

FY 2014

\$99,242 to Goldman Enterprises, Inc., Waldorf, MD, to create, recruit for, and promote the Taste of Southern Maryland CSA.

**Final Report**

**Farmers Market Promotion Program (FMPP)  
Final Performance Report**

The final performance report summarizes the outcome of your FMPP award objectives. As stated in the FMPP Terms and Conditions, you will not be eligible for future FMPP or Local Food Promotion Program grant funding unless all close-out procedures are completed, including satisfactory submission of this final performance report.

This final report will be made available to the public once it is approved by FMPP staff. Write the report in a way that promotes your project's accomplishments, as this document will serve as not only a learning tool, but a promotional tool to support local and regional food programs. Particularly, recipients are expected to provide both qualitative and quantitative results to convey the activities and accomplishments of the work.

The report is limited to 10 pages and is due **within 90 days** of the project's performance period end date, or sooner if the project is complete. Provide answers to each question, or answer "not applicable" where necessary. It is recommended that you email or fax your completed performance report to FMPP staff to avoid delays:

FMPP Phone: 202-690-4152; Email: [USDAFMPPQuestions@ams.usda.gov](mailto:USDAFMPPQuestions@ams.usda.gov); Fax: 202-690-4152

Should you need to mail your documents via hard copy, contact FMPP staff to obtain mailing instructions.

<b>Report Date Range:</b> <i>(e.g. September 30, 20XX-September 29, 20XX)</i>	September 30, 2014-September 30, 2016
<b>Authorized Representative Name:</b>	Ronda R. Goldman
<b>Authorized Representative Phone:</b>	240-412-8993
<b>Authorized Representative Email:</b>	Goldman.ronda50@gmail.com
<b>Recipient Organization Name:</b>	Goldman Enterprises, Inc.
<b>Project Title as Stated on Grant Agreement:</b>	A Taste of Southern Maryland
<b>Grant Agreement Number:</b> <i>(e.g. 14-FMPPX-XX-XXXX)</i>	14-FMPPX-MD-0081
<b>Year Grant was Awarded:</b>	2014
<b>Project City/State:</b>	Waldorf, Maryland
<b>Total Awarded Budget:</b>	99,242

FMPP staff may contact you to follow up for long-term success stories. Who may we contact?

- Same Authorized Representative listed above (check if applicable).  
 Different individual: Name: \_\_\_\_\_; Email: \_\_\_\_\_; Phone: \_\_\_\_\_

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0287. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, age, disability, and where applicable sex, marital status, or familial status, parental status religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual's income is derived from any public assistance program (not all prohibited bases apply to all programs). Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TDD). USDA is an equal opportunity provider and employer.

1. **State the goals/objectives of your project as outlined in the grant narrative and/or approved by FMPP staff. If the goals/objectives from the narrative have changed from the grant narrative, please highlight those changes (e.g. “new objective”, “new contact”, “new consultant”, etc.). You may add additional goals/objectives if necessary. For each item below, qualitatively discuss the progress made and indicate the impact on the community, if any.**

Goldman Enterprises, Inc. launched A Taste of Southern Maryland in 2015 with three goals: 1) to ensure that Southern Maryland residents have seamless access to locally produced foods and artisan products through direct home delivery service, 2) to become a marketing platform for local food purveyors thereby driving attention and foot traffic to brick and mortar locations, and 3) to connect residents with local farms through community events. TSM was designed and engineered to be a driving force for economic development in agricultural communities by showcasing the rich delicacies produced locally and working with schools to help facilitate change in the culinary landscape.

Civilizations are built around access to land and water, which are primary wealth indicators. The basic need for food and water will always be a driving force in any population and access to fresh, nutrient dense offerings is the highest standard of consumption. The Chesapeake Bay watershed is home to one of the richest and most productive estuaries in the United States, the Chesapeake Bay. Juxtaposed to this aquatic gem lay rich soils that have been cultivated into teeming farmland for centuries. So prolific is this symbiotic relationship that the state of Maryland adopted two symbols that represent trillions of dollars produced from their efforts: the waterman and the farmer.

Southern Maryland is a peninsula that embodies elements of modern society and old world charm. Comprised of five counties: Charles, Calvert, St. Mary’s, Prince George’s and Anne Arundel the landscape is filled with hillsides scattered with barns, silos, livestock, and various crops as well as current development that signals the change of season or of an era. The local cuisine boasts of barbecue, stuffed ham, locally handcrafted cheese, and seafood as well as summer’s bounty consisting of the usual: corn, tomatoes, potatoes, string beans, and so much more. Crops are harvested at the peak of freshness and provide dense nutrients that are encapsulated by delectable flavors. Such culinary artistry could not be enjoyed in silence and therefore needed a voice as well as a direct buyer. A Taste of Southern Maryland is that voice and partners with local farmers, artisans, and chefs in order to broadcast the information and build a membership of local buyers whom love locally produced foods.

### **GOALS, PROGRESS MADE, & IMPACT ON THE COMMUNITY**

1. **Goal #1:** To ensure that Southern Maryland residents have seamless access to locally produced food and products.

### **PROGRESS MADE**

A Taste of Southern Maryland created a mobile farmer’s market that focused on farm-to-door delivery of shares. In order to facilitate this, GE established a three-pronged infrastructure: Website, Farmigo, and Facebook.

The website was designed by 970 Designs from Aspen, Colorado and they were listed as one of the top 10 web designers in the world. They constructed the site and logo, which reflects the heritage of the Southern Maryland region. It highlights the four of the five project partners: Serenity Farm, Inc., P.A. Bowen Farmstead, Cookies Cakes, and The Eden Company. It also showcases chefs, local cooks, events, as well as a local cookbook. The website displays the company's explainer video, which provides an entertaining way to capture the attention of consumers and demonstrate how to use the system. The How It Works page gives information about the shares and how to sign up. The website gives access to A Taste of Southern Maryland from anywhere in the world and allows potential members the ability to sign up via electronic devices.

Another tool utilized for seamless access is a software management program entitled, Farmigo. It is designed to make the CSA or Food Hub process manageable. Suggested during the discussion process with 970 Designs, Farmigo was selected due to its ability to streamline the order, packing, and accounting process associated with running a mobile market. Once a potential customer peruses the information, they are funneled through the sign up process by Farmigo and enabled to select their shares, location, and desired method of acquisition. Upon the extraction of the information, the data is organized into a routing list that can be distributed to drivers.

The third tool in the process was utilizing Facebook for marketing, connection, and brand building. All communications were facilitated through Facebook and a link to the website was placed on the page for easy access. Through this method, TSM conducted contests, giveaways, event promotion and entity marketing. This was a great tool for promoting recipes, chefs, and local farms as well as organizing social media efforts between Pinterest, Instagram, and Twitter.

According to *Time* magazine, Americans check their phones 8 billion times per day. Establishing a seamless online experience was the best way to begin to structure a buying process that can be duplicated and scaled beyond the region.

## **IMPACT ON THE COMMUNITY**

A Taste of Southern Maryland has been well received in the community. Many residents were delighted to know that an option for home delivery was available, which made shopping at their local farm easier. The introduction of the CSA was a learning experience for locals and many were introduced to the excellent opportunities available for shopping at their local farm. This option made the choice of joining a CSA easier as the obstacle of travel and busy schedules were mitigated with an ease of access model. Potential Customers were more willing to consider the option as a long term sourcing avenue for groceries as long as pick up and delivery were handled by a third party. Potential customers were also willing to pay the extra delivery fee, though it raised the weekly cost of the share.

Also, having a significant online introduction and sign up process allowed the project to appeal to demographics outside of the suggested purchasing group. A younger demographic was engaged in the process of local food sourcing and acquisition, which allowed for initial introductions and strategic conversations about food consumption and the impact of sourcing locally.

TSM garnered 53 customers over two seasons and processed \$58, 000 dollars in revenue.

11, 540 pounds of produce, value added products, and pantry items were delivered to local homes via the Post Office and direct delivery. A total of 1,152 deliveries were made to local members.

2. **Goal #2:** To provide marketing opportunities for local farms and artisans.

Historically, the economic cornerstone of the state of Maryland is agriculture. One of the missions of TSM is to preserve agrarian history and practices through direct marketing of local producers and garnering support through the facilitation of a synergistic relationship between farmers and families. This opportunity increases the awareness in the local community and drives participation in the lifestyle of its oldest form of commerce. Through social media platforms, traditional and direct distribution of marketing materials, and published articles in traditional media, TSM sought to create a platform that catalyzed consumer movement towards local food producers.

Through Facebook, TSM experienced over 117,873 of engaged users and a total reach of over 98,811 users. This interaction was through direct marketing, contests, and general posts strategically placed during peak times. There were over 1.5 million unique users who saw the posts and over 1.1 million users whom were reached organically. Total impressions ranged over 3 million and post were seen in newsfeeds over 2.5 million times.

CSA partners received exposure through the distribution of weekly shares. Their company name and share supplies were listed and distributed 1,152 times. Serenity Farm, Inc. experienced more foot traffic due to CSA cards distributed to members. The CSA card was worth \$5 (included in the cost of the share) of local meat and most members saved the cards and exchanged them for an accumulated amount. This practice was well received and utilized. **It proved to be the main driver of local traffic to local farms.**

Throughout the seasons, TSM has been featured in the following publications and listings:

***Southern Maryland-This is Living*** – “is published by TBB&M Publishing, solely owned by VKM Marketing Matters. The quarterly full color, high-gloss magazine was started in 1998 by Vickie Kite Milburn and Barbara Dove Fink, as a lifestyle publication about the extraordinary people, places and businesses of Calvert, Charles and St. Mary’s Counties.”

***Maryland Independent*** – a Southern Maryland newspaper dedicated to informing the community about significant events, people, occurrences, and business trends. It is an information hub for local residents.

***Weston A. Price Foundation Local Food Directory*** – The Weston A. Price Foundation is a nonprofit, tax-exempt nutrition education foundation.

***Southern Maryland Agricultural Development Commission (Farm to Table Listing)*** – “SMADC is a visionary and guiding force for the new face of food and agriculture in Maryland, helping to steer the existing, natural driving course of agriculture for new and transitioning farmers in MD to be prosperous, viable and sustainable in the new economy. While its primary focus is the five southern Maryland counties of Anne Arundel, Calvert, Charles, Prince George’s and St. Mary’s, many of its initiatives reach statewide. It is nimble, forward thinking and cutting edge. It is an innovative leading force for Maryland.”

## **IMPACT ON THE COMMUNITY**

A Taste of Southern Maryland is being consistently recognized as a source of local food offerings and information. Consistently sought for local food recommendations, TSM highlights local partners and purveyors that consistently supply high quality offerings. This community positioning has led to a request by the town of Indian Head, Maryland to assist with the development of a farmer’s market in 2017. TSM will work with the mayor and the business development staff to launch a market that fosters community and provides rich, nutrient dense produce and value added products to the Indian Head residents, which is one of the priority areas indicated in the original grant application.

3. **Goal #3:** To connect residents with farmers and artisans through media and community events.

TSM supports the Southern Maryland Agricultural Development Commission’s annual Buy Local Challenge Week. The Buy Local Challenge is an initiative that encourages Maryland residents to shop from local farms during the last week of July, which TSM supported by distributing literature in the weekly harvest boxes. The Charles County Board of Commissioners also featured TSM on their cable program, which provided the opportunity to connect with the local community and encourage support of local agriculture.

TSM’s internship program was established as an outreach module. The focus of the experience centered around connecting high school students with farm-to-table opportunities that educated and fostered leadership skills. Celebrity Chefs and Farm to Preschool were implemented by three students, which afforded them the opportunity to manage, build, and implement productive project strategies.

Celebrity Chefs is a culinary art program that partners local farmers and chefs with high schools. Students are given the opportunity to take local food exploration classes and experience the flavors of local foods and cuisines. Utilizing local chefs builds community by showcasing talent from neighboring communities. It is important that students see “celebrities” from their communities so that they understand that they are capable of the same achievements. It is also important to apply this principle to agriculture so that they also see careers in the field as interesting, desirable, and able to meet their social, financial, and occupational needs.

In order to connect with children at the elementary level, USDA’s program Farm to Preschool was adopted as another project for implementation. The focus of connecting preschoolers to their local farmers and providing activities that give them a holistic experience with the local

food movement. Program highlights are “influencing the eating habits of young children while their preferences are forming; creating healthy lifestyles through good nutrition and experiential opportunities such as gardening; improving healthy food access at home and within the community; and ultimately influencing policies to address the childhood obesity epidemic through a local food lens.” High School students governed the organization, implementation, and follow up of the program.

### **IMPACT ON THE COMMUNITY**

A Taste of Southern Maryland chose three interns that spearheaded the implementation of the Farm to Preschool project and Celebrity Chefs. Their goals were to connect a local farmer with a Title 1 school located in Waldorf, MD. The first school, JP Ryan Elementary School, connected with Frank Robinson, an archivist at the Smithsonian and the owner of Serenity Farm, Inc. The three year-old students were introduced to their local farmer through literature, planting activity, and personal introductions. The students and teacher requested a return visit and forwarded pictures of growing plants after several months.

Other events included:

1. Tasting Party at Hawthorne Greene – Partner suppliers provided food that local chef, Rocquelle Devine, prepared and sampled. Approximately 35 residents were in attendance.
  2. National Night Out at Huntington Neighborhood Center – Ronda Goldman provided information and buying opportunities to local residents. Approximately 250 residents were in attendance.
  3. Charles County, MD 4<sup>th</sup> of July Celebration – Information was distributed and buying opportunities provided. Over 4500 local residents were in attendance.
  4. Thanksgiving Cooking Shows at the Blue Crab Stadium – Chef Terrence Murphy, Marty Elderidge, and Rocquelle Devine prepared local cuisine for sampling. Local farms were highlighted and showcased. The project was attended and recognized by county Commissioners, which helped to develop and build a working relationship with the county for future endeavors. 3000 residents were in attendance.
  5. Taste of Christmas – Local food purveyors showcased their foods and 50% sold out and created a new customer base. Over 5000 Charles County residents were in attendance.
  6. EggCelebration at GlenEagles Community Center – Local food producers were introduced to community residents during this Easter event. TSM members organized the opportunity. It was attended by 50 residents
- b. Collectively, the farmers and artisans were directly exposed to over 15,850 local residents through the above events.
- 4. Quantify the overall impact of the project on the intended beneficiaries, if applicable, from the baseline date (the start of the award performance period, September 30, 2014). Include further explanation if necessary.**
- i. Number of direct jobs created: 13
  - ii. Number of jobs retained: 11

- iii. Number of indirect jobs created: 2
- iv. Number of markets expanded: 1
- v. Number of new markets established: 1
- vi. Market sales increased by \$3,998.98 and increased by 27.6%.
- vii. Number of farmers/producers that have benefited from the project: 9
  - a. Percent Increase: Same

**5. Did you expand your customer base by reaching new populations such as new ethnic groups, additional low income/low access populations, new businesses, etc.? If so, how?**

Yes, our customer base was expanded through the Farm to Preschool project chaired by local interns as well as Celebrity Chefs. The children received exposure to a local farmer and the classroom teacher indicated that she will connect other Title 1 schools to Serenity Farm, Inc.

The town of Indian Head, Maryland has requested the assistance of TSM in the formulation and development of a local farmer's market. This area was indicated on the grant application as a priority area and serves a population that doesn't have immediate access to locally produced foods. The town is in need of retail infrastructure and TSM will work with the leadership team to help establish a food based hub that is a celebration of Indian Head culture, history, and future.

Due to the mobile markets ability to market outside of the region, TSM has served members from Virginia, Washington D.C., and Northern Maryland. Exposure to other parts of the metropolitan area give TSM the opportunity to review other potential locations.

**6. Discuss your community partnerships.**

- i. **Who are your community partners?**
- ii. **How have they contributed to the overall results of the FMPP project?**
- iii. **How will they continue to contribute to your project's future activities, beyond the performance period of this FMPP grant?**

TSM's community partners are the United States Post Office and the Charles County Department of Tourism. Each entity has been instrumental in the facilitation of the project and both are intended to be significant contributors in the future.

The United States Post Office was approached in the development of TSM and asked to manage the delivery of harvest boxes. This approach was adopted for two reasons: 1) as a support of the USPS system and an integration of services by a locally established entity, 2) as a way to leverage existing resources and expand TSM's customer base within the business community.

The project was met with enthusiasm and coordination was facilitated between the central office in Washington, D.C. and the local branch where all packages would originate. The postmaster general coordinate package pick-ups from the local farm and each package was monitored for safe delivery, especially during peak months when the weather was the hottest. TSM was assigned one person to handle the account and swift follow up was employed when customers indicated a delay in receipt of their share. There were few missed deliveries and most parcels were quickly acquired, processed, and delivered in time for customers to receive fresh products. The packages were mailed via priority

mail with the regional designation, which was the least expensive option. All customers receive their harvest share the day after packing.

During the second season, a same day model was adopted, which ensured that customers would receive their harvest boxes on the day that the produce was picked and packed. Customers preferred this model and remarked that the produce was received in perfect condition. This model was handled directly by TSM, but is available through USPS upon two conditions: 1) a specific volume of packages and 2) a specific location; therefore, TSM is employing a model of marketing to single zipcodes with high volume purchases in order to retain USPS' services and employ a same day delivery system.

The Charles County Department of Tourism has been a partner since the genesis of the project. TSM was invited in 2015 to be the local food representative for its fall event, Fall Fest 2015, which is the county's celebration of fall and an opportunity for families to enjoy the season with games, vendors, music, food, and other attractions. TSM supports the event by providing a first class cooking show that highlights local and seasonal cuisine. The food is sourced locally and prepared by local culinary talent. The event has been a success that has drawn favorable attention by the Charles County Commissioners and the Department of Tourism decided to become an official partner with A Taste of Christmas 2018 - a local food event designed to showcase trending local food purveyors during the holiday season. This event is expected to attract 5000 holiday shoppers. As a partner the Department of Tourism assumes all responsibility for marketing and interest generation.

The Smithsonian Institution Associates Program has invited TSM to submit a proposal for a future partnership. This project is currently in development.

**7. Are you using contractors to conduct the work? If so, how did their work contribute to the results of the FMPP project?**

Contractors were used to generate the website, copy production, marketing, and for cooking shows. The work was an integral part of TSM's development, which relies heavily on a digital platform and social engagement. The use of contractors allowed for a quick launch and logistical ease.

**8. Have you publicized any results yet\***

- i. If yes, how did you publicize the results? Yes, 2015 results were publicized to members at the Thanksgiving Meet and Greet in November. 2016 results have not been published.
- ii. To whom did you publicize the results? TSM Members
- iii. How many stakeholders (i.e. people, entities) did you reach? 22

\*Send any publicity information (brochures, announcements, newsletters, etc.) electronically along with this report. Non-electronic promotional items should be digitally photographed and emailed with this report (do not send the actual item).

**Have you collected any feedback from your community and additional stakeholders about your work?**

Chef Rocquelle Devine indicated that the produce was rich and flavorful, thus prompting her to become a member. Frank Robinson of Serenity Farm, Inc. indicated that customers are visiting

his location to turn in CSA cards for local meat and indicated that TSM was well run and the most organized CSA experienced thus far. Member, Therian Johnson, indicated that he had to decide between a CSA close to his home or TSM. TSM won due to the fact that shares are shipped and do not require a pick up. This was a strategic implementation that helped eating from local farms practical for busy people. Dinner Share Member, Anna Barba, indicated that she and her children look forward to getting their box because it's like Christmas every week. (During a delivery I met the school bus while the Barba children were unloading and they jumped with excitement when they saw the yellow Tastemobile.) Mrs. Colbert, indicated that her class loved the visit from TSM and Frank Robinson (Serenity Farm, Inc.). They were anxious to know when the next visit will occur.

**9. Budget Summary:**

- i. As part of the FMPP closeout procedures, you are required to submit the SF-425 (Final Federal Financial Report). Check here if you have completed the SF-425 and are submitting it with this report:**
- ii. Did the project generate any income?**
  - a. If yes, how much was generated and how was it used to further the objectives of the award?**
  - b. \$58,000

The project generated \$58,000 in revenue which was circulated back into the project. The funds were used for acquisition, delivery, postage, and office supplies. Project partners generated over \$30,000 in extra revenue as a result of this project.

**10. Lessons Learned:**

- i. Summarize any lessons learned. They should draw on positive experiences (e.g. good ideas that improved project efficiency or saved money) and negative experiences (e.g. what did not go well and what needs to be changed).**
- ii. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving:**
- iii. Describe any lessons learned in the administration of the project that might be helpful for others who would want to implement a similar project:**
  - I. Agriculture and locally produced foods are wealth indicators and desired acquisitions, but will be poorly accessed without an organized system of distribution that is as convenient and glamorous as the grocery store. TSM sought to mitigate this occurrence in Southern Maryland by creating a seamless ordering system that can be accessed through smart technology and managed via a farm related software system. Marketing, sales capture, and distribution are all handled with the touch of a fingertip. This approach proved to be a significant pillar in the sustainability and scalability of the project. The model can be duplicated anywhere in the world and adapted to meet the needs of any locality.
  - II. The utilization of prepaid cards was a significant driving force for local farms. It was also the most inexpensive marketing tool employed. Several attempts were

made to influence behavior through contests, Facebook posts, and events; however, the outcome was engagement, brand recognition, and education, which are platform builders that strengthen a business over time. The quickest route to connecting customers with their local farms proved to be the prior purchase of a CSA card that could be redeemed at the brick and mortar location. It is suggested to add an expiration date to the redeemable amount if speed of access is a desired outcome.

- III. The goal of Goldman Enterprises, Inc. is to create a sustainable and scalable local food model that can be duplicated in other agriculturally based economies and locations. The TSM project demonstrated that a bilateral focus will have to be adopted in order to experience both explosive and steady growth. The original focus was to build a direct-to-consumer model; however, we found the growth cycle to be steady, but slower than desired, which is due to the average three-year cycle for new projects. In order to accelerate growth in a manageable way, TSM is exploring the B2B model and expanding its offerings to corporations, institutions, and municipalities.

#### 11. Future Work:

- i. **How will you continue the work of this project beyond the performance period? In other words, how will you parlay the results of your project's work to benefit future community goals and initiatives? Include information about community impact and outreach, anticipated increases in markets and/or sales, estimated number of jobs retained/created, and any other information you'd like to share about the future of your project.**
- ii. **Do you have any recommendations for future activities and, if applicable, an outline of next steps or additional research that might advance the project goals?**
  - i. TSM will continue to focus on five areas in order to maintain and grow its marketing strength for local food: **Television, Blogs, Social Media, Website and Events**
  - ii. TSM is seeking to strengthen its relationship with the Charles County Department of Tourism and promote local foods through culinary tourism. Our next project is due to launch in 2018 and will be in formation in 2017. This initiative will drive traffic from Delaware, Maryland, and Virginia to the eclectic culinary landscape of Southern Maryland.
  - iii. The Smithsonian Institution's Associate Program has welcomed a proposal from TSM. This event will showcase Southern Maryland as a culinary educational destination and afford participants the opportunity to explore local cuisine prepared by local chefs. The farms and culinary history will be the highlight of this experience.

- iv. TSM is seeking to support excellence in agriculture and will work with local farmers in the acquisition of GAP certification. One of the obstacles with achieving this goal is initial understanding of the process and navigating the paperwork. TSM is researching providing support through educational workshops and administrative assistance with the completion of applications.
  
- v. Future Research: Ronda R. Goldman, Vice President of Goldman Enterprises, Inc. and the Executive Director of A Taste of Southern Maryland, was accepted as a Ph.D. candidate in the School of Business and Leadership at Regent University. The topic of her dissertation will be ***From Wall Street to Main Street: Jump Starting Local Economies Through the Power of Agriculture and Entrepreneurship***. With this degree she plans to assist local governments and agricultural communities with building a strong financial infrastructure that is based on one of America's leading wealth indicators: Farmland.



# TASTE

*of Southern Maryland*



Christmas Cooking Show  
At the Kris Kringle Christmas Market  
December 11-12, 2015

Join A Taste of Southern Maryland for its first Christmas Cooking Show and strengthen your brand, connect with new customers, and share your products with over 2000 holiday shoppers. Your product line will make great gifts this season!

[www.tasteofsomd.com](http://www.tasteofsomd.com)



# TASTE

*of Southern Maryland*

**A Taste of Southern Maryland** is hosting its first Christmas Cooking Show at the Kris Kringle Christmas Market on December 11-12, 2015. You are cordially invited to exhibit your fine artisan foods while enjoying culinary demonstrations by our local chefs. What a wonderful time of year for holiday shopping and gift giving. Your unique product line is a shining example of the quality culinary offering that makes a great gift others will cherish for years to come. This is the perfect opportunity to introduce your brand, expand your existing clientele, grow your social media lists, and seize the opportunity to become one of the leading brands during the Christmas season, which is the most lucrative time of the year for retailers nationwide. The second weekend in December is also an excellent time to connect with holiday shoppers.

If you are a fine purveyor in the Southern Maryland region or within a 50 mile radius, this is the venue for your artisan offerings. The Kris Kringle Christmas Market enjoys the company of 2000+ holiday shoppers each year. The event begins on Friday, December 11, 2015 (4pm-8pm) and ends on Saturday, December 12, 2015 (9am-8pm).

Other activities will be taking place along with the cooking show such as a Live Nativity, Santa's Arrival, the Christmas Tree Lighting, Strolling Carolers, and so much more. Come and be a part of one of Southern Maryland's Christmas traditions.

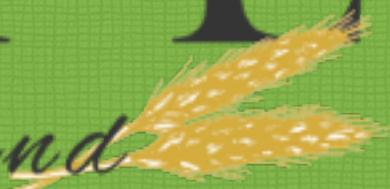
Space Rentals are priced at \$100.00 for an 8x8 space. Electricity is available and priced at \$10.00 for each 15 Amp plug needed. Please apply online or by mail by November 15, 2015.

*Fee Includes: Pipe and Drape Only*

For further information please contact: **Ronda Goldman**, (240) 412-8993, [rgold@tasteofsomd.com](mailto:rgold@tasteofsomd.com). The event will be held at the Charles County Fairgrounds.

# TASTE

*of Southern Maryland*



3921 Light Arms Place, Waldorf, Maryland, (240) 412-8993  
[www.tasteofsomd.com](http://www.tasteofsomd.com)

## *Christmas Cooking Show*

### **2015 FOOD VENDOR APPLICATION**

(Application due by Sunday, November 15, 2015)

NAME \_\_\_\_\_ BUSINESS NAME \_\_\_\_\_ CITY \_\_\_\_\_  
ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_ CELL #:  
\_\_\_\_\_ ALT PHONE #: \_\_\_\_\_ EMAIL \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Please submit this application to A Taste of Southern Maryland.

Complete description of food and beverage products you will be selling and prices of these items \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for your interest in the 2015 Christmas Cooking Show. As a potential food vendor, please be aware of the following information:

1. The fee for a 8 x 8 booth is \$100.00. A \$10 fee will be charged for electricity if required by vendor.
2. Please provide pictures of your booth set-up and food products. Photos will not be returned.
3. Applications are reviewed individually based on photos and written description of food products to be served.
4. Health Permit – You will be required to apply for a temporary health permit in advance. Please contact the Charles County Department of Environmental Health to obtain the proper permit (301-609-6900).
5. If accepted as a Food Vendor at the 2015 Christmas Cooking Show, you will be sent a contract to complete and sign. DO NOT SEND BOOTH FEE UNTIL YOU RECEIVE CONTRACT. Contracts will be due November 20, 2015.

**HOLD HARMLESS AND RELEASE:** In consideration of participation in any event with Goldman Enterprises, Inc., I hereby release and forever discharge Goldman Enterprises, Inc., its officers,

agents, employees and representatives, and their respective heirs, successors and assigns, from any and all actions, causes of action, suits, proceedings, debt, dues contracts, judgments, damages, claims, and or demands whatsoever in law or equity that the undersigned, its successors or assigns, ever had, now have, or may have in the future in connection with the undersigned's participation in any event with Goldman Enterprises, Inc.

Signature \_\_\_\_\_ Date \_\_\_\_\_

1. This event will be held rain or shine.
2. Your booth must be open and staffed during all hours of the event; Friday, December 11th from 4:00 p.m. to 8 p.m. and Saturday, December 12th from 9:00 a.m. to 8:00 p.m.
3. You are responsible for keeping your booth and area clean at all times. All trash must be properly disposed of. Your area must be clean following the event.
4. Food vendors may not sell any beverages or food items not described on the application. Approval for additional items must be requested and received.
5. All sales are from your assigned booth. No roaming sales.
6. Pets/animals of any type are not permitted, other than service dogs.
7. There will be no changes after the booth spaces are assigned.
8. No bullhorns or megaphones, flashing lights or strobes, speakers or sound amplification is allowed.

### **LOAD IN/LOAD OUT PROCEDURES**

1. Load in / set up is Friday beginning at 12 noon. You must completely be set up no later than 3:00 p.m. - no exception. A staff host will greet you and be available to answer questions during your set up.
2. Load out will begin on Saturday at 8:30 p.m. Please work with your Staff Host to arrange for your vehicle to enter the venue for load out.
3. Do not block traffic during your load out. Your patience during the load out process is appreciated.
4. Be prepared to bring help, rolling carts, hand trucks to load in to your booth space. Staff cannot be responsible for loading in, setting up or loading out vendor items.

THANK YOU FOR YOUR COOPERATION  
IF YOU HAVE ANY QUESTIONS, DO NOT HESITATE TO CONTACT  
Ronda Goldman: (240) 412-8993



# TASTE

*of Southern Maryland*



*A Taste of Christmas* Cooking Show  
At the Kris Kringle Christmas Market  
December 11-12, 2015, Commercial Building A  
Join A Taste of Southern Maryland for a Christmas Cooking Show and enjoy live Chef demos and fine food purveyors displaying their handcrafted culinary masterpieces. Bring your shopping energy and fill your home with the taste of Christmas. Gift giving has never been so delicious!

[www.tasteofsomd.com](http://www.tasteofsomd.com)



# TASTE

*of Southern Maryland*

**A Taste of Southern Maryland** is hosting its first Christmas Cooking Show at the Kris Kringle Christmas Market on December 11-12, 2015. You are cordially invited to shop from fine artisan food vendors while enjoying culinary demonstrations by local chefs. What a wonderful time of year for holiday shopping and gift giving. This year we will have SpangnVola Chocolatiers, Abundant Health Organic Cold Pressed Juicery, Go Chews, Cakelicious, Julie's Daterly, The Eden Company, Red Oak Bistro, and Cucina Al Volo. You don't want to miss these delicious companies as they display and demo the best from our local foodpreneurs. This Christmas fill your home with local delicacies that will wow your guests and create gumdrop memories for years to come.

Chef demos will start at the top of the hour and will include the following:

**CHEF DEMO:**

Rocquelle Devine: Fabulous N The Kitchen (Christmas Trifle)  
Daniele Catalini: Cucina Al Volo (Handmade Gnocchi)  
Cory and Beverly Johnson: (Organic Cold Pressed Juices)  
Terrence Murphy: Meriwether Godsey (Christmas Dishes)  
Teri Tarbox: Cakelicious (Cake Baking S.O.S, Cupcake Decorating)  
SpangnVola: Chocolate Making Demo  
David Dent: Southern Maryland Stuffed Ham

What to Buy: Organic Juices, Handcrafted Chocolates, Handcrafted Cupcakes, Go Chews (Healthy Snacks When You are on the Go), Handcrafted Dates, Handcrafted Pasta, Handcrafted Food for the Skin

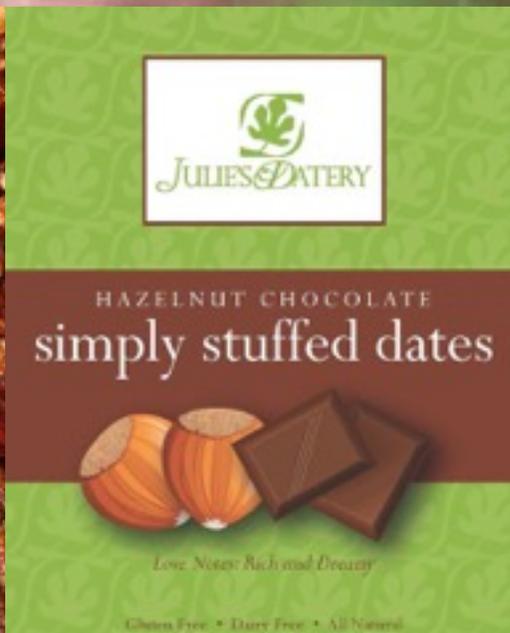
For further information please contact: **Ronda Goldman**, (240) 412-8993, [rgold@tasteofsomd.com](mailto:rgold@tasteofsomd.com). The event will be held at the Charles County Fairgrounds.

# TASTE

*of Southern Maryland*









# A Taste of Southern Maryland *Farm-to-Table Concierge Service*



## **MEMBERSHIP BENEFITS**

- I. Receive Harvest Boxes delivered to their fitness club location.
- II. Meet with the Farm-to-Table Concierge for a private or group consultation. This introductory session empowers members to make the most of their workout through nutritional guidance.
- III. Receive a Culinary Tour that highlights local farms such as P. A. Bowen Farmstead and Serenity Farm. Members may also participate in Farm-to-Table workout sessions (Additional Fees Apply) onsite at local farms such as:
  - A. Zumba on the Patuxent River at Serenity Farm: Harvest Luncheon to Follow
  - B. Evening Pilates at P.A. Bowen Farmstead: Harvest Dinner to Follow
  - C. Cycle Through the Harvest: Enjoy the delicacies of the region as you cycle to each tasting location in Southern Maryland. Bring a friend and your tastebuds.

A Taste of Southern Maryland provides implementation and management of the CSA Concierge Service. This service is included with the purchase of the membership share.

## **COMPANY BENEFITS**

- I. Each organization will experience the satisfaction of knowing that it is supporting local agriculture, which is the main commercial enterprise in the state of Maryland.
- II. Automatic partnerships with the United States Department of Agriculture (TSM is a USDA funded project.) and the United States Postal Service (Official Delivery System).
- III. Farm-to-Table Concierge Services are a cutting edge amenity that attracts new residents and maintains existing clientele.

## **COMMUNITY BENEFITS**

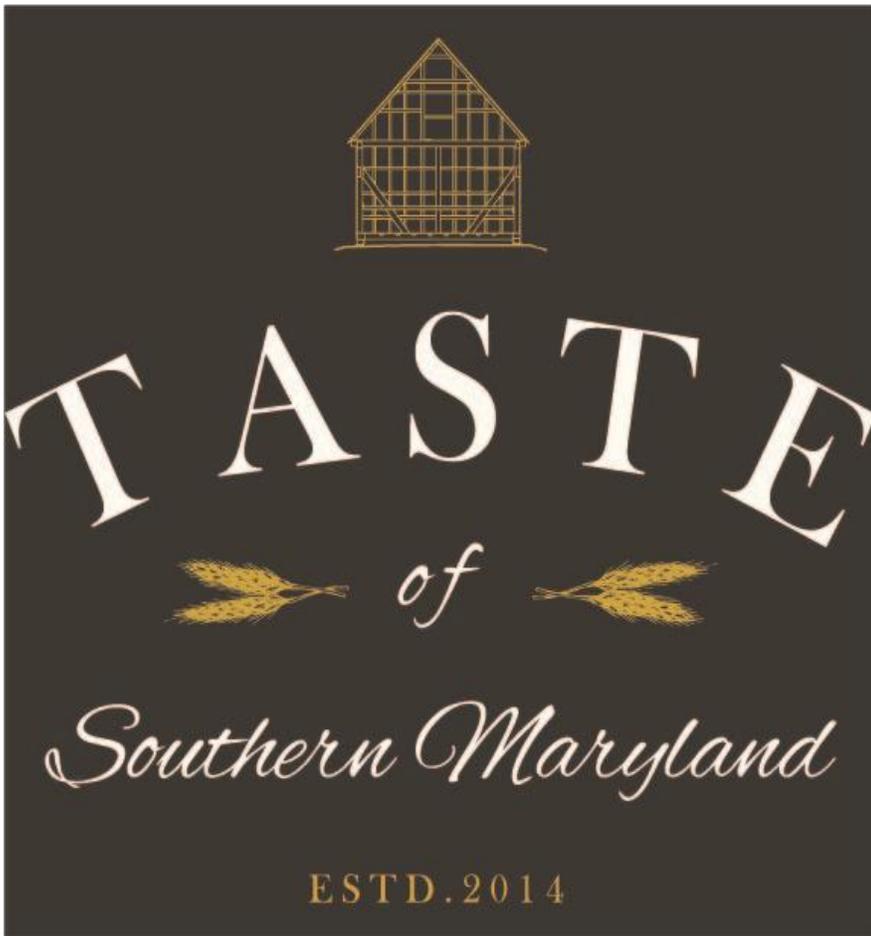
- I. Local residents have access to foods that are harvested when ripe and nutrient dense. A healthier community is a happier community.
- II. Build lasting relationships between neighbors, farmers, artisans, and chefs.
- III. Preserve agricultural heritage which contributes to the beauty and serenity of Southern Maryland.
- IV. Grow a stronger economy as local dollars stay within the region and contribute to the continued growth of the local area.



# A Taste of Southern Maryland CSA Day: Demo & Tasting



Join us for a day of wonderment as you explore local cuisine with a local chef. Bring your palate and curiosity and expect to be escorted on a culinary journey that will highlight seasonal fruits and vegetables, artisan raw milk cheese, handcrafted and freshly baked jams, sauces, and relish. Local grass fed and pastured meat will also be showcased while you watch a live cooking demo and taste the bounty raised and harvested in Southern Maryland. CSA Day brings the sign-up celebration to your doorstep!



## *FARM-TO-TABLE* A TASTE OF SOUTHERN MARYLAND

**Join us for a taste of Southern Maryland delicacies!**

Did you know that Southern Maryland is home to some of the finest food sources in America? Our agrarian community has the luxury of dining from farm to table regularly. Our hillsides are sprinkled with fresh fruits and vegetables grown and cultivated by faces that we know and love. This harvest season A Taste of Southern Maryland will deliver this fresh bounty to your doorstep weekly. Online cooking shows will guide you through preparing the fresh harvest and farm- to-table community feasts will offer an opportunity to meet other members while sharing a meal.



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MARTIN'S FARM  
PRODUCE

---

PA BOWEN  
FARMSTEAD

---

SERENITY FARM

---

COOKIE'S CAKES

---

THE EDEN  
COMPANY

---

JOIN TODAY  
[WWW.TASTE OFSOMD.COM](http://WWW.TASTE OFSOMD.COM)  
[RGOLD@TASTE OFSOMD.COM](mailto:RGOLD@TASTE OFSOMD.COM)



# TASTE

*of Southern Maryland*

*You are invited  
to a Five Course  
Farm-to-Table Dinner  
at*

*Pa Bowen Farmstead  
15701 Dr. Bowen Road  
Brandywine, MD 20613*

*Saturday, July 25, 2015  
Six O'clock - Eight O'clock*

*Attire: Summer Chic*

*Cost: \$155*

*Chefs: Lisa Gillespie &  
My Thyme  
[www.tastefsomd.com](http://www.tastefsomd.com)*

*RSVP*



Wednesday, August 24, 2016

## **A Taste of Southern Maryland - *Ellynn's Tomato Cookbook* is here for your celebration of the season.**

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### Harvest List

#### **Martin's Produce**

- Grape Tomatoes
- Candy Onions
- Eggplant
- Yellow Squash
- Mint
- Sweet Bell Peppers
- Corn
- Jalapeno Peppers
- Slicing Tomatoes



**Serenity Farm** (Local Meat cards are enclosed and entitle half and full share members to \$5.00 worth of meat.) The following meats are available along with other great choices. Cards can also be saved for cumulative value.

- Pork Chops
- Ribs

#### **PA Bowen Farmstead**

- Artisan Raw Milk Cheese: Chesapeake Cheddar (2nd Place Winner by the American Cheese Society)

#### **Cookies Cakes**

- French Bread

#### **The Eden Company**

- Lavender Soap

**Recipes:** Cooking Shows and recipes can be accessed via Pinterest. Enjoy!

1. **Smothered Pork Chops**
2. **Slow-Braised Short Rib Tacos**
3. **Roasted Zucchini, Squash, and Tomatoes**

# A Taste of Southern Maryland

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Harvest List - Invite your neighbors to take the challenge and sign up for a trial membership, which entitles them to a Produce Share that will ship during the Buy Local Challenge week. [www.tasteofsomd.com](http://www.tasteofsomd.com)

## Martin's Produce

- Sweet Corn
- Green Peppers
- Fairy Tale Eggplant
- Candy Onions
- Cantaloupes
- Tomatoes
- Cucumbers
- Potatoes
- Okra



Serenity Farm (Local Meat cards are enclosed and entitle half and full share members to \$5.00 worth of meat.) The following meats are available along with other great choices. Cards can also be saved for cumulative value.

- Beef Short Ribs
- Pork Chops

## PA Bowen Farmstead

- Dreamy Creamy

## Cookies Cakes

- Apple Bread
- Squash Pickles

## The Eden Company

- Body Scrub, Lip Butter, or Body Butter

**Recipes:** Cooking Shows and recipes can be accessed via Pinterest. Enjoy!

1. Braised Short Ribs
2. Lemon Basil Grilled Pork
3. Roasted Fairytale Eggplant with Smoky Tahini Sauce





# TASTE



*Southern Maryland*

ESTD. 2014

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## A FARM TO TABLE CELEBRATION

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WHOLESALE PRODUCT LIST



JANUARY 1, 2015

WWW.TASTEFSOMD.COM  
RGOLD@TASTEFSOMD.COM

# A TASTE OF SOUTHERN MARYLAND

## A FARM TO TABLE CELEBRATION

A Taste of Southern Maryland is a farm-to-table celebration in the communities that call this glorious region home. A foodie hub, Southern Maryland is home to rich farm land and gastronomic offerings that exhilarate palates with flavor and texture. As a CSA (Community Supported Agriculture) we partner with local farmers, artisans, and producers and package their harvest for local members. Enjoying the fresh bounty of the region has never been easier as membership provides a weekly harvest box delivered directly to your front door.

Our farmland's bounty is raised, cultivated and produced by familiar hands and faces we know and love. Nutrient dense produce bursting with rich flavor is packed along with local jams, cheeses, and breads. Harvest boxes also contain freshly handcrafted body butters, soaps, candles, and other offerings from local artisans. Let peace flood your mind as you support local producers who farm and create especially for you.

A Taste of Southern Maryland also goes beyond the region. We are delighted and thankful for your interest in our local products and we welcome the opportunity to partner together in order to support farmers and artisans. We look forward to supporting you and the needs of your community. As a TSM partner you will enjoy providing nutrient dense produce to your customers and they will have the satisfaction of knowing that they are supporting local farms.

PRODUCE	SEASON	WHOLESALE	PHOTO
Melons 001	July – Oct.	2.00/lb.	
Strawberries 002	May - June	2.00/lb.	
Beans (Snap) 003	May – Aug.	2.00/lb.	
Beans (Lima) 004	Aug. – Sept.	2.00/lb.	

# A TASTE OF SOUTHERN MARYLAND

A FARM TO TABLE CELEBRATION

Beets 005	April – June, Sept.- Oct.	2.00/lb.	
Broccoli 006	May-June, Oct,-Nov.	2.00/lb.	
Cabbage 007	Sept. – Nov.	2.00/lb.	
Cauliflower 008	May-June, Oct,-Nov.	2.00/lb.	
Corn (Yellow/White) 009	June - September	2.00/lb.	
Cucumbers 010	June - October	2.00/lb.	
Eggplant 011	June - October	2.00/lb.	

# A TASTE OF SOUTHERN MARYLAND

A FARM TO TABLE CELEBRATION

<b>Greens (Cooking)</b> 012	January - May	2.00/lb.	
<b>Greens (Salad)</b> 013	January - May	2.00/lb.	
<b>Okra</b> 015	July - September	2.00/lb.	
<b>Onions</b> 016	April - October	2.00/lb.	
<b>Peas</b> 018	April - October	2.00/lb.	
<b>Peppers</b> 019	July - September	2.00/lb.	
<b>Potatoes</b> 020	May - September	2.00/lb.	

# A TASTE OF SOUTHERN MARYLAND

A FARM TO TABLE CELEBRATION

<b>Potatoes (Sweet)</b> 021	September - December	2.00/lb.	
<b>Pumpkins</b> 022	September - December	2.00/lb.	
<b>Spinach</b> 023	May	2.00/lb.	
<b>Squash (Summer)</b> 024	June - October	2.00/lb.	
<b>Squash (Winter)</b> 025	Aug. - October	2.00/lb.	
<b>Tomatoes</b> 026	July - October	2.00/lb.	
<b>Turnips</b> 027	April - June	2.00/lb.	

# A TASTE OF SOUTHERN MARYLAND

A FARM TO TABLE CELEBRATION

# TASTE

*of Southern Maryland* 

DATE	TIME	CHEF	DEMO
<b>Friday, Dec. 11, 2015</b>	4:00 pm	Rocquelle Devine	Christmas Trifle
	5:00 pm	Rocquelle Devine	Christmas Trifle
	6:00 pm	Daniele Catalani	Gnocchi
	7:00 pm	Brian Israel	Smoked Turkey Demo
<b>Saturday, Dec. 12, 2015</b>	9:00 am	Corey and Beverly Johnson	Organic Juicing for Christmas
	10:00 am	Eric Reid	Handcrafted Artisan Chocolates
	11:00 am	Teri Tarbox	Cup Cakelicious Decor
	12:00 pm	David Dent	Southern Maryland Stuffed Ham
	1:00 pm	Terrence Murphy	Peppermint Eggnog Waffles
	2:00 pm	Terrence Murphy	Roasted Chestnut Frittata
	3:00 pm	Terrence Murphy	Ginger & Clove Apple Cider
	4:00 pm	Terrence Murphy	Caramel Cocoa w/ Minted Almond Whip Cream
	5:00 pm	Teri Tarbox	Cake Baking S.O.S
	6:00 pm		
	7:00 pm		



# A Taste of Southern Maryland CSA Day: Demo & Tasting



Join us for a day of wonderment as you explore local food with a local chef. Bring your palate and curiosity and expect to be escorted on a culinary journey that will highlight seasonal fruits and vegetables, artisan raw milk cheese, handcrafted and freshly baked jams, sauces, and relish. Local grass fed and pastured meat will also be showcased while you watch a live cooking demo and taste the bounty raised and harvested in Southern Maryland. CSA Day brings the sign-up celebration to your doorstep!