.* Fees: \$125/day	Manure Spreader – MillCreek #127* Fees: \$75/day
Useful in all soil conditions with easy and quick depth adjustment. Tractor Requirements: 120 HP minimum, front wheel drive, set of remote hydraulics and front weights and/or front loader. Tractor with the above specification is required, or make arrangements with trucking company.	PTO driven, ideal for large stables. Spreads bulk materials (wood chips, manure), 140 ft. capacity heaped, 30 wheelbarrow loads. Tractor Requirements: standard tractor - 28 HP, 1,440 lbs. Hooked up to tractor or Standard pickup truck
No-Till Pull Type Drill -- Great Plains 10 ft.* Fees: \$50/day and \$10/acre with a 10 acre minimum	Raised Bed Mulch Layer –Model 2550 Series II* Fees: \$175/day-Drip T Tape \$160/roll; Plastic 4' X4,000 \$110/roll
10 foot planting width. Tractor Requirements: 50 HP, 4-wheel drive OR 75hp, 2-wheel drive, hydraulics. Transportation with a standard duty pick-up truck and pin hitch.	Drip irrigation attachment with roll brake, lays plastic 3 or 4 ft. wide with adjustable bed height from 3" – 7" in. Tractor Requirements: minimum 70 HP or 40 HP 4-wheel drive. Transportation Requirements: on a trailer and hooked up to tractor or standard pickup truck.
Post Driver –Wheatheart Trailer Mounted* Fees: \$200 first day and \$100 additional day	

Easy operation and transport. Joystick hydraulic controls and adjustable hammer height accommodates different post lengths. Transportation with a standard ½ ton truck and pin hitch.	
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Commercial Meat Freezer Trailer* (Prince George's County Farm Bureau)
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Calvert County

Calvert Soil Conservation District

Available to Calvert County residents only, except the Grain Vac which is available to residents of other Southern Maryland counties.

Grain Vac – King 6640* Fees: \$100/1st day, \$50/2nd day – Rental limited to two days unless otherwise scheduled. May be rented by any cooperator in the Southern Maryland counties.	Post Pounder – Wheatheart Fees: \$100 for the first day and \$50 for each subsequent day.
Has the capacity to vacuum soybeans, wheat, canola, barley and corn. The vac must be sheltered if not being used. It requires a standard 1,000 rpm PTO shaft to operate the pump (small spline shaft). Minimum one-ton truck with a pin hitch or 110 HP tractor to tow and the ability to haul the piping.	Renter must view a short operational safety video at the district office before using. Drives 4"x4" posts in seconds and will drive up to a 10" round post, 40 HP tractor recommended.
Brillion Seeder – 8 ft. Fees: \$25/day and \$7/acre	Tractor and Trailer w/Kasco Versa-Drill No Till Drill – John Deere Fees: \$100 equipment delivery and \$50/hour
Used for seeding pasture and for an assortment of grasses and seeds, for conventionally prepared seedbeds. 40 HP tractors recommended have a pin hitch and require a connector for lights and rear hydraulic hose connections.	Used for planting pastures and for wildlife plantings. Capable of planting grain, cool season grasses, warm season grasses, and legumes. <i>NOTE: Calvert SCD staff will operate the equipment for the landowner (seed to be supplied by the farmer).</i>
No-Till Drill - Great Plains 7 ft.* Fees: \$25/day and \$7/acre.	Roto-Till – Great Plains 5 ft.* Fees: \$100 for equipment delivery and \$50/hour for each hour of work.
Used for planting soybeans and grasses but does not plant corn, has a pin hitch and requires a connector for lights and rear hydraulic hose connections, 55 HP tractor recommended.	Used for seedbed preparation (1 acre or less).
No-Till Drill – John Deere 10 ft. Fees: \$25/day and \$7/acre.	Turbo-Till – Great Plains 12 ft.* Fees: \$150/day
Used for planting soybean and has an attachment for small grains, does not plant corn, has a pin hitch and requires a connector for lights and rear hydraulic hose connections. ¾ ton truck is necessary to haul the drill, 75 HP tractors recommended. <i>Note: Farmers who used a lower HP tractor had trouble climbing uphill and stopping going downhill.</i>	Used for minimum disturbance tillage. Has a pintle hitch and requires rear hydraulic hose connections. Minimum two-ton truck with pintle hitch or 100 HP tractor to tow, minimum 100 HP tractor is recommended.

Litter Spreader – Pull – Type 16 ft. Fees: \$100 for the first day and \$50 for each subsequent day	Root Crop Harvester* Fees: \$50/day
Specializes in spreading chicken litter and lime, 85 HP tractor recommended.	Used for harvesting potatoes, sweet potatoes, and other root crops. Has a pin hitch and requires rear hydraulic hose connections and PTO. Minimum 40 HP tractor is recommended.

Commercial Meat Freezer Trailer* (Calvert County Farm Bureau)

Charles County

Charles Soil Conservation District

Available to residents of other counties.

No-Till Drill - Great Plains Model 1005 Fees: \$25/day and \$7/ acre	Subsoiler with Burm Conditioner – Great Plains, 3-shank inline (ripper)* Fees: \$200/day
The drill has a 10 ft. planting width with 7.5 inch rows and a 12 ft. transport width. The drill is capable of planting soybeans, small grains, cool season grasses and small seeded legumes. For nearly flat land, a 50 hp full size tractor will be required for pulling this implement, for gently sloping land a 65 hp will be required and, steeply sloping land will require greater than 65 hp or a 4-wheel drive tractor. This drill will also require an auxiliary valve (hydraulic) to raise and lower the machinery.	Used to reduce compaction in fields with no-till and minimum tillage systems. Tractor requirements _ 150 hp with front-wheel drive, hydraulics. Must be transported by tractor.
Turbo Till – Great Plains 12 ft. heavy duty package* Fees: \$125/day	Post Driver – Wheatheart, trailer mounted with added electric start* Fees: \$175/day
Can be used as a seedbed conditioner for all grain crops. Useful for residue management on high-residue crops such as corn and sorghum. Also used to improve seed to soil contact for cover crops planted by broadcast light tillage.	Drives multiple sized posts up to 10" in diameter and up to 12' in length. Easy to transport and maneuver with self-contained power unit (no hydraulic hook-up necessary.) Renter must view a short operational safety video at the district office before picking up equipment.

Commercial Meat Freezer Trailer* (St. Mary's County Farm Bureau)

Charles County Farm Bureau

Available to residents of other counties.

Sioux Cattle Squeeze Chute and SmartScale* Fees: Squeeze Chute - \$50/day, Scale - \$30/day, Both Chute and Scale- \$60/day	Roto-tiller – Land Pride Rear Tine Tiller* Fees: \$50/day
The chute is 12 ft. long with an automatic head gate. This chute comes with a trailer to haul it. Chute has a built in palpation cage and is extremely	The tiller is 58 inches wide and needs a three-point hitch attachment. It can be used to prepare

user friendly. Four 10 ft. panels can be borrowed as well to help get cattle onto chute. Scale is rechargeable and light weight. It must be on a flat surface for accurate reading. Scale will fit inside chute. However, if scale is placed in chute the squeeze feature of the chute cannot be used. Chute and scale can be used to determine accurate weights of cattle. Chute can be used for reproductive purposes, treatment purposes, vaccinations, and other cattle management needs.	seedbeds for planting. It is also useful in landscaping projects.
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PRINCE GEORGE'S COUNTY

Prince George's Soil Conservation District

Available to Prince Georges County residents only.

No-Till Drill - Great Plains 6 ft. Fees: \$25/day and \$6/acre.	Post Driver – Wheatheart, trailer mounted with added electric start* Fees: \$100 for the first day and \$50 for each subsequent day.
Used for seeding pasture, hay and various small grain crops. Small seed box for legumes. 40 HP tractors recommended, has a pin hitch and requires a connector for lights and rear hydraulic hose connections.	Drives multiple sized posts up to 10" in diameter and up to 12' in length. Easy to transport and maneuver with self-contained power unit (no hydraulic hook-up necessary.)
No-Till Drill - Great Plains 10 ft. Fees: \$25/day and \$6/acre.	Fertilizer Spreader – Vicon 300 lb. load Fees: \$75/day
Used for seeding pasture, hay and various small grain crops. Small seed box for legumes. 40 HP tractors recommended, has a pin hitch and requires a connector for lights and rear hydraulic hose connections.	Requires a tractor with 3 pt. hitch and PTO. Tractor should be big enough to support weight of loaded spreader. This piece of equipment can be placed in the back of a pick-up truck.
Pasture Aerator - 8 ft. Fees: \$25.00/day and \$6.00/acre.	Single Shank Sub-Soiler Fees: \$75/day
Used for aerating pastures and cropland. Tongue weight is very heavy and requires at least 90hp tractor to pull. Has a pin hitch and requires rear hydraulic hose connections.	Requires at least a 40 HP tractor and 3 pt. hitch. Sub-soiler can reach a depth of 24". This piece of equipment can be placed in the back of a pick-up truck.
Lime Spreader - 5 ton Fees: \$25/day and \$6/acre.	Manure Spreader – 175 bu.* Fees: \$75/day
Requires at least a 90 HP tractor for weight. Unit has no surge brakes and therefore a larger tractor is required. This spreader is designed for spreading wet agricultural lime and is not to be used to spread any fertilizer. Has a pin hitch and requires PTO only.	Requires a 30 HP tractor with PTO. The spreader is capable of spreading all types of manure and compost. Loader needed to load spreader.

Commercial Meat Freezer Trailer* (Prince George's County Farm Bureau)

ST. MARY'S COUNTY

St. Mary's Soil Conservation District

Available to St. Mary's County residents only.

Overseeder – Frontier 6 ft.* Fees: \$25/day and \$10/acre	Post Driver – Shaver* Fees: \$150/day
No-Till Drill – Great Plains 7 ft.* Fees: \$25/day and \$10/acre	Turbo Till – Great Plains 12 ft.* Fees: \$25/day and \$10/acre
No-Till Drill – John Deere 10 ft.* Fees: \$25/day and \$10/acre Used for planting soybean and has an attachment for small grains, does not plant corn, has a pin hitch and requires a connector for lights and rear hydraulic hose connections. ¾ ton truck is necessary to haul the drill, 75 hp tractor recommended.	Manure Spreader - Gehl 16 ft., with side discharge manure Fees: \$25/day and \$10/load The spreader can be calibrated to evenly spread manure as low as one ton per acre.

St. Mary's Farm Bureau

Available to residents in other counties.

Vacuum Seeder – Meter Mack 2 Row* Fees: \$100/day Direct seeding with plates for seed sizes from pumpkin seeds to carrot seeds with no-till coulters.	Grain Vacuum* Fees: \$125/day 40 to 50 HP 1200 BU/HR.
Plastic Mulch Layer – Rain Flow 2600* Fees: \$70/day Eight inch raised bed with drip and fertilizer attachments.	Tractor – Massey Ferguson 2650* Fees: \$100/day and \$20/hour 4WD cab gear, user responsible for fuel upon return or a fee of \$10/gallon will be assessed.
Plastic Remover* Fees: \$70/day – 2 pieces Mechanical, two piece 3-pt. hitch with cutting dish lifter and 3-pt. hitch wrapper (remover) with hydraulic drive.	VineHedger* Fees: \$160/day. To be used with MF 2650 69"V x 18" H blades. Frame hydraulic Controls.
Mulch Planter* Fees: \$80/day Two row 912 twin row plugs/water barrel. Plants plugs directly into plastic or bare land.	Planter – Ferris Farm Seeder* Fees: \$100/day Two row, 8" with layer poly, direct see in (above and below) plastic. Also can be used for very early sweet corn.

Commercial Meat Freezer Trailer* (St. Mary's County Farm Bureau)

www.smadc.com

ATTACHMENT: Maryland Independent Newspaper Editorial
Published: Friday, July 24, 2015

Farm to table: win, win, win, win, win

This time of year is glorious in Southern Maryland, despite the heat and humidity.

Our local farms and backyard gardens are pumping out the fruits of the season in profusion, and residents are feasting on corn, tomatoes, zucchini, cantaloupes — all the fresh favorites that weigh down summer tables.

The good folks at the Southern Maryland Agricultural Development Commission chose the time for Buy Local Week wisely. The annual event — both a celebration of agricultural bounty and a means of promoting farmers — was begun by SMADC in Southern Maryland and now is a statewide program, kicked off each year by the governor's Buy Local Cookout and supported with promotions, a contest and local events through the Maryland Department of Agriculture.

There are many other SMADC programs that bring farmers and consumers together more directly, including support for wine grape growers, which has spawned a new industry of vineyards with attractive facilities for entertainment, parties, weddings and the like; the Southern Maryland Meats program, which touts the benefits of buying local meat and provides help for retailers to get freezer cases to sell it and signs to promote it; So. Maryland, So Good, which works like Southern Maryland Meats, but with all manner of food and drink produced locally; promotion and startup help for farmers markets; and tourist-friendly "trail" maps, with routes that visitors can travel to take in some local goodies as well as history, entertainment and outdoor recreation.

In a report that appeared in the Independent in the July 17 edition — the first day of Buy Local Week — farmers in the tri-county area agreed that the programs have worked. After the tobacco buyout in the late 1990s and early 2000s, agriculture was in a quandary here. Farmers who had depended on steady income and an easy-access local market to sell in were faced with finding new crops, new markets and new strategies for farming. SMADC stepped in with the range of programs noted, recognizing early on that no one solution — wine, agritourism, creating a positive brand for local produce — would solve farmers' problems.

The local effort has been boosted by a national trend of shoppers buying more local, fresh, organic produce for health reasons, to limit environmental damage from agriculture and to create a sense of community around food. Now, farmers told us, there is a strong demand for local food, with shoppers willing to pay a premium well above grocery store costs, and with farmers able to sell for prices at retail levels directly to shoppers, cutting out the wholesaler and allowing farms to make a profit again.

This all unreservedly good news. Farmers are the backbone of rural communities, and profitable farms means fewer farmers looking to sell their land for residential development, with all the infrastructure costs and poor return for taxpayer money that new subdivisions entail. Food bought locally saves on greenhouse gas emissions that cause global warming from transporting it across the country, or even across oceans, and retains more nutrients — and flavor. If you buy at a farmers market, the food travels from the farm field, to the farmers market, to your home. Food bought from grocery stores goes from the field to a wholesaler to a grocery store warehouse to a store and then finally to the shopper, using more energy with every step along the way.

And, when you're at the farmers market, you get to meet the farmer, to ask her about her growing practices, what varieties she has now and what varieties she plans to grow in the future, and learn something about farm life. Who knows, you might even make a friend.

It's not fashionable just now in the U.S. to praise government programs, but the work SMADC has done over the last decade or so has helped preserve an industry on the brink of failure, and has spread the gospel of locally produced food to the benefit of all Southern Maryland residents.

Acronyms and Abbreviations	
AAEDC	Anne Arundel Economic Development Corporation
AMPS	Agricultural Marketing Professionals
BLC	Buy Local Challenge
CASA	Chesapeake Alliance for Sustainable Agriculture
DC	District of Columbia
DHMH	Maryland Department of Health and Mental Hygiene
EBT	Electronic Benefit Transfer
EOI	Expression of Interest
F4H	Farming 4 Hunger
FARM	Free and Reduced Meals
FDA	Food and Drug Administration
FMNP	Farmers' Market Nutrition Program
FVC	Fruit and Vegetable Check
FY	Fiscal Year
GAP	Good Agricultural Practices
HEAL	Healthy Eating and Active Living
MD	Maryland
MD	Maryland
MD H2E	Maryland Hospitals for a Healthy Environment
MDA	Maryland Department of Agriculture
MHIB	Maryland Horse Industry Board
MOMS	My Organic Market
Mt.	Mount
MVA	Maryland Motor Vehicle Administration
RFP	Request for Proposal
SB	Senate Bill
SHA	Maryland State Highway Administration
SMADC	Southern Maryland Agricultural Development Commission
SMECO	Southern Maryland Electric Cooperative
SMILE	Southern Maryland Invitational Livestock Expo
SMM	Southern Maryland Meats
SMSG	So. Maryland, So Good
SNAP	Supplemental Nutrition Assistance Program
So. MD	Southern Maryland
St.	Saint
TCC	Tri-County Council for Southern Maryland
UME	University of Maryland Extension
USDA	United States Department of Agriculture

www.smadc.com

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