



EXTENSION AGRIBUSINESS PROGRAM TEAM

Resource Rodeo
April 5, 2018



Clemson PSA Divisions

- **Clemson Cooperative Extension** transfers science-based information to commercial growers, livestock producers, land managers, small farmers, and individuals.
- **Clemson's Experiment Station** conducts research to develop relevant, science-based information for agriculture, forestry and natural resources.
- **Livestock-Poultry Health** serves as SC's animal health authority, USDA meat and poultry inspection program, and state veterinary diagnostic center.
- **Regulatory Services** protects the environment and food crops by ensuring the safe, effective use of fertilizers and pesticides, and the quality of SC-grown seeds and plants.



Clemson Extension Service

Improving the quality of life of all South Carolinians by providing unbiased, research-based information through an array of public outreach.

Vision

Clemson Extension will be the leading source of unbiased research-based information relating to agriculture, community, environment, food and youth.

Mission

We improve the economy, environment, and well-being of South Carolinians through the delivery of unbiased research-based information and education.



2018 Cooperative Extension Districts



- Upstate** – 10 Counties /49 Staff
- Coastal** – 7 Counties /30 Staff
- Savannah** – 9 Counties /27 Staff
- Midlands** – 10 Counties /42 Staff
- Pee Dee** – 10 Counties /39 Staff



Clemson Agribusiness Program Team

15 Faculty and Staff
9 Office Locations



Agribusiness

- "The news that agriculture and forestry mean tens of billions of dollars for our economy and 212,000 jobs for our people is a real reason to celebrate." – Governor Nikki Haley, February 2015
- "Clemson's connection to the Agribusiness sector dates back 125 years, when we were founded to support the state's economy – specifically agriculture – through education and research." - Clemson President James P. Clements
- 2015 London report values the economic impact of the Agribusiness cluster in SC at \$41.7 billion, a 23 percent increase over an assessment of \$33.9 billion derived from a 2008 report.
- Agricultural Commissioner, Hugh Weathers, estimates this figure to exceed \$50 billion by 2020.
- "By hiring more Extension agents and agricultural research scientists across the state, Clemson has expanded services to farmers throughout South Carolina." - George Askew, Vice-President-PSA
- The Clemson Sandhill Research and Education Center plays a critical role in the expansion of the statewide Agribusiness cluster through a variety of roles and initiatives.

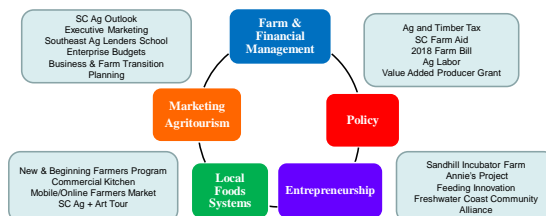
Agribusiness Program Team

4 new hires: 2 PhD Extension Faculty and 2 MS Extension Associates.

Increased Focus Areas:

- Ag Taxes, and Labor
- Business Planning and Farm Transition/Succession
- Farm and Financial Management
- Marketing
- Risk Management Education
- New and Beginning Farmer Program

Agribusiness Program Areas



TOOLS AND RESOURCES

- Enterprise budgets
<http://www.clemson.edu/extension/aes/budgets/>
- Farm financial analysis
- Business plans
- Entrepreneurship models
- Feasibility studies
- Commodity market outlooks
- Local farmers markets, CSAs and food hub
- Sandhill REC Incubator Farm



Will Culler CLEMSON UNIVERSITY

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<https://www.clemson.edu/extension/agribusiness>

FOOD2MARKET SOUTH CAROLINA FOOD REGULATION & SAFETY EDUCATION FOR ENTREPRENEURS

Dr. Kimberly Baker – State Consumer Food
Safety Program Coordinator
And
Adair Hoover – Food Safety Agent

Food2Market

- Food entrepreneur assistance
 - Coordinates product testing with faculty in the Clemson Food, Nutrition and Packaging Science Department
 - Educates entrepreneurs on food regulations specific to their products
 - General food safety education related to producing safe food products for sale
- Food Safety Workshop for Food Entrepreneurs
- Workshops
 - HACCP Certification
 - Better Process Control School
 - FSMA - Preventive Controls for Human Food
 - FSMA- Produce Safety Rule





Regulatory Overview

Type of Product		Regulatory Agency
Retail	Prepare and serve product onsite (restaurant)	SC DHEC Food Safety Division
	Prepare and sell product direct to the consumer only	SC DHEC Food Safety Division
Wholesale	Contains >3% raw or >2% cooked beef, pork, chicken or lamb	SC Meat and Poultry Inspection Department
	Cheese, grade A dairy, soft drinks or water products	SC DHEC Dairy Division
	Seafood products	SC Department of Agriculture
	Contains >7% alcohol	Alcohol, Tobacco, Firearms Tax and Trade Bureau
	All other Food Products	SC Department of Agriculture



SC Department of Agriculture Regulations

1. Produce product in an approved facility
2. Product testing (if applicable)
3. Label reviewed by SCDA
4. Apply for RVC
5. Comply with regular inspections



Product Testing

- Primarily for shelf stable foods
 - Canned, baked, dried
- Classifies product as acid, acidified or low acid OR
- Classifies product as a TCS or Non-TCS food
- Provides additional information to produce product safely



Product Testing

- pH
- Water activity (A_w)
- Nutrition label



Nutrition Facts	
Per Serving (100g)	
Serving Size 100g	
Amount Per Serving	
Calories	10
% Daily Value*	
Total Fat	10g
Sodium	10g
Total Carbohydrate	10g
Dietary Fiber	10g
Sugars	10g
Protein	10g
Vitamin A	10%
Vitamin C	10%
Calcium	10%
Iron	10%

INGREDIENTS: Tomatoes, Cucumbers, Onions, Green Bell Peppers, Red Bell Peppers, Sugar, Garlic, Salt, Citric Acid, Natural Flavors, Spices.



Not the Cottage Food Law The Home Based Food Production

- Regulated by SCDHEC
- For non-potentially hazardous (Non-TCS) Sometimes product testing necessary to determine if Non-TCS
- Products can be made in the home
- Sold direct to end consumer only
- Follow label requirements
 - "Not for Resale – Processed and prepared by a home-based food production operation that is not subject to South Carolina's Food Safety Regulations."
- Sell no more than \$15,000 per year



Honey Regulations

- Regulated by the SC Department of Agriculture
- ALL honey must be properly labeled (must be reviewed by SCDA)
- Honey for public sale (at roadside markets, retail stores, etc.) must register with SCDA and have honey house inspected and approved by SCDA
- When sold directly to end consumer (i.e. at Farmers markets) and no more than 400 gallons (4,800 lbs.) produced per year, you can apply for registration and inspection exemption. You must file for exemption.
- A home kitchen cannot be used to produce honey for sale to the public.





Egg Guidelines

- Regulated by the SC Department of Agriculture
- No requirements if sold at the farm where eggs are gathered. Must be washed according to guidelines.
- To sell at farmers markets, stores, restaurants, etc.:
 - Must complete and sign the Egg Application to Distribute Eggs and proof of label to SCDA.
 - Wash according to guidelines
 - Refrigerate according to guidelines
 - Grade and size eggs according to guidelines
 - Meet labeling requirements



QUESTIONS?



www.clemson.edu/extension/food2market

SOUTH CAROLINA SBDC
 Small Business Development Center
 April 5, 2018
 Farmer Resource Rodeo
 Jim Johnson, Region Director
 SC State Region

SBA
 U.S. Small Business Administration
South Carolina
 Department of Commerce
 Just right for business.
 SC STATE UNIVERSITY, CLEMSON UNIVERSITY, SOUTH CAROLINA UNIVERSITY, WINTHROP UNIVERSITY



SCSU Region - Geographical Coverage Area



Designations



Allendale, Bamberg, Barnwell, Calhoun, Colleton and Orangeburg Counties

The SC SBDC Mission

To advance South Carolina's economic development by helping entrepreneurs grow successful businesses.



How We Carry Out Our Mission

- 21 Centers in urban & rural South Carolina
- Almost 50 Consultants in the SC Network
- A team of professionals who provide:
 - Individual, private consulting sessions – *no cost*
 - Educational workshops and seminars
 - Referrals & joint services with service partners
 - Tools, resources and information
 - Advocacy & Economic Development

We're big on small business.™
South Carolina Small Business Development Centers



Who We Serve

- ▶ Established businesses
- ▶ Entrepreneurs starting a new business
- ▶ All industry segments
- ▶ Small businesses throughout S.C.

Services We Provide

- Internal financial management
- Finding & applying for financing
- Operations & H.R. systems
- Marketing plans & strategies
- Website/social media design/use
- Business & strategic planning
- Sales & growth strategies

Additional Specialty Services

- Introduction & guidance on exporting
- Capturing government contracts
- Guidance on product/technology commercialization
- Digital Marketing: Commercial Photography*
- Agribusiness/Environmental*
- Acquisitions and Succession Planning

Walker Emulsions USA

- Manufacturing: Small Rural Business
- Environmental & Energy Saving Project
- USDA Grant Assistance
 - Rural Energy for America (REAP)



Keith's Red Barn BBQ

- Food Product: BBQ Sauce
- Business Start Up Assistance
- Food Product Development
- Colleton Commercial Kitchen



Bodhi Thai Dining

- ▶ Restaurant: Fine Dining
- ▶ Business Start Up Assistance
- ▶ Funding Assistance – BB&T
- ▶ Marketing Assistance
 - ▶ Digital Media: Commercial Photography



SOUTH CAROLINA
SBDC

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Supporting you to GET GROWING

		
Home Growers	Farmers	Organic Living
<p>We support home growers to build the confidence, skill, & experience to 'Get Growing'</p> <ul style="list-style-type: none"> • On-site Consulting • Hands-on Education • Inspiration • Supportive Community 	<p>We offer a path to success for emerging & expanding farmers by providing:</p> <ul style="list-style-type: none"> • Training & Assistance • One-on-One Mentors • Staff Hiring • Marketing for Success 	<p>We advocate sustainable living approaches & eating organically through:</p> <ul style="list-style-type: none"> • Celebrating Food & Health • Workshops & Conferences • Community Engagement • Regional Partnerships
		

The Farming Journey

Step 1: EMERGING - Formal Learning Opportunities & Farm Externs
Field visits, Skills Academy, Farm Tour
College-based internships
Hands-on growing experience



Step 2: START-UP - Farm Beginnings & Farm Production
Year-long training program
Whole Farm & enterprise planning
Connections to a farmer network
Growing season, learning plans
On-Farm Field days & workshops



Step 3: TRAINING - On-Farm Training, Apprenticeship, Scholarships, Internships, Farm Camps
Hands-on OMS, Season, Farm Camp
College-based internships



Step 4: SEASONS - Technical Assistance in Multiple Areas of Interest
Production, marketing and financing assistance
Access to local & regional growing opportunities
Networking with all experienced farmers



OGS Farmer Programs





Year-long Farmer Training - 200+ hrs

13 Winter Class Sessions

- Whole Farm business, financial, & marketing planning

Conferences:

- 3 Regional Conferences

Production Training:

- 16 Farm Tours & Field Days

Mentorship:

- 15 hrs one-on-one support



Cost: \$3000 for up to two farm members - Scholarships are available

Location: Mill Spring Agricultural Development Center - Mill Spring, NC (15 min from SC border)

Approved FSA Education Vendor



WHEN: Tuesday, April 10, 2018 • 9:00AM–3:30PM

WHERE: Heritage Hall • Greenville Technical College • 8109 White Horse Road, Greenville, SC

This is an official SC New and Beginning Farmer Program educational event.



Keep In Touch!



Cameron Farlow
Farmer Programs Director

cameron@organicgrowersschool.org

www.organicgrowersschool.org



Danny Cannon - Co Chair MFA

Our Mission

The mission of the Midlands Food Alliance is to advocate and educate for a sustainable and equitable, localized food system in the Midlands



Our Vision

A resilient local food system that ensures all residents have access to healthy and affordable food produced with dignity while providing a healthy and sustainable living for farmers and protecting our environment

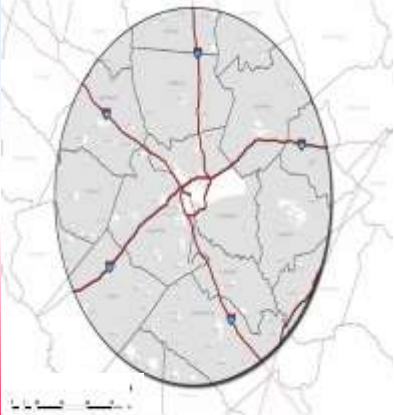


Partners We Consort With Regularly

Eat Smart Move More, Midlands Local Food Collaborative, Slow Food Columbia, End Child Hunger Now, SC Department of Agriculture, SC Agribusiness Council, SC Farm Bureau, Central Midlands COG, Central Midlands Development Corporation (our fiscal sponsor), USDA & Clemson Extension Agribusiness

Region MFA Concerns Themselves With

50 Miles Around Columbia




MFA Institution of the Year 2017

Midlands Food Alliance was Named the Institution Of the Year in SC and NC at the CFSA Annual Meeting In November of 2017

Stuff We Do - 1

- Farmer Chef Mashup Oct '17
- Monthly Newsletter
- Land Access Group
- Instrumental in Developing the Columbia Food Policy Council with other partners
- Farm Tours and Food Guides
- Work with COG to get Agribiz & Local food System in CEDs
- (Community Economic Development Strategy)
- Seed Exchanges
- Table at Events

Stuff We Do – 2

- Conducting 3 Food Hub Workshops Columbia
 - 1 Statewide
 - 2 Central Midlands Region
 - 3 Follow Up April 16th
- County Potlucks to Intro Farmer Input
- Working on A Project to Develop a Tool Kit for Local Food System Development Community Listening Sessions with CMCOG Funded by SCACED




Stuff We're Going to Do

- October 8th 2018 Second Annual Farmer Chef Mashup. This time Buyers and Farmers Sit Down Together and Brainstorm How to Work Together – Who needs What & How??
- April 28th Back To the Roots – An Education Booth about Food Deserts and Bee Trail Farm Kids Booth with a demonstration Hive
- Bring Ag + Art Tour to Richland and Lexington Counties!!
- Taste of of Ag + Art Tour Farm 2 Table Hyper-Local Fund Raiser Dinner at the Farmers Market May 19th.





- Flyers about this event are at the MFA Table
- Fact sheets are available at the MFA Table
- There is an “interest” sign-up sheet at the MFA table for farmers who might want to be host farms at the event
- MFA is soliciting Sponsorships for the Event. See any of us at the table about that
- Tickets for the Fund Raiser Supper Are Available at: <https://bpt.mee/3355363>