



**GEORGIA DEPARTMENT OF AGRICULTURE
2011 Specialty Crop Block Grant Program
Final Performance Report - REVISED
12-25-B-1222
February 17, 2015**

Project Coordinator:

Jeanne Maxwell, Director of Grants Development & Compliance

Georgia Department of Agriculture

Jeanne.Maxwell@agr.georgia.gov

404-657-1584

TABLE OF CONTENTS

	<u>Page</u>
1. Georgia Department of Agriculture-Agritourism Final Performance Report	4
2. Georgia Department of Agriculture-Feed My School for a Week Final Performance Report	30
3. Carroll County-Vineyard and Winery Initiative Final Performance Report	65
4. Center for Applied Nursery Research Final Performance Report	73
5. Emory University-Building the Consumer Base Final Performance Report	77
6. Fort Valley State University-Organic Production Final Performance Report	91
7. Georgia ACC-Pecans – Media Production Campaign Final Performance Report	95
8. Georgia Fruit & Veg. Growers Assoc. – GA Grown Brand Final Performance Report	98
9. Georgia Fruit & Veg. Growers Assoc. – Educational Training Final Performance Report	118
10. Georgia Fruit & Veg. Growers Assoc. – Increasing Fruit and Vegetable Market Share Final Performance Report	165
11. Georgia Olive Farms Final Performance Report	170

12. Georgia Pecan Growers Association	
Final Performance Report	173
13. Georgia Watermelon Association	
Final Performance Report	176
14. Hospitality Education Foundation of Georgia	
Final Performance Report	197
15. University of Georgia-Cut Flower and Greenhouse Industry-Phase 3	
Final Performance Report	207
16. University of Georgia-Foodborne Pathogens-Year 2	
Final Performance Report	212
17. University of Georgia-Sustainable Turfgrass	
Final Performance Report	215
18. Vidalia Onion Committee-Country Music Campaign	
Final Performance Report	220

1. Department of Agriculture – Expanding Specialty Crop Agritourism in Georgia- Final Performance Report

PROJECT SUMMARY

In 2011, the economy in Georgia was still struggling—especially the agricultural economy. This project was created to benefit the marketing and sale of specialty crops grown and sold at hundreds of agritourism destinations. It was also hoped to allow new agritourism businesses to be established easier, without as many local and regional problems. Visitors and Georgia citizens would be able to view, enjoy and learn about Georgia Grown agricultural-related activities and products. In turn, sales of specialty crops would increase and stimulate local economies. This project was added to the Georgia Department of Agriculture’s (GDA) already existing agritourism program to meet the goals of the newly elected state agriculture commissioner. With the use of specialty crop block grant funds, GDA could aggressively expand an agritourism program to meet the needs of specialty crop tourist attractions and marketing. After three years of work, this project was more than successful in reaching its goals.

PROJECT APPROACH

History of Agritourism in Georgia

Since GDA did not have a specific person handling their existing agritourism program, an Agritourism Ombudsman was hired in March of 2012. The Ombudsman’s overall goal was to travel around Georgia to promote specialty crop agritourism. As described in this report, this goal was overwhelmingly reached.

Before the USDA/AMS Specialty Crop Block Grant Program awarded this grant to GDA, the main function of GDA’s existing agritourism program was to process and handle directional signage for each agritourism location (please see photograph below). Therefore, the first thing the Ombudsman did was to visit the already-existing agritourism sites to determine their situations and if they had signage. It was found that there was a backlog of signage requests from several years. The Ombudsman doubled the agritourism locations with signage, and the backlog was completed within the first six months; Georgia went from 30 locations with signage to 60 locations. Today there are 98 locations with signage.



The guidelines regarding agritourism set by the Georgia Legislature left the decision to GDA to determine how to define agritourism. GDA Regulatory Rules were enacted defining agritourism, as well as specific requirements for the location and operation of agritourism businesses. For example, GDA requires there be a farm attached to the facility and be more than just a roadside stand; there must be some interaction with the public. Also required are bathroom facilities, a parking area, and website information.

Agritourism Informational and Promotional Activities

At the beginning of this project, the Ombudsman heard several estimates of the number of Georgia agritourism sites and that a “master list” existed. After searching, it was determined there were several “lists” but no *one* comprehensive or statewide list. Therefore, the Ombudsman created a list, which is continuously updated. The Ombudsman has made 500+ site visits; however there at least 80 more farms that have not been seen and new sites develop every day.

A statewide agritourism brochure was published that lists 300 sites. Some agritourism sites are not included with the brochure for a number of reasons. Some sites are very small farms that simply offer you-pick activities. Others do not wish to advertise or are not comfortable with a lot of people stopping in because they do not have the infrastructure--parking, facilities, work force, etc. Some have just been unwilling to give information or respond to calls, emails or written correspondence.

The Ombudsman created additional informational/promotional materials and attended or coordinated meetings, conferences, workshops, tradeshow, etc., in order to educate and solve potential issues. In the last three years; several tradeshow were annual events. The Georgia National Fair has gone from just giving out information and selling t-shirts to a huge building hosting booths with agricultural companies, an exhibit with the “Seasons and Faces of Georgia Agriculture,” and cooking demos. There are also agriculture game shows and a Georgia Grown store with all local products. Many of our agritourism sites had items in the fair store, some with brochures about their products. There were also presentations from several of the farm trails promoting their sites. The Fair sees over 450,000 visitors in the 10-day period.

The Sunbelt Ag Expo, held in Georgia, is the largest agriculture show in America. Several agritourism sites had products for sale. One of the agritourism trails had a booth and reached thousands of people with information. Agritourism has been represented both by GDA and the Georgia Agritourism Association at *Ag Day at the Capital* during the legislative session. Also during this event, the *Flavor of Georgia* competition had its finals. Each year several agritourism sites have been included in the winners of this event. The Ombudsman sends out this information to agritourism sites, as there is a lot of publicity surrounding the event and it is a great recognition for the farm.

The Ombudsman also participated in the *Vineyard Fest* at Château Elan, the largest of the wineries in Georgia which invites all wineries to participate. There were 12 Georgia-based wineries present and the appetizers were all from local farms.

As far as developing relationships, the Ombudsman has met with the following groups during the grant duration:

Northwest Georgia Vineyard Association
Marketing Director of Gibbs Garden
Georgia Agritourism Association
Hwy 37 Trail Association
Tourism Project Managers in all nine regions of Georgia
Travel Associations in four regions
Georgia Farm Bureau
Staff at six of the nine Visitor Information Centers
UGA College of Agriculture & Environmental Science
UGA Center for Agribusiness
Centers for Innovation in Agriculture
Hwy 41 Farm Trail
North Georgia Farm Trail
Georgia Public Television
Georgia Department of Transportation
Georgia Department of Economic Development
Northeast Georgia Regional Commission
Georgia Christmas Tree Association
Pulaski-Wilcox Agritourism Alliance
Firefly Supper Club
Georgia Young Farmer's Association
Cherokee Farm Bureau
Cherokee Ag Expo
Local Event Management
Atlanta Magazine
Winegrowers Association of Georgia
Hwy 301 Trail
American Planning Association
Tennessee Department of Agriculture
Tennessee Agritourism Association
FARMeander

Louisiana State University Agritourism Department
South Carolina Department of Agriculture
North Carolina Department of Agriculture
North American Farm Direct Marketing Association
National Association of Professionals in Agritourism
Walton Wellness
Georgia Department of Community Affairs
UGA Cooperative Extension
Georgia Department of Public Health
Visits to 500+ agritourism venues
Worked with 55 county governments/Chambers of Commerce
Worked with five Archway Partnerships
Visited with five Farm to School Programs

Agritourism was represented at a number of conferences and meetings. For example, the GDA sponsors a Georgia Grown Symposium each year which serves to educate farmers and help them in growing their businesses; the Ombudsman and other GDA staff participated. Agritourism was also represented at the Georgia Farm Bureau Convention, which is a huge event. Included was a Georgia Grown reception featuring foods from Georgia farms (several agritourism sites) and participation in the exhibits. All of the finalists in this year's Young Farmer program were agritourism sites. The Ombudsman participated in the Northwest Georgia Vineyard Association Symposium twice and served as a speaker at one of the events. The Ombudsman spoke at the Winter Chautauqua (which is a tourism conference for Northeast and Northwest Georgia). There was attendance at the Governor's Tourism Conference for the last two years, which proved invaluable in developing contacts in the field. The Ombudsman was on the program and created displays for the Georgia Agritourism Association the last two years. Other conferences included the Georgia FFA Convention and Celebrating Rural Georgia. One other opportunity involved taking the American Planning Association of City Planners on a farm tour and to discuss the concerns and issues farmers have with planning and zoning laws and how they differ across the nation.

At workshops, the Ombudsman spoke on agritourism and Georgia Grown at four of the nine regional travel association groups; spoke at an Archway Partnership Lunch and Learn Workshop in Hart County; displayed agritourism information at the Cherokee County Ag Expo (which was specifically for agritourism sites); the Georgia Zoo and Safari Park introduction meeting; one of the Ag Forecast presentations; and the Firefly Supper Club. The Ombudsman also participated in the Clinch County Resource Development Team, Haralson County Resource Development Team, Tift County Farm to School Workshop, the Stephens County Farm Tour and the Christmas Tree Association annual meeting.

Several miscellaneous events the Ombudsman and GDA staff participated in included hosting a Georgia Grown Cookout for the Spring Football game at UGA, promoting Georgia Grown foods at the Fan Section Atlanta Motor Speedway during the Oral B 500 race, and setting up tours for the Tennessee Agritourism Association to visit some of Georgia's agritourism sites.

To promote local agritourism sites, Governor Nathan Deal proclaimed October 2014 as Agritourism Month. The Georgia Commissioner of Agriculture, Gary Black, along with local media, spent three days traveling the

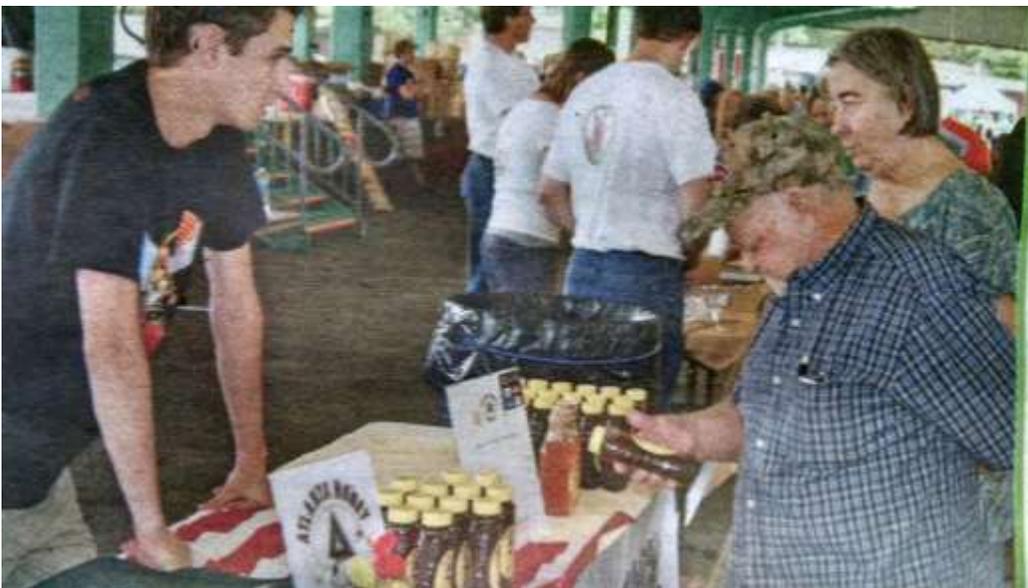
state and visiting agritourism sites. The cities included on the tour were Atlanta, Savannah, Augusta, Macon and Albany. They visited corn mazes, pumpkin patches, farmers markets, food processing areas, hayrides and all of the great fall activities.

A winery brochure has been published. It tells a bit about each winery, along with their address, phone number, and website. We did not include their hours because they change seasonally. Wineries were difficult to locate. It was imperative to build relationships with tourism managers, economic developers and other county government personnel to find out which facilities are operating. It was also helpful that in this state, many of the businesses use the same consultants for winemaking and they usually collaborate with at least one other existing winery.

There have been several meetings coordinated by the Ombudsman and GDA, the Department of Economic Development, and a diverse group of winery owners to establish a state-wide winery association. Another meeting is scheduled in February 2015 to include all winery owners, all vineyards, corporate entities, governmental agencies and other interested parties. The meeting's purpose is to work on legislative issues and seek funding for research and promotions.

GDA created a new agritourism tabletop display to be used at events. It is fashioned similarly to a scrapbook page, with photos of agritourism sites. It can be utilized by the Georgia Agritourism Association and the Center for Innovation in Agriculture (which also assists agritourism farms in development and growing into different types of venues).

One of the marketing strategies suggested in this grant's original project proposal was to hold a two- or three-day "Agritourism Showcase at the Atlanta State Farmer's Market." There have been one-day Showcase events held in Atlanta (7 times); Savannah (3 times); Macon (2 times); and Moultrie (1 time). Promoting these events was difficult; after the events, we determined that there needs to be some means of paid advertising to enhance attendance.



Another marketing strategy was to have an area with specialty crops for sale at Hartsfield-Jackson International Airport. Delaware Norton Company, who operates hospitality services at the airport, worked with GDA to have Georgia Grown products in their Food Network Kitchen located within the International Terminal. The items had to be under a certain size and be consumable or able to be carried through the airport meeting current regulations. There have been discussions about creating another kiosk. As new products are on the market, they can be presented to the company to add new products to the store. See photos below.



The GDA publishes a bi-monthly publication, *The Farmers and Consumers Market Bulletin*, which reaches 41,000 subscribers via print and online. Every year GDA includes listings for Strawberry Pick Your Own Farms, Spring Pick Your Own Farms, Summer Pick Your Own Farms, Fall Pick Your Own Farms, Fall Agritourism (Corn

Mazes and Pumpkin Patches), a Choose and Cut Christmas Tree Farms, and Public Gardens. These are also listed on the GDA's Bulletin Blog with an additional 21,000 views. There were articles written to include several agritourism sites, and each month there was a Georgia Grown member profile included as well as the Georgia Grown newsletter which goes out to 26,000 businesses.

GUEST COLUMN: Celebrating October Agritourism Month



Gov. Nathan Deal has declared October as Agritourism Month in Georgia, and Georgia is a plethora of agritourism sites in great variety. We have close to 600 farms that allow the public to come and visit for recreational, entertainment or educational purposes. They are not limited to north or south, but are spread out all over our state and show some of the best parts of rural life. Find them by going to our website, looking for the state's green agritourism directional signs or asking your local chamber of commerce.

Why are people so interested in agritourism? The general population is now several generations removed from the farm. Children and adults have no idea where their food comes from and how it gets to the grocery store. People are more and more interested in eating healthy and buying directly from the farm. They want to not only meet the farmer, they want to see where the product is grown and learn more about the process. And the public wants to spend days closer to home and explore their local area and state. Agritourism allows them to do all of these things and have fun!

Agritourism has allowed many farmers to keep property that has been in their family for generations. They are able to earn extra funds by sharing their passion for the land and what they do. Farmers are big-hearted folks and when they are able to share that emotion and experience and see the eyes of others light up at making the connections, it creates life-long memories.

It is fall y'all! Go experience it! Go pick apples, find a corn maze, cane maze or sorghum maze; go watch sorghum syrup being made in north Georgia or cane syrup in south Georgia; get pumpkins to decorate or make pies; take a hay ride; pet some farm animals; eat a farm-to-table dinner; get some local produce, jams and jellies; and celebrate all the things this great state has to offer.

What is agritourism, you ask? It is reaching into a peach tree and plucking that perfect piece of fruit and biting into the flesh to feel juice running down your chin. It is getting lost with a group of friends, laughing and giggling, trying to find your way out of acres of corn. It is sleeping in a barn loft under an old quilt, impatiently waiting to be able to get up in the morning and feed the farm animals. It is a long trail ride on horseback through the woods, the meadows and the shoe, anywhere. It is riding the hay wagon through an apple orchard or cattle pasture. It is sitting on a veranda with a glass of wine made from the fruit growing just a few feet away. It is seeing the wonder on a child's face at the feel of the roughness of a cow's tongue across his hand, or the fuzzy head of a sheep or the tug of a goat nibbling your shirttail. It is the smell of a fresh Christmas tree being cut and attached to the car as you stand around a bonfire and drink hot chocolate. It is experiencing and learning about life on the farm, past and present. It is seeing a potter's wheel turn red clay from right up the road. It is a garden full of beautiful things grown right here. It is taking something grown from the soil and making it into something wonderful on the plate in front of you. It is becoming a part of what is around you, wherever you live in Georgia.

Cindy Norton is the Department's agritourism director. For more information about Georgia agritourism, visit www.georgiagrown.com or contact Norton at cynthia.norton@agr.georgia.gov or 404-656-3368.

We participated for two years in the Savannah Food and Wine Festival. This is one of the largest food events in the state. The second year we had over 30 vendors in a "Georgia Grown" Village and many of these were agritourism sites, so they could not only sell their products but promote visits to their farms!

Georgia Visitor Information Centers

Another project created specific areas within each of Georgia's Visitor Information Centers (VIC) for the placement of agritourism brochures. There are nine of these centers in Georgia, with seven located on the major interstates coming into the state. There was a brochure prototype made which could be adjusted in size for each center. There was also a plan to have "Georgia Grown" gardens at each center promoting Georgia products. At this point, we have apple trees at the VIC on I-75 in Ringgold, Georgia, which are being maintained by Mercier Orchards, as well as muscadines donated by Georgia Winery. There are apple and peach trees at the VIC on I-85 in Lavonia donated by Jaemor Farms. The VIC on I-20 in Tallapoosa, Georgia has a display on the history of Georgia wines and a small vineyard trellised on the grounds. The VIC in Plains, Georgia has peanuts. The VIC on I-75 in Lake Park, Georgia has displays by Horse Creek Winery and Gin Creek Winery inside the center's building. Each of the VICs scheduled "Georgia on My Mind" days and allowed local

businesses to come in, sample items and give out literature. Each year, the Ombudsman sends this information out to all agritourism sites so they can participate in these events.

Agritourism Website

The GDA agritourism website and its management were revamped. GDA's IT division created a mapped system with all of our agritourism locations with signage. We can now also make updates on GDA's Facebook. The agritourism information is located under the Marketing Section of the GDA's website http://agr.georgia.gov/agri-tourism_in_Georgia.aspx and shows the location of each site, the contact information and a small description of the business. We also encourage people to go to the Georgia Grown website <http://georgiagrown.com/find/agritourism> where there is a section for tourism venues, pick your own farms, wedding and event venues, wineries, and bed and breakfast/farm stays. The Ombudsman monitors this site to determine if new agritourism venues were added to make sure we are aware of them. Every farm visited has been given information on how to put a profile on the site, which is free.

The GDA also combined all Facebook pages to one page that is updated by the Press Office, <https://www.facebook.com/georgiangrown>. The Ombudsman as well as other marketing personnel send pictures to the Press Office to place on the page.

GOALS AND OUTCOMES ACHIEVED

The **measurable outcomes** for this project were threefold: (1) there will be at least a 20 percent increase in the number of specialty crop agritourism businesses in Georgia; (2) there will be at least a 10 percent increase in the number of visitors to specialty crop agritourism businesses; and (3) there will be at least a 10 percent increase in the sale of specialty crops at agritourism businesses.

Agritourism Survey

- (1) The Ombudsman sent out a survey in order to determine the increase in agritourism businesses over the three-year grant period (2011-2014). It took about two years of working on this in order to get an adequate number of correct contacts and emails to get a response. The survey asked what type of agritourism site they operated and some basic questions to determine which businesses were specialty crop and needed to be included within the results. About 270 surveys were sent out and the Ombudsman received 78 surveys with results. It was determined from the survey questions that eight businesses would be removed because they were not specialty crop locations. The survey showed that 15 of the businesses surveyed had opened within the last three years. Two noted that they had been a retail business prior to that time but then added an agritourism venue. *This constitutes approximately a 20 percent increase in the number of agritourism locations.*
- (2) In 2012 we asked agritourism businesses to determine their increase in the number of visitors from the previous year. They were given the following choices:
 - a. 1-3% 18.42% of respondents chose this answer
 - b. 3-5% 9.21% of respondents chose this answer
 - c. 5-10% 9.21% of respondents chose this answer
 - d. 10-15% 17.11% of respondents chose this answer

- e. 15-20% 3.95% of respondents chose this answer
- f. Over 20% 23.68% of respondents chose this answer
- g. NA 18.42% of respondents chose this answer

The results show that 44.74% of those surveyed saw at least a 10% increase in visitors; some 81.58% saw some increase in visitors.

(3) We also asked agritourism businesses the percentage of increased sales of specialty crops from 2011 to 2012:

- a. 1-3% 14.29% of respondents chose this answer
- b. 3-5% 3.90% of respondents chose this answer
- c. 5-10% 12.99% of respondents chose this answer
- d. 10-15% 18.18% of respondents chose this answer
- e. 15-20% 5.19% of respondents chose this answer
- f. Over 20% 19.48% of respondents chose this answer
- g. NA 25.97% of respondents chose this answer

The results show that 42.85% of those surveyed saw at least a 10% increase in specialty crop sales. And 74.03% did see some increase in sales from the previous year.

Another question asked was what was the increase in number of visitors to your venue for 2013?

- a. 1-3% 12.16% of respondents chose this answer
- b. 3-5% 9.46% of respondents chose this answer
- c. 5-10% 13.51% of respondents chose this answer
- d. 10-15% 16.22% of respondents chose this answer
- e. 15-20% 9.46% of respondents chose this answer
- f. Over 20% 22.97% of respondents chose this answer
- g. NA 16.22% of respondents chose this answer

The results show that 48.65% saw at least a 10% increase in visitors and 83.78% saw some increase from the previous year.

Another question asked was what was the increase in specialty crop sales from 2012 to 2013?

- a. 1-3% 10.87% of respondents chose this answer
- b. 3-5% 14.67% of respondents chose this answer
- c. 5-10% 10.67% of respondents chose this answer
- d. 10-15% 13.33% of respondents chose this answer
- e. 15-20% 12.00% of respondents chose this answer
- f. Over 20% 24.00% of respondents chose this answer
- g. NA 14.67% of respondents chose this answer

The results show that 49.33% saw at least a 10% increase in sales and 85.54% saw some increase from the previous year.

Moving into calendar year 2014, we asked businesses to project the results as to the increase in visitors from the previous year.

- a. 1-3% 9.59% of respondents chose this answer
- b. 3-5% 13.70% of respondents chose this answer
- c. 5-10% 9.59% of respondents chose this answer
- d. 10-15% 20.55% of respondents chose this answer
- e. 15-20% 5.48% of respondents chose this answer
- f. Over 20% 30.14% of respondents chose this answer
- g. NA 10.96% of respondents chose this answer

The results show that 56.17% saw at least a 10% increase in visitors and 89.05% saw some increase from the previous year.

Also for calendar year 2014, we asked businesses to project the results as to the increase in specialty crop sales.

- a. 1-3% 9.59% of respondents chose this answer
- b. 3-5% 13.70% of respondents chose this answer
- c. 5-10% 9.59% of respondents chose this answer
- d. 10-15% 20.55% of respondents chose this answer
- e. 15-20% 5.49% of respondents chose this answer
- f. Over 20% 30.14% of respondents chose this answer
- g. NA 10.96% of respondents chose this answer

The results show that 56.17% saw at least a 10% increase in sales and 89.05% saw some increase in sales from the previous year.

The final survey question was of special interest to GDA in particular, due to the launching of the Georgia Grown program and website for the promotion of local products. We asked agritourism businesses: (a) if they were paid members of the program--49.68% said they were; (b) whether they had a profile on the site, without a membership--17.11% said yes; and (c) whether they do not use the website at all--34.21% said they didn't use it. It would be interesting in the future to compare the increase to those on the sites, and to those not on the site, to see if there were significant differences.

Overall Survey Results

What the survey has shown us is that there have been steady increases in attendance and sales at the agritourism sites in Georgia. There were concerns that when the economy slowed down, this would greatly affect farms, and in addition, with the cuts to school budgets, no schools could afford to take field trips. Where schools did not stop all field trips, they began looking for places that were located closer to the school and therefore not so costly. The Ombudsman saw many farms have an increase in the numbers of field trips dramatically over the last few years. I think the same goes for family trips. People may not be taking trips to travel as far, but are looking to visit "new" places closer to home. They are also very interested in buying local, healthier and fresher food items.

BENEFICIARIES

This project benefited specialty crop growers as well as agritourism businesses in Georgia. We have made visitors and local consumers aware of what specialty crops are available and the benefits of buying local products. Through speaking engagements, promotional brochures and news articles, "showcases," getting products into stores, and taking farm tours with officials, other operators, and groups, we have directed

consumers to agritourism venues. We have worked on regulatory issues and have met with many county governments to discuss their concerns and helped several specific agritourism locations one-on-one with their issues. The Ombudsman visited new agritourism locations with other tourism project managers, county personnel, and other agencies that could help develop the tourism product and let them know about any monies or programs they might qualify for. The outcomes discussed within this report have increased revenue and visitors, which in turn have impacted the local economy.

LESSONS LEARNED

There were lessons learned along the way: one is regarding working hand-in-hand with other agencies. The implementation of directional signage to agritourism businesses is still a slow process. There is a good working relationship among the parties, but the location of the signs must be approved by an engineer and then sent to another part of the division for invoicing, payment and fabrication. There have also been problems with the crews who install the signs making the correct placement. They sometimes have to be called several times to get the signs pointing the right direction or to the correct turn. The Georgia Department of Transportation (GDOT) will not make arrangements if the signs need to be placed on a county or city road. The Ombudsman must make those arrangements with the county prior to the approval of signage locations and give that information to the GDOT. Fortunately, the Ombudsman had contacts in the Chambers of Commerce for the last few counties that signs were placed in. Only one county has refused to place the signs, claiming they were too big (they are 3'x3'). We were able to get the county to fabricate a smaller sign to be placed there instead.

One of the critical issues from agritourism operators has been the current definition of agritourism in Georgia law, and the interpretation of it by county governments. In order to address some of these issues, it was decided that a "white paper" would be written on the subject by the GDA's Director of Business Development and would be used to explain some of the laws and the concerns of business owners. That paper is still in process for content and then will be presented to a group for approval.

Without a prior listing of the agritourism sites, it took a long period of time to obtain contact information on each site and make visits to the venue. The Ombudsman hoped to have every site visited by the end of the grant period, but that has not been possible. Farmers from some of these sites do not respond to phone calls, emails and mailings. Some locations cannot be found even using GPS.

The majority of county governments the Ombudsman has visited have been more than welcoming and want to promote their local farms. There are a few who do not see agritourism businesses as economic development of the area and/or will not assist in any way with the promotion of these venues. This does not prevent the Ombudsman and GDA from their promotion, but it does make it more difficult for the farmer.

CONTACT INFORMATION

Ombudsman's Contact:

Cindy Norton

Cynthia.Norton@agr.georgia.gov

Cell: 404-295-2159

ADDITIONAL INFORMATION

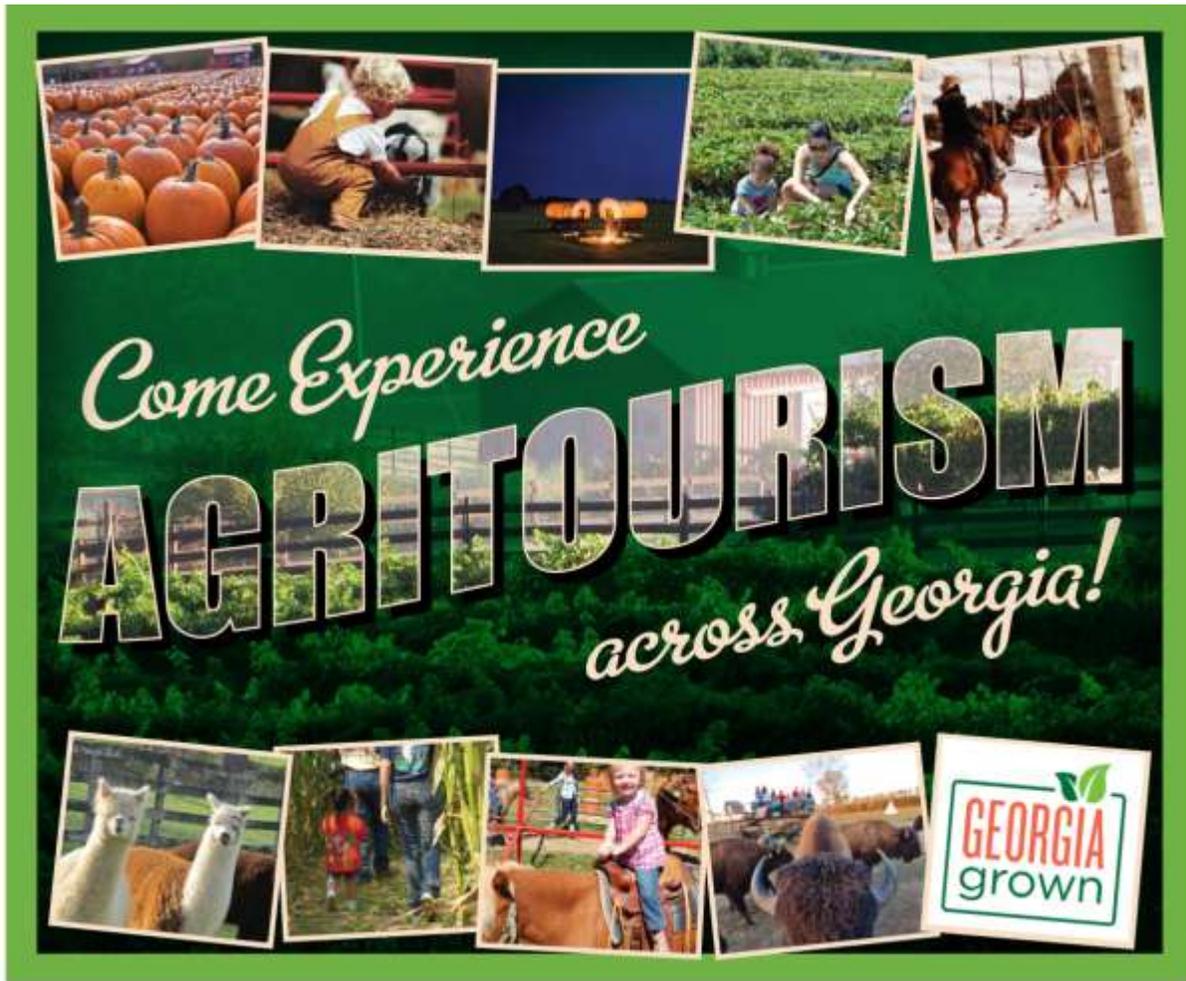
We have been very fortunate to have a good bit of publicity about agritourism in various magazines. For example, the Georgia Electric Membership Cooperative (GEMC) produces a monthly magazine and has featured articles in cooperation with GDA. GEMC has also written several articles on farms and food products. Their writers and sales people frequent GDA events and look for new places, faces, and products.

Attachment 1 – Tabletop Display

Attachment 2 – *Adventures in Agritourism* – Georgia Magazine

Attachment 3 – *Destination Agriculture* – Georgia Magazine

Attachment 4 – *Picking the Perfect Berry* – Georgia Magazine



Adventures in agritourism

Georgia farms open doors to tourists

BY MARTIN SINDERMAN



Kestie Roberts, 5, daughter of Ronnie and Kristie Roberts from Bethlehem, enjoys petting the animals at a friend's birthday party at Rancho Alegre Farm. Rancho Alegre Farm, 2225 Glens Rd., Dacula, ranchoalegrefarm.com, (770) 339-3065.

It's a big—and growing—business in Georgia. And more and more families are finding that it provides a great way for them to get a taste of country living and enjoy the outdoors—as well as learn a thing or two about where our food comes from.

Welcome to the world of "agritourism." This term describes family-friendly vacation experiences that revolve around visits to working farms, orchards, ranches, wineries, fisheries and other agricultural operations. Once at these locations, visitors have opportunities to pick produce, learn about taking care of farm animals, see how various types of farm products are processed—and/or participate in a whole bushel basket of other activities.

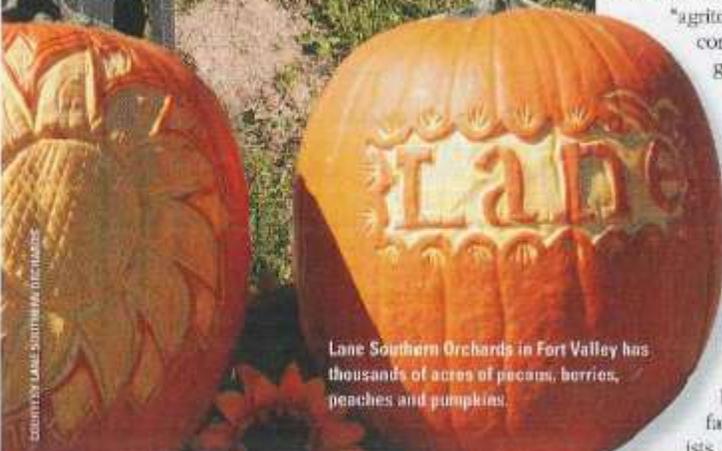
Agritourism combines two of the largest industries in Georgia—agriculture and tourism. And that's a winning combination for everyone involved, according to Beth Oleson, executive director of the Georgia Agritourism Association, an organization that promotes and supports agritourism in the state.

"In addition to creating opportunities for Georgia families to enjoy authentic farm experiences all over the state that are both educational and fun," Oleson notes, "agritourism provides an additional source of income for many farmers and ranchers, as well as generating economic spin-off benefits for the communities where the farms and ranches are located."

Georgia families find agritourism destinations throughout the state to be great places to visit for a number of reasons.

"When the economy slowed down and fuel costs began to rise, people started looking for places closer to home to spend their vacation days," says Cynthia Norton, agritourism manager at the Georgia Department of Agriculture.

Growing recognition of the health benefits of farm-fresh foods has been another factor making farms more attractive for tourists, further fueling the popularity of agritourism,



Lane Southern Orchards in Fort Valley has thousands of acres of pecans, berries, peaches and pumpkins.

COURTESY: THREE SISTERS VINEYARDS & WINERY



Three Sisters Vineyards & Winery in Dahlonega is the site of the annual Georgia Wine Country Festival, held every weekend in June. The event is free and offers live music, such as last year's performance (above) by Joe Bob and Jim Bob AKA The Buzzard Mountain Boys, with Rita Sheppard on spoons. 439 Vineyard Way, Dahlonega. ThreeSistersVineyards.com, (706) 865-WINE (9463).



www.3sisters.com

marine biologist Phil Flournoy.

"You get a really good lesson on everything in the catch," says Mark Bolton, vice president of marketing, communications and economic development for Coastal Electric Cooperative in Midway. The Lady Jane excursion also provides a rare opportunity for families to experience life on a shrimp boat, he notes, adding, "Hardly anyone ever gets to go out on a shrimp boat unless they work on one."

Shrimpin' Excursions Aboard Lady Jane, 1200-B Glynn Ave., Brunswick. www.shrimpcruise.com. (912) 265-5711.

Farmers for a day

Located within a 45-minute drive from downtown Savannah, **Hunter Cattle Co.** near Statesboro is a family-owned farm specializing in grass-fed beef, pastured pork, poultry, eggs and more.

Visitors who choose to stay two nights or more at The Tobacco Loft or The Roost, a pair of barn lofts on the property, can take part in Hunter's Authentic Farm Experience, according to part-owner Kristan Pretwell.

"Families staying here can be farmers for the day," Pretwell explains. This package includes a personal tour conducted by farm personnel that involves gathering eggs, feeding cows, chickens and pigs, gardening and other elements of farm living, she notes, "along with participation in hands-on farm chores that are both adult- and child-friendly."

The farm also hosts a number of special events, including Pig Pickin', which includes a meal, farm games, bluegrass music and petting animals. Tickets are available through advance ticket sales only. Pig Pickin' visitors who stop by unannounced from 9 a.m. to 5 p.m. Tuesday through Saturday can enjoy shopping at MooMa's



Jars of jams and bottles of sauces, plus fresh fruits and vegetables fill the shelves at the Jaemor Farms' markets.

farm store for Hunter meats and other organic foods from local farms. Meanwhile, children can enjoy a playground located on the other side of a fence from preening peacocks, herds of piglets and other farm animals.

Hunter Cattle Co., 934 Driggers Rd., Brooklet. www.huntercattle.com. (912) 823-2333.

More than peaches

In operation since 1908, **Lane Southern Orchards** in Fort Valley is a family farm that includes a 3,000-acre peach orchard; 3,000 acres of pecans, a patch of strawberries, blackberries, blueberries and kiwi, a roadside market and a restaurant, the Peachtree Café, both featuring products from the farm.

Activities here, like at most produce farms, vary with the season, as well as with the weather and the quality/quantity of the crops. Annual events include the March Peach Blossom Festival, "where we celebrate Georgia's sweetest season and the arrival of our first peach blossoms," says Wendy Barton, marketing and public relations director for Lane Southern Orchards.

April's Spring Fling celebrates the beginning of the



In Brunswick, board the Lady Jane for a shrimp-harvesting experience with Capt. Larry Credle and his crew.

says Norton. Most of all, though, "Agritourism provides opportunities to both explore another aspect of life and have fun at the same time—and there isn't anyone who doesn't love that!"

Georgia is second to no state when it comes to the variety of agritourism experiences it has to offer. From U-pick berry farms and apple orchards to cattle ranches and shrimp boats, wineries and everything in between—whatever you want to do, there are plenty of farm experiences out there just waiting for you to find them. And here's just a very few to get you started:

Offshore harvest

Want to learn more about Georgia marine life and experience shrimp harvesting? Then set your sails for Brunswick and take a two-hour trip on the Lady Jane, a U.S. Coast Guard-certified passenger steel shrimping vessel that cruises in the protected waters of St. Simons Sound, courtesy of **Shrimpin' Excursions Aboard Lady Jane**.

After the net has been cast and pulled back in, the catch is spread on a table. And that's when guests can help members of Capt. Larry Credle's crew sort out the shrimp—and learn about it and all the other types of sea creatures caught in the net (such as sharks, horseshoe crabs, amberjack, whiting, blue crab and skate) from



Three-year-old Canyon Brown Fretwell, of Bulloch County, gets a close-up look at farm life at Hunter Cattle Co., near Statesboro in Brooklet.



Besides U-pick apples and berries, Mercier Orchards in Blue Ridge has a bakery and candy kitchen.

season and the opening of pick-them-yourself (U-pick) time at Lane's strawberry patch. And in October, visitors can get lost in Lane's 7-acre corn maze, pick out the perfect pumpkin for Halloween and enjoy hayrides.

From mid-May through August, guests can also watch peach-sorting-line and packing operations from an elevated walkway in Lane's processing plant. Call ahead to take advantage of this activity, though; availability is based on the weather and harvest.

Lane Southern Orchards, 50 Lane Rd., Fort Valley. www.lanesouthernorchards.com. (800) 277-3224.

Fall frolics

The first hints of autumn in Georgia are accompanied by families flocking to North Georgia produce farms, many of them anchored by markets featuring their products, for U-pick and a variety of other activities.

Following a do-it-yourself berry-picking season in the spring and early summer, U-pick apples are the main fall attraction at **Mercier Orchards** in Blue Ridge. Families can cap off an afternoon of apple-picking here with a visit to the family-owned farm's market, which

Visitors to Burt's Farm in Dawsonville enjoy an autumn trip through the patch in search of the perfect pumpkin.



For more information

Looking for more places where you and your family can enjoy an agriculture-related outing? The Georgia Department of Agriculture has resources to help.

At georgiagrown.com/find/agritourism, you can search a database of agritourism sites in the state, based on either their name or by the type of activities offered. The website is a service of Georgia Grown, a marketing and economic development program of the Georgia Department of Agriculture.

Also, check out tinyurl.com/agritourismmap for a map of agritourism venues. Clicking on a location will bring up a brief summary of what it has to offer, as well as useful contact information.



has recently expanded its product line to include its own hard cider and wine, according to Mercier Orchards' social media coordinator Rachael Chambers, as well as a bakery, deli and candy kitchen.

Mercier Orchards, 8660 Blue Ridge Dr., Blue Ridge. www.mercier-orchards.com, (706) 632-3411; (800) 361-7731.

Meanwhile, U-pick pumpkins, hayrides, a corn maze, duck races and a mini-pumpkin train mark the beginning of fall at **Jaemor Farms** in Alto. A 20-minute drive from Gainesville, the farm is home to the mammoth Jaemor Farm Market. It's also about 15 minutes from Don Carter State Park in Gainesville, Georgia's newest, as well as the first state park on Lake Lanier.

Jaemor Farms, 5340 Cornelia Hwy. (Hwy. 365), Alto. www.jaemorfarms.com. (770) 869-3999; (770) 869-0999. New second location: Jaemor Farms at Banks Crossing, 40081 U.S. Hwy. 441, Commerce; (706) 335-0999.

And, about a one-hour drive north of Atlanta in Dawsonville, **Burt's Farm** is an immensely popular autumn attraction, says Stacey Fields with Amicalola Electric Membership Corp. in Jasper, who also notes that "people flock from the city on weekend daytrips with their kids to do the hayride and pick out their pumpkins for their Halloween Jack-o'-lanterns."

Burt's also features a "barn store" with freshly made foods, farm wear and other fall decorations. Agritourists can combine their fall trip to Burt's with a visit to nearby Amicalola Falls State Park, an 829-acre park that features rooms, cabins and campsites in the midst of spectacular scenery and hiking trails. ☺

Burt's Farm, 5 Burt's Farm Rd., Dawsonville. www.burtsfarm.com. (706)-265-3701; (800) 600-2878.

Martin Sinderman is a freelance writer living in Savannah.



For the expanded version of this article, which provides a listing of these and other agritourism destinations, see page 19A in the June 2014 digital edition at www.georgiamagazine.org.

Destination, agriculture!

Bonus
content

Looking for more working farms, orchards, ranches, wineries, fisheries and other agricultural operations to visit? The listing below includes a sampling of other places you might like to try.

Pick your own (and more)

- **Buffalo Creek Blueberry Farm**, 810 Stevens Grove Church Rd., Lexington. buffalocreekblueberryfarm.com. (706) 540-0562
- **Harrietts Bluff Farm**, 762 Pine Dr., Woodbine. barriettsblufffarm.com. (229) 392-1388
- **Hillcrest Orchards**, 9696 Hwy. 52 E., Ellijay. billcrestorchards.net. (706) 273-3838
- **Hillside Orchard Farms**, 18 Sorghum Mill Dr., Lakemont. hillsideorchard.com. (866) 782-4995
- **Hunter Cattle Co.**, 934 Driggers Rd., Brooklet. huntercattle.com. (912) 823-2333
- **Jaemor Farms**, 5340 Cornelia Hwy. (Hwy. 365), Alto. jaemorfarms.com. (770) 869-3999
- **Jaemor Farms at Banks Crossing**, 40081 U.S. Hwy. 441, Commerce. (706) 335-0999
- **Lane Southern Orchards**, 50 Lane Rd., Fort Valley. lanesouthernorchards.com. (800) 277-3224
- **Mathews Farms**, 3773 County Farm Rd., Baxley. bit.ly/mathewsfarms. (912) 367-2363
- **Mercier Orchards**, 8660 Blue Ridge Dr., Blue Ridge. mercier-orchards.com. (706) 632-3411; (800) 361-7731
- **Mitcham Farm**, 797 Macedonia Church Rd., Oxford. mitchamfarm.com. (770) 786-8805
- **Moon Farms Country Market**, 3498 Hwy. 72 E., Colbert. moon-farms.com. (706) 338-0065
- **Ochlockonee Ridge Farms**, 1069 Rossman Dairy Rd., Moultrie. oridgefarms.com. (229) 941-5971
- **R&A Orchards**, 5505 Hwy. 52 E., Ellijay. randaorchards.com. (706) 273-3821
- **Southern Belle Farm**, 1767 Turner Church Rd., McDonough. southernbellefarm.com. (770) 288-2582
- **Southern Tree Plantation**, 2226 Owltown Rd., Blairsville. southernreeplantation.com. (706) 745-0601
- **Vacuna Farms**, 403 Vacuna Rd., Kingsland. vacunafarmsblueberries.com. (912) 673-9311
- **Washington Farms**, (two locations), 270 Willowwind Dr., Loganville. washingtonfarms.net. (770) 554-8119; 5671 Hog Mountain Rd., Bogart. (706) 769-0627

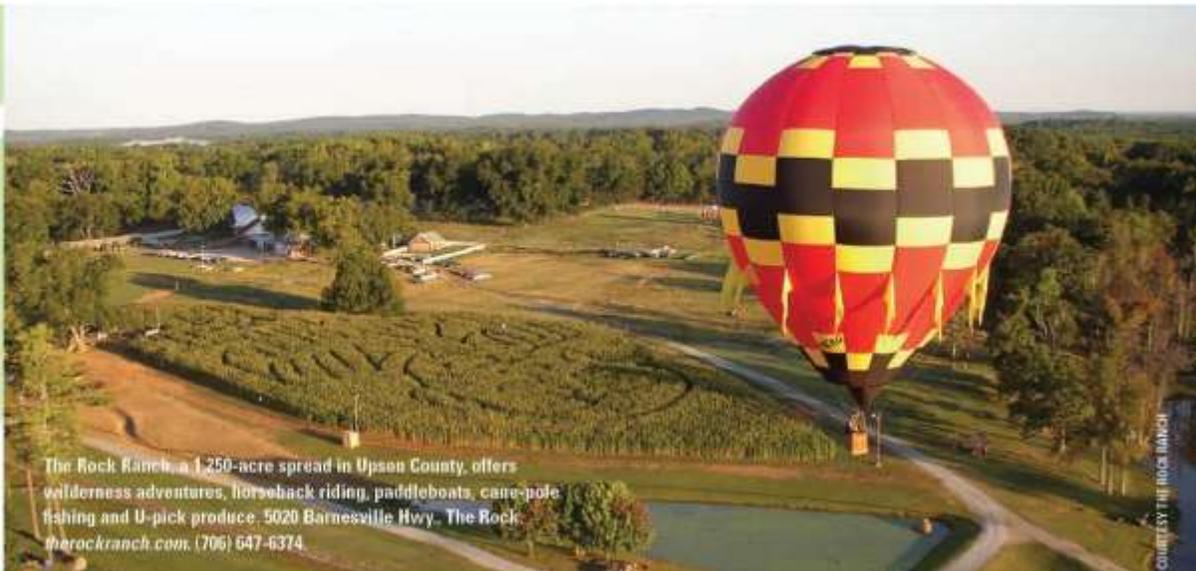


COURTESY MOON FARMS

Moon Farms Country Market in Colbert offers pick-your-own strawberries and blackberries. 3498 Ga. Hwy. 72, Colbert. moon-farms.com. (706) 338-0065.

Petting farms

- **Mountain Valley Farm**, 2021 Homer Wright Rd., Ellijay. grassfedgeorgia.com. (706) 889-0999
- **North Georgia Petting Zoo**, 2912 Paradise Valley Rd., Cleveland. northgeorgiazoo.com. (706) 348-7279
- **Pettit Creek Farms**, 341 Cassville Rd., Cartersville. pettitcreekfarms.com. (770) 386-8688
- **Poppell Farms**, 1765 Hyma Poppell Loop, Odum. poppellfarms.com. (912) 586-2215
- **Rancho Alegre Farm**, 2225 Givens Rd., Dacula. ranchoalegrefarm.com. (770) 339-3065
- **Tanglewood Farm**, 171 Tanglewood Dr., Canton. tanglewoodfarmminiatures.com. (770) 667-6464



The Rock Ranch, a 1,250-acre spread in Upson County, offers wilderness adventures, horseback riding, paddleboats, cane-pole fishing and U-pick produce. 5020 Barnesville Hwy. The Rock. therockranch.com. (706) 647-6374.

COURTESY THE ROCK RANCH



Shania celebrates her 8th birthday with a pony ride at Rancho Alegre Farm in Dacula. Pilar Quintero and sons Nicolas and Andrew assist with the birthday party events at the family farm in Dacula. Rancho Alegre Farm, 2225 Givens Rd., Dacula. ranchoalegrefarm.com. (770) 339-3065.

Fishing, tours, activities

- **Bruce's Nut-N-Honey**, 2797 Fargo Hwy., Homerville. bruceboneysback.com. (912) 487-5001
- **Burt's Farm**, 5 Burt's Farm Rd., Dawsonville. burtsfarm.com. (706) 265-3701; (800) 600-2878
- **Crow's Lake**, 155 Crow's Lake Dr., Jefferson. crowslake.com. (706) 614-0865
- **Hootie's Maze**, 265 Old Louisville Rd., Millen. bootiesmaze.com. (706) 466-1115
- **Mountain Fresh Creamery**, 6615 Cleveland Hwy., Clermont. mountainfreshcreamery.com. (770) 983-1666
- **Nora Mill Granary**, 7107 S. Main St., Helen. noramill.com. (706) 878-2375
- **Shrimpin' Excursions Aboard Lady Jane**, 1200-B Glynn Ave., Brunswick. shrimpcruise.com. (912) 265-5711



Pettit Creek Farms owner Scott Allen and his grandchildren feed Raja, a Saharan painted camel. 341 Cassville Rd., Cartersville. pettitcreekfarms.com. (770) 386-8688.

COURTESY PETTIT CREEK FARMS

Montaluce Winery & Estates in Dahlonega offers white, red and dessert wines, plus a "wine hike" through its 400 acres. 946 Via Montaluce, Dahlonega. montaluce.com/winery. (706) 867-4060.



COURTESY MONTALUCE WINERY



COURTESY SOUTHERN BELLE FARM



COURTESY SOUTHERN BELLE FARM

Southern Belle Farm in McDonough offers pick-your-own strawberries and pumpkins, a corn maze, pig races and a cow train. 1658 Turner Church Rd., McDonough. southernbellefarm.com. (770) 288-2582.



AMN DROWSKI



AMN DROWSKI

Crow's Lake in Jefferson offers family fishing fun and other outdoor agritourism activities. 155 Crow's Lake Dr., Jefferson. crowslake.com. (706) 614-0865.



COURTESY HILLCREST ORCHARDS

Pick your own apples, milk a cow, watch pig races, visit the petting farm, take a wagon ride, visit the Moonshine Museum and watch live bands and cloggers on the Hillcrest Orchards stage. 9696 Ga. Hwy. 52, Ellijay. hillcrestorchards.net. (706) 273-3838.

Wineries

- **Cartecay Vineyards**, 5704 Clear Creek Rd., Ellijay. cartecayvineyards.com. (706) 698-9463
- **Cavender Creek Vineyards and Winery**, 3610 Cavender Creek Rd., Dahlonega. cavendercreekvineyards.com. (770) 823-9255
- **Château Élan Winery & Resort**, 100 Rue Charlemagne, Braselton. chateaulan.com. (678) 425-0900
- **The Cottage Vineyard**, 5050 Hwy. 129 N., Cleveland. cottagevineyardwinery.com. (706) 865-0053
- **Crane Creek Vineyards**, 916 Crane Creek Rd., Young Harris. cranecreekvineyards.com. (706) 379-1236
- **Frogtown Cellars**, 7601 S. Main St., Helen. frogtownwine.com. (706) 878-5000



COURTESY SAUTEE NACOOCHEE VINEYARDS

Sautee Nacoochee Vineyards, in the historic Nacoochee Valley of North Georgia, offers all Georgia-grown wines at their tasting room. 1299 Ga. Hwy. 17, Sautee Nacoochee. sauteenacoocheevineyards.com. (706) 878-1056.

- **Habersham Vineyards & Winery**, 7025 S. Main St., Helen. babershamwinery.com. (706) 878-9463
- **Hightower Creek Winery**, 7150 Canaan Dr., Hiwassee. hightowercreekwinery.com. (706) 896-4688
- **Horse Creek Winery**, (two locations), 2873 Hwy. 76 W., Nashville. horsecreekwinery.com. (229) 686-9463; 101 Rountree Bridge Rd., Sparks. (229) 549-9463
- **Meinhardt Vineyards**, 305 Kennedy Pond Rd., Statesboro. meinhardtvineyards.com. (912) 839-4017
- **Montaluce Winery and Estates**, 946 Via Montaluce, Dahlonega. montaluce.com. (706) 867-4060
- **Sautee Nacoochee Vineyards**, 1299 Hwy. 17, Sautee Nacoochee. sauteenacoocheevineyards.com. (706) 878-1056
- **Serenberry Vineyards**, 450 Tipton Trail, Morganton. serenberryvineyards.com. (706) 623-8463
- **Serenity Cellars**, 265 Laurel Ridge Rd., Cleveland. serenitycellars.com. (706) 348-1277
- **Stonewall Creek Vineyards**, 323 Standing Deer Lane, Tiger. stonewallcreek.com. (706) 212-0584
- **Sylvan Valley Cellars**, 747 Duncan Bridge Rd., Sautee Nacoochee. sylvanvalleylodge.com. (706) 865-7371
- **Three Sisters Vineyards & Winery**, 439 Vineyard Way, Dahlonega. ThreeSistersVineyards.com. (706) 865-9463
- **Tiger Mountain Vineyards**, 2592 Old Hwy. 441, Tiger. tigerwine.com. (706) 782-4777
- **Yonah Mountain Vineyards**, 1717 Hwy. 255, Cleveland. yonabmountainvineyards.com. (706) 878-5522
- **Unicoi Wine Trail**. facebook.com/unicoiwinetrail
- **Warm Springs Winery**, 7227 Roosevelt Hwy., Warm Springs. (706) 655-2233
- **Wolf Mountain Vineyards**, 180 Wolf Mountain Trail, Dahlonega. wolfmountainvineyards.com. (706) 867-9862



BYRON MCCOMBS

Cousins Morgan McCombs, right, and Megan Griffin take a break at their family's Christmas tree farm, Southern Tree Plantation in Blairsville. The girls help out during the season while on break from college. 2226 Owltown Rd., Blairsville. southernplantation.com. (706) 745-0601.

To read more about agritourism destinations in Georgia in this month's issue, see page 16.

Picking the perfect berry

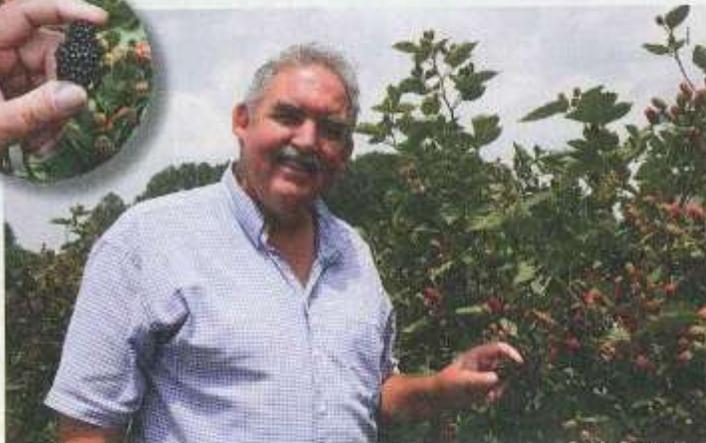
Georgia's U-pick farms provide bountiful berries

BY REBECCA LANG

Rolling through the produce section at the grocery store and choosing a plastic container of berries shipped from an ocean away is, unfortunately, more than common. Picking your own berries and watching as your bounty grows to the rim of a bucket is a real experience. It's one filled with the satisfaction of gathering each berry you desire while bright green leaves around your ankles soak up sunshine.

Homegrown berries come from a plant rooted deep in the Georgia soil. Warm from the sun and plump with natural juices, they are ready to be picked and make the transition from farm to fork. Agritourism has a yearly economic impact of \$138 million on the state of Georgia. Ranging from a half-acre to large-scale operations where the public can pick their own fruits, U-pick berry farms are one sweet and juicy piece of that monetary pie.

No matter where you live in Georgia, it's likely there is a U-pick farm loaded with berries within a short drive. Our state is home to



WASHINGTON FARMS

Above: Washington Farms owner John Washington checks on the progress of his blackberries, which will be ready to pick during the summer months in Watkinsville.

more than 120 farms that provide this ultimate connection—from spring to the late summer—between food and land. Many farms offer strawberries for picking in early summer and blueberries and blackberries as the weather heats up.

"If we divided the state in quadrants, the northwest quarter slightly edged out the other areas with the highest number of U-pick farms. But we also have to look at population; the northwest quarter covers metro Atlanta, which has the largest number of people," explains Cynthia Norton,

agritourism manager with the Georgia Department of Agriculture.

U-pick berry farms play a large role in connecting the home cook to Georgia agriculture.

"U-pick farms enable families to experience the joy, pleasure and the heat of picking their own produce and taking it home. It's a great teaching tool for kids, and it connects us to the food. Georgia grows so much great produce and has such a long growing season. It's really a gift to be able to experience a U-pick farm," says 2014 Georgia Grown Executive Chef Virginia Willis, of Atlanta.

Make the most of the picking experience and arrive at the farm earlier in the day for the cream of the crop. Berries picked before the blasting of midday heat will last longer at home. Call ahead to make sure there are still plenty of berries available. You can also ask what varieties the farm grows so you can be familiar with what you plan to pick. Lane Southern Orchards in Fort Valley offers a plethora of va-



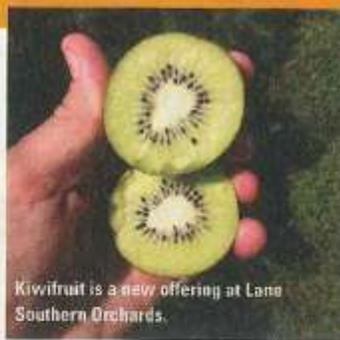
VALERIE W. THINSTEAD

Things to pack up before picking

- Sunscreen
- Closed-toed shoes
- A wide-brimmed hat
- Small bucket or basket (some farms provide these)
- Water, to stay hydrated
- Wet wipes for any stray sweet berry juice
- A cooler with ice for keeping berries at their freshest on the ride home

More online at www.georgiamagazine.org

GEORGIA MAGAZINE



LANE SOUTHERN ORCHARDS



JENNIFER DAVIX

Above: At Lane Southern Orchards' strawberry patch in Fort Valley, kids and adults alike get in on the strawberry picking. The farm was voted the Favorite Pick-Your-Own Farm by readers in our 2013 *GEORGIA Magazine Readers' Choice Awards* contest. **Left:** Homemade jam makes biscuits better, and this simple Strawberry-Basil Jam yields big flavors.

ricities with five new ones this season.

"Our busiest days are Thursday through Saturday," says Bill Mathews of Mathews Farms in Baxley. Most farms see the same influx of visitors as the week nears an end. Keep that in mind as you plan a picking trip.

Cooking and enjoying your very own harvest is the icing on the berry cake. There are a few steps to making the fresh berries have the longest shelf life possible. It's best not to wash them right away. Berries are like tiny sponges; they tend to soak up water as soon as they get wet. If washed, they can get mushy very quickly, so resist the urge and wait until right before using them. Store the berries in the refrigerator. If possible, keep them in a colander or a container with good airflow.

Many Georgians who head out to pick their own berries gather enough to last well into the fall. Stocking up the freezer is a bonus from a day in the warm sun. Freezing berries works best when they are allowed to freeze individually on a baking sheet. Arrange the unwashed berries on the sheet, leaving space between each

berry. Once frozen, store all the berries in a zip-top freezer bag. This way, it's easy to measure out berries instead of working with a solid, frozen mass.

With most farms pricing by the gallon or by the pound, you only pay for the berries you pick.

"There's simply nothing like eating a blueberry still warmed by the Georgia sun. It's amazing to be that connected to your food. Not everyone grew up on a farm or has the ability to have a garden. U-pick farms allow families to have that connection. And, they are inexpensive ways to fill your larder with fresh, seasonal Georgia produce," declares Willis.

It's not just family cars pulling up to farms. More and more school buses are opening their doors to a new experience for many of Georgia's children. In a time when many children haven't gotten their shoes in the soil on a farm, it's a nice way to get outside and see where food really comes from.

"We see 60 to 70 field trips during berry season," says Wendy Barton with Lane Southern Orchards

in Fort Valley.

"It's a real education for children to come and pick berries," says John Washington with Washington Farms in Watkinsville and Loganville.

It's not unusual for farms with U-pick options to offer other activities for children and families to enjoy. After filling buckets to the brim with plump, sweet berries, some places, like Washington Farms, offer activities like jumping pillows and farm animals to pet. Lane Southern Orchards has a playground and a café serving sweets made from strawberries picked right off the farm. With so many farms across the state offering entertainment as well as a bounty of berries, a fun-packed trip is at the peak of the season.

Take a day to get out, enjoy the blessings our rich Georgia soil has to offer, and pick your way to a very sweet ending.

Learn more about Georgia's agritourism on page 16!

Rebecca Lang is the author of four cookbooks, teaches cooking classes across America and is a contributing editor for Southern Living. She was born and raised in the service area of Alamo-based Little Ocmulgee EMC.

Strawberry-Basil Jam

- 5 (8-ounce) canning jars with 2-piece lids
- 2 pounds fresh strawberries
- 2-1/2 cups sugar
- 2 tablespoons fresh lemon juice (about 1 lemon)
- 2 large, fresh basil sprigs
- 1 (1-3/4-ounce) package powdered pectin

Sterilize jars and lids. While jars are boiling, wash and hull strawberries. Crush berries in a 6-quart stainless-steel or enameled Dutch oven or

NOT YOUR ORDINARY PAINT JOB



TURTLE COAT
architectural coatings

25 Year Transferable Warranty

Call Today or Visit Online for a **25% Savings**
and 12 Months **"Same As Cash"**

Call for details

Office (770) 503-9400 or Toll Free (888) 734-7710



- Won't Chip, flake or peel
- Will Bond Permanently to Any Paintable Surface
- Resist Mold, Mildew and even Carpenter Bees
- GREEN Technology and Environmentally Friendly



www.TurtleCoat.com

LOCKRIDGE \$169,990

The Worthington 2923 sq. ft.

Built on Your Land!

- ▲ Stick-Built Construction
- ▲ Prices from \$70,000
- ▲ Immediate Price Quotes
- ▲ Over 50 Home Designs

New Sales Office Open: N. Augusta
(706) 680-6568

Design and price your dream home online at

LockridgeHomes.com

All information is intended only for use as provided with regard to the above information.

other large, heavy, nonreactive saucepan using a potato masher. Add sugar and next 2 ingredients. Bring to a rolling boil over high heat. Boil, stirring frequently, for 10 minutes. Sprinkle pectin over strawberry mixture; stir well. Return to a rolling boil. Boil 1 minute; remove from heat. Skim foam from surface with a metal spoon; discard. Remove and discard basil sprigs.

Fill and process jars for 5 minutes. Allow to cool, undisturbed, for 24 hours. Store properly sealed jars in a cool, dark place. Let stand at least 1 week for the best flavor and texture. *Makes 5 (8-ounce) jars.*

Recipe adapted from "Around the Southern Table" (Oxmoor House, 2012) by Rebecca Lang.

The combination of sweet strawberries, salty feta cheese and a tart dressing makes an incredible salad. Try serving salads on platters to show off the beautiful colors. Blueberries naturally contain pectin, so the dressing will become thick if it sits for a while. If you need to, whisk in a little more olive oil to thin it out.

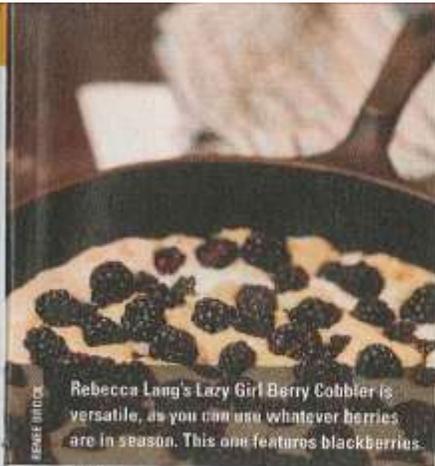
Baby Spinach Salad With Blueberry and Lime Vinaigrette

- 1 (6-ounce) package baby spinach
- 1 cup sliced strawberries
- 1 cup crumbled feta cheese
- 1 cup fresh blueberries
- 1/4 cup white balsamic vinegar
- Zest of 1 lime
- 1 tablespoon freshly squeezed lime juice
- 1 tablespoon honey
- 2/3 cup olive oil

Arrange spinach on a serving platter. Top with strawberries and feta cheese.

For the dressing, place blueberries, vinegar, lime zest, lime juice and honey in the bowl of a food processor fitted with a metal blade. Process until blueberries are pureed, about 1 minute. With the food processor running, slowly add olive oil in a steady stream. Drizzle the dressing over the salad and serve. *Serves 6.*

Recipe adapted from "Quick-Fix Southern" (Andrews McMeel Publishing, 2011) by Rebecca Lang.



Rebecca Lang's Lazy Girl Berry Cobbler is versatile, as you can use whatever berries are in season. This one features blackberries.

Lazy Girl Berry Cobbler

- 1/2 cup unsalted butter
- 1 cup Southern all-purpose flour
- 1 cup packed light brown sugar
- 1 tablespoon baking powder
- 1/8 teaspoon salt
- 1-1/4 cups buttermilk
- 4 cups fresh blueberries

Preheat the oven to 375 degrees. In a 10-inch cast-iron skillet, melt butter in the oven while it is preheating. Once butter is melted, remove skillet from the oven.

Meanwhile, whisk together flour, brown sugar, baking powder and salt in a medium mixing bowl. Whisk buttermilk into flour mixture. Pour batter over melted butter in the hot skillet. Sprinkle blueberries evenly over batter. Bake for 50 minutes. Serve hot, warm or at room temperature. Serves 6.

Recipe adapted from "Quick-Fix Southern" (Andrews McMeel Publishing, 2011) by Rebecca Lang.

It's good to remember that phyllo dough dries out quickly. While working, keep unused sheets covered with plastic wrap and a damp towel.

Berry Napoleons With Buttermilk Whipped Cream

- 5 frozen phyllo sheets, thawed
- 5 tablespoons unsalted butter, melted
- 5 teaspoons sugar
- Parchment paper
- 2 cups assorted fresh berries (such as blackberries, blueberries and sliced strawberries)

June 2014

Win a
WALMART
\$50 gift
card

Attention college students!

If you are a college student from Georgia, here's your chance to enter GEORGIA Magazine's 2014 college student essay contest. Simply write a 200-word essay offering your advice to incoming college freshmen and send your essay (along with your name, address, phone number and college) via email to Victoria DeCastro at victoria.decastro@georgiamag.com, with "Higher Ed Essay Contest" in the subject line. **Deadline: Oct. 30, 2014.**

If accepted, your essay will be published in GEORGIA Magazine's January 2015 issue. Writers of winning essays will be required to send a color photograph of themselves and a photo of their school. Winners will receive a \$50 Walmart gift card.

GEORGIA Magazine reserves the right to edit content. Photos become property of the magazine.

georgia
MAGAZINE

Renewing Your Balloon Loan!

Specializing in Land Mortgages

- Homes & Mobile Homes with Acreage
- Large Acreage

ESTABLISHED 1900

TALBOT

STATE BANK

- Up to 20 Years Fixed Rate
- Favorable Terms
- Flexible Payments
- No Balloon Payments
- No Cost for Underwriting
- No Prepayment Penalty
- All Circumstances Considered

www.talbotstatebank.com

706-674-2215

Ask for
Kara Todd or
Ken Chapman

Member FDIC

More online at www.georgiamagazine.org

39

NEVER PAINT YOUR HOME AGAIN!



Throw away that paintbrush
and Call **RHINO SHIELD** today!

We're more affordable than you think!

CLIP THIS COUPON AND
SAVE 20%
OR
**SIX MONTHS
SAME AS CASH**



- Rhino Shield looks like paint but lasts a whole lot longer.
- Guaranteed for 25 years never to crack, flake, chip or peel.
- Perfect for wood, brick, block, stucco and cement fiber board.
- Thousands of color options to choose from.
- Water proofs and resists mold & mildew.
- Wood Repair and prep work included.
- Financing Available!

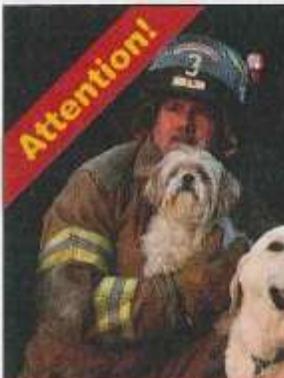


**CALL TODAY
FOR A FREE EVALUATION**



877.678.2054 • www.RHINOSHIELDGA.com

Attention!



Know someone amazing
who rescues pets or
volunteers at an animal
shelter?

Heard of a pet who's
been a lifesaver?

Let us know who
is a "pet hero"!

Enter **GEORGIA Magazine's 2014 Amazing Pet Stories Contest** and you could win a \$100 Walmart gift card!

How? Send your 200-word stories to magazine@georgiaemc.com with "Amazing Pet Stories" as the subject line, or mail your stories to **Attn: Amazing Pet Stories, GEORGIA Magazine, P.O. Box 1707, Tucker, GA 30085.** Include a high-resolution photo (300 dpi and at least 4x6 inches), if available, along with your name, mailing address, electric co-op name (if a member), email address and phone number. **Deadline: July 18, 2014.** Winning stories will be published in the October 2014 issue.

Entries become the property of *GEORGIA Magazine*. Gift cards will be awarded to winners upon publication; winners will be notified by mail. *GEORGIA Magazine* reserves the right to edit published stories for the purposes of space and clarity.

40

More online at www.georgiamagazine.org



Berry Napoleons With Buttermilk Whipped Cream make a pretty presentation on your summer dessert table.

- 2-1/2 tablespoons sugar, divided
- 1/4 teaspoon lime zest
- 1/4 cup heavy cream
- 3 tablespoons buttermilk
- Fresh mint sprigs, for garnish

Preheat oven to 350 degrees. Unfold phyllo sheets on a flat work surface. Stack 5 phyllo sheets, brushing each with 1 tablespoon melted butter and sprinkling with 1 teaspoon sugar. Cut into 12 squares and transfer to a parchment paper-lined rimmed baking sheet, spacing them about 1 inch apart. Bake for 14 minutes or until golden brown and crispy.

Combine berries, 1 tablespoon sugar and lime zest. Beat cream and buttermilk at high speed with an electric mixer until foamy; gradually add remaining 1-1/2 tablespoons sugar, beating until stiff peaks form.

Place 6 phyllo squares on individual serving plates; top each with 1-1/2 tablespoons whipped cream and 3 tablespoons berry mixture. Top each with another phyllo square and equal portions of the remaining whipped cream and berries. Garnish, if desired, and serve immediately.

Makes 6 servings. 🍴

Recipe adapted from "Around the Southern Table" (Oxmoor House, 2012) by Rebecca Lang.



Second helping:

For more great berry and fruit recipes, see page 40A of this month's digital edition, online at georgiamagazine.org.

GEORGIA MAGAZINE

2. Georgia Department of Agriculture – Feed My School for a Week – Final Performance Report

Project Summary

The Georgia Department of Agriculture (GDA) developed, implemented and promoted a multi-year initiative to bring more Georgia grown specialty crop agriculture products into the public school systems. The *Feed My School for a Week* (FMS) program began with three school systems focusing on serving 75% to 100% of Georgia grown and produced specialty crops in a chosen elementary school cafeteria. The systems chosen were Colquitt, Hall and Bleckley Counties. This program was a three-year commitment (but will continue on after the end of this grant period) and the GDA has worked closely with each school system to grow the activities and educational goals each year.

With the success of the pilot year and building on the relationships developed through the GDA, school nutrition directors and growers across the state, five more school systems were added through an application process. Madison, Grady, Forsyth, Savannah-Chatham and Bibb counties were selected to participate in the FMS program. With the additional schools, we saw the programs develop beyond the cafeteria focus and begin to envelop the entire school community! With the support of the GDA and the local school nutrition directors, the schools began to develop educational goals that brought even more awareness to the complete education of where our food comes from!

In the spring of this past school year, 2013-2014, we added five additional schools to participate in the FMS program. Commerce City, Evans, White, Tift, and Floyd Counties are now planning their first year of activities!

Project Approach

The FMS program has been promoted as an opportunity for school systems to focus on the source of the foods served in their cafeterias. With the changes in the USDA meal requirements for the National School Lunch Program, the FMS program paired perfectly with what is needed in our schools and what is grown and produced in Georgia.

Through the FMS program, the GDA focused on helping school nutrition programs develop relationships with growers and to look more closely at specialty crops that were already being used in the schools that are Georgia grown and produced.

We have been driven to help develop sustainable relationships between growers, schools and suppliers across Georgia.

Goals and Outcomes Achieved

Through the FMS program, we have not only been successful in increasing the amount of locally grown and produced specialty crops served to our students, we have increased the general agriculture knowledge of the students involved. Through simple student surveys, we found that students had a general increase in knowledge of Georgia's specialty crop industry and an increased knowledge of exactly where their food comes from. **We surveyed approximately 6,825 students during the first year of each Feed My School program (13 schools with an average student population of 525).** *We reached our target of a 20% increase in specialty crop use and knowledge among the students surveyed.*

Sustainable relationships between schools and growers has also been another very successful aspect of this program. Not only have the 13 school systems that participated in the program been impacted, we found that just through general sharing of information among the school nutrition and specialty crop agricultural communities, we are impacting school systems that are not participating directly with the FMS program! This showed a positive first step in reaching our target for the specialty crop producers to sell to schools in the future.

We found, however, that surveys were not a suitable tool to use with our specialty crop growers in order to determine if we reached our target of a 25% increase in future sales to schools. We found the success rate by using the increase of face-to-face communication between growers, school nutrition directors and the GDA, and discussing future sales. *From this communication, it is clear we went beyond our 25% target increase.*

Beneficiaries

The beneficiaries of this program are too numerable to count! **Approximately 52 different farms were contacted to supply specialty crops to 13 schools. Ten thousand students have been educated during the Feed My School programs (this includes the students at all 13 schools, some of which have had two years of the program). Approximately 600 teachers have been impacted by this program.** Not only has this program helped impact the healthier eating habits of our students, but also the economic opportunities for our Georgia specialty crop agricultural community has been increased as well.

Through FMS, we have helped foster lasting relationships between specialty crop growers and school systems from across the entire state. Through the diligent work of the GDA and the school nutrition directors, we have been able to increase local dollars spent, specialty crop knowledge, and the general school populations have had numerous opportunities to showcase how richly the Georgia agriculture community can enhance the educational opportunities of our students.

Lessons Learned

As with any new program, there were growing pains associated with the development of the FMS program. When we became more aware of what support the school nutrition directors and school administrators needed to make this a successful endeavor, we submitted to USDA/AMS and were approved for a budget modification.

We hosted training meetings for all of our directors as a chance to share ideas, what worked and what was the most exciting for the students. Through the meetings we helped foster more networking opportunities to help the directors grow the impact of the FMS program on the school and community. Also, we developed informational posters that focused on the statewide production of various specialty crop commodities. We visited each school system to carry out commodity demonstrations and to educate the students on the specialty crop industry in their local community. We developed “Kitchen in a Box.” This toolkit made a huge difference in the ease and impact of the demonstrations. This has been one of the most exciting new parts of our program!

To further the lasting effect and to have usable information the students can share with their parents, we developed an agriculture activity book and a student cookbook focusing on several of Georgia’s top specialty crop commodities.

Overall, we have learned that through the power of the lunch tray, we can impact what a student knows not only about what they are eating, but where it comes from as well. We have been able to support the schools, the communities and the Georgia specialty crop industry.

Contact Person

Misty Friedman

404-859-5029

Misty.Friedman@agr.georgia.gov

Additional Information

Harvest Season for Georgia’s Fruits and Vegetables

Standards for Agriculture Resources; Activity Book sample pages; Cookbook sample page; Informational Posters

Educational Goals (we ask that each school choose three goals to apply in their chosen school)

Calendar

Student Surveys

Did you know Georgia Agriculture Questions sample

Sample of Weekly School Menus

School Agriculture Day Exhibitors Listing

Farmers Market School Invitation

GDA Press Releases

Power Point



The Georgia Grown program is a marketing and economic development program of the Georgia Department of Agriculture. Our No. 1 goal is to aid our agricultural economies by bringing together producers, processors, suppliers, distributors, retailers, agritourism and consumers in one powerful, statewide community. We're here to help new agribusinesses grow and established agribusinesses thrive.

HARVEST SEASON FOR GEORGIA'S FRUITS AND VEGETABLES

COMMODITY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
APPLES												
BEANS - LIMA												
BEANS - POLE												
BLUEBERRIES												
CABBAGE												
CANTALOUPE												
CARROTS												
COLLARDS												
CORN - SWEET												
CUCUMBERS												
EGGPLANT												
GRAPES - BUNCH												
MUSCADINES												
OKRA												
PEACHES												
PEARS												
PEAS - ENGLISH												
PEAS - FIELD												
PECANS												
PEPPER - SWEET												
POTATOES - IRISH												
POTATOES - SWEET												
SQUASH												
STRAWBERRIES												
TOMATOES												
TURNIPS - BUNCH												
TURNIPS - GREEN												
VIDALIA ONIONS												
WATERMELONS												

Thank you for supporting Georgia Grown



Sweet Sweet Potatoes

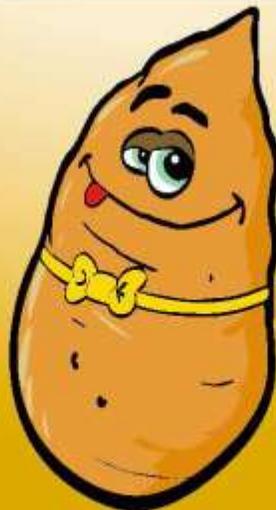
Makes 4 servings

2 large Sweet Potatoes
2 T Brown Sugar
Cinnamon to taste
Georgia Honey



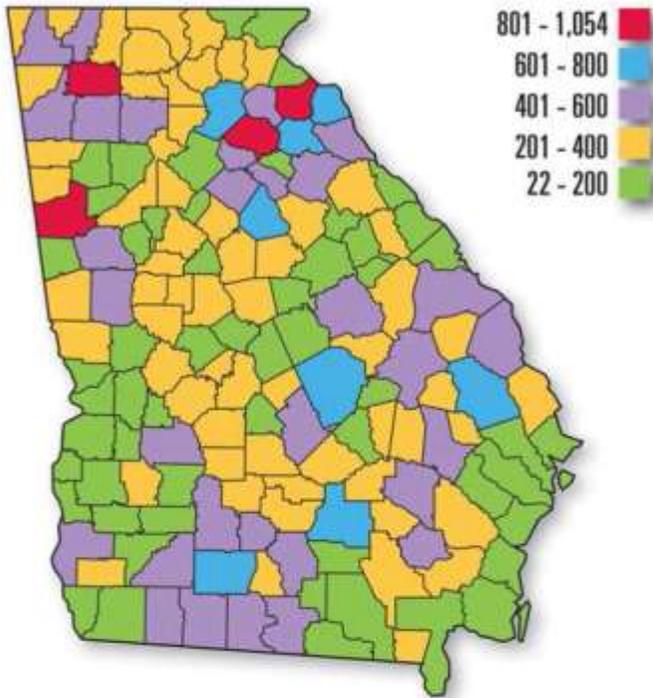
Bake sweet potatoes until soft and cooked through. Slice lengthwise. Sprinkle with Brown Sugar & Cinnamon mixture. Drizzle with honey.

Find 4 things that are different



Number of Farms

2007 U.S. Census of Agriculture data



801 - 1,054
601 - 800
401 - 600
201 - 400
22 - 200

Number of Farms by Size

Less than 10 acres = 7.3% (3,504)
10 to 49 acres = 33.9% (16,243)
50 to 179 acres = 34% (16,244)
180 to 499 acres = 15.5% (74,321)
500 to 999 acres = 5.2% (2,470)
1000+ acres = 4.1% (1,953)

Number of Farms by Value of Sales

Less than \$2,500 = 48.9% (23,391)
\$2,500 to \$4,999 = 9.3% (4,450)
\$5,000 to \$9,999 = 9.5% (4,527)
\$10,000 to \$24,999 = 10.3% (4,906)
\$25,000 to \$49,999 = 4.8% (2,308)
\$50,000 to \$99,999 = 3.1% (1,491)
\$100,000 or more = 14.2% (6,773)

Farmers, Principal Operator

Worked 200+ days off farm = 39.9% (19,087)
Average age of principal operator = 57.8 yrs.
Female = 15.7% (7,532)
Black = 4.3% (2,072)
Hispanic = 0.8% (365)

OTHER AG FACTS

Georgia Conservation Reserve Program Acreage:
309,006 active acres as of October 2012

Source: USDA-FSA Conservation Reserve Program

Irrigation system acres = 1,446,754
Acres of irrigated crops = 1,548,772

Source: 2008 Irrigation Survey, UGA Extension, Tifton, GA

752 million gallons per day state water withdrawals
for irrigation

Source: Fanning, J.L. and Therit, V.P., "Water Use in Georgia by County for 2005," and Water Use Trends, 1980-2005, "U.S. Geological Survey

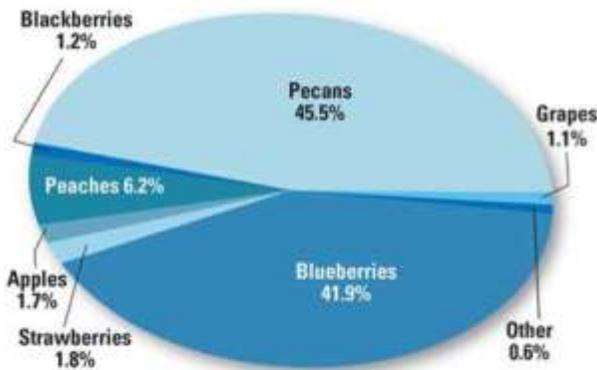
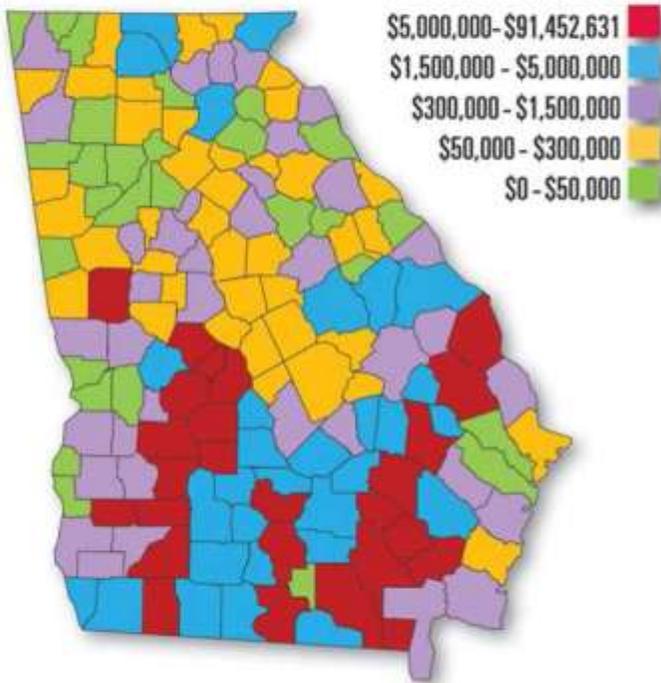
Number of farms = 47,846
Land in farms = 10,150,539 acres
Average farm size = 212 acres
Harvested cropland = 3,390,437 acres
Market value of agricultural products sold = \$7.1 billion
Total farm production expenses = \$6 billion

THE UNIVERSITY OF GEORGIA
COLLEGE OF AGRICULTURAL &
ENVIRONMENTAL SCIENCES



Fruits & Nuts

2012 Georgia Farm Gate Value = \$547 million
 2011 = \$655 million



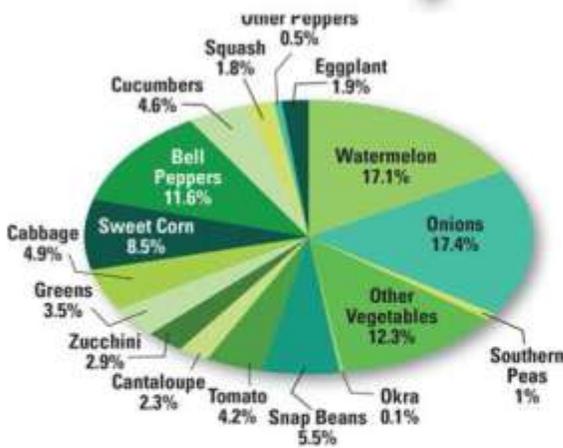
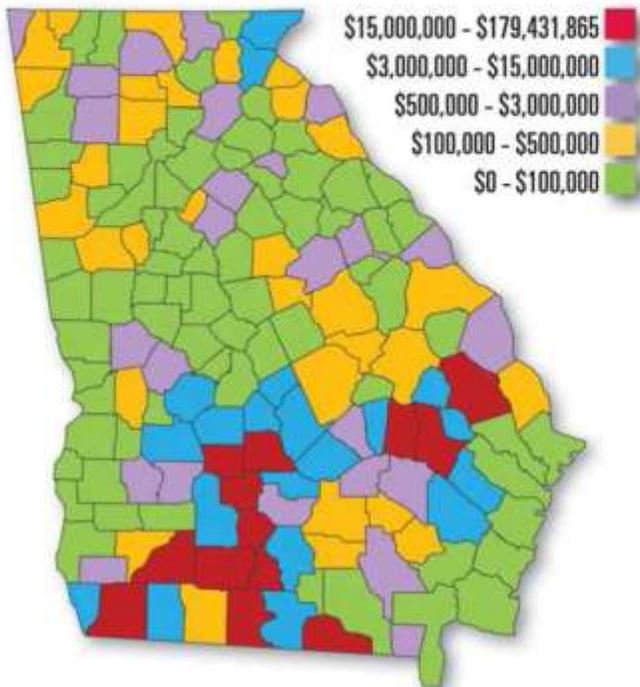
Fruit and tree nuts are important staples in the diet, and many types are grown in Georgia due to its favorable climate. Peaches have long been a trademark and are the state's official fruit. Additionally, Georgia has ranked first in pecan production for the past 17 years. The fruit and nut industry **contributed a total of \$2.3 billion** to the state in 2012 and represented **nearly 12,800 jobs**.


 THE UNIVERSITY OF GEORGIA
 COLLEGE OF AGRICULTURAL &
 ENVIRONMENTAL SCIENCES



Vegetables

2012 Georgia Farm Gate Value = \$936 million
 2011 = \$781 million



The vegetable industry in Georgia is one of agriculture's most diverse and fastest growing sectors. With a favorable climate often allowing both spring and fall plantings, Georgia ranked among the top four states for fresh market vegetable area harvested, production and value. Vegetable industry production and processing generated a total **economic contribution of \$2.3 billion** and **more than 13,750 jobs** in 2012.


 THE UNIVERSITY OF GEORGIA
 COLLEGE OF AGRICULTURAL &
 ENVIRONMENTAL SCIENCES





Feed My School for a Week SY15 Calendar

September 2014

By 9/30/2014: Have 1 planned commodity demonstration.

GDA will provide all demo materials

By 9/30/2014: Select Date for Farmer Roundtable

By 9/30/2014: Have FMS dates submitted to GDA

By 9/30/2014: Have Educational Goals outlined &
submitted to GDA

October 2014

By 10/31/2014: Have GDA event briefing form submitted to
Commissioner Black's office

February 3, 2015: Planning Conference Call

Call: 1-866-408-2167 Passcode: 8858291

January 2015

By 1/31/2015: Host Farmer Roundtable/Community FMS Meeting

By 1/31/2015: Have FMS menu submitted to GDA

April 2015

By 4/03/2015: Have pre-survey completed

May 2015

By 5/22/2015: Have FMS planned activities & surveys completed

June 2015:

By 6/12/2015: Have all final surveys submitted to GDA office

What do you know about Georgia Agriculture?



Circle the correct answers!

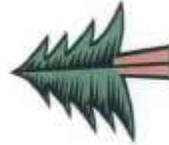
1. We grow _____ in Georgia?



2. What tools does a farmer use?



3. Georgia is called the _____ state?

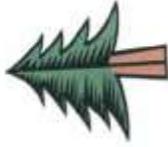


What do you know about Georgia Agriculture?



Choose the correct answer!

1. Georgia's #1 commodity is _____.



2. Agriculture is a _____ dollar industry in Georgia?

1 Million 10 Million 7 Billion



3. My favorite Georgia Grown fruit or vegetable is _____!

MONDAY – MAY 12

TUESDAY – MAY 13

WEDNESDAY – MAY 14

THURSDAY – MAY 15

FRIDAY – MAY 16

FIELD DAY PREK – GRADE 2

FIELD DAY GRADES 3 – 5

AGRICULTURE DAY

CULINARY DEMO AND GEORGIA GROWN PARADE

SCHOOL RECOGNITIONS



Hamburger
Singer Farms, Atlanta

BBQ Sandwich
Prober's Park, Washington County

Peanut Butter and Honey Sandwich
Prober's Park – Savannah & Sons, Rockledge Honey – Shamrock Agraria, Macon

Whole Grain Buns & Bread
Flowers Bakery, Thomsville

Baked Beans
Bibb County Central District

Lettuce and Tomato
Littlear – Bibb County School Gardens
Whitely, Heritage, Skyview, Woodlands, Jewell
Tosado – Southeast Processing, Forest Park

Coleslaw
College & Cornett
Southeast Processing, Forest Park

Vidalia Onion Slices
Herriman Farms, Lyons

Strawberries
Black Gold Farms, Marietta

Watermelon Cubes
Southeast Processing, Forest Park

Skyview Elementary School
Bibb County



Chicken Sandwich
Prober's Park, Washington County

Roast Beef Sliders
Rocking Chair, Conley Farm, Conley

Peanut Butter and Honey Sandwich
Prober's Park – Savannah & Sons, Rockledge Honey – Shamrock Agraria, Macon

Whole Grain Buns & Bread
Flowers Bakery, Thomsville

Leaf Lettuce
Mills County School Gardens
Whitely, Heritage, Skyview, Woodlands, Jewell

Fancy Pickles
Greenway Farms, Roberts

Veggie Shooters & Ranch Dip
Broccoli, Peppers, Carrots
Broccoli & Peppers – Southeast Processing
Carrots – Rabbsaur

Peaches
Dixley Farms, Marietta

Blueberries
Skyview Farm & Packing, Rockledge



Low Country Boil
Shrimp – Lewis & Sons, Dunwoody
Sausage – Thompson Farms, Dale

Spring Mix Salad with Chicken
Lewis, Cheryl & Brockway – Skyview Gardens
Pizzas – Lee Southern Distributors, Ft. Valley
Prober's Park, Marietta

Peachy Pecan Vinaigrette
Lane Sausage Distributors, Ft. Valley

Peanut Butter and Honey Sandwich
Prober's Park – Savannah & Sons, Rockledge Honey – Shamrock Agraria, Macon

Whole Grain Bread
Flowers Bakery, Thomsville

Whole Grain Hot Roll
Mills Farm – Bull Farm, Conover

Pecan Sugar Cookie
Prober's Park – Savannah & Sons, Rockledge
Mills Farm – Bull Farm, Conover

Romaine Salad
Southeast Processing, Forest Park

New Red Potatoes
Black Gold Farms, Marietta

Corn on Cob
Dixley Farms, Marietta

Strawberries, Peaches or Blueberries
Skyview Farm & Packing, Rockledge
Prober's Park – Savannah & Sons, Rockledge
Mills Farm – Bull Farm, Conover



Scrambled Egg Frittata
Eggs – Prober's Park, Marietta
Meat – Lee Farms, Marietta
Sausage – Thompson Farms, Dale

Chef Salad with Chicken
Prober's Park – Savannah & Sons, Rockledge
Prober's Park, Marietta

Peach Vinaigrette
Hickish Distributors, Tiger

Peanut Butter and Honey Sandwich
Prober's Park – Savannah & Sons, Rockledge
Honey – Shamrock Agraria, Macon

Whole Grain Bread
Flowers Bakery, Thomsville

Whole Grain Grits
Mills Farm, Athens

Whole Grain

Blueberry Muffin
Mills Farm – Bull Farm, Conover
Blackberry – Hill Select, Alcoa

Rosemary Potatoes
Olive Oil – Georgia Olive Farms, Unadilla
Potatoes – Black Gold Farms, Marietta
Rosemary – Skyview Garden

Fresh Salsa
Dixley Farms, Marietta

Yogurt Smoothie
Spokane's Cream, White, Marietta

Blueberry Juice
Prober's Park

Southern Pies & Piesery, Douglas



Ham Sandwich
Thompson Farms, Dale

Peanut Butter and Honey Sandwich
Prober's Park – Savannah & Sons, Rockledge
Honey – Shamrock Agraria, Macon

Whole Grain Bread
Flowers Bakery, Thomsville

Potato Chips
Frita-Loy, Marietta
Potatoes from
Black Gold Farms, Marietta

"C" Veggie Cup
Cucumbers, Carrot Coins, Celery
Southeast Processing, Forest Park

Fresh Mixed Fruit
Southeast Processing, Forest Park, Unadilla
Blackberry – Southern Pies & Piesery, Douglas
Rhubarb – Dixley Farms, Marietta

Choice of Milk
(served each day)
Mayfield Dairy, Rossville

"This institution is an equal opportunity provider."



Bibb County School Nutrition Program
SKYVIEW ELEMENTARY SCHOOL
May 14, 2014
FEED MY SCHOOL FOR A WEEK

Agriculture Day

Exhibitors

1. Agriculture Commodity Equine Commission - John Clements -- Name the Pony Contest
2. Georgia Cotton Commission - Chris Chammoun -- Cotton Gin Demo
3. Georgia State Farmer's Market - Happy Wyatt -- Various Animals
4. Back to Basics 101, Butts Farm - Ginger Butts -- Wheat Milling
5. Jr. Master Gardener's - Master Gardeners -- Planting Seeds, Lowe's & Bonnie Plants
6. Georgia Beef Board and Cattlemen's Association - Suzanne Bentley -- Educational Materials
7. SUDIA - Southeast United Dairy Industry Association - Julie Wilkinson -- Educational Materials
8. Georgia Fruits and Vegetable Growers Association - Katie Oxford -- Fresh Fruits and Vegetables
9. Georgia Farm Bureau - Pat Sneed -- Agriculture Education Materials
10. UGA Cooperative Extension Service - Karol Kelly -- Petting Animals
11. Department of Agriculture - Misty Friedman -- Georgia Grown Characters - George, Yumion
12. Georgia Crop Improvement Association - Billy Skaggs -- Soy Crayons and Soy Print Activity Books
13. Shamrock Apiaries - Steve Knofs -- Beehives, Honeycomb
14. Dexter Farms - Heather Isarel -- Produce Truck, Fresh Fruit, GA Grown Quiz
15. Deborah Elliott - Elliott Farms -- Strawberries and other fruit and veggies
16. Dobson Farms - Cathy Dodson -- Old and New Tractors, Strawberries

Sincere Thanks to all of our Exhibitors and Participants!



Monday, May 12

Breakfast
Breakfast Bonanza



1-Georgia Grown Lunch

Chicken Fillet Sandwich
From Proview Farms, Gainesville

Chips

From Pico Luj, Adrian
Black Gold Farms, Hawkinsville

Lettuce Leaf

From Southern Valley Farms, Moultrie

Vidalia Onion Slice

From LG Herndon Jr. Farms, Lyons

Raw Vegetable Cup & Ranch Dip
From Hildebrand Farms, LaSalle

Red & Green Leaf Romaine Salad
Cup
From Southern Valley Farms, Moultrie

Bottle of Water

From Coca-Cola
Atlanta, Georgia

Strawberries

From Strawberry Station, East Dublin

Applesauce

From P & A Orchard, Elley

**Peanut Butter Cookies w/
Peanut Pieces**
From SunSpice & Son,
Savannah

"This institution is an equal opportunity provider and employer."

2-Pizza

3-NO SALAD PLATE TODAY
4-NO CHOICE TODAY

Tuesday, May 13

Breakfast
Breakfast Bonanza



1-Georgia Grown Lunch

Cubed Steak & Gravy
From Cold's Packing, Tifton

Fresh English Peas

From Ibe Farms, Tifton

Squash Casserole

From Southern Valley Farms, Moultrie

Carrot Salad

From Hildebrand Farms, LaSalle

Whole Grain Yeast Roll
Wheat From Butts Farm, Cochran

Raw Vegetable Cup & Ranch Dip
From Hildebrand Farms, LaSalle

Red & Green Leaf Romaine Salad
Cup
From Southern Valley Farms, Moultrie

**Pecan Sandies Cookie w/
Pecans**
Wheat From Butts Farm, Cochran
Pecans From Low Southern Chickens,
Fort Valley

Strawberries

From Strawberry Station, East Dublin

Applesauce

From P & A Orchard, Elley

2-Pizza

3-NO SALAD PLATE TODAY
4-NO CHOICE TODAY

Wednesday, May 14

Breakfast
Breakfast Bonanza



1-Georgia Grown Lunch

Scrambled Fresh Eggs
L & R Farms, Pendergrass

Stone Ground Grits

From Center of Agricultural Study and
Excellence (C.A.S.E.), Irwin County

Sausage Link

From Lotts, Denver

Whole Grain Toast

From Benjo Bakesies, Macon

Regenerata® Blueberry Juice
From OJ Grow Blueberries
Or

Orange Juice

From Coca-Cola
Atlanta, Georgia

Raw Vegetable Cup & Ranch Dip
From Hildebrand Farms, LaSalle

Red & Green Leaf Romaine Salad
Cup
From Southern Valley Farms, Moultrie

Strawberries

From Strawberry Station, East Dublin

Applesauce

From P & A Orchard, Elley

2-Pizza

3-NO SALAD PLATE TODAY
4-NO CHOICE TODAY

Thursday, May 15

Breakfast
Breakfast Bonanza



1-Georgia Grown Lunch

Spaghetti & Meat Sauce
From Custer Packing, Tifton

Glazed Carrots

From Butts Farms, Cochran

Pink Eye Peas

Central Georgia Small Farmers Cooperative,
Inc. Glennville

Collard Greens

From Marshall Farms, Vienna

Whole Grain Yeast Roll

From Butts Farm, Cochran

Raw Vegetable Cup & Ranch Dip
From Hildebrand Farms, LaSalle

Red & Green Leaf Romaine Salad
Cup
From Southern Valley Farms, Moultrie

Greek Yogurt Cup

From Atlanta Fresh Dairy

Strawberries

From Strawberry Station, East Dublin

Applesauce

From P & A Orchard, Elley

2-Pizza

3-NO SALAD PLATE TODAY
4-NO CHOICE TODAY

Friday, May 16

Breakfast
Breakfast Bonanza



1-Georgia Grown Lunch

Fried Chicken Leg
From Sam Dwyer Farm, Cochran
Pavane Farms

Or

Hot Wings

From Suzanne's Kitchen, Norcross

**Peanut Butter & Blackberry
Pepper Jelly Sandwich**

Peanut butter from SunSpice & Son, Savannah
Blackberry Pepper Jelly from Laurie's, Moultrie

Corn on the Cob

From Southern Valley Farms, Moultrie

Raw Vegetable Cup & Ranch Dip
From Hildebrand Farms, LaSalle

Red & Green Leaf Romaine Salad
Cup
From Southern Valley Farms, Moultrie

Whole Grain Chocolate Chip Cookie

From Butts Farms, Cochran

Pink Fruit Punch

From Custom Beverage Concepts

Strawberries

From Strawberry Station, East Dublin

Applesauce

From P & A Orchard, Elley

2-Pizza

3-NO SALAD PLATE TODAY
4-NO CHOICE TODAY

Feed My School For A Week

BCMS May 12th—16th 2014



Georgia Agriculture Commissioner Gary W. Black and State School Superintendent Dr. John Barge announced a partnership aimed at increasing awareness about the importance of proper nutrition and healthy eating. The *"Feed My School For A Week"* program also teaches Georgia students more about where their food comes from.

Bleckley county was selected as a participant in the program titled *"Feed My School For A Week"* during the 2011-2012 school year and has participated annually since this time.

"This is a great leap forward to help show young Georgians where the food they eat is grown," said Commissioner Black. "Through this program, students will learn about the processes taken to bring their school meals from a local Georgia farm to the cafeteria table, while simultaneously receiving a healthy, delicious meal."

"Georgia is second in the nation in childhood obesity," Superintendent Barge said. "The *Feed My School For A Week* program is a great first step in raising students' awareness of nutritional options as well as promoting healthier meals in our schools."

The phrase "Farm-to-School" is becoming increasingly popular in the U.S. when it comes to offering healthy, fresh produce options to students. To keep Georgia a step above the rest, the State Department of Education and Agriculture have combined their efforts to better assist all school districts in this initiative.

The *Feed My School For a Week* program aims to help bridge the gap in the nutritional value and quality of food served in Georgia Schools, while providing more farm to cafeteria opportunities. The results will be healthier Georgia students, decreased barriers in farm to school efforts and increased awareness as students learn and experience, both educationally and nutritionally, where their food comes from.

Bleckley County Elementary School, Bleckley Primary School and now Bleckley County Middle Schools have served as our representatives. During a one-week period in the spring semester, all lunches served out of the school cafeteria will consist of 75%-100% GEORGIA GROWN food. For more information contact

Dr. Kathy C. Peavy, School Nutrition Director, Bleckley County Schools,
kpeavy@bleckley.k12.ga.us.



Feed My School for a Week



KELLI WILLIAMS – MARKETING
COORDINATOR
MISTY FRIEDMAN –
SCHOOL NUTRITION COORDINATOR
GEORGIA DEPARTMENT OF AGRICULTURE

Let's start with Farm to School

FARM TO SCHOOL IS BROADLY DEFINED AS A PROGRAM THAT CONNECTS SCHOOLS (K-12) AND LOCAL FARMS WITH THE OBJECTIVES OF SERVING HEALTHY MEALS IN SCHOOL CAFETERIAS, IMPROVING STUDENT NUTRITION, PROVIDING AGRICULTURE, HEALTH AND NUTRITION EDUCATION OPPORTUNITIES, AND SUPPORTING LOCAL AND REGIONAL FARMERS.



Yes, it's all F2S

• NUTRITION EDUCATION

- AGRICULTURE-RELATED LESSONS AND CURRICULUM
- SCHOOL OR COMMUNITY GARDENS
 - FARM TOURS
 - TASTE TESTING
- PARENT/COMMUNITY EDUCATIONAL SESSIONS.

Feed My School For a Week

THE FEED MY SCHOOL INITIATIVE INCREASES THE NUTRITIONAL VALUE AND QUALITY OF FOOD IN GEORGIA SCHOOLS AND BRIDGES THE COMMUNICATION GAPS FROM THE FARM TO THE CAFETERIA, RESULTING IN HEALTHIER GEORGIA CHILDREN. AS THE MISSION CONTINUES TO EXPAND AND REACH EVERY SCHOOL ACROSS THE STATE, THERE WILL BE DECREASED BARRIERS IN THE FARM TO SCHOOL EFFORTS AND INCREASED AWARENESS AS STUDENTS LEARN AND EXPERIENCE, BOTH EDUCATIONALLY AND NUTRITIONALLY, WHERE THEIR FOOD COMES FROM.



Educational Goals



- **HOST A KICK-OFF ASSEMBLY**
- **HOLD AT LEAST ONE GEORGIA COMMODITY “TASTE TESTING”**
- **HOST A SCHOOL-WIDE ART CONTEST THAT PRESENTS ANY FORM OF ARTWORK CENTERED ON ANY SINGLE GEORGIA FOOD COMMODITY**
- **DISTRIBUTE AND DISCUSS A PIECE OF LITERATURE HIGHLIGHTING AGRICULTURE**

Educational Goals



- **PROVIDE CLEAR IDENTIFICATION OF WHAT FOODS ARE BEING SERVED AND NUTRITIONAL INFORMATION**
- **“WHAT I LEARNED ABOUT GEORGIA AGRICULTURE THIS WEEK...” IN AN ESSAY/SHORT STORY/ETC. CONTEST.**

Success of Pilot Schools (Bleckley Co., Colquitt Co., Hall Co.)

- # OF STUDENTS AFFECTED- OVER **1600**
- # OF STUDENTS WHO WENT ON FARM FIELD TRIPS - **700**
- # OF AG LITERATURE DISTRIBUTED- OVER **93** BOOKS (ONE TO EVERY CLASSROOM AS WELL AS A COPY FOR EACH LIBRARY)
- # OF GG MEALS AT **75-100%** SERVED THROUGHOUT FMS - OVER **7,500**

Success of 2013-2014 Feed My School for a Week Schools

COLBERT ELEMENTARY SCHOOL

- NUMBER OF STUDENTS AFFECTED- **450**
- FARM FIELD TRIP TO BRUSH CREEK FARM- **65**
- MULTIPLE WAYS OF BRINGING ATTENTION TO AGRICULTURE IN THE SCHOOL
 - KICKOFF ASSEMBLY
 - ART/ESSAY CONTESTS
 - TASTE TESTING
 - LUNCH MENU (SEPT. 23-27)
 - MINI-EXPO AND ASSEMBLY
- # OF GG MEALS AT **75-100%** SERVED THROUGHOUT FMS- **1557**

Let's Take a Look



In the Cafeteria



Labeled Food Lines



Colbert Elementary School Feed My School Week Sept. 23-27

Highlighted food, farm
and county

Colbert is Georgia Grown!



Colbert Elementary School

Where does your food grow?



Proud to be Georgia Grown!



Colbert Elementary

Commissioner Black speaks to students about the importance of Agriculture



Welcome to Colbert Commissioner Black.



Art Contest



Art Contest

Colbert Elementary

Norman Park Elementary



Farm Field Trips



Mini Ag Expo



Ag Education



May 2012

Mon	Tue	Wed	Thu	Fri
Wauka Mountain Elementary School's "Feed My School for a Week" Calendar of Events & Lunch Menu				
7 8:45am: Farm Bureau presents, "Garden in a Glove" to Third Graders 1:00pm: "Feed My School for a Week" Kick-Off Assembly, Art Contest Winners (Art work was judged on May 2nd) Lunch Menu: Roasted Chicken Spinach & Arugula Salad with Strawberries & Pecans Squash Casserole Low-fat Milk	8 Students work on Agriculture projects that will be showcased on Friday, May 11th. Lunch Menu: BBQ Grits Casserole Turnip Greens Coleslaw Ice Cream Low-fat Milk	9 8:30am—12:30pm: Agriculture Day: Local farmers will teach students about agriculture and farming. 1:15: Dairy Farmer to speak to horticulture students Lunch Menu*: Sloppy Joes Sweet Onion & Rice Casserole Steamed Broccoli Glazed Carrot Coins Fresh Peaches Low-fat Milk *Atlanta Falcons will serve milk in the café.	10 9:00am: Junior Master Gardeners and Horticulture Students visit Jaemar Farms where they will plant pumpkins and pick strawberries. Lunch Menu: Baked Ham Collard Greens Fresh Strawberries Cornbread Low-fat Milk	11 6:00—7:00pm: Multiple Intelligence Fair showcasing student projects Horticulture classes plant sale Lunch Menu: Chicken Tenders Tomato, Basil & Mozzarella Salad Roasted Summer Squash & Zucchini Carrot Cake Low-fat Milk

Select the items listed above to create a Georgia grown plate of food. Information about the Georgia farms and the commodities they supplied is on the back.

Hall County School Nutrition Program is an equal opportunity provider.

Monday, May 11	Tuesday, May 12	Wednesday, May 13	Thursday, May 14	Friday, May 15
<p>Georgia Grown</p> <p>1-Georgia Grown Lunch Oven Baked Chicken Breast <small>From Sam Davis Farm, Collier Created by Parker Farms</small></p> <p>Squash Casserole <small>From Williams Farms, Collier</small></p> <p>Turnip Greens <small>From Mottet Atlantic Farms, Okla</small></p> <p>Romaine Salad Cup <small>From Taylor Farms, Collier</small></p> <p>Whole Grain Yeast Roll <small>Wheat From Bobb Farms, Collier</small></p> <p>Blueberries <small>From Aha Regional Blueberry Farms, Aha</small></p> <p>Strawberries <small>From Tom Sawyer Farms, Collier & Colletonville Ridge Farms, Moultrie</small></p> <p>Peaches <small>From Daley Farms, Moultrie</small></p> <p>Blackberries <small>From Tom Sawyer Farms, Collier</small></p> <p>1-Local Price 4-Local 1000 Bag</p>	<p>Georgia Grown</p> <p>1-Georgia Grown Lunch Waldorf Salad <small>From Mottet County Farms, Collier</small></p> <p>Ranch Potatoes <small>From BCCF 30 Cook</small></p> <p>Creamy Cole Slaw <small>From BCCF 30 Cook</small></p> <p>Lettuce/Tomato Vidalia Onion Slice <small>From Reed Farms, Okemulke</small></p> <p>Romaine Salad Cup <small>From Taylor Farms, Collier</small></p> <p>Blueberries <small>From Aha Regional Blueberry Farms, Aha</small></p> <p>Strawberries <small>From Tom Sawyer Farms, Collier & Colletonville Ridge Farms, Moultrie</small></p> <p>Peaches <small>From Daley Farms, Moultrie</small></p> <p>Blackberries <small>From Tom Sawyer Farms, Collier</small></p> <p>Peanut Butter Cookie with Roasted Peanuts <small>Peanut Butter From SunBites & Tom Sawyer Peanut From Collier Peanut Company By Collier, Collier, Collier</small></p> <p>1-Local Price 4-Local 1000 Bag</p>	<p>Georgia Grown</p> <p>1-Georgia Grown Lunch Spaghetti & Meat Sauce <small>Meat From Stearns County Farm, Collier</small></p> <p>Romaine Salad <small>From Taylor Farms, Collier</small></p> <p>Corn on the Cob <small>From Williams Farms, Collier</small></p> <p>Steamed Carrots <small>From VanHorn Farms, Collier</small></p> <p>Romaine Salad Cup <small>From Taylor Farms, Collier</small></p> <p>Whole Grain Yeast Roll <small>From Bobb Farms, Collier</small></p> <p>Blueberries <small>From Aha Regional Blueberry Farms, Aha</small></p> <p>Strawberries <small>From Tom Sawyer Farms, Collier & Colletonville Ridge Farms, Moultrie</small></p> <p>Peaches <small>From Daley Farms, Moultrie</small></p> <p>Blackberries <small>From Tom Sawyer Farms, Collier</small></p> <p>Drinkable Yogurt <small>From SunBites Dairy Valley, Moultrie</small></p> <p>1-Local Price 4-Local 1000 Bag</p>	<p>Georgia Grown</p> <p>1-Georgia Grown Lunch Breakfast For Lunch Scrambled Fresh Eggs <small>From Design Egg Connection</small></p> <p>Stone Ground Grits <small>From Center of Agriculture, Rice and Evolution, C.A.R.E., With Counts</small></p> <p>Sausage Link <small>From Thompson Farms, Southwestern, Okla</small></p> <p>Whole Grain Pumpkin Muffin <small>From Bobb Farms, Collier</small></p> <p>Blueberries <small>From Aha Regional Blueberry Farms, Aha</small></p> <p>Strawberries <small>From Tom Sawyer Farms, Collier & Colletonville Ridge Farms, Moultrie</small></p> <p>Peaches <small>From Daley Farms, Moultrie</small></p> <p>Blackberries <small>From Tom Sawyer Farms, Collier</small></p> <p>Apple Juice</p> <p>1-Local Price 4-Local 1000 Bag</p>	<p>Georgia Grown</p> <p>1-Georgia Grown Lunch Fried Chicken Leg <small>From Sam Davis Farm, Collier Created by Parker Farms</small></p> <p>Peanut Butter & Jelly Sandwich <small>Peanut Butter From SunBites & Tom Sawyer</small></p> <p>Gold Fish</p> <p>Carrots & Ranch Dip <small>From VanHorn Farms, Collier</small></p> <p>Blueberries <small>From Aha Regional Blueberry Farms, Aha</small></p> <p>Strawberries <small>From Tom Sawyer Farms, Collier & Colletonville Ridge Farms, Moultrie</small></p> <p>Peaches <small>From Daley Farms, Moultrie</small></p> <p>Blackberries <small>From Tom Sawyer Farms, Collier</small></p> <p>Chocolate Chip Cookie</p> <p>4-Local 1000 Bag</p> <p>BCES</p>
<p>Key: 1-Local Price 4-Local 1000 Bag. Regional Chicken, Gold Fish, Choice of Fruit & Veggies, Dessert</p>				
<p>"This institution is an equal opportunity provider."</p>				

How did that Get in My Lunchbox?

The Story of Food By Chris Butterworth

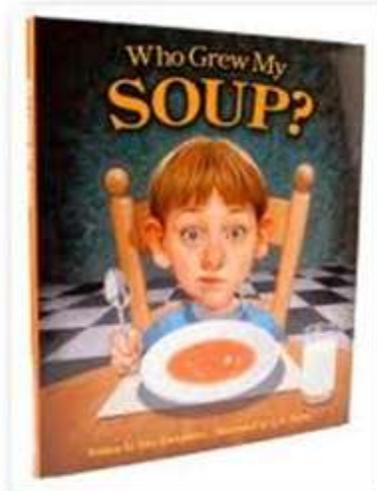
Grade Pre-K-2

Chris Butterworth
HOW DID THAT GET IN MY LUNCHBOX?
 THE STORY OF FOOD
 Illustrated by ELLIOT STROGGIENI

Who Grew My Soup?

By Tom Darbyshire and illustrated by C.F. Payne

Grades 3-5



Farmer Bios

COGGINS FARMS

Lake Park, GA



"Over 50 Years of Produce Experience!"

Coggins Farms and Produce is one of the local growers, carefully and responsibly, of fresh produce in Georgia. Built on five generations of Coggins, each hand of the generation is managed by a member of the Coggins family. Coggins offers a variety of specialty packs and convenient options.

With more than 50 years of produce experience, Market 28 is the largest fresh Market Central member-market of growing and one of the premier vegetable growers in the southeastern United States.

Perhaps the greatest nutritional benefit from carrots lies in their high levels of beta-carotene. Beta-carotene is a plant pigment that gives carrots their vibrant orange color. It is also an element that may help reduce some forms of cancer.

This bright carrot can supply enough beta-carotene to help meet your daily requirements of vitamin A.

Coggins Farms carrots are grown in the sandy soil of South Georgia, giving them a vibrant color, a fresh crunch and sweet taste like no other carrot on the market.

Coggins Farms carrots are sweeter because the Georgia sunshine allows the carrots to absorb more sugar during the growing process, giving you a taste that is as sweet as a candy bar.

Our whole carrots are perfect for cooking for those family get-togethers, while our baby-cut carrots are ideal for lunches and healthy afternoon snacks.



Lane Southern Orchard is a fourth generation family operation that spans over 2,700 acres of peach trees and groves. Located on the border of middle Georgia in East Valley, this grove uses 30 different varieties of peaches.

Originally the company was owned by the great grandfather John David Lane and was called the Diamond Fruit Farm. Mr. Lane also owned a facility that made frozen fruit used for both a peach packing house in 1942. In 1953 he changed the name to Southern Orchard Supply Company. Lane the packing house was taken over by his son-in-law, David O. Lane and grandson, Dale Lane, Sr. The Lane name remained the same but the packing house became Lane Southern Orchard.



In 1978 Dale Lane, Sr. formed a partnership with the Russell Pearson Family. Together they built a super modern, packhouse that was called Pearson & Lane. This partnership continued until 1989. The Lane family built a packing house on the South Side and in 1990, Dale Lane, Sr. named the business Lane & Son Orchard.

In 2006, The Lane Family and the B&B Georgia Orchard formed an alliance to help create Lane Peach, P.A. Today the Lane Family remains committed to the full operation of Lane Southern Orchard. Today Dale Lane, Sr. and Bobby Lane, and Angeline Anne Lane-Tubbs are proud to be at the front of moving this growing business.





Upcoming FMS Dates

FORSYTH COUNTY-SHARON ELEMENTARY -
APRIL 21-25, 2014

CHATHAM COUNTY- WEST CHATHAM
ELEMENTARY - MAY 5-9, 2014

GRADY COUNTY - SOUTHSIDE ELEMENTARY-
MAY 12-16, 2014

BIBB CO- SKYVIEW ELEMENTARY- MAY 12-16,
2014

Standards for Agriculture Resources

Kindergarten:

ELACCKW2 Use a combination of drawing, dictating, and writing to compose informative/ explanatory texts in which they name what they are writing about and supply some information about the topic.

ELACCKW3 Use a combination of drawing, dictating, and writing to narrate a single event or several loosely linked events, tell about the events in the order in which they occurred, and provide a reaction to what happened.

First grade:

ELACC1RL3 Describe characters, settings, and major events in a story using key details.

ELACC1RL7 Use illustrations and details in a story to describe its characters, settings, or events.

ELACC1W3 Write narratives in which they recall two or more appropriately sequenced events, include some details regarding what happened, use temporal words to signal event order, and provide some sense of closure.

ELACC1SL4 Describe people, places, things, and events with relevant details, expressing ideas and feelings clearly

ELACC2SL5 Add drawings or other visual displays to descriptions when appropriate to clarify ideas, thoughts and feelings.

Second grade:

ELACC2W2 Write informative/explanatory texts in which they introduce a topic, use facts and definitions to develop points, and provide a concluding statement or section.

ELACC2W8 Recall information from experiences or gather information from provided sources to answer a question

ELACC2L2 Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.

Third grade:

ELACC3W2 Write informative/explanatory texts to examine a topic and convey ideas and information clearly

ELACC3W1 Write opinion pieces on familiar topics or texts, supporting a point of view with reasons.

ELACC3SL4 Report on a topic or text, tell a story, or recount an experience with appropriate facts and relevant, descriptive details, speaking clearly at an understandable pace.

Fourth Grade:

ELACC4W1 Write opinion pieces on topics or texts, supporting a point of view with reasons and information

ELACC4L2 Demonstrate command of the conventions of standard English capitalization, punctuation, and spelling when writing.

ELACC4W2 Write informative/explanatory texts to examine a topic and convey ideas and information clearly.

FEED MY SCHOOL FOR A WEEK

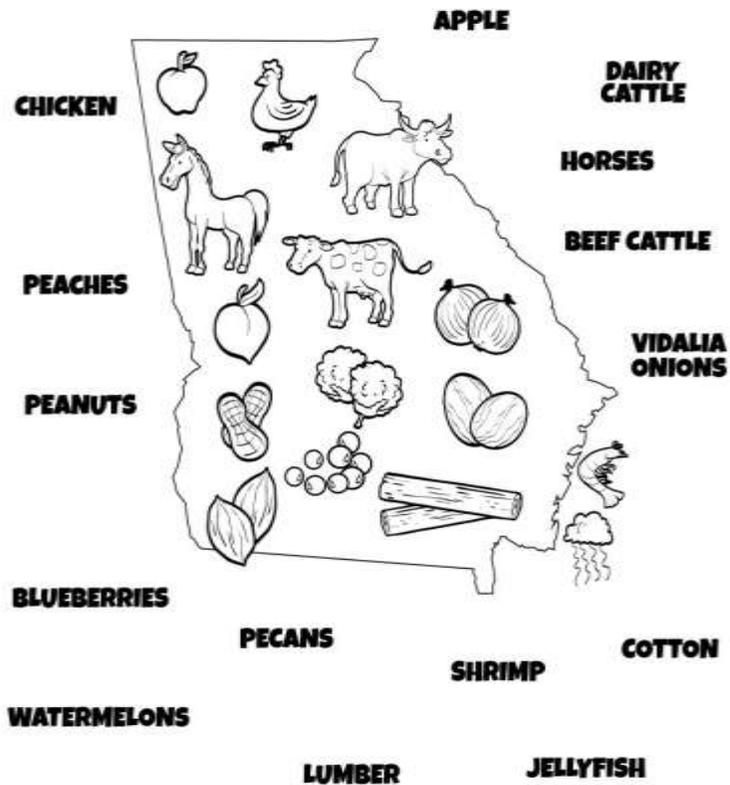
How many words can you make from the slogan above?



**Did you know lots of your school cafeteria
food is grown right here in Georgia?**

WHERE IN GEORGIA IS ALL OF THIS GROWN?

MATCH THE PICTURE WITH THE NAME.



Educational Goals

Welcome to the educational goals portion of Feed My School for a Week!

The Georgia Department of Agriculture asks that as a Feed My School for a Week, you meet at least 3 of the goals below. School Systems are not limited to just the goals listed. We welcome any additional activities you

feel tie in best with your lesson plans for the week to get the students involved and excited about Georgia agriculture and Feed My School for a Week.

Goal #1- Kick-Off Assembly-**(Optional)** *School System coordinated-*

Assembly Ideas (These are a list of ideas you can do with your group, however we ask that each school system does what works best for your school):

Activity 1- short video from faculty and students about what agriculture means to you

Activity 2- bring in mascot from school or high school to get kids excited about Feed My School for a Week

Activity 3- “Kiss the Pig” or “Kiss the Goat” Kick-Off---elect one student and teacher to kiss a pig or goat at your assembly

Activity 4- High Road Ice Cream, Mayfield Dairy or Honeysuckle Gelato - Ice Cream Social

Activity 5- Contact FFA members from local high school to speak at assembly about the importance of agriculture

Activity 6- Invite a local farmer to speak to the students about farming

Activity 7- Tractor Ride at school, or tractors on exhibit

Activity 8-“Dress like a Farmer Day” for the assembly- each grade level votes one student as best dressed, announce “over-all” winner at assembly.

Activities chosen:

Goal # 2-

Georgia Commodity Taste Testing Lesson Plan

Georgia “testable” Commodities : apples, blueberries, corn, eggs, milk, peaches, pecans, soybeans, vegetables.

GDA asks that you feature at least one taste testable commodity in your classroom during the week of Feed My School.

*Please Note: **Below are suggested activities***

Activity 1- ask students to submit a recipe representing the commodity, vote on class recipe of choice, prepare the recipe with class (tying in math & science standards)

Activity 2- bring in several commodities to classrooms, blindfold students and have them guess commodity describing taste(sweet, salty, bitter, sour or tangy), smell, and textures to the class.

Activity 3- Commodity “Fair”-have students tour each commodity booth to sample food made with specific commodity

Activity 4- Invite a chef to demonstrate in your classroom

Activity 5- Tie Commodity Taste Testing into your science lesson plans for the week using some “Editable Science Experiments” (dehydrate strawberries, make your own butter, test egg density)

Activity 6- School or Grade Level Commodity Recipe Contest- Submit recipes, faculty votes, and winner is featured on school news, over morning announcements, and in local paper. Student gets to feature his/her product at a class party.

Commodity Activities that do not require taste:

Activity 7- Decorate a “Commodity” Bulletin Board in classroom and/or around your school with facts about your chosen commodity. You could even include a recipe on the bulletin board for the school.

Activity 8-Assign commodity research projects to upper grades- display reports around school or in lunch room during the week of FMS.

tivities chosen:

Goal # 3

Art Lesson Plan

Please note: These are suggested lesson plans for the art component of FMS. While we hope you will complete goal 3 in your school, please do what works best for your classroom and students.

School-Wide Art Contest

Directions: Artwork must be centered on GA food commodity

Two forms (schools can decide what is best for them):

- A) For Classrooms to compete against each other
- B) Contest for Individuals

Rules/Specifics:

-Tie into science (“from the ground up”)

-incorporate from the farm to the table (optional: farmer's markets and/or presentation from farm to cafeteria)

-must be original composition

-students may choose any medium: led pencil, charcoal, chalk, collage, crayon or paint

-School decides how artwork is to be displayed (Copy paper, poster board, foam board, manila paper, canvas etc.)

-School system chooses: assisted or unassisted art project

-Author's signature must be on the page

Contest judged on: originality, use of educational concepts learned from the week of FMS, creativity and skills (based on age of artist)

Idea for winner: Feature artwork in front office, hold an art gallery one evening for parents and community to see all students' work. *Suggested: Silent Auction for artwork.*

Activities chosen:

Goal #4

Coordinated Field Trip to a Farm (School Nutrition Coordinator and Marketing Coordinators in your area can suggest field trips if needed)

Ideas for field trips in your area:

Evaluation:

Chaperones:

Goal #5

Writing Contest Lesson Plan

TOPIC: *What I Learned about Georgia Agriculture This Week, Essay/Short Story Contest*

Suggested Activities:

Teacher will supply word bank of vocabulary words (teacher chooses words for the week that are about agriculture)

Kindergarten-

Student will be able to- use at least 3-4 (teacher may decide what is best) key words from vocabulary to write a short story about that they learned this week...

1st grade- Key Vocabulary Words or Key Topics

Use at least 5-6 vocab words to write a short story about what they learned this week...

2nd-5th grade-

Teacher may decide no word bank is needed, or give students all words and they must use those words in an essay

Topic must be...**What I Learned about GA Agriculture this week....**

3rd-5th grade requirements: 1 page (Teachers may give input here)

Activities

chosen:

Did you know Georgia Agriculture questions:

Excellent resource:

http://www.agcensus.usda.gov/Publications/2012/Online_Resources/County_Profiles/Georgia/

This will provide wonderful resources of the impact farming has in your local county!

1. What are our county's top crop commodities?
2. What is the top livestock commodity in our county?
3. Agriculture is a _____ dollar industry in our state?
4. _____ is the number one employer in Georgia?
5. What types of tools does a farmer use?
6. Georgia is the number two producer of what fruit in the United States?
7. What is the number one commodity grown in Georgia?
8. Georgia is called the _____ state?
9. Georgia is the number one producer of what type of nuts?

The strawberries in our scones today were grown by Lane Farms in Peach County!

Press Release – For Immediate Release
Thursday, April 24, 2014

Commissioner Black announces new Feed My School for a Week participants

Georgia Agriculture Commissioner Gary W. Black today announced the five schools selected to participate in the third “Feed My School for a Week” Program are Annie Bell Clark Elementary in Tifton, Cave Springs Elementary in Rome, Claxton Elementary in Claxton, Commerce Primary School in Commerce and Mossy Creek Elementary in Cleveland.

The “Feed My School” program increases awareness about the importance of proper nutrition and healthy eating, while assisting schools in sourcing local produce and products. The program sponsored by the Georgia Department of Agriculture.

“The pilot program of “Feed My School was such a great success that we were encouraged to expand the program to five schools across the state,” said Commissioner Black. “With this program, students will discover the importance of agriculture through learning about the process that brings local produce and goods from an area farm to the cafeteria table while at the same time receiving a healthy, delicious meal.”

The phrase “Farm-to-School” is becoming increasingly popular in the U.S. when it comes to offering healthy, fresh produce options to students. To keep Georgia a step above the rest, the State Departments of Education and Agriculture have combined their efforts to better assist all school districts in this initiative.

The “Feed My School for a Week” program aims to help bridge the gap in the nutritional value and quality of food served in Georgia schools, while providing more farm to cafeteria opportunities. The result will be healthier Georgia students, decreased barriers in farm to school efforts and increased awareness as students learn and experience, both educationally and nutritionally, where their food comes from.

During a one-week period in the spring semester, all lunches served out of each selected school’s cafeteria will consist of 75-100 percent of Georgia Grown food. The schools will host an agriculture guest speakers and “taste tests” for Georgia commodities, in addition to several other educational activities throughout the designated week.

To learn more about the program, please visit: <http://www.agr.georgia.gov/feed-my-school-for-a-week.aspx>.

###

Mary Kathryn Yearta

Jenna Saxon

Mary.Yearta@agr.georgia.gov

Jenna.Saxon@agr.georgia.gov

About the GDA

The Georgia Department of Agriculture (GDA) is the voice of the state’s agriculture community. The department's mission is to provide excellence in services and regulatory functions, to protect and promote agriculture and consumer interests, and to ensure an abundance of safe food and fiber for Georgia, America, and the world by using state-of-the-art technology and a professional workforce. For more information, visit, www.agr.georgia.gov.

About Georgia Grown

The Department of Agriculture’s Georgia Grown program provides a powerful branding tool as well as education, marketing and business connections to expand agribusinesses and the agricultural industry throughout the state. Learn more or join Georgia Grown at www.georgiagrown.com

3. Carroll County – Vineyard and Winery Initiative for West Georgia – Final Performance Report

1) Project Summary

The Vineyard and Winery Association of West Georgia implemented the Vineyard and Winery Initiative for West Georgia, seeking to re-establish the wine-grape industry that thrived here at the end of the 19th Century before Prohibition. Wine-grapes offer the region a sustainable agriculture practice that is environmentally friendly and produces a value-added commodity, the wine-grape and all of its potential by-products. Further economic benefits to the region include the development of agri-tourism, as the vineyards and wineries have potential to draw visitors to the region. The sustainability of the wine-grape will add value to agricultural land and enable farmers to continue working and Carroll County to remain green, instead of the land ultimately being flipped to build residential subdivisions. Through this grant, Carroll County received funds to further educate the association members as to wine-grapes and wineries as well as to conduct DNA testing of the disease resistant grapes, vital activities that will ensure the success of the initiative.

2) Project Approach

Project Activity	Who	Performed
Kick-off Vineyard and Winery Grant, execute contracts	County and the Vineyard and Winery Association Board	October 2011
Procure consultants for wine-grapes	County and the Vineyard and Winery Association Board	November 2011
Conduct workshops on wine-grapes	Wine-grape Consultant(s)	January 2012, May 2012, and June 2013
Conduct pre and post surveys of workshops and share results with consultants	County and the Vineyard and Winery Association Board	January 2012, May 2012, and June 2013
Test DNA of existing grape vines	University of California	Finish by September 30, 2012

Submit annual report	County	November 2012
Submit final close-out report	County	November 2013

3) Goals and Outcomes Achieved

<i>Goal</i>	<i>Performance Measure</i>	<i>Benchmark</i>	<i>Target</i>
<i>a) To increase the knowledge and leadership base of the participants in the Vineyard and Winery Initiative as it relates to wine-grapes</i>	<i>70% or greater post-workshop survey score</i>	<i>Improvement from pre-workshop survey</i>	<i>Educate 90% of the association</i>

Carroll County has partnered with the Vineyard and Winery Association of West Georgia on this Specialty Crop Grant project to promote and further the re-establishment of a sustainable wine-grape industry in West Georgia. In the first year of the grant period, the association held a workshop on January 28, 2012 discussing vineyard design, and a symposium on May 19, 2012 discussing southern wine grapes to educate its members on grapes, vineyards and wine production. Surveys from both sessions showed an increase in the level of knowledge and interest in wine grapes production and vineyard design. All but three participants indicated an increase in the knowledge and understanding of grape production resulting from the workshop/symposium. From the workshop, 82 percent of participants surveyed indicated an increase in interest. At the symposium, there was a 94 percent increase in the level of interest among participants. Even more encouraging, 91 percent and 94 percent, respectfully, of workshop and symposium participants indicated that they wanted to attend future workshops to learn more about grape production. At the workshop, all participants reported an increase in knowledge (going from “no prior,” “little” and “some” knowledge to “some” and “a lot of” knowledge on a Likert scale). For the symposium, approximately 68 percent of the participants reported an increase in knowledge, and of those (12 of 37) who did not report a gain, nine already identified themselves as having “a lot of” or “extensive” knowledge. Six participants at the workshop were growing or planned to grow grapes, while 24 grape growers attended the symposium.

For the second year, the association focused on a Southern Wine Grape Symposium in June, once again providing experts from around the south to present to the association members on various aspects of wine grapes and vineyard operations. 100% of the 35 participants reported an increase in interest as a result of the symposium. 71.4% of participants (25 out of 35) reported

an increase in knowledge, with the majority feeling that they had acquired “a lot of” knowledge. Almost all participants indicated that they would participate in future workshops and recommend the association. The symposium was evenly divided between 17 who grew grapes and 18 who did not grow grapes. Of those 18, six indicated that they had no future plans to grow grapes, while the remaining were still deciding.

Programs for the workshop and symposiums are included in Section 7.

<i>b) To increase the knowledge and leadership base of the participants in the Vineyard and Winery Initiative as it relates to co-operatives</i>	<i>70% or greater post-workshop survey score</i>	<i>Improvement from pre-workshop survey</i>	<i>Educate 90% of the association</i>
--	--	---	---------------------------------------

Co-operatives have been discussed and explored by the board of the Vineyard and Winery Association of West Georgia and have been referenced in the workshops and meetings, but have not yet been addressed fully with its participants in a separate workshop. (This issue was included within our *Request for a Budget Change Amendment* dated and approved by USDA/AMS on June 6, 2012.)

<i>c) To develop a business plan for the establishment of a wine-grape co-operative</i>	<i>Complete the plan, utilizing regular meetings with the consultant for feedback</i>	<i>Move forward on co-operative</i>	<i>Establish a wine-grape co-operative for West Georgia</i>
---	---	-------------------------------------	---

Per the above-mentioned approved revision to the work plan, this goal is no longer being considered under this grant request, but remains a long-term goal of the organization.

<i>d) To determine the DNA of existing wine-grape vines</i>	<i>Complete testing on 100 % of the vines</i>	<i>Improvement from the number of vines that have been tested thus far</i>	<i>Test 100% of the grape vines and determine if there is a need to move forward with trademark</i>
---	---	--	---

DNA testing on the first set of vines was conducted by the University of California Davis. Thus far, the grape vines submitted have been identified as Concord and Ives, with some of the samples being labeled as hybrid or wild. The DNA results are included in Section 7.

4) Beneficiaries

The direct beneficiaries of this grant project are the 175 grape-growing members of the association (members are from Carroll County and 24 other Georgia counties). At every symposium and workshop, the attendees noted an increase in knowledge and interest in wine-grapes and the winery business. To re-establish that specialty crop to the region would have a tremendous impact, not only directly in making farm land sustainable but also indirectly by promoting tourism spending across the region.

5) Lessons Learned

The education of growers has proven to be beneficial to the establishment of the wine-grape as a specialty crop in the region. Interest in the crop continues to grow. This year, grapes are being harvested in Carroll County for the production of wine. The Carroll County Board of Commissioners approved its first conditional use permit to allow for the establishment of a farm winery and changed the Alcohol Ordinance to better accommodate farm wineries. These are small steps that will hopefully lead toward the association's ultimate goals of forming a cooperative of grape growers and establishing a cooperative winery.

6) Contact Information

Amy L. Goolsby, Planner
423 College Street
Carrollton, GA 30117
770-830-5861
agoolsby@carrollcountyga.com

7) Additional Information

**Georgia Department of Agriculture
Final Report
AMS Agreement: 12-25-B-1222**

Ms. Jeanne Maxwell
Specialty Crop Grant Project Manager
Georgia Department of Agriculture
19 MLK Jr. Dr. SW
Suite 247
Atlanta, GA 30334

Original Submission: November 18, 2013

1:00 – 2:00

Trellis Design for high and low cordon training systems

- Choosing a training system
- Securing end posts
- Materials for commercial vineyard trellis (t-stakes, vineyard posts, wire options, etc.)
- In-row vine support options (Stakes, bamboo, rebar, combinations & economics)
- Wire installation options
- Trellis requirements: pre-planting and post planting

2:00 – 2:30

Grapevine planting

- Preparing soil for planting (augering, hand digging, other options)
- Preparing the crew
- Care of vines from the nursery
- Trimming of own-rooted vines
- Planting vines (demonstration)
- Grow tubes (options to consider)

2:30 – 3:30

Young Vine Care & Pruning

- Overview of first year care & growth objectives:
 - Weed management
 - Fertilization
 - Green pruning & training
 - Demonstration of pruning 1st leaf vines
 - Grapevine propagation methods

From: Jerry Dangl (gsdangl@ucdavis.edu)
To: dcmabry@bellsouth.net;
Date: Fri, July 29, 2011 4:16:53 PM
Cc:
Subject: preliminary results

Hi Doug.

I've added results for 2 other samples. Sorry we did not get results for St-A and ST-B. Judy already sent the kits. For re-testing the four NDs below, please label the envelopes as before and add "2nd time". You do not need to send any paperwork for these. You will need the paperwork for any new samples you're sending.

PH - A unknown This is a clean profile; it indicates a *V. vinifera* hybrid with *V. aestivalis* and/or *V. labrusca*.

PH - B "Nitra" from last year Profile confirmed

PH - C unknown This is a clean profile; it indicates a wild vine with little or no *V. vinifera*.

PH - D unknown This is a clean profile; it indicates a wild vine with little or no *V. vinifera*.

Smith - A unknown This is a clean profile; it indicates a wild vine with little or no *V. vinifera*.

Smith - B 'Concord' Solid match

Highpoint nd

Burwell 'Concord' Solid match

St - A nd

St - B nd

Bud progeny of Concord x local wild vine

SVW nd

We should discuss how to add some more appropriate references for your project. Do you have historic information regarding what was planted in the past? Do you have a list of varieties you'd like to find?

Even if the majority of vine you're finding are seedlings from hybrid varieties back crossed to the local wild vines, with a more appropriate database we could identify the original parent variety.

Jerry Dangl
 Manager, Plant Identification Lab
 Foundation Plant Services
 One Shields Ave.
 UC Davis, Davis, Ca, 95616
 Phone: 530-752-7540
 gsdangl@ucdavis.edu
<http://fpms.ucdavis.edu/IDTesting.html>

4. Center for Applied Nursery Research – Supporting Southeastern Ornamental Growers through Providing Timely Applied Research and Grower Information on Sustainable Production Practices and New Plant Introductions – Final Performance Report

Project Summary

The Center for Applied Nursery Research (CANR) is well known for being a pioneer in providing applied research results in a timely manner by funding 10-15 research projects annually. However, the greatest two needs as identified by Dr. Matthew Chappell, UGA Statewide Extension Nursery Specialist, are digital information/news updates that can lead to better management decisions (and hence more economic and environmental sustainability) and new plant introductions. As with any good or service, new products drive the marketplace, and CANR is well positioned with the infrastructure and square footage to both evaluate new ornamental products/cultivars and develop new cultivars based on grower input/needs. Additionally, CANR has historically been an excellent resource of information, yet lagged in the use of technology due to a lack of sufficient funds to incorporate said technology into its fundamental infrastructure.

The goals of this project were twofold: (1) to digitally link the information generated at CANR to growers, retailers, landscape contractors, and consumers/end users; and (2) broaden the scope of CANR beyond applied research programs into new plant development and plant evaluation programs/trials. Both of these goals can be fed into a digital stream to growers, retailers, landscape contractors, and/or consumers. By increasing the flow of information to the end-user from CANR via Georgia growers and Green Industry associations, it is our intention to utilize pull marketing to increase/drive the sale of plant material from Georgia growers.

Project Approach

Updating CANR Website to include videos of current projects and catalogued up-to-date Adobe pdf files of past projects.

Our approach was to evaluate the capacity of the existing website to accommodate needed upgrades to meet the goals of the proposal. The CANR Board of Directors determined the site was completely out of date, written in code that was noncompliant with current standards, and would not be suitable for the upgrades. In order to enable the continuing updated needed, we decided to rebuild the website in-house. After some research and a steep learning curve, we were able to put the new site online. Two hundred and two project reports are now accessible on the site. The updated site was publicized through our newsletter, tours, fliers, and at the GGIA Wintergreen Tradeshow. We continued to update the site with new information and have been collecting video of project reports that we want to put online in the future.

Creating a web-based blog.

Working with researchers around the southeast Dr. Chappell created a blog entitled 'Southeastern Ornamental Horticulture Production and Growing' (<http://blog.caes.uga.edu/sehp>). The blog is a collection of timely tips and articles from cooperating universities throughout the southeast.

Construct and Distribute a Quarterly Newsletter.

We began development on a newsletter utilizing Constant Contact as a development platform with the goal of posting research reports. However in developing the first newsletter, the working group (made up of the CANR Board of Directors and industry representatives) decided to include additional information that would be relevant to our audience to make the newsletter more appealing to a broader base. We also decided not to include any advertisements since we are focused on getting information out to our audience and not on selling products. We scrubbed several email lists to identify our target audience for the first newsletter, and have encouraged additional signups at the GGIA Wintergreen Tradeshow, through fliers, during tours, and by word of mouth.

Plant evaluation program.

We started by developing a protocol for industry to submit plants for the program; however, due to slow feedback--most likely due to the program just beginning--we changed course and identified groups of plants based on some of the feedback we were given to evaluate. We settled on five major plant groups to focus on: *Hydrangea paniculata*, *Hydrangea macrophylla*, *Loropetalum chinense*, Gardenia, and hardy Hibiscus. Once the plants were identified we set out to collect the plants for trial; this proved to be a longer term part of the project than we anticipated and ended up delaying the start of the evaluation work. A total of 140 different cultivars were collected to collect data on. Growth rate, flowering timing, foliage and flower characteristic, along with growing protocols and photographic information were collected on each plant throughout the growing season. A page on our website was developed to be a portal to this information for growers. We also developed a poster and plan to present the information during future tradeshow, research conferences and tours of the center. We hope to continue additional plant evaluations at the center as well.

Plant Breeding program.

Our working group met and developed a series of criteria as to what plants we wanted to focus on in the breeding program. Native plants were determined to be the primary focus; however, we also decided to work on a few plant groups that had a specific need in the market place. Examples include cold hardy camellias and hibiscus resistant to sawfly. In order to get the project going quickly, seed had to be collected for plants identified with traits we wanted or brought in. We treated most of the native seed that was brought in with a mutagen to increase the chance of developing new characteristics. We were also able to get to some second generation seed to grow out in some cases. We were able to grow out a significant number of seedlings during the grant period; however, the time proved to be insufficient to positively identify releases due to the need to evaluate new releases for consistency over time and several generations of propagation. The evaluation of the seedlings we have identified is ongoing and we believe we will exceed the five release goal once all of the plants have had time to mature.

Goals and Outcomes Achieved

Goal: Updating CANR Website to include videos of current projects and catalogued up-to-date Adobe pdf files of past projects.

After evaluating the current site and capacities of the site, a complete rebuild of the site was completed in-house by CANR in the second quarter of 2012; this rebuild gave us the ability to add a searchable index of past project reports (<http://www.canr.org/pastprojects/default.html>), a social media link to the CANR Facebook page (<https://www.facebook.com/CANR.org>), a link to the CANR/UGA “Southeastern Ornamental Horticulture Production” blog (<http://blog.caes.uga.edu/sehp>), a link for the newly established plant evaluation program (<http://www.canr.org/plantevaluations/default.html>) and a link to the newly established online newsletter (<http://www.canr.org/newsletter/default.html>). All available CANR project reports have been made available on-line in Adobe pdf format.

Unfortunately we have not been able to develop the video portion of the site to date; we will continue in this effort. By completing this work in-house CANR gained the needed knowledge base to be able to maintain the site and keep the information as up to date and relevant as possible. We have gone from 69,128 visits FY 12 (Sept 30, 2011 – Oct 1, 2012) to 94,941 visits in FY 13, to 94,982 visits for FY 14. Also we have gone from 1.38 pages viewed per visit in the first year to 1.52 pages viewed in the second year, and 1.58 pages viewed in the third year ending September 30, 2014. While we fell short of our benchmarks, the 37% increase in site usage is still significant, and feedback on the site has been positive.

Goal: Creating a web-based blog.

We have linked the CANR homepage to the grant deliverable blog entitled ‘Southeastern Ornamental Horticulture Production and Growing’ (<http://blog.caes.uga.edu/sehp>). The outcome of this goal was to increase access to current, up-to-date information on a variety of production and growing topics and allow for feedback on needs from producers. Our benchmark was starting with zero page views on the blog site, with 25,000 hits in 2013. In FY 12 (Sept 30, 2011 – Oct 1, 2012) we attained 5,055 blog page views; in FY 13 we attained 6,713 blog page views from 4,839 visitors; and in FY 14 we attained 14,054 blog page views from 6,582 visitors. While not meeting the benchmark, this number is impressive for a grower-targeted information source and continues to increase annually. We plan on continuing the blog after the grant ends and believe readership will continue to trend upwards.

Goal: Construct and Distribute a Quarterly Newsletter.

We have constructed and distributed ten e-newsletters for CANR thru the grant period, a copy of the articles contained in those newsletters can be found on the CANR website (<http://www.canr.org/newsletter/default.html>). The expected outcome from this goal was to increase awareness of the research done at CANR and the benefits that CANR-based research offers to producers and others within the green industry. To achieve this we developed a simple format with three themes, Applied, Nursery, and Research. Articles, mainly from university level extension, were collected from around the Southeast and combined with results of research from CANR projects to provide an informational publication. Over the grant period we had e-deliveries of 4,534 newsletters

with an open rate of 27.9%, well above the 22.2% nonprofit industry average. We have received very positive feedback on our content and format from recipients and had several known instances where we were copied when the newsletter was forwarded on to additional people. We had 447 contacts who received the last newsletter.

Goal: Plant evaluation program.

Our stated goal for the evaluation program was to evaluate a total of 100 plants through the grant period. We developed a standard protocol for the evaluation program and solicited feedback on what plants would be best to put in the program. We settled on five major plant groups to focus on: *Hydrangea paniculata*, *Hydrangea macrophylla*, *Loropetalum chinense*, Gardenia, and hardy Hibiscus, since these groups have many new cultivars as well as many older cultivars. CANR evaluated 140 plants through the program tracking cultural, phenotypic, and pest/disease information over a growing season. One hundred and twenty-five of these plants produced reportable results that are available on the CANR website (<http://www.canr.org/plantevaluations/default.html>). While we were not able to publish as much information as we intended during the project timeline, we will continue to push the results out in upcoming newsletters by CANR and at our Open House in January 2015. We plan to continue this program into 2015 to collect additional data after the grant ends due to interest from the industry.

Goal: Plant Breeding program.

CANR initiated a plant breeding program with a goal of releasing five cultivars by 2014. Our strategy was to work on plants that were native or was a new cultivar that could reduce production costs for the grower and/or the end user. We identified many different plants with potential, evaluated which plants we could reasonably source germplasm on, and the method we would use to create the crosses we wanted. We grew out over 2,000 seedlings representing 20 different plant groups and treatments. At this point we have identified two *Camellia japonica* seedlings for an open release; we are in the process of building stock on those plants before they can be distributed to the industry. We also have two native Hibiscus seedlings that we are considering for release, and a variegated indian grass we will release if we are able to overcome some stability problems.

The failure of crosses to produce quickly identifiable selections to release and the longer-term nature of some of the plant material we selected to work with delayed the release of new cultivars beyond our original projection; however, evaluation of the seedlings is ongoing and we believe we will exceed the five release goal once all of the plants have had time to mature. Releases will be publicized through the CANR newsletter and at the Annual Open House.

Beneficiaries

The beneficiaries of this project are all individuals associated with the Green Industry in Georgia and across the Southeastern United States. More specifically, the goals of this project are based on dissemination of information on old and new cultivars in a relevant and currently (digital) mainstream method to both the producer and end user of nursery crops in Georgia and across the Southeastern

U.S. This includes nearly 450 growers in the state of Georgia and the millions of consumers who purchase plant material and research plant material on the web. This project has produced 289,407 measured touches through the website upgrade, blog, and newsletter during the project period. The evaluation and breeding part of this project have just begun to deliver usable information that will fuel additional dissemination of information in the near future.

Lessons Learned

In setting goals for the project, we used the best information we had, but there were many unknowns in what we were doing since we did not have a good point of reference to use for comparison. We found adaptation of electronic information sources, while growing, does not appear to be growing at the rate year over year that we expected; it appears we were able to reach a large part of our intended audience in the southeast quickly, but the audience did not grow as quickly as anticipated, possibly due to continuation of a sluggish economy. We were limited in reaching beyond the intended audience due to the scope of our area and the project approach. Also, soliciting input and help from outside sources delayed parts of the project; this was especially true for the evaluation program where there was a great deal of interest and support and we were able to go beyond the intended budgeted number of plants evaluated due to growers donating plants to be trialed. However coordinating this delayed the project start.

Contact Person

Brian Jernigan
Center for Applied Nursery Research
4904 Luckey's Bridge Rd.
Dearing, GA 30808
BJernigan@mccorklennurseries.com

5. Emory University – Building the Consumer Base for Georgia Crops – Final Performance Report

Project Summary

The USDA Specialty Crop Grant was used in 2011-12 to build consumer support for Georgia horticultural crops, through three component activities: the Educational Garden Project, the campus farmers market and its special events, and the Sustainable Food Fair. Emory University's many sustainability-related efforts have stimulated change across the state—and even the nation—and through the three areas of Emory's Sustainable Food Initiative supported by this grant, we have worked to expand public awareness of the benefits of local, sustainable fruit and vegetable consumption.

Project Approach

Activity #1: Educational Garden

This component of the project expanded hands-on gardening knowledge and awareness of Georgia specialty crops among Emory students, staff, faculty, and campus visitors. The Educational Garden Project consists of nine small, attractive food gardens along sidewalks and in other well-trafficked locations around campus. Garden teams are recruited each year from faculty, staff, and students. During 2011-12, our Garden Coordinator, Judith Robertson, stepped down from her position and in January 2012, Nichole Lupo was hired as a new Garden Coordinator. The Garden Coordinator is responsible for educational and work sessions with garden teams, coordinates delivery of plants and amendments, and oversees the garden sites. This position also coordinates information tables about the garden project at a series of campus and community events, which also spread the word about Georgia horticultural crops, garden feasibility, and opportunities to participate.

Activity #2: Farmers Market and Special Events

This component of the project supported publicity for our increasingly robust weekly campus farmers market, where the presence of local, sustainable farm products allows consumers ease of purchase, an opportunity to learn about local products, and greatly expands market momentum for Georgia horticultural crops. Julie Shaffer is the market manager, and she worked this year to continue to recruit new farmers and to carry out a series of special market events over the course of the year, to highlight specific Georgia products.

Activity #3: Sustainable Food Fair

This component of the project expanded student and staff awareness of Georgia specialty crops and the importance of eating locally and seasonally while offering a lively Fall fair for the broader Emory community. The fair is considered by many to be a highlight of the academic year, and thus knowledge of Georgia specialty crops and the importance of eating locally and seasonally are brought home in creative ways to students, faculty, and staff. The Fair was held on September 30, from 10:30 a.m.-1 p.m. in the center of the campus and the effort was spearheaded by a group of students from the Anthropology Department.

Goals and Outcomes Achieved

Activity #1: Educational Garden

Our first goal was to establish one additional garden, bringing our total to nine. This was accomplished at the School of Medicine site. This well-trafficked location outside the School of Medicine attracted considerable attention, and the funds from the grant allowed the group to have hoses and shovels, planting materials, and mulch over the course of the year. A School of Medicine Garden Dedication was held in April 2012. It is particularly meaningful to have a garden at the School of Medicine because it signals the recognition of the important role of local and sustainable food in supporting preventive health.

Judith Robertson and Nichole Lupo served all the gardens diligently as Coordinators. Visiting them each week and often contributing to the weeding and transplanting efforts, they offered hands-on education to the hard-working volunteers, expanding awareness of how to grow Georgia horticultural crops. The Garden Coordinator assured us that gardens have one or two team leaders, and email coordination of the teams and their queries was good this year. All but one garden have had well-functioning teams, with some Emory staff members, assuring that gardens receive care in the summer months, when students are gone. The Yerkes Primate Research Center garden fell out of production this year but Nichole plans to work with Yerkes staff to rejuvenate the garden. This continued strong organization from all other gardens means that work team members are eating the produce from the gardens, and learning about the superior taste of locally-grown crops.



School of Medicine faculty, staff, students, and Nichole Lupo, Garden Coordinator, at Garden Dedication



School of Medicine, Summer 2012

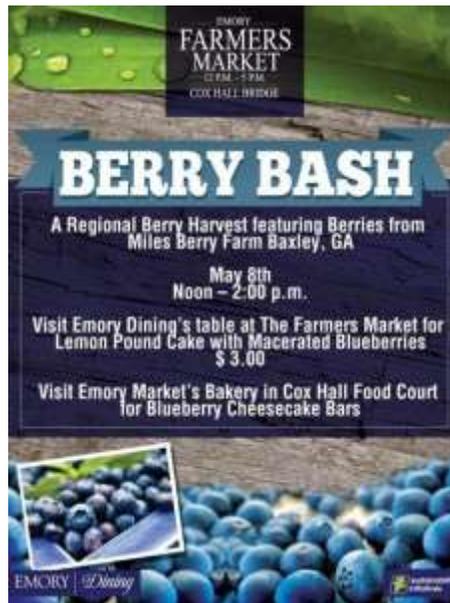
In addition, Nichole coordinated three events featuring the garden since she transitioned as Garden Coordinator (see Appendix 1 for a list of these events). The events were very well attended and the garden project was highly visible. At the garden “Meet and Greet,” a garden recruitment event at the beginning of the school year, Nichole made babaganoush from eggplants grown at the Depot garden and encouraged students to eat the delicious dip with fresh basil and tomatoes. We think the gardens are now so well-established a fixture of Emory that many organizations no longer need an introductory session to them. However, we will continue to hold events in the Emory community to advertise the gardens. Before Judith left as Garden Coordinator, she planned the garden planning dinner, which offers a frugal bean soup meal and great camaraderie, serving an important role in building rapport among the teams and incorporating new members, as well as a booth at Emory’s Annual Sustainable Food Fair. (Please see the *Beneficiaries* section, which discusses the goal regarding the number of participants.)

Activity #2: Farmers Market and Special Events

Our Farmers Market events continued to gain increased popularity. Five major events focused on sweet potatoes, berries, cabbage, watermelon, tomatoes, and pumpkins. We think the banners and other publicity were critical to helping people remember to come out and buy at these markets. All the events and the existence of the market itself built momentum for Georgia horticultural crops among consumers. There were increased sales and new customers (see *Beneficiaries* section).



Poster for tomato festival event



Poster for berry event



Watermelon at the Favorite Flavors of Summer



Blueberry shortcake at the Berry Bash

Activity #3: Sustainable Food Fair

The Sustainable Food Fair was once again a terrific success this year; attendance was great, crowds were excited, and vendors were very pleased. There were nearly 40 booths, highlighting efforts to build a sustainable, local food system for Georgia. Chefs offered free samples and featured specific farmers' produce, thereby teaching attendees about the direct links in the farm-to-table movement in Atlanta. Farmers sold vegetables, fruits, and value-added products, such as jams. Organizations such as Georgia Organics, EPA and the Oakhurst Community Garden (now known as the Wylde Center) helped attendees see the full range of issues around food security and a sustainable, local food system.

Two booths provided by Emory students were particularly important for education. One detailed sustainable lunch opportunities on Emory's campus. This table not only educated attendees about Emory sustainable food initiative and goals but explained specific locations on campus where sustainable food, including Georgia specialty crops, is available for purchase. The other educated attendees about Georgia heirloom apple varieties. Other displays, posters, and surveys also explained key concepts of local and sustainable food. The anthropology student assessment of the Fair felt that the fair expanded awareness of Georgia specialty crops and the importance of eating locally and seasonally. (Please see *Beneficiaries* section regarding key message education.)

In order to gauge the educational benefits of the fair, students designed a new method (the bean vote) to assess the success of different education tables throughout the fair. As attendees left the fair, they were given three colors of beans and asked to put them into glass jars marked with names of the different educational tables staffed by students and various organizations at the fair. Topics at the educational tables included tomato production/worker rights, bee crisis issues/honey, sustainable lunch opportunities on campus, Georgia heirloom apple varieties, and the “dirty dozen”/pesticide contamination, among others. The pinto beans were placed by attendees in the jars representing the tables at which they learned the most, while kidney beans and garbanzo beans were placed in jars signifying level of fun and favorite educational table, respectively. The sustainable lunch opportunities on campus, bee crisis issues/honey, and Georgia heirloom apple varieties were determined to be the most educational tables related to specialty crops. See full bean vote results in Appendix 3.

Students attempted to have all fair attendees participate in the bean vote but were not able to capture the opinions of all fair attendees. Evaluation methods will continue to be revised and perfected at future Food Fairs.



Fair attendee purchasing produce from local farmer



Large crowds at the Fair

Beneficiaries

Activity #1: Educational Garden

In all, we estimate 50 garden workers were beneficiaries of the project, meeting our goal. We also met our goal of garden observers—traffic around the gardens and strollers, especially on weekends, continued to show that they offer a strong educational service for Georgia horticultural crops. We estimate 5,000 observers over the course of the year looked at and admired the gardens. This number is probably conservative; they are often pointed out by Emory tour guides to the legions of prospective students and parents who visit the campus.

The gardens also served to support healthy agricultural work experience for disabled and elderly persons. Several of the gardens continued to maintain a close relationship with the Wesley Woods Horticultural Therapy Program, which allowed recovering hospital patients to plant seeds in their greenhouse. The resulting plants gave the gardens a boost in productivity and provided meaningful work for recovering patients.

Activity #2: Farmers Market and Special Events

Our weekly Farmers Market continued to draw increased sales and new customers. Julie Shaffer, the market manager, estimates attendance at 3,000 passersby each week and 400 buyers on average. Vendors now number

25, up from 11 last year. Sales comparisons are possible only for continuing vendors—newcomer vendors cannot compare with the previous year’s sales. Of those who have continued, some report holding their own in sales, and some reported sharply increased sales. Julie Shaffer speaks with vendors on a weekly basis about their sales. Several vendors consistently report that the Emory Farmers Market is their best market for sales.

Activity #3: Sustainable Food Fair

Our goal to attract over 2,000 attendees was borne out by staff and student estimates. The student attendance estimation method determined that over 6,000 attendees were at the fair. However, in the Food Fair report, students described possible reasons for overestimation, including:

- a) Split of time slots; the division into normal or peak flow may not accurately reflect the actual flow.
- b) Some people may have walked through the Food Fair more than once, which means that the actual passenger total may be over-estimated.
- c) Some people were just walking through the Cox Hall bridge area but not actually participating in the Food Fair. However, they may have absorbed some of the messages of the fair, so it is not clear if this makes the participation count inaccurate.

Lessons Learned

Activity #1: Educational Garden

This year was a time of transitions for the Educational Garden Project. Judith did a great job of transitioning out of her position and training Nichole. However, as a new member to the Emory community, it took Nichole several months to learn how to navigate the Emory campus and become well versed in common forms of communication (which differs between students, faculty, and staff). Nichole’s arrival allows for a unique opportunity for a set of fresh eyes to analyze the gardens and how they are managed. For instance, Nichole plans to start a garden Facebook page in order to improve communication with students. We continue to seek a balance between leaving teams to learn from their own mistakes and guiding them to a common standard of attractiveness and productivity.

Activity #2: Farmers Market and Special Events

We learned that in addition to banners, flyers, and emails, social media can be a very useful (and inexpensive) publicity tool. For instance, the Market Manager will post which vendors are in attendance on rainy days or highlight weekly market specials. We will continue to explore how Facebook and Twitter can be best utilized to advertise our events. The special events continue to draw in new folks, an important way to raise enthusiasm for particular seasonal Georgia crops. Unlike past years, an Earth Week Market Party was not held this year due to a transition in leadership within Emory Food Service Administration. We hope to continue the tradition of highlighting Georgia specialty crops at an Earth Week Market Party in April 2013.

Activity #3: Sustainable Food Fair

We confirmed that costume-wearing students are among the most effective ambassadors for new information to fair participants. We will continue to expand publicity efforts to graduate students, business school students, and the hospital next year, in order to promote the fair among those less-involved groups.

Our goal to have fair attendees learn 3-4 key messages about sustainable foods and specialty crops was more of a challenge to track than we realized it would be. The bean count method tracked which tables were most educational, but did not track specific messages learned at the fair. Although educational tables were dispersed

throughout the fair, the fun and vibrant atmosphere of the events made it impossible to conduct a quantitative assessment of the educational messages obtained by attendees. This assessment system will be modified in future years to more accurately track the educational goals of the Food Fair.

Tracking of Grant Funds and Use for Specialty Crops

Activity #1: Educational Garden

The grant funds for this component of the project were used for seeds, planting materials, supplies, mulch, small laminated signs that identified plants in each garden, planning dinner for combined teams, and the Garden Coordinator's part-time salary (Emory paid for roughly one quarter of her salary).

Activity #2: Farmers Market and Special Events

The grant funds were used to pay for publicity materials for the special events and expenses such as copying recipe cards. Though there is cheese, eggs, bread, and other vendors at the market who do not specialize in vegetable crops, the publicity benefits the whole market, and farm vendors are the central core of interest in the market. Additionally, many non-farmer vendors purchase Georgia specialty crops to use in their products. For instance, the Little Tart Bake Shop purchases local, seasonal vegetables for their quiche. *Funds from the grant were used to support only a percentage of the general market publicity and for the events related to Georgia specialty crops; Emory pays Julie Shaffer's salary and covers other market-related costs.*

Activity #3: Sustainable Food Fair

The grant paid for fair signs, posters, table rental, t-shirts for volunteers, and other publicity materials for the fair. *The Fair does include some booths that have non-specialty crop products (such as eggs and pastry), and overall, we estimate those fair activities to be less than 10% of the total. The expenses for the Fair charged to the grant were used to promote a percentage of the fair as a whole, and the in-kind donations of salary and materials by Emory more than cover the portion of the fair related to these products.*

Tracking of Grant Funds and In-Kind Calculations

For all parts of the grant, careful records of each expenditure were kept by the Office of Sustainability Initiatives (and other offices, where appropriate). Records of matching or in-kind expenses were kept for purchases and direct expenses (such as copying) related to the project. These three components of our project involved many different units of the university, donations of time and materials, and considerable coordination. The salaries of Professor Peggy Barlett and Ms. Julie Shaffer, market manager, were paid for by Emory and were a contribution to this effort. In addition, depending on the university unit responsible, some parts of the expenses for each component were not charged to the grant, but were paid for by Emory.

Contact Person

Emily Cumbie-Drake, Sustainability Programs Coordinator, Emory's Office of Sustainability Initiatives; 404-727-9443; ecumbie@emory.edu

Additional Information

Activity #1: Educational Garden

Appendix 1: List of Educational Food Garden Events

Below are listed the five events from September 28, 2011- September 28, 2012 with the number of persons volunteering to work in the gardens or signing up to be on garden worker emails.

2011

29 Sept	Garden Kick-Off Dinner, Cox Hall	n=30
30 Sept	Sustainable Food Fair, Asbury Circle	n=approximately 10 ¹

2012

18 April	Earth Day Celebration, Dobbs Univ Center	n=4
28 Aug	Sustainability Showcase, Few Hall	n=9
9 Sept	Garden Meet and Greet, Depot Garden	n=11

Total 64

Activity #2: Farmers Market and Special Events

Appendix 2: List of Farmers Market Special Events

2011

10/4, **Sweet Potato/Yam Festival**, In recognition of the connection between sweet potatoes and yams, celebrity chefs, home cooks and dancers and drummers will participate in this festival to highlight the importance of the yam in the ritual and daily life of people in West Africa and its celebration in art and dance and to note the annual Georgia sweet potato harvest.

10/25, **Pumpkin Festival**, Pumpkin carving contest and special menu items featuring pumpkin in Cox Hall.

2012

5/8, **Berry Bash, featuring Miles Berry Farm** from Baxley, GA. Emory chefs sold blueberry shortcake and the Miles brothers sold flats of blueberries. (Note: no strawberries were sold at the Berry Bash because the strawberry season was much earlier than normal this year.)

7/21, **“Favorite Flavors of Summer”** featuring coleslaw from Georgia cabbage and a watermelon seed spitting contest. Georgia watermelons purchased from Veggie Patch and provided by Emory dining.

8/27, **“Tomato Centric”** repeat of past year’s successful celebration of a summer favorite, with a tomato-centric menu and chef demo. Rainy weather forced the event inside but it was still a success.

¹ Note: This is an estimate based on past years. Judith Robertson organized this event and did not provide the new Garden Coordinator, Nichole Lupo, with this information before her departure.



Berry Bash signage



Pumpkin carving contest

Activity #3: Sustainable Food Fair

Appendix 3: Food Fair 2011 Evaluation Report by Anthropology 386 students

By Erin Swearing and Danyang Jiang

According to the data gathered from the 2011 Sustainable Food Fair, we conclude that it was an enjoyable and educational experience for many, both participants and vendors. We used dot surveys, photographs, feedback forms, and our class's experiences to evaluate the fair's success. We revised the dot method from previous years to provide more concrete answers, including how much money each attendee spent. We also wanted to use this method to determine how many people attended the fair, assuming that everyone stopped at the evaluation table. In addition, we also devised a method that would allow us to track the success of the education tables and used jars and beans as a fun and sustainable way to track this. The beans were purchased from Sevananda Natural Foods Co-op. Each fair participant was to place a bean in the jar to note which education tables they liked the best. We had a jar for each table. We felt that this was a good way to track the effectiveness of the education tables while the fair was still in progress, and we figured that it would attract some attention.

Part 1: Vendor / Organization Feedback

1) Aim and method

The feedback survey for restaurants, store owners, nonprofit organizations, and sellers of sustainable food products had five questions and included a rating section. Questions asked were:

- Where should we work to improve the sustainable food fair?
- What's your least favorite/favorite part of the food fair?
- If you were not satisfied with fair attendee interaction, how can we improve in this area?
- Would you be willing to participate in the food fair next year?

- What else would like to tell us?

Participants were also asked to rate their satisfaction with: contact prior to the fair, ease and organization of arrival and set up, attendance and atmosphere, ease and organization of clean-up and ending, educational value and interaction with participants, and event organization and volunteer help. We think the survey sheets worked well. They were not painstaking for participants to fill out, and we were able to obtain many detailed comments that helped us in our evaluations. The only problem with the survey sheets was the wording on one of the rated sections. A few people declined to rate their ease of organization of clean-up and ending, and we think that was either because they may have been confused with the wording or they had not begun to clean and pack their tables at the time of survey dispersal.

2) Data and analysis

These data were collected from the sheets given to the vendors, chefs, and organization tables. The items were rated on a scale of 1-5, with 5 being excellent and 1 being poor.

Table 1. Results from Vendors Survey (number reporting each rating)

Contact with you prior to the fair:

1 (poor)	2	3	4	5 (excellent)
0	0	0	9	15

Ease/Organization of arrival and set-up:

1	3	0	8	13
---	---	---	---	----

Ease/Organization of clean-up and ending:

0	0	2	4	10
---	---	---	---	----

Attendance and atmosphere:

0	0	1	7	18
---	---	---	---	----

Educational value and interaction with participants:

0	0	2	10	13
---	---	---	----	----

Event organization/volunteer help on the day:

0	0	1	6	19
---	---	---	---	----

Where should we work to improve the sustainable food fair?

Publicity and Attendance	Site Organization	Volunteer Help	Educational Activity	Other
6	7	0	3	5

Would you be willing to participate in the Sustainable Food Fair next year?

Definitely no	Probably not	Maybe	Probably yes	Absolutely yes
0	0	2	2	23

Most of the feedback gathered from all 26 vendors and tables was really positive. According to the data, a large majority of fair participants said that they would be interested in returning to the fair in future years. They were pleased with volunteers (both from the class and special “day of the fair” volunteers) and enjoyed interaction with fair attendees. Volunteers were up bright and early to help with fair set up, and it seemed as

though vendors, chefs, education tables, and organization tables were pleased with that help. Positive comments were made about many of the education table volunteers, suggesting that they really benefited many other groups, spreading the message. In a few instances, some day-of-the-fair volunteers seemed to only want to receive extra credit for their services. To fix this issue in the future, we should probably try to limit this group of volunteers. Volunteers who stayed for an hour or more seemed to be the most helpful, so maybe we should adopt that policy for next year.

Many of the open-ended responses were positive, with vendors, chefs and organizations commenting: “great job!” “good vibe.” “Please do it 2 times a yr.” “We loved it and we love Emory.” “Great concept.”, “Great job with the weather, great event.” The King of Pops also decided to add “Eat more Pops!” Vendors also noted that the food was their favorite part. Breakdown of the fair moved relatively quickly, and we were able to clear the area in a reasonable amount of time.

3) Complaints and problems

As with any event, there were a few complications. There were some complaints from vendors about their locations. Some vendors felt that they were in an area that was too hot for their crops (Veggie Patch), while another vendor (H&F Bread) wanted a spot in the bridge because she thought it would have increased her sales. According to Dr. Barlett, sales seemed to have dropped from last year, causing these vendors to feel this way.

Some of the less positive feedback given included: “chaotic beginning,” [tables were not delivered on time] “seemed to have less restaurants and chefs,” and “too many free samples.” Vendors also were bothered by the distance of the parking lot from the fair location. One vendor even suggested valet services while another commented, “Organize set up to allow drive up and unload and load-up.” Another vendor suggested that we invite more restaurants. In the face of this difficult economy, we think that Dr. Barlett did a good job with getting a good number of restaurants to attend the fair. The food offered by each was a nice varied selection.

Part 2: Attendance

Our impression was that the fair was well attended. Students and faculty attended the fair in between classes, as there were quite a few walk-throughs, and it seemed as many of the participants had heard ahead of time about the fair and came ready to shop.

1) Aim and method to estimate total attendance

We tried to estimate how many people attended the food fair. We used the filming method to calculate the number of attendees. Short video clips were taken during different time slots at the two entrances (near the evaluation tables) of the food fair. Then, the number of people passing by the entrance was counted on a minute-by-minute basis.

2) Data and interpretation

Time slot	Asbury Circle table	Cox Hall table	Average flow
10:30-11:30	88 people in 4 min	70 people in 3 min	22.5 p / min
11:30-1:30	58 people in 2 min	98 people in 3min	31.2 p / min
1:30-2:00	74 people in 3 min		24.6 p / min

It is difficult to know exactly how many people attended the food fair because students may pass more than once as they go back and forth to classes, lunch, or their dorms. Staff and faculty also move around the fair site,

sometimes more than once during the day. To simplify our estimates based on the observation of flow, we divided the whole four-hour food fair into four periods:

10:00 – 10:30	Start, no data	estimate ~10 people per minute	30 min total
10:30 – 11:30	Normal flow	estimate ~22.5 people per minute	60 min total
11:30 – 1:30	Peak flow	estimate ~31.2 people per minute	120 min total
1:30 – 2:00	End	estimate ~24.6 people per minute	30 min total

To be conservative, we assumed that people always walk along the Cox Hall Bridge without coming back, so that we only count the flow once.

Calculation: Passenger flow = $30 \times 10 + 22.5 \times 60 + 31.2 \times 120 + 24.6 \times 30 = 6,132$

According to this estimate, there were about six thousand people who attended the food fair! Because this number is pretty large, we think there might be some factors that influence the accuracy of this estimation:

- d) Split of time slots: the division into normal or peak flow may not accurately reflect the actual flow.
 - e) Some people may have walked through the food fair for more than once, which means that the actual passenger total may be over-estimated.
 - f) From the data, we can see that the Cox Hall entrance had a slightly larger passenger flow. Some people may have entered and left the fair from the same entrance, which actually means attendance total could even be bigger.
 - g) Some people were just walking through the Cox Hall bridge area but not actually participating in the food fair. However, they may have absorbed some of the messages of the fair, so it is not clear if this makes the participation count inaccurate.
- 3) Suggestions for next year
- a) Keep track on the attendance flow from the very beginning of the fair, and take film recordings in a shorter interval to get more accurate data.
 - b) Try to adopt other methods of head-counting, such as taking photos and counting the attendees based on the photos.

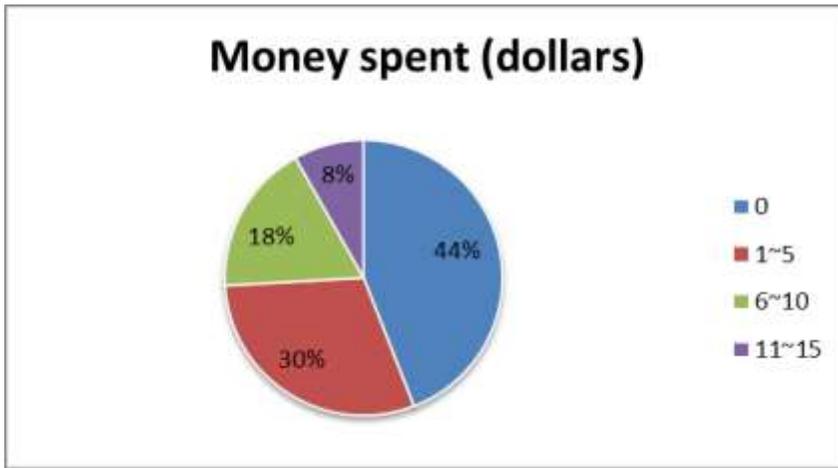
Part 3: Financial Impact: Dot Survey Results

1) Aim and method

We used the dot survey to get a rough idea of what people thought about the food fair. At first, it was also designed as another method to count the attendees. The question we asked was, “How much money have you spent during the food fair?” The answer options were: \$0, \$1-\$5, \$6-\$10 and \$11-\$15. We had boards set up at each end of the fair and asked passersby to place dots next to their answers.

2) Data and interpretation: Total dots: 220

	0	\$1-5	\$6-10	\$11-15
board1	15	14	7	7
board2	82	52	32	11
sum	97	66	39	18
percent	44.1	30.0	17.7	8.2



About 44% of the people who responded didn't make any purchase at the food fair. About one third of people made a purchase of \$1-5. Only 17.7% of the people who completed the survey spent \$6-10 dollars, and 8.2% made a purchase of more than \$11. According to the data, people mostly spend less than five dollars at the food fair.

3) Problems and thoughts

The number of people who took the dot survey is largely below our expectation. Since we only got 220 dots, we cannot use this result to measure the attendance of the food fair. If performed well, the data of this question can be used to estimate the total amount of money people spent on the food fair, but the data are actually somewhat biased. First of all, people tended to avoid answering the question if they made no purchase on the food fair. Also, since people did not want to stop by the evaluation table, we tried to persuade people to do the survey. We usually targeted those people who seemed to have actually participated in the fair. A good sign of a potential client to take the survey was someone eating some food that was just bought from the food fair. Thus, the survey result may overestimate actual purchases at the food fair.

4) Suggestions for next year

The dot survey question should be more qualitative rather than quantitative like the question this year. It might be easier to get more participation if the survey question is more intuitive and simple, such as "how do you like the food fair?" The target is to have as more people take the survey as possible.

Part 4: Educational Impact: Bean Vote

1) Aim and method

We designed a new method (the bean vote) to assess the success of different evaluation tables. We wanted to learn about three aspects: fun, educational value, and overall evaluation. We handed people three colors of beans and asked them to put the beans into glass jars marked with names of the different educational tables staffed by students and various organizations at the fair.

- Red kidney bean: this table is really fun
- Pinto bean: I learned a lot from this table
- Garbanzo bean: this table was my favorite

2) Data and interpretation

Table	Most fun	Most	Favorite	Total votes
-------	----------	------	----------	-------------

	(red kidney)	educational (pinto)	(garbanzo)	
Grass-fed beef benefits	13	19	42	74
Tomato production and worker rights	17	6	4	27
Sustainable lunch opportunities on campus	11	38	9	58
Bee crisis issues	35	36	31	102
Georgia heirloom apple varieties	20	13	23	56
Fair Trade coffee	19	15	13	47
The “dirty dozen”—pesticide contamination	19	11	6	36
Knowing sustainable egg certifications	15	29	20	64

The table that taught about the bee crisis issues got the greatest number of beans in total. It involved a quiz for students and was also rated the most fun table. The Grassfed beef table was the favorite table. This was probably due in part to the students who wore a cow costume and their educational message while walking around the fair. The Sustainable lunch table proved to be the most informative. It was the table that gave the most on-campus food options, probably making it more applicable to Emory’s lifestyle. The Bee crisis table also performed well in its educational value.

3) Thoughts and suggestions

Overall, the method of using beans to vote was a success. It was very interactive and many people were encouraged to participate through crowd interaction. We got some insightful data to learn about how different educational teams performed and where should they improve in the future. However, there are still some problems. Since we did not have enough jars, we had to put only four jars that represented four of the eight teams on each evaluation table. This may have confused some respondents and may have led to biased survey results. There were many people who wanted to rate education tables that were not at the specific evaluation table where they completed their evaluations.

Part 5: Overall Fair Evaluation and Conclusion

With the help of the class volunteers, we successfully collected much insightful data to evaluate the food fair. However, we learned it is somewhat difficult to get feedback from the fair attendees. Many people would walk right by the table if they figured nothing was being offered there, and we had to stop them in order to gain their feedback. We had prepared clever sustainable food themed stickers to hand out, but that did not work well to attract attendees. In the future, it may be helpful to have some other attractive incentives for the attendees to take the survey and give feedback, although we noticed considerable excitement around using the beans.

Suggestions for next time: Publicity in the past has always been a challenge, but this year the turnout was large. In the future, publicizing the event to the Emory Hospital community may be beneficial since many of them that we encouraged to take our survey were only there for a popsicle, and declined to participate. Although we paid more attention to business school advertising, we did not see many students traveling to the fair from that area of campus.

In all, the Sustainable Food Fair was fantastic. It was great to see much enthusiasm about the educational messages offered to the attendees, and everyone seemed excited to be in attendance. The atmosphere was inviting, and music brought good vibes at the event. The few complaints that were received from the surveys were due to very specific circumstances that we feel were out of our control (late table delivery). It was a great event in which we feel all participants benefited. We cannot wait to see how next year's fair progresses!

6. Fort Valley State University – Quantifying the Market for Organic Fruit and Vegetable Production in Georgia – Final Performance Report

Project Summary

Fruits and vegetables account for 37 percent of all U.S. organic sales but only about .09 percent of Georgia's vegetable acreage was devoted to organics in 2012. This study: (1) estimated the market demand for fresh and frozen organic fruits and vegetables that are historically produced in Georgia and the Southeast; (2) surveyed 404 specialty crop producers in Georgia to identify the perceived production and marketing barriers that restrict Georgia production; and (3) conducted three workshops for current and potential organic producers to assist in minimizing risks and maximizing income potential.

A total of seven academic presentations were generated from this study and two journal articles are under review. Major findings from the consumer research suggest that snap beans are gross substitutes for cucumbers, corn, squash, peppers and cabbage. Vegetables that are not stand-alone dishes such as cucumbers, peppers, and onions are luxury vegetables. Consumption of vegetables requiring more preparation time increased as the age of the female heads of households increased. Heads of households older than 40 years of age have a positive influence on purchases of snap beans and cabbages. White households are likely to influence purchases of peppers and squash and less likely to impact purchases of cabbage.

The Burruss Institute at Kennesaw State University, Georgia, conducted a telephone survey targeting specialty crop producers in Georgia. A sample of 404 producers completed the survey, representing about 26 percent of the vegetable producers within the state. The survey solicited information regarding operational, production and marketing factors that impact organic supply in Georgia. Results suggest that expansion of organic production to address current and intermediate term shortages of organic produce are more likely to come from existing organic producers than from transitions of conventional producers. Additionally, to encourage more producers to produce organic crops, more information regarding weed and disease control strategies is needed.

Three workshops, open to the public, were held to discuss strategies for controlling weed and pests, the organic certification process, and production techniques. Based on the feedback received from the survey, these topic areas were of most important to the producer. Workshop speakers included extension specialists from Fort Valley State University and the University of Georgia, certified organic and transitioning producers, and representatives from Georgia Organics, Farm Service Agency (USDA), retired researchers from Auburn University and Missouri Southeast University and Southern Sustainable Agriculture Research and Education (SARE). An average of 70 participants attended each workshop.

Project Approach

Objective 1: Estimate the market demand for frozen and fresh organic fruits and vegetables in Georgia and surrounding markets using a censored AIDS model and ACNielsen panel data.

Objective 2: Survey 26 percent of fruit and vegetable producers in Georgia to determine organic production potential within the State. The survey will be administered by the Burruss Institute at Kennesaw State University. The survey results will identify common challenges for vegetable and fruit producers entering into the organic market.

Objective 3: Conduct three workshops for current and potential organic producers of fruit and vegetables. The workshops include presentations on, but not limited to, USDA Organic Certification, Healthy Soil Maintenance, Best Management Practices, and Marketing Strategies and will provide pertinent information in minimizing risks and maximizing income potential. It is expected that 50 fruit and vegetable growers will attend each workshop. Workshops will occur between April and July of 2014.

Goals and Outcomes Achieved

Goal #1: Estimated the market demand for fresh and frozen organic fruits and vegetables in Georgia and surrounding markets using a censored AIDS model and ACNielsen panel data. Key results were disseminated at professional conferences. Presentations are listed below:

- Erika Styles, Chris Davis, Xuanli Liu, and Mack Nelson. Disaggregated Demand for Selected Vegetables Produced in the Southern United States. Southern Agricultural Economics Conference, Dallas, TX; January 2014.
- Erika Styles, Xuanli Liu, Chris Davis, and Mack Nelson, "The Demand Organic and Nonorganic Vegetable in the Southern United States," Invited Paper, Applied Economics Annual Conference, Washington, DC; August 2013.

- Erika Styles, Chris Davis, Mack Nelson, and Xuanli Liu. “Quantifying the Market for Organic and Nonorganic Vegetable Demand in the Southern United States,” 23rd Annual IFAMA World Forum and Symposium, Selected Paper; June 2013.

Goal #2: Attempted to survey all fruit and vegetable producers in Georgia to determine organic production potential within the State. The survey response rate was about 26 percent. Survey results identified common challenges for vegetable and fruit producers entering into the organic market. The information collected from the survey provided a basis for additional information to include in the workshops. Additionally, material information from the survey was disseminated at the following professional conferences:

- Sierra Ayers, Tyrell Golden, Erika Styles Mack Nelson, Nalilni Pattinaiki, and Xuanli Liu Factors that Impact Georgia Producers’ Production Method. Southern Agricultural Economics Conference, Atlanta, GA; January 2015.
- Marshelle Davis, Tyrell Golden, Erika Styles Mack Nelson, Producers' Perceptions of Organic Fruit and Vegetable Production in Georgia. Southern Agricultural Economics Conference, Atlanta, GA; January 2015.
- Mack Nelson, Erika Styles, Nalilni Pattinaiki, James Brown, and Xuanli Liu. Georgia Farmers’ Perception of Organic Vegetables Production Barriers. Southern Agricultural Economics Conference, Atlanta, GA; January 2015.
- Erika Styles, Nalilni Pattinaiki, Mack Nelson, James Brown, and Xuanli Liu. Factors Affecting Georgia Farmers’ Demand Perception for Organic Produce. Food Distribution Research Society. Salt Lake City, UT, October 2014.

Goal #3: Three workshops were conducted for current and potential organic producers with presentations on USDA Organic Certification, Healthy Soil Maintenance, Best Management Practices, Controlling Weed and Pests, Financial Resources from FSA, and Marketing Strategies, which provided pertinent information in minimizing risks and maximizing income potential. On average 70 participants attended each workshop.

Workshops were held between July 2014, September 2014 and October 2014. A total of 215 producers attended the workshops. To assess participants’ level of understanding of the material, and the desire for other topics to be covered, pre and post assessments were conducted at each workshop. Participants received publications which described information discussed during the workshops.

Goal #4: Approximately 3-4 producers expressed an interest in establishing organic operations, particularly organic fruits, and are in contact by telephone with extension personnel.

Beneficiaries

Producers received valuable information that will encourage more efficient yields and improve producers' incomes. Two hundred fifteen producers directly benefited from the information provided during the seminars. Additionally, producers received information to help navigate the certification process. A minimum of 350 individuals viewed or attended the professional presentations. Also, abstracts and paper presentations were disseminated at the conference and were available for viewing on AgEcon Search. The number of beneficiaries for these outlets are ever growing.

Lesson Learned

The final survey was administered during the spring, which was an inconvenient time for producers. An attempt was made to contact all of Georgia's vegetable and fruit producers to complete the survey. Feedback suggests that producers declined participation due to time constraints and lack of interest in organic production.

Contact Information

Dr. Mack C. Nelson

Department of Business and Economics
1005 State University Drive
Fort Valley State University
Fort Valley, GA 31030
478-825-6719
nelsonm@fvsu.edu

Dr. James Brown
Department of Agricultural Sciences
1005 State University Drive
Fort Valley State University
Fort Valley, GA 31030
478-825-6805
brownj01@fvsu.edu

7. Georgia Agriculture Commodity Commission for Pecans – Media Promotion Campaign – Final Performance Report

Project Summary

The funding for this project was used to continue with the Heart Healthy Billboard Campaign that has placed billboards at strategic places in Georgia; they continue to create an awareness of Georgia pecans as being the healthiest nut available.

This project also made possible the Delta In-Flight Media Program, which featured approximately two minutes of pecan-branded informational/educational content on all Delta flights of two hours or more in length, during the month of November 2011.

The Georgia Agricultural Commodity Commission for Pecans (GA-ACC for Pecans) is a producer-funded, self-help organization. Promotion of Georgia pecans is one of the areas that our organization, by law, is required to fund. The Healthy Billboard campaign has increased pecan sales and created positive responses from not only members of the GA-ACC for Pecans, but more importantly, consumers. With the implementation of the Delta In-Flight Media Program, there was even more consumer awareness created of pecans' healthy benefits.

Project Approach

We added two new billboards in different locations than our prior billboards (on the north-south corridor of I-95 between Savannah and Brunswick and north of Savannah), thereby expanding pecans' message to more and different consumers. The billboards include the official certification of the American Heart Association, stating that pecans meet the criteria for heart-healthy food. The billboards also have an up-close picture of a pecan with the words, "GEORGIA PECANS FIT! All Seasons All Reasons." With the new locations, the billboards reached consumers who are unfamiliar with pecans, as well as consumers already familiar with pecans and thereby reinforced their knowledge. (Please see the billboard at the end of this report.)

The Delta In-Flight Media Program included a two-minute video showing and discussing pecans—their health benefits, harvesting, shaking, nutritional value, and popular recipes using Georgia pecans. November was chosen for the video to be shown, as it represents the peak of the harvest season for Georgia pecans. There were approximately 17,000 Delta flights, which enabled the pecan industry to reach out to about 2.5 million people.

We had originally planned to survey a percentage of the pecan growers to determine if they noticed an impact from the billboards and the Delta video. There was not a formal questionnaire created; we asked for general comments regarding the billboards and the video from the membership of the ACC-Pecans. Members stated that the billboards and the video were very appealing and educational; they approved of both types of

promotions wholeheartedly, and wanted them to continue. They did say they saw increased sales, but could not directly connect the increase to the billboards and/or video.

Goals and Outcomes Achieved

Our overall goal for this project was to increase sales of Georgia pecans. The target was to increase gross sales by at least 15 percent. This was measured by the increase in the pre-sale price of pecans on a per-acre basis. The most current crop of pecans in-shell, 2010, was presold at \$2.50 per pound. We did reach highs of \$3.50 per pound; however, the overall average price was approximately \$2.40.

We also wanted to create greater awareness that Georgia pecans are the top nut for antioxidants and that they provide many health benefits; that they are also a good choice for any recipe. The billboards were designed to convey this information to every car that passed by. Including the two new billboards, there was daily exposure to approximately 250,000,000 cars driving by. Measuring the awareness of the drivers and passengers within these cars is impossible; however, with that much exposure, we assume there is an increased awareness of some amount.

The Delta In-Flight Media Program video reached approximately 2.5 million people—this is a huge amount of exposure of the nutritional value of Georgia pecans.

Some of the written testimonials over the last few years regarding the promotions include: *“More people are becoming aware that the health benefits and consumption of pecans is at an all-time high;” “Excellent work, please keep up this important work;” “The pecan advertisements in our area have really been an asset to our business;” “They are eye-catching and we feel that they have benefited our business.”*

Beneficiaries

The beneficiaries of this project were the 600 Georgia pecan growers, as well as the hundreds of thousands of travelers on Georgia highways and thousands of travelers on Delta flights.

Lessons Learned

It was very difficult to obtain an accurate measurement of the specific impact of the billboards and Delta video upon consumers. However, with that amount of exposure regarding Georgia pecans, there must have been an increase of awareness and sales.

Contact Person

Duke Lane, Chairman
Georgia Agricultural Commodity Commission
for Pecans
478-952-4400
dukelane@lanepacking.com

Additional Information

Please see the billboard above.



© This design was created by Lamar Advertising and cannot be used for any other advertising purposes. REPRODUCTION OF THIS ARTWORK IN WHOLE OR IN PART IS PROHIBITED.

Special Notes:



© THIS DESIGN WAS CREATED BY LAMAR ADVERTISING AND CANNOT BE USED FOR ANY OTHER ADVERTISING PURPOSES WITH OUT WRITTEN PERMISSION.

Product Size: 14x48
 Plant: 074 • Valdosta, GA
 Account Executive: Lyndi Soles - 229-560-5919
 Wednesday, August 15 2012 D4

8. Georgia Fruit & Vegetable Growers Association – Promoting the GEORGIA GROWN Brand and Nutritional Value of Fruits and Vegetables to Increase Market Share for Georgia Producers – Final Performance Report

1. PROJECT SUMMARY

This project was an extension of a ‘promotional’ project initiated in 2010 to develop collaboration between Georgia commodity commissions and joint marketing to increase GEORGIA GROWN awareness. The project goal was to expand the marketing of Georgia produce and increase the competitiveness of the Georgia products.

In Georgia, fruit and vegetable production represented more than a billion dollars in revenue to producers at the farm gate. Research studies show U.S. consumers are looking for locally grown produce that is healthy, tasty, nutritional and safe.

This project was designed to educate consumers (adults and children) when GEORGIA GROWN fruit and vegetables are on the market and encourage them to ask for locally grown produce in their supermarket’s produce department. The project focused on Georgia fruits and vegetables and when they are available to Georgia consumers.

2. PROJECT APPROACH

The approach of the project was to focus on the three areas identified below that can help specialty crop producers increase competitiveness and market share of their crops. The areas and the approach initiated included:

1. GEORGIA GROWN target promotions:

Consumers are looking for tasty, healthy and nutritional produce. However, many of Georgia’s commodity commissions and commodity associations do not have the funds to mount major promotional campaigns. In 2011 the peach, blueberry, watermelon, Vidalia onion commission, plus GFVGA, joined forces and purchased ads on DELTA airlines in-flight entertainment and conducted a GOOGLE ads project.

Following the completion of the DELTA and GOOGLE projects, the executive directors and marketing staff from the four commodity organizations plus the pecan commission, came together to evaluate and plan for the 2012 program as noted in the original application. Following several meetings and in-depth discussion, the commodity association executives decided the focus of this project would be twofold:

(1) To maintain the ‘locally grown’ focus, participation in the Atlanta Food and Wine festival would be highly advantageous because it allowed these specialty crops to be featured to over 7,000 attendees at the Festival. The Festival organizers were very excited to have GEORGIA GROWN grower participation and included a ‘Cream of the Crop’ dinner on Thursday night which featured the five commodities. They also featured the five commodities in a mixology competition on Saturday afternoon.

(2) To reach out nationwide, the development of three new recipes was featured in a ‘Family Features’ editorial and distributed nationwide.

2. Farm To School Tour:

For this 2012 project, a mini-workshop and FARM TOUR was held for school lunch program personnel, suppliers, dieticians, and others. It appears the same success can be achieved with school food service related personnel as it has been with retailers and food service brokers. As a part of this project, 15-20 school lunch program personnel toured a farm operation and participated in a mini-workshop.

3. Google ADS:

The approach for this component of the project was to identify words that consumers used when looking for healthy, Georgia Grown produce to buy. The project goal was to determine the most frequently used words on Google. A pay-per-click program was instituted to determine usage and resulted in paid ads. The more popular keywords can be used effectively for search engine optimization and increasing an operations ranking among unpaid, or “organic” search results.

3. GOALS AND OUTCOME ACHIEVED

As stated in the original grant application,

... the measurable outcome of this project will hopefully be to increase farm gate sales by 0.5%. This would generate more than \$5 million to Georgia growers at the farm gate. In addition, other measurable results will be identified by web site hits, ‘click-thrus’, and # of brochures.

The following information highlights how well we did to meet these objectives.

1. GEORGIA GROWN Target Promotions:

After the five commodity panel of Executive Directors finalized the project, objectives and strategy work began on implementing the tactical plan. In the Spring of 2012, GFVGA began coordinating the 2-part marketing campaign to promote the consumption of Georgia Grown produce. The five commodity groups included:

- Georgia Blueberry Commission
- Georgia Peach Council
- Georgia Pecan Commission
- Vidalia Onion Council
- Georgia Watermelon Association

The release of the feature editorial titled *Southern Servings* (see Attachment – page 1) began generating impressions through newswire syndications in March. It was featured in 129 newspapers and 411 news sites from the state of Washington down to southern Florida. Editorial page copy featured bullet points highlighting the nutritional benefits of each commodity.

Participation in the Atlanta Food & Wine Festival for the five commodity groups included individual signage, festival bag items, one full page ad in the festival program representing the group (see Attachment – page 2) and unlimited promotion and exposure to the culinary industry. Georgia Grown blueberries, peaches, pecans, Vidalia onions and watermelons were key ingredients in the 7 course “Cream of the Crop” dinner event hosted by Chef Gary Klaskala. There were 60 attendees. In the course of the 3-day festival, each commodity was featured in the Farm Fresh Tasting Tent in at least two different dishes and served to more than 7,000 individual attendees.

The five commodities were also featured and used at the *Southern Cocktail Hour*, a cocktail mixology competition MC'd by Top Chef Contender Ed Lee (see Attachment – page 3). To further encourage a lasting impression for Georgia Grown produce, we reprinted the original Georgia Grown brochures by creating info cards with recipes featuring the five commodity logos (see Attachment – pages 4-9) and distributing them at the Festival and as requested by consumers.

This program had TREMENDOUS BENEFITS. Never before has Georgia specialty crops been represented at the Atlanta Food and Wine Festival reaching over 7,000 metro and urban consumers. It is estimated the total impressions for the two-part promotion from March to August are 42.7 million – an advertising equivalency of more than \$280,000.

2. FARMS TO SCHOOL TOURS

A mini-workshop and FARM TOUR was held for school lunch program personnel, suppliers, dieticians, and others as a part of the Farm to School Summit held in College Park, Georgia on February 22, 2013. We had tried to schedule three farm tours at several locations around the state with little success due to school calendars and limited travel funds for school personnel. It was determined the statewide summit was the best venue to pull from.

The tour attendees included educators, school administrators, school nutrition specialists, and several growers. The participants traveled from the convention center to Southern Belle Farms in Fayetteville, Georgia, a diversified farm that includes fruit and vegetable production. Participants traveled by farm trailer (pulled by a tractor) to each mini-workshop where they learned more about each of the farming operations.

Pre- and post- surveys (see ATTACHMENT – pages 10 - 11) were conducted with the following results:

Prior to the tour how would you rate your experience with farming?

- 77% had very little or no experience.

How would you rate your understanding of farming practices?

- Prior to the tour – none said excellent; 23% said fair or poor.
- Following the tour – 12.5% said excellent; only 12% said fair; 75% said their understanding was average or good.

How comfortable would you feel leading a farm field trip?

- Prior to the tour – 31% said not at all; 69% somewhat or very.
- Post tour – 0% said not at all; 100% said somewhat or very.

Photos taken at the tour and graphs for these questions can be found in the ATTACHMENT – pages 12 - 13.

3. Google ADS:

The Google Ad component of this project identified words that consumers used when looking for healthy, Georgia Grown produce to buy.

Establishing an online presence is crucial in today’s internet savvy society. One of the first places consumers look to find a venue for farm fresh produce is the Google search engine. GFVGA used Google Adwords to test the effectiveness of certain keywords for 19 different commodities. Though this campaign was a pay-per-click program that resulted in paid ads, the more popular keywords found can be used effectively for search engine optimization and increasing an operations ranking among unpaid, or “organic” search results. (See Attachment 14 for an example of both.)

Producers and retail operations can utilize these key words to improve ‘organic’ or unpaid standing in searches by using these phrases in website content, e.g., page titles, brief website descriptions, image names. The project identified the most popular keywords for each commodity by looking at words that had the highest page ranking. For example, in Attachment – pages 15-16, there are several usable keywords in the “peaches” category; however, the phrase in the green box “pick your own peaches” generated the most impressions, indicating a phrase that many people use in the search engine. In the same way, “Vidalia onions” are a popular search term for locating vendors for the famous Georgia sweet onion.

PERFORMANCE MEASURE:

The measurable results of ***Promoting the GEORGIA GROWN brand and nutritional value of fruit and vegetables to increase market share for Georgia producers*** was to hopefully increase the farm gate sales by 0.5%, generating more than \$5 million to Georgia growers at the farm gate. Most of this project work was done from October 1, 2011 to September 30, 2012. As noted below, the farm gate value to Georgia’s fruit and vegetable has increased 15.3%, significantly more than the 0.5% target.

	<u>2010</u>	<u>2011</u>	<u>2012</u>	
# of Acres grown	166,438 A	161,842 A	144,324 A	
Farm gate value	\$ 0.97 Bil.	\$ 1.11 Bil.	\$ 1.28 Bil.	increase 15.3%

4. BENEFICIARIES and HOW THEY BENEFITED

The beneficiaries of this project are the approximately 2,000 Georgia and southeastern fruit and vegetable crop producers that have more marketing and promotional programs available. These tools will help improve their competitiveness and increase market share for them.

In addition, fresh fruit and vegetable consumers are beneficiaries of this project as they have a number of new recipes available and they learned of the nutritional and healthy benefits of the products grown by our specialty crop producers.

5. LESSONS LEARNED

There were a number of lessons learned from this project, but the one that continues to surface is that consumers, as well as school administrators and dieticians, are hungry for information on products and preparation. An example of this can be seen in the email below:

“Let me introduce myself, Hi- I’m Kristy’, I’m a mentor for a local kids and youth program. I volunteer during the week and weekends to kids and teens that help develop, and ‘enrich’, if you will, their experiences, education and goals in life.

Anyway the reason why I'm emailing is because the kids that I am mentoring wanted me to let you know that your page, <http://georgiagrownfun.com/links> (Note to GDOA/USDA – this site was initiated with a SCBG two years ago) is totally awesome!! Your page has given us some terrific resources. Thanks a bunch!!”

I hope we can continue to provide good materials to our educational leaders.

6. CONTACT PERSON

Charles T. Hall, Jr.
Executive Director
Georgia Fruit and Vegetable Growers Association
P.O. Box 2945
LaGrange, GA 30241
chall@asginfo.net
706-845-8200

7. ADDITIONAL INFORMATION



Southern Servings

Mouthwatering recipes with Georgia-grown produce

WATERMELON

If you think Southern cooking is all about deep fried food, you're missing out on some wonderful dining opportunities. Chef Rosemary Radford has created four mouthwatering recipes that showcase Georgia grown produce, blackberries, watermelon, peaches and Vidalia onions.

Whether you're looking for a refreshing welcome, a delightful treat or a unique salad, these recipes give you a whole new way to think about Southern cuisine.

Discover more recipes designed for Georgia grown produce at www.gfva.org/georgia_grower.

Did You Know?

- There are over 100 different varieties of peaches grown in Georgia. A watermelon fruit, packed one by one in sweet dishes as well as a complement to savory meals. Learn more at www.peachnet.org.
- When ripe, a few cold nights, and just the right growing conditions make Georgia blackberries plumper and sweeter than other varieties. They're high in fiber, have no fat and have just 80 calories per cup. Find out more at www.growwithblackberry.org.
- Georgia peaches have the highest percent of antioxidants of any fruit. Enjoy them at a healthy snack, in sweet bread, and in main dishes. For more, visit www.usda.gov/USDA.
- Sweet Vidalia onions are only available during spring and summer. They're planted and harvested in the south. Georgia's Sweet Vidalia will flourish and to ensure you can enjoy our crop, visit www.vidaliaonions.org.
- Watermelon from Georgia has few to three and only to serve as thirst. Rich in vitamins A and C and full of lycopene, watermelon skin is used in drinks, soups and desserts. Learn more at www.growwithwatermelon.com.



Panko-Crusted Tilapia with Georgia Watermelon, Peach and Vidalia Onion Salsa

by Rosemary Radford

Yield: 4 servings

- Salsa:**
- 1 cup chopped fresh peaches, cut into 1/2-inch dice
 - 3/4 cup chopped watermelon, cut into 1/2-inch dice
 - 1/2 cup chopped Vidalia onion, cut into 1/2-inch dice
 - 1/2 cup seeded, chopped English cucumber, cut into 1/2-inch dice
 - 1 medium-size jalapeño pepper, sliced lengthwise, seeds removed, chopped fine
 - 2 tablespoons fresh lime juice
 - 1 tablespoon extra virgin olive oil
 - 1 tablespoon chopped cilantro
 - Kosher salt and fresh-ground pepper, to taste

- Tilapia:**
- 4 4-ounce tilapia fillets
 - 1/2 cup all-purpose flour
 - 1 teaspoon paprika
 - 1/4 teaspoon cayenne pepper
 - 2 eggs, lightly beaten
 - 1 1/2 cups panko (Japanese) bread crumbs
 - Kosher salt and freshly ground black pepper
 - Vegetable or canola oil for pan frying

Make salsa a few hours ahead of time by combining all salsa ingredients in bowl. Season to taste with salt and pepper, and then cover and refrigerate until use.

For the fish, prepare three shallow bowls such as pie pans. In the first, place flour, paprika and cayenne, stirring to combine. In the second, place beaten eggs. In the third, place panko. Pour about 1/4 inch of oil into a large skillet plus 1/2 inch over medium heat until shimmering and hot. Season fillets liberally on one side with salt and pepper. Dredge each fillet, one side first, first in seasoned flour, then egg, and finally panko, gently shaking off any excess after each step. Gently pat one or two fillets in each pan without covering. The oil should come about halfway up the thickness of the fish. Pan fry until golden brown, turning once, about 2 minutes each side. Place fish on a paper towel-lined plate. Repeat process with remaining fillets.

Place fish on serving platter and top with desired amount of salsa. Enjoy immediately.

Baby Spinach Salad with Pecan-Crusted Goat Cheese, Blueberries and Peach-Vidalia Onion Vinaigrette

by Rosemary Radford

Yield: 4 servings

Salad:

- 1/2 cup finely chopped leafy greens
 - 1/2 cup pecan finely chopped fresh mint
 - 1 4-ounce log goat cheese, chilled
 - 1 bag (8 ounces) baby spinach, stems removed
 - 1/2 cup fresh blackberries
 - 1/2 cup watermelon cubes, 1/2- to 3/4-inch dice
- Vinaigrette (Yield: 3/4 cup):**
- 1 cup fresh peach slices
 - 1 tablespoon fresh lemon juice
 - 2 tablespoons extra virgin olive oil
 - 1 tablespoon canola or vegetable oil
 - 1 teaspoon sugar, as needed
 - 2 tablespoons finely chopped Vidalia onion
 - Salt and pepper to taste

Combine chopped peaches and mint. Spread peaches mixture on a plate or cutting board, and gently roll cheese to coat evenly.

Place peaches, lemon juice and extra virgin olive oil in bowl and pulse until smooth. Add 1/2 teaspoon salt and a pinch of pepper. Add canola oil, and then pour until smooth and thickened.

Remove from blender, stir in onion, and adjust seasoning with salt and pepper. Cover and refrigerate if not using right away.

In large bowl, add spinach and add enough dressing to coat all of the leaves evenly. Divide desired spinach on four chilled plates and garnish with blueberries and watermelon.

Place goat cheese into eight equal pieces using heavy knife and spread desired fish on a knife. Add two slices of goat cheese on top of each salad. Serve immediately.

Georgia Summer Ambrosia

by Rosemary Radford

Yield: 8 servings; 1 cup per serving

- 2 cups Georgia peaches, pitted, all reserved, cut into 1/2-inch slices
- 2 cups watermelon cubes, about 3/4-inch dice
- 1 1/2 cups fresh blackberries, washed
- 2 cups watermelon, pitted, seed removed, chopped into 1/2-inch dice
- 1 cup sweetened coconut (flavored if desired)
- 1/2 cup fresh-squeezed lime juice
- 1/2 cup Dillpickle's Grand Marnier or Triple Sec
- 4 tablespoons heavy fresh butter salt
- 1 cup toasted pecans, roughly chopped

In large bowl, combine peaches, watermelon, blackberries, orange and coconut. In small bowl, whisk together the lime juice, Grand Marnier, honey and salt. Pour lime mixture over fruit and toss to coat. Cover and refrigerate for no more than 30 minutes. Just before serving, mix in pecans.




GEORGIA
 grown

is proud to present its "sweet" commodities....



Baby Spinach Salad with Pecan-Crusted Goat Cheese, Blueberries and Peach-Vidalia® Onion Vinaigrette

Summer bounty at its finest for a fresh, colorful first course or lunch. Mint brightens the goat cheese and compliments with flavors of blueberry and watermelon.

Ingredients:

- 1 (8 oz.) log goat cheese, chilled
- 1/2 c. finely chopped toasted pecans
- 1 1/2 tsp. finely chopped fresh mint
- 1 bag (6 oz.) raw baby spinach, stems removed
- 3/4 c. fresh blueberries
- 1 1/2 c. watermelon cubes, 1/2 - 3/4 inch dice

Dressing:

- 1 c. fresh peach slices
- 1 tbsp. fresh lemon juice
- 2 tbsp. cider vinegar
- 5 tbsp. canola or vegetable oil
- 1 tsp. sugar, as needed
- 2 tbsp. finely chopped Vidalia® onion
- Salt and pepper to taste

For the goat cheese, combine the chopped pecans and mint. Spread the pecan mixture on a plate or cutting board and gently roll the cheese to coat evenly.

Place the peaches, lemon juice and cider vinegar in a blender and puree until smooth. Add 1/8 teaspoon salt and a pinch of pepper. Add the canola oil and then puree until smooth and thickened. Remove from blender, stir in onion, and adjust seasoning with salt and pepper. Cover and refrigerate if not using right away.

In a large bowl, add spinach and add enough dressing to coat all leaves evenly. Divide the dressed spinach on four chilled plates and garnish with blueberries and watermelon.

Slice the goat cheese into eight equal pieces using tautly held unflavored dental floss or a knife. Add two slices of goat cheese on top of each salad. Serve immediately. Yields 4 Servings

– Chef Rosemary Rutland

Please visit us on the Farm Fresh Tasting Trail.

www.gfvga.org/georgia-grown



Southern Cocktail Hour at the Atlanta Food & Wine Festival





PAGE 4


GEORGIA
grown

Georgia Summer Ambrosia

– Chef Rosemary Rutland

Served cold, this colorful ambrosia with lime honey dressing is sure to refresh!

INGREDIENTS

- 2 ripe Georgia peaches, peeled, pit removed, cut into 1/2-inch slices
- 3 C watermelon cubes, about 3/4-inch
- 1 1/4 C fresh blueberries, rinsed
- 2 ripe mangos, peeled, seed removed, chopped 1/2-inch dice
- 1 C sweetened coconut (toasted if desired)
- 1/3 C fresh-squeezed lime juice
- 1 1/2 Tbsp Grand Mariner or Triple Sec
- 4 tsp honey
- Pinch kosher salt
- 1 C toasted pecans, roughly chopped

In a large bowl, combine the peaches, watermelon, blueberries, mango, and coconut. In a small bowl, whisk together the lime juice, Grand Mariner, honey, and salt. Pour the lime mixture over the fruit and toss to coat. Cover and refrigerate for no more than 30 minutes. Just before serving, mix in the pecans. Yield: 8 servings; 1 cup per serving





Panko-crusted Tilapia with Georgia Watermelon, Peach & Vidalia® Onion Salsa

– Chef Rosemary Rutland

This salsa bursts with the ripe, fresh flavor of Georgia's own peaches, Vidalia® onions, and watermelon to create a summer celebration in your mouth! Add tortillas to this dish for fabulous fish tacos.

SALSA INGREDIENTS

1 C chopped fresh peaches (cut ¼-inch dice)
 ¾ C chopped watermelon (¼-inch dice)
 ⅓ C chopped Vidalia® onion (cut 1/8-inch dice)
 ½ C seeded, chopped English cucumber (1/4 inch dice)
 1 medium-size jalapeno pepper, sliced lengthwise, seeds removed, chopped fine
 3 Tbsp fresh lime juice
 1½ Tbsp extra-virgin olive oil
 1 Tbsp chopped cilantro
 Kosher salt and fresh-ground pepper, to taste

TILAPIA INGREDIENTS

4 (6-oz) Tilapia fillets
 ½ C all-purpose flour
 1 tsp paprika
 ¼ tsp cayenne pepper
 2 eggs, lightly beaten
 1 ¼ C Panko (Japanese) bread crumbs
 Kosher salt & freshly ground black pepper
 Vegetable or canola oil for pan frying

Make the salsa a few hours ahead of time by combining all salsa ingredients in a bowl. Season to taste with salt and pepper and then cover and refrigerate until use.

For the fish, prepare three shallow bowls such as pie pans. In the first, place the flour, chili powder and cayenne, stirring to combine; in the second, place the beaten eggs; in the third, the Panko bread crumbs.

Pour almost ¼-inch of oil into a large sauté pan. Heat over medium heat until shimmering and hot. Season the tilapia fillets liberally on one side with salt and pepper. Dredge each fillet, one at a time, first in the seasoned flour, then the egg, and finally the Panko, gently shaking off any excess after each step.

Gently put one or two fillets in your sauté pan without crowding. The oil should come almost halfway up the thickness of the fish. Pan fry until golden brown, turning once, about 2 minutes each side. Place fish on a paper-towel lined plate. Repeat process with remaining fillets. Place the golden brown fish on serving plates and top with desired amount of salsa. Enjoy immediately. Yield: 4 servings



GeorgiaBlueberries.org



GaPeaches.org



Antioxidant.org



VidaliaOnion.org



GeorgiaWatermelonAssociation.org



PAGE 8



Baby Spinach Salad with Pecan-Crusted Goat Cheese, Blueberries and Peach –Vidalia® Onion Vinaigrette

– Chef Rosemary Rutland

Summer bounty at its finest for a fresh, colorful first course or lunch. Mint brightens the goat cheese and compliments with flavors of blueberry and watermelon.

INGREDIENTS

- 1 (8 oz) log goat cheese, chilled
- 1/2 C finely chopped toasted pecans
- 1 1/2 tsp finely chopped fresh mint
- 1 bag (6 oz) raw baby spinach, stems removed
- 3/4 C fresh blueberries
- 1 1/3 C watermelon cubes, 1/2- 3/4 inch dice

DRESSING (YIELD: 3/4 C):

- 1 C fresh peach slices
- 1 Tbsp fresh lemon juice
- 2 Tbsp cider vinegar
- 5 Tbsp canola or vegetable oil
- 1 tsp sugar, as needed
- 2 Tbsp finely chopped Vidalia® onion
- Salt and pepper to taste

For the goat cheese, combine the chopped pecans and mint. Spread the pecan mixture on a plate or cutting board and gently roll the cheese to coat evenly.

Place the peaches, lemon juice and cider vinegar in a blender and puree until smooth. Add 1/8 teaspoon salt and a pinch of pepper. Add the canola oil and then puree until smooth and thickened. Remove from blender, stir in the onion, and adjust seasoning with salt and pepper. Cover and refrigerate if not using right away.

In a large bowl, add spinach and add enough dressing to coat all of the leaves evenly. Divide the dressed spinach on four chilled plates and garnish with blueberries and watermelon.

Slice the goat cheese into eight equal pieces using tautly held unflavored dental floss or a knife. Add two slices of goat cheese on top of each salad. Serve immediately.

Yield: 4 servings



GeorgiaBlueberries.org



GaPeaches.org



AntioxINUT.org



VidaliaOnion.org



GeorgiaWatermelonAssociation.org

2013 Southern Belle Farms Field Trip – Survey Results
Friday, February 22nd, 2013

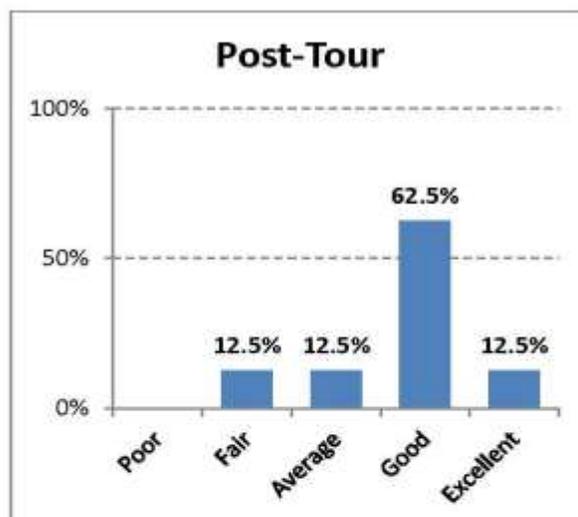
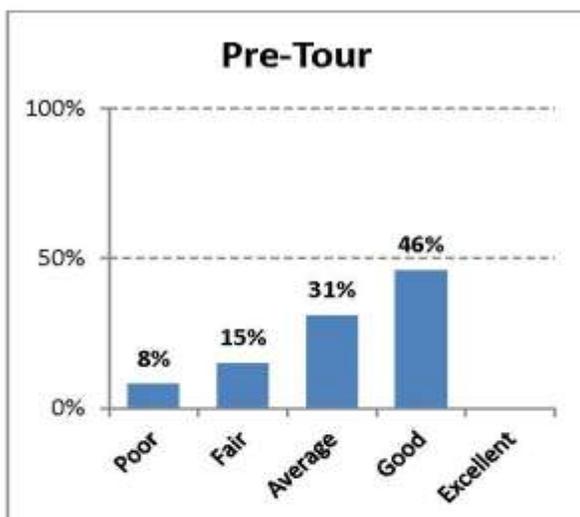
1. What is your field of work?

Field of Work	%
Educator	38 %
Grower	23 %
School Administrator	8 %
Non-Profit	15 %
Research	8 %
School Nutrition	8 %

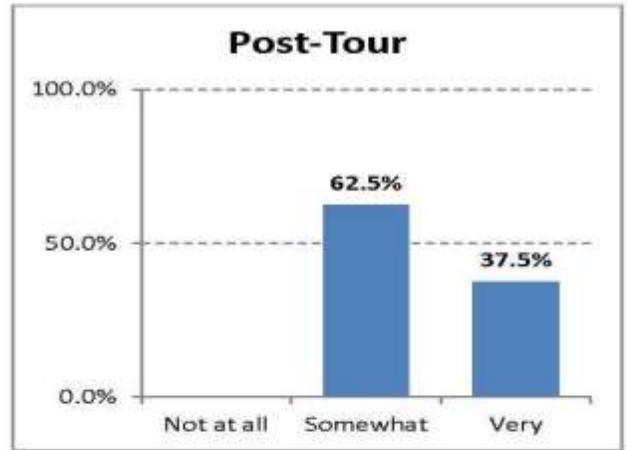
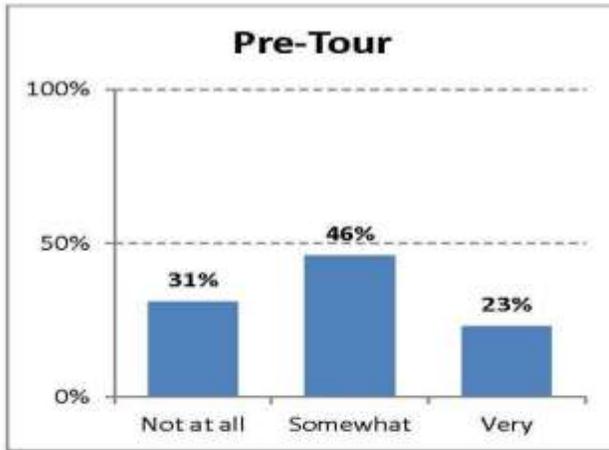
2. How would you rate your amount of prior experience with farms/farming?

Amount of Experience	%
None	15 %
Very Little/Some Experience	62 %
Very Experienced	23 %

3. How would you rate your current understanding of farming practices/processes?



4. How comfortable would you feel at this time leading a farm field trip?



5. How do you plan to implement what you have learned through this experience?

- I better understand what students will learn on a tour and I can better speak with teachers about how it would tie in with their curriculum.
- Trying to help set up farm field trip in my schools.
- Do research on farm tour rates & farm insurance plans.
- Will bring schools to the field trip!

FARM TO SCHOOL TOUR

Southern Belle Farms



Attendees were transported to different “stations” at the farm where they were shown taught about different farming practices.



The first stop was the strawberry, blackberry and pumpkin fields. Although there was not any crop this time of year, they were still able to see firsthand the work that goes into growing and harvesting fruits and vegetables.



The tour finished up with owner Jake Carter taking questions from attendees on farming practices.



georgia peaches



[Web](#) [Images](#) [Maps](#) [Shopping](#) [Videos](#) [More ▾](#) [Search tools](#)

PAID

About 7,340,000 results (0.21 seconds)

Organic Search Results

Lauren Alaina - **Georgia Peaches** - YouTube



www.youtube.com/watch?v=qfWmFevHdQo

Jan 9, 2012 - Uploaded by LaurenAlainaAIVEVO

Music video by Lauren Alaina performing **Georgia Peaches**. (C) 2011 19 Recordings, Inc.

[More videos for georgia peaches »](#)

Sweet **Georgia Peaches**

gapeaches.org/

Each year, Georgia produces over 130 million pounds of peaches, the ... Bookmark this site, and be sure to ask your grocer for genuine sweet **Georgia peaches**.

[Recipes - Choosing and Processing ...](#) - [Georgia Peach Growers](#) - [Our Peach Expert](#)

You've visited this page 2 times. Last visit: 7/12/12

Dickey Farms - Fresh **Georgia Peaches** and Pecans - Musella

www.gapeaches.com/

Dickey Farms is the state's oldest, continuously operating **peach** packing house. Shop online for our **peaches**, pecans and gifts.

Ads ⓘ

Chin Drip'n **Peaches**

www.alsfamilyfarms.com/

Fresh from the **Georgia** orchard!
Summer Favorite for June & July

GA Peaches For Sale

www.ask.com/GA+Peaches+For+Sale

Search for **GA Peaches** For Sale
Look Up Fast Results now!

Buy **Georgia Peaches** on eBay

www.ebay.com/

Great Deals on Buy **Georgia Peaches**
New eBay Buyer Protection Program.

Explore **Georgia** Online

www.exploregeorgia.org/

Plan Your Trip to **Georgia** Today &
Get A Free **Georgia** Travel Guide.

GOOGLE ADS KEY WORDS BY COMMODITY

Apples	<ul style="list-style-type: none">• Georgia Apples
Beans	<ul style="list-style-type: none">• field peas, speckled butter beans, southern green beans
Blackberries	<ul style="list-style-type: none">• local blackberries, Georgia blackberries
Blueberries	<ul style="list-style-type: none">• juicy, juicy blueberries, georgia blueberries
Cabbage	<ul style="list-style-type: none">• healthy, Georgia cabbage
Cantaloupe	<ul style="list-style-type: none">• grown in Georgia, flavorful, Georgia cantaloupe
Collard Greens	<ul style="list-style-type: none">• Georgia vegetables, local cabbage, southern food
Eggplant	<ul style="list-style-type: none">• grown in Georgia
Muscadine	<ul style="list-style-type: none">• grape plants, buy muscadine, muscadine juice, muscadine wine, you pick muscadine
Peaches	<ul style="list-style-type: none">• Georgia peaches, sweet Georgia peaches, pick your own peaches Georgia
Peppers	<ul style="list-style-type: none">• green bell peppers
Strawberries	<ul style="list-style-type: none">• grown in Georgia, red berries, local strawberries
Squash	<ul style="list-style-type: none">• yellow squash, crooked neck, straight neck, yellow
Sweet Corn	<ul style="list-style-type: none">• pick your own, sweet corn, white corn, Georgia sweet corn
Tomatoes	<ul style="list-style-type: none">• locally grown tomatoes
Turnips	<ul style="list-style-type: none">• Southern Tradition, farm fresh turnips, grown in Georgia
Zuchini	<ul style="list-style-type: none">• locally grown
Vidalia Onions	<ul style="list-style-type: none">• Georgia sweet onions, sweet onions, vidalia onions
Watermelon	<ul style="list-style-type: none">• buy watermelon, July 4th, grown in Georgia

PAGE 15

.....

9. Georgia Fruit & Vegetable Growers Association – Educational Training and Informational Access Program Solutions to Help Increase Specialty Crop Competitiveness for Southeastern Producers – Final Performance Report

1. PROJECT SUMMARY

Specialty crop producers have to make decisions to reduce or better manage their risk whether it is production techniques, pest management, food safety, labor practices, marketing or farm management. In Georgia, fruit and vegetable production is valued at over one billion dollars at the farm gate. Fruit and vegetable production has some of the highest input costs of any crops that can be grown. Daily, produce growers are making multi-thousand dollar decisions that have a direct effect on their bottom line.

This project addressed the need for continued education and training for Georgia and other southeastern specialty crop producers. The project utilized a multitude of educational venues including a three day trade show and educational conference, DVD-ROM recordings of the educational sessions, several one day regional workshops, one-on-one on the farm food safety and marketing consulting and e-news, website, Facebook and other electronic updates. The ultimate goal of this project was to help Georgia and southeastern growers increase their knowledge and risk management skills through workshops, training, consultation and current information.

2. PROJECT APPROACH

The approach of the project was to implement delivery venues that would insure the goals of the project were accomplished. This included,

- Three day educational conference
- Availability of the educational sessions via DVD to growers not attending
- Regional workshops and training sessions educational to provide more in-depth information on food safety issues.
- On the farm consultation to insure food safety compliance.
- Continued communication to growers and measurement of its impact.

3. GOALS and OUTCOME ACHIEVED

The primary goal of this grant was to help producers increase their knowledge and risk management skills through educational programs, workshops, training, consultation and access to current information. The following five focus components were utilized to accomplish the goals and outcomes for the project.

1. Educational Programs:

The SE Regional Fruit and Vegetable Conference was held on January 5 - 8, 2012 in Savannah, GA with more than 2,670 people in attendance. This was a 14.4% increase in attendance over the 2011 conference. The conference had over 84 hours of educational sessions available to the attendees (see ATTACHMENT, pages 01-20), and 93.9% of the attendees rated the cost of the conference to the value they received as good or excellent. In addition, 94.4% of the attendees said the time they spent at the conference was good or excellent when compared to the value of the education they received.

The measurable outcome for this conference was to have 80% positive rating of the attendees for the educational value and usefulness of classes attended. The surveys conducted after the conference showed 93.3% of the attendees rated the usefulness of information from the educational sessions as good or excellent. In addition 89.5% of the attendees said their knowledge of specialty crop production practices and/or management techniques increased.

Performance Measurement:

	<u>2011</u>	<u>2012</u>	<u>+ - REACHED TARGET/GOAL</u>	
Attendance	2,330	2,670	+ -exceeded goal - 14.4% inc.	
Cost to Value rating	90%	93.9%	+ -exceeded goal – 3.9% inc.	Value
to Time	90.4%	94.4%	+ -exceeded goal – 4.0% inc.	

	<u>TARGET</u>	<u>2012</u>	<u>+ - REACHED TARGET/GOAL</u>
Usefulness of classes	80%	93.3%	+ - exceeded target of 80%
Gained knowledge	80%	89.5%	+ - exceeded target of 80%

Attached is a partial list of the specific examples of specialty crop knowledge learned at this conference they plan to implement during the 2012 crop year (see Attachment – page 20).

2. **SE Regional DVD-ROM Recordings:**

The educational sessions at the SE Regional Fruit and Vegetable Conference were recorded and a DVD of all of the sessions was made available for both those attending and those not attending. There were 85 farms/companies that took advantage of the full conference recording offering. This was an increase of 15 over the 60 farms/companies that took advantage of this educational opportunity in 2011.

Growers were surveyed to determine how they used the DVDs which they received with conference information.

- 50% of the individuals responding to the survey that received a DVD personally watched portions of the conference proceedings.
- 75% of the growers responding that received the DVD showed parts of the DVD to others at their farm or operation. On average 4 additional workers viewed parts of the DVD. Several growers used portions of the DVD particularly for food safety training, showing it to over 125 harvest and packing workers.

- 86% of the growers responding, that received a DVD said it was helpful.

Performance Measurement:

	<u>2011</u>	<u>2012</u>	<u>+ - REACHED TARGET/GOAL</u>
Growers requesting DVD	60	85	+ -exceeded goal by 15
Avg # watching DVD/farm	n/a*	4	
% of growers saying helpful	n/a*	86%	

** - no survey was conducted in 2011.

3. G.R.E.A.T. (Grower Regional Educational & Awareness Training) Meetings

The GREAT Meetings provided more in depth training to specialty crop growers and producers. The Work Plan called for at least two different topics to be covered in GREAT Meetings, and where possible growers evaluated the value of the materials covered with a 90% positive score as the measurement benchmark.

Planning for the 2012 GREAT meetings began in the Fall of 2011 and purpose/need for the meetings was reviewed again in the Winter of 2012. At that time it was determined food safety was the most pressing need for specialty crop growers in Georgia. The three workshops noted below were coordinated and held to help specialty crop growers improve their food safety practices. The 2012 GREAT meetings included:

GFS (Global Food Safety) Training #1 - March 6-8, 2012, Tifton, GA

Nineteen growers attended this three day workshop taught by Primus Lab speakers and experts (see ATTACHMENT – pages 22-25 for agenda). More than 90% of the workshop respondents to the ‘post-survey’ agreed the information presented helped them overcome their food safety concerns and questions. Several comments from the respondents are shown below,

- I have the information and knowledge needed to enhance my food safety plan to include Harvest Crew GAP and Produce Handling GMP’s.
- I learned I need to evaluate all our suppliers and have procedures in place on each company that supplies any products that come in contact with our product (risk assessment).
- I learned I need to have HACCP training because of my company using peracetic acid.

- I learned I need to evaluate and analyze all aspects of our operation. This will include biological, chemical and physical risk assessments. I will write a new SOP and re-write any and all SOPs that do not confirm to the PrimusGFS standards after I do my risk assessment.

This type of workshop is limited to 20 or less participants. After the workshop closed we had 10 or more growers on a waiting list so we decided to hold another workshop.

GFS (Global Food Safety) Training #2 - March 28-30, 2012, Tifton, GA

Sixteen growers attended this three day workshop taught by Primus Lab speakers and experts (see ATTACHMENT – pages 26-29 for agenda). All respondents to the post survey stated the information presented at the workshop was very educational and they felt ‘informed’ following the workshop – 100% measurable outcome achieved. Several comments from the respondents are shown below,

- This seminar was very good. The instructor also had a ton of knowledge. I also really like the fact that if she did not know an exact answer to a question she looked it up and taught us how to look it up, so we knew what she told us was correct.
- The seminar provided me with a lot more insight into the PrimusGFS and the value this approach would be for the industry.
- The workshop gave me a lot more appreciation of the Audit and the depth that no one has to go to obtain and maintain a good year round score.
- My aim now is to meet the stricter focus of this audit and implement it in our operation so it is a part of the overall operating practices.

The third GREAT meeting held is outlined below.

Food Safety Update for Cantaloupe Growers: Lessons Learned from the Colorado Outbreak – May 23, 2012, Tifton, GA.

Seventeen growers attended this workshop that focused on improving food safety standards for their cantaloupe operations.

The pre-workshop evaluation showed more than 50% of the attendees had moderate or low understanding of cantaloupe food safety guidelines. Following the workshop, no one surveyed said they had low understanding and only one attendee said they had moderate understanding....dropping the percentage to less than 15%. All others (86%) said they had a ‘high’ or ‘very high’ understanding of the guidelines.

When asked, ‘how satisfied are you with the relevance of information provided during the workshop?’ all of the surveyed attendees said they were satisfied or very satisfied with the relevance of the information.

Performance Measurement:

	<u>TARGET</u>	<u>Achieved</u>	<u>REACHED TARGET ?</u>
GFS Training - March 6-8			
Helpful information	90%	90%+	REACHED TARGET
GFS Training - March 28-30			
Helpful information	90%	100%	REACHED TARGET
Cantaloupe Food Safety Update			
Pre- Workshop			
Low-Mod knowledge		50%	
High or Very High		50%	
Post Workshop			
Low-Mod knowledge		15%	SURPASSED TARGET
High or Very High		85%	SURPASSED TARGET

4. **On Farm Consultation for Food Safety and Market Development Purposes:**

Food safety education and consultation was a major component of this project. As more wholesaler customers, for both retail and foodservice operations, require 3rd party audits food safety consultation will continue to be a major need for specialty crop growers. Many 3rd Party audit requirements are moving beyond the standard 'Good Agricultural Practices' and requiring GFSI (Global Food Safety Initiative) standards.

As of 9/30/2012 the GFVGA Food Safety program provided consultation to 25 farms certified by the Georgia GAP program and 30 farms certified by the GFSI standards, for a total of 55 farms. In 2011 there were 52 farms in the program.

Performance Measurement:

	<u>2011</u>	<u>2012</u>	<u>+ -REACHED TARGET/GOAL</u>
Certified Operations	52	25	
GFSI Certified		<u>30</u>	

TOTAL 55 + exceeded 2011, but target was 10% increase or 57.

OVER BENCHMARK 274 mock audits at non-certified farms

In addition, GFVGA consultants were contracted to provide 274 mock audits of blueberry farm operations during the spring and summer of 2012.

5. Industry Communications:

The goal and performance measure for this component of the project was,

1. Establish a monthly e-communication vehicle for growers and agribusiness leaders which highlight current industry information and current regulatory concerns.
COMPLETED – October 2011
2. Evaluate the effectiveness of this communication via a satisfaction survey measuring grower interest and readership.
COMPLETED – July 2012 – 81.6% said UPDATE more important than other pubs.

To meet performance measure #1, the GFVGA staff developed and began publishing THE UPDATE (see ATTACHMENT, pages 30-34). This is a monthly e-communication for specialty crop growers in Georgia and the southeast. The publication was initiated in October of 2011 with a 25.5% open rate and continues to be published on a monthly basis. The ‘open rate’ is monitored on a monthly basis, although the 25.5% is well above industry standards.

In July of 2012, GFVGA surveyed regular readership for The Update and the Georgia Fruit & Vegetable Growers News magazine. The purpose of this survey was to establish how publications produced by GFVGA measured against other industry publications, i.e. Growing Georgia, The Packer, and The Produce News.

Approximately 90 growers and other individuals responded to the survey. The majority of respondents were from Georgia, Florida and North Carolina, though we also received submissions from readers in surrounding states including Alabama, Indiana, Virginia, and Tennessee.

When compared against other industry publications, 81.6 percent of survey participants ranked the GFVGA Update **more important** than other sources (The Packer, Produce News, Growing Georgia) to receiving the latest information regarding the industry. In another question – more than 90 percent of survey participants **“agreed”** with the statement that content featured in GFVGA Update increased their knowledge of the Southeastern produce industry. For all the results see Attachment - pages 35-40.

4. **BENEFICIARIES and HOW THEY BENEFITED**

The beneficiaries of this project are the approximately 2,500 Georgia and southeastern fruit and vegetable crop producers who attended these programs and received education, training, communication

and management tools. These tools will help improve their competitiveness and increase market share for them.

5. LESSONS LEARNED

There were a number of educational materials provided, lessons learned and training provided as noted in #3 above that will be of great benefit and value to Georgia producers.

6. CONTACT PERSON

Charles T. Hall, Jr.
Executive Director
Georgia Fruit and Vegetable Growers Association
P.O. Box 2945
LaGrange, GA 30241
chall@asginfo.net
706-845-8200

7. ADDITIONAL INFORMATION

PLEASE NOTE: There were no SCBG funds used in our participation in the “Crème of the Crop” dinner and mixology competition. No block grant funds were used to purchase alcohol or processed products. We were invited to participate in these events due to us having a presence in the Farm Fresh “tasting tent” where over 7,000 individual attendees learned about these five Georgia Grown commodities.



SE REGIONAL

Fruit & Vegetable Conference

January 5th - 8th 2012
Savannah, GA



PAGE 1



Schedule of Events At-A-Glance

Thursday, January 5, 2012

- 7:30 a.m. **Registration Open**
Convention Center Concourse
- 12:00 p.m. **GFVGA Board of Director's Meeting**
Westin Hotel
- 1:00 p.m. - 4:00 p.m. **SE Regional Educational Session**
Business Operations Track:
Grow Your Business Through Google-Rooms 103/104
Insurance, Transportation and Immigration -
Rooms 105/106
- 5:00 p.m. **GFVGA Annual Meeting** - Pulaski Board Room

Friday, January 6, 2012

- 7:00 a.m. **Registration Opens**
- 8:00 a.m. - 11:00 a.m. **SE Regional Educational Sessions**
Peach - Rooms 105/106
Vegetable - Rooms 103/104
Organic Production - Rooms 100/101
Pecan - Room 203
Blueberry - Auditorium
Food Safety - Rooms 204/205
Blackberry & Raspberry - Room 202
- 9:00 a.m. **Trade Show Opens**
- 12:00 p.m. **Lunch with Exhibitors in the Trade Show**
Lunch included in Four Day and Friday registration,
you should receive a lunch ticket when you register.
- 1:30 p.m. - 4:30 p.m. **SE Regional Educational Sessions**
Peach - Rooms 105/106
Vegetable - Rooms 103/104
Organic Production - Rooms 100/101
Blackberry & Raspberry - Room 202
Pecan - Room 203
Blueberry - Auditorium
Food Safety - Rooms 204/205
Roadside Markets - Rooms 200/201
- 4:45 p.m. **Welcome Reception**
Trade Show Floor
- 5:45 p.m. **Live Auction**
Trade Show Floor
- 6:15 p.m. **Trade Show Closes**
- Evening **Dinner on your own**

Schedule of Events

At-A-Glance

Saturday, January 7, 2012

- 8:00 a.m. **Awards Breakfast** - Ticketed Event
- 8:00 a.m. **Registration Opens**
Convention Center Concourse
- 9:00 a.m. **Trade Show Opens**
- 12:00 p.m. **Lunch with Exhibitors in the Trade Show**
Lunch included in Four Day and Saturday registration, you should receive a lunch ticket when you register.
- 2:00 p.m. **Silent Auction Closes**
- 2:00 p.m. - 5:00 p.m. **SE Regional Educational Sessions**
Blueberry Auditorium
Peach - Rooms 105/106
Vegetable - Room 102
Muscadine - Room 205
Vidalia Onion - Room 102
Food Safety - Room 204
Strawberry - Room 203
Watermelon - Rooms 103/104
- 2:30 p.m. **Trade Show Closes**
- 6:00 p.m. **Reception** at Westin sponsored by
Open to all attendees
- Evening **Dinner on your own**



Sunday, January 8, 2012

- 8:00 a.m. **Worship Service**
Westin Savannah Harbor
- 8:30 a.m. **Industry Roundtable Discussion**
Westin Savannah Harbor
- 10:30 a.m. **Convention Adjourns**



Peach Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-11:15 a.m. **PEACH EDUCATIONAL SESSION I**
Rooms 105/106
Moderator: Mr. Jeff Cook, University
of Georgia, Butler, GA
- 9:00 a.m. **Irrigation Scheduling**
Mr. David Lankford, Earthtec Solutions,
Vineland, New Jersey
- 9:30 a.m. **Western Peach Varieties Susceptibility to
Bacterial Spot**
Dr. David Ritchie, North Carolina State
University, Raleigh, NC
- 10:00 a.m. **BREAK**
- 10:15 a.m. **Western Peach Varieties Adaptabilities to
the Southeast**
Dr. Desmond Layne, Clemson University,
Clemson, SC
- 10:45 a.m. **Weather Effects on Timing of Peach Bloom**
Dr. Dick Okie, USDA, ARS Retired,
Byron, Georgia
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)

- 2:00 - 4:30 p.m. **PEACH EDUCATIONAL SESSION II**
Rooms 105/106
Moderator: Mr. Andy Rollins,
Clemson University, Spartanburg, SC
- 2:00 p.m. **MP-29: A New Rootstock for Peaches**
Dr. Tom Beckman, USDA,ARS, Byron, GA
- 2:30 p.m. **A Discussion on Peach Scab and New
Chemistries for Brown Rot Control**
Dr. Phil Brannen, University of Georgia,
Athens, GA
- 3:00 p.m. **Peach Traits for Future Variety Development
and RosBREED Grower Survey to Quantify
Grower Priorities for New Peach
Cultivars**
Dr. Ksenija Gasic, Clemson University,
Clemson, SC; Dr. Greg Reighard, Clemson
University, Clemson, SC;
Dr. Cholani Weebadde, Michigan State
University, East Lansing, MI
- 3:45 p.m. **National Peach Council Update**
Ms. Kay Rentzel, Dillsburg, PA
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and Saturday Only Registrants)
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:00-4:30 p.m. **PEACH EDUCATIONAL SESSION III**
Rooms 105/106
Moderator: Mr. Johnny Whiddon, University of Georgia, Quitman, GA
- 2:00 p.m. **Mexico Export Process- A Panel Discussion**
Mr. Gavin Berry, South Carolina Department of Plant Industry, Saluda, SC; Ms. Laney Campbell, USDA, APHIS, Raleigh, NC; Mr. Chalmers Carr, Titan Farms, Ridge Spring, SC; Mr. Gavin Day, Titan Farms, Ridge Spring, SC; Dr. Dan Horton, University of Georgia, Athens, GA
- 2:45 p.m. **Drought and Heat Induced Trees Stress**
Dr. David Lockwood, University of Tennessee, Knoxville, TN
- 3:15 p.m. **Herbicide Carryover and Other Tree Killing Issues**
Mr. Wayne Mitchem, North Carolina State University, Mills River, NC
- 3:45 p.m. **Peach Tree Fertigation**
Dr. David Lockwood, University of Tennessee, Knoxville, TN
- 2:30 p.m. **TRADE SHOW CLOSES**
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**
HAVE A SAFE TRIP HOME!

Vegetable Conference

Sponsored by **Seminis**
Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:00-9:15 a.m. **VEGETABLE EDUCATIONAL SESSION I
PESTICIDE UPDATE AND COMMODITY
COMMISSION SUPPORTED RESEARCH**
Rooms 103/104
Moderator: Jake Price, Lowndes County
Extension, Valdosta, GA
- 8:00 a.m. **Fungicide Update for Vegetables**
David Langston, The University of Georgia,
Tifton, GA
- 8:25 a.m. **Insecticide Update and Insect Research
in Vegetables**
Stormy Sparks, The University of Georgia,
Tifton, GA
- 8:50 a.m. **Herbicide Update for Vegetables**
Stanley Culpepper, The University of
Georgia, Tifton, GA
- 9:15 a.m. **BREAK**
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 9:30-11:00 a.m. **VEGETABLE EDUCATIONAL SESSION II
METHYL BROMIDE ALTERNATIVES**
Rooms 103/104
Moderator: Glenn Beard, Colquitt County
Extension, Moultrie, GA
- 9:30 a.m. **Three Effective Alternatives to Methyl
Bromide Exist, Which Will You Adopt?**
Stanley Culpepper, The University of
Georgia, Tifton, GA

- 10:00 a.m. **Update on the Implementation of Soil
Fumigation Requirements**
Richard Keigwin, Director of Pesticide
Re-evaluation Division of US EPA,
Washington, DC
- 10:30 p.m. **How Will the Georgia Department of
Agriculture Handle Fumigant
Complaints/Issues?**
TBD, Georgia Department Of Agriculture,
Atlanta, GA
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:30 - 3:00 p.m. **VEGETABLE EDUCATIONAL SESSION III
ALTERNATIVE PRODUCTION PRACTICES
FOR VEGETABLES**
Rooms 103/104
Moderator: Jennifer Miller, Montgomery
County Extension, Mount Vernon, GA
- 1:30 p.m. **Greenhouse Production of Tomatoes**
David Ingram, Mississippi State University,
CMREC, Raymond, MS
- 2:00 p.m. **Bell Pepper Under Shading Have Increased
Fruit Marketable Yield and Increased Fruit
Quality**
Juan Carlos Diaz, University of Georgia,
Tifton, GA
- 2:30 p.m. **Vegetable Production with Grafted Plants**
Frank Louws, North Carolina State
University, Raleigh, NC
- 3:00 p.m. **BREAK**
- 3:15 - 4:30 p.m. **VEGETABLE EDUCATIONAL SESSION IV
UPDATE ON FUMIGANT REGULATIONS**
Rooms 103/104
Moderator: Jason Edenfield, Toombs County
Extension, Lyons, GA
- 3:15 p.m. **Buffer Zone Calculations and Their Impact
on Vegetable Production**
Dr. Andrew MacRae, University of Florida,
Wimauma, FL
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and Saturday Only Registrants)
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:00 -3:00 p.m. **CONCURRENT SESSIONS**
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION V
INTERCROPPING COTTON AND WATERMELONS**
Rooms 103/104
Moderator: Scott Carlson, Ben Hill County Extension, Fitzgerald, GA
- 2:00 p.m. **Intercropping Cotton and Melons – Research Perspective**
Peter Eure, University of Georgia, Tifton, GA
- 2:20 p.m. **Intercropping Cotton and Melons – Field Perspective**
Brian Tankersley, Tift County Extension, Tifton, GA
- 2:40 p.m. **Intercropping Crops – Regulatory Issues**
Paul Smith, University of Georgia, Athens, GA
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION VI
ONION SESSION**
Room 102
Moderator: Justin Shealey, Echols County Extension, Statenville, GA
- 2:00 p.m. **Onion Flavor Research**
Reid Torrance, Tattnall County Extension, Reidsville, GA
- 2:20 p.m. **Transplant Dips for Onion Transplants**
Cliff Riner, Tattnall County Extension, Reidsville, GA
- 2:40 p.m. **SCRI Onion Postharvest Research Update**
Changying "Charlie" Li, The University of Georgia, Tifton, GA
- 2:30 p.m. **TRADE SHOW CLOSES**
- 3:00 p.m. **BREAK**

- 3:15 -4:15 p.m. **CONCURRENT SESSIONS**
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VII
INSECTS AND INSECT VECTORED DISEASES**
Room 102
Moderator: Chris Tyson, Worth County Extension, Sylvester, GA
- 3:15 p.m. **Whiteflies and Tomato Yellow Leaf Curl Virus Management**
Rajagopalbabu Srinivasan, University of Georgia, Tifton, GA
- 3:35 p.m. **Farmers' Survey and Economic Impact of TSWV in Pepper and Tomato**
Esendugue Fonsah, Sebastian Awondo and David Riley, University of Georgia, Tifton, GA
- 3:55 p.m. **Emerging Insect Pests**
Phillip Roberts and Stormy Sparks, University of Georgia, Tifton, GA
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VIII
WATERMELON DISEASE SESSION**
Rooms 103/104
Moderator: Tucker Price, Crisp County Extension, Cordele, GA
- 3:15 p.m. **Foliar Disease Management in Watermelons**
David Langston, The University of Georgia, Tifton, GA
- 3:35 p.m. **Fusarium Wilt Research and IPM**
Hunt Sanders and David Langston, University of Georgia, Tifton, GA
- 3:55 p.m. **Summary of BFB Situation in GA in 2011 and Future Considerations**
Ron Walcott, University of Georgia, Athens, GA
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:00-9:15 a.m. **VEGETABLE EDUCATIONAL SESSION I
PESTICIDE UPDATE AND COMMODITY
COMMISSION SUPPORTED RESEARCH**
Rooms 103/104; Please see page 18
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 9:30-11:00 a.m. **VEGETABLE EDUCATIONAL SESSION II
METHYL BROMIDE ALTERNATIVES**
Rooms 103/104; Please see page 18
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:30 - 3:00 p.m. **VEGETABLE EDUCATIONAL SESSION III
ALTERNATIVE PRODUCTION
PRACTICES FOR VEGETABLES**
Rooms 103/104; Please see page 18
- 3:15 - 4:30 p.m. **VEGETABLE EDUCATIONAL SESSION IV
UPDATE ON FUMIGANT REGULATIONS**
Rooms 103/104; Please see page 18
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 2:00 -3:00 p.m. **CONCURRENT SESSIONS**
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION V
INTERCROPPING COTTON AND
WATERMELONS**
Rooms 103/104; Please see page 19
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION VI
ONION SESSION**
Room 102
Moderator: Justin Shealey, Echols County
Extension, Statenville, GA
- 2:00 p.m. **Onion Flavor Research**
Reid Torrance, Tattnall County
Extension, Reidsville, GA
- 2:20 p.m. **Transplant Dips for Onion Transplants**
Cliff Riner, Tattnall County Extension,
Reidsville, GA
- 2:40 p.m. **SCRI Onion Postharvest Research
Update**
Changying "Charlie" Li, The University of
Georgia, Tifton, GA
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:30 p.m. **TRADE SHOW CLOSES**
- 3:00 p.m. **BREAK**
- 3:15 -4:15 p.m. **CONCURRENT SESSIONS**
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VII
INSECTS AND INSECT VECTORED
DISEASES**
Rooms 102; Please see page 19
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VIII
WATERMELON DISEASE SESSION**
Rooms 103/104; Please see page 19
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers
to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:30 - 10:00 a.m. **ORGANIC EDUCATIONAL SESSION I
DISEASE AND WEED MANAGEMENT**
Rooms 100/101
Moderator: Judy Ashley, Walton County
Extension, University of Georgia, Monroe, GA
- 8:30 a.m. **A Perennial Problem – Strategies for
Managing Nutsedge**
Dr. Carlene Chase, University of Florida,
Gainesville, FL
- 9:15 a.m. **Managing Diseases in Cucurbits**
Dr. Anthony Keinanath, Clemson University,
Coastal Research and Education Center,
Charleston, SC
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 10:30-11:45 a.m. **ORGANIC EDUCATIONAL SESSION II
ORGANIC FARMING: TECHNIQUES FOR
LARGER SCALE PRODUCTION**
Rooms 100/101
Moderator: Stephan Price, Bulloch County
Extension, Fort Valley State University,
Statesboro, GA
- 10:30 a.m. **Systems for Organic Production on Fifty
Acres**
Brent Johnson, Johnson's Backyard
Garden, Austin TX
- 11:15 a.m. **Modifying Cultivation Equipment for
Larger Scale Organic Production**
Dr. Glenn Evans, Cornell University,
Cortland, NY

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:30 - 3:30 p.m. **ORGANIC EDUCATIONAL SESSION III
NATIVE POLLINATORS TO IMPROVE
PRODUCTION**
Rooms 100/101
Moderator: Ray Hicks, Screven County
Extension, Sylvania, GA
- 1:30 p.m. **Native Pollinators of the SE and Their
Role in Fruit and Vegetable Production**
Dr. Nancy Lee Adamson, Xerces Society,
Greensboro, NC
- 2:15 p.m. **Managing for Native Pollinator Habitat**
Dr. Nancy Lee Adamson, Xerces Society,
Greensboro, NC
- 3:00 p.m. **NRCS Programs for Improving
Pollinator Habitat**
Bryan Barrett, NRCS, Athens, GA
- 3:45 - 4:45 p.m. **ORGANIC EDUCATIONAL SESSION IV
FOOD HUBS – A NEW MODEL
FOR MARKETING**
Rooms 100/101
Moderator: Relinda Walker,
Walker Farms, Sylvania, GA
- 3:45 p.m. **Cooperatives and Other Models for
Food Hubs**
Dr. Tommie Shepherd, University of
Georgia, Athens, GA
- 4:30 p.m. **Food Hub Development in Georgia**
Julia Gaskin, University of Georgia,
Athens, GA
- 4:45 - 6:00 p.m. **WELCOME RECEPTION**
in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall

Blackberry & Raspberry Conference

Pesticide information on pages 34 - 35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.
Program coordinated by the North American Raspberry & Blackberry Association (NARBA)

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:00 - 12:00 a.m. **BLACKBERRY & RASPBERRY EDUCATIONAL SESSION I**
Room 202
Moderator: Jim Fountain, University of Georgia, Savannah, GA
- 8:00 a.m. **Grower Spotlight: Success with Direct Market Blackberry Production**
Walker Miller, The Happy Berry Bunch, Six Mile, SC
- 8:45 a.m. **Natural Pest & Disease Control Options for Blackberries**
Hannah Burrack, North Carolina State University, Raleigh, NC; Gina Fernandez, North Carolina State University, Raleigh, NC
- 9:15 a.m. **BREAK**
- 9:30 a.m. **Spotted Wing Drosophila & Caneberries**
Hannah Burrack, North Carolina State University; Josh Beam, SunnyRidge Farm, Fallston, NC; and Nathan Moss, Norton Creek Farms, Cashiers, NC
- 10:45 a.m. **Update on University of Arkansas Blackberry Breeding**
John R. Clark, University of Arkansas, Fayetteville, AR
- 11:15 a.m. **Raising Healthy Plants for Quality Fruit: Blackberry Physiology & Nutrition**
David Lockwood, University of Tennessee, Knoxville, TN
- 9:00-6:15 p.m. **TRADE SHOW OPEN**

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and Friday Only Registrants)
- 1:30 - 5:00 p.m. **BLACKBERRY & RASPBERRY EDUCATIONAL SESSION II**
Room 202
Moderator: John Duval, Sunnyridge Farms and NARBA Executive Council, Winter Haven, FL
- 1:30 p.m. **Developing a Model for Blackberry Crop Forecasting**
Barry Goodwin, North Carolina State University, Raleigh, NC; Gina Fernandez, North Carolina State University
- 2:15 p.m. **Fruit Quality: Identifying Problems and Finding Solutions**
Grower Panel: Ervin Lineberger, Killdeer Farm, Kings Mountain, NC; Michelle Patten, Strickland & Patten, Lakeland, GA; Danny Shelton ; Shelton Farms, New Market, TN
- 3:15 p.m. **BREAK**
- 3:30 p.m. **Trends in the Blackberry Market**
John R. Clark, University of Arkansas, Fayetteville, AR
- 4:15 p.m. **Proposal for a Blackberry R&P Program: Update and Discussion**
Blackberry R&P Working Group
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and Saturday Only Registrants)
- 2:00 p.m. **SILENT AUCTION CLOSURES**
- 2:00-5:00 p.m. **EDUCATIONAL SESSIONS** - Review other Conference Agendas for additional education sessions you don't want to miss.
- 2:30 p.m. **TRADE SHOW CLOSURES**
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up

10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel

1:00 - 4:00 p.m. **CONCURRENT SESSIONS**

1:00 - 4:00 p.m. **BUSINESS OPERATIONS I**
Rooms 103/104
Moderator: Suzanne Barnett, University of Georgia, Small Business Development Center, Valdosta, GA

1:00 p.m. **Grow Your Business Through Google**
Kyle Hensel and Drew Tonsmeire, University of Georgia, Small Business Development Center

A 3 hour interactive workshop in partnership with The University of Georgia Small Business Development Center. They will show you how Google tools can help you reach more customers, understand what customers are searching for, and operate more efficiently.

4:00 p.m. **New Year, New Look, New Georgia Grown**
Jack Spruill, Georgia Department of Agriculture, Atlanta, GA



1:00 - 4:00 p.m. **BUSINESS OPERATIONS II**
Rooms 105/106
Moderator: David Linvill, Chatham County Extension, Savannah, GA

PACA Services for Producers
Lorenzo Tribbett, Deputy Director, PACA Division, Washington, DC; Basil W. Coale, Jr., Regional Director, Eastern Region, PACA Division, Manassas, VA

Compliance with Food Safety Modernization Act and the Impact on the Grower Buyer Relationship: What You Can Do to Prepare
Rick Shanks, Aon National Director, Kansas City, MO

C.H. Robinson Transportation Program
Shannon Leigh, C.H. Robinson Worldwide, Carmel, CA

Legislative Update on Labor and Immigration Issues – State of Georgia
Gary Black, Commissioner, Georgia Dept of Agriculture, Atlanta, GA
??, Georgia Dept of Labor, Atlanta, GA

Legislative Update on Immigration – Washington, DC
Bob Redding, Redding Firm, Washington, D.C.

5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

Muscadine Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:30 - 4:30 p.m. **ROADSIDE MARKET
EDUCATIONAL SESSION**
See page 29
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 1:30 p.m. **Business Meeting of the Georgia
Muscadine Association - Room 205**

- 2:00-4:20 p.m. **MUSCADINE EDUCATIONAL SESSION
Room 205**
Moderator: Patrick Conner, University of
Georgia, Tifton, GA
- 2:00 p.m. **Things Learned in Muscadine Breeding the
Last Five Years**
John Clark, University of Arkansas,
Fayetteville, AR
- 2:20 p.m. **Comparison of Muscadine Varieties for
Fresh Market Storage**
Penelope Perkins-Veazie, North Carolina
State University, Kannapolis, NC
- 2:40 p.m. **Insect and Mite management in
Southeastern Grapes**
Hannah Burrack, North Carolina State
University, Raleigh, NC
- 3:00 p.m. **BREAK**
- 3:20 p.m. **Seedlessness and Disease Resistance in
Muscadine: Bringing it to Reality**
Mercy Olmstead, University of Florida-
IFAS, Gainesville, FL
- 3:40 p.m. **Update on the North Carolina Muscadine
Industry**
Bill Cline, North Carolina State University,
Raleigh, NC
- 4:00 p.m. **Fruit Characteristics for Storage of
Muscadines**
Patrick Conner, University of Georgia-Tifton
Campus, Tifton, GA
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:30 p.m. **TRADE SHOW CLOSES**
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers
to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**

Pecan Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 10:00-11:30 a.m. **PECAN EDUCATIONAL SESSION I**
Room 203
Moderator: Dr. Lenny Wells,
University of Georgia, Tifton, GA
- 10:00 a.m. **Foliar Sulfur Applications for Pecan**
Dr. Lenny Wells, UGA Horticulture,
Tifton, GA
- 10:20 a.m. **Pecan Disease Discussion**
Dr. Tim Brenneman, University of Georgia
Plant Pathology, Tifton, GA
- 10:40 a.m. **Strategies for Managing Alternate Bearing
of Pecan Trees and Orchards**
Dr. Bruce Wood, USDA -ARS, Byron, GA
- 11:00 a.m. **Impact of Clover on Beuvaria bassiana
persistence and efficacy in Suppressing
Pecan Weevil**
Dr. David Shapiro, USDA-ARS, Byron, GA
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 2:00 - 4:00 p.m. **PECAN EDUCATIONAL SESSION II**
Room 203
Moderator: Dr. Lenny Wells,
University of Georgia, Tifton, GA
- 2:00 p.m. **Pecan Market in India**
Jeff Worn, South Georgia Pecan Company
Valdosta, GA

- 2:30 p.m. **Pecan Insurance Update**
Dr. Jeanne Lindsey, USDA-RMA, Valdosta, GA
- 2:50 p.m. **BREAK**
- 3:00 p.m. **Session to be announced**
- 3:15 p.m. **National Pecan Growers Council Update**
Hilton Segler, Executive Director, NPGC,
Albany, GA
- 3:30 p.m. **Legislative Update**
Bob Redding, The Redding Firm,
Washington, DC
- 4:45 - 6:00 p.m. **WELCOME RECEPTION**
in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 2:00 -5:00 p.m. **EDUCATIONAL SESSIONS**
Review other Conference Agendas for
additional education sessions you don't
want to miss.
- 2:00 p.m. **SILENT AUCTION CLOSSES**
- 2:30 p.m. **TRADE SHOW CLOSSES**
- 6:00-7:00 p.m. **RECEPTION**
at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor

Blueberry Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 p.m. **GFBVA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFBVA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:00 - 11:00 a.m. **BLUEBERRY EDUCATIONAL SESSION I**
Auditorium
Moderator: Danny Stanaland, University
of Georgia, Area Blueberry Agent
- 8:00 a.m. **Exobasidium**
Dr. Bill Cline, North Carolina State,
Castle Hayne, NC
- 8:30 a.m. **Blueberry Nematodes Update**
Dr. Jim Noe and Dr. Phil Brannen,
University of Georgia, Athens, GA
- 9:00 a.m. **Necrotic Ring Blotch Virus**
Red Ring Spot Virus
Dr. Phil Brannen, University of Georgia,
Athens, GA
- 9:30 a.m. **Recent Research Findings on Bacterial Leaf
Scorch and its Vector**
Dr. Harald Scherm and
Dr. Moukaram Tertuliano,
University of Georgia, Athens, GA
- 10:00 a.m. **Pollination Issues in Blueberries**
Dr. Keith Delaplane, University of Georgia,
Athens, GA
- 10:30 a.m. **Blueberry Weed Control Program**
Dr. Mark Czarnota, University of Georgia,
Athens, GA
- 9:00-6:15 p.m. **TRADE SHOW OPEN**

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:00 p.m. **Georgia Blueberry Growers Association
Business Meeting**
Auditorium
Mr. Steve Mullis, President, Alma, GA
Mr. John Ed Smith, Alma, GA
- 1:30 - 4:30 p.m. **BLUEBERRY EDUCATIONAL SESSION II**
Auditorium
Moderator: Elvin Andrews, University
of Georgia, Lanier and Clinch County CEC
- 1:30 p.m. **Spotted-wing Drosophila**
Dr. Hannah Burrack, North Carolina State
University, Raleigh, NC
- 2:00 p.m. **Experience with Mechanical Harvesting
Growers Panel**
Joe Cornelius, Manor, GA
John Bennett, Alma, GA
R. Michael Horner Jr., Homerville, GA
- 2:30 p.m. **Mechanical Harvester Update**
Representatives from BEI,
Oxbo International/Korvan, Littau
and Bennett Tractor
- 3:00 p.m. **Calibrating Mechanical Harvesters**
Archie Bennet, Bennett Tractor Co,
Waycross, GA
- 3:30 p.m. **USHBC Nutritional Research Update**
Dr. Amy Howell, Rutgers University,
Chatsworth, NJ
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**

Olive Conference

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

Pesticide information on pages 34 –35.

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and Friday Only Registrants)
- 1:30 - 4:30 p.m. **OLIVE GROWERS EDUCATIONAL SESSION**
Room 102
Moderator: Ronnie Barrentine, University of Georgia Extension Pulaski County, Hawkinsville, GA
- 1:30 p.m. **Welcome and Update from the Georgia Olive Growers Association**
Dr. Mark Hanly, Red Barn Farm, Baxley, GA
- 1:40 p.m. **Georgia Olive Farms: From Beginning to Field Harvest**
Kevin Shaw, Jaon Shaw, and Sam Shaw, GA Olive Farms, Lakeland, GA
- 2:15 p.m. **Establishing Olives in Georgia: An overview of the potential for southern growers, cultural practices, market potential and market demand, and amount of acreage to get started**
Paul Miller, President of Australian Olive Association, Victoria, AU
- 3:15 p.m. **Olive Grower Testimonials**
Dr. Mark Hanly, Red Barn Farm, Baxley, GA and Bob Krueger, Krueger Family Farms, LLC, Hawkinsville, GA
- 4:00 p.m. **Questions and Answers**
- 4:45 - 6:00 p.m. **WELCOME RECEPTION**
In Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall

Please review other Conference Agenda for additional educational sessions, trade show events, and entertainment opportunities during the Saturday and Sunday Program that you don't want to miss.

Supported by:
The Center of
Innovation for Agribusiness

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and Saturday Only Registrants)
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:00-5:00 p.m. **BLUEBERRY EDUCATIONAL SESSION III**
Auditorium
Moderator: Shane Curry, University of Georgia, Appling County, County Agent
- 2:00 p.m. **New Highbush Release**
Dr. Scott NeSmith, University of Georgia, Griffin, GA
- 2:30 p.m. **Florida Varieties**
Dr. Jim Holstead, University of Florida, Gainesville, FL
- 3:00 p.m. **Licensing Blueberries: The Art & Science of UGA's Licensing Process for Public Benefit**
Dr. (?) Brent Marable, University of Georgia, Athens, GA
- 3:30 p.m. **Economics of Blueberry Production: A Worldwide Perspective**
Dr. Charle Saffley, North Carolina State University, Raleigh, NC
- 4:00 p.m. **Electronic Blueberry**
Dr. Charlie Li, University of Georgia, Tifton, GA
- 2:30 p.m. **TRADE SHOW CLOSES**
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**
HAVE A SAFE TRIP HOME!

Food Safety Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:15-11:00 a.m. **FOOD SAFETY EDUCATIONAL SESSION I**
Rooms 204/205
Moderator: James Morris, GA GAPP
Consultant, Athens, GA
- 8:15 a.m. **How to Develop/Implement a HACCP-Type
Plan for Small to Medium Farms**
Dr. Bill Hurst, University of Georgia,
Athens, GA
- 9:15 a.m. **FDA Regulatory Update**
Dr. David Gombas, Sr. VP Food Safety
and Technology, United Fresh Produce
Association, Washington, DC
- 9:45 a.m. **Grower Feedback on the Food Safety
Modernization Act**
Oscar Garrison, Georgia Department of
Agriculture, Atlanta, GA
- 10:15 a.m. **Introduction to the NSF Agriculture Audit**
Ed LaClair, NSF Agriculture Auditor
- 10:30 a.m. **GAP Harmonization Update**
Dr. David Gombas, Sr. VP Food Safety
and Technology, United Fresh Produce
Association, Washington, DC
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)

- 1:30 - 4:30 p.m. **FOOD SAFETY EDUCATIONAL SESSION II**
GAP/GMP 101
Rooms 204/205
Moderator: Janet Hollingsworth, University
of Georgia Extension Appling County
- 1:30 p.m. **What is GFSI and Why are Audit
Requirements Changing?**
Beth Oleson, Georgia Fruit and Vegetable
Growers Association, LaGrange, GA
- 2:15 p.m. **Introduction to Food Safety**
Beth Oleson, Georgia Fruit and Vegetable
Growers Association, LaGrange, GA
- 2:25 p.m. **Overview of a GAP Program**
Diane Ducharme, NCSU, Kannapolis, NC
- 3:30 p.m. **Overview of a GMP Program**
Dr. Keith Schneider, University of Florida,
Gainesville, FL
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 1:00-5:00 p.m. **FOOD SAFETY SESSION III**
Room 204
Moderator: Lisa Jordan, University of
Georgia Extension Chatham County
- 1:00 p.m. **Condensed Overview of the GlobalG.A.P
Primary Farm Assurance Audit**
Ed LaClair, NSF Agriculture Trainer
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:30 p.m. **TRADE SHOW CLOSES**

6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by

Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor

8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers
to discuss industry issues.

10:30 a.m. **CONVENTION ADJOURNS**

HAVE A SAFE TRIP HOME!

Roadside Markets

*All Activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.
Pesticide information on pages 34 - 35.*

**Sponsored by the
GA and SC Farm Bureaus**

FRIDAY, JANUARY 6, 2012

7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse

9:00-6:15 p.m. **TRADE SHOW OPEN**

12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)

1:30 - 4:30 p.m. **ROADSIDE MARKETS
EDUCATIONAL SESSION**
Room s 200/201

1:30 p.m. **Welcome**
Moderators: Chalmers Mikell, South
Carolina Farm Bureau, Columbia, SC;
Brandon Ashley, Georgia Farm
Bureau, Macon, GA

1:45 p.m. **The Rock Ranch and GA Agritourism
Association**
Jeff Manley, Manager, The Rock Ranch,
The Rock, GA

2:25 p.m. **Farm To School in Georgia and South Carolina**
Ashley Rouse, Georgia Organics, City, ST;
Lynn R. Adcox, Clemson University, City, ST

3:15 p.m. **BREAK**

3:30 p.m. **Using High Tunnels To Extend Growing
Seasons**
Bob Hall, Bush-n-Vine, York, SC

4:00 p.m. **Strawberry Hill**
Brandi Cooley-Easler, Strawberry Hill Farm,
Chesnee, SC

4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)

5:45 p.m. **LIVE AUCTION** in Exhibit Hall

Evening **DINNER ON YOUR OWN**

Please review other Conference Agenda for additional
educational sessions, trade show events, and entertainment
opportunities during the Saturday and Sunday Program that
you don't want to miss.

Strawberry Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 a.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 2:00-5:00 p.m. **STRAWBERRY EDUCATIONAL SESSION**
Room 203
Moderators: Jeff Cook, Taylor County
Extension, Butler, GA. and Powell Smith,
Lexington County Extension, Clemson
University
- 2:00 p.m. **Welcome**
Scott Hart, President, Georgia Strawberry
Growers Association, Moultrie, GA
- 2:15 p.m. **Water Quality and Safety Risk in "U-Pick"
Strawberry Operations**
Dr. Bill Hurst, University of Georgia,
Athens, GA

- 2:50 p.m. **Disease Forecasting for Fungicides and
Developing Location-Specific
Spray Programs for Grey Mold/Grey Mold
Resistance**
Dr. Guido Schnabel, Clemson University,
Clemson, SC
- 3:30 p.m. **Observations From an Early May Tour
of Georgia U-Pick Farm Visits: Row Cover
Management, Varieties, Transplant
Material and Much More**
Dr. Barclay Poling, North Carolina State
University, Professor Emeritus, Raleigh, NC
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:30 p.m. **TRADE SHOW CLOSES**
- 6:00-7:00 p.m. **RECEPTION**
at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- 7:00 p.m. **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers
to discuss industry issues.
- 10:30 a.m. **CONVENTION ADJOURNS**
- HAVE A SAFE TRIP HOME!**

Watermelon Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 12:00 p.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:00-9:15 a.m. **VEGETABLE EDUCATIONAL SESSION I
PESTICIDE UPDATE AND COMMODITY
COMMISSION SUPPORTED RESEARCH**
Rooms 103/104; Please see page 18
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 9:30-11:00 a.m. **VEGETABLE EDUCATIONAL SESSION II
METHYL BROMIDE ALTERNATIVES**
Rooms 103/104; Please see page 18
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:30 - 3:00 p.m. **VEGETABLE EDUCATIONAL SESSION III
ALTERNATIVE PRODUCTION
PRACTICES FOR VEGETABLES**
Rooms 103/104; Please see page 18
- 3:15 - 4:30 p.m. **VEGETABLE EDUCATIONAL SESSION IV
UPDATE ON FUMIGANT REGULATIONS**
Rooms 103/104; Please see page 18
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 2:00 -3:00 p.m. **CONCURRENT SESSIONS**
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION V
INTERCROPPING COTTON AND
WATERMELONS**
Rooms 103/104
Moderator: Scott Carlson, Ben Hill County
Extension, Fitzgerald, GA
- 2:00 p.m. **Intercropping Cotton and Melons –
Research Perspective**
Peter Eure, University of Georgia,
Tifton, GA
- 2:20 p.m. **Intercropping Cotton and Melons –
Field Perspective**
Brian Tankersley, Tift County Extension,
Tifton, GA
- 2:40 p.m. **Intercropping Crops – Regulatory Issues**
Paul Smith, University of Georgia,
Athens, GA
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION VI
ONION SESSION**
Room 102; Please see page 19
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:30 p.m. **TRADE SHOW CLOSES**
- 3:15 -4:15 p.m. **CONCURRENT SESSIONS**
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VII
INSECTS AND INSECT VECTORED
DISEASES**
Room 102; Please see page 19
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VIII
WATERMELON DISEASE SESSION**
Rooms 103/104
Moderator: Tucker Price, Crisp County
Extension, Cordele, GA
- 3:15 p.m. **Foliar Disease Management in
Watermelons**
David Langston, The University of
Georgia, Tifton, GA
- 3:35 p.m. **Fusarium Wilt Research and IPM**
Hunt Sanders and David Langston,
University of Georgia, Tifton, GA
- 3:55 p.m. **Summary of BFB Situation in GA in 2011
and Future Considerations**
Ron Walcott, University of Georgia,
Athens, GA
- 6:00-7:00 p.m. **RECEPTION**
at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOU OWN**

Sweet Corn Conference

Pesticide information on pages 34-35.

All activities at the Savannah International Trade & Convention Center (SITCC) unless otherwise noted.

THURSDAY, JANUARY 5, 2012

- 7:30 - 5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
Exhibitor and Poster Set-Up
- 10:30 p.m. **GFVGA BOARD OF DIRECTORS MEETING**
Westin Hotel
- 1:00 - 4:00 p.m. **SE REGIONAL EDUCATIONAL SESSION
BUSINESS OPERATIONS**
I - Rooms 103/104 and II - Rooms 105/106
- 5:00 p.m. **GFVGA ANNUAL MEETING**
Pulaski Board Room

FRIDAY, JANUARY 6, 2012

- 7:00-5:00 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 8:00-9:15 a.m. **VEGETABLE EDUCATIONAL SESSION I
PESTICIDE UPDATE AND COMMODITY
COMMISSION SUPPORTED RESEARCH**
Rooms 103/104; Please see page 18
- 9:00-6:15 p.m. **TRADE SHOW OPEN**
- 9:30-11:00 a.m. **VEGETABLE EDUCATIONAL SESSION II
METHYL BROMIDE ALTERNATIVES**
Rooms 103/104; Please see page 18
- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Friday Only Registrants)
- 1:30 - 3:00 p.m. **VEGETABLE EDUCATIONAL SESSION III
ALTERNATIVE PRODUCTION PRACTICES
FOR VEGETABLES**
Rooms 103/104; Please see page 18
- 3:15 - 4:30 p.m. **VEGETABLE EDUCATIONAL SESSION IV
UPDATE ON FUMIGANT REGULATIONS**
Rooms 103/104; Please see page 18
- 4:45 - 6:00 p.m. **WELCOME RECEPTION** in Trade Show Area
(Open to all registered attendees)
- 5:45 p.m. **LIVE AUCTION** in Exhibit Hall
- Evening **DINNER ON YOUR OWN**

SATURDAY, JANUARY 7, 2012

- 8:00 a.m. **AWARDS BREAKFAST** - Ticketed Event
- 8:00-2:30 p.m. **REGISTRATION OPEN**
Riverview Concourse
- 9:00-2:30 p.m. **TRADE SHOW OPEN**

- 12:00-1:30 p.m. **LUNCH** in the Trade Show
(Lunch provided for Four Day and
Saturday Only Registrants)
- 2:00 -3:00 p.m. **CONCURRENT SESSIONS**
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION V
INTERCROPPING COTTON AND
WATERMELONS**
Rooms 103/104; Please see page 19
- 2:00-3:00 p.m. **VEGETABLE EDUCATIONAL SESSION VI
ONION SESSION**
Room 102; Please see page 19
- 2:00 p.m. **SILENT AUCTION CLOSES**
- 2:30 p.m. **TRADE SHOW CLOSES**
- 3:00 p.m. **BREAK**
- 3:15 -4:15 p.m. **CONCURRENT SESSIONS**
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VII
INSECTS AND INSECT VECTORED
DISEASES**
Room 102; Please see page 19
- 3:15-4:15 p.m. **VEGETABLE EDUCATIONAL SESSION VIII
WATERMELON DISEASE SESSION**
Rooms 103/104; Please see page 19
- 6:00-7:00 p.m. **RECEPTION** at the Westin Savannah Harbor
(Open to All Attendees)
Reception sponsored by 
- Evening **DINNER ON YOUR OWN**

SUNDAY, JANUARY 8, 2012

- 8:00-8:30 a.m. **WORSHIP SERVICE**
Westin Savannah Harbor
- 8:30 a.m. **INDUSTRY ROUNDTABLE** (all associations)
Westin Savannah Harbor
Continental breakfast with fellow growers
to discuss industry issues.



If you plan to implement new production practices or management techniques, please share with us some example(s) of your plans and things you learned at the 2012 SE Regional Educational Conference.

- I learned that it is best not to use Pristine to control Botritis.
- I learned it is best to change pruning practices to diminish alternate bearing impacts.
- I gathered new information on pollinators and enhancing habitat for bees, as well as fungicide updates.
- Based on the information given at the conference, I will change some of the chemicals that we have used in the past and add a website to promote our business.
- We're looking to shift to some organic production methods and gained insight on how to implement this during the Organic Conference.
- The new practice I plan to use is pre-plant rather than plant seeds directly into the ground, this will assure germination and growth.
- I am looking more into the benefits of intercropping of cotton and cantaloupes. I also thought that the Google meeting on setting up websites was excellent. Maybe the conference should provide an update every year on key things to include in our websites.
- We are going to use a new chemical Langston introduced as well as implement a HACCP plan.
- We are planning to get into using high tunnels for certain produce on our farm such as strawberries, blackberries and some vegetables. I feel that the conference helped me learn a great deal on the advantages and disadvantages of using high tunnels to extend growing seasons on specific crops. We will also be following the blog of Hannah Burrack for updates on the "Spotted Winged Drosophila." We want to be on the leading edge of defending our farm from this insect and feel that the conference gave us a great edge to defend our blackberry crop this year.
- I plan to use program information in my Master Gardener classes and to other vegetable and fruit classes. I also plan to use the information when I help member growers in the Vineyard and Winery Association of West Georgia.
- We are a new farm so we are learning what best practices entail and what challenges we will face as we plant blueberries on 150 acres in eastern NC. We learned more about how we need to organize our packing shed and about equipment we will have to buy. We learned a lot about pesticides and what ills they treat.
- I will go back to the farm and adjust disease and insect recommendation according to data presented at the conference.
- Our facility is currently USDA GAP Certified, but we wish to achieve a global certification. We learned what steps we needed to take at the conference.
- New spray program based on chemical updates
- According to info provided at the conference, I will alter my spray program aimed at spotted wing Drosophila and dilute/concentrate spray program.
- I plan on trying some grafted tomatoes or watermelons and different row spacing on tomatoes.

PAGE 21



GFVGA's Food Safety Workshop: PrimusGFS Training Seminar

March 6th-8th, 2012
8:00 AM – 5:00 PM

UGA Conference Center, 15 RDC Road, Tifton, GA



Day	Hour	Topic
Day 1	8:00am	Opening/ Introductions & Agenda Review PrimusGFS Standard Introduction 1. What is GFSI? 2. What is Azzule? 3. What is PrimusGFS? 4. What is the PrimusGFS certification process and how does it work?
	9:00am	<ul style="list-style-type: none"> • PrimusGFS - General Regulations v1.6- Feb10 1. Introduction & Glossary 2. Standard Scope 3. Legislation 4. Management of Certification Bodies 5. Use of logo and registered Trademark 6. Audit Duration and Frequency 7. Food Certification Categories 8. Auditor Requirements & Conflicts of Interest
	10:00am	Coffee break
	10:15am	9. Certification Process: 9.1 Application 9.2 Audit Execution * Explaining the 3 Module concept of PrimusGFS Standard 10. Evaluation 11. Requirements for Audit Reports 12. Certification Decision 12.1 Average Score of the Audit (ASA)

		12.2 Issuing Certification 12.3 Certification Levels 13. Non conformances and Corrective Actions 14. Distribution of the Audit Reports
	12:15pm	Lunch Break
	1:15pm	<ul style="list-style-type: none"> • PrimusGFS - Standard v1.6- Feb10 ** Module 1 – Food Safety Management System (FSMS): 1.01 Management System 1.02 Record Requirements 1.03 Procedures & Corrective Actions 1.04 Internal & External Inspections
	3:00pm	Coffee break
	3:15pm	1.05 Rejection & Release of Product 1.06 Supplier Monitoring 1.07 Traceability and Recall 1.08 Product Testing
	5:00pm	<i>Wrap up day 1</i>
Day 2	8:00am	<ul style="list-style-type: none"> • PrimusGFS - Standard v1.6- Feb10 ** Module 2 – Good Agricultural Practices (GAP) Option: 2.01 General GAP 2.02 Site Identification 2.03 Ground History 2.04 Adjacent Land Use 2.05 Pest & Foreign Material Controls (Greenhouse Only) 2.06 Growing Media (Substrate) Use (Greenhouse Only)
	10:00am	Coffee break
	10:15am	2.07 Fertilizer/ Crop Nutrition 2.08 Irrigation/ Water Use 2.09 Crop Protection

	12:15pm	Lunch Break
	1:15pm	2.10 Field Employee Hygiene 2.11 Harvesting Inspections, Policies and Training 2.12 Harvesting Employee Activities & Sanitary Facilities
	3:00pm	Coffee break
	3:15pm	2.13 Harvest Practices 2.14 Transportation and Tracking 2.15 On site storage
	5:00pm	<i>Wrap up day 2</i>
Day 3	8:00am	<ul style="list-style-type: none"> • PrimusGFS - Standard v1.6- Feb10 <p>** Module 2 – Good Manufacturing Practices (GMP) Option:</p> <p>2.16 General GMP 2.17 Pest Control 2.18 Storage Areas & Packing Materials 2.19 Operational Practices</p>
	10:00am	Coffee break
	10:15am	2.20 Employee Practices 2.21 Equipment 2.22 Equipment Cleaning 2.23 General Cleaning 2.24 Buildings and Grounds
	12:15pm	Lunch Break
	1:15pm	2.25 Chemical Files 2.26 Pest Control Documentation 2.27 Operation Monitoring Records 2.28 Maintenance & Sanitation Files 2.29 Employee Documentation 2.30 Testing/ Analysis Records 2.31 Temperature Controlled Storage & Distribution Logs

	3:00pm	Coffee break
	3:15pm	<p>** Module 3 – HACCP:</p> <p>3.01 Applicability of HACCP</p> <p>3.02 Management Support of HACCP</p> <p>3.03 Development of the Written HACCP Plan</p> <p>3.04 Execution of the HACCP Plan on the Plant Floor</p> <p>3.05 Verification of the HACCP Plan</p>
	5:00pm	<i>Wrap-up day 3</i>

Day	Hour	Topic
Day 1	8:00am	<p>Opening/ Introductions & Agenda Review</p> <p>PrimusGFS Standard Introduction</p> <ol style="list-style-type: none"> 1. What is GFSI? 2. What is Azzule? 3. What is PrimusGFS? 4. What is the PrimusGFS certification process and how does it work?
	9:00am	<ul style="list-style-type: none"> • PrimusGFS - General Regulations v1.6- Feb10 <ol style="list-style-type: none"> 1. Introduction & Glossary 2. Standard Scope 3. Legislation 4. Management of Certification Bodies 5. Use of logo and registered Trademark 6. Audit Duration and Frequency 7. Food Certification Categories 8. Auditor Requirements & Conflicts of Interest
	10:00am	Coffee break
	10:15am	<p>9. Certification Process:</p> <ol style="list-style-type: none"> 9.1 Application 9.2 Audit Execution * Explaining the 3 Module concept of PrimusGFS Standard 10. Evaluation 11. Requirements for Audit Reports 12. Certification Decision 12.1 Average Score of the Audit (ASA)

		13. Non conformances and Corrective Actions
		14. Distribution of the Audit Reports
	12:15pm	Lunch Break
	1:15pm	<ul style="list-style-type: none"> PrimusGFS - Standard v1.6- Feb10 <p>** Module 1 – Food Safety Management System (FSMS):</p> <p>1.01 Management System</p> <p>1.02 Record Requirements</p> <p>1.03 Procedures & Corrective Actions</p> <p>1.04 Internal & External Inspections</p>
	3:00pm	Coffee break
	3:15pm	1.05 Rejection & Release of Product
		1.06 Supplier Monitoring
		1.07 Traceability and Recall
		1.08 Product Testing
	5:00pm	Wrap up day 1
Day 2	8:00am	<ul style="list-style-type: none"> PrimusGFS - Standard v1.6- Feb10 <p>** Module 2 – Good Agricultural Practices (GAP) Option:</p> <p>2.01 General GAP</p> <p>2.02 Site Identification</p> <p>2.03 Ground History</p> <p>2.04 Adjacent Land Use</p> <p>2.05 Pest & Foreign Material Controls (Greenhouse Only)</p> <p>2.06 Growing Media (Substrate) Use (Greenhouse Only)</p>
	10:00am	Coffee break
	10:15am	2.07 Fertilizer/ Crop Nutrition
		2.08 Irrigation/ Water Use
		2.09 Crop Protection

	1:15pm	2.10 Field Employee Hygiene 2.11 Harvesting Inspections, Policies and Training 2.12 Harvesting Employee Activities & Sanitary Facilities
	3:00pm	Coffee break
	3:15pm	2.13 Harvest Practices 2.14 Transportation and Tracking 2.15 On site storage
	5:00pm	Wrap up day 2
Day 3	8:00am	<ul style="list-style-type: none"> PrimusGFS - Standard v1.6- Feb10 <p>** Module 2 – Good Manufacturing Practices (GMP) Option:</p> <p>2.16 General GMP 2.17 Pest Control 2.18 Storage Areas & Packing Materials 2.19 Operational Practices</p>
	10:00am	Coffee break
	10:15am	2.20 Employee Practices 2.21 Equipment 2.22 Equipment Cleaning 2.23 General Cleaning 2.24 Buildings and Grounds
	12:15pm	Lunch Break
	1:15pm	2.25 Chemical Files 2.26 Pest Control Documentation 2.27 Operation Monitoring Records 2.28 Maintenance & Sanitation Files 2.29 Employee Documentation 2.30 Testing/ Analysis Records 2.31 Temperature Controlled Storage & Distribution Logs

	<p>3.01 Applicability of HACCP</p> <p>3.02 Management Support of HACCP</p> <p>3.03 Development of the Written HACCP Plan</p> <p>3.04 Execution of the HACCP Plan on the Plant Floor</p> <p>3.05 Verification of the HACCP Plan</p>
5:00pm	<i>Wrap-up day 3</i>



In This Issue

[House Judiciary Committee Passes Bill to Make E-Verify Mandatory Nationwide](#)

[GFVGA Presents GA Labor Issues at Congressional Hearing](#)

[UGA to Release Economic Impact report on 2011 Spring/Summer Harvest](#)

[The Georgia GAP Food Safety Program Now Offering New Audits](#)

[GlobalG.A.P. Field and Packing Facility Workshop](#)

[GFVGA Staff Met with FDA to Discuss Details about the Food Safety Modernization Act](#)

[Upcoming Events](#)

October 3, 2011

We are excited to send you this inaugural issue of GFVGA's new member communication - the UPDATE. This e-newsletter will be published once a month and distributed to our members and sponsors. It is designed to give you a quick UPDATE on the latest legislative issues and industry news affecting our Georgia fruit and vegetable growers. We would appreciate your feedback, suggestions and comments. Please email to info@gfuga.org. GFVGA members can expect to receive the UPDATE around the first of each month. We hope you enjoy the information.

Dick Minor, GFVGA President

House Judiciary Committee Passes Bill to Make E-Verify Mandatory Nationwide!!



On Wednesday, September 23 The U.S. House of Representatives' Judiciary

Committee passed legislation mandating the use of E-verify for all U.S. employers. The Bill will most likely go to the full House for a vote before the Thanksgiving recess. Due to the issues surrounding this bill, this will be a very heated debate on the provisions to be included in the final Bill.

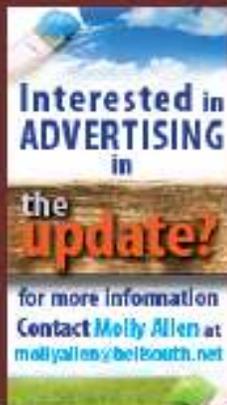
The Bill is called the Legal Workforce act (H.R. 2885) and was sponsored by Congressman Lamar Smith of Texas, Chairman of the Judiciary Committee. If this legislation is

PAGE 30



**DuPont™
Coragen™**
SEMI-ANNUAL APPLICATION

Click here
to find out
more at
coragen.dupont.com



passed into law and signed by the President it would over-ride the E-Verify bill Georgia put into effect on July 1 of this year. At this time there is no provision for a guest worker program included or attached to this legislation, which means the E-Verify bill could pass without a fix to our 'guest worker issues'.

For complete article, please [click here](#).

GFVGA Presents GA Labor Issues at Congressional Hearing



GFVGA Executive Director Charles Hall participated in a congressional staff briefing on E-Verify/ labor issues for both the US House and Senate on September 14. Speaking to over 65 legislative staffers, Hall outlined how passage of H.B. 87 in Georgia effected the 2011 spring and summer harvest. Staffers were interested and questioned how growers overcame the shortage of migrant workers and if crops were not harvested. Hall showed staffers pictures of cucumber, cantaloupe and pepper rotting in the fields where the crop was not able to be picked due to shortage of labor.

Hall was joined by growers from California and Virginia outlining their need for harvest labor and their experiences with the H2A program. The recurring theme in Hall's remarks was, 'do not pass a mandatory E-verify, without a viable and practical guest worker program.'

UGA To Release Economic Impact Report on 2011 Spring/Summer Harvest in Early October

The economic impact study for Georgia's spring/summer harvest being conducted by the University of Georgia - Center for Agribusiness Development is due for release in **PAGE 31**



early October. GFVGA commissioned the study to determine the economic impact of the 2011 spring/summer harvest on our farms and rural communities. In addition, the study is analyzing the economic impact on local and state tax revenues from the purchase of goods and services during the harvest season.

According to Charles Hall, GFVGA Executive Director, the crops analyzed will include blueberries, Vidalia onion, bell pepper, cucumbers, blackberries and possibly squash and watermelons. Crop production data was collected from over 200 growers, accounting for approximately 50% or more of the planted acreage for these crops.

For complete article, please [click here](#).

The Georgia GAP Food Safety Program Now Offering New Audits



The Georgia GAP Food Program (GA GAPP) is now offering NSF Agriculture audits and Global GAP Primary Farm Assurance (Global GAP PFA) audits! Similar to other nationally recognized audits, the NSF Agriculture audits are widely

accepted by retail produce buyers and the content does not vary greatly from existing audit checklists offered. Also through NSF Agriculture, GA GAPP auditor Vernon Mullins with Georgia Crop Improvement Association is now certified to audit the Global GAP PFA.

For complete article, please [click here](#).

GlobalG.A.P. Field and Packing Facility Workshop, Oct. 25-26 in Tifton, GA

GLOBALG.A.P., North America Inc.

The Georgia GAP Food Program (GA GAPP) is sponsoring a

GlobalG.A.P. workshop, in conjunction with NSF Agriculture, in Tifton, GA on October 25-26, 2011. The two-day course is designed for individuals seeking a better understanding of GlobalG.A.P. food safety audit requirements for ranch and packing of produce. The course will provide a detailed understanding of the requirements for GlobalG.A.P implementation and

PAGE 32

For more information about the GlobalG.A.P. workshop, [click here](#) for more details. Space is limited.

GFVGA Meets with FDA to Discuss Food Safety Modernization Act

GFVGA's Beth Oleson met with U.S. Food and Drug Administration's Acting Deputy Director Don Kraemer for the Center for Food Safety and Applied Nutrition (CFSAN) Don Kraemer and other FDA officials to find out what they are thinking when it comes to the Preventive Controls for Produce Safety rule. Together with other members of the United Fresh Food Safety and Regulatory Oversight Committee, Kraemer was asked to discuss the details of the first, and maybe most crucial, rule to affect the produce industry mandated by the Food Safety Modernization Act.

For complete article, please [click here](#).

Upcoming Events

UAS (Unmanned Autonomous Systems) for Precision Agriculture

October 4, 2011

Atlanta, GA

[Click here](#) for more information.

PMA Fresh Summit

October 14 - 17, 2011

Atlanta, GA

[Click here](#) for more information.

Bacterial Fruit Blotch Summit

October 25 - 26, 2011

Tifton, Georgia

[Click here](#) for more information.

To register on-line, please [click here](#).

For a printable registration form, please [click here](#).

Global G.A.P. Workshop

October 25 - 26, 2011

Tifton, Georgia

[Click here](#) for more information.

SE Regional Fruit and Vegetable Conference

January 5 - 8, 2012

Savannah, Georgia

[Click here](#) for more information.

PAGE 33



[Forward email](#)

 SafeUnsubscribe™



This email was sent to stankersley@saginfo.net by molvalien@bellsouth.net | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)

GPVGA | 251 S.L. White Blvd. | LaGrange | GA | 30240

PAGE 34

The 2012 GFVGA Readership Survey

Are we communicating the right
information well?



PAGE 35

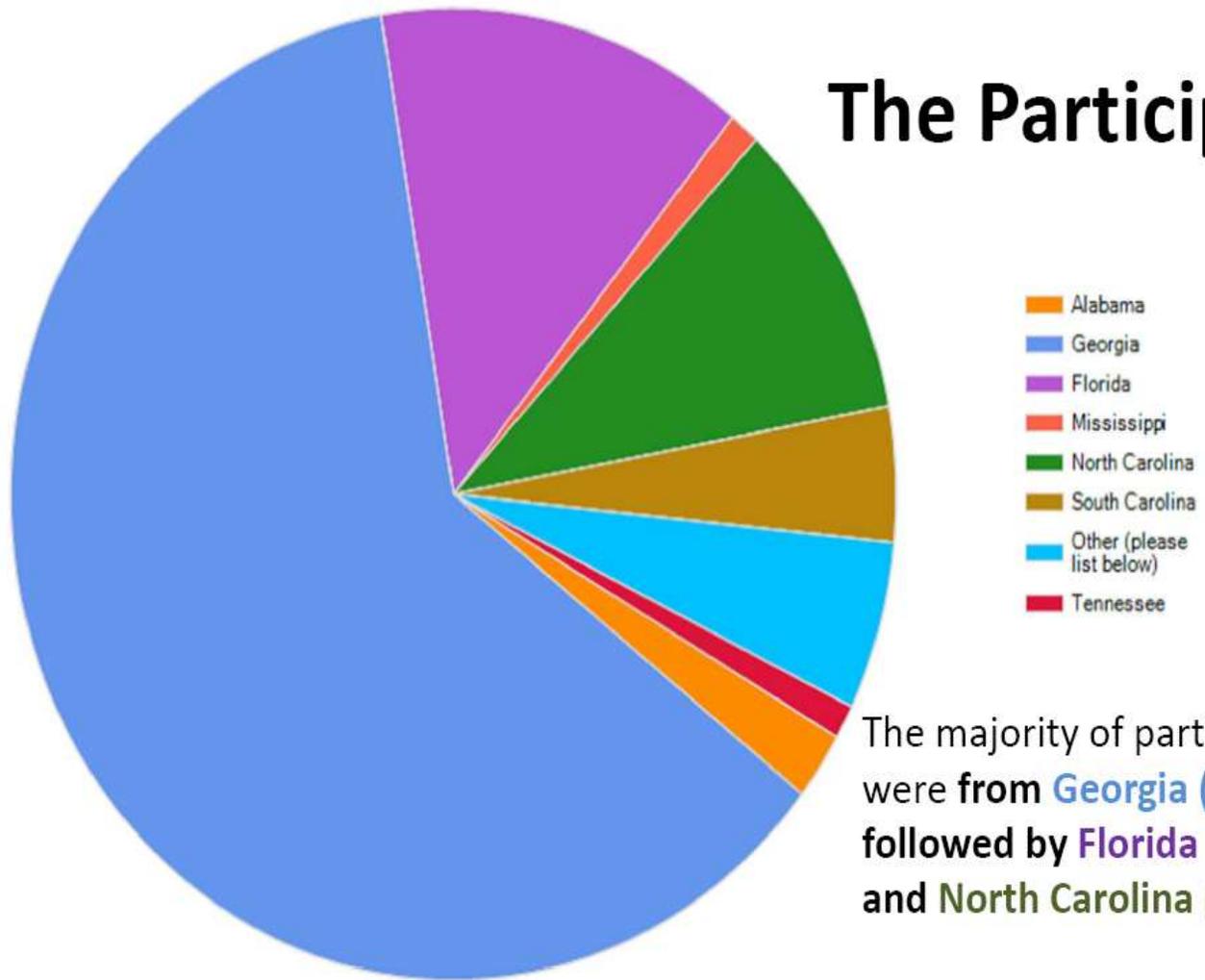


The purpose of the survey

- How do we compare to other news sources?
- Is our information relevant to our readership?
- Generate feedback.

Please select your state of residence.

The Participants

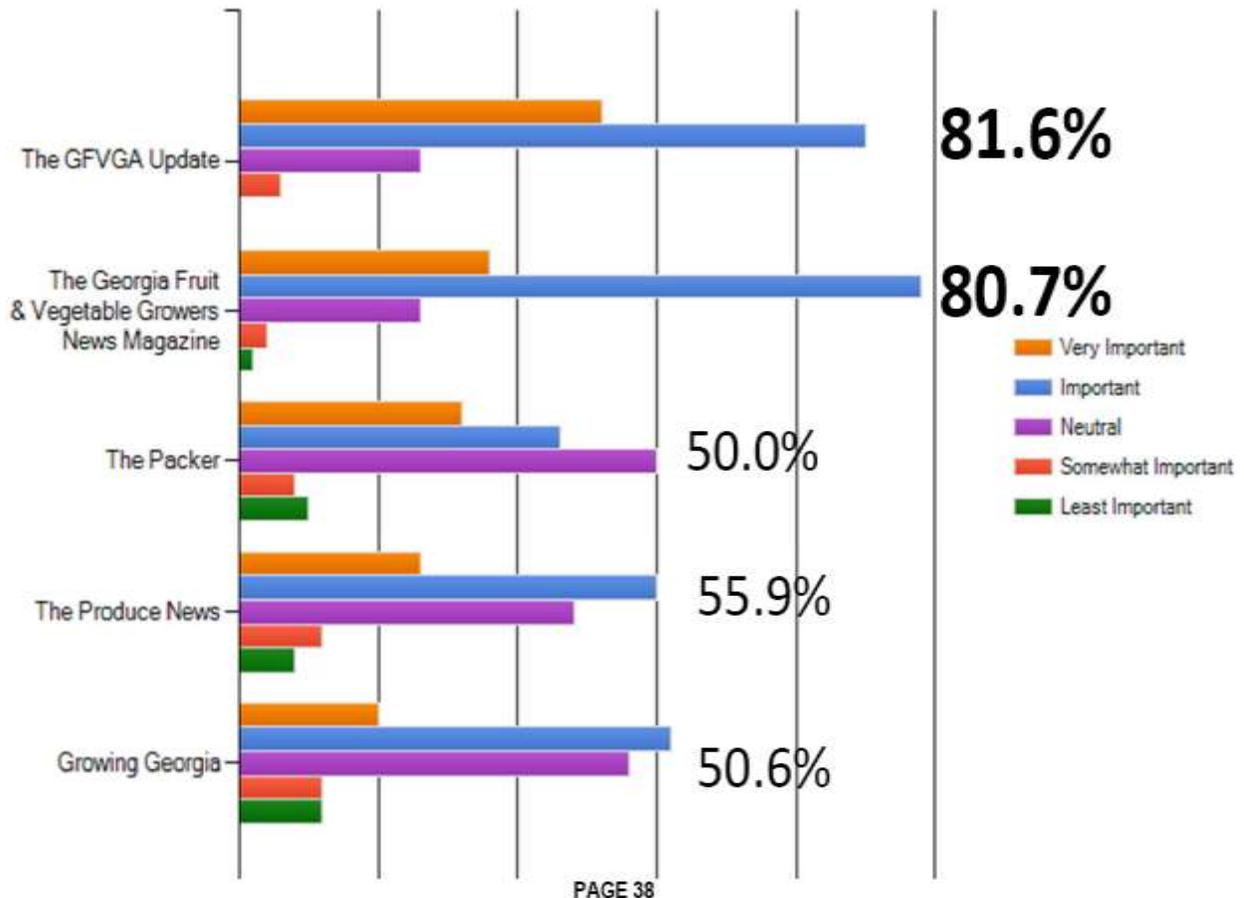


The majority of participants were from **Georgia (61.8%)**, followed by **Florida (13.5%)** and **North Carolina (10.1%)**.

Other states represented include: AL, MI, SC, TN MY, VA, LA, IN, NJ, AK.

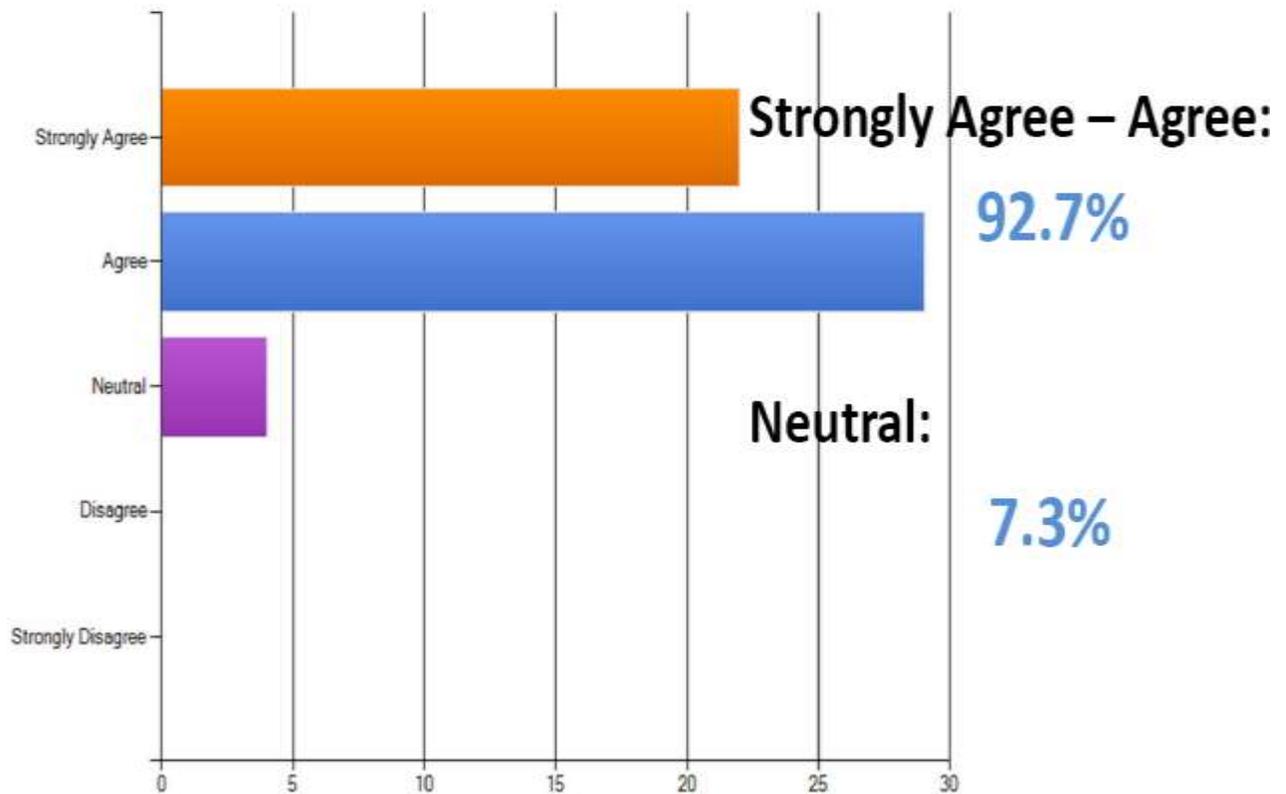
Where does their produce info come from?

Rank how important the following sources of information are to your knowledge of the produce industry in the Southeast.



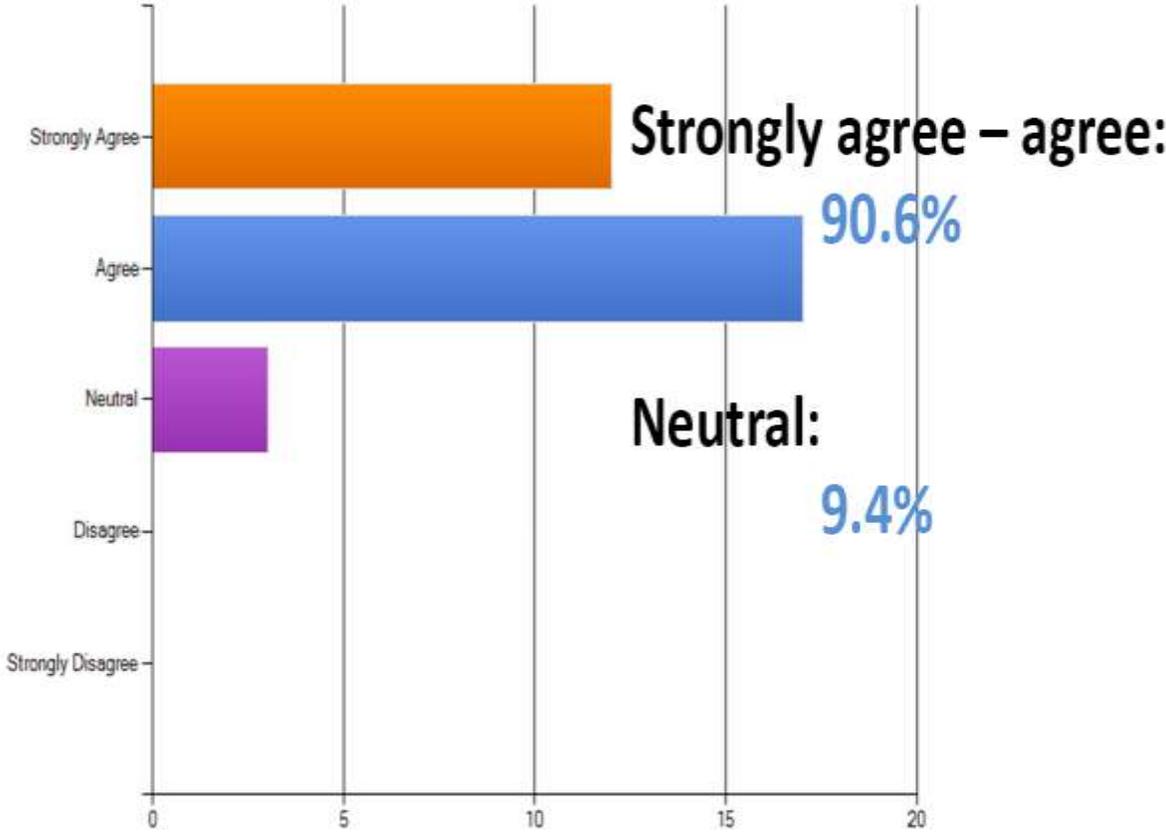
“The GFVGA Update strengthens my knowledge of the Fruit & Vegetable Industry in the Southeast.”

Please indicate your agreement with this statement: "The GFVGA Update strengthens my knowledge of the Fruit & Vegetable Industry in the Southeast."



“The Georgia Fruit & Vegetable Growers News strengthens my knowledge of the Fruit & Vegetable Industry in the Southeast.”

Please indicate your agreement with this statement: “The Georgia Fruit & Vegetable Growers News Magazine strengthens my knowledge of the Fruit & Vegetable Industry in the Southeast.”



10. Georgia Fruit & Vegetable Growers Association – Increasing Fruit and Vegetable Market Share for Georgia Growers – Final Performance Report

1. Project Summary

The fruit and vegetable industry in Georgia is valued at more than one billion dollars at the farm gate. This project was designed to increase the awareness of Georgia produce by direct communication with the retail chain buyers to get more produce on the grocery shelves, and with foodservice distribution companies to broaden purchases by institutional establishments and restaurants.

2. Project Approach

The Produce Marketing Association 2011 FRESH SUMMIT was held in Atlanta, Georgia on October 15-17, 2011. This is the world's largest and most valuable fresh fruit and vegetable event. FRESH SUMMIT has an attendance of over 18,000 attendees from 50 countries annually. The Georgia pavilion had 5,800 sq. ft. of floor space and 25 exhibiting firms.

The three-day show brought together produce industry leaders to see new products, strengthen relationships with current suppliers, and gather information for future purchasing decisions. It was coordinated by the Georgia Department of Agriculture and GFVGA.

3. Goals and Outcomes Achieved

The 2011 event offered Georgia producers a tremendous opportunity to market products and identify new outlets for their produce.

Companies exhibiting in the pavilion were asked to report new customer leads and increased sales. Based upon the information reported, the companies that exhibited in the Georgia Grown pavilion at PMA averaged 3.9 new leads/contacts per company (our target was at least 3 new leads). The estimated increase in sales generated from these new leads and increased current customer orders was \$4.37 million (our target was an increase of \$2 million).

4. Beneficiaries and How They Benefited

The beneficiaries of this project were not only the 24 Georgia specialty crop farms and agribusiness organizations who exhibited at the 2011 PMA in Georgia (with an average 3.9 secured new leads during the three-day show), but also the hundreds of other specialty crop growers who did not display received marketing benefits, as the GA GROWN logo was broadly promoted.

5. Lessons Learned

There were several lessons learned and positive outcomes achieved as noted in #4 above.

6. Contact person for the project:

Charles Hall, Executive Director
Georgia Fruit and Vegetable Growers Association
P.O. Box 2945
LaGrange, GA 30241

chall@asginfo.net

706-845-8200

7. Additional Information

There are several attachments below that serve as reference material for the information presented.



GA GROWN PAVILION – 2011



GA GROWN PAVILION – 2011 - Lane Packing Company



GA GROWN PAVILION – 2011 – Tasty GA GROWN vegetables.



GA GROWN PAVILION – 2011 – Vidalia Onion Committee



GA GROWN PAVILION – 2011 – Georgia blueberries – Georgia's largest fruit crop



GA GROWN PAVILION – 2011 – Miss USA – serving up Vidalia onions.

11. Georgia Olive Farms – What Infrastructure and Capital Investment is Required to Establish the Southeastern U.S., Centered in Georgia, as a Significant Producer of Olive Oil on a Global Basis? – Final Performance Report

PROJECT SUMMARY

In 2009, the first super high density olive orchards were planted in South Georgia. In 2014, Georgia Olive Farms (GOF), a cooperative association, conducted the first commercial harvest of olives in Georgia, on approximately 20 acres, since the late 1800s. As a result, much interest was generated and multiple press outlets ran stories. With this harvest, it became apparent that olive oil production in Georgia, and the southeast, could potentially become a significant industry creating jobs and a fall cash crop for farmers.

The olives harvested in 2011, of necessity, were transported to Texas to a small olive mill for pressing since there were no olive mills east of the Mississippi River. Since the harvest was a small one compared to long established orchards of significant acreage, the transport did not create any obstacles. However, as future harvests produce more tonnage and more acreage is planted, strategic planning was required in order to determine how to move forward with development of the olive oil industry in the Southeast, centered in Georgia. In order to develop a long-term plan for establishment of an olive oil industry in the Southeast, it was necessary to collect information and data as to equipment needed and capital investment required to develop the industry so that farmers and investors could make informed decisions.

GOF began making inquiries and performing due diligence as to experts who would possess the qualifications to produce a report outlining what would be required to move forward with olive oil industry development in Georgia and the Southeast.

It was determined that Paul Miller, President of the Australian Olive Association and recognized expert in the global olive oil world, possessed the qualifications. Alan Greene, former executive in the California Olive Ranch, the largest producer of olive oil in the U.S., located in California, and Adam Englehardt, current farm manager of the California Olive Ranch were asked to cooperate with Mr. Miller in this effort. Members of GOF would also be involved in the effort. A determination would be made as to the acreage of olives that could reasonably be predicted to be planted, the marketing efforts required and the capital investment required. With such a study, the olive industry in Georgian and the Southeast could develop in an orderly and efficient manner.

The study was commenced and a final report was produced, which was submitted with the last annual report on this project. As a result of the study, a small olive mill was purchased by members of GOF for the 2012 harvest and was utilized for that small harvest. Importantly, a state of the art 1.8 ton alfa laval olive mill was purchased, and a state of the art olive harvester was purchased, during the 2013 season. Both the mill and harvester were used to harvest and mill

olives from the orchards near Lakeland and Hawkinsville, Georgia. A milling facility has been constructed near Lakeland, Georgia in which to house the olive mill. This infrastructure is now in place as a direct result of the study. *(The above-mentioned purchased equipment and milling facility were not obtained with specialty crop block grant funds.)* In addition, the study has resulted in the interest of UGA scientists who desire to establish a database for pests and disease applicable to olive production in the southeast. Finally, more acreage has been planted by more farmers and the demand for olive oil produced in Georgia far exceeds the supply at the current time and will for the foreseeable future.

PROJECT APPROACH

GOF approached the project objectives by finding and utilizing qualified consultants and by relying on personal services of GOF members. Representatives from GOF gathered data about different climates similar to each of the regions in Georgia by traveling to other states in the South including South Carolina, Alabama, Mississippi and Florida.

GOF conducted planning and strategy meetings and telephone conferences with consultants in order to achieve an orderly approach to the project. Orchard meetings were held with consultants, extension agents and members of the academic community. Information was collected regarding olive oil consumption on the East Coast. Research was conducted to predict the number of acres of olives that would be required to capture a significant market share of the olive oil consumed on the East Coast, as well as the number and location of olive mills in the Southeast as the industry develops. Meetings were held with agriculture experts from Alabama, Mississippi and South Carolina as well as a UC Davis professor. An educational session and discussion of the study was presented at the Southeastern Fruit and Vegetable Conference in Savannah, Georgia with approximately 150-200 attendees. Questions were fielded and information was gained with regard to the potential of more plantings. There was interaction with current growers and potential growers at educational seminars held in 2012 and in the spring of 2013 sponsored by the Georgia Olive Growers Association.

GOALS AND OUTCOMES ACHIEVED

The primary goal sought to be achieved with this project was the production of a comprehensive report concerning the investment and infrastructure required to move forward with development of the olive oil industry in the southeastern United States centered in Georgia. In addition, it was sought to determine marketing approaches and how development should occur. The information contained in the report would be used by current growers, extension agents, potential growers, academia and investors interested in development of the olive oil industry in the Southeast. These goals were achieved. Because of this easily available information, our goal of increasing the number of olive producers in Georgia by 25 percent was also achieved.

The work plan proceeded in an orderly and organized fashion and the primary author of the report, Paul Miller, did outstanding and exhaustive work. A comprehensive report was timely produced and has been disseminated in

educational conferences, individually and on the website of Georgia Olive Farms. Please see the report at <http://georgiaolivefarms.com/gof/wp-content/themes/southpaw-gof/docs/Georiga-Olive-Farms-Developing-The-Olive-Industry.pdf>. The report covered all aspects of the olive oil industry, the potential in the Southeast, infrastructure needed, acreage projections and market potential. The report identified areas in the Southeast which are potentially suitable for olive oil production. The report has been made available at agricultural expos in Georgia, Alabama and South Carolina. This project has directly resulted in the establishment of a state of the art olive press facility near Lakeland Georgia and in the purchase of a state-of-the-art olive harvester, the only one east of the Mississippi. The report has further resulted in more acreage being planted and in additional participation by potential growers. This report is the only data existing with regard to modern-day olive oil production in the Southeast and in Georgia. It will form the basis for further research and due diligence by farmers and investors. As a result of this report, UGA scientists are working with Georgia Olive Farms to establish a pest and disease database specifically applicable to olive trees in Georgia and the Southeast.

BENEFICIARIES

Those who benefited from this project are: current olive growers, potential olive growers, current and potential investors, extension agents, consumers and academia. Results of the report were discussed at the Southeastern Fruit and Vegetable Conference and at the Georgia Olive Growers Association seminars conducted in 2012 and 2013. The report was also discussed with the public at the Ag Expo in Moultrie, Georgia, the Sustainable Agricultural Conference in Alabama and the Ag Expo in Florence, South Carolina. GOF estimates that in excess of 500 persons were in attendance at the educational seminars and that approximately 2,500 persons received the benefit of the study at the olive grower booths at various ag expos. In addition, telephone calls are fielded every day by members of GOF which in some way involves the results of the study. A planning meeting took place on November 5, 2013, at the request of UGA scientists with Paul Miller in order to begin work on a disease and pest database specific to Georgia and the southeast.

At the beginning of 2012, there were approximately 90 acres of olives planted in Georgia and about 20 acres in north Florida, with approximately 10 growers. Now, there are approximately 242 acres of olives planted in Georgia and approximately 73 in north Florida with a total of 25 growers. As a direct, or indirect, result of the study, the olive acreage has more than tripled and the growers have more than doubled. Additionally, there will be new planting in the spring of 2014. The first planting in Alabama will take place in the spring of 2014. GOF will continue to attend the ag expos and continue to disseminate information learned from the project. All of these growers benefitted from the results of the study.

Also, as a direct result of the study, a state-of-the-art olive press, and a facility to house the press was constructed at the Georgia Olive Farming orchards near Lakeland, Georgia, and a state-of-the-art olive harvester has been purchased. Growers now have a facility to process their olives into oil and a means of mechanical harvesting.

Without a mill and harvester, development of the industry could not occur. Without the study, there would be no mill or harvester.

LESSONS LEARNED

Feasibility studies regarding development of a new specialty crop are critical; in order to conduct a valid feasibility study regarding a new specialty crop, it is necessary to have qualified experts, proper planning and execution; investors, farmers and academia rely upon valid studies in evaluating the feasibility of a new specialty crop; chefs and consumers are motivated by the effort and commitment of farmers and marketers to sustainability and “local” food supply; and there is tremendous passion regarding the growing and marketing of healthy, local food that results in a reduction of the carbon footprint. As evidenced by the fact that the demand for Georgia Olive Oil far exceeds the supply at present, we learned that chefs and consumers will support, and become partners in, the development of a new specialty crop that will benefit all consumers so long as they see that growers, marketers and investors share the same passion.

CONTACT PERSON

Berrien Sutton, 172 West Dame Ave., Homerville, GA 31634; berrien@SuttonLawLLC.com; telephone 912-550-5039.

ADDITIONAL INFORMATION

Photographs and videos are available on GeorgiaOliveFarms.com and also on Facebook. There is a large following of our progress as evidenced by Facebook. Paul Miller is working with UGA scientists to develop a certified lab analysis center at UGA for olive oil and to develop a pest and disease database. Georgia Olive Farms has plans to expand and improve the pressing facility for agri-tourism and educational tours as well as to expand bottling and storage space. GOF continues to provide consulting and information to the public regarding olive trees and the production of olive oil regardless of whether it is an individual that desires an olive tree for ornamental purposes or a grower that is planting significant acreage.

12. Georgia Pecan Growers Association – Increasing the Promotion of Georgia Grown Pecans – Final Performance Report

Project Summary

With this project, the Georgia Pecan Growers Association (Association) continued to promote Georgia pecans in the U.S. through the following activities: farmer educational meetings; distribution of pecan samples and promotional materials; website maintenance and updates; and conducting regional conferences and events.

The focus of these activities was more on the domestic market here in the U.S. and utilizing the proven promotional methods to promote Georgia pecans. The objectives of the activities were to enhance state and national sales, recognition, and competitiveness of Georgia-grown pecans. Additional outreach, as well as awareness and accessibility to new and beginning pecan growers and disadvantaged groups of growers was achieved through conducting annual growers conferences. The conferences were aimed at increasing knowledge for beginning pecan growers on pecan varieties, diseases and handling procedures. Materials on the website were designed to enhance grower knowledge and to market Georgia pecans to multiple stakeholders. The website was particularly critical and timely in a challenging national and global economic climate for Georgia pecans to successfully compete locally, state-wide, and around the globe.

Project Approach

The goal of conducting pecan grower educational meetings and regional conferences was to provide a platform for pecan growers to learn about current issues affecting the agriculture industry. Topics ranged from insects and weather-related problems to marketing techniques. Pecan growers learned about marketing of pecans and the various techniques needed to be adopted to increase sales and revenue. Topics covered included the following: assessment of grower's current marketing plan; developing an improved marketing plan and marketing strategies; and direct market communications.

The Association launched a comprehensive, resource-based website, www.georgiapecan.org, to serve as a hub for many stakeholders in the pecan industry in Georgia. To further increase public awareness of Georgia pecans, the Association promoted the website by directly contacting members in the form of physical mailings, email blasts and notifications, and through the current quarterly magazine. The website was also promoted during the annual conference and Fall Field Day. Continuous monitoring and maintenance of the site has increased the educational and marketing resources that are available to many farmers. The ultimate goal of creating connections between buyers and growers has been further enhanced by the creation of the website, with the addition of a grower's section.

The Association also distributed pecan samples and promotional materials to enhance the publicity and yearly sales of Georgia pecans.

Goals and Outcomes Achieved

The goal of the educational meetings was to provide the much-needed knowledge and information to more than 600 pecan growers in Georgia. Farmers were able to share best practices and also learn about new export markets and the ability to increase sales and revenue. Through these meetings, the Association intended to increase the number of farmers exporting by 10%. According to the Association's statistics for 2009, 30 growers were exporting out of 600 farmers in the entire state; that is 5% of farmers exporting. To increase that percentage to 10% of farmers exporting, the Association intended to increase the number of farmers exporting to 60 growers.

Upon completion of several educational meetings, pecan growers were able to develop and begin to implement a marketing plan, understand marketing risks, evaluate effective marketing strategies and implement strategies to improve their marketing efforts and aid in their ability to increase sales and revenue. The meetings encouraged growers to use best management practices and implement programs offered for pecan growers by FSA and NRCS.

Participation in these programs increased significantly in 2012. The ultimate goal was to increase the number of farmers exporting by 10%. By September 2012, U.S. pecans exports have increased from 40 million pounds to an estimated 100 million pounds. *With the increase in exports, the 30 growers exporting pecans has increased to 60 growers either by directly or indirectly exporting some of their pecan production to international markets. This is an increase of 50% in the number of pecan growers exporting.* The number of pecan growers exporting was measured by data collected by the Association. The growers utilized the website by filling out forms, completing surveys at regional meetings, stating their quantities of pecans sold for export. The ultimate goal was to increase production and sales of pecans by equipping farmers with the necessary tools and resources they desperately needed.

The goal for the distribution of pecan samples was to increase sales and public awareness of Georgia pecans as part of a healthy diet. The Association intended to distribute more than 3,500 samples to consumers and expect a 5% increase in consumer awareness and sales. Awareness was to be measured through feedback cards provided by the Association as well as reliance on the show-of-interest method of phone, web and mail inquiries made regarding pecans. Regional sales data was to be evaluated to measure the increase in sales. *The Association was able to distribute 3,500 samples to consumers. Many of the consumers were aware of pecans, but not necessarily of all the health benefits of the product. There was a 25% increase in the production/sales of pecans. 2010 data showed an estimated 75 million pounds of pecans sold compared to 2011 with 102 million pounds.*

The goal of maintaining and updating the website was to increase public awareness of Georgia pecans with the ultimate goal of increased sales. The Association had received more than 100,000 visitors to the site since its creation in 2009, with monthly visits to the website ranging from 3,000 to 5,000 hits. *The Association intended to increase website visits by 5%. We have received a total average of 4,000 monthly visits to the site; for some of these months there was an increase of more than 5% of website visits.* The Association promoted the website by directly contacting members in the form of physical mailings, email blasts and notifications, and through the current quarterly magazine. The website was also promoted during educational meetings. Continuous monitoring and maintenance of the site has increased the educational and marketing resources that are available to many pecan growers. Many emails were received requesting additional information regarding pecan purchases, planting of trees, Association membership, and available grants. The Association has taken steps to address these requests and was constantly including new information on the website.

The goal of creating and distributing promotional materials was to inform consumers of the health benefits of pecans through printed promotional materials, which would lead to an increase in the sale and publicity of Georgia pecans. Information from the USDA and the Georgia Department of Agriculture on the yearly sales of pecans was used to measure the success of the project. *In 2010, yearly sales of pecans were \$120 million; compare this to the 2011 sales of just over \$240 million and there is more than a 2% increase.* A survey was taken each time the promotional materials were used at vending sites, trade shows, health fairs, and pecan associated meetings. The survey results translated into a definitive increase in sales.

The goal of regional conferences and events was to provide the much-needed knowledge and information in a face-to-face environment to more than 600 pecan growers in Georgia. Growers were able to learn and share best practices and also learn about new export markets and the ability to increase sales and revenue. Through these conferences, the Association intended to increase education and networking opportunities for the pecan growers. *A total of 1,178 pecan growers attended the six conferences offered in 2011. The Association increased the attendance at these*

regional conferences from the current attendance average per farmer of one annual conference to six regional meetings/conferences during the 2011 year.

Beneficiaries

Many Georgia farmers have benefited from all the domestic promotional and marketing campaigns the Association has conducted. Opportunities are available to the more 600 pecan farmers in Georgia. A total of 30 pecan distributors shipped their pecans to many international destinations in 2010 and that number grew to 45 in 2011. We will continue to educate farmers and provide information on marketing strategies and efforts.

Lessons Learned

Through the conferences and seminars, the Association noticed the need for continuous education for the pecan growers. Growers filled out a questionnaire at the end of the conference and many noted the benefits from the knowledge gained and how it would positively impact their businesses.

The Association's website, www.georgiapecan.org, serves as a hub for many stakeholders in the pecan industry in Georgia. Continuous monitoring and maintenance of the site was critical to ensure that more educational and marketing resources are available to farmers, consumers and various stakeholders.

Ever since pecan promotional and marketing campaigns have been introduced in China and many parts of the world, the pecan industry has seen a robust growth in export sales. These marketing efforts have given Georgia pecan producers new avenues and means of promoting their products and has resulted in exposure to new buyers and distributors. The informational literature given out at all promotional activities have had lasting pecan awareness. Continual promotional and marketing efforts aimed at creating a larger customer base are very much needed for the continued growth in export sales of pecans. From the conferences, it was evident that the Association needed to continue educating the world market on the quality of Georgia pecans and define the differences in the product compared to other nuts currently consumed.

Contact Person

Janice Dees, Executive Director
Georgia Pecan Growers Association
P.O. Box 1367
Tifton, GA 31793
229-382-2187
Janice@georgiapecan.org

13. Georgia Watermelon Association – Increasing Profitability for Georgia Watermelon Producers through Consumer Education and Awareness 2011-2012 – Final Performance Report

1. PROJECT SUMMARY

Many consumers are not aware of the nutritional and health benefits of watermelons. This project implemented a broad based marketing plan that focused on consumer education as the key element. The consumer education was initiated using several different methods and venues to promote Georgia watermelons and inform consumers of the health and nutritious benefits received from eating fresh watermelon.

The project targeted primarily local and regional retail markets and public venues to inform the public of all that watermelons can offer, in addition some state and national promotions were included. In addition, the project will focus on ways which watermelon growers can increase their profitability with both marketing and production practices.

This project also addressed a research need for growers. Originally this project called for a 'cull' study to be conducted to increase grower income from these melons that were traditionally discarded. However, early in the grant cycle growers across the southeast were hit with a devastating disease called Bacterial Fruit Blotch (BFB). Permission was given to divert the 'cull' study funds to an emergency research directive to try and control BFB.

The objectives achieved by this project include:

- 1) provide consumers with information on the health benefits of including watermelons in their diet.
- 2) communicate best food safety practices for the consumer in the purchasing, storage and preparation of watermelons.
- 3) conduct research to identify alternative treatments to control BFB on watermelon transplants in the greenhouse.

As outlined further in this final report, the accomplishments and measurable results show a high level of success for the project.

2. PROJECT APPROACH

The approach of this project was to address each component as outlined in the Work Plan that was included in the original application. This included in-store retail promotions, a local market blitz, media appearances, and advertising. From previous promotions we know the impact on consumers during an in store promotion. Sales of watermelons are normally increased by more than 30% during an in store promotion. A special focus of the work plan was to reach as many retail outlets as possible.

In addition, through a research study conducted by scientists at the University of Georgia, this project addressed a serious disease problem watermelon growers were facing called 'Bacterial Fruit Blotch' (BFB). This is one of the most devastating diseases of watermelon and caused Georgia growers to lose more than 10% (\$7.5 million) of their crop in the summer of 2011.

3. GOALS AND OUTCOMES ACHIEVED

The primary goal of USDA block grants is to increase the competitiveness and market share for the specialty crop producer. As noted below this project met most of the Performance Measures and provided tremendous marketing and promotional opportunities for watermelon growers to increase market share.

In Store Promotions

The GWA marketing spokesperson received four days of training from the National Watermelon Promotion Board on watermelon food safety, nutritional value, selection, preparation and storage of watermelons. Following this training, the GWA marketing spokesperson coordinated in store sample tasting at 17 retail outlets to provide to customers shopping on that date. The 17 retail promotions distributed over 1000 flyers highlighting watermelons as ‘heart healthy’ and on average talked with more than 60 customers per store (see Attachment – Page 1). While the retailers will not provide sales numbers due to competitive reasons, many did give sales percentages. All stores had an increase in sales during the promotion which varied from 12% to 33%.

In addition, GWA coordinated a ‘promotional blitz’ to seven retail outlets in the central Georgia area on June 15-16, 2012 using sorority members at Mercer University in Macon. During the two-day central Georgia blitz, members of Alpha Gamma Delta, Chi Omega and Phi Mu passed out promotional literature for two hours in each of these retail locations - Harvey’s Supermarket (Macon) , Ingles Supermarket (Forsyth, Gray, Barnesville), Piggly Wiggly (Macon), Dollar General Market (Macon) and Robins Air Force Base Commissary (Warner Robbins). Over 600 shoppers stopped at the display to receive more than 600 pieces of promotional information and nutritional literature about watermelons. (see Attachment – page 2.)

Personal Appearances and Media Events

The GWA marketing spokesperson appeared at seventeen major media and promotional events. This included eight press interviews with,

Bartow Daily Tribune

Joy FM - Atlanta

WALB-TV – Albany

WMAZ-TV – Macon

WSST –AM/FM – Cordele (2 times)

WYFF-TV – Greenville, SC

WXIA – TV- Atlanta/Statewide market – viewership 14,400 (see Attachment – page 3)

And nine appearances and presentations at:

Ag Awareness Day at the GA State Capitol

Atlanta Food & Wine Festival

2012 Taste of Melon Promotion – National Watermelon Festival – Cordele, GA

Southern Exposure – Orlando, FL

Charlotte Speedway – Charlotte, NC

Freedom Weekend Aloft – Greenville, SC

Seminis Grower Field Day – Tifton, Ga

2013 Taste of Melon Promotion – National Watermelon Festival – Cordele, GA

Georgia Grown Day – Atlanta Farmers Market – Forest Park, GA

<u>Performance Measurement:</u>	Accomplished		Consumers
	<u>Target</u>	<u>in 2012/13</u>	<u>Estimated Reached</u>
In Store Promotions**	20	17	1000 cust/1000 brochure
Blitz – In store distribution**	8	7	600 cust./600 brochures
Media and Event	10	17	Total reach - at least avg. 1,500/event, media interview for a total of over 25,000 reached.
TOTAL	38	41	_____

**While we did not reach the target # of locations for these two categories, we determined, based on budget available, it was more impactful to have the additional media and event opportunities covered in that GWA reached more consumers – estimated 25,000 people at the events versus 1,600 for in-store.

Atlanta Braves Promotion

The GWA held promotions and consumer awareness days in conjunction with the Atlanta Braves in July 2012 and July 2013.

For the two day promotional event in 2012, on June 30 and July 1, over 10,000 watermelon samples were distributed and a 10 second ad was displayed on all 450 stadium monitors every 10 minutes. The GWA spokesperson had an on-the-field appearance delivering the “Play Ball!!” announcement and serving as the Honorary Team Captain for the Braves during the July 1 game. The GWA spokesperson also was on the field during the post game ‘ Kids Run the Bases’ activity. During the July 1 game, GWA received animated LED scoreboard graphics during the top of the 2nd Inning with 18,796 people in attendance. (see Attachment – pages 4-10). The total attendance for the two games was 45,287.

On September 16, 2012, the GWA held a Braves game outing and ball game at Turner Stadium to thank all of the promotion sponsors and retail brokers for their efforts in promoting Georgia watermelons. Approximately 100 people were in attendance.

In 2013, a different marketing approach was taken in conjunction with the Atlanta Braves. The focus was on encouraging consumers to go to the watermelon web page and see new recipes and understand safe handling procedures. On July 2, 2013 over 6500 hand fans (see Attachment – page 11-12), were distributed at the game. One side of the fan looked like a watermelon and the other side included a QR Code directing traffic to the website to learn more.

In addition, the GWA spokesperson had an on-the-field appearance serving as the Honorary Team Captain for the Braves during the July 2 game. During the game, GWA received animated LED scoreboard graphics during the top of the 6th Inning with 28,045 people in attendance. A 10 second ‘eat more watermelon’ ad was displayed on all 450 stadium monitors every 10 minutes (see Attachment – pages 13-16).

<u>Performance Measurement:</u>		Accomplished	Consumers
	<u>Target</u>	<u>in 2012/13</u>	<u>Estimated Reached</u>
Hold Promotion with Braves	2012	Held two – 2012 and 2013	
Game attendance	20,000	73,332	
Distributed samples/info.	10,000	16,500	

Plus QR code results:

Visits to www.watermelon.org – increased 710% on July 2-6 2013 vs. 2012

Number of page views increased 304.2%

Time on site increased 70.8%

Development and Production of Ads/Special Promotion

The goal of this component was consumer marketing, promoting the tasty and nutritional benefits of Georgia watermelons. As noted in the application, this part of the grant identified the Plan of Work to be the production of both a :30 sec and a :60 sec video ad that could be used in PSA opportunities to promote Georgia Grown watermelons. However, after the 2011 application was developed and approved, we were able to utilize a by-product of the previous 2010 block grant to develop a similar :60 sec watermelon promotion advertisement.

In the Spring of 2012, GWA was offered the opportunity to partner with several other Georgia commodity organizations to promote five products cooperatively. This opportunity offered many advantages both in cost and in coverage. In analyzing the opportunity, it appeared GWA would reach a much broader consumer market through this promotion in comparison to those reached with free late night PSA announcements. Participation in the co-op campaign was also economically priced. The campaign included the placement of a feature editorial (see Attachment – page 17) with recipes and participation in an upscale culinary event – the Atlanta Food & Wine Festival.

The editorial contained recipes that highlighted the nutritional benefits of watermelon and was featured in over 125 newspapers and over 400 on-line news sites for an overall outreach capacity at an estimated 42.7 million impressions. Fresh watermelon is certified by the American Heart Association’s “Heart Checkmark” program as being low in saturated fat and cholesterol. During the Atlanta festival watermelon samples were provided in original and unique dishes (salsa, salads and soups) to the more than 7,000 individual attendees. In addition, the GWA marketing spokesperson was present at the festival to pass out tasty watermelon samples and provide information on the nutritional benefits of Georgia watermelons (See attachment – pages 18-19).

During the spring of 2013, GWA and the Georgia watermelon industry was featured in a new Georgia Grown magazine (see Attachment – pages 20-22). In addition to providing information for the feature article, an ad (see Attachment – Page 23) was placed in the magazine near the industry article. The magazine has a distribution of 15,000.

Performance Measurement:

	<u>Estimated Consumers Reached</u>
Family Features Editorial	42.7 million
Atlanta Food and Wine Festival	7,000 at festival
Atlanta Food and Wine ad/web	7.8 million impressions
Georgia Grown magazine	15,000 distribution

RESEARCH STUDY

The original proposal called for the coordination of a pilot study to identify markets and opportunities to sell “#2” melons to food service providers, restaurants and fresh cut operations. The goal was to broaden and find new markets for Georgia Grown watermelons. Unfortunately a very serious disease, Bacterial Fruit Blotch (BFB), had a significant impact on Georgia’s watermelon crop in 2011. In the fall of 2011 the GWA Executive Committee felt if a protocol was not developed to control this disease there would be no “#1 or #2” melons to sell.

Bacterial Fruit Blotch (BFB), caused by the bacterium *Acidovorax citrulli*, is one, if not the most devastating disease of watermelons in Georgia and most of the world. It is estimated this disease caused Georgia growers to lose more than 10% (\$7.5 million) of their crop in 2011. There are no known treatments to eliminate, or protocols to suppress, this disease once it attacks a watermelon plant/field. In days it can wipe out a greenhouse full of transplant seedlings or devastate a complete watermelon field ready for harvest.

Only copper, and acibenzolar-S-methyl (ASM) have shown efficacy against this disease in watermelon, and ASM can only be applied early in the season. A late season alternative to copper would help growers suppress BFB for the multiple harvests available to growers. Quinoxifen (Quintec) was considered an alternative that growers could be looking for. Quintec is already labeled for watermelons and is an effective tool for managing powdery mildew late season. Recently UGA scientists have shown that Quintec can suppress bacterial spot in bell pepper. As of late 2011, Quintec had not been tested on watermelons for the control of BFB.

In December of 2011, this grant funded a project to investigate the efficacy of Quintec against BFB on watermelon transplants grown in a greenhouse. Studies associated with this investigation have been completed and it was determined Quintec spray did not suppress seedling transmission of BFB under greenhouse conditions. Unfortunately Quintec will not be the alternative growers are searching for to suppress BFB transmission (Research Summary – see Attachment – page 24).

SUMMARY OF PROJECT OUTCOMES

As noted in the original application,

Our primary goal is to increase the sales of watermelon in Georgia during the Georgia growing season. We will determine how well we achieved this goal by comparing the watermelon shipments in 2011 to the shipments in 2012. This volume is available from the National Watermelon Promotion Board. In 2011 the shipments 643,620,000 lbs. and we expect to increase the tonnage by 5%.

Performance Measurement:

	<u>2011</u>	<u>2012</u>
Pounds	657,440,000	635,400,000
FOB	\$ 0.156	\$ 0.159
Revenue	\$ 102,433,953	\$ 100,892,109

As can be seen in the above number, the 2012 crop year did not yield a 5% increase in tonnage as was the target. Georgia production in 2012 was down by 3.5%.

During the production season, Georgia watermelons growers experienced a very warm spring which allowed early planting. Later in the season the weather changed and the growers had to deal with a severe drought

and extremely high temperatures. This caused a reduction in the crop that was harvestable. In three counties in the watermelon belt over 30% of the plants were damaged due to a hailstorm in May, causing reduced production. These weather conditions reduced production and the subsequent tonnage shipped. Unfortunately no amount of marketing can make up for problems created by Mother Nature. In addition some growers continued to feel the impact of the Bacteria Fruit Blotch (BFB) outbreak in 2011 and their yield and packing capacity was reduced.

4. BENEFICIARIES and HOW THEY BENEFITED

The beneficiaries of this project are the 300 Georgia watermelon producers that have been provided additional marketing support to increase sales and production support via the research project. In addition to the tasty value of watermelons, this project also educated consumers to the nutritional and health benefits of watermelons.

5. LESSONS LEARNED

Marketing efforts can help ease the pain from a grower having a disastrous year caused by weather and disease – to be less painful. Research is important to learn what does not work effectively. We believe the marketing and promotion efforts made by this project will be of benefit at some point in the future.

6. CONTACT PERSON

Charles T. Hall, Jr.
Executive Director
Georgia Watermelon Association
P.O. Box 1109
LaGrange, GA 30241
chall@asginfo.net
706-845-8200

ADDITIONAL INFORMATION:



PAGE 12

LED-RIGHT FIELD WALL

Georgia Watermelon showcased their brand for a half inning during the games on July 2-4, 2013 on the right field LED board.

Total attendance for these games was 89,638.



LED-RIGHT FIELD WALL

Right field wall LED consists of a 5'3" x 12' static display during gameplay and a full 75' span during the half-inning break.



PROMOTIONS- MONUMENT GROVE

Georgia Watermelon distributed co-branded handheld fans in Monument Grove before and during the July 2nd Braves game.



PAGE 15

PROMOTIONS- MONUMENT GROVE

Georgia Watermelon had a display in Monument Grove where most Braves attendees walk through to enter each game.



ATLANTA FOOD & WINE FESTIVAL

TASTING TENT



Over 7,000 attendees visited the Tasting Tent. During the two day event GWA had four different 'foodie samples' which included watermelon as an ingredient in the recipe.



Mixology Competition

Saturday Afternoon



More than 300 participants at the Mixology Competition enjoyed the pre-competition reception, followed by two teams competing to win the best drink which had to include watermelon, blueberries, and peaches.



PAGE 19

Wild About *Watermelon*

Georgia fruit crop sweetens the economy



PAGE 20

54 // GROWING GROWN

ALONG WITH FIREWORKS AND patriotic music, Independence Day celebrations require watermelons – and at celebrations east of the Mississippi, that means Georgia watermelons.

“Georgia melons are on the market and ready for July 4,” says Charles Hall, executive director of the Georgia Fruit and Vegetable Growers Association. “June and July are the window we fill. Watermelon territory starts in south Florida, which has an earlier season, and moves up the East

Coast. Georgia melons are mature in early June through mid-July, which means most of the melons on the market around July 4 are going to be Georgia melons.”

Hull says consumers’ rising interest in nutrition is good news for watermelon growers. Watermelons are a healthy product, high in vitamins A and B6 – both good for the immune system – and in lycopene, a cancer-fighting carotenoid. Home cooks and professional chefs are finding new ways to serve watermelon in

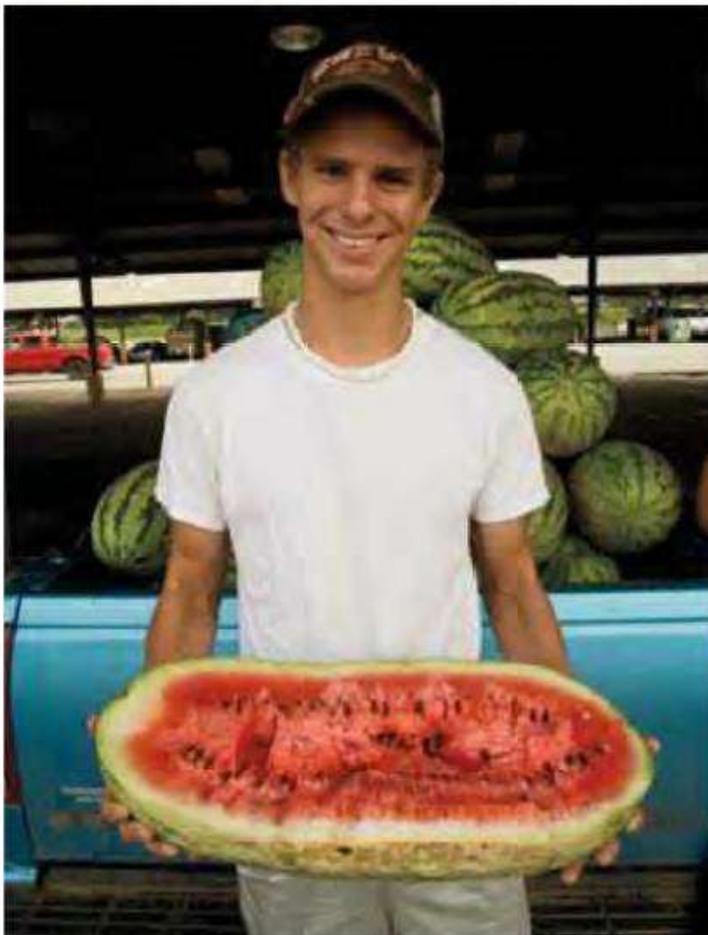
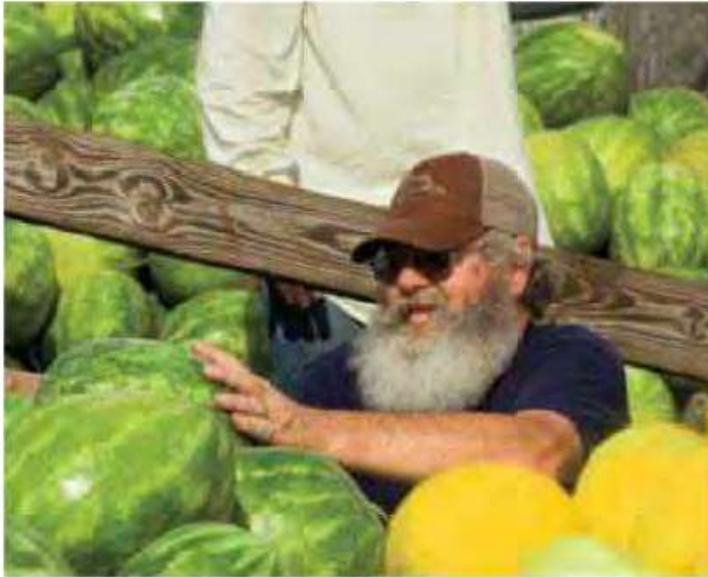
savory salads, on sandwiches, frozen into sorbets and even hot off the grill.

Georgia melons are the specialty of the Cordele State Farmers Market, the major distribution hub and shipping point for the Southeast as well as a shopping destination for melons and other fresh produce. During watermelon season, the market is open and busy from 7 a.m. to 11 p.m. The market moves more than 1 million watermelons from farms to buyers, to be shipped north and



PAGE 21

CLARKCOUNTY.COM // 55



Vendors at the Cordele State Farmers Market sell commercially and directly to consumers.

PAGE 22

west, according to Jennifer Felton, market manager. During peak season, watermelons roll up by the truckload.

"We have small farmers, those with 50- to 100-acre farms, come in and bring their watermelons for sale, and the buyers pick them up and take them north where Georgia watermelons sell for big dollars," she says. "The price was high in 2012, no less than 12 cents per pound. That's great considering in years past the price has been as low as two or three cents per pound."

Hall says watermelon is one of the larger commodities in Georgia, estimated as a nearly \$100 million industry with roughly 25,000 acres of watermelons planted throughout the state.

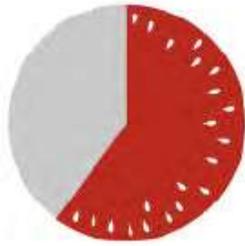
Watermelons thrive in sandy or sandy loam soils, like the soil in Cordele, which claims the title of Watermelon Capital of the World for the quality and quantity of watermelons grown in the surrounding Crisp County. Georgia's top five watermelon-producing counties are Worth, Tift, Crisp, Dooly and Wilcox.

The most popular watermelons grown in Crisp County are the juicy, seedless, red watermelons. Felton says in the 11 years she has been with the market, she's seen watermelon varieties come and go, but the popularity of the seedless melons is consistent. Other varieties that move through the Cordele State Farmers Market include crimson sweet, sangria and yellow flesh.

Cordele celebrates all things watermelon at its annual Watermelon Days Festival, which marked its 64th year in 2012. Festival activities include the Watermelon Days Parade, Watermelon Festival Dance, the Junior Watermelon Entry Contest, the Watermelon Chunking Contest, the Big Melon & Adult Seed Spitting Contest, Singing at the Suwanee, live music and food.

Emphasizing the importance of watermelons for Georgia, the fruit leads per capita consumption of all U.S. melon crops with a 60 percent share, followed by cantaloupe and honeydew. On average, Americans eat an estimated 16 pounds of watermelon per person per year.

— Kim Madom



Watermelons lead per capita consumption of all U.S. melon crops with a **60% share**, followed by cantaloupe and honeydew.

TOP FIVE Georgia Counties for Watermelon Production:

Production:

1. WORTH
2. TIFT
3. CRISP
4. DODLY
5. WILCOX

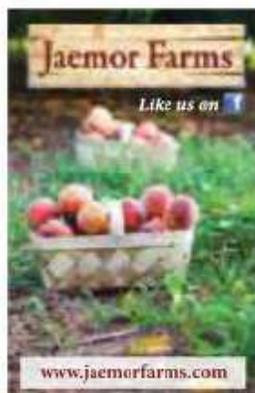
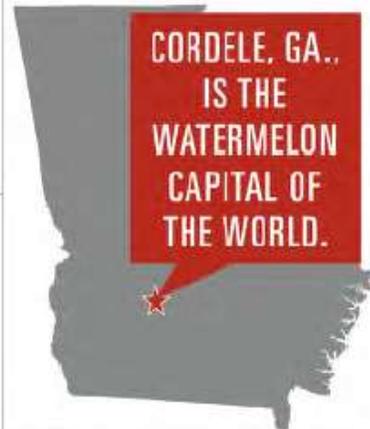
WATERMELONS

Watermelons are high in vitamins A and B6 – both good for the immune system – and in lycopene, a cancer-fighting carotenoid.

On average, Americans eat an estimated

16

pounds of watermelon per person, per year.



Life is a peach at JAEMOR FARMS

For more than 100 years, the Echols family has grown fresh fruits and vegetables for consumers in Georgia. *Go local in our corn maze starting September 14.*

Jaemor Farm and Market
Hwy 365 at the 35 mile marker
5340 Cornelia Hwy,
Alto, GA 30501 • 770.869.1999

Jaemor Farm Market
40081 US Hwy. 441
Commerce, GA 30529
706.335.0999

www.jaemorfarms.com

We are proud to be a part of Georgia agriculture



100 North Point Center East
Suite 400 • Alpharetta, GA 30022
www.goldenpeanut.com



Workers' Compensation Insurance
for Agribusiness

P.O. Box 167 • Watkinsville, GA 30677
(855) 753-0016 Tel • (678) 753-0056 Fax
www.agritrust.com

20th Anniversary
1993-2013

EVALUATING QUINOXYFEN AS AN ANTOBACTERIAL AGENT FOR SUPPRESSING
ACIDOVORAX CITRULLI ON WATERMELON.
(New Research)

Investigators:

David B. Langston, Jr. – Principle Investigator
Bhabesh Dutta – co-Principle Investigator
F.H. Sanders – co-Principle Investigator

Introduction:

Bacterial fruit blotch (BFB), caused by the bacterium *Acidovorax citrulli*, is one, if not the most devastating disease of watermelons in Georgia and most of the world. U.S. growers observed the most widespread damage from this disease in 2011. Only copper, and acibenzolar-S-methyl (ASM) have shown efficacy against this disease in watermelon, and ASM can only be applied early in the season. A late season alternative to copper would help growers suppress BFB for the multiple harvests available to growers. Quinoxifen (Quintec) may be the alternative that growers are looking for. Quintec is already labeled for watermelons and is an effective tool for managing powdery mildew late season, and recently we have shown that Quintec can suppress bacterial spot in bell pepper. To date Quintec has not been tested on watermelons for the control of BFB. The purpose of this investigation is to test the efficacy of Quintec against BFB on watermelon transplants grown in a greenhouse.

Objectives:

1) Determine if Quintec applied to watermelon transplants can suppress BFB in the greenhouse.

Experimental Plan: Greenhouse trial. Watermelon transplants were grown in 128 cell speedling trays at the University of Georgia greenhouse at the Tifton Vegetable Park. After emergence, transplants were sprayed on a weekly schedule with Quintec and other bactericide sprays. The test design was randomized complete block with four replications and treatments included: 6 fl oz Quintec, 12 fl oz Quintec, 24 fl oz Quintec, 36 fl oz Quintec, and 1.25 Lb Kocide 3000. Once the cotyledons have fully expanded, two transplants in each tray were inoculated with *Acidovorax citrulli*. Plants were monitored for disease spread and rated as needed. Means were calculated for disease ratings and compared using ANOVA.

Results

Quintec did not affect seed-to-seedling transmission of BFB under greenhouse conditions ($P=0.217$). Seedlings that did not receive any antimicrobial spray displayed symptoms to 44.5% of the watermelon seedlings. Seedlings sprayed with 6 fl oz Quintec and 12 fl oz Quintec transmitted BFB to 33.67 and 34.45% of the seedlings whereas treatments with 24 fl oz Quintec and 36 fl oz Quintec displayed symptoms to 32.76 and 33.54% of the seedlings. Seedlings sprayed with only Kocide 3000 transmitted BFB to 35.34% of the seedlings. Overall, BFB seedlings transmission percentages did not differ significantly for all treatments with respect to untreated check.

Conclusions

Quintec spray did not suppress seedling transmission of BFB under greenhouse conditions.

14. Hospitality Education Foundation of Georgia – Top Chefs Top Crops: Georgia’s Top Chefs Teach Students How to Use Specialty Crops – Final Performance Report

1. Project Summary

Georgia high school funding has been drastically cut or eliminated to support field trips. This has prevented students from getting hands-on experience from chefs, farmers, or mentors. In addition, there wasn't a free resource designed specifically to teach high school students to use specialty crops correctly. Studies, from The Society for Research in Child Development, have shown that experience is a major determining factor of food preferences and schools are the source from which food preparation skills are learned and food choices are developed. These students are on a track to be chefs. Without this knowledge, we are seeing an increasingly growing negative impact to the product choices of this target group.

Therefore creating an engaging instructional video designed for high school students that demonstrated healthy delicious dishes with specialty crops was needed to inspire the next generation. There is a strong culinary education program in Georgia and this project supported the teachers, mentors, and students by providing educational resources that were otherwise unobtainable.

2. Project Approach

Part one of the project was a four-part instructional video designed to teach high school students to use specialty crops correctly.

- Chapter One - Asparagus and Artichoke Soup with Artichoke Savarin, Tomato Compote, Artichoke Foam, and Herb Crisp. This chapter provided an overview of techniques from preparation through plate.
- Chapter Two - Field pea cakes, roasted pepper relish, basil sabayon, and fava bean puree.
- Chapter Three - Mint Infused Mousse, Ginger Cookie Crunch, peach coulie, coconut tuilie, and Yucca Buneulos.
- Chapter Four - an in-depth review of the preparation and care of the crops used in previous three chapters.

The focus of the video is “proper use of specialty crops to create a three-course healthy meal.” The four-part series was available free on the internet, as a classroom resource for high school cooking programs. The recipes were also made available for students and teachers to use. In January, teachers and students were notified the video was there as a resource but were not told the video was part of a larger project.

Every March, student teams participate in a statewide culinary competition, where they create three course meals of their own choosing.



Industry judges rate different aspects of the students' work, including a paragraph on how they were inspired. The scores were tabulated before and after viewing the video to determine how often the students chose specialty crops for their menu decisions and if their overall skills changed with regard to the 19 specialty crops filmed in the video.

While there were other commodities used in this video, a project committee was formed to oversee every aspect of the project. The committee met throughout the project and was responsible for ensuring the video met the grant guidelines. The group consisted of representatives from:

- Fruit and Vegetable Growers Association
- Georgia Department of Agriculture
- American Culinary Federation
- Greater Atlanta Dietetics Association
- Georgia High School Culinary Teachers

3. Goals and Outcomes Achieved

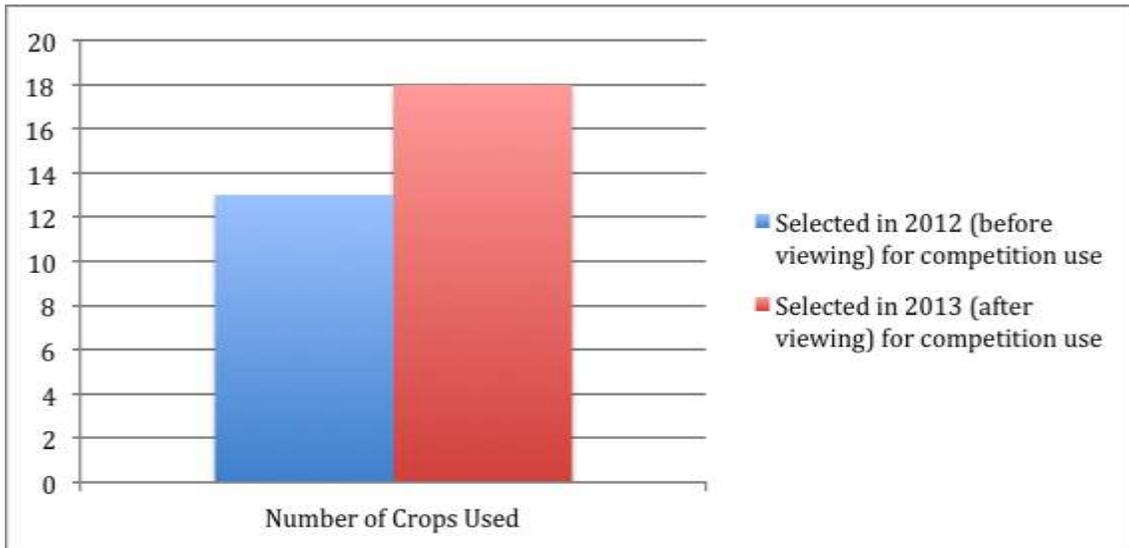
This project contained two measurable outcomes to reach our goals:

(1) Did the students choose specialty crops for their menus and were the items prepared correctly? Did the student competitors at the HEFG State Culinary Competition average an overall 30% increase in scores between 2012 and 2013?

As outlined in our proposal, students demonstrated their growing awareness of specialty crops through products selected for their menus and an increased skill level to cooking specialty crops, as evidenced through the state culinary competitions. Students were tested prior to exposure of the project video and the March competition following the viewing. The overall goal was to increase scores by 30%. Specifically, specialty crops usage increased by 38%. This is detailed below in the section titled, "Product Selected for the Menu." The skill scores, however, increased by 29%; this is slightly below the goal of 30% and is detailed in the section titled, "Skill Level Using Specialty Crops."

Product selected for their menus: Each team submitted their recipes as part of the competition. *After watching the video, students chose an average of 38% more of the specialty crops seen in the video.* And overall 94% (18 of 19) of the specialty crops highlighted in the video were selected by one of the teams after viewing, up from 74% (14 of 19), prior to exposure to the video. See details in Table 1.

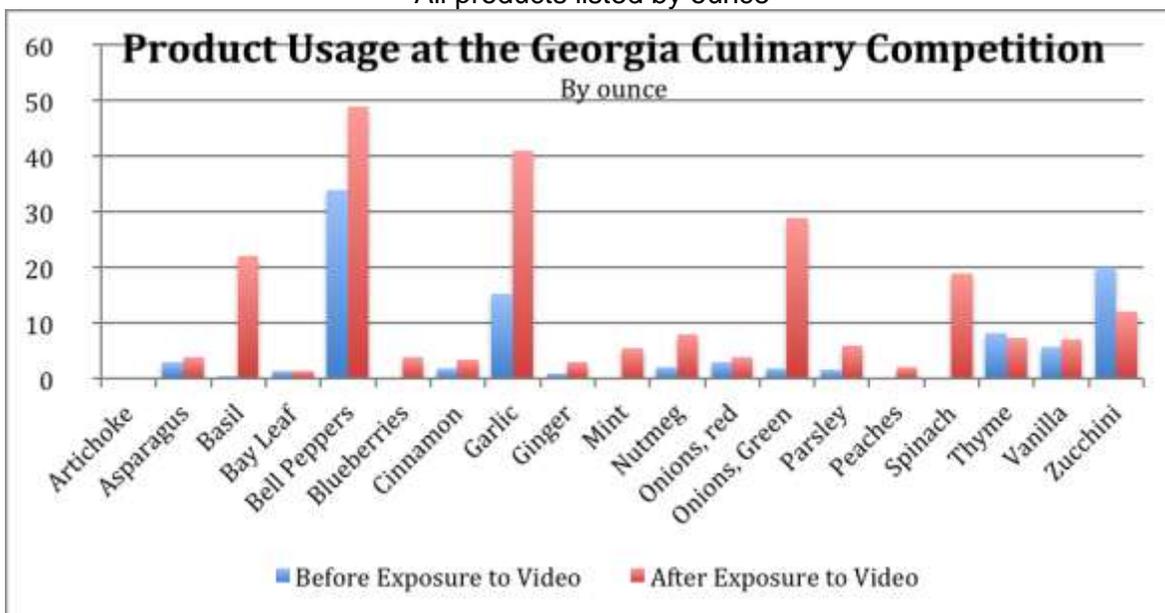
Table 1
Number of Specialty Crops Selected by Students at 2012 vs 2013 Culinary Competition
Before (2012) and After Viewing (2013) the Specialty Crops Video



However, the most striking increase was in quantity of each item used. Our analysis determined the amount purchased and used only during the competition day. However, each recipe is practiced 3-5 times per week for 3 months.

For example, prior to watching the video, the teams used just over one (1) ounce of green onions and ½ ounce of basil. *After watching the video, the teams used almost two-pounds (24 ounces) of green onions and almost two-pounds (22 ounces) of basil.* Overall, the 19 items increased an average of 13%. Thyme and zucchini were the only items whose quantity did not increase. Bay leaf and artichoke remained constant. See details in Table 2.

Table 2
Product Usage Comparison at the 2012 vs 2013 Georgia Culinary Competition
All products listed by ounce



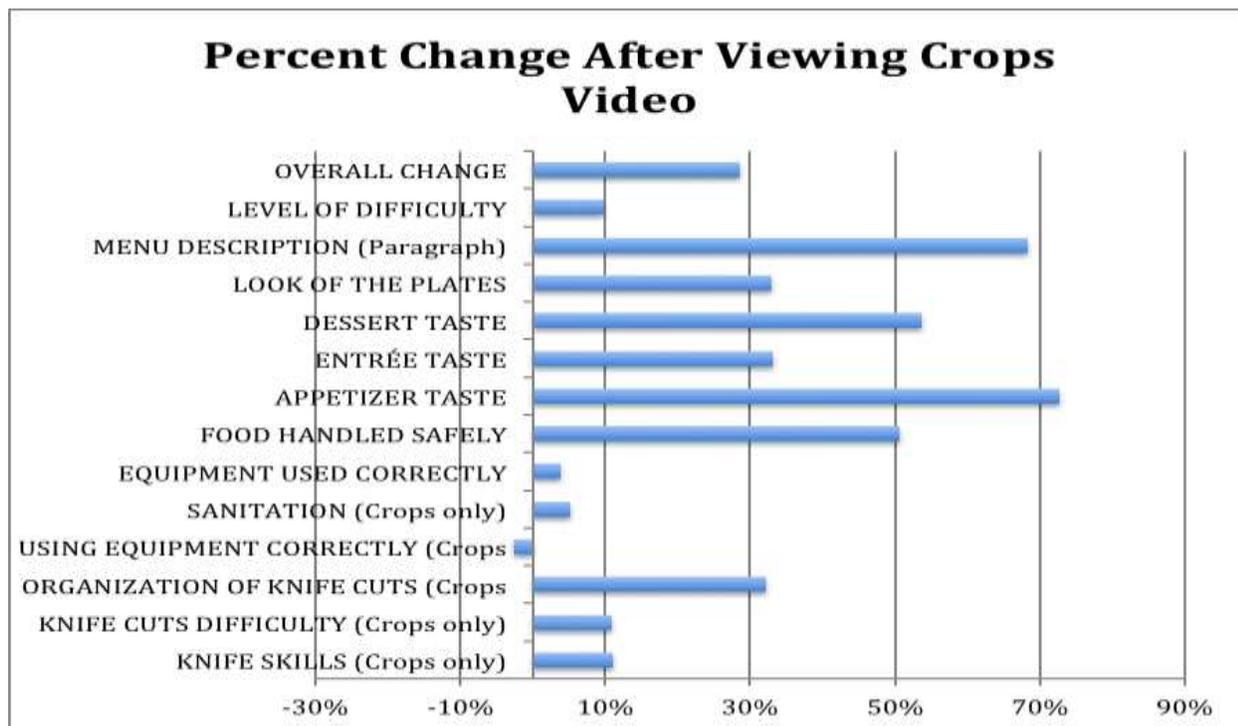
Skill Level Using Specialty Crops: Correct use of the specialty crops is a critical goal. Over 30 industry chefs judged how the crops were utilized in the menus. The specialty crops were judged on over 20 different aspects; however, when we study the criteria pertaining only to crops, we found *the students did improve in most aspects. On a scale from 1 to 5 (5 being highest), the overall scores improved by 29%, within 1 point of the project's overall goal of 30%.*

The data from the 2012 Georgia Culinary Competition is the baseline for comparison.

- After viewing the video, the teams attempted more difficult menus. Specifically, their difficulty scores for specialty crops techniques increased by 10%.
- Most teams had difficulty with basic skills, which we expect to improve as this program continues. As basic skills improve, overall outcome of the meal should continue to improve.

See details of the score in Table 3.

Table 3
Change In Team Scores Occurring at the Georgia Culinary Competition
From 2012 to 2013 by Percent



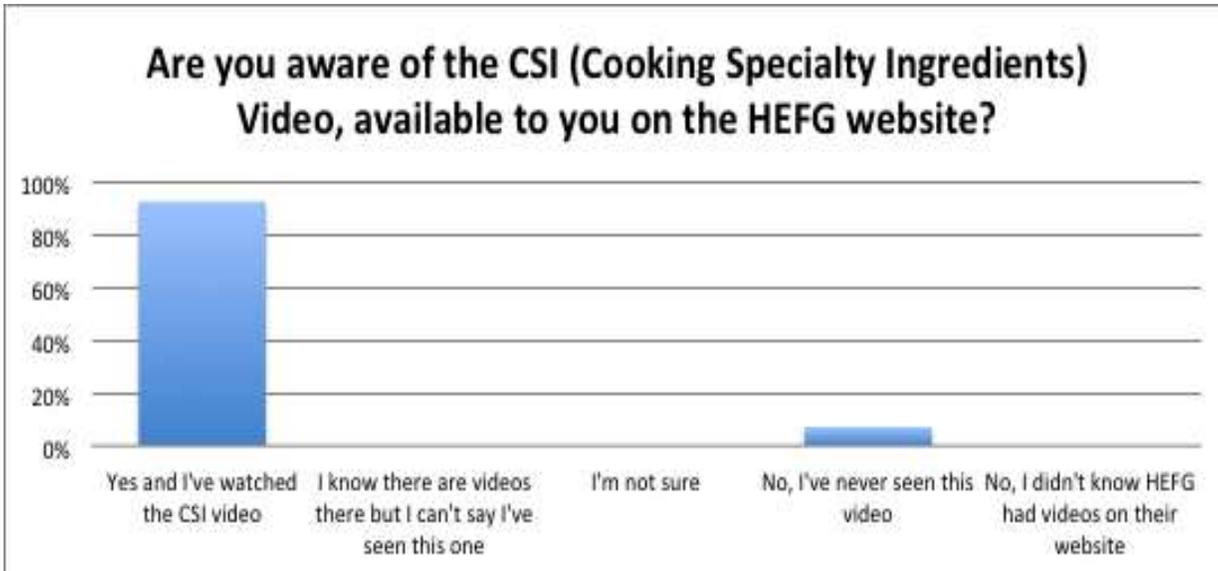
2. Are the teachers (participants) using the Top Chefs Top Crops information in a meaningful way?

A survey was sent to the 14 participating teachers, all (100%) of who responded, as detailed in Table 4. Overall the response to the video was overwhelmingly positive.

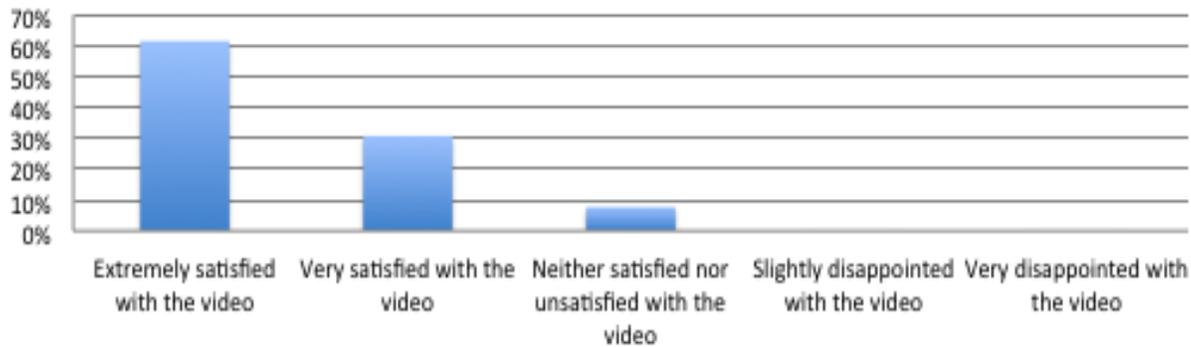
- All but one of the participants watched the video.
- 78% of the participants were moderately, slightly, or not well aware of specialty crops prior to watching the video.
- 93% of the participants were very or extremely satisfied with the CSI video. One participant requested more “excitement.”
- The average participant exposed their students to the material for six hours. One participant did not utilize the video and one participant reported using it for 18 hours.
- The average participant spent \$300 on specialty crops. No participant spent less than \$100 and one participant spent over \$1,500.
- 92% of the participants reported their competition team’s menus were impacted by the CSI video.
- The average participant exposed their students to the material for six hours. One participant did not utilize the video and one participant reported using it for 18 hours. **We realized when gathering this information that measuring the percentage of increased time is not realistic, as teachers usually have a pre-determined amount of time to spend on a specific topic.**
- The average participant spent \$300 on specialty crops. No participant spent less than \$100 and one participant spent over \$1,500. **This is our actually our baseline, as this is the first time we are gathering information on the expenditures.**
- 92% of the participants reported their competition team’s menus were impacted by the CSI video.

- We also discovered it was next to impossible to determine the percentage increase of improved teaching. However, we did obtain information regarding how much the CSI video impacted teachers' class/instruction.

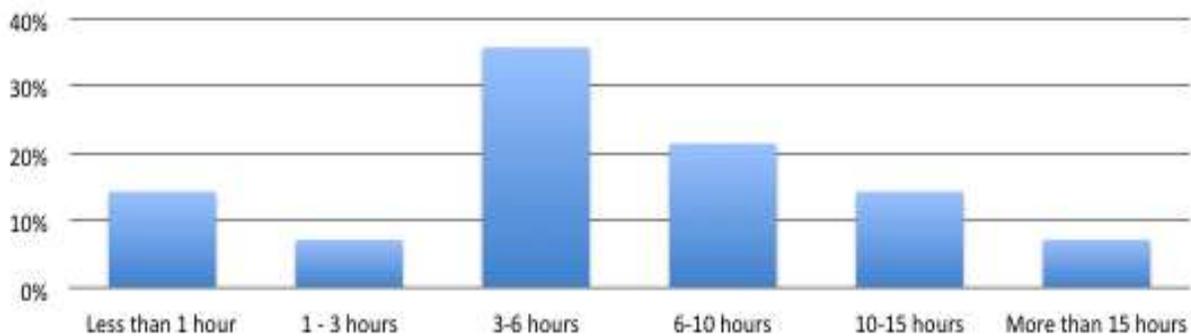
Table 4
Survey of teachers participating in the 2013 Competition



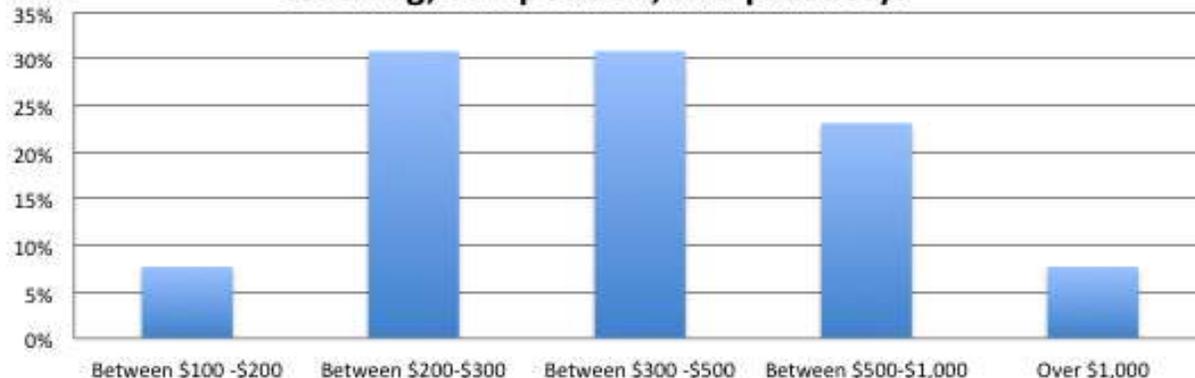
Again remembering your experience watching the CSI video on the HEFG website. How would you describe your level of satisfaction with the CSI video?



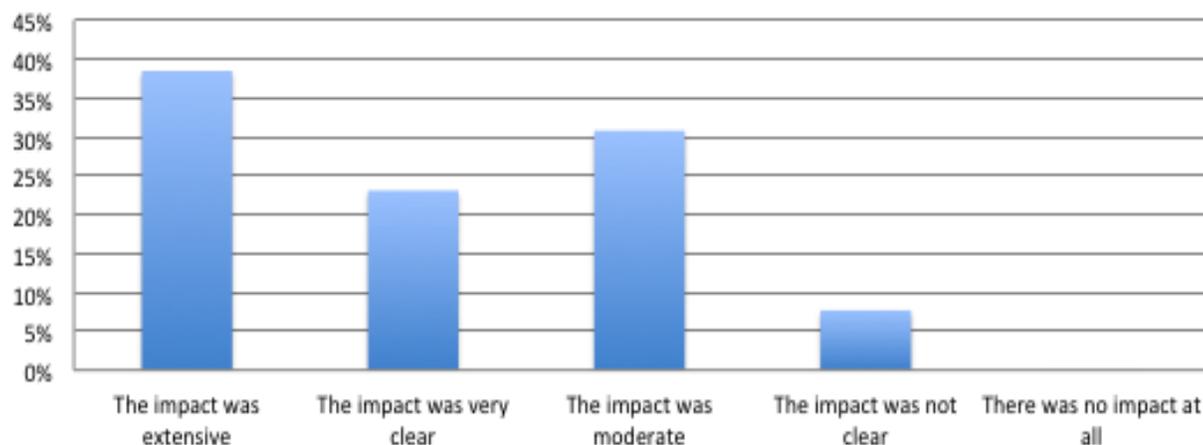
Remembering back over the past year. How much time would you say you have spent teaching your students' specialty crops?

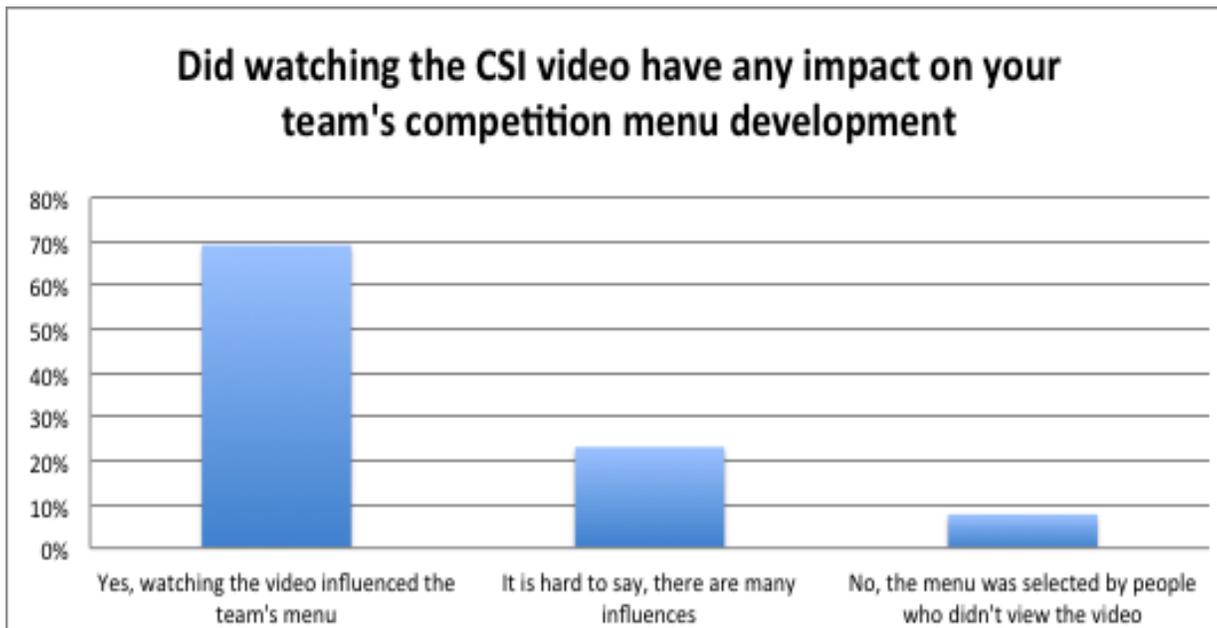


Remembering back over the past year. How much money did you spend on specialty crops (remember to include teaching, competition, and practice)?



Thinking back to how the CSI video impacted your class. How much did it impact the level of your instruction?





Do you have any other comments on the video?

The CSI video has raised the bar for the expectations my students have for competition menu items.

Great Video.

I do not have the videos.

I think that the video needs more excitement to hold the students' attention.

I love visual aides in assisting my students with the lesson. It's extremely useful!

Well done. I just showed it recently to some of my students who are interested in competition for next year.

I think it will have an even greater impact this year, because it is available earlier in the year. My competition teams start early.

4. Beneficiaries

Direct beneficiaries of this project were approximately 6,000 culinary students, 50,000 nutritional students, and teachers who watched the video or participated in the competition. One indicator of the impact to the beneficiaries was the sharp increase in website activities after the video was launched.

In January 2013, the videos were made available on the HEFG website and promoted through THE HEFG's newsletter and teacher training workshop. Between June and December 2012, an average of 300 people visited the HEFG website each month. *After the launch of the Specialty Crops video, in January 2013, the HEFG website visits more than doubled, with over 600 viewers each month.*

5. Lessons Learned

This project was effective in raising awareness and increasing the amount of specialty crops purchased. Through menu selection (purchasing items for students to produce for their menu) and challenging students to perform at a higher skill level, the video was highly effective.

However, the students' skills still need improvement. Through this project, student's awareness and usage exceeded our expectations, which were project goals and a necessary first step. However, the students' cooking skills, which met our project expectations, paced behind the other goals. The ability to properly cook specialty crops is the key to ensuring life-long use. Future follow-up projects have been scheduled to address this issue.

6. Contact Person

Lee Gray, Executive Director
Hospitality Education Foundation of Georgia
1579 Monroe Drive, Suite 224
Atlanta, GA 30324
LeeGray@hefg.org
678-887-8009

7. Additional Information (e.g., brochure; website address)

The videos can be found at <http://www.hefg.org/video/csi/album-csi.php>.

Restaurant INFORMER

THE OFFICIAL MAGAZINE OF THE GEORGIA RESTAURANT ASSOCIATION

Focusing on Local Crops, World Famous Chefs Teach Students Healthy Cooking

In a new video filmed at Ted's Montana Grill University, four international award-winning chefs joined forces to teach ProStart students how to cook local crops, while focusing on sanitation. These "rising stars" have come together to help the next wave of chefs follow in their footsteps.

With a generous grant made possible by the Georgia Department of Agriculture through the USDA Agricultural Marketing Service, Specialty Crop Block Grant Program, and support from Georgia-Pacific, US Foods and Dexter Russell, the Hospitality Education Foundation of Georgia is producing the video entitled "CSI: Cooking Specialty Ingredients."

This video, which will be available at no cost for high school culinary programs, is designed to teach students how to properly cook a professional three-course healthy meal, with local fruits and vegetables.

The hosts of CSI:

Executing the appetizer is Chef John-Michael Lynch, the 2008 American Culinary Federation National Student Culinarian of the Year. He is captivating as he explains what makes each crop special in his Asparagus and Artichoke Soup with Artichoke Savarin, Tomato Compote, Artichoke Foam and Parmesan-Herb Crisp.

2012 Best Young Cook in the World, Daniel Gorman, is charismatic and enchanting. He shares personal stories about what makes crops special to him through his entrée, Pan-Roasted Chicken Breast with Fava Bean Puree, Corn O'Brian Relish, Lady Pea Cake and a Lemon Sabayon.

Bravo, Top Chef: Just Desserts Chef-testant and 2009 ACF National Pastry Chef of the Year, Chef Heather Hurlbert prepares a dessert that is elegant, beautiful and special. Mesmerizing and artistic, she carefully explains how to use local crops to make her unique dessert.

Chef Daryl Shular, CEC, winner of numerous awards, including an Olympic Gold Medal in Germany, completes the video by hosting CSI: Culinary Sanitation Investigation, an in-depth analysis of the three chefs' processes using proper sanitation.

Thanks to Ted's Montana Grill's CEO and founder/adviser of GRA George

McKerrow for lending us the amazing facility for the video. A special thanks to Karen Bremer, GRA executive director, for arranging this special facility in support of Georgia's ProStart programs.

HEFG, a 501c3, is dedicated to providing direct support for the education of hospitality and foodservice students, by facilitating industry experiences and connecting the classroom with industry professionals and resources. Shaping students' futures with real-world experiences will develop the best members for our industry and the community. If you're interested in more information on this or other educational programs, contact: HEFG at 678-887-8009 or visit www.hefg.org.

| Restaurant INFORMER July/August 2012

15. University of Georgia – Increasing Competitiveness of Georgia's Cut Flower and Greenhouse Industry-Phase 3 – Final Performance Report

Project Summary: This project enhanced opportunities for cut flower and greenhouse production in Georgia by addressing limiting problems in pest management. The driving factor in gerbera

production is insecticide resistant leafminers. These can be controlled with parasitic wasps. This biological control is, however, often disrupted by influxes of other common pests that require chemical control. Leafminers are also pests of numerous other greenhouse ornamental and vegetable crops. We developed simultaneous alternative methods compatible with biocontrol of the primary pest. We established the system in the research facility and took the project to a cooperating grower's commercial greenhouse. We demonstrated the value of the biocontrol resulting in early season reduction of leafminers, pinpointed the major limiting pest management factors, and identified potential solutions. These factors were addressed directly and management options were identified, validated and implemented. Cooperating growers dedicated greenhouse space for research and demonstration on this project. This system will readily translate to other cut flower and vegetable production systems.

Gerbera daisies are an example of cut flowers that can be locally competitive because offshore gerberas are shipped dry and their "keeping" quality is not as good as Georgia grown flowers that are delivered in water and have a better shelf life. Georgia farmers can compete better than offshore producers in this arena, but are limited in the production by leafminers that are resistant to



insecticides. Efforts to control leafminers with biological agents have met with failure because other secondary pests (aphids, mites, whiteflies or thrips) require intervention with insecticides which disrupts biological control of the primary pest leafminers by killing the biological control agents. *The objective of this project was to find alternative controls for aphids, mites, whiteflies and thrips that are compatible with the biocontrol agents used for leafminer management.*

Project Approach

Research was conducted to determine the most efficient and cost-effective tactics to simultaneously control the potential cut-flower pests. Gerbera daisies are highly prone to infestation by *Liriomyza trifolii* leafminers. These leafminers are housefly-like flies about the size of fruit flies. This is the pest that drives this particular production system because it is resistant to insecticides. Yellow sticky cards can be used to monitor for adults. The biological agents that have been effective in California and somewhat effective in Florida are parasitic wasps that lay their eggs directly into the pest maggot as it mines in the leaf. These parasitoids, *Diglyphus*, are commercially available. Biologically-based strategies for leafminer control were developed and deployed in research and demonstration greenhouses. Cost-effective options for managing secondary pests that limit biocontrol of leafminers were refined.

This project identified the most appropriate cultivars to limit pest problems and further validated, implemented and disseminated research-based recommendations throughout the state. This was important and timely because, with the advent of resistance to insecticides, there is usually one pest that "drives" the system. In gerbera production it is leafminers, for other crops it may be aphids, mites, whiteflies or thrips. Development of compatible alternative methods for the suite of potential pests of gerbera daisies can be directly transferred to other cut flowers, ornamentals and some vegetables in production, making the project broadly relevant. This biologically-based approach to pest management will reduce pesticide use and increase potential for cut flower production state-wide. Alternative controls were developed for *Liriomyza* leafminers while also finding compatible methods to control the other pests of gerberas: aphids, whiteflies, mites and thrips. Currently, no chemicals on the market can control these leafminers; however, parasitic wasps can control them.

Goals and Outcomes Achieved

The GOAL of this project was to develop and management production, as the model system.

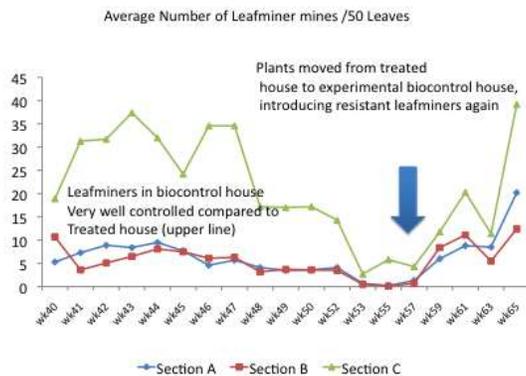
develop and management production, as the model

Please see the article on Georgia Faces about our project at:

BASELINE Insecticide resistant leafminers are unable to be controlled with currently available insecticides.

leafminers

Outcome 1: Leafminers were controlled with biocontrol agents –Leafminers were well controlled in our commercial house by *Diglyphus* parasitic wasps until disruption by sprays required for mites and movement of plants from a treated house to our biocontrol house. Efficacy of selected parasitoids and predators against major pests under Georgia conditions were evaluated. Compatibility of multiple releases of parasitoids and predators against multiple pests were evaluated.



Outcome 2: Secondary pests were also controlled with alternative tactics without disrupting biocontrol of leafminers. Extensive trials identified some selective materials that can be incorporated for management of thrips, mites, whiteflies and powdery mildew with minimal disruption of biological control.

Insecticides, miticides and fungicides were identified and subsequently validated in large-scale trials in research and grower greenhouses

Pesticide	Trts	Reps	Potentially safe against pred. mites	Potentially safe against <i>Diglyphus</i>
Leafminer materials	10	10	1	4-5
Miticides	10	10	2-4	4-6
Thripicides	10	10	1	2-3
Whitefly materials	10	10	2	3
Fungicides	10	10	1-2	8-9

Outcome 3. Successful cut flower production methods demonstrated with commercial cooperators and via greenhouse validation trials and training hosted at the UGA Research and Education Garden. Improved cultivar choices were also evaluated.

View a video of the project at:

<http://www.youtube.com/watch?v=pxpS5Vwzb9w>

This video has already received nearly 2,500 views.



Dr. Oetting and Dr. Braman evaluating program success in a commercial house

Timing of releases was optimized. Demonstrations of single and multiple releases were expanded. Integration of chemical control strategies were developed and refined.

Cultivar selection was investigated. Optimal cultivar choices were identified. Chemical controls previously identified were validated in broad scale research and demonstration. Educational workshops were conducted to demonstrate successful strategies. Results were presented at professional and grower meetings and published in various outlets.

Beneficiaries

The main beneficiary of the project is the greenhouse floriculture/cutflower industry in Georgia. Georgia's floriculture industry employs over 9,000 individuals with revenue of more than \$152.5

million. There is potential for local growers to produce and sell more diverse types of cut flowers. **Why Gerbera?** Gerbera daisies (*Gerbera jamesonii* Bolus) are one of the top cut flower crops in Europe. Gerbera daisies are a high value cut flower crop with retail prices as high as \$3.50/stem. Demand and price paid for Gerbera cutflowers is highest from Valentine's Day to Mother's Day, but the variety of colors make them popular in extended seasons. Gerbera was one of the insignificant cut flowers in the American market until 2000. Since then the sales alone have increased from \$20 million to more than \$31 million in 2004. While the unit cost for Gerbera and the average number of growers have remained almost constant through these years of growth, the average sales per grower has been steadily increasing with a value of more than \$100,000 every year.

Lessons Learned

No problems or delays. This project was completed with no real surprise or lesson; it did validate our prior beliefs.

Contact Info.

Dr. S. Kristine Braman

Department of Entomology

University of Georgia

Griffin, GA 30223-1797

770-228-7263 phone; 770-467-6081 fax

kbraman@uga.edu

Applicant Organization: University of Georgia Research Foundation, Inc.

Additional Information:

Publications:

Abraham, C. M., S.K. Braman, R.D. Oetting and N.C. Hinkle. 2013. Pesticide compatibility with natural enemies for pest management in greenhouse gerbera daisies. *J. Econ. Entomol.* 106: 1590-1601.

Abraham, C. M., S.K. Braman, R.D. Oetting and P.A. Thomas. 2013. Non-preference among gerbera cultivars by the leafminer *Liriomyza trifolii* (Agromyzidae:Diptera). *J. Environ. Hort.* 31:183-188.

Abraham, C.M. 2012. Developing Integrated Pest Management Strategies for Greenhouse Gerbera Daisies. Ph.D. Dissertation. University of Georgia, College of Agricultural and Environmental Sciences. 176 pp.

Dowdy, Sharon. 2011. Insect mines its way through Gerbera daisies, grower profits. Georgia FACES

http://georgiafaces.caes.uga.edu/index.cfm?public=viewStory&pk_id=4081

Dowdy Sharon. 2011. [UGA Gerbera Daisy Research on You Tube](http://www.youtube.com/watch?v=pxpS5Vwzb9w)

<http://www.youtube.com/watch?v=pxpS5Vwzb9w>

16. University of Georgia – Control of Foodborne Pathogens on Fresh Produce (Year 2) – Final Performance Report

Project Summary

A new food-grade bactericide comprised of levulinic acid plus sodium dodecyl sulfate was evaluated for its efficacy on tomatoes for reduction of contamination of foodborne pathogens at different harvest stages. Results from a dip for 15 seconds in dump tanks located at a tomato field during harvest indicated that the average aerobic bacterial count was 5.67 and 3.26 log CFU/tomato before and after dip treatment, respectively; with an average reduction of 2.41 log CFU/tomato. Total average coliform on the surface of tomatoes before and after treatment was 4.49 and 2.72 log CFU/tomato, respectively; with an average reduction of 1.77 log CFU/tomato.

Spray treatment of whole tomato plants one hour pre-harvest indicated that total average aerobic bacteria counts were 5.8 and 4.1 log CFU/tomato before and after treatment, respectively; with an average reduction of 1.7 log CFU/tomato. Average coliform counts before and after treatment were 4.2 and 3.0 log CFU/tomato, respectively; with an average reduction of 1.2 log CFU/tomato. The results revealed that application of this food-grade bactericide was effective for reduction of foodborne pathogens and microbial loads during, and for pre-harvested tomatoes.

Project Approach

Several outbreaks of salmonellosis associated with tomato consumption occurred in the USA in recent years, with 1,616 reported illnesses in nine outbreaks during 1990—2004. The primary goal of this project was to evaluate an new food-grade formulation, including levulinic acid plus sodium dodecyle sulfate (SDS) at lower concentrations as an effective, practical, cost-efficient and environmental-friendly wash/rinse/dip treatment to substantially reduce *E. coli* O157:H7, *Listeria monocytogenes*, and *Salmonella* contamination on tomatoes.

For convenience and saving of labor cost, the treatment was further evaluated in a dump tank located on a tomato field. Four plastic tanks each holding about 22 gallons of solution at the concentration according to manufacturer's recommendation (Fit-bactericide, HealthPro brands, Mason, OH) were located in a trailer and moved around the tomato field during harvest. Each basket of tomatoes (about 25-30 pounds) was placed into a nylon bag with an open hole sized at 2 cm and dipped for about 15 sec and air-dried for 5 min. One tomato from each bag before and after dip was collected for microbiological analysis. A total of 50 baskets of tomatoes before and after dip were collected. Results revealed that average aerobic bacteria count was 5.67 and 3.26 log CFU/tomato before and after treatment, respectively; with a reduction of 2.41 log CFU/tomato. Average coliform on the tomatoes before and after treatment was 4.49 and 2.72 log CFU/tomato, respectively; with a reduction of 1.77 log CFU/tomato.

As requested by farmers, the studies for reduction of foodborne pathogens were expanded as a spray treatment in a tomato plant field one hour before harvest. Trials were evaluated twice, one at fall and one at

summer. A tank holding up to 500 gallon treatment solution (HealthPro brand) was sprayed at 100 psi on 6 lanes (200 feet long for each lane) of tomato plants from bottom to top for equal distribution.

Safety on the growth of baby tomatoes was evaluated in the greenhouse before the experiment. Two concentrations, including 0.5% levulinic acid plus 0.05% SDS; and 1.0 levulinic acid plus 0.1% SDS were surface-sprayed on whole baby tomato plants (20 plants in each group), once a day for 5 days. Results revealed that the growth of baby tomato plants sprayed with bactericide containing 0.5% levulinic acid plus 0.05% SDS was healthy except parts of leaves wilted. Whereas the growth of baby tomato plants sprayed with bactericide containing 1.0% levulinic acid plus 0.1% SDS was healthy, but some leaves had fallen. Both sprayed baby tomato plants were grown well after transferred into the field.

For trial one, the tomatoes (50) were collected randomly from tomato plant field 1 h before and after spray treatment. Results revealed that the average aerobic bacteria count before and after treatment was 5.8 and 4.1 log CFU/tomato, respectively; with an average reduction of 1.7 log CFU/tomato. The average coliform count on the tomatoes (50) before and after treatment was 4.2 and 3.0 log CFU/tomato, respectively; with an average reduction of 1.2 log CFU/tomato. For isolation of *Salmonella* and *E. coli* O157:H7 by direct planting method and selective enrichment method on all tomatoes (200) collected before and after both treatments were negative. For isolation of *Listeria* by selective enrichment demonstrated that eight of 100 tomatoes before treatments were positive, including 4 were identified as *L. ivanovii*, 2 as *L. monocytogenes*, and 2 as *L. grayi*. However, all tomato samples (100) after either dip treatment or spray treatment were negative for selective isolation of *listeria*.

For trial two, the same approach as described for trial one was used, but spray with water only was added as the negative control. Results revealed that the average aerobic bacteria counts in either water-sprayed or bactericide-sprayed tomatoes were 7.35 and 6.78 CFU/tomato, respectively; with an average reduction of 0.57 log/tomato (Table 1). The average coliform counts in either water-sprayed only or bactericide-sprayed tomatoes were 5.71 and 4.77 CFU/tomato, respectively; with an average reduction of 0.94 log CFU/tomato (Table 1).

Table 1: Effect of levulinic acid plus SDS as spray treatment for reducing foodborne pathogens and microbial loads on pre-harvested tomatoes.

Treatment method	Foodborne pathogens (positive No./sample No.)			Microbial counts (log CFU/tomato)	
	<i>E. coli</i> O157	<i>Listeria</i>	<i>Salmonella</i>	ABC	Coliforms
Trial 1					
No treatment as control	0/50	8/100	0/50	5.8 ± 0.83	4.2 ± 0.79
Spray with bactericide (1:88 dilution)	0/50	0/50	0/50	4.1 ± 0.74	3.0 ± 0.81

Trial 2					
Spray with water only as control				7.4 ± 0.57	5.71 ± 0.67
Spray with bactericide (1:88 dilution)				6.78 ± 0.87	4.77 ± 0.89

Goals and Outcomes Achieved

The goal of this project was to provide a safeguard for Georgia tomatoes from contamination of foodborne pathogens, including *E. coli* O157:H7, *Listeria monocytogenes*, and *Salmonella*. Results obtained from Year 1 studies demonstrated its success for reduction of foodborne pathogens in lab and dump tank. Tomatoes treated by this technology in dump tank revealed that average total aerobic bacterial counts on the surface of tomatoes were 4.94 and 2.87 log CFU/tomato before and after treatment, respectively; and gave a reduction of 2.07 log CFU/tomato. Average coliform counts on the surface of tomatoes before and after treatment were 3.68 and 2.07 log CFU/tomato, respectively; and gave a reduction of 1.61 log CFU/tomato. The shelf-life of bactericide-treated tomatoes was extended because of reduced microbial load.

Results obtained from Year 2 studies demonstrated its success for reduction of foodborne pathogens in the field and its safety for spray treatment for tomato plants. The average aerobic bacteria count on tomatoes before and after spray treatment was 5.8 and 4.1 log CFU/tomato, respectively; with an average reduction of 1.7 log CFU/tomato. The average coliform count on the tomatoes before and after spray treatment was 4.2 and 3.0 log CFU/tomato, respectively; with an average reduction of 1.2 log CFU/tomato. Here also, the shelf-life of the treated tomatoes was extended.

Beneficiaries

The Georgia tomato farmers, processing plants, and package facilities will be the primary beneficiaries from this project. The food safety data obtained from tomato studies can be easily applied to other produce, such as apple, blueberry, citrus, cherry, grape, peach, strawberry, broccoli, celery, cucumber, lettuce, melon, onion, parsley, pepper, watermelon, etc. The beneficiaries can assure consumers that these treated products will have much less chance for contamination by foodborne pathogens. The potential economic impact of this project is to avoid or reduce the chance of their products recall forced by regulatory agencies for contamination by foodborne pathogens.

Lessons Learned

The application of any effective technology for reduction of foodborne pathogens has to be tested in the real field condition. The control point for our initial application was a dump tank as a rinse/wash method to remove foodborne pathogens. The lessons we learned through this study included: 1) the bactericidal effect has to be broad, not only for reduction of foodborne pathogens, but also for control plant pathogens; 2) the approach

has to be easy-to-use and should not increase the costs for farmers; 3) the continuous application should be environmentally friendly; and 4) the cost need to be competitive with their conventional application.

Contact Person

Tong Zhao
Center for Food Safety
University of Georgia
Griffin, Georgia 30223
E-mail address: tongzhao@uga.edu
Phone No. 770-228-7273
Fax No. 770-229-3216

Additional Information

Part of the results entitled, “Inactivation of Foodborne Pathogens on Tomatoes by Levulinic Acid plus Sodium Dodecyl Sulfate” (poster presentation) was presented at the 12th ASEAN Food Conference 2011-food innovation: key to create economy, June 16-18, 2011, Bangkok, Thailand (more than 1,500 attendees). “Control of Foodborne Pathogens on Tomatoes” (oral presentation) was presented at the National Restaurant Association Quality Assurance Group Meeting, October 3-5, 2011, Atlanta, Georgia (more than 120 attendees).

All data was presented at the Southeast Regional Fruit and Vegetable Conference, Savannah, Georgia, January 10-13, 2013 (with more than 2,500 in attendance).

16. University of Georgia – Product Development: Sustainable Turfgrass and Water Conservation – Final Performance Report

PROJECT SUMMARY

This is Phase I of a three-phase project. Phase I targeted the entire turfgrass production, installation, and maintenance chain--all components of which are integral in establishing a sustainable, low input turfgrass product. This product is in demand and critical to the growth of the industry in Georgia.

The objectives of this first project were to: 1) establish a baseline of the size, scope, and economic impact of the integrated turfgrass industry in Georgia, from which progress can be measured; 2) assure and promote the environmental benefits of sustainable turfgrass by educating sod producers, landscape industry workers, and County Extension Agents in turfgrass BMPs (proper turfgrass variety selection, soil preparation, installation, and maintenance) which create the sustainable product consumers desire and which ensure the environmental and social benefits of turfgrass; 3) determine the impacts of increased soil organic matter on turfgrass water use, and insect, disease, and weeds pests; and 4) assess the economic impact of incorporating soil organic matter on the turfgrass industry, homebuilders, and homeowners.

In Phase I of the project, The Center of Agribusiness and Economic Development gathered appropriate data and estimated the size of the turfgrass and related industries in Georgia. Training programs for landscape workers and county extension agents were created and implemented. Field studies of the impact of organic matter on turfgrass

water use were established on the Griffin Campus and studies on the potential of organic matter to suppress turfgrass dollar spot disease were completed.

PROJECT APPROACH

This project created and initiated the sustainable landscape and sod worker-training programs. Training programs for extension agents were implemented, increasing their ability to deal with turfgrass water use and maintenance. A field test examining the impact of organic matter on turfgrass water use and weed pests was established. Studies of organic amendments and suppression of a common fungal disease of warm- and cool-season turfgrasses (commonly called dollar spot) caused by *Sclerotinia homoeocarpa*. have been completed. The scope and economic impact of turfgrass and related industries in Georgia was established by the Center for Agribusiness & Economic Development.

The plan of work is summarized in Table 1 below. All activities in Phase I have been completed.

Table 1.

Activity	Collaborator Responsible	Status	
Field and greenhouse studies to determine the impact of soil amendments on turfgrass weeds, diseases and insects.	Waltz	Initiated in 2010.	Completed
Hire Program Associate to Support Sustainable Turfgrass Systems and Education in Atlanta Metro Area.	Bauske	Nov. 2011	Completed
Program Associate develops four trainings with Specialists to educate landscape workers on Sustainable Turfgrass Systems and begins training.	Bauske	Nov. 2011-Jan. 2012	Completed
Graduate student selected and Organic Matter and Water Use greenhouse research initiated.	Waltz	Nov. 2011	Completed
Center for Agribusiness & Economic Development begins assessment of the economic impact of the turfgrass industry.	Bauske, Wolf, and Kane	Dec. 2011	Completed
UAC assists the Center for Agribusiness with surveys or phone calls to members as needed.	Woodworth	Jan. – Feb 2012	Completed
Program Associate works with Extension agents to deliver Sustainable Turfgrass Systems education to landscapers and sod producers.	Bauske	Feb.-Sept. 2012	Completed

Center for Agribusiness & Economic Development presents results of the economic impact study on their web site: http://www.caed.uga.edu/	Bauske, Woodworth, Wolf	April 2012	Completed	GOALS AND OUTCOMES ACHIEVED
Sustainable Turfgrass Programs presented to Cooperative Extension Agents. Extension publications and Facebook resources created.	Waltz	May 2012-Sept. 2014	Completed	
Plant and collect data from Plant Organic Matter Field Study with organic matter at 0, 500, 1,000, and 2,000 pounds per 1,000 ft. ² of soil as outlined in text.	Waltz	May- Sept. 2012	Completed	Measurable Outcome: <i>Develop a model for the economic impact of the</i>
Agents receiving training are surveyed to determine training impact on their activities.	Bauske	Sept. 2012	Completed	

integrated turfgrass industry that can be used to assess the effects of this and other projects in the future.

The Center for Agribusiness & Economic Development completed the study and presented the results of the study, *Economic Contribution of Turfgrass Production, Ornamental Horticulture, Landscape Services, and Related Industry in the Georgia Economy, 2010*, on their web site:

http://www.caes.uga.edu/center/caed/documents/CAEDTurfgrassandRelated2012_FINAL.pdf . This study established an economic baseline of the integrated industry as outlined in the project goals. Overall, the turfgrass and related industry directly contributes \$4.0 billion in output, and indirectly another \$3.8 billion for a total of \$7.8 billion of Georgia's over \$700 billion economy. The industry also directly and indirectly accounts for a total of nearly 87,000 full- and part-time jobs.

Interestingly, economic impact estimated in this study was surprising close to the 2005 estimate by G. Landry. Landry estimated revenue of \$8.1 billion and 78,988 full or part-time jobs (a slightly higher revenue and slightly lower number of employees). It appears the industry has grown little since 2005. This is not surprising. The industry has dealt with drought, collapse of the housing market, high fuel prices, and recession in recent years. Other UGA studies suggest the industry has consolidated over recent years and now has fewer small companies.

It would be unwise to use the study of the Center for Agribusiness & Economic Development to attempt to estimate the impact of future droughts. All previous studies use very different methodology. The strength of this study is that it can be easily reproduced in the future to assess changes. Furthermore, the impact of drought on the industry is highly dependent on water policy, perhaps more so than water quantity.

Measurable Outcome: *Increase the number of sustainable turfgrass training opportunities offered by Cooperative Extension for landscape professionals.*

Becky Griffin was hired as a multi-county Extension Associate to complete the worker training portion of this project. She was housed in the Cobb County Extension Office but worked throughout the state. She developed four trainings:

- Turfgrass Identification: Know What You Mow
- Turfgrass Maintenance: Creating Tough Turf
- Turfgrass Irrigation: WaterSmart Turf
- Turfgrass Installation: Smart Start Turf

Ms. Griffin made these trainings available to use in the training all Agricultural and Natural Resource Agents in Georgia.

From October 2011- September 2012, 898 landscape workers, city workers and people interested in improving their skills to enter the workforce have taken the training. Ms. Griffin, or agents using her materials, conducted 30 trainings in Bartow, Chatham, Cherokee, Cobb, Fulton, Gwinnett, Muscogee, and Spaulding counties. This exceeded the project benchmark (12 trainings) by 250%. The average improvement in pre- and post- training test scores was 30%. Participants in the training received a Certificate of Completion.

Ms. Griffin has continued training landscape workers in Phase II and Phase III of the project, and those trainings are reported in each phase's appropriate report.

Extension Publications have been created to support these trainings.

- Waltz, C. and B. Griffin. 2013. [Grasscycling: let the clippings fall where they may](#). UGA Ext. C1031.
- Griffin, B. and C. Waltz. 2014. Turfgrass fertility: soil texture, organic matter, aeration, and pH. UGA Ext. 1058-1.

Ms. Griffin and the office of communication published 12 articles, which have been widely distributed on Georgia FACES to both newspapers and web sites.

- [UGA researchers working toward more water-efficient lawns](#)
- [Fall is the time to rescue that fescue](#)
- [Water your lawn wisely this summer](#)
- [Following a few lawn care tips can save water in drought situations](#)
- [Grasscycling: Something Old is New Again](#)
- [Plan now for lush, green turfgrass this summer](#)
- [Plant new seed into tall fescue lawns now for great results later](#)
- [Follow tips from UGA Extension to get a healthy summer lawn](#)
- [Popularity of St. Augustinegrass growing across Georgia](#)
- [Fall turfgrass interseeding and overseeding: not one in the same](#)
- [Lawncare can be simpler if homeowners will take time to get to know their grass](#)
- [North Georgia lawns may show cold damage this spring](#)

Dr. Waltz conducted three agent trainings, exceeding the project benchmark of two trainings.

- Distance Learning Training, 21 agents, May 8, 2012
- Turfgrass Field Day, 20 agents attended, August 1, 2012
- Face-to-Face Training, 40 agents, August 15, 2012

All of the trainings focused on turfgrass water use. Feedback from the agents was excellent. On the May 8 training, the number of correct responses to turfgrass water use questions increased from 20 before the training to 64 after the training. Evaluations of the trainings were also favorable.

Measurable Outcome: *Begin developing a predictive model for the use of organic matter in turfgrass installation and determine the effect on pests and water use.*

The test to determine the impact of organic matter on water use of turfgrass was established in June of 2012 at the Griffin UGA Campus. Three species of grass were planted: JaMur zoysiagrass, TifGrand bermudagrass, and TifBlair centipedegrass. Prior to planting, two types of compost were tilled into the soil at rates of 500 lbs., 1,000 lbs., and 2,000 lbs. per 1,000 ft.² Two control plots were also prepared. One was tilled with no compost and one was neither tilled nor amended. The experimental design was a split plot design with turfgrass species as the whole plot and soil treatment as subplots. The plots were irrigated at a deficit to determine the affect of the compost on water use. Results of the study were used to influence recommendations for WaterSense New Home Construction Certification in Georgia. Preliminary data were collected in August and September as the test plots became established. Data collection will continue next spring.

The test plots were highlighted at the 2012 Turfgrass Field Day held on the UGA Campus at Griffin. Approximately 900 business owners and workers attended the field day.

Results of field and greenhouse studies indicated that compost materials incorporated into the turfgrass canopy may result in disease suppression, potentially mitigating the use of pesticide. In May of 2012, John B. Workman completed his Masters Degree in Crop and Soil Sciences under the direction of Dr. Clint Waltz. His research focused on a common fungal disease of warm- and cool-season turfgrasses, dollar spot, caused by *Sclerotinia homoeocarpa*. The disease is characterized by straw-colored sunken spots approximately 5 cm in diameter on closely mown turf. While fungicides are commonly used to control dollar spot, development of fungicide resistant populations and associated costs of pesticides has stimulated the need to study other methods of disease management. The use of composts that can be incorporated into turfgrass maintenance by replacing sand used in topdressings was explored as an alternative. Mr. Workman published his research results in his thesis entitled, *A Holistic Approach to Decreasing Dollar Spot Severity and Overwintering Inocula of Sclerotinia homoeocarpa*.

BENEFICIARIES

This project has benefited the urban agriculture industries and the general public. Workers in Georgia's green industries and their employers benefited from the training, improving their skills in identifying, installing, maintaining, and watering turfgrass. Eight hundred ninety-eight people participated in the trainings and 900 people attended the Turfgrass Field Day and learned about the field test. The public has benefited from the newspaper articles that highlight the sustainability of turfgrass and provide tips on increasing turfgrass sustainability. Industry leaders have used *Economic Contribution of Turfgrass Production, Ornamental Horticulture, Landscape Services, and Related Industry in the Georgia Economy, 2010* in discussions with politicians and other decision makers on issues that affect the industry. Eighty-one agents benefited from the training in turfgrass water use.

LESSONS LEARNED

Phase I of this project has gone smoothly. **A longer timeline may have benefited the project. We were not able to complete all activities on the initial timeline for several reasons. The assessment of the size and scope of the industry took a little longer than anticipated, primarily because we decided to wait for 2010 data to be published, rather than**

using 2009 data. We also felt the newspaper articles should be spread out over three years. This allowed us to publish articles when turfgrass issues were pressing.

CONTACT INFORMATION

Dr. Ellen Bauske

Program Coordinator

Center for Urban Agriculture

University of Georgia-Griffin

ebausk@uga.edu

770-233-5558

17. Vidalia Onion Committee – Vidalia® Onion Retail and Consumer “Country Music” Marketing Campaign – Final Performance Report

Project Summary

The Vidalia® Onion Committee (VOC) developed, produced, disseminated, and promoted an integrated campaign that encouraged retail stocking and promotion of Vidalia onions and consumer consumption of and familiarity with Vidalia onions. This was an ongoing 2-year project featuring a country music tie-in built on the shared Southern heritage of country music and Vidalias that capitalized on the increasing national popularity of both. The objective of the promotion was to increase retail sales of Vidalia onions and to increase consumer familiarity with and usage of the Vidalia brand.

Project Approach

VOC contracted with Universal Music Group Nashville to launch a two-year promotional partnership, starting in 2011. For 2012, VOC renewed that partnership, and four country music celebrities agreed to support the national promotion via consumer radio, likenesses on in-store materials and supporting consumer promotions including public relations and paid advertising. Elements included in-store point of sale (POS) materials, themed consumer packaging, consumer radio, consumer print and online ads, trade ads, consumer print drive, free song downloads from Universal Music, social media, and a couponing program that ran in conjunction with the promotion. Consumers who visited Vidalia website/social media could receive a song download and coupon as a benefit.

VOC paid for campaign development and graphics costs, public relations and advertising related to the campaign. This included: in-store point of sale (POS) materials; packaging; graphics for consumer print ads; trade ads; consumer online ads; video billboard; purchasing ad space; sales tool development for packers; public relations support; media outreach; print and radio releases; in-store radio; photography and recipe development; newsletter development, printing and distribution; and contest set-up.

POS included 2”x2” display toppers and shelf cards. Packaging included consumer bags with recipes, bins, ½ bins, and box wraps with the themed campaign messages and country stars’ images. In Year 1, retailers were able to enter a merchandising contest to win a VIP trip to Nashville, and a consumer won a VIP trip to

Nashville for the most creative jingle, with another consumer winning \$1,000 cash for the most popular video uploaded online. (These prizes were not paid for with federal grant funds.) In Year 2, consumers received free song downloads and access to a Vidalia coupon by liking the Vidalia Facebook page. VOC supported the in-store promotions with ads--online, video billboard, consumer and trade print, and POP radio.

Goals and Outcomes Achieved

By offering an eye-catching campaign with four easily recognized country music celebrities associated with Vidalias, and by offering stores a program with clear benefits to their consumers—Southern themed recipes, music downloads, and prize packs associated with the country music theme—the VOC hoped to achieve an increase in measurable sales and consumer media impressions.

While the VOC realistically did not expect to exceed the consumer media impressions achieved in 2010, which was an atypical year because of the VOC's Shrek program, it wanted to see the impressions morph into different outlets; for instance, VOC advertised in *Country Weekly* as opposed to traditional consumer publications like *Taste of the South*.

Media impressions did increase. There was increased exposure in *Country Weekly* magazine, which has approximately 75,000 base impressions per issue, with VOC purchasing 5 full-page ads in five consecutive issues.

The bulk of the increased impressions came from consumer radio:

American Country Countdown with Kix Brooks – 303 affiliates, 91% US Coverage, 9/Top 10 Markets, 3.25 million listeners

American Country Countdown Special – 4-hour Memorial Day Tribute to the Troops –May 26th

After MidNite with Blair Garner— 234 affiliates, 1.3 million listeners, 87% US Coverage

Crook & Chase Countdown— 212 affiliates, 629,000 listeners

WSIX-FM New York City & Sirius XM Satellite Radio— #1 market in US and satellite

The Lia Show— 118 affiliates, 3.2 million listeners

This ad buy also met the VOC's goal of extending the mediums in which the VOC advertised to reach new audiences.

The VOC's sales goal was to increase bag sales by 5% annually over the project, and it exceeded that goal. Bag sales have grown from 2 million themed bags to over 2.5 million over the course of the two years.

VOC expected to exceed 55,000 website visitors in Grant Year 1 through an increased social media push and promotion of the Jingle contest. In 2009, the VOC had 43,530 unique web visitors, in line with annual upward trending of approximately 3,000-5,000 visitors resulting from VOC marketing efforts. (Figures in 2010 are atypical and cannot be used as a standard benchmark, as the VOC's Shrek program was on ABC World News, the front page of the Wall Street Journal and other major national media that is unlikely to be repeated for two consecutive years.)

Actual results were successful and are as follows:

Year One—2011 Season—Sweet Vidalia Jingle Contest and Free Music Downloads

VidaliaOnion.org:

Since the contest began on May 1 through the end of August, the website received **57,003 visits** with over 250,740 page views and **44,646** unique visitors.

Jingle Contest Micro-Site:

Since the contest began on May 1 through the end of August, the micro-site received **136,347 visits** with over 481,138 page views and **24,828** unique visitors

60 jingle contest entries from across the country—

130,050 votes placed

VOC had approximately 2,400 consumer feedback comments on its jingle contest micro-site consumer forum—about 50 pages of comments from people who were weighing in comments in addition to their votes.

Year Two—2012 Season—Vidalia Product Coupons, Free Music Downloads, and Online Recipe Photo Contest to win Trip for Two to the Set of a Country Music Download

*In 2012, the number of web visits went down, but the number of overall visits between the website (39,500) and the VOC's new Facebook page (35,871 likes) was more than 75,000. And, unique visitors to VidaliaOnion.org were up 8% from 2011 to 2012. VOC expected web visits to go down since its 2012 focus was on social media. That the VOC was able to gain almost 40,000 fans on Facebook in four months was an incredible—and unexpected—result. VOC also added **Pinterest** in 2012.*

Beneficiaries

This project impacted approximately 100 growers and packers of Vidalia® onions by providing an efficient, enticing, customer-friendly, integrated retail and consumer marketing program to promote their product. Georgia and its residents will continue to benefit from tourism and related revenue streams from Vidalia onions retaining their popularity. Retail clients and Vidalia consumers, as a result of the program, better understand the Vidalia brand and are more likely to purchase Vidalia onions, whether in bulk for the stores or as shoppers looking for meal solutions.

Lessons Learned

Marketing is a constantly evolving animal, and we have to adapt with new technology and new mediums, such as social media, while covering our bases with traditional marketing like print ads and radio. With the VOC's increased popularity on Facebook and other social media sites, we have to target those audiences and shift with our demographics. We implemented this lesson by choosing to create a **Vidalia Onion Pinterest** board mid-season, which allowed us to begin marketing through yet another popular vehicle.

Contact Person—Wendy Brannen; 912-537-1918; wbrannen@vidaliaonion.org

Additional Information

The Sweet Vidalias, Country Music tie-in was a cost-effective way to maximize our marketing dollars in a visible, appealing manner, and is in line with our continued goals and efforts to increase sales and consumer awareness.