

SC SARE Program

2021 Open Forum Advisory Committee Meeting Minutes

January 13, 2021

Participation

Last	First	Organization	Email
Clemons	Bonita	South Carolina Community Health Worker Association	bonita@scchwa.org
Boyles	Ben	Clemson University	boyles2@clemson.edu
Farmaha	Bhupinder	Clemson University	bfarmah@clemson.edu
Flynn	Kelly	Clemson University	kgilker@clemson.edu
Horry	Matt	Clemson University	mhorry@clemson.edu
McSwain	Karen	CFSA	karen@carolinafarmstewards.org
Mikell	Gordon	USDA NRCS	gordon.mikell@sc.usda.gov
Mohr	Joss	Sou'easter Farm	jmohr@live.com
Nettles	Mark	SCSU Extension	mnettles@scsu.edu
Nichols	Amy	Clemson University	amyn@clemson.edu
Roach	Kerrie	Clemson Extension	kwalker@clemson.edu
Seibert	Nikki	Wit Meets Grit	nikki@witmeetsgrit.com
Smith	Matt	Clemson University	mcs5@clemson.edu
Vossbrinck	Diana	Clemson University	dvossbr@clemson.edu
Wheat	Brian	Common Joy	brianbuckwheat@gmail.com
Windham	Jonathan	Clemson Extension	jwindha@clemson.edu
Zehnder	Geoff	Clemson University	zehnder@clemson.edu

*Matt Horry proxy for Brian Ward

Open Forum Attendees (68):

Sharon Alvarez
Denise Attaway
Justin Ballew
Gillian Bee
William Bishop
Ben Boyles
Rick Boyles
Wayne Brown
Sara Brunner
Tim Bryant
Kevin Burkett
Kim Butz
Wayne Chao
Bruce Cole
Bayleah Cooper
Nicole Correa
Will Culler
Matthew Cutulle
Becky Davis
Lucy Davis
Mark Dempsey
Kimberly Dixon
Katie Donohoe

Bhupinder Farmaha
Kelly Flynn
Jeremy Greene
Shaheed Harris
Kenneth Harvin
Matt Horry
Karen Jackson
Jim Johnson
R. Karthi Karthikeyan
Dave Lamie
Gustavo Lascano
Alta Mae Marvin
Charlotte Maxwell
Charly McConnell
Bruce McLean
Karen McSwain
Anthony Melton
Gordon Mikell
Joss Mohr
Gena Moore
Sruthi Narayanan
Mark Nettles
Julian Nixon

John Park
Francis Reay-Jones
Steve Richards
Timothy Rowe
Cameron Sabin
Nicole Seibert
Buford Shepard
Kaylee Smith
Matt Smith
Morgan Stone
Courtney Tharp
Chris Thigpen
Weatherly Thomas
Lewis Till
Dana Turner
Diana Vossbrinck
Ashley Walker
Brian Ward
Oscar Wilson
Jonathan Windham
Geoff Zehnder
Hamdi Zurqani

Overview of the 2020 SC SARE Program

Matt Smith and Mark Nettles were introduced as the new SC SARE Co-coordinators, taking over for Geoff Zehnder. Jonathan Windham is the new program assistant, taking over for Kelly Flynn. Matt Smith reviewed the 2020 program activities and accomplishments, which were curtailed by the COVID-19 pandemic.

Marketing Strategies for Small Scale Vegetable Producers

Institution: SC State University 1890 Research and Extension Program

Program Leader(s): Mark Nettles and Ishmel Washington

Location: Virtual

Timeframe: August 2020 – January 2021

Open Forum Discussion

9:00am – 1:00pm

Unlike previous years, this year's open forum was held in a virtual format. Therefore, attendance was high. Despite the high attendance, input from the public was relatively low (many first-time attendees who chose to observe only). Topics pertaining to **organic farming** dominated the discussion.

Registrants were surveyed prior to the meeting as to what they felt were the top 3 areas SC SARE should focus on for 2021. **Soil health** was the leading survey response, followed by issues pertaining to **socio-agronomic** concerns (food security, minority involvement, community ag., etc.), and lastly resources to **support growers** (Cooperatives, recruitment, e-tools and equipment, etc.).

A lack of communication between organizations was also highlighted, as stakeholders shared that they would like to be informed of projects that others are working on. There was also strong advocacy for on-farm demonstrations and video resources, citing that merely informing stakeholders is not enough, they must also be shown how to *correctly* implement what they've learned.

Advisory Committee Meeting

1:30pm – 3:43pm

The Advisory Committee discussed the role that SC SARE will take. SC SARE will provide funding for “train-the-trainer” programs. That is, SC SARE will not directly produce programming, but will offer funding opportunities for programs involved in training instructors who will in turn train others.

It was suggested that perhaps SC SARE could take on a coordinating role in organizing programs (i.e. identifying needed programming and finding speakers to fill said need). It was mentioned that SC SARE could make better use of internal resources (e.g. Clemson Extension) in 2021.

To facilitate requests for and to better trace funds, SC SARE will now require a request-for-funding application:

<https://www.clemson.edu/cafls/research/sustainableag/sc-sare-pdp-grant-application.pdf>

The Advisory Committee offered feedback on the application. Suggestions included the addition of maximum word counts, maximum award amounts, and language.

Survey responses from registrants had been categorized based largely on keywords found within the responses themselves. The Advisory Committee reviewed the survey responses and recommended further categorization and clarification of what topics each category encompassed. Updated categories and subsequent topics will be sent out at a later date for feedback. These categories will be used to prioritize 2021 requests for funding.

Survey responses color-coded with initial categorization below, followed by raw data.

Minutes submitted: January 18, 2021 by Jonathan Windham

Initial Categorizations

Soil Health/Soil Science	22
Social and Community	21
Grower Support	19
Marketing, Business, and Collaboration	14
Weed and Pest Management	11
Education and Research	10
Water	10
Regenerative Ag	8
Cover crops	6
Greenhouse	6
Support during COVID	5
Climate Change & Renewable Energy	5
Livestock	4
Organic farming	4
Alternative and Emerging Crops	3
Cultivar Development	3
Pollinators	2
Farm Equipment and Online Tools	2
Miscellaneous	12

Soil Health	food insecurity
Soil Health	Food security
soil quality	Practicing Sustainable Ag in Regions with Food Deserts
soil health	Community
Soil Health	Minority farmers participation and access to capital
Soil fertility	Inclusion
Soil health	Community gardens
Soil Health	community engagement and empowerment tools and workshops
soil management	Sustainable Ag Community
Soil Health	Local Food Systems
soil health	accessibility to local produce
Soil management	diversity and inclusion
Soil Health	availability
soil health	rural communities
soil health	local food systems
soil health	Sustainable Communities
soil health	social sustainability
Soil Health	urban ag
soil amendments	food equity
bedding types/alternatives	Urban Farming
Nutrient Availability	Racial Equity and Inclusion
Conservation tillage	

Producer Adaptability
 Large farms
 New and Beginning Farmers
 Recruiting young/new farmers and retaining seasoned farmers
 Increase success in getting SSARE grants for junior faculty
 Lack of governmental support (future)
 farmer cooperatives
 strategies for staying compliant with regulations
 limited resources farmers
 how can the public help bolster local farmers success
 Crop Planning
 navigating food hubs
 Fertilizer inputs and their availability
 challenges faced small scale farms
 Research with diversified vegetable farmers
 processing
 Input into Development Regulations
 Area tips (ie-Sandhills)
 fertilizer strategies

Preseason pest management (Weeds, diseases, nematodes)
 Weed control
 Weed control in organics/ sustainable agriculture
 Pest management
 Management to reduce weed pressure
 biological controls
 Biological control of insect pests
 Alternaria in Brassica Crops
 Pest Control
 IPM
 IPM

Water management
 Water Quantity
 Conserving groundwater
 Water Resources
 water management
 Rural Wastewater Treatment Plants
 water quality
 irrigation efficiency
 On-Farm Water Conservation
 riparian buffers

cover crops
 Cover crop strategies
 Cover Crops
 Land cover land use change
 cover crops
 Cover Crop Use

Autozone technology to thrive in this new normal
 Small farm operations and marketing under Covid restrictions
 COVID-19 pandemic
 marketing strategies under Covid
 Marketing Produce amid COVID-19

Poultry
 livestock processing
 Cattle
 Sheep

Medicinal Herbs and Other Alternative Crops
 emerging crops (hemp)
 unique niche crops

Pollinator conservation
 pollination support

Online marketing strategies
 Communication (whats going on and whos doing what)
 Marketing
 Specialty Crop Marketing
 Marketing and virtual platforms
 Marketing
 Supporting farmers in market transitions
 Communication
 Collaborative Efforts (coops, food hubs, etc.)
 Synergy
 business planning
 Economics
 collaborative projects
 public relations strategies

education
 research
 Education
 Conservation/Agricultural Education
 accessibility of information
 education of traditional farmers
 providing easily accessible educational resources
 education
 offering more free classes for ag producers
 Education

Regenerative Ag
 regenerative agriculture
 Regenerative Agriculture
 regenerative practices
 regenerative ag
 regenerative agriculture
 best way to get into regenerative farming
 regenerative agriculture

High tunnel crops
 Aquaponics
 hoop house production
 Hydroponics
 Green house/ extended seasons
 Controlled Environment Agriculture

Climate change
 Renewable Energy Sources
 Climate Change
 methods to mitigate impacts of climate change
 climate resilience of cropping systems

organic growing
 organic
 helping producers overcome barriers to organic cert
 organic substitutes for plastic mulch

Cultivar development
 plant breeding
 Vegetable, grain, and rice genomic resiliency

calculators and online tools
 Equipment appropriate for small farming operations

Biodiversity
NPS pollution
Sustainability
Farmland Preservation
vegetables
using less chemicals
fruits
ecosystem services
Precision Ag
Drought
ecosystem services
food safety

Raw Data

In your opinion, what are the Top 3 areas that SC SARE should focus on in 2021?

food insecurity, community engagement and empowerment tools and workshops, providing easily accessible educational resources
Producer Adaptability, Water Resources and Cover Crop Use
Online marketing strategies, livestock processing, local food systems
Large farms, vegetables, fruits
(1) Cultivar development (2) Management to reduce weed pressure. (3) Fertilizer inputs and their availability
Food security, Sustainable Ag Community, Green house/ extended seasons
Preseason pest management (Weeds, diseases, nematodes)
N/A
N/A
Communication (whats going on and whos doing what); calculators and online tools, collaborative projects
Poultry, Cattle, Sheep
n/a
Autozone technology to thrive in this new normal, strategies for staying compliant with regulations, public relations strategigi
Soil Health, Small farm operations and marketing under Covid restrictions; Equipment appropriate for small farming operations.
Soil Health, Cover Crops, On-Farm Water Conservation
Marketing; Local Food Systems; Sustainable Communities
Specialty Crop Marketing, Collaborative Efforts (coops, food hubs, etc.), helping producers overcome barriers to organic cert
Regenerative Ag, Soil Health, Pest Control
Biodiversity, Sinergy, Nutrient Availability
Marketing and virtual platforms, business planning, soil health
Climate change, COVID-19 pandemic, and social sustainability
? First time attendee.
No opinion
NPS pollution, limited resources farmers, education
Practicing Sustainable Ag in Regions with Food Deserts, Medicinal Herbs and Other Alternative Crops
plant breeding, water management, ecosystem services
N/A
New and Beginning Farmers
organic growing, pollination support, organic subsitutes for plastic mulch
High tunnel crops, organic, emerging crops (hemp)
Renewable Energy Storage
regenerative agriculture, soil health, methods to mitigate impacts of climate change
soil quality, accessibility to local produce, challenges faced small scale farms
Weed control, bedding types/alternatives, soil health
soil health, hoop house production, urban ag

first time logging in, interested to listen
Soil Health, marketing strategies under Covid, unique niche crops
Recruiting young/new farmers and retaining seasoned farmers
Water management, Soil management, Precision Ag
Water Quantity, Soil Health, IPM
Community, diversity and inclusion
Sustainability, Land cover land use change, Drought,
education, availability, food equity
Aquaponics, Hydroponics, Controlled Environment Agriculture
Not sure
Minority farmers participation and access to capital, rural communities
Increase success in getting SSARE grants for junior faculty
Soil fertility, biological controls, and regenerative agriculture
cover crops, soil health, climate resilience of cropping systems
Not certain at this time.
1. Pollinator conservation, 2. Biological control of insect pests, 3. Conservation tillage
Weed control in organics/ sustainable agriculture. Alternaria in Brassica Crops. Research with diversified vegetable farmers.
WatClimate Change, Rural Wastewater Treatment Plants, Soil Health
Inclusion, Education, Urban Farming
Soil health, how can the public help bolster local farmers success, best way to get into regenerative farming
Marketing, regenerative ag, processing
Farmland Preservation, Conservation/Agricultural Education, Input into Development Regulations
Supporting farmers in market transitions, Crop Planning, Racial Equity and Inclusion
Regenerative Agriculture, water quality, ecosystem services
Soil Health, Marketing Produce amit COVID-19, IPM.
Pest management
Conserving groundwater, using less chemicals, and offering more free classes for age producers
Communication, Economics, Education
Lack of governmental support (future), accessibility of information, Area tips (ie-Sandhills)
Cover crop strategies, education of traditional farmers, fertilizer strategies
Community gardens
research, soil health, food safety
I am new to SARE info.
regenerative practices, cover crops, riparian buffers
soil management, irrigation efficiency, soil amandments
farmer cooperatives, navigating food hubs, regenerative agriculture
Vegetable, Grian and Rice Genomic Resiliency