

# Focus Team Year in Review

January –December 2010

## G1F1c7 – Small Farms and Alternative Enterprises

*Faculty (as of 2/11/11-data are preliminary; do not distribute as final or use in reporting)*

	Faculty Name	Unit	Effort*
1	Arthington, John D	Range Cattle REC - Ona	10%
2	Bactawar, Basil R	Union County - Northeast	10%
3	Barber, Derek	Columbia County - Northeast	10%
4	Beckford, Fitzroy B	Lee County - South Central	10%
5	Blount, Ann Rachel	North Florida REC - Marianna	20%
6	Bolques, Alejandro	Gadsden County - Northwest	20%
7	Brasher, Charles L	Jackson County - Northwest	15%
8	Bray, David R	Animal Sciences	5%
9	Burbaugh, Bradley J	Duval County - Northeast	30%
10	Carlson-Kirby, Christa L	Manatee County - South Central	3%
11	Carter, Roy L	Gulf County - Northwest	15%
12	Comerford, Nicholas B	North Florida REC - Quincy	100%
13	Culbert, Daniel F	Okeechobee County - South	10%
14	Davis, Michael A	Baker County - Northeast	60%
15	Demorest, Donna N	Columbia County - Northeast	5%
16	DeValerio, James T	Bradford County - Northeast	15%
17	Dillard, Joseph E	Jefferson County - Northwest	10%
18	Dinkins, David A	Putnam County - Central	8%
19	Dittmar, Peter J	Horticultural Sciences	5%
20	Evans, Edward A	Tropical REC - Homestead	5%
21	Fenneman, Daniel K	Madison County - Northeast	20%
22	Fletcher, James H	Brevard County - Central	5%
23	Gamble, Sharon F	Volusia County - Central	18%
24	Gaul, Steven A	Nassau County - Northeast	20%
25	Gazula, Aparna	Alachua County - Northeast	15%
26	Gornto, Randall W	Highlands County - South	20%
27	Haddock, Susan R	Hillsborough County - South Central	10%
28	Halman, Robert D	Collier County - South Central	50%
29	Harrison, George L	Leon County - Northwest	95%
30	Henry, Mary E	Polk County - South Central	40%
31	Hersom, Matthew J	Animal Sciences	3%
32	Hochmuth, II, George J	Soil & Water Science	10%
33	Hochmuth, Robert C	Multi-County Agent - Northeast	80%
34	Hogue, Patrick J	Okeechobee County - South	15%

35	Hylton, Trevor A	Leon County - Northwest	50%
36	Israel, Glenn D	Ag Education & Communication	5%
37	Jackson, Lawrence Scott	Wakulla County - Northwest	8%
38	Jeansonne, Brent E	Volusia County - Central	15%
39	Kelly, Susan A	Sumter County - Central	10%
40	Kelly-Begazo, Christine A	Indian River County - South	20%
41	Kirstein, Arthur	Palm Beach County - South	5%
42	Kluson, Robert A	Sarasota County - South Central	50%
43	Landrum, Linda B	Multi-County Agent - Northeast	60%
44	Liburd, Oscar E	Entomology & Nematology	15%
45	Linkous, Evangeline R	Sarasota County - South Central	5%
46	Lollar, Matthew C	Seminole County - Central	15%
47	McKenzie-Jakes, Angela	FAMU	100%
48	Meharg, Meghan A	Escambia County - Northwest	30%
49	Mullins, Daniel E	Santa Rosa County - Northwest	50%
50	Newman, Yoana C	Agronomy	2%
51	Nistler, David B	Clay County - Northeast	32%
52	Olczyk, Teresa	Miami-Dade County - South	10%
53	Olmstead, Mercy A	Horticultural Sciences	15%
54	Olson, Clay B	Taylor County - Northeast	6%
55	Olson, Stephen M	North Florida REC - Quincy	50%
56	Ozores-Hampton, Monica P	Southwest Florida REC - Immokalee	10%
57	Rechcigl, John E	Gulf Coast REC - Balm	5%
58	Richardson, Vonda H	FAMU	100%
59	Santos, Bielinski M	Gulf Coast REC - Balm	10%
60	Sargent, Steven A	Horticultural Sciences	10%
61	Seals, Linda M	Brevard County - Central	45%
62	Skvarch, Edward A	St. Lucie County - South	35%
63	Strickland, Joseph S	Hernando County - Central	35%
64	Sullivan, Jessica D	Osceola County - Central	20%
65	Sweat, Michael S	Duval County - Northeast	10%
66	Swisher, Marilyn E	Family, Youth and Community Sci	15%
67	Taylor, Jennifer	FAMU	20%
68	Thomas, William D	Columbia County - Northeast	2%
69	Treadwell, Danielle D	Horticultural Sciences	95%
70	Tyson, Richard V	Orange County - Central	20%
71	Unruh, Joseph B	West Florida REC, Milton	5%
72	Walter, Joe H	Brevard County - Central	30%
73	Weaver, Marvin F	Gilchrist County - Northeast	3%
74	Wiggins, Lindsey F	Hendry County - South	3%
75	Wilder, Barton J	Alachua County - Northeast	10%
76	Williamson, Jeffrey G	Horticultural Sciences	20%
77	Wilson, Nola M	Marion County - Central	90%
78	Wysocki, Allen F	Food & Resource Economics	65%
79	Zerba, Jr, Raymond H	Clay County - Northeast	10%

\* Represents the faculty member's estimated time spent in this focus area as a portion of all programmatic effort expended during the year.

*Clientele Contacts (as of 2/14/11-data are preliminary; do not distribute as final or use in reporting)*

Comparison Group	Educational Materials	Field Visits	Office Visits	Group Participation	Phone Consults	Email Consults	Web Visits*
G1F1c7	1,565	2,018	2,653	30,181	9,011	19,565	2,689,398
G1F1	11,380	15,413	23,909	261,766	87,841	121,971	18,305,911
Goal 1	13,343	17,553	29,439	326,041	102,302	145,931	30,738,009
All Goals	38,096	118,372	185,737	3,292,232	455,158	822,856	57,855,216

\*Web Visits may contain duplicated counts.

*Volunteers (as of 2/14/11-data are preliminary; do not distribute as final or use in reporting)*

Comparison Group	Volunteer Headcount	Volunteer Hours
G1F1c7	413	6,833
G1F1	2,976	67,621
Goal 1	3,356	78,226
All Goals	36,508	1,428,897

*Multi-State Activity (as of 2/15/11-data are preliminary; do not distribute as final or use in reporting)*

State	Faculty Headcount
Alabama	8
Alaska	1
Arkansas	2
Delaware	1
Georgia	9
Kansas	1
Kentucky	2
Louisiana	3
Mississippi	2
Missouri	1
New York	1
Oklahoma	1
Oregon	1
South Carolina	2
Southern Regional	3
Puerto Rico	2
US Virgin Islands	2
Unduplicated Headcount	13

*Outcomes (as of 2/17/11-data are preliminary; do not distribute as final or use in reporting)*

Comparison Group	Number Evaluated for Change in Knowledge	% Who Changed	Number Evaluated for Change in Behavior	% Who Changed	Number Evaluated for Change in Condition	% Who Changed
G1F1	46,417	88.3%	32,068	65.9%	23,102	60.6%
Goal 1	63,555	88.2%	40,468	66.7%	27,792	62.7%
All Goals	457,881	86.2%	340,453	78.2%	155,036	65.0%

*Impacts (as of 2/18/11-data are unedited and preliminary; do not distribute as final or use in reporting)*

Faculty (Author)	Unit	Impact/Outcome/Success Story
Barber, Derek	Columbia County - Northeast	As a result of programs and field consultations with small land owners, a series of monthly classes has been formed called Living on a Few Acres at the request of landowners to help begin or improve small scale production
Beckford, Fitzroy B	Lee County - South Central	The small farm program continues to focus on urban agriculture through educational outreach programs which have resulted in the establishment of three new community gardens in Lee County. Interest in community gardening resulted in three requests from tour bus companies desiring to expose tourists to the concept. During 2010, three such tours were arranged with groups from the Dominican Republic, Brazil and the State of Ohio. The tour experience as described by the group from the Dominican Republic was published in the Nuevos Ecos Newspaper, which is the leading Spanish language newspaper in Southwest Florida reaching more than 40 thousand Hispanics weekly.
Beckford, Fitzroy B	Lee County - South Central	The collective impact of local newly formed commodity associations and networks raised awareness among consumers as to the availability of fresh local produce, which in turn has stimulated renewed interest in small farming. This has heightened interest in training programs provided by the Small Farm Development program through which local operators have gained new skills in husbandry and business management. In 2010 Lee County saw the establishment of two community gardens catering to "landless" or apartment residents, one of which are associated with area churches who donate produce to the Harry Chapin Food Bank in Fort Myers.
Bolques, Alejandro	Gadsden County - Northwest	In 2010, 276 small farm producers, including those new to farming or interesting in expanding their farm operation by starting a new farm enterprise attend five extension programs that provided knowledge and skills in alternative crop production, muscadine grape production, nematode pest control option and pesticide-use and safety to better manage their farm business operation and the environment.  New farm crop (alternative enterprise) start-ups by beginning farmers, those that are new to farming or existing farmers provides consumers with more choices, selection and availability fresh fruits and vegetables in the market.

		<p>Proper cultural practices for Muscadine grape help to maintain the growth and development of fresh fruit and wine industry.</p> <p>Fifty-eight participated in the Muscadine Grape Culture program that provided growers, hobbyist, and grape enthusiast production and pruning practices.</p> <p>Fifty-eight participants gained knowledge and skills related to Muscadine grape culture, specifically relating to pruning of young, mature, and older grape vines.</p> <p>Fifty-eight participants gained knowledge and skills on practices to lower the incident of vineyard pest and proper pruning techniques for Muscadine grapes.</p> <p>End of program audience polled indicated that 100% of participants had learned the importance of grape pruning.</p> <p>End of program comments, n=5, said that they were not aware of that younger, mature, and older vines required a specific pruning method and that the field demonstration provided them with better understanding of Muscadine pruning.</p> <p>Thirty-eight gained knowledge and production techniques needed to begin a new farm operation or alternative enterprise relating to Satsuma, cut flower, aquaculture, collard greens and vegetable production. Other topics included marketing, farm to school, and small ruminant grazing systems.</p> <p>Fifty percent of the program evaluations indicated that the program exceeded their expectations and another 50% said the program met their expectations.</p> <p>Seventy-five percent said that the program has increased their economic return/profitability</p> <p>Another 75 % said that because of this program it has created the ability to improve their community sustainability without damaging future generation's ability to provide for themselves.</p> <p>Two farm clientele were assisted in the development of a farm management plan, one for blueberries and one for Satsuma production, in 2010.</p>
Brasher, Charles L	Jackson County - Northwest	<p>Fifteen of the twenty participants of the Small Farm/Alternative Enterprises Session at the FAMU Farm Festival said they gained knowledge about farm practices we talked about.</p> <p>At the Statewide Small Farm Expo in Kissimmee, an approval rating and increased knowledge gained of 80 percent of the 700 plus participants there.</p>
Bray, David R	Animal Sciences	<p>With the increase in smaller grazing dairies in the state, working with several of the agents we have addressed the problems with milk quality and sanitation on these dairies and ways to reduce the effects of heat stress with shade and modifying irrigation sprinklers to cool the cows without creating muddy pastures which increases mastitis and milk quality.</p>

Burbaugh, Bradley J	Duval County - Northeast	As a result of the beekeeping management short courses, 97% of attendees felt they had the knowledge needed to successfully start their own honeybee colony. A follow-up survey revealed that 42% of participants made practice changes in their business based on what they learned in the course or started a new beekeeping business. State records reveal that 33 program attendees registered new colonies with the Florida Department of Agriculture and Consumers Services. This represents over 81 new bee colonies that have been established in Duval County in 2010.
Demorest, Donna N	Columbia County - Northeast	Produce Marketing Outcome - 128 small farmers attended a program on product marketing. * 100% of the participants learned at least one new technique for marketing their product as indicated by an exit survey. * 100% of the participants responding on the follow-up survey indicated use of a new marketing strategy in their operation, if products were involved in their operation to date of the survey. SUCCESS STORY - Annie's Project, Marketing. A participant in the spring 2010 class sent me an update on how she was using her classroom training: "Outcomes: -Networking with other participants, speakers, and staff was very valuable. Attended a class by NRCS one of the participants farm. -Registered our farm with USDA Farm Service Agency. -Updated to a newer version of Quickbooks. -Learned new marketing opportunities that we will implement when our berries come in."
DeValerio, James T	Bradford County - Northeast	Agent chaired the Organic and Sustainable educational committee for the Statewide Ag Enterprises Small Farms Conference. The six sessions were among the most popular at the conference the attracted nearly 800 attendees.
Dillard, Joseph E	Jefferson County - Northwest	The Florida economic decline has drastically changed folks' lives. Craig is one of those. The Florida building boom had carried his materials hauling business for years. When building declined, life got tough and he came to the office for help with growing and marketing home produce. He started slow and small, but after his first year's efforts he told me, "I sold enough collards this year to pay my property taxes." The last time he came in he said "I want to thank you for all the help you've given me." I replied, "I keep telling folks how you're paying your taxes with collards." "Well, I'm paying more than my taxes now. I'm selling peppers and looking for more crops to grow " , he said. "Life's really changed for me. I'm doing a lot of things to get by. I started growing things because I had to, and it made a difference, and now I want to do more because I enjoy it. Extension has really been a help through all this. When I started coming here, I thought I had to pay for your help and publications." I don't know how I would handle facing Craig's situation. I hope I never have to. But I'm sure glad he's been able to face it better because Extension is here.
Dinkins, David A	Putnam County - Central	A St. Johns County farm family was seeking alternatives to supplement their farm income. They are in the sod production business and had experienced a significant decrease in income due to the depressed housing market and decline in demand for sod.

		<p>A team of Extension faculty from the St. Johns and Putnam County Extension Service along with staff at the Partnership for Water, Agriculture and Community Sustainability partnered with the family to establish the areas first "Agritourism Sorghum Maze and Pumpkin Patch."</p> <p>The agritourism venture was open for one month and hosted nearly 22,000 visitors including nearly 5,000 school students. The net farm income for the venture was over \$100,000. Feedback from participants was overwhelmingly positive and the family plans to continue the event in the future.</p>
Fletcher, James H	Brevard County - Central	Developed farmers market for small producers. Net effect estimated at \$180,000 additional income for 25 producers
Gamble, Sharon F	Volusia County - Central	"The Beekeepers of Volusia County, Florida formed in February of 2010. The clubs formation was the direct result of two one-day beekeeping seminars sponsored by our Extension Service. With the help of the University of Florida and local beekeepers our local Extension Service provided a high grade of training, exposure to bees, beekeeping and the dire plight of bees. With these seminars under our belts the club took off like a rocket. Ten months after forming, we now have 63 members, 66 prospective members and another 77 people who have shown serious interest. When we started less than half of the members kept bees. Now most members have active bee hives. We were able to support a booth at the Volusia County Fair and expose hundreds of people to the value of bees and the serious problem of colony collapse disorder. Without the support of the Extension Service none of this would have happened. It is great to see such value provided by my tax dollars." - EW
Gaul, Steven A	Nassau County - Northeast	One small vegetable producer was able to use organic production methods obtained at a vegetable production workshop to improve the profits of his operation by 10%.
Gornto, Randall W	Highlands County - South	Weed Field Day in Avon Park had 22 people attend comparisons were made on methods of weed control, from spraying, in time of year of spraying and mowing. Cost comparisons resulted in three producers using spray only, saving them approximately \$30 per acre per year.
Halman, Robert D	Collier County - South Central	As a result of the Extension having a booth at the farmer's market, the general public participating in other Extension programs increased. Agent surveyed consumers (n= 97) of the farm market pesticide management exhibit. All indicated that they learned practical techniques from the exhibit and 98% indicated they would adopt a change (i.e. alternative pesticide use) in controlling pest problems around the home and in the garden. * Through on-site comments, 95 % of farmers' market exhibit visitors surveyed (n= 97) indicated an enhanced appreciation for the resources available at the UF/IFAS Extension office.
Harrison, George L	Leon County - Northwest	<p>A retired military doctor purchased land in southern Leon County on which to establish a small family farm with his wife and two children. The doctor, who grew up on an upper Midwest farm, had limited, and dated, knowledge of farming. He had no experience with Florida agriculture, land use requirement, or the regulatory changes that had occurred since his youth. He came to the Extension Office seeking help with getting his land taxed under the Agricultural Tax Classification, a saving to him of over \$1,000 annually.</p> <p>The discussions that followed helped him understand and navigate the local greenbelt ordinance, and successfully get the tax classification he was seeking. Additionally, he chose to participate in classes where he was</p>

		<p>able to learn about soil sampling and beekeeping. After using UF\IFAS resources available through the EDIS system and consultation, he has established blueberries and citrus with the intent to sell when they begin producing. The bees work in combination with the fruit crop, having pollinators on hand when needed and available for other small farmers when needed.</p> <p>While his fruit production is still a year or two away, he sold his first honey in the fall of 2010. His efforts have returned a non-productive, fallow plot to agriculture producing high value locally sustainable crops.</p>
Harrison, George L	Leon County - Northwest	<p>A local small farmer has two acres under cultivation. He was interested in expanding his reach in the local community farmers' markets, distinguishing his offering from the other market vendors. After participating in several classes, and after on farm consultations, the decision was made to pursue production of Asian vegetable and to serve the market segment utilizing these crops. The producer currently has a following from the south and east Asian community in the Big Bend area. Many of his customers are associated with Florida State University, but others come from south Georgia to purchase his unique-to-the-area offerings. He has now expanded into serving one of the area's Asian markets with seasonal vegetables.</p>
Henry, Mary E	Polk County - South Central	<p>Polk growers are interested in adopting new technologies and diversifying their enterprises but often lack the information, experience and guidance needed to risk the investment. Shady Oaks Fruit Farm is a 10 acre U-Pick operation which has recently transitioned from muscadine grapes to blueberries and continues to explore new crops. In 2010, a member of the farm visited the Extension office for guidance in adding vegetables to the operation, starting a fast friendly relationship with the Agent, whom later visited the operation. The Agent invited the farm to become part of a piloting project with a Specialist from the Gulf Coast Research and Education Center to investigate the success of a new low cost hydroponics system. The farm quickly joined the project and proceeded to plant 7,500 strawberry plants using common materials rather than the often expensive commercially available alternatives. The farm has since been featured in the Polk Small Farms video, participated in the Ag Expo and will be a host site for a January tour featuring the new hydroponics system.</p> <p>93 contacts were made via site visits in 2010. Relationships with farmers markets were established. High quality promotional materials were produced by the Agent. The email newsletter contact list increased from 0 to 22. An additional list where clientele choose to receive both pesticide and small farms information increased from less than 20 to 76. 375 emails were sent to these lists in 2010.</p> <p>361 primarily unoriginal posts were made to the Polk Small Farms blog in 2010. These are primarily forwarded email announcements of interest to small farms and pesticide applicators.</p> <p>The Polk Small Farms website has moved from being unrecognized by Google to the first website listed when the keyword Polk Small Farms is used.</p> <p>A 12 page needs assessment survey was developed in collaboration with Glenn Israel, based on a previously conducted statewide survey to be</p>



		<p>mailed out in January 2011. An advisory committee was established. As a result of the Worker Protection Standards training conducted by the Agent, 21 participants will be able to comply with federal regulations to train their workers to protect themselves from pesticides.</p> <p>Hmong Grower Meeting Series</p> <ul style="list-style-type: none"> <li>* 9 Evaluations of the series were returned</li> <li>* 100% Strongly agreed that the series improved their knowledge in the topics presented</li> <li>* 78% Strongly agreed that the series will help them to make better decisions regarding their small farm</li> <li>* 89% Said they planned to apply the information they learned</li> <li>* 67% Expected to increase their sales to others as a result of the series</li> </ul> <p>Canning for Small Farms</p> <ul style="list-style-type: none"> <li>* 57% had never canned fruits or vegetables before the class, 71% had never had a class in canning</li> <li>* 57% felt very sure they will be able to can safely after the class</li> <li>* 4 changes in canning practices in the future were identified by participants</li> <li>* A pressure canning class is planned for 2011</li> </ul>
Hersom, Matthew J	Animal Sciences	<p>Coordination and participation in two forums that discussed grass-fed/finished beef was vital to progressing the discussion and potential of this option of food production. With the public's increase in local, natural, and grass fed beef products increases, producer education and knowledge needs to be increased.</p> <p>Realistic expectations regarding grass finished and naturally raised beef cattle are sorely needed. Scientific based evidence and recommendations provide potential entrepreneurs valuable information that is otherwise received from less than reliable sources.</p>
Hochmuth, Robert C	Multi-County Agent - Northeast	<p>The content on the UF/FAMU Small Farms web site (<a href="http://smallfarms.ifas.ufl.edu">http://smallfarms.ifas.ufl.edu</a>) is managed by 17 "Topic Teams" . Each team has a small group of faculty with expertise in that area. The team members review current content, check for dead links, search for new content, and work with webmaster to keep pages up to date. Below are a few web traffic highlights as a result of this effort which include:</p> <p>For 2010, the total number of hits was 3,012,722, page views was 2,176,661, and sessions was 231,715</p> <p>Average monthly hits increased from about 70,000 in 2008 to 166,000 in 2009, and over 251,060 in 2010</p>
Hochmuth, Robert C	Multi-County Agent - Northeast	<p>The 2010 Florida Small Farms and Alternative Enterprises Conference was implemented in Kissimmee, FL. This was the second year of the event with nearly 800 attendees in 2010 following a similar attendance in the inaugural year, 2009. At the conclusion of the event, we had welcomed returning and first time attendees, presented 36 educational sessions with over 100 speakers, opened 87 exhibits, and displayed 18 educational posters developed by county Extension faculty and nine live animal educational exhibits. Topics at this conference are widely diverse, including: grass fed beef production, small poultry flocks, direct marketing strategies, hydroponics, food safety, aquaponics, farm energy topics, organic production, farm to school programs, and much more. Over 60 Extension faculty were able to attend educational sessions and increase their knowledge making them better prepared to deliver small farms programs back in their counties.</p>

		<p>The Florida Small Farms and Alternative Enterprises website has been updated to include various materials and speaker presentations from the conference. The website provides the opportunity for those who attended and those who could not attend to continue to gain knowledge and implement changes on their farm. The link is <a href="http://tinyurl.com/2010SmallfarmConf">http://tinyurl.com/2010SmallfarmConf</a>. The conference was recognized in 2010 by Sustainable Florida-The Collins Center as an award winner in the governmental activity category for the efforts to help teach small farmers how to improve sustainability on their farms and in their communities. This conference has raised the social awareness of the importance of small farms in Florida.</p>
Hochmuth, Robert C	Multi-County Agent - Northeast	<p>Four two-day classes conducted in 2009 and 2010 were hands-on and conducted inside the greenhouses at the Center. These greenhouses were set-up to be used specifically for this short course to teach topics such as: greenhouse and shade structures, production systems, soilless media, growing transplants, integrated pest management, water and nutrient management, crop selection and culture, and marketing strategies. Nearly 150 participants have come from a dozen states and four countries. A post course on-line survey showed participants rated the value very high and greatly appreciated the hands-on teaching approach. The participants requested additional classes covering advanced topics be offered and also for Extension to develop a social networking tool for participants. Both requests have been met with two advanced topic classes in November of both 2009 and 2010 and the initiation of a Florida small farms hydroponic Facebook page <a href="http://www.facebook.com/floridasmallfarmshydroponics">http://www.facebook.com/floridasmallfarmshydroponics</a> with 387 fans. As a result of this program, there is increased availability of locally grown hydroponic produce in Florida.</p>
Hochmuth, Robert C	Multi-County Agent - Northeast	<p>After four food safety training sessions, 37 farms from 13 counties had developed their own Farm and Ranch plan and 13 had developed plans for the packing facility. Discussions are underway to develop educational programs to continue support for these farms including farmers hosting other farmers to share how they have implemented their plans. Future plans include training opportunities for more farmers, including greenhouse operations and development of a “train the trainer” program to extend this information to other Extension agents throughout Florida with approved funding from a FDACS Specialty Crop Block grant in 2011.</p>
Hogue, Patrick J	Okeechobee County - South	<p>Impact: As a result of attending the Growing Grass on Small Acreages program, three of the Okeechobee County participants further contacted this agent for advice on forage species to plant on their small operations and fertilization programs based on soil testing that they adopted. All three have now planted on of the recommended species and fertilization programs, and although represent small acreages, will result in increased carrying capacity on their operations and contribute to long term sustainability of their small livestock operation.</p> <p>Two producers who attended from St. Lucie County also have had several consultations with this agent since attending the Growing Grass on Small Acreages, both of whom had previously had 40 acre groves that were lost to citrus canker and looking for alternative agricultural enterprises. Both have now planted their operations to recommended species based on soil types and test results, have fenced and cross fenced for rotational grazing possibilities, and are in the process of, or have purchased some cattle to establish their new livestock operations. Practices they have</p>

		<p>adopted, forage species, fencing and cross fencing, fertilization practices and rotational grazing systems, will result in successful and long term sustainable livestock operations.</p> <p>57 small farms representing approximately 350 acres adopted practices including cross fencing, fertilization recommendations, improved forage species plantings, weed control recommendations, animal health practices, and animal selection criteria recommended by agent</p>
Jeansonne, Brent E	Volusia County - Central	In promoting small farms and alternative enterprises in Volusia County, the future is promising. Through the effort of discussing alternative crops and distribution of information, citrus growers and foliage growers are interested. 5 citrus growers are now considering olive production as an alternative crop. In addition, four people who have never farmed before are considering mushroom farming and are very interested. These new interest are promising and will add to the agricultural base and economy of the Volusia County.
Kelly, Susan A	Sumter County - Central	AGRItunity Conference and Trade Show is a large educational event that combines a general session, workshops, trade show, equipment and animal displays. In 2010, this conference will be held for the 4th time, and this agent is responsible for registration, marketing and the tradeshow. Several new agricultural enterprises have developed as a direct result of the information learned at AGRItunity. Planning for this conference is a full year commitment, with monthly committee meetings, regular correspondence and contact with participants and business owners. The Florida Small Farms and Alternative Enterprises Conference began in 2009, with 800 participants and 80 vendors over the two day event. Evaluations conducted after the first conference were very positive, with 127 people indicating that they were very confident in the knowledge gained at the conference and an overall value to their job of 4.52 out of 5 on a Likert Scale. This agent was the Trade Show and Exhibitor Chair and a session moderator in 2009, and was selected to join the executive committee for the 2010 conference. The UF/IFAS Small Farms Website, where information about the conference is housed received more than 3 million hits in 2010. Both conferences provide opportunities for service providers and farmers to interact and develop relationships that lead to improved farm profitability and economic development within the agricultural sector.
Kirstein, Arthur	Palm Beach County - South	Extensive assistance to local community gardens. Three all-day Farm-your-Backyard training.
Kluson, Robert A	Sarasota County - South Central	Twenty one women successfully completed the 6 classes of Annie's Project in 2010. Survey results of the students resulted in a 100% level of satisfaction and a 95% level of knowledge gained. These classes resulted in the initiation of 1 new goat farm that will be selling to local, direct markets in 2011. An annual series of 3 workshops per year were also initiated with the Manasota Chapter of the FL Grape Growers Association. In 2010 sixty persons attended these workshops in trellis setup, proper pruning and propagation practices, and grape fresh market alternative enterprises. Evaluations resulted in a 90 % level of satisfaction and a 95 % level of knowledge gained. The impact of these workshops was the initiation of one new vineyard in Sarasota County.
Landrum, Linda B	Multi-County Agent - Northeast	Outcome *Results of a survey conducted at the statewide Small Farms/Alternative Conference (125 respondents) indicated that: --111 participants were confident to very confident that they will be able to apply knowledge gained at conference --114 felt very comfortable using their new found sources of information and supplies --112 felt that they

		<p>had increased their networking capabilities --115 respondents felt they were now able to identify the challenges that small farmers face -118 participants felt they could identify additional opportunities to improve their operation -As was the case with last year's survey, the largest number of responses indicated that networking and meeting with the vendors were the most valuable experiences from attending. Other responses ranged from the inspiration and knowledge gained from the farmers who spoke, receiving printed materials for future reference to specific topics such as the business/marketing sessions, how to correctly build an electric fence and understanding regulatory issues. Of course, the food was a huge hit again this year. Respondents also indicated that hearing the most current research, understanding the challenges of small scale farming and being exposed to so many new opportunities was also high on their list of favorites.</p> <p>- Attendees from the 2009 conference who attended this year's event noted the things they intend and/or are doing differently or have adopted for their operation/personal life as a result of your attendance last year can be grouped into production related, business/marketing, adding a new enterprise and outreach by farmers, consumers and extension faculty. Some examples of production are installing a high tunnel for vegetable production, incorporating different forages for cattle and more efficient use of pesticide/fertilization. For business/marketing, business planning was often cited as was using different methods of marketing such as contacting chefs. Some new enterprises mentioned were introducing livestock into farm enterprise, hydroponics, recently bought a 30 acre farm with free range chickens &amp; grass-fed heritage cows and raising pasture poultry. Outreach comments included increased educational programming for area farmers, have provided information to other Slow Foods members and working to give small farmers better access to markets through legislation for less burdensome FDAC regulations.</p> <p>Specifically for Business/Marketing sessions (which this agent helped to coordinate, facilitate and teach), the post program survey indicated that: --67 participants planned to develop better business skills --44 attendees would investigate alternative markets. Respondents also noted that they intended to broaden their marketing efforts by developing a new client base such as a buying club for locally grown organics and selling to restaurants in addition to adding various crops/products to an existing enterprise. Agri-tourism was noted as a way to bring more people to the farm. --40 producers will reach out more to consumers. E-technology, such as , MarketMaker, Facebook, U-tube and Blogging, seemed to be the preferred way many respondents were going to use to gain more customers in addition to more traditional direct market methods such as local farmers markets, CSA, handing out flyers and mass media advertising.</p> <p>Impact *2010 Florida Small Farms and Alternative Enterprises Conference attendees are more likely to continue farming and/or begin a new operation, improve cash flow, gain needed financing, and be better stewards of the land as a result of attending the conference.</p>
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Liburd, Oscar E	Entomology & Nematology	We have been able to provide small farmers with non-insecticidal strategies to manage key pests, which helps to protect the environment.
McKenzie-Jakes, Angela	FAMU	<p>Florida A&amp;M University (FAMU), Cooperative Extension Program spearhead the first National Goat Conference in the U.S. in 2010 which has now become an 1890 initiative. Over 475 participants were in attendances. The next conference will be held at North Carolina A&amp;T University. The conference attendees included goat and sheep producers, agricultural professionals, community-based organizations, and state and federal agencies. International guests included participants from the Bahamas, Trinidad, and St. Vincent and the Grenadines. According to the conference survey, 38% of the attendees were African-Americans, 38% were white of European Ancestry, 6.61% were white Hispanic, 4.96% were African, 4% were Caribbean Black, 2.48% were Asian, 2.48% were Native American while 1.65% identified themselves as Black Hispanic. Thus, 62% of the conference participants were minorities. The data strongly suggests that in order to increase minority participation in training activities of this nature, 1890 universities must be involved.</p> <p>The survey also revealed that 76% of the small ruminant producers earn \$5,000 or less from their farm business. The results indicate that the producers that attended this conference require further assistance to improve their economic well-being. Eighty-four percent to 89% of the participants at the conference ranked the animal nutrition, marketing, pasture management, and herd health sessions as either very important to extremely important while 61.57% found food safety very important or extremely important. Furthermore 74.78% (combined percentages from very confident or extremely confident) of the producers were confident that they will be able to apply the knowledge they gained at</p>

		<p>the conference on their farm while only 1.80% were not confident that they would be able to apply what they learned on their farm. The data further showed that the educational information met the needs of most individuals that attended the conference. Overall 97% of conference attendees ranked the conference as excellent.</p>
Meharg, Meghan A	Escambia County - Northwest	<p>Several agents and I have been working with local homeowners on wildlife control. We conducted several workshops throughout the year on various types of wildlife and worked with pest control companies on correct wildlife control.</p> <p>Several pest control companies had been conducting wildlife removals without consulting our office, but after speaking with one company we have now begun receiving requests for information from companies before they deal with the most common types of wildlife. I consider this a success because they will be using research based information to educate clients, instead of information from a non-research based site.</p>
Mullins, Daniel E	Santa Rosa County - Northwest	<p>Native Pollinators Demonstrated at a Local Bee Pasture</p> <p>The number of honey bee hives has decreased over the past several years and production of some of the horticultural crops is being threatened. Many producers of cucurbits, strawberries and other crops must now rent hives and/or encourage native pollinators to help ensure crops are pollinated to meet their full potential. Since Florida has 316 species of native bees which are evidently helping to fill the gap being left by honey bees, it is important that we learn as much as we can about them. In the fall of 2010, Santa Rosa County Extension recruited a cooperator and established a large bee pasture. In preparation, Dr. Akers Pence, a postdoctoral student heading up the "Operation Pollinator Project at the University of Florida, was asked to visit the site and advise. There are ten different species of wildflowers being established in separate plots, which are replicated twice. Individual plots are relatively large in size - 15 by 50 feet each. Treatments will be evaluated as to wildflower species establishment, species of native bees attracted, numbers attracted and season attracted. This information should be of great value to growers by helping them to develop an appreciation for native pollinators and by helping to further the development of more bee pastures. Though not yet being publicized, word about the bee pasture is spreading throughout the area and requests for field days are being received.</p>
Nistler, David B	Clay County - Northeast	<p>A unique opportunity for an intensive educational training program on Successfully Managing your Community Supported Agriculture Enterprise to be delivered in Clay County under the leadership of Extension agent, D. Nistler, in collaboration with agents, L. Landrum and R. Hochmuth. This class was attended by nine farmers from throughout the state (Homestead to the Panhandle). Attendees found the class either by Extension newsletters, direct contact with agents or via the UF Small Farms web site. A survey (with 7 respondents) was conducted six weeks after the program, with the following results : *71% of respondents were still on track for starting a CSA, *50% had chosen a business structure *three participants had developed a pricing strategy * 33% had conducted market research * 17% had established customer service guidelines *two clients have a plan to keep &amp; organize finance and production records *one client have formed or have started a core group *one attendee had developed a plan to recruit shareholders *Two attendees had started and/or completed a business plan. When asked about production strategies, respondents said they would: use season</p>

		extension(4), grow crops that can be stored after harvest(2),use succession planting(6), grow their own transplants(4), add fruit crops to mix(2),cooperate with nearby growers to diversify share offering(2) and offer value-added items(1). *100% of clients have begun and /or are developing a crop planting schedules.
Nistler, David B	Clay County - Northeast	* By adopting the marketing strategy of selling product through a CSA structure, participants can reduce monetary risk as the crop is presold. This will enable the farmer to become more financially stable thus allowing more time to improve production skills for greater efficiency and improved environmental quality on their farm. Additional impacts will be that local residents will have access to fresh, healthy food and food dollars will be kept in the community.
Ozores-Hampton, Monica P	Southwest Florida REC - Immokalee	The program started in 1993 with a 2.5 acre experiment at SWFREC/Immokalee with a long-term compost application demonstration, cover crops, and solarization as a group of sustainable techniques for management of soil-borne pests, diseases, nematodes, and weeds in vegetable production. We were able to measure the long-term effects of composted materials (12 years compost vs. non-compost application) on soil biological, chemical, and physical properties on growth and yield of several vegetables. We concluded that effects of soil sanitation and weed management with non-chemical alternatives varied with crop and season and that annual organic amendment applications to sandy soils can increase plant growth and produce higher or comparable yields with less inorganic nutrient input than standard fertilization programs. In 2009 to now, the program incorporated bio-nematicide and fungicide for the control of nematodes, soil-borne and foliar pathogens
Richardson, Vonda H	FAMU	<p>Thirty-eight (38) specialty crop producers received training in alternative marketing opportunities for at FAMU Farm Fest activity.</p> <p>Fifty (50) people participated in food safety and liability insurance training conducted in collaboration with the Community Food Security Coalition</p> <p>Fifty-five (55) adult and youth farmers received training in leafy greens and green bean crop production and management, harvesting and post harvest handling, value-added processing and packaging, market development and distribution logistics through on-farm and on-site specialty crop production demonstrations.</p> <p>Established New &amp; Beginning Farmer Training Program in which forty-three (43) intensive, hands-on training sessions were conducted with adult and youth beginning farmers.</p>
Richardson, Vonda H	FAMU	<p>* Thirty (30) school food directors/personnel from twenty-two (22) Florida school districts received training in developing Farm to School efforts.</p> <p>* Three (3) farmers participating in on-farm demonstration training activities produced total of 8 acres of green beans used for Farm to School marketing pilot for thirteen Florida school districts.</p> <p>* Two (2) strawberry producers piloted strawberries in one school district in FL and two school districts in AL.</p> <p>* Thirteen Florida (13) school districts, serving 300,000 school children, improved nutritional value of school meals due to incorporating local and regional fresh produce; schools purchased approximately 100,000 lbs. of fresh produce grown by small and medium-sized farmers.</p>

		Accomplishments and impact of FAMU/New North Florida Cooperative, Farm to School activities over the past few years was used to demonstrate effectiveness and played a major role in providing substantive evidence that subsequently led to the signing of Farm to School funding into law.
Santos, Bielinski M	Gulf Coast REC - Balm	Expanding the Use of Soilless Culture Methods for Vegetable and Small Fruit Production. My research program developed two new soilless production systems for large and small growers of vegetable and small fruit crops: the "Soilless Trench System" and the "Bottle Grow" vertical soilless system with pine bark. These methods and their modifications (i.e. table top soilless and soilless bags with pine bark) were adapted by 7 commercial operations throughout northeast, north-central, west-central, and southwest Florida. Those growers are constantly advised and visited by my members of my program. The target crops are pepper, strawberry, and sweet basil.
Sargent, Steven A	Horticultural Sciences	I presented a seminar on cooling fruits and vegetables at the Small Farms Conference on July 31, 2010 to more than 150 growers. Response was very positive, and I spoke with about a dozen growers afterward related to the need to move to the next step and cool their crops.  Outcome: I wrote an extension matching grant proposal that was funded for 2011 to construct 2 portable coolers that will be used to demonstrate cooling principles to small growers in north and central regions. Agents will also collaborate and receive training via this program.
Seals, Linda M	Brevard County - Central	The Brevard County Farmers Markets have provided local growers and producers with a location to direct market their local products to consumers. Economic development is the stimulus behind the market. Individuals who wanted to produce or grow product, but did not know where to market their product now have a place to sell on a regular basis. Several farmers expanded their product mix to include products that consumers demand or might demand (e.g., specialty potatoes, organic produce, milk, handmade soaps). Farmers have also increased the amount of product grown to satisfy customer demands. It is estimated revenues for all producers have increased by \$180,000. The increase in types of product and the amount of product helps improve the profitability of the farmer while improving economic development for the county. Consumers are becoming more aware of the opportunities to purchase locally, thus stimulating local businesses. Below are a few comments from the market patrons.  * "LOVE having the new farmers market in Titusville. It had everything I needed plus more and I don't have to drive an hour to support our local farmers." * "Can't wait to get my fresh eggs, bread and produce!!" * "Great to see the community supporting our local farmers and businesses!"
Skvarch, Edward A	St. Lucie County - South	OUTCOME: 1. 10 local farmers participated in a food safety workshop in 2010. 95% of the participants increased their knowledge of pending FDA food safety regulations as measured by a pre / post survey.  IMPACT: 1. 10 local farmers participated in a food safety workshop. 100% indicated they will begin to work on a food safety program providing the community with a safer local food source.



		<p><b>SUCCESS STORY</b></p> <p>Farmville Organics is located in Northern St. Lucie County on 30 acres of land and grows assorted certified organic vegetables under high tunnels. By definition, a high tunnel is a non- permanent structure that has no electrical service, no automated ventilation and no heating system. High tunnels typically are ventilated by manually rolling the sides up or down as needed using a roll bar. They are covered with a single layer of 6-mil greenhouse plastic that is left on the structure year around and normally will last two to three years. The advantage of high tunnels is freeze protection in the winter and protection from high temperatures in May and June allowing the grower to extend a crop season realizing greater profits.</p> <p>One of the crops Farmville grows under high tunnels is certified organic squash. Certified organic squash is a highly desirable product for purchase and distribution by food chains such as Whole Foods and a 35 pound box can command \$26.60. During late spring and early summer Farmville grows squash in 6 of their tunnels, which combine for approximately 43000 square feet or approximately 1 acre. From those tunnels Farmville has the potential to average 300 boxes for a total of 1,800 boxes with a potential gross of \$47,700.</p> <p>When visiting Farmville Organics a disease named Downey mildew was detected on the Squash in a small area of one of the tunnels. The symptoms from Downey mildew include spots of a white fungal mass which without treatment will progress rapidly starting at the bottom of the vine and moving upward. From the time the spotting is first noticed, within 2 days an entire high tunnel can be severely and uniformly affected.</p> <p>From the point of detection this agent immediately contacted 2 Pathology Specialists from USDA- ARS Ft. Pierce and within 12 hours the two specialists along with the agent revisited the farm confirming the disease. Recommendations were made on the scene for an OMRI approved disease control product along with actions to take to prevent the disease from spreading. The grower took immediate action based on IFAS recommendations preventing a potential crop loss of \$47,000.</p>
Strickland, Joseph S	Hernando County - Central	<p>Outcome: A survey was administered at the end of each of the six classes in 2010. The survey had many behaviors and the willingness of the participants to adopt that practice was on a scale of one to five. 84% of the participants in Annie’s Project changed at least one behavior associated with their farm operation in regards to risk management within six months as a result of attending the classes. (n=32)</p> <p>Impact: The women that participated in Annie’s project not only learned about risk management associated with production of an agricultural commodity, but also learned about risk management that could affect their livelihoods such as probate law, human resources mistakes, insurance among other risk. This benefited the livelihoods of the family unit in having at least one family member trained in risk management. It benefits the local and state governments in having businesses that have a solid foundation that is not likely to succumb to the economic downturn experienced by other industries.</p>

		Annie's Project was very successful new program. It attracted a female audience that the agriculture agent does not typically work closely with on a daily basis. Out of this series of classes the program gathered strong support from a previously silent group.
Sweat, Michael S	Duval County - Northeast	Pesticide Education programs for small farms have resulted in increased knowledge of pesticide safety. Ninety-two percent of attendees indicated they will utilize the proper personal protective equipment as a result of Extension programming.
Swisher, Marilyn E	Family, Youth and Community Sci	We provided 11 scholarships for farmers to attend the 2010 SSAWG conference (18 applications). All recipients were either mentor farmers, limited resource or minority farmers and most fell into more than one category. The scholarship application process required an essay response explaining how the SSAWG recipients reach out to other farmers and the community. Participants reported utilizing the information they learned from the sessions on social marketing, seed sowing, southern seeds, ways to harvest seed and sell seed, poultry practices, biodynamic farming methods, composting, intentional grazing and herd management, seed saving, different policy and regulations pertaining to Florida, bee keeping, and running a business. All of the participants were able to share the information gathered from the conference with other farmers through community associations, workshops held on their own farm, or informally at farmers markets. One scholarship recipient is the chairman of the Policy and Regulation Programs for the Florida Small Farms and Alternative Enterprises Conference and networked with the Florida delegation to develop objectives for these programs held in August. As a result of SSAWG, this participant developed new partnerships with Farm Service Agency, Natural Resource Conservation Service and National Animal ID programs.
Taylor, Jennifer	FAMU	<p>Sustainable Development</p> <p>A key issue within global agricultural research and development is the need to positively focus on the sustainable development of small farmers, resource poor farmers and their families. Though these farmers make up about 90% of the world's farmers, generally they have not had equal access and participation in programs and training designed to assist large producers and agribusiness. The USDA 2007 Agriculture Census suggested that approximately 91% of all farms in the United States are small farms - an increase from previous census.</p> <p>Developed, implemented the FAMU Statewide Small Farm Programs. FAMU Statewide Small Farm Programs is an active participatory capacity building program - designed and implemented to assist and equip farming populations and their families toward a sustainable development. The Program uses a holistic, participatory, multidisciplinary, systems approach to provide relevant educational opportunities, technical information and hands-on training to underserved farming populations.</p> <p>Held participatory farmer meetings- assessed needs and potential solutions, encouraged farmer participation, leadership and decision-making, adoption of technology/message, established linkages with University/and FAMU College of Engineering Sciences, Technology and Agriculture. Held participatory faculty researcher development sessions/farm meetings; also met with students. Held participatory community collaborator meetings to identify needs and potential community solutions.</p>

		<p>A Participatory sustainable development/to enhance healthy, viable and sustainable farmscapes.</p> <p>Developed and implementing Sustainable Living Capacity Building Sessions: Participatory sessions addressed alternative management and production strategies, education and hands-on training. Audience - farming populations: farmers, urban gardeners, collaborating schools, State/Government Agencies, and communities.</p> <p>Education and Hands-on training sessions focus:</p> <p>* Capacity building sessions: Designed, developed, and implementing the Growers' Market Model and Approach: A participatory value-added alternative participatory market strategy. The Growers' Markets are small community markets featuring local small farmers and their fresh local seasonal organic and sustainably grown gourmet veggies, fruits, plants, preserves, organic certified duck, chicken, grass-fed beef, goat, lamb, seafood and more. Workshops were held during market hours. Developed and implemented nine Growers' Markets throughout the region- 3 new community markets were developed and implemented during the 2010 year. The new Growers' Markets are in collaboration with farmers and neighborhoods/local communities. There is a community grower's market available most days of the week; some days have two market opportunities.</p> <p>2010 sustainable development capacity building efforts. Participants provided an opportunity to learn, network, develop experience, skill/hands-on training, and put into practice what they have learned. Farm visits and meeting provided information and enhance farm leadership and market strategies. Alternative market opportunities were developed and implemented to impact/enhance economic benefits. An alternative energy model is in place for learning:</p> <p>Participatory strategies were used to enhance capacity building: impacted farmer's participation, knowledge and practice. Encouraged community awareness of local food sources/impacted knowledge of farming methods, encouraged farmer leadership, enhanced farm-community linkages, economic benefits, sustainable living, etc. Provided student and researcher access to farms, to enhance knowledge and potential collaborative research/projects.</p> <p>Enhanced small farmer leadership and decisionmaking: Provided information to farmers about a grant opportunity: During 2010 assisted three farmers in writing their first proposals. Three proposals were developed and submitted, emphasis included building youth leadership and organic method farm enterprise, enhancing farm and meat goat marketing, and enhancing oilseed production and biofuels.</p> <p>* 2010 Building Capacity Assessments/research and academic programs: Provided participatory learning opportunity for faculty/researchers to assist in identifying relevant local farming problems and establishing contact with farming populations: Implemented on-farm tour and farmer discussions that enhanced the capacity of researchers (with farmer participation) to identify problems, potential solutions, and collaborative research interests and sustainable agriculture linkages.</p>
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Thomas, William D	Columbia County - Northeast	<p>Success Story:  Enterprise budgets, marketing information and production information was provided to 7 local small farms regarding production of alternate crops from their normal production mix in 2010. After analysis of the information 3 farms successfully implemented the alternate crops on their farm this year.</p>
Thomas, William D	Columbia County - Northeast	<p>Impact:  As a result of providing or developing economic feasibility information for these producers this year (2010), three producers implemented new enterprises on their farms to help supplement farm income.</p>
Thomas, William D	Columbia County - Northeast	<p>Outcome:  Through the generation and development of production, harvesting, marketing, and economic enterprise analysis of a multitude of potential alternatives clientele have gained sufficient knowledge and understanding of the enterprise to make informed decisions as to the feasibility of the potential enterprise in their farm business.</p>
Treadwell, Danielle D	Horticultural Sciences	<p>Extension has traditionally been a source of reliable, science-based information for farmers and agricultural professionals. However, many Extension personnel have little direct experience or training in organic agriculture. Since the debut of the USDA's National Organic Program in 2002, the organic market has grown steadily, expanding at a rate of 20% a year on average and generating \$23 billion in domestic food sales alone in 2009. The growth of the organic market has increased the demand on Extension personnel across the country to provide information on all aspects of organic production.</p> <p>eXtension is a national web-based Cooperative Extension resource funded jointly by 74 land-grant universities <a href="http://about.extension.org/">http://about.extension.org/</a>. eXtension content is developed by a Community of Practice (CoP) to deliver information to clientele. The 24 existing CoPs are multi-institutional, multi-disciplinary, scalable, and evolve over time. eXtension received 2.4 million visits and 5.3 million page hits from July 09-10, an increase of 38% and 30%; respectively, from the previous period. eOrganic is a new CoP made possible by a grant from USDA-CSREES</p>

		<p>Integrated Organic Program to serve organic farmers and their service providers. Membership is limited to those with experience and expertise in organic production to ensure quality output. Content is agreed upon among members, peer-reviewed by national experts, and made public in the Organic Agriculture Resource Area of eXtension. eOrganic's public launch was December 2008. The eOrganic team's objective is to develop a cooperative model of partnership among Land Grant Universities, agencies, policy-makers, business, industry, and farmers to reshape American agriculture around the principles of long-term ecological, social and economic sustainability.</p> <p>Since eXtension's debut in February 2008, Florida consistently ranks 4th in number of visits by state (over 8,000 for June 2010 alone). 85% of these visitors are new, and 15% are returning. This high number of new visitors indicates that outreach efforts to direct people to eXtension are successful. Nearly 54% (8,100 of 15,000) of Cooperative Extension Professionals have eXtension IDs, and that number continues to increase.</p> <p>eOrganic has published 586 articles on eXtension, and the group now shares information via Twitter, Facebook, and houses 125 videos on eOrganic's You Tube Channel <a href="http://www.youtube.com/user/eOrganic">http://www.youtube.com/user/eOrganic</a>. In 2010, a survey instrument was distributed nationally to a sample population of reasonably informed users. users were instructed to evaluate eOrganic's eXtension content and provide feedback. change (improved management) At the date of this submission, the final report on that survey is not yet available. Preliminary data on webinar reviews (25-90% responding, depending on the webinar) indicate that 80% of webinar participants reported easy access to the webinars, and at least 74% reported the technical level of the content was "just right". Webinar audiences consist of farmers (4-43%), extension personnel (11-22%), university researchers or educators (0-22%), agricultural professionals (2-43%) and other audience members including government agency staff members (15-33%). This group is committed to improving access to information and technology to farmers across the US and will continue to rely on end-user evaluations to improve our approach.</p>
Treadwell, Danielle D	Horticultural Sciences	<p>*The 2010 Small Farm Conference was the second consecutive annual statewide conference and a successful event with over 775 in attendance. Evaluation survey respondents were equally as supportive as the 2009 event. Respondents indicated that as a result of this event, they were confident they could develop better business skills (67%), would investigate alternative markets (44%) and improve the efficiency of their production systems (36%). Over 90% of respondents stated they would attend a 2011 conference. The conference was made possible by support from the University of Florida - IFAS, a State Specialty Crop Block Program grant, FL A&amp;M University, Whole Foods Market, and a host of other organizations including Aramark, Farm Bureau and Farm Credit. In addition to the annual conference (2011 conference to be held July 15-17), the small farms team also maintains a website that received over 3 million views in 2010. (The website visits reported above only reflect visits to content developed by Treadwell as lead or collaborator or editor) While the impact of that use is unknown, we are confident that the site is an important venue to disseminate science-based information from UF-IFAS.</p>
Tyson, Richard V	Orange County - Central	<p>An Extension enhancement grant was obtained and a team put together to demonstrate a solar powered hydroponic system at 5 locations in</p>

		Florida. Educational programs, publications, demonstrations and field days were conducted to introduce this new technology.
Walter, Joe H	Brevard County - Central	Most small farmers in Brevard purchase their fertilizer from one of the eight feed stores in the county. As a result of the pasture management classes given by this agent the feed store operators and small farmers were educated in the use of soil testing to determine the need for phosphorous fertilizer. The feed stores began to stock fertilizers with no phosphorous and the small farmers are beginning to purchase fertilizer based on the results of soil analysis. Smaller amount of fertilizer is being applied and frequency of fertilizer application is increasing resulting in a reduction of nutrient loss.
Weaver, Marvin F	Gilchrist County - Northeast	Growers developed small coop to move their produce.
Wiggins, Lindsey F	Hendry County - South	Agent determined by evaluations submitted after programs and through personal discussions with producers after farm consultations and the Grazing Management School approximately 85% of producers will change at least 1 management practice to decrease the amount of weeds in their pasture. A 100 acre pasture that has a 20% weed infestation equals 20 acres of ungrazable pasture. Southwest Florida pasture land allows 1 cow/calf pair per 5 acres. The weed infestation disables the producer from grazing 4 more pairs and ultimately selling 4 more 500lb. calves valued at \$.90/lb. The agent's teaching efforts earn this producer \$1,800 / 100 acres each year.
Wilder, Barton J	Alachua County - Northeast	In September 2010, Barton Wilder, the Alachua County Agriculture and Natural Resources Agent, received a frantic call from a local producer. Linda and her husband were just starting into the commercial goat business. All of the goats appeared to be healthy until two of them died overnight. Linda suspected that the goats had ingested some poisonous plants. However, she was unsure which plants were poisonous in her yard and pasture. As soon as Barton arrived on her farm he was able to identify one of the culprit weeds. Black cherry ( <i>Prunus serotina</i> ) had resprouted from its stump and was growing where most of the goats congregated. Black cherry is a highly poisonous plant containing the toxic compound cyanide. Barton then inspected the rest of her yard and 15 acre pasture. He was able to find two additional toxic plants that she was not aware of: showy croton ( <i>Crotalaria spectabilis</i> ) and sicklepod ( <i>Senna obtusifolia</i> ). To help Linda identify these weeds in the future, Barton, using samples from her pasture, went over the identifying characteristics of the poisonous plants. While he was there he recommended to her husband a control program to deal with the non-poisonous weeds that were encroaching on their pasture. In addition, Barton also recommended a fertilization plan for the pasture. Finally, Barton went over all the services offered by the extension office, including soil testing. To conclude, as Barton was getting ready to leave, Linda asked him how much the charge was for his visit. Barton informed her there was no charge. The extension office is a public service funded by Alachua County and the University of Florida.
Wilson, Nola M	Marion County - Central	Farming is a very risky business and small producers further have unique risks they need to be concerned with. According to the USDA there are 5 basic types of risk to be concerned with production, legal, human resource, financial and marketing. A successful risk management plan increases the value of the business because it increases the chances that the business will not only survive but also prosper. 100 women producers participated in ANNIES farm risk management course indicating this program is changing their lives and will be able to make appropriate risk

		management decisions based upon their operation. This program will continually be offered and expanded.
Wysocki, Allen F	Food & Resource Economics	Annie's project participant comments included: "I wish I knew about this information 15 years ago." "This program has changed my life, how I think about farming and operating the farm," "I really loved this class and learned so much and more than that I was left with a wealth of resources to continue my education on my own and with people from class." When asked what do you feel was the most useful part of the program statements such as for "women to know how to run a business, know all the resources that's beneficial for you. Make sure you have a backup plan, cut back on everything that's not necessary in order to save more money and get out of debt. You need to have a good product and communication" We have found there is such demand for this program throughout the state that we have expanded the Annie's project being offered in from five counties to 10 and anticipate continued growth. The current participating counties already have a waiting list established.
Zerba, Jr, Raymond H	Clay County - Northeast	<p>An Alternative Ag Enterprise needing small amounts of land to undertake is Beekeeping. Encouraging more people to raise bees is not only good for the increase in honey production but helps increase the level of natural pollination occurring in an area. Two Beginning Beekeeping Short Courses were held in 2010 in Clay County with the help of three local beekeepers.</p> <p>An end-of-program survey was taken of the participants (total of 72 for two classes). It revealed that 100% felt it was worth their time to attend; 97.2% felt they had learned something and 100% said they would share what they learned with others. Of those attending, 97.2% said that as a result of this program they be less resistant to having a neighbor keep honeybees in their backyard if they did it properly and 98.6% said they would be willing sometime in the future to consider keeping bees as a result of this program.</p> <p>In support of local beekeeping, Agent hosted 12 monthly Association meetings providing speakers for 10 of those meetings. To assist new beekeepers in managing their bee colonies when they had problems, using local beekeepers as volunteers agent facilitated 10 clinics in 2010.</p>
Zerba, Jr, Raymond H	Clay County - Northeast	<p>In 1982 Agent installed two Demo Beehives at the Clay County Extension Center to provide demonstration opportunities for Bee Programming. These have been maintained to the present and are regularly used in Beginning and Advanced Bee Education Classes. The first backyard beekeeping class was held in 1994 and has continued on a semi-annual to quarterly basis since. In 1997, as a result of a neighbor's complaint that caused a local beekeeper to remove his hives from the residential community where he lived, Agent was instrumental in the passage of Clay County's Bee Ordinance allowing backyard beekeepers to house honeybees in residential communities as long as they were fenced and cared for according to Best Management Practices suggested by the University of Florida's Sample Community Bee Ordinance. Continued efforts to give short courses designed to make people less fearful of honeybees have not only lead to an increase in the number of small scale (five hives or less) beekeepers in Northeast Florida but a general increased acceptance that honeybees are vital to helping us produce more food for ourselves and for animals living in the wild community. This effort has spread to surrounding counties (Putnam, St. Johns, Duval, Nassau, Flagler and in 2011 to Baker) because of Clay County's efforts. The program deserves to be considered a long term success.</p>