



2012 NIFA USDA Conference

Farmer Access to Regional Markets

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Capacity Building Grant

- Title, Award Number, and Amount:
 - Family FARMS Extension #2010-38821-30894
Amount: \$199,320.00
- Institutions and Agencies/Organizations Involved:
 - UMES
- NIFA\USDA Relevant Priority or Mission Area
 - Food Strategy and Sustainable Rural Communities through Extension Technology and Delivery
- USDA Collaborator:
 - Maryland Rural Development Office USDA & BARC

Objectives

- Activities
- Beneficiaries and quantify the beneficiaries (if possible)
- Evaluation
- Expected Impact

Situation Statement

- **Maryland vegetable producers are confronted with numerous challenges that can affect their profitability**
- **Among the challenges are:**
 - **Appropriate pest and parasite management practices**
 - **Manage water in an environmentally responsible manner**
 - **Use of energy and labor efficiency**
 - **Produce profitable crop commodities**
 - **Supply sufficient produce volume on a consistent basis to major retailers**

Inputs

- **What we invest:**
 - **UMES Extension**
 - **Educators**
 - **State and Regional Extension Specialists**
 - **Grant funding USDA**
 - **Stakeholder advice and expertise, including partnerships with USDA/BARC**
 - **Industry support**
 - **Extension volunteers**

Outputs

- **Activities (What We Do)**
 - **Provide information and training programs using various greenhouse technologies to address the below outcomes.**
 - **Prepare and distribute timely information using a variety of technology formats.**
 - **Assist with the implementation of the technologies via on-farm demonstrations and in the field training sessions at the model greenhouse/technology transfer center.**

Outputs

- **Participation (Who We Reach)**
 - **Crop producers, managers, consultants, and agribusinesses**
 - **Consumers General public**
 - **Lifestyle farmers**
 - **Media**
 - **4H members and leaders**
 - **Youth**
 - **Ag teachers and undergraduate and graduate students, government personnel, Commodity groups.**

Outcomes – Impact:

Short-Term

- **What the short term results are:**
 - **Short term outcomes refer to changes in knowledge, increased skills, changes in attitudes, etc.**
 - **Participation by our clientele in greenhouse educational sessions related to these objectives,**
 - **Participate in the model greenhouse demonstrations to improve water, energy and labor use. Intermediate**
 - **Evaluate new and existing organic crops and alternative agriculture enterprises to help producers/growers assess and adapt to new market opportunities. intermediate**

Outcomes – Impact:

Medium-Term

- **What the medium term results are:**
 - **Producers/growers will develop and maintain individual greenhouse management plan through the greenhouse model & demonstration.**
 - **Write and publish news articles, media releases, internet sites and hold on-site demonstrations to disseminate information.**

Outcomes – Impact: Long-Term

- **That the ultimate results are:**
 - **Sustainable and expanded organic vegetable greenhouse production for small producers selling to regional markets.**
 - **Producers will have approved nutrient and organic management plans.**

Program Overview

The proposed Family FARMS will provide educational programs to help producers/farmers and new agricultural entrants to produce income through alternative organic vegetable greenhouse enterprises especially small producers. The project's mission is to maintain the region's agricultural strength by helping local producer/farmers identify new revenue streams and markets, providing new business opportunities for local residents interested in farming as a full or part time venture, and improving environmental quality through sustainable/organic farming practices. Family FARM's multidisciplinary and multi-product organic food production Demonstration Farm/Agricultural Technology Transfer Center will conduct research, provide education to growers, students, and the community, and demonstrate the commercial viability of a variety of agricultural products and ventures in partnership with major retailers. The Family FARMS project will build the capacity of UMES Extension to provide producer/farmers and new entrants to agriculture training and development in sustainable, profitable organic greenhouse vegetable production and marketing using water, energy and labor saving technologies. Crop producers will implement new or improved production management practices to enhance their profitability and long-term viability.

Program Need Areas Addressed

- 1. Extension Technology Upgrades for organic vegetable greenhouse production offering emerging new environmental and labor-saving delivery technologies.
- 2. Extension Delivery/Methodology developed by establishing a “Demonstration Method” organic vegetable greenhouse as a program center for experiential learning.

Marketing



- Marketing Organic Products to Regional Buyers
- Determining Local Product Demand
- Understanding Competition

Product Selection



- Evaluating Production
- Seed-to-Market Timing
- Pest Control
- Organic Limitations

Farm-to-Retailer



- No Third-Party Processing
- Reduce Risk
- Traceability

Quality Control



- Harvesting and Transporting

Product Promotion



- Advertising
- Label
- Fresh / Local
- Organic
- Retailer /
Farmer
Promotion

Product Evaluation



Water, Energy, Labor



Grower Network



- MGM Master Grower Marketer
- Bridging Farmers and New Entrants to Retail Markets
- Farm-to-School