

“Keeping Pennsylvania Growing”



Strengthen the Economy

PA Agriculture Facts

- \$67 billion in total economic impact.
- 7.75 million acres of farmland
- 97% of farms are family owned.
- 1 in 7 jobs are related to agriculture.



Pennsylvania Leading the Way

- 1st Agaricus Mushrooms
- 2nd Christmas Tree Farms 1,599 farms
- 3rd Direct Farm Sales
- 4th Apples, strawberries and pumpkins
- 5th Snap Beans, grapes, maple syrup and peaches.
- 6th Tart cherries and pears
- 10th Wholesale Floriculture Crops
- *(Statistics from NASS 2011-2012 Annual Statistical Bulletin)*

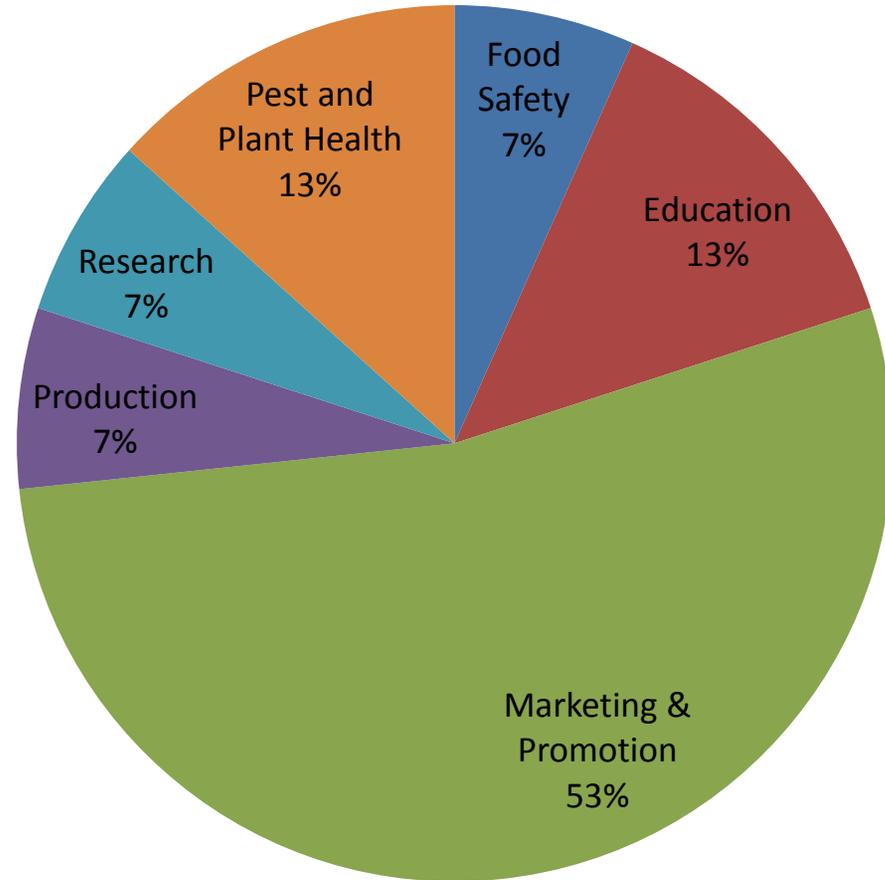


Specialty Crop Block Grant Program



2009-2012 SCBG Project Portfolio

What types of projects are funded in Pennsylvania?



Marketing and Promotion

93% of Pennsylvanians want to purchase locally produced items.

\$10/ week would add \$2.9Billion back into our state's economy

SJU Research Study, 2009



BUY
PENNSYLVANIA
PRODUCTS
FOR PENNSYLVANIA

PA Preferred.
Made in PA. It makes a difference.

- Local Products
- Support Communities
- Help Our Economy

Giant A proud member of PA Preferred



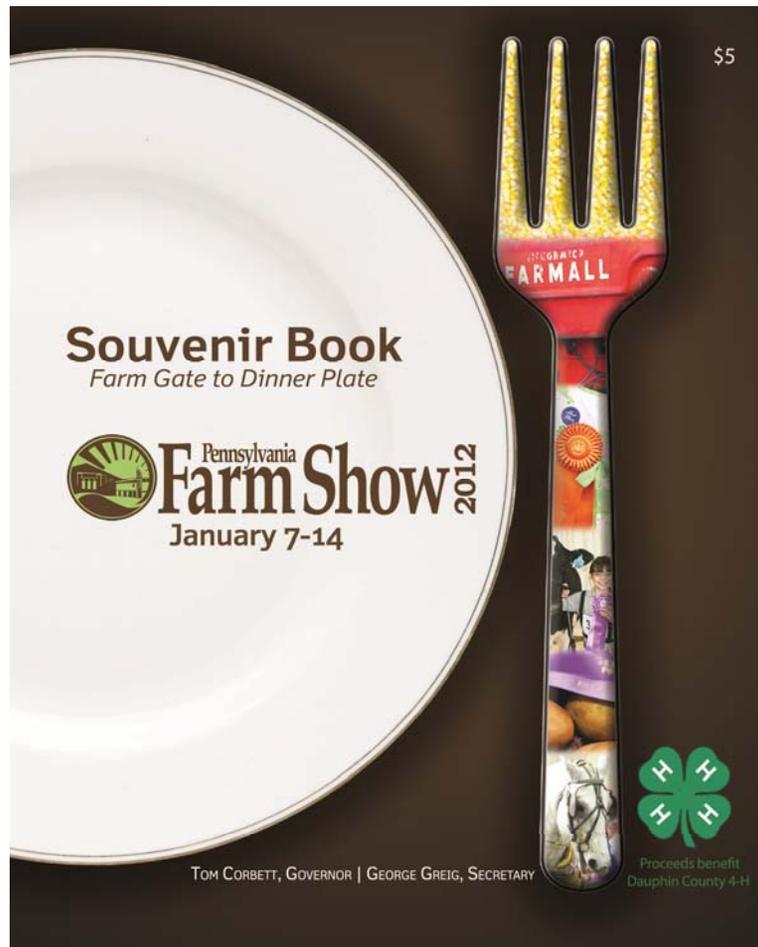
Key News: PA Preferred™ Legislation



- The new law requires the state Department of Agriculture to license, protect and promote the PA Preferred brand for use in the sale and promotion of Pennsylvania-produced products.
- This trademark helps shoppers **easily identify when they are selecting Pennsylvania-made products.**



2013 PA Farm Show



- 585,000 visitors.
- 8 day celebration of agriculture.
- 10,000 competitive exhibits, nearly 300 commercial exhibitors and nearly 7,000 animals spread across one million square feet.



PA Preferred™ Local Food Showcase Farm Show, 2013



Featuring 50 PA Preferred local businesses





Culinary Connection Mushroom Day

Celebrity Chef Dave Lieberman, Chef Author and Host of Food Network's Good Deal with Dave Lieberman. Preparing baked kale and mushroom ragout with wine pairing

Shade Mountain Wine Cellars pinot noir.



PA Preferred™ Buyer Vendor Shows

Connecting Producers to
Retailers

Connecting Producers to Value
Added Processors



Direct Farm Sales Grant

The goal is to provide fresh, locally grown specialty crops to low income Pennsylvania citizens, while expanding the number of outlets, the awareness, use of and sales at farm markets and farm stand to

build a positive behavior for eating more nutritious food to reduce the incidence of hunger in Pennsylvania.

How many farmers markets/farm stands have benefitted from the program?

173

Average award amount?

\$2,670

How many new farmers markets have opened during the duration of the grant(estimate)?

28

Total awarded throughout Pennsylvania through this program?

\$382,625





Hurry Hill Maple Farm DFS Grantee

“The Direct Farm Sales Program has directly impacted the potential for consumption of pure Pennsylvania Maple Syrup at the Hurry Hill Maple Farm Stand.

The "reach" of the Direct Farm Sales Program cannot just be judged in numbers, 7,000 this past year; but also in the future impact of specialty crops that today's families increasingly demand and our communities deserve.”

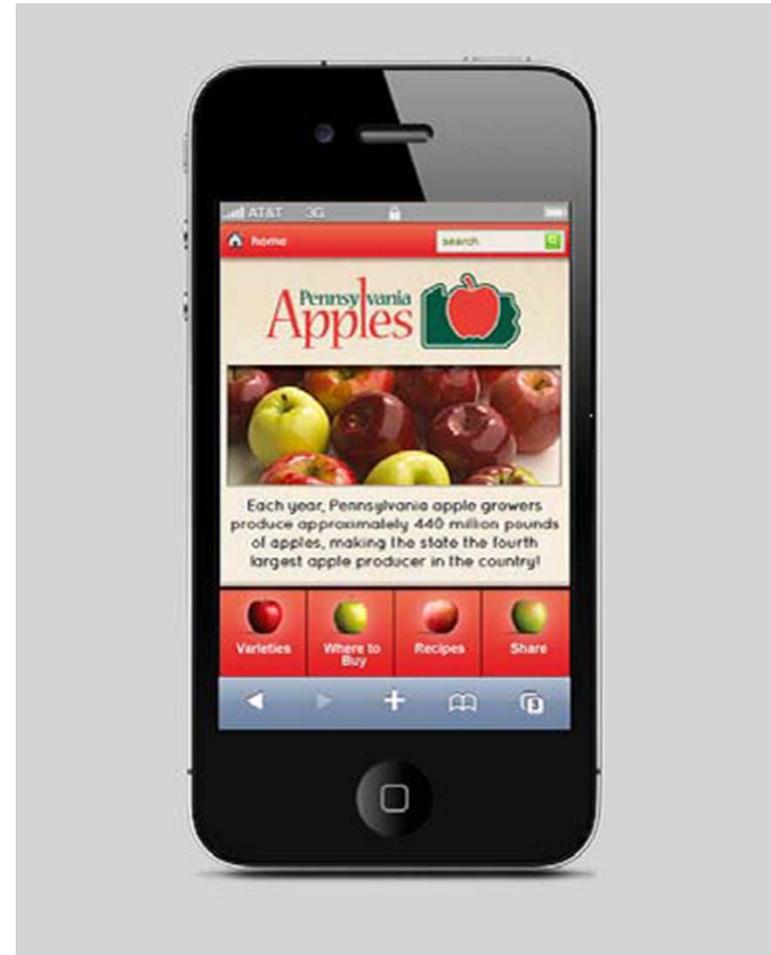
- *Jan Woods*
Hurry Hill Farm Maple Syrup Producer



Apple Marketing Campaign



We capitalized on the “Buy Local” trend, and encouraged consumers to find the freshest produce possible; from their local growers.



Education

14 Education Projects

- How Mushrooms Can Be Part Of 'MyPlate' in School Meals
- Muncy School District Nutrition and Local Food Education Program



Youth from Francisville Recreation Center in Philadelphia visit the Fairmount farmers' market and learn about PA-grown asparagus. Below, youth from 8th and Diamond Playground, a recreation center in Philadelphia, learn the difference between how tomatoes and potatoes grow on Mount Pleasant Farm in PA, at the Cecil B. Moore farmers' market in North Philadelphia.



The Food Trust and Fair Food

- The School District of Philadelphia has teamed up with Fair Food and partners The Food Trust, to bring fresh, locally grown fruits and vegetables to **25 district schools**.
- This farm to school program is a groundbreaking effort for the city and can bring fresh healthy foods to **up to 45,000** students this year.
- Research into the ways and means the SDP can make farm to school procurement practices a long-term solution for fresher, more sustainably produced school meals.



High Tunnels



“The high tunnels are like a wheel with spokes that reach out into the communities with fresh produce, opportunity for training and educational opportunities for youth and adults, employment, and ability to reconnect the urban populations with their food supply. “

Dr. William Lamont



Pest and Plant Health

- Combating Invasive Pathogens That Threaten Specialty Crop Markets
- Fruit Tree Improvement Program Harmonization Project
- Controlling Tomato Diseases



Implementing Integrated Pest Management Control strategies for Invasive armored scale pests of Christmas trees



Project focused on the pest management techniques used in dealing with an important scale pest for Christmas trees, the Cryptomeria scale (*Aspidiotus cryptomeriae*).

One goal of the project was that through frequent monitoring of the pest and of growing degree days, growers would be able to most appropriately time scale treatments.



Food Safety



Strengthening and Expanding the Mushroom Industry Food Safety Initiative



Mushroom Farm Tour in Kennett Square, PA with Nuffield Scholars

- Improve and expand the food safety culture on farms, through increased training materials that responded to identified needs.
- New formats –accomplished through Flip Chart and DVD., materials available in English and Spanish.
- Research conducted by Penn State on the composting process and microbial populations in casing materials will provide verification and validation studies for specific MGAP standards.



Research

- Using Biological Inoculants to Enhance Establishment, Stand and Yield in Raspberries and Strawberries
- Understanding Peach Purchasing Behavior and Preferences
 - Microbial Food Safety Interventions to Prevent Surface Water Contamination of PA Specialty Crops



Production



Production, Manipulation and Marketing of Seascape Strawberry

Linvilla Orchards

“Overall it has been a great experience and we are very thankful to the PA specialty crop program for their support. We will continue our work with day neutral strawberries and hope to see them as an economic powerhouse in the future of PA Agriculture.”

- *Norman Schultz*



Purpose of the Specialty Crop Block Grant Program

Strengthen the Market for Specialty Crops



Sustaining the Livelihood of the American Farmer

AgBiz Masters

A Learning Series for Young & Beginning Farmers

Manage your business for the future.

Enroll in AgBiz Masters and acquire the skills to help you make smart decisions. The next class will be held November 2012–March 2013.

What is AgBiz Masters?
 AgBiz Masters is an interactive, educational learning series designed specifically for young and beginning farmers interested in honing their business and financial management skills. The program takes a blended learning approach where participants complete on-demand, eLearning modules and activities, coupled with face-to-face regional seminars that are led by industry experts.

What does AgBiz Masters entail?
 AgBiz Masters is a two-year series where you enroll in one year of the program at a time.

Year one topics:

- ▶ Megatrends of Agriculture
- ▶ Strategic Business Planning
- ▶ Preparing for Your Lender
- ▶ Constructing a Balance Sheet
- ▶ Constructing an Income Statement and Cash Flow Projection

Year two topics:

- ▶ Understanding Lending Decisions
- ▶ Farm Business Management Factors and Benchmarks
- ▶ Growth and Transition Management
- ▶ Personal Financial Management
- ▶ Communications, Ethics and Leadership

The interactive online modules take approximately one hour each to complete. In addition to the modules, you will participate in online discussion forums and exams, as well as complete assignments. A kick off meeting and two face-to-face workshops are held each year to supplement the online learning and allow discussions and feedback among participants and facilitators. Workshops are held in 10-12 locations across Pennsylvania, Maryland and other neighboring states, and speakers present through videoconference technology.

www.AgBizMasters.com



"To position our farm enterprise for success in the future, I am investing more of my time in developing my financial and business management skills. AgBiz Masters has been a valuable tool to improve these skills."

– Brooke Eysel, Cochranton, Pa.
AgBiz Masters graduate



"When I first entered into the family operation, I had very limited business background. Joining AgBiz Masters has helped to give me a lot of essentials for business and financial management. What I've learned is helping me make decisions for the future of our business and includes focusing on continued diversification, as well as new ways to sell and market our products."

– Sidney Kahn, Orlanua, Pa.
AgBiz Masters graduate



“Keeping Pennsylvania Growing”



**Lela S. Reichart | Division Chief
Bureau of Market Development**

PA Department of Agriculture

2301 N. Cameron Street | Harrisburg, PA 17110

Phone: 717.783-1394 | Fax 717.787-1858

lreichart@pa.gov

