

Southern PLN Conference- August 24-26- Nashville, TN

TUESDAY- Aug 24th

Attendance List

Gary Palmer- UK
Vic Ford- Arkansas
Mark McCann- Georgia
Bobby Grisso- Virginia Tech
Melissa Stewart- WVSU
Jim Trapp- Oklahoma
Johnnie Westbrook- North Carolina
Arvazene Clardy- TSU
Rudy Pacumbaba- ACES
Robert Burns- University of Tennessee
Randy Taylor- Oklahoma State University
Clarence Bunch- Central State
Steve Martin- MSU
Rick Cartwright- Arkansas
James E. Brown- Fort Valley Georgia
Travis Miller- Texas A&M

S. C- Clemson University
Louie Rivers- KSU
Marion Simon- KSU
Billy Lawton- Prairie View A&M
Matt Burns- Clemson
Derrick Phinne- Clemson
Nathan Smith- Clemson
Marty Main- University of Florida
Tom Melton- NC State
Alex Bolques- Florida A&M
Saqib Mukhtar- University of Florida
Brad Rein- USDA NIFA
Ray McKinney- Virginia State
Karnita Garner- Alabama A&M
Kathy Elhernon- Clemson
Leslie Bobby- SREF

- I. Advisor Updates- Jim Trapp
 - a. Productive year so far
 - b. Amount of productivity impressive so far

- II. Fair Labor Standards
 - a. OK State-Verbal
 - b. Individual response per state
 - c. Texas-
 - i. 50% educational if exempt
 - ii. On campus some will pay overtime
 - d. Will be challenged at some point

- III. National NRCS
 - a. Current focus on implementation/conservation
 - b. Should increase role with education
 - i. Marketing and Branding
 - 1. No national System in place
 - 2. No mechanisms to support companies
 - 3. Nothing in place for national support
 - ii. Farm Bill Education-needs money to do so
 - c. How does Government Approach Universities for Education
 - i. Example-FSA
 - 1. FSA-University
 - 2. ECOP to do contracts
 - 3. FSA money not big-\$10k
 - ii. Require system wide concept

- iii. National System
 - 1. More effort than it was worth
 - 2. Deeper issues
 - d. Database
 - i. Excellence Database
 - 1. FTE/Salaries
 - 2. Shut down
 - ii. Impact Database
 - 1. Currently in place
 - 2. Number of people- nothing to chronicle anymore
- IV. Directors
 - a. Jane Shoecart
 - i. Stepping down
 - b. Doug Steele
 - i. Lead search process
 - ii. New Director
- V. Farm Bill
 - a. Greg Wilhosh-Mississippi State
 - b. Jim Trapp-Extension Research and 1890
 - c. National Urban Ext. Leaders
 - i. Meeting Early
 - d. Directors
 - i. Letters to NRCS
 - ii. Sonny coordinating a collective meeting
 - e. Put NRCS/Extension Separate
 - f. Initiative towards enhancing Conservation
 - i. Money into research and education
 - ii. Jointly look for more funds
- VI. Joint Positions
 - a. Marty
 - i. Liaisons w/ NOAA lab
 - ii. Under Extension-Sea Grant
 - iii. NRCS specific needs
 - b. Trapp
 - i. Report to Extension
 - 1. Joint funding-not aware
 - 2. Liaisons around Country w/Fed agencies
 - c. Bunch
 - i. Indicate Why ?
 - 1. Downsizing
 - 2. Less implementation
 - d. Background w/NRCS
 - i. Issues with Outreach assistance
 - 1. around 1995
 - 2. Dan Glick
 - ii. Always did education and training

- iii. Need for Agencies to do more outreach
- iv. Hired outreach coordinators
- v. Looked @ Extension unit as:
 - 1. Academics
 - 2. Educators
- vi. Trying to forge a relationship
 - 1. Strikeforce
 - 2. All agencies share services and programs
- vii. Trying to figure out how to overlap
 - 1. Services/ gov't. programs
 - 2. Urban Area outreach
- viii. Competitive Nature with Extension
 - 1. TX setting up events
 - 2. Burns-Solo events
 - a. No need for duplication
 - b. Extension responsibility
- e. Melton
 - i. County Offices ↓ capacity
 - ii. Need to expand personnel on ground (250+)

VII. Burns

- a. Soil Health Program
 - i. Budget cuts
 - ii. Realignment
- b. Bigger Issues-
 - i. Research not supporting
 - 1. Cover crops
 - 2. Tillage radish
 - ii. Profitability/sustainability
- c. Different Approach
 - i. Farmer Field Days
 - 1. No longer Cooperative
 - ii. Matt Burns (South Carolina)
 - 1. Reallocation of funding
 - 2. Away from collaboration

VIII. Burns

- a. RCPP/CIGS
 - i. Regional Conservation Partnership Program
 - ii. Conservation Innovation Grants
 - iii. Funding more towards NGOs
 - iv. Partner w/folks who have other funds
 - v. Extensions not included as in the past

IX. Billy

- a. Continue Discussion
- b. Intro Brad Rein USDA NIFA

- X. Ray McKinnie
 - a. Recap
 - b. Major Points
 - i. Branding
 - ii. Private Resource Mobilization
 - c. National System Task Force
 - i. Looking at Concept
 - ii. Seek Private funds
 - iii. Top donors/prospects
 - iv. How to Proceed?
 - d. Farm Bill
 - i. Impact on 1890 institutions
 - ii. Funding formulas/amounts
 - iii. Sets appropriations/allocation
 - iv. Congress Appropriates
 - v. 125th in 2015
 - 1. Centers of Excellence
 - 2. Two active Internal Proposals
 - 3. Small Farms Sustainability
 - 4. International Development
 - vi. Appropriations Recipients-International Program
 - 1. V State
 - 2. Arkansas
 - vii. Second Round-Sustainable Mechanism
- XI. National Urban Extension Conference
 - a. April 2017
 - b. Minneapolis/St. Paul
- XII. Southern SARE
 - a. James Hill-passed early last year
 - b. Graham Washinton-1890
 - c. Lee Myers-1862
- XIII. Scholarship Funds
 - a. Fort Valley Contributions
 - b. Book Scholarship
 - c. Tax Benefits
- XIV. National Small Farms Conference
 - a. Every 3 years
 - i. VA State/ VA Tech
 - ii. September 20-22nd, 2016
 - iii. Registration Still Open
 - iv. Est. 700-800 participants
 - v. Questions: Dennis
 - b. Tours Set up and Arranged
 - c. Presentations Scheduled
- XV. Plan of Work
 - a. Pre Conference Meetings-Must be in agreement
 - b. 1st Action

- i. NC/Southern Meeting
 - 1. Secured APLU
 - 2. Omni Shoreham
 - 3. Register ASAP
 - 4. Invite other Regions
 - a. North East
 - b. Western
 - 5. Looking at Specific Issues
 - 6. Open for emerging issues
- c. 2nd Action
 - i. Todd Hurt
 - 1. Cross Collaboration w/Committees
 - a. Professional Development
 - b. 180+ online courses
 - ii. Marty-Background
 - 1. Online Professional Development needed
 - a. Courses created/vetted
 - b. Recognized and implemented
 - 2. Other Training
 - a. Extension develops
 - b. How to vet these?
 - iii. Program Fund Generation?
 - 1. Many Questions
 - 2. Marty assists w/wordsmithing
- d. 3rd Action
 - i. Fescue Systems-Burns
 - 1. Not much progress-No funding
 - 2. Supported in spirit
 - a. Regional Directors
 - b. Forage Specialists
 - 3. NCPP-10 state grant
 - 4. Good Idea-4 state adjustments
 - 5. CAP-DOT projects not around
 - ii. RCCB
 - 1. "Not Right"
 - 2. Too much Extension Education
 - 3. Not enough participants
 - 4. \$8 million budget
 - 5. \$20 million project
- e. 4th Action
 - i. Burns-NRCS
 - 1. Conducted one call
 - 2. Connection=Honeycutt
 - 3. Honeycutt left to lead Soil Health Institute
 - ii. Bobby; Billy-North Central
 - 1. Scheduled Calls
 - 2. Follow-up Calls
 - iii. Sonny-Wellard Meeting

- iv. Positive Meeting-Tom (FL)/Burns
 - v. NIFA Letter
 - 1. ASRED meeting
 - 2. Caution Politically
 - 3. Where should it go?
 - a. Reach out to Marilyn Braushard
 - b. Need to agree on science
 - 4. Duplication of Services
 - 5. Producer Education of Roles
 - 6. Traction-after December
 - vi. Changing of the Guard
 - 1. Now at National Level
 - 2. Brief overview
 - 3. Wordsmith tomorrow at break
 - 4. Increase channels of communication
 - f. Water Quality-Numeric Indicator??
- XVI. TOURS

WEDNESDAY- Aug 25th

- I. Call meeting to order
 - a. Dawn (Southern)
 - i. Send card and monetary donation
 - ii. Get with Louis
- II. NIFA
 - a. Presenter: Brad Rein
 - i. Agriculture Engineer
 - ii. Crop and Livestock NE
 - iii. Make bullets of concerns after meeting
 - b. Denise Ebler –Southern Region
 - c. Sonny-6 yr term
 - d. Division Programs
 - i. AFRI
 - 1. 6 Foundation Programs
 - 2. Food Production
 - 3. Ag Systems and Technology
 - 4. Nanotech
 - 5. Ag Economics
 - 6. Rural Communities
 - ii. SARE
 - 1. Consolidated Research/Extension funding
 - 2. On farm Research/Extension activities
 - 3. Professional development
 - 4. \$23 million/yr
 - a. Regional Programs competing in 2017
 - b. Repeat every 5 years
 - iii. Beginning Farmer/Rancher Program (BFRP)

1. \$19 million/yr
2. Put emphasis w/ NGO's
3. Grown-How do you transition?
- iv. Small Farm Program
 1. Formula
 2. National Conference
 - a. Coordinates for USDA
 3. Train the trainer mentality
- v. Youth Farm Safety/ AgrAbility
 1. Only available through Extension
 2. Penn State
 3. AgrAbility
 - a. National Competition
 - b. Scholarships for 1890

III. NRCS Updates

- a. Agencies need to meet up more often
- b. Role of NRCS vs NIFA
 - i. Top down vs. grassroots
 - ii. Decision made w/out local input
 - iii. Funding for extension
 1. Cutting into our (extension) funding streams
- c. State Contacts
 - i. What is our next step?
 - ii. Competing Recommendations
 1. Could be hurting NRCS credibility
 2. need info to back process
 3. Recommendations
 - a. Cover Crops
 - b. Tillage radishes
 - c. Soil health/soil testing
 - iii. Lots of communication needed
 1. Long term
 2. Hard to regain position once lost
 3. Follow NRCS to stay in funding
 - iv. Request 2017 budget online

IV. Water for Food Production System

- a. Water/Food security
- b. Guidance
- c. Continuation
 - i. Integrated
 - ii. Watch for it to get out
- d. Go to Budget
 - i. Explanatory notes to congress

V. Regional/Local Food Systems

- a. Joann (NC State)

- i. Benefits of buying local
 - 1. Support farmers
 - 2. Easy access
 - 3. Community development
 - ii. Community and Farmer Vitality
 - 1. Started 2012
 - 2. Flagship Capacity Building
 - iii. Health Benefits
 - b. NC A&T
 - i. Addressing Food System Inequalities
 - c. Marketing and Business Development
 - i. NC Farm School
 - 1. Partnership w/ County agents
 - 2. Strong Impacts
 - 3. Create viable farm business plans
 - ii. NC Growing Together
 - 1. Training
 - 2. Capacity Building
 - iii. NC Choices
 - 1. Niche Meat
 - 2. Processing stage bottleneck
 - 3. Tech assistance across supply chain
 - d. Common Measures
 - i. SERA Proposal
 - ii. Need to develop more

VI. Liz-Florida

- a. Apopka Research Center
- b. Pilot Program
 - i. Central Florida-11 counties
 - ii. 895 GH growers
 - 1. Foliage Market drops
 - 2. Behavior Changes
 - iii. Transitioning from foliage to food
 - 1. Need for economics
 - 2. Enterprise budgets
 - 3. Need for pricing research
 - 4. Property too expensive
- c. Barriers
 - i. Funds to Retrofit
 - 1. Equipment
 - 2. Improve fan and pad system
- d. Farm Insurance
 - i. Banks want proof
 - ii. Hard to find company to write a policy
- e. 60 Days of Food
 - i. Locally available crops in Orlando area
- f. Farm Manual

- i. Ex-5 acre property
 - 1. No electric
 - 2. no well
 - ii. No idea on the process
 - g. Supply Chain
 - i. Growers need to connect w/buyers
 - ii. Change business model
 - iii. Distribution
 - iv. Need local price database
 - v. Ex-Blueberry Growers
 - 1. Lack of processing plants
- VII. Lillian Brisden University of Kentucky
 - a. The Food Connection
 - i. Aramark
 - 1. Funds for Food Institute?
 - 2. Dining contract
 - 3. Set % purchase local food
 - ii. Farm to Campus Supply Chains
 - iii. Demo/Learning Kitchen
 - iv. Family Farms-Wholesale success
 - b. Third Party Food Safety Audits- Barrier
 - c. Cultivate KY Partnerships
 - i. Go between farmers to suppliers
 - ii. Wholesale Ready Producers
 - iii. Collaboration/Coordination/Transparency
 - d. Food systems Innovation Center KY
 - i. FISMA Working Group
 - ii. Farmer Training
 - iii. Farmers Hand held by agent
 - 1. Find solutions
 - 2. Answer questions
 - e. GAP
 - i. Markets available after GAP
 - ii. Technical assistance
 - iii. University Farm GAP audited
 - f. Value Chain Coordination
 - i. Look to NC
 - ii. Rebecca Denning
 - g. Research
 - i. Metrics/Methodology for evaluation of UK Dining
 - ii. Produce Processing-Supply
 - iii. Local food purchasing metrics
 - iv. First Processed Produce in Central KY
 - v. Need more processing capacity
 - vi. What is the supply?
 - 1. 2012 Census Data
 - 2. Visualizing Census Data

- 3. Mapping current production
 - h. Price Benchmarking for KY
 - i. Past years farmers market sales
 - ii. Product action reports
 - 1. Produce Auctions
 - 2. Farmers Markets
 - iii. Infrastructure Map
 - 1. See who and where
 - 2. CSA Sales
 - 3. Cold Storage
 - 4. Distribution
 - 5. Food Connection- UK
- VIII. Building Capacity
- a. North Carolina
 - i. Hoop/High Tunnels
 - 1. NRCS-structurally unsound
 - 2. Better production
 - b. Engaging more Agents across the region
 - i. Blog or chat opportunities
 - ii. Webinars
 - iii. Regular topical talks?
 - c. Growing Number of Individuals
 - d. Online local Food Systems Course
 - e. Local/County Food Coordinators
 - f. Farm-To-School (Farm-to-Campus)
 - i. Better food service Provider interactions
 - ii. Ex.-Aramark; Sodexo
 - g. Example: NC Collards in the Cafeteria Video
- IX. FSMA-Mark McCann; Judy Harrison
- a. South Eastern Fruit and Veg Meeting Recap
 - i. Atlanta
 - ii. From Response to Prevention PowerPoint
 - 1. Cultural Changes
 - 2. Market Driven
 - 3. M+D=P
 - a. Magnitude/Demand/Prevention
 - 4. Foreign Supplier Verification
 - 5. Third Party Certification
 - 6. Sanitary Transportation
 - 7. Mitigation Intentional
 - b. Preventative Controls for Human Food-PC Rule
 - i. Food Safety Plan in Place
 - ii. PC Qualified individual
 - c. Produce Safety Rule
 - d. National Coordination Centers
 - i. Southern-Unv. Of Florida

1. Produce Safety Alliance (PSA)
2. FSPCA
- ii. Western-Oregon State
- iii. North East-Unv. Vermont
- e. What Rule Do I Fall Under?
 - i. Decision Tree to figure Out
- f. Raw Ag Commission
 - i. Sold Wholesale or Natural State?
 - ii. How much?
 - iii. To Whom?
 - iv. Commodities seldom eaten raw
 - v. Raw or canned (heat treatment)
- g. Produce Safety Rule
 - i. Compliance
 1. Staggered
 2. Larger \$500k-2 yrs to comply
 - ii. Applies to:
 1. Slicing/Chopping
 2. Packing other people's produce
 3. Manufacturing
 - iii. Objective 1: Certified Trainers
 1. Trainer Course through PC
 2. Multi-Day complex training
 - iv. Objective Two: Develop/Deliver Curriculum
 1. Region Specific
 2. Educational Programs and Trainings
 - a. Workshops underway
 - b. Add on plans for training
 3. Agents with strong Food Science
 - v. Objective Three: Evaluation impacts of Education
 1. Being Developed by alliances
 2. Piloting
- h. PC Training
 - i. Funding-Apply for Grants
 - ii. Preventive Control Alliance
 - iii. Trainer Requirements
 1. Implement T&T w/ Alliance
 2. Need trained before can train others
 3. State specific
 4. PC certified individual
 5. Come to programs for processors and regulators
 6. Multi-Day Training
 - a. Online exam
 - i. Essay Questions
 - ii. Decide competency
 7. Conduct class w/lead trainer
 - iv. Examples
 1. Georgia Dept. of Ag

- 2. Clemson-Agents Trained
 - 3. FSMA Agents-NC
 - v. Farm Bureau/ Dept. of Ag.
 - vi. Produce Safety Alliance
 - 1. NC
 - 2. Alabama-October
 - 3. Arkansas
 - vii. Lots of Consultants-reached trainer capacity
 - i. PC education
 - i. How to Increase Need?
 - ii. How to manage w/o funding?
 - j. Food Safety Plans
 - i. Types
 - 1. Prevention Controls
 - 2. Hazard Analysis and Critical Control Points
 - ii. Not so different after all
 - iii. PC Rule
 - 1. More components
 - 2. GAP
 - iv. HACCP
 - 1. Processed Food
 - 2. Just the Processing part of the Plan
 - 3. Will “beef up” meat and juice plans
 - v. Food Allergens now part of food safety plans
 - vi. What are the funding mechanisms?
 - k. RFA (Refrigerated Food Association)
 - i. State Dept. of Ag. Specific
 - ii. Calls for proposal
 - 1. Inspection or training
 - 2. Funding training for inspectors
 - 3. Training will be conducted
 - l. Meet with State Department of Agriculture
 - m. Animal Feed Prep-Saquib
 - i. Behind in creation of trainings
 - ii. Funding w/DOA?
- X. Plan of Work
 - a. Election: Secretary Next Year
 - b. Marty Main
 - c. Process to become an officer-1862 year
 - d. Next year elect within 1890 ranks
- XI. Conference Call Dates
 - a. Oct.-Thurs 27th 10 am
 - b. Nov.-Tues 22nd; 10 am
 - c. Feb.-Fri. 3rd; 10 am
 - d. May-Wed. 17th; 10 am

- XII. Southern Regional Extension Forestry (SREF)
 - a. Bill Hubbard
 - i. Presenter
 - ii. 1[®] Audience-State Specialist
 - b. Conference/Workshop Development
 - i. Webinars
 - 1. Location
 - 2. Automated Administrative Services
 - 3. Many services
 - ii. Applied Research
 - iii. Traditional?
 - iv. Mobile Apps
 - v. Peer Review
 - c. SREF Info (<http://www.sref.info/>)
 - i. Products/Deliverables
 - ii. County trainings
 - iii. Tools
 - 1. Forest Products locator
 - 2. 1[°] and 2[°] forest products
 - d. Forestry Update
 - e. Key Issues
 - i. Climate change & Variability
 - 1. Fact Sheet/Tools
 - 2. Pine Map
 - a. Decision Support System
 - b. Useful for Ag as much as Forestry
 - c. Good User Tool-Forecasting
 - d. Local-Average min. temp; summer temps
 - 3. Creating climate education tools
 - 4. Climate Learning Network-Extension
 - a. E-learning model
 - b. Certificate program
 - c. Climate change for Administrators Webinar
 - 5. Climatewebinars.net
 - ii. Biomass/Bioenergy/Biofuels/Bioproduction
 - iii. Forest Stats/Products/ Economic Impact
 - 1. Regional Collaboration and Fact Sheets
 - 2. Infographics (online)
 - 3. % county forested-acreage
 - 4. Georgia site-testing model
 - iv. Sustainable Forestry/ Forest Health
 - 1. Hardiness Zone
 - 2. Funded through grant
 - 3. Climate Center Support
 - 4. Train Agents on topic
 - a. Dr. Dave Coyle-Ext. Forester
 - b. Southernforesthealth.org
 - 5. RNGR-Reforestation

- 6. Short leaf Pine Initiative
 - a. UT Fact Sheets
 - b. www.shortleaf.net
- 7. Eastern vs. Western Perspectives
- 8. EFETAC-Eastern Forest Environmental Treat Assessment Center
- v. Wildland Fire
 - 1. CFS
 - 2. SE Region Nations Cohesive Wildland Fire Management Strategy
 - 3. Work together
- vi. Restoration/Reforestation/ Nurseries
- vii. Urban/ Community Forestry
 - 1. Learn Urban Forestry
 - 2. Moodle-Agent Training
 - 3. 10-11 course training
- viii. Landowner outreach and engagement
- f. USDA Office of the Chief Economist
 - i. Funded the effort
 - ii. Main Contact-Rachael Steele
- g. Identify Agent Needs
- h. Looking for Partners
 - i. Climatologist
 - ii. Office-NC State
- i. Needs Assessment-Specialists and County Needs

XIII. GAPS in Training

- a. Todd Hurt
 - i. Developing BMPs online courses
 - ii. After next conference- give him top 3 suggestions
- b. Julie Robinson-Ed Design
- c. Marty/Gary-
 - i. helped initiate
 - ii. Vetting by peer review process
 - iii. Review of materials
 - iv. Link of current modules
- d. Billy
 - i. Goal for our committee
 - ii. Identify gaps
 - iii. Think of new agents
- e. 40% ↓ 5 yrs experience
- f. Specialist Developing Content
- g. Funding Constraints
 - i. Content 180 module campus
 - ii. Formats differing
 - iii. TX-FL core competencies
- h. Training
 - i. Extension-will help work on pilot
 - 1. Establish Guidelines and Standards
 - 2. Take content-plug and play

- 3. Send content to ed. designer
 - ii. NIFA-educational design position?
 - iii. Common area where we can all share
 - iv. Specialists/States-can generate revenue
 - v. Pass through Charge or charge per class?
 - vi. Subject Matter
 - 1. Regional Application
 - 2. Learning Objectives Upfront
 - vii. Example:-Crisis Communications Module
 - 1. Anticipate Potential Crisis
 - 2. Analyze Situation
 - 3. Develop a plan
 - viii. Outcomes
 - 1. Online Classroom
 - 2. Measure completion
 - 3. Specialist Use for promotion
 - 4. Agents-receive regional credentials
- i. Current Courses
 - i. Can they be brought up to a new standard?
 - ii. Classroom is standard format
 - iii. Can information be developed from old content?
 - iv. Revenue generation by development
- j. Committee Goal
 - i. Top three areas
 - ii. Identify gaps and think of new agents
 - iii. After next conference call meeting give Todd Hurt top 3 suggestions

XIV. 1890 Ruminant Programs-UMES

- a. Sheep
 - i. Katahdin
 - ii. Dorphen
- b. Goats
 - i. Spanish
 - ii. Boer
 - iii. Kiko
 - iv. Savanna
- c. Priorities
 - i. Integrated Gastro parasite management
 - 1. Alternative treatments
 - a. Garlic
 - b. High tannin sorghum
 - c. Papaya seeds
 - d. Pumpkin seeds
 - ii. Small Ruminants manage unwanted vegetation
 - 1. Combine goat and sheep
 - 2. Move panels to increase pressure on vegetation
 - 3. Select grazing animal
 - 4. Select target grazing site

- 5. Sample collection
 - 6. Determine enclosure strategy
 - iii. Use of CIDRS
 - 1. For estrus synchronization
 - 2. Ewes and Does
 - 3. Better in Sheep than Goats
 - iv. NCA&T
 - 1. Internal parasites in Goats
 - a. Mushroom probiotics
 - i. Early results-makes a difference
 - ii. Shiitake for pole worm treatment?
 - 2. Spanish Does/Boer Bucks
 - a. 16 animals
- XV. Ray McKinnie (VA State)
 - a. Meat Goats and Sheep Program
 - b. Molecular Immunology/Genetics
 - i. Feed Stock
 - ii. Canola/Flax seeds-Increase Omega 3s/6s
 - c. Stinging Nettle
 - i. Control pole worm?
 - ii. Decrease Inflammatory markers
 - iii. Decrease Adverse effect of infestation
 - iv. Impact on pole worm population
 - d. Forages
 - i. Varying types
 - ii. Feed Costs
 - iii. Alt. Feed Stocks
 - iv. Grazing Patterns/Rotation
 - v. Sorghum-Feed grain crop
 - 1. Biogas treated w/ammonia
 - 2. Use as adjusted feed source
 - e. Sheep
 - i. Crossbreeding
 - ii. Agro by-product
 - iii. Increase Pregnancy rates
 - 1. Up 20-30% birth rate
 - 2. Survival Rates not effected
 - 3. Increase lamb rate & performance
 - iv. Marketing of Product
 - 1. Factors influencing purchase
 - 2. NO ANTIBIOTICS-Driver for Purchase
 - v. Reproduction
 - 1. Vaginal Insemination
 - 2. Field Days-October
 - 3. Artificial Insemination
 - vi. Cooking Demos
 - 1. "Lambuary"-January

- 2. "Goatober"-October
 - vii. Mobile Slaughter Facility
 - 1. 40ft Long
 - 2. VSU-Dept. of Ag
 - 3. Processing for Market needs inspector
 - 4. Staffing for the unit

- XVI. Prairie View-Billy
 - a. International Goat Institute
 - i. Boer Goats
 - ii. Big Field Days
 - iii. Seasonal Breeding Pattern
 - iv. Carcass Quality
 - v. Problems in Goats
 - 1. Diseases
 - 2. Parasites
 - b. Development of Website-Identification Tool

- XVII. FAMU Goat Program
 - a. Intestinal worms
 - b. Increased tannin content research
 - c. Resistance
 - d. Langston
 - i. Testing buck on feed intake
 - ii. Dose threshold
 - 1. Bucks least susceptible continued for breeding
 - iii. Master small Ruminant Program
 - 1. 18 class course
 - 2. Milk Goats
 - 3. Enhancement \$-cost share
 - 4. Re-up every 3 years (Advanced MG Program)
 - e. Anyone looking at Resistance markers?
 - f. Demand? (Tuskegee Meeting)
 - i. Ethnic markets
 - ii. Consumer awareness
 - iii. Product innovation
 - iv. Sheep/Goat are lean meat
 - v. Preferred meat for consumption market studies

- XVIII. 2016-2017 Plan of Work
 - a. Join Meeting NC Region
 - b. Forage Manual
 - i. Ag Economic-Multistate
 - ii. Develop publications authored across Southern Region
 - iii. Short term needs w longterm financial strategies
 - iv. Approved by extension directors
 - v. Waiting on NIMSS
 - vi. Resource for other states

1. Macro economics
 2. Working w/lender
 3. FSA loans-Southern Extension
- c. 2 Action Groups
- i. Animal Systems
 - ii. Local Foods
- d. M. Burns-Clemson
- i. Strategic Plan-Program Teams
 1. Regional Director to manage county agents
 2. People in place w/Middle managers
 3. Combined Teams
 - a. Agribusiness
 - b. Urban Hort
 - c. Commercial Hort
 - d. Agroforestry
 - e. Nat. Resources
 - f. Food Safety & Nutrition
 - ii. Agent Mentoring Program
 1. With experienced agents in counties
 2. Try to make crossover
 - iii. Livestock Team
 1. Curriculum development
 2. Freshman-Seniors in College
 3. Attract and track producers
 - iv. Other course development
 1. Backyard Poultry
 2. Master Pond
- e. Natural Disasters
- i. Farm Aid
 - ii. Reactionary Programming
- f. Nathan Smith-Clemson
- i. Background
 1. Department of Ag
 2. HUD
 - ii. Floods in October
 - iii. Started n December
 - iv. Farm Aid
 1. \$40 Million State grant fund
 2. Help w/education
 3. 45 day sign up period-July 1
 4. All counties eligible
 5. Unofficially \$35.5M to be spent
 - v. Wrote rules and regulations
 - vi. Trained 150 Service Providers
 1. Agents
 2. Lenders
 3. Insurance
 - vii. Idea came from NC in the 1990s

- viii. Agronomc Agents Stepped Up
- g. Southern Extension Economics Committee
 - i. Call for presentations and posters
 - ii. Update on financial conditions
 - iii. Materials for pending farm crisis
 - iv. Reviewable Draft-Through Texas A&M
 - v. Outlook Conference- usually 40 people
 - vi. Productive committee
 - vii. Burns joined
 - 1. Via Zoom
 - 2. Someone to advise group
 - 3. Advisory that ASRED approved
 - 4. Not a formal advisor
 - 5. Economists chose their advisor
 - 6. Contacted Steve Martin-Mississippi
- h. Derrick-Clemson
 - i. Water Availability
 - 1. Water Assistance
 - 2. Surface and ground water
 - 3. Urban Water Program
 - 4. Rural Water Program
 - a. Need for program
 - b. Looks like it will be funded
 - ii. Natural Resources
 - 1. Push toward Water Intrusion
 - 2. Is water there to support?
 - 3. Next budget-ask for increase
 - a. \$40 Million
 - b. Research and positions
- i. Mark McCann-Georgia
 - i. Economy
 - ii. Last fiscal-5 new agents
 - iii. Increase 12 new positions
 - iv. Now 30 agents to be hired (60% Ag)
 - v. Lower Populated Counties
 - 1. ANR/4-H blend
 - vi. Specialists-Added 5 w/Ext. Appoint.
 - 1. Roller Coaster
 - 2. Full Time extension
 - 3. Extension Research
 - vii. Regional Agronomy
 - 1. Spring-Global Needs Assessment Survey
 - a. Topics/Questions
 - b. Out to all county agents
 - c. Open to web delivery
 - viii. Zoom Meetings
 - 1. Specialist Only track
 - 2. State extension conference (ANR Agents/Specialists)

- a. Programming
 - i. Understanding county structure
 - ii. New Specialist foundation training
 - iii. Joint Dinner with Specialists and Agent
- b. Housing
 - i. Specialists in 3 locations
 - ii. Specific meetings to increase visibility/com

THURSDAY- Aug 26th

- I. Louie-sent cord to Dawn w/\$253.
- II. University of Florida
 - a. Saquib and Marty Main
 - b. Lost Several positions-getting them back
 - c. Filled in 40.5 FTE
 - i. ≈14 FTE Extension
 - ii. ≈7-8 ANR
 - d. Hired Regional Specialized Agents
 - i. 5 in water
 - ii. Each district has 1
 - e. Programming
 - i. Citrus/Greening-Vector
 - 1. 260 Million boxes to 68 Million boxes
 - 2. No silver bullet
 - 3. Gene therapy on 600 acres
 - 4. Major Tourism-56 Million
 - 5. 110 Million in Florida
 - ii. Zika Issue
 - 1. Miami/Dade-43 local infections
 - 2. FL medical Research
 - 3. Educating agents on mosquito ID
 - 4. Lab in Kissimee
 - 5. Info on EDEN
 - iii. Oriental Fruit Fly
 - 1. Major invasive species
 - 2. Late Fall-83 sq mile quarantine
 - 3. 2 night helicopter spray & under control
 - f. District Directors
 - i. Have 5
 - ii. 2 retired and replaced
 - iii. 18 of several Direct Service
 - iv. Cattleman's Association
 - g. Available Funds
 - i. \$2 Million/year
 - ii. 70% money towards research and extension
 - iii. Application process-RFP
 - iv. Open statewide and out o state
 - h. EDIS (Electronic Data Information Source)

- i. Free online journal system
 - ii. All pubs. Online
 - iii. Review every 3 years
 - iv. Process of review/revision
 - i. Mixed Model Extension
 - i. Some County Agents
 - ii. Regional Specialized Agents
 - iii. Creates Synergy
 - iv. Shared Expertise
 - 1. Costal waterways
 - 2. Irrigation Specialist
 - 3. Urban Ag
 - 4. Watershed
 - v. State specialized Agents
 - 1. MG-more administrative
 - vi. Extension Scientist?
 - 1. ½ paid by NOAA
 - j. Sea Grant
 - i. Gulf of Mexico Research Initiative
 - ii. Hired Multistate team
 - 1. Meet weekly and collectively plan
 - 2. Producing documents
 - iii. Looking at Productivity
 - 1. Revenue Generation
 - 2. Invasive Species
 - k. CISMAs-Coop Invasive Species Management Association
 - i. Cattleman-12% IDC
 - ii. Public good vs Public service → start changing
- III. Kentucky-Louie
- a. Plan of Work (**Missed a few)
 - i. Crops
 - ii. Livestock
 - iii. Local Foods
 - iv. Home Horticulture
 - v. Ag Economics
 - vi. Policy
 - vii. Food Safety
 - b. Tobacco Settlement
 - i. \$15 Million “Gift”
 - ii. Princeton New meeting facilities
 - c. University of Kentucky-Palmer
 - i. Soybean Board
 - ii. Purchased cattle and forages
 - iii. Turnover in station
 - iv. Hired Farm Management
 - 1. Food Safety
 - 2. Grain Pathologist

- 3. Entomologist
 - 4. Wildlife Specialist
 - 5. Weed Specialist
 - 6. Livestock Systems Engineer
 - v. Agents proposals
 - 1. Soil Testing Upgrades
 - 2. Download data into GPS Systems
 - vi. Color coding-offer what is currently unavailable
 - vii. Cost Recovery?
 - 1. Univ. Runs Labs
 - 2. Faculty w/in Departments
 - viii. New Governor
 - 1. 4.5% cut to higher Ed
 - 2. Hiring Freeze
 - a. Imposed cuts on Ext.
 - b. 1M and additional 1.6M cuts
 - c. Field Programs Only-50 vacancies
 - d. Counties will agree
 - d. KY State-Louie Rivers
 - i. Full Match from Legislature
 - ii. Tobacco Stettlement Mini grants
 - 1. \$5000 to farmers
 - 2. Group Priority-\$15,000
 - 3. Tobacco dependent counties
 - iii. Interim Administrators
 - iv. Director County Operations
 - v. July 2017
 - 1. 20th year
 - 2. Third Thursday Meeting
 - e. WVSU- Mel Stewart Programs
 - 1. Patriot Gardens
 - 2. Cold Storage
 - 3. Hops/Mushroom
 - 4. Youth Ag Entrepreneur
 - ii. Now President
- IV. Texas A&M-Travis Miller
- a. County Agent transition
 - i. 40% agents ≤3 yrs experience
 - ii. Agent training Issues
 - iii. 50-55 floating agents
 - b. Budget
 - i. 92% salary
 - ii. Priority
 - iii. Biennium Budget
 - iv. Juggling budgets
 - c. Oil Bust
 - i. At one time 1000+ rigs

- ii. Windfall but now ↓
- d. Legislature
 - i. Viticulture≈ \$1billion
 - 1. Wine
 - 2. Tourism
 - ii. \$860k revenue-imported wine tax
- e. BF Work
 - i. Strikeforce/Promise Area
- f. Fredricksburg
 - i. 1 Enologist; 4 Viticulturalists
 - ii. 2nd most visited Wine Venue in the World
 - iii. Stimulate Industry
 - iv. 800 acres of Grapes statewide
- g. APHIS-USDA
 - i. Contract work
 - ii. 3-4 years
 - iii. Clause compliant w/OSHA
 - iv. Standards/guidelines
- h. Caused a problem
 - i. Would cost millions to meet reporting requirements
- i. Citrus Greening
 - i. 60,000 acres of trees
 - ii. Found and quarantine
 - iii. Gene for immunity-psyllid from spinach
- j. Chronic Wasting Disease-Deer/Elk
 - i. Captive deer pens
 - ii. 3 locations
 - iii. \$1 billion white tail deer hunting
- k. Wild Hogs
 - i. Healthy South TX
 - ii. Hired a hort. Position
- l. Food in Relation to Health
 - i. Improve Supply quality
 - ii. Deliver foods to populations
- m. Ag Literacy Teams (VT) throughout extension system
- n. PIE Center -Issues
 - i. Public Issues Education Webinar
 - ii. www.piecenter.com
- o. Real Info-GMO
 - i. Screw worm fly
 - ii. GM males to not reproduce

- V. Billy- Texas A&M
 - a. 1890 Institute
 - b. Not State agency @Prairie View
 - c. Short in Personnel
 - i. Dean Left; New Provost at same time
 - ii. No New hires

- iii. 10 Ext. Agents in county
- iv. Careful on Hiring
 - 1. Wait until 3 specialists filled
 - 2. 250 Specialists@ TX A&M
- v. Hire Program Assistant
 - 1. On demos and logistical
 - 2. Independent/ Self Directed
- vi. Extension Associate
 - 1. Admin Skills
 - 2. Relying on Student Workers
- d. Closed Ag building→ New building now open
- e. HIB-foreign status
- f. Programming
 - i. Targeting Small Scale landowners
 - ii. Back to basics
 - iii. Branding efforts
 - iv. 360° communication
 - 1. Get word out
 - 2. Email, direct mail, FB, call them all
 - 3. Pre recorded message
 - 4. CBO's to spread work
 - v. Cattle/Hay State
 - 1. Pasture education
 - 2. Year round
 - 3. Black Buzzards-calve loss
 - vi. Feral Hogs
 - 1. 1890 Grant funding
 - 2. Boar Buster
 - vii. Greens Production
 - 1. Collards, mustards
 - 2. Now kale/ Swiss Chard
 - viii. BG Farmer/Rancher
 - 1. Educate on NAP
 - 2. Connect-FSA
 - 3. Software-log in
 - 4. Appears as two way dialogue

VI. North Carolina A & T

- a. Receive 80% Match from State
 - i. Were at 100%
 - ii. Trying to get back up
- b. School now College of Ag & Environmental Science
- c. ↑ PhD
- d. November and June
 - i. EST/West Tours w/Deans
 - ii. Chancellor's office
 - iii. Farm Tours
 - 1. Community Gardens

2. Robotics

- iv. Listening Sessions
 - v. Agents-one successful program
 - vi. Better Understanding
 - vii. Request by Board of Trustees
 - e. Several Vacancies
 - i. Animal Specialist-small Ruminants
 - ii. Agrobusiness Marketing
 - iii. ANR PL-advertised
 - iv. Assoc. Dean & Admin
 - v. 4 ANR Ext. Agents-2 east; 2 west
 - f. Small Farm Management
 - i. Summary 2016-2021
 - ii. Passed Around
 - iii. Priorities out of Line
 - g. Season Extension High Tunnel
 - i. Strawberries and Tomatoes
 - h. Plasiculture
 - i. Natural Resources/ Agroforestry
 - j. Agribusiness-Local food
 - k. Easier Record Keeping
 - i. Farmers adopting computer training
 - ii. Jan. 2017 return of program
- VII. Mississippi-Steve Martin
- a. Passed Around
 - i. Returned 2%
 - ii. Anticipate Reduction
 - b. Grants/Contracts
 - i. Wildlife Training Center
 - ii. USDA Wildlife Team
 - iii. 2 specialists involved
 - c. Program Development
 - i. Southern Ag Econ. .Group
 - ii. No full program planning for years
 - iii. Ron Brown Left
 - iv. In Service training
 - v. Dr. Jackson trying to develop
 - vi. Needed on County Agent
 - vii. Tenure will now happen
 - viii. Agent evaluations-Review of Applicants
- VIII. Arkansas-Victor; Rick
- a. Flat Budgets-past 7yrs
 - b. Costs increases-positions not filled
 - c. Specialists/ Agents
 - i. State Funded
 - ii. Train and turn over

- iii. Hiring nontraditional agents
 - 1. Retired state police now agents
 - 2. Challenges w/leadership
 - d. Emerald Ash Borer
 - i. Crossed state line
 - ii. In firewood
 - e. Soybean College
 - i. 120 participants
 - ii. Centered out of Northeast
 - iii. Long Day-Research
 - f. September 1-Director/Assoc. Director Interim
 - g. Rick
 - i. Working on Kudzo bug
 - ii. Pigweed-
 - 1. Amaranth
 - 2. Glyphosate and dicamba resistance
 - iii. Not Registered for Soybeans
 - 1. Drift Issues
 - 2. Difficult to clean tanks
 - 3. Separate spray system
 - iv. 4-H: Statewide 5 small Ruminant programs
- IX. Fort Valley
 - a. Strong Points
 - i. Family Science & Tech
 - ii. Small Ruminants
 - iii. Bio Technology
- X. Ohio
 - a. USDA Connection
 - b. Veteran-based Programs
 - c. High Tunnels
 - d. In-service training/workshops
 - e. Organic Farm
 - i. 18.5 acres
 - ii. ½ animals; ½ fruits & vegetables
 - iii. Model Muscatine
 - iv. Blueberries
 - v. Persimmons
 - vi. Chinese Chestnut
 - f. Acme Model Farm
 - i. Show and Tell
 - ii. Lack backgrounds and trainings
- XI. Oklahoma- Randy
 - a. OSU Enrollment up
 - b. Extension Funding
 - i. In with "Higher Education"

- ii. Funding cut 16%
 - iii. Tuition up 7%
 - iv. Constitutional balance budget
 - v. \$600 Million down
 - vi. Not good budget projections
 - vii. County budgets being cut
- c. Extension Layout
 - i. 4 districts; 3 directors
 - ii. Close to 90% salaries
 - iii. Dr. Trapp-Ideas for different structure??
 - iv. 2 educators/county
 - v. 1.5 FTE= Ag/4-H; FCS/4-H
- d. Teaching split appointments
- e. Specialist at State level
- f. Business Development
 - i. ½ funded through B.D. Center
 - ii. Looking to hire
 - 1. Small business development
 - 2. Area positions-\$60k
 - 3. Area responsibilities-20 counties
- g.
- h. Wheat
 - i. 85% Wheat specialist
 - ii. 5M+ acres wheat
 - iii. Financial Stability
- i. Structure
 - i. Centers around State
 - ii. Use better
 - iii. Research/Extension Split
 - iv. Experiment Station
- j. Cotton Program
 - i. Lost people
 - ii. Look at this center and program
 - iii. 2,4 D drift problems
- k. Farmers Supportive
 - i. Looking to increase funding
 - ii. Lost Faculty
 - iii. Pest applicator Training-long term?
 - iv. Funded through Dept. of Ag
- l. Retreat in October-
 - i. Dr. Trapp, Dean
 - ii. Solution? Not wanting to be smaller
- m. Soil Health Issues
 - i. Soil Conservation Specialist
 - ii. Been on programs w/NRCS
 - iii. Polar opposite message
- n. State Questions
 - i. Right to Home or Right to Farm?

- ii. Leg. can't pass Ag. Production laws w/BMPs
- iii. Animal Rights
- iv. Unable to take a stance on the bill
- o. Functional Teams
 - i. Interdisciplinary Approach
 - ii. Drift

XII. Tennessee-Burns

- a. 25 Active Work Groups
- b. Fully Staffed; Stable budgets
- c. Equity Rises
- d. Additional FTE
 - i. 100% Dairy Specialist
 - ii. Decreased number of dairies
- e. Livestock Abuse
 - i. Extension Agents were investigating
 - ii. Successfully removed from this role
- f. 95-3 agents/county
- g. Strategic Plan
 - i. Continued Implementation
 - ii. Performance Evaluation system
 - 1. Used by TSU and UT
 - 2. Answer to UT
- h. TSU→100% match up to 51 counties
- i. 335 agents combined-TSU and UT
- j. Agent Promotion
 - i. 10% Step pay increase
 - ii. Extended to all agents
 - iii. Counties pick up their portion
 - iv. 40% county→healthcare
 - v. County Endowment-Agents 1-2-3
 - vi. Starting Salaries
 - vii. Merit Raise went to spread out pay w/ 2 & 3
- k. 2017 Spotlight state=Georgia
- l. 2018 National County Agents Meeting-TN
- m. Bobby Examples
 - i. Lab soil tests
 - ii. \$10-\$25
- n. Social Media Contacts/impacts
 - i. Internal Reports
 - ii. How is this Managed?

XIII. Ag Agents Association Meeting

- a. 2018-TN
- b. 2020-VT
- c. Awards/Recognition at Association
- d. Important professional development
- e. Highlight

- XIV. Recap
- a. Action Plans-11 teams
 - b. Strategic Plan-Leadership in place
 - c. 2 Factor Authentication method
 - d. Hops-
 - i. State Coop-VSU hops yard
 - ii. Oregon State Research
 - iii. OSU microbrew
 - e. National Ag Agents Association
 - f. Highlights Farmers
 - g. Community Pick
 - i. Throw in hopper and brew
 - ii. Horticulture
 - h. Ag Trade-Norfolk
 - i. Ag exports up 13% over 5 years
 - i. Soil & Water Districts
 - i. Agents Serve
 - ii. 60M→120M BMPS over last 5 years
 - iii. Technical/Profitability
 - iv. Collective Impact
 - v. Important to Community
 - vi. FL consultant BMP
 - vii. Chesapeake Bay ↓loading
 - viii. Large Impacts-↑real estate
 - ix. Need to be able to chronicle



North Carolina Cooperative Extension Local Foods Flagship Program

Joanna Massey Lelekacs
Extension Local Foods Flagship Program Manager



Consumers expect benefits from buying local, such as:

- Health
- Quality
- Food Safety
- Supporting local economies




(Bond et al. 2008, Grabowski 2004, Nurse & Thilmany 2010, Onozaka et al. 2010, Ostrom 2008, Schneider & Francis 2005)



Communities expect impacts from local foods:

- Address health disparities
- Support the local economy
- Ensure farmers receive fair compensation
- Address hunger / food insecurity



(Bond et al. 2008, Nurse & Thilmany 2010, Onozaka et al. 2010, Ostrom 2008, Schneider & Francis 2005)



Why local food?



LOCAL FOOD
community support is growing



Goals: Local Foods Flagship Program

An Initiative of North Carolina Cooperative Extension
Supported by both NC A&T State University and NC State University

- To provide local foods education and support programs that **positively impact farmer and community vitality, healthy eating, and the North Carolina economy.**
- To promote North Carolina Cooperative Extension as a recognized, reliable, and **trusted resource for information** about growing, consuming, and marketing local foods.


For reporting and evaluation purposes within Extension, local foods are defined as foods that meet all of the following three criteria: 1) produced, 2) marketed (if sold), and 3) consumed in North Carolina.



Training and Resources for Extension Agents General Capacity Building

- Local Food web portal – www.localfoodnc.org
- Local Food Extension Publications – 24 to date - <https://localfood.ces.ncsu.edu/local-food-extension-publications/>
- Agent In-Service Training on systems thinking and cross program opportunities
- Local Food Systems for Extension Agents Graduate Course – <http://go.ncsu.edu/localfoodlectures>
- Overview of Local Food Systems Professional Development Certificate Series (in development) – <http://www.localfoodcourses.org/>
- Agent/specialist training on Addressing Inequities in the Food System

- Community Food Strategies is a CEFS initiative providing support to local food councils across North Carolina – grant-funded under Extension specialist (N. Creamer).



NC Specific Program Examples

- Marketing and Business Development
- Processing
- (briefly) Health outcomes - nutritious, affordable, accessible and evaluation of public health

NC Cooperative Extension

Empowering People • Providing Solutions

Marketing and Business Development

Why a Focus in NC?

- Increased demand and desire for local food in mainstream markets
- Fewer farmers and aging population of farmers
- Many "new to farming" wanting to get into farming.

What?

1. Training new farmers – with strong focus on business development.
2. Bringing more locally-produced foods into mainstream markets.

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Empowering People • Providing Solutions

NC Farm School

<http://ncfarmschool.ces.ncsu.edu>



- **Goal:** Allow a pathway of success for farmers to generate profitable businesses.
 - Give students the tools to create viable farm business plans.
 - Easy to fit into a busy schedule by providing one class each month and each business session focuses on different areas of a business plan.
- Field trips to working farms led by innovative, experienced farmers and agricultural professionals.

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Empowering People • Providing Solutions

NC Farm School (NCFS)

To date: Over 300 students have completed NC Farm School.

- 45% of students indicated they had a written, functional business plan and 51% indicated they had a written business plan outline
- 86% of students indicated that NCFS refined their business plan while 7% indicated that NCFS validated their plan
- 97% of those questioned said they will be able to avoid financial mistakes as a result of what they learned
- 76% said they learned marketing techniques that will increase their profits

NC Cooperative Extension

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CEFS NC Growing Together

www.ncgrowingtogether.org



- **Aim:** Bring more locally-produced foods into mainstream markets, strengthening the economics of small to mid-size farm and fishing operations and their communities.
 - Training and capacity-building to enable smaller producers to meet the requirements of larger buyers.
 - Adapting buying protocols for larger buyers to enable purchasing from smaller producers and food hubs.
 - Understand and remove barriers that prevent local foods from entering large-scale markets

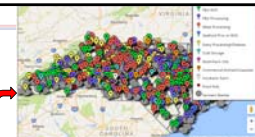
This is a project of NC State University and NC Agricultural & Technical State University

NC Cooperative Extension

Empowering People • Providing Solutions

CEFS NC Growing Together

continued



- **Resource Development**
 - NC Local Food Infrastructure Map
 - Extension Publications – e.g. How to Sell "XX" to Grocery Stores via Direct Store Delivery (e.g. shell eggs, fluid milk, pastured meat)
 - Resources for Buyers
- **Training**
 - Food safety training / GAPs certification
 - Post-harvest handling training
 - Market channel assessment training
- **Local Food Supply Chain Apprentices**
- **Grower-Buyer Connection Events**

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Marketing and Business Development

USDA and other program support (financial and TA)

- SARE Professional Development Program
- USDA Agriculture and Food Systems Initiative (AFRI)
- USDA Beginning Farmer and Rancher
- Southern Extension Risk Management Education
- Tobacco Trust Fund Commission
- Golden Leaf Foundation

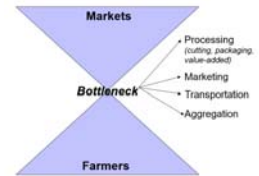
NC Cooperative Extension

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Processing (niche meat)

Why a Focus in NC?

- Increased demand for niche meats
- Farmers interested in supplying.
- Bottleneck at the processing stage.
 - Address lack of processing infrastructure and technical support in NC



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NC Choices

<https://cefs.ncsu.edu/food-system-initiatives/nc-choices/>

Aim: Provide information, technical assistance, educational programming, and networking opportunities for farmers, extension agents, meat processors, buyers, distributors, and consumers along the local, niche, and pasture-based meat supply chain in North Carolina.

NC Choices also coordinates:

- Carolina Meat Conference
- Women Working in the Meat Business Conference
- Extension Publications
- Webinars/Videos



NC Cooperative Extension

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Processing

USDA and other program support (financial and TA)

Funding:

- USDA Southern Risk Management and Education Center
- USDA Agriculture and Food Systems Initiative (AFRI)
- USDA Rural Business Development Grant

Other funders:

- Golden Leaf
- NC Rural Center
- W.K. Kellogg Foundation
- Wallace Center

General Technical Support:

- USDA Food Safety and Inspection Services (FSIS)
- USDA Beginning Farmer and Rancher (not financial, just contacts who have shared resources, etc).
- USDA Value-Added Producer Grant (not financial but a great support for farmers in our network).

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Health outcomes - nutritious, affordable, accessible and evaluation of public health

Why a Focus in NC?

Focus on improving health outcomes, including increased access to nutritious, fresh foods and increasing food security.

What?

Health and nutrition programs as well as support for community programs that increase access to nutritious, fresh foods.

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Health outcomes - nutritious, affordable, accessible and evaluation of public health

Example NC Programs / Resources

- ANR/FCS/4H/CRD Cross Program Opportunities
 - ❖ Farm to School / FoodCorps = procurement, gardening, nutrition curriculum
 - ❖ Farm to Childcare = procurement, gardening, nutrition curriculum
- Community Gardens
- Extension Master Food Volunteer Program (primarily FCS focus on food beyond the garden/farm at the consumer level)
- Support for SNAP/EBT at farmers markets
- Farmers' Market Tour Program
- Faithful Families Eating Smart and Moving More
- EFNEP's Families Eating Smart and Moving More
- SNAP-Ed Harvest of the Month handouts
- Eat Local, Eat Healthy Brochure

USDA and other program support (financial and TA)

- USDA AFRI, EFNEP, SNAP, W.K. Kellogg Foundation, Blue Cross and Blue Shield of NC

Impacts and Common Measures

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Thank you!

Joanna Massey Lelekacs
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Web Portal:

www.localfoodnc.org

Follow us on Facebook

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Photo credit: Joanna Massey Lelekacs

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REGIONAL FOOD SYSTEM DEVELOPMENT IN KENTUCKY: THE FOOD CONNECTION

Lilian Brislen

Executive Director of The Food Connection

University of Kentucky

WHAT WE DO

A hybrid academic center housed in the College of Food Agriculture and the Environment

Specializing in engaged scholarship and applied research in regional food systems

Emphasis on farm to campus value chains.

On and off campus engagement

Emulate the land-grant mission: Instruction, Outreach and Research





OUTREACH

Strategic collaboration with on and off campus partners

Targeted interventions designed address the unique challenges in developing the farm to campus value chain

Topical trainings, professional development, network building, community engagement

Cultivate Kentucky Partnership

CULTIVATE KENTUCKY

Partnership KY Horticultural Council, Louisville
Farm to Table and Bluegrass Farm to Table

In consultation with FSMA/GAP Working Group

Senior Extension Associate

One on One consultation for GAP & FSMA

Working towards general support of 'wholesale
ready' produce producers

Emphasis on scale appropriate, farmer centered
solutions to third party food safety requirement

Videos, templates, 'farm hack'



VALUE CHAIN COORDINATION

Foster strong connections among the businesses, organizations and agencies working with small- and medium-scale farmers to access KY wholesale markets

Greater understanding of each other's work and an alignment of goals

Understanding underlying value chain logistics, dynamics, opportunities and challenges

Collaboration, Coordination, Transparency



RESEARCH

The Food Connection is a facilitator of research that leverages the technical and intellectual resources of UK students and faculty to:

- Solve the 'wicked' problems of farm to campus value chains
- Identify key lessons and knowledge that can be transferred to other arenas within regional food system development

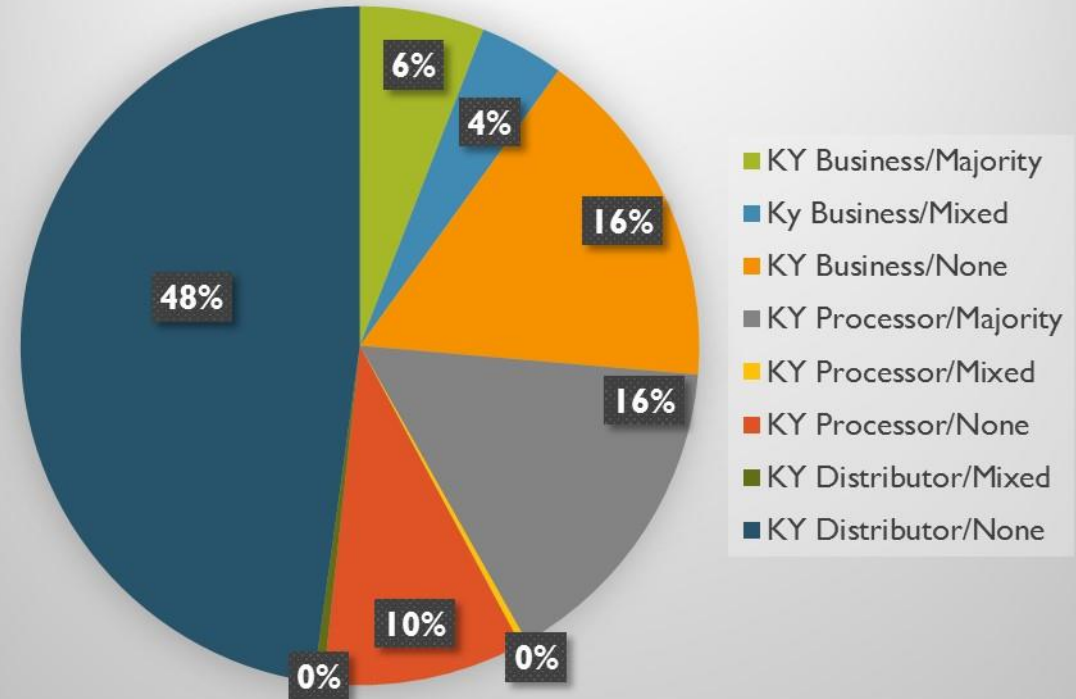
Metrics and Methodology for evaluation of UK Dining (Aramark) 'local' food purchases

Supply chain specific investigations: Produce Processing, KY Finished Beef

LOCAL FOOD PURCHASING METRICS

Vendor Type	
Kentucky Food Business/Entrepreneur	A food producer or farm that is privately held and majority owned by residents of Kentucky, and operates primarily in Kentucky.
Kentucky Located Food Processor	An enterprise not classified here as a Kentucky Food Business, but which engages in significant food production or processing at a Kentucky facility. Only processors that are Kentucky Proud or source mixed Kentucky farm content are included.
Kentucky Distributor or Not a Food Business	A vendor which in Kentucky primarily transports or repackages, a majority share of ownership is held by non-Kentucky residents.
Ingredient Source	
Majority Kentucky Farm Source	The food product or the primary ingredient is sourced exclusively or predominantly (>50%) from Kentucky farms. Specific farm sources are or could be identified, though they may be co-mingled.
Mixed Kentucky Farm Source	It can be reasonably concluded that >10% of the food product or a majority fraction of a primary ingredient was sourced from Kentucky farms. In most examples, Kentucky and non-Kentucky farm products are co-mingled with no means to identify specific Kentucky farm sources.
No Significant Kentucky Farm Source	There is no identifiable Kentucky farm source for ingredients, or the only significant KY farm content is derived from nationally/globally processed and co-mingled commodities (e.g. corn sweetener).

UK Dining FY15 Procurement



FIRST PROCESSED PRODUCE

In-depth Interviews

Producers

Wholesale buyers

Existing Processors

Census Data Assessment

Pricing Benchmark

Produce Auctions

Terminal Markets

Farmers Markets

Supply Chain Mapping

First Processed Produce in Central Kentucky

A Pre-feasibility Study

Prepared by:

Lilian Brislen

Jairus Rossi

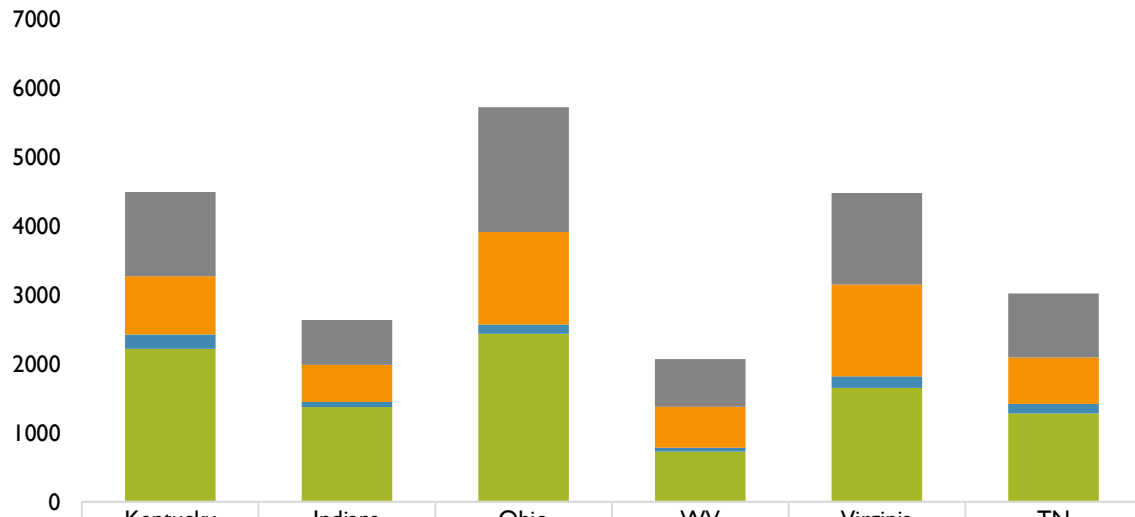
Kenny Stancil



THE
FOOD
CONNECTION

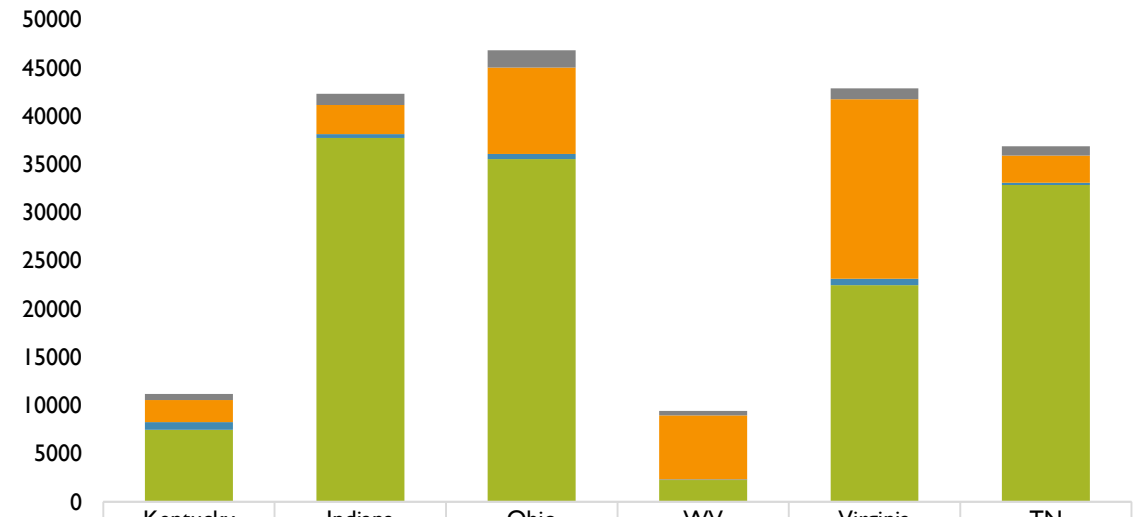
CENSUS DATA SUPPLY ANALYSIS

Number of Farms



	Kentucky	Indiana	Ohio	WV	Virginia	TN
Berries	1224	647	1810	689	1332	932
Fruits	846	540	1344	594	1333	673
Nuts	206	74	133	58	164	137
Veggies	2222	1376	2440	729	1656	1284

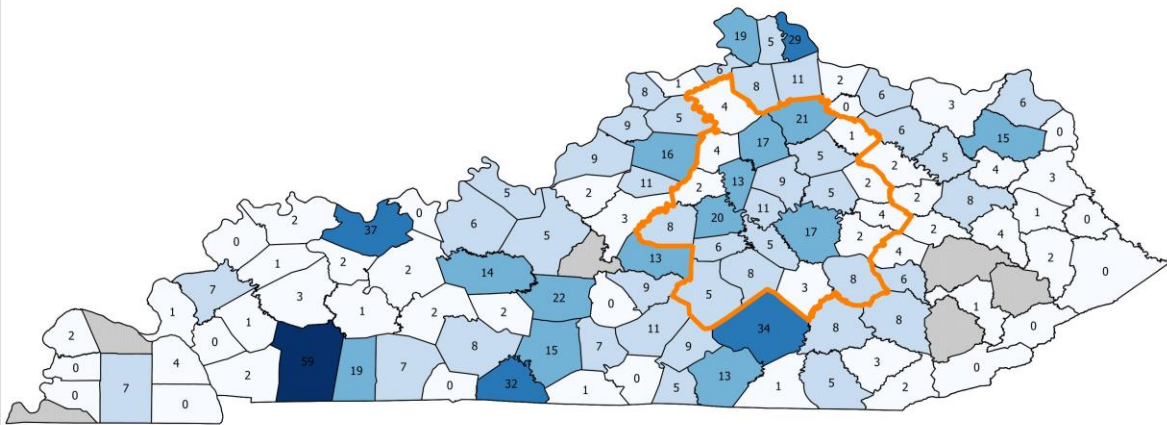
Acres in Production



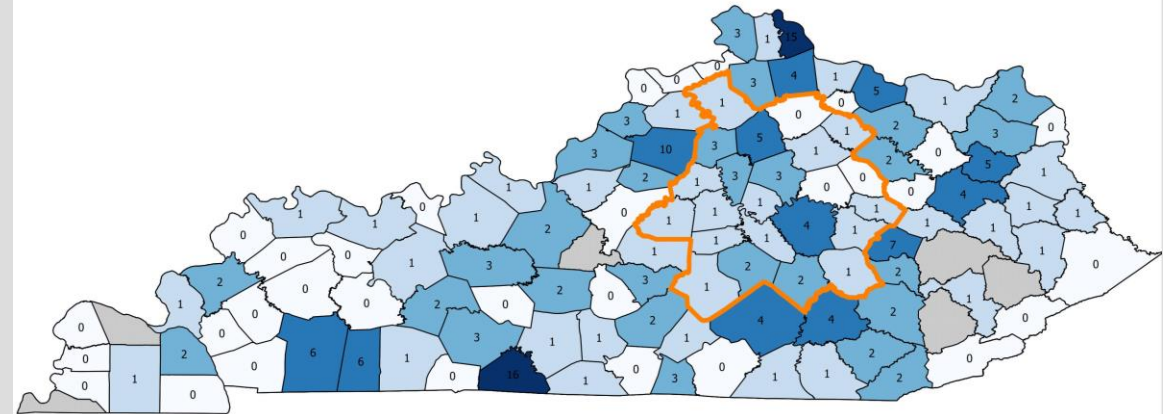
	Kentucky	Indiana	Ohio	WV	Virginia	TN
Berries	622	1171	1786	491	1121	987
Fruits	2296	3017	8965	6621	18643	2807
Nuts	794	369	519	69	661	229
Veggies	7474	37747	35556	2257	22454	32854

VISUALIZING CENSUS DATA

Acres of Tomatoes Harvested



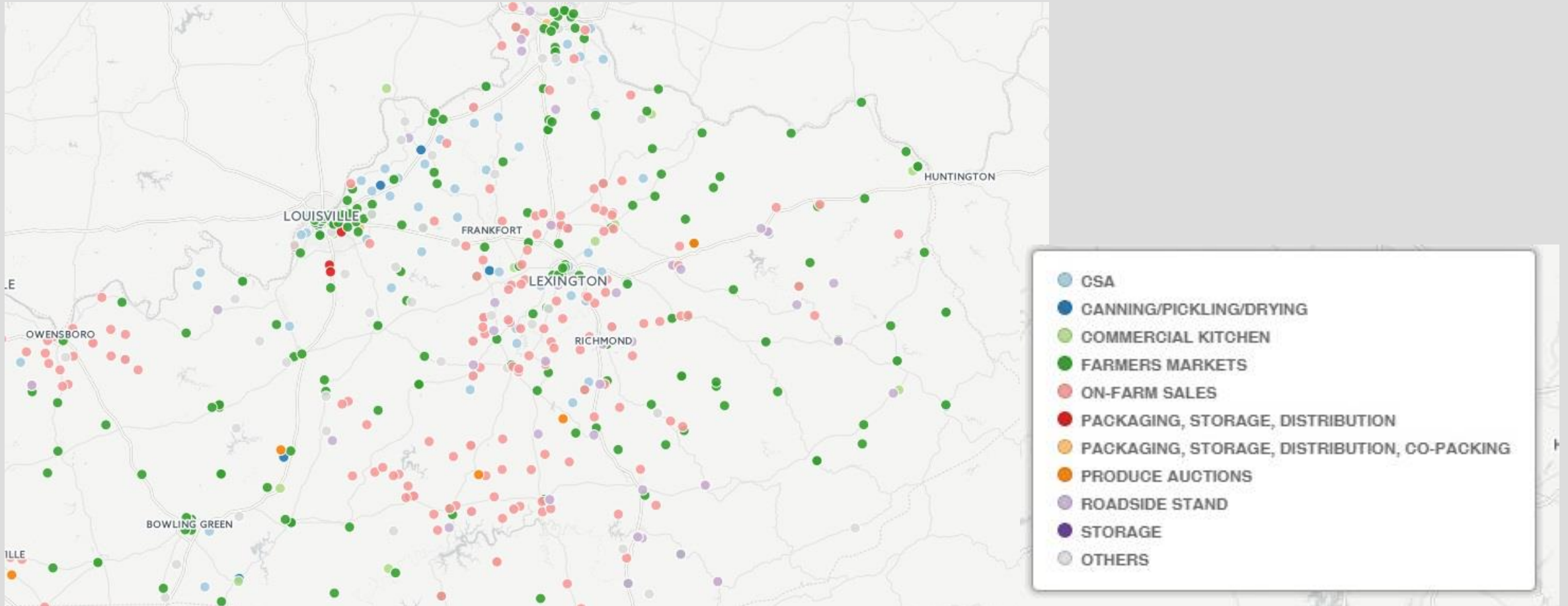
Acres of Cucumbers Harvested



PRICE BENCHMARKING FOR KY PRODUCE

Monthly Average Price per Pound at Kentucky Produce Auctions, 2015							
	May	Jun	Jul	Aug	Sep	Oct	In Season Avg. (May-Oct)
Bell Peppers	\$1.29	\$0.91	\$0.65	\$0.57	\$0.46	\$0.40	\$0.63
Broccoli	\$0.84	\$0.81	-	\$0.93	\$0.91	\$0.85	\$0.91
Cantaloupes	\$0.41	\$0.58	\$0.53	\$0.59	\$0.56	-	\$0.55
Cucumbers	\$0.91	\$0.35	\$0.44	\$0.91	\$0.74	\$0.55	\$0.64
Green Beans	\$1.40	\$1.20	\$1.09	\$1.07	\$0.94	\$0.52	\$0.99
Onions	\$0.60	\$0.63	\$0.71	\$0.80	\$0.74	\$0.20	\$0.72
Potatoes	\$0.56	\$0.44	\$0.54	\$0.44	\$0.37	\$0.27	\$0.44
Sweet Corn	-	\$0.40	\$0.31	\$0.38	\$0.35	\$0.37	\$0.36
Tomatoes	\$1.55	\$0.95	\$0.68	\$0.84	\$0.86	\$0.82	\$0.93
Zucchini	\$0.70	\$0.30	\$0.47	\$0.59	\$0.52	\$0.44	\$0.49

INFRASTRUCTURE MAPPING



THANK YOU!

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Food Safety Modernization Act (FSMA) Update

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Objectives

- Provide overview of FSMA
 - Food safety "reform"/philosophy
 - Why it is needed and where it is coming from
 - Why the government is being so prescriptive
 - What it includes
- Provide an overview of national and regional centers and Alliances created for implementation
- Preventive Controls for Human Foods Rule and Produce Safety Rule
- Curriculum development and training
 - How this is different from the norm
 - Roles of the Southern Center and Extension




Overview of FSMA

Food Safety "Reform"/Philosophy

Aims to ensure the U.S. food supply is safe by shifting the focus of federal regulators

- From responding to contamination incidents
- To preventing contamination incidents from happening




www.fda.gov/Food/GuidanceRegulation/FSMA/




Overview of FSMA

Why It Is Needed

- Cultural changes
 - Advances in epidemiology and traceability
 - Advances in technology - media coverage
 - Knowledgeable, concerned consumers
 - Demand safer food



www.fda.gov/Food/GuidanceRegulation/FSMA/



Overview of FSMA

Why It Is Needed

- Market driven
 - Retailers want satisfied, repeat customers
 - Wal-Mart, Publix, Kroger, McDonalds, etc.
 - Very aggressive food safety programs (contract growers/suppliers, product specifications, etc.)
 - Demand safer food from growers/producers
 - VERY expensive and detrimental to have to recall product



www.fda.gov/Food/GuidanceRegulation/FSMA/




Overview of FSMA

Why The Government Is Being So Prescriptive

M + D = P

M = magnitude of a food supply that is globally HUGE
 D = demand for safer food
 P = PREVENTION - a system where we PREVENT contamination rather than respond to it when it happens

CONSISTENCY in practices, training & information nationally & globally



Major Rules Included

- Foreign Supplier Verification Programs for Importers
 - Importers must verify food has been produced in a manner that meets U.S. safety standards
- Third-Party Certification Program
 - Establishes program for accreditation of third-party auditors to conduct food safety audits and issue certifications of foreign facilities
- Sanitary Transportation of Human and Animal Food
 - To prevent practices during transportation that create food safety risks
- Mitigation Strategies to Protect Food from Intentional Contamination



Major Rules Included

- Preventive Controls for Human Foods Rule
 - Requires that food facilities have food safety plans that identify potential hazards and practices that will be followed to minimize hazards and a PC Qualified Individual
- Produce Safety Rule
 - Establishes standards for growing, harvesting, packing and holding produce




What is different? Alliances Funded By FDA

Produce Safety Alliance

Food Safety Preventive Controls Alliance

- Development of Standardized Curriculum for Consistency Across the Nation
- Coordination of Certification Activities



National and Regional Centers

National Coordination Center (IFPTI*)

Coordination, Communication, Assessment

*International Food Protection Training Institute


Southern U. of Florida

Western Oregon State U.

Northeast U. of Vermont

North Central Iowa State U.

Regional Training, Coordination, Communication, Assessment of Impacts of Training Programs











Southern Region Center Objectives

Objective 1. Develop a cadre of Produce Safety Alliance (PSA) and Food Safety Preventive Controls Alliance (FSPCA)-certified trainers within the Southern U.S. focused on supporting the produce industry.

Objective 2. Develop and deliver region- and stakeholder-specific educational training curricula, and technical assistance programs.


Objective 3. Evaluate the impacts of education, training and technical assistance programs and report outcomes to the National Center.





The Big Question....

What rule am I going to fall under?



Decision Tree for Compliance with Produce Safety Rule

Preventive Controls for Human Foods Rule clarified the definition of a farm to cover two types of operations.



- Primary production farms
- Secondary activities farms



www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM472499.pdf

Produce Safety Rule


- Growers of raw agriculture commodities that are whole or in "natural state"
 - Exemptions & Qualified Exemptions
 - Income levels from produce
 - Selling directly to the end-user (consumer, restaurant, retail) within a specified distance from farm
 - Commodity is on list for "seldom eaten raw"
 - Commodity is sold to a processor who will heat treat it

Compliance Dates for Produce Safety Rule (Other Than Sprout Operations)

Business Size	Years to Comply After Effective Date (1-26-16)*
Large businesses (>\$500K)	2
Small businesses (>\$250K-500K)	3
Very small businesses (>\$25K-250K)	4

*Compliance dates for certain aspects of the *agricultural water requirements* allow an *additional two years* beyond each of these compliance dates.



Preventive Control for Human Foods Rule

- If you are...
 - Slicing, dicing, chopping ("Fresh Cut")
 - Packing, holding, shipping produce not grown on a farm you own a major stake in
 - Manufacturing food products




Compliance Dates for Preventive Control Rule

Business Size	Years to Comply After Effective Date (1-26-16)*
All other businesses	1
Small businesses (fewer than 500 full-time equivalent employees)	2
Very small businesses <less than \$1 million/yr (adjusted for inflation) in both annual sales of human food plus that processed, packed, held without sale	3

*Businesses subject to the *Pasteurized Milk Ordinance* have 3 years to comply.

Extension's Role?




Objective 1.
Develop a cadre of Produce Safety Alliance (PSA) and Food Safety Preventive Controls Alliance (FSPCA)-certified trainers within the Southern U.S. focused on supporting the produce industry.

- Specialists have attended FSPCA Train-the-trainer courses
- Produce Safety Train-the-trainer courses?
 - Curriculum release date in September
 - Train-the-trainer workshops are now being scheduled

Multi-day, complex trainings with restrictions on delivery to ensure consistency




Extension's Role?




Objective 2. Develop and deliver region- and stakeholder-specific educational training curricula, and technical assistance programs.

- Specialists who have attended FSPCA workshops are now offering sessions for fresh-cut processors and other manufacturers, regulators
- Specialists are working on assigned add-on model plans for specific produce products for breakout activities
- Agents with strong Food Science background could perhaps be trained to be a resource for processors to help them in developing the required food safety plans




Extension's Role?




Objective 3. Evaluate the impacts of education, training and technical assistance programs and report outcomes to the National Center.

- On-going – using standardized forms and evaluation instruments developed by the Alliances and the Southern Center



Questions...



for Training, Education, Extension, Outreach, and Technical Assistance to Enhance Produce Safety

