



Maryland Department of Agriculture
Specialty Crop Block Grant
Agreement Number: 15-SCBGP-MD-0024
Annual Report

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FINAL REPORT

Project Title: Maryland's Best: Promoting Maryland's Specialty Crops

PROJECT SUMMARY

Maryland's Best specialty crop promotions encouraged consumers from Maryland and Washington DC to seek out and purchase Maryland grown specialty crops through strategic promotions and advertising with radio, TV, print and online media. In addition, promotions were held in Massachusetts to increase sales of Maryland watermelons in that region. The specific specialty crops promoted using this grant include nursery and greenhouse plants and flowers, strawberries, wine, the Buy Local Challenge, watermelons, peaches, apples, pumpkins, and Christmas trees.

As competition increases for markets and consumers' dollars for Maryland specialty crop growers, Maryland's Best specialty crop promotions are more and more critical to the industries success. Promotions were planned with specialty crop associations that represent the industry in order to assure that the timing of the marketing assistance is available when needed the most.

ACTIVITIES PERFORMED

2016 Specialty Crop Advertising Plan

Month	Target Promotion	Target media	Web Visits
April	Fruit and Vegetable CSAs	WYPR	5,263
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best program, informing listeners there is still time to sign up for a Community Supported Agriculture share and enjoy fresh local fruits and vegetables all season long. To find a C-S-A farm near you, marylands best dot net.			
May	Strawberries	WYPR	12,144
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best Program, inviting listeners to enjoy fresh, local strawberries. Selecting berries includes looking for a full, bright-red color and firm, plump flesh. To find farm stands, pick your own, and farmers' markets featuring Maryland strawberries, Marylands best dot net.			
June	Local Fruits and Vegetables	WYPR	11,568
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best Program, encouraging listeners to enjoy all that Maryland farmers have to offer during the summer season. Look for fresh locally grown fruits and vegetables in your grocery store, farmers markets, and on-farm stores. For more information, Marylands best dot net.			

July	Buy Local Challenge	WYPR, Clear Channel	11,700
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best Program, inviting listeners to eat locally grown fruits and vegetables during Maryland's <i>Buy Local Challenge</i> , July 23rd through the 31st. Available at farmer's markets, farm stands and the "local aisle" of grocery stores. For information, marylands best dot net.			
August	Watermelons,	Press Release, Radio	9,415
September	Apples	Clear Channel, WYPR	8,299
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best Program, inviting listeners to enjoy fresh, Maryland apples. Available at your local grocery store or ask the produce manager. To find farm stands, pick your own, and farmers' markets featuring Maryland apples, Marylands best dot net.			
October	Apples, Pumpkins	WYPR, Clear Channel	10,416
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best Program, inviting listeners to enjoy fresh, Maryland apples. Available at your local grocery store or ask the produce manager. To find farm stands, pick your own, and farmers' markets featuring Maryland apples, Marylands best dot net.			
December	Christmas Trees	WYPR, Clear Channel	2,490
(***) is made possible by the Maryland Department of Agriculture's Maryland's Best Program, inviting listeners to venture outdoors to Maryland's cut-your-own tree farms. This holiday season, local farms have trees, wreaths, garlands, and more. To find a farm, marylands best dot net.			

Advertising Impressions and Listeners

Month	Promotion	Estimated Ad Impressions	Estimated Radio Ad Listeners
April	Fruit & Vegetable CSA		400,000
May	Strawberries		400,000
June	Wine		400,000
July	Buy Local Challenge	120,000	400,000
September	Apples	120,000	400,000
October	Apples/Pumpkins	240,000	400,000
November	Apples	120,000	400,000
December	Christmas Trees	120,000	400,000
Total Reach		720,000	3,200,000

While often the same type of specialty crops were promoted during the 2014, 2015, & 2016 seasons with different specialty crop grants, this is due to the decision to promote specific specialty crops during their growing season in Maryland. Each year new ads are placed to reach a new group of consumers and reinforce messaging to key targeted groups of consumers. These advertisements are not duplicative.

Maryland Buyer Grower Expo

The buyer-grower expo was held in January 2016 and is a tradeshow to connect MD specialty crop growers with wholesale buyers from grocery stores, restaurants, schools, and other venues. For the past 5 years the event has been held in Annapolis, MD at the Navy-Marine Football stadium and this year we had over 40 specialty crop producers and over 150 wholesale buyers in attendance.

Specialty Crop In-Store Signage for Grocery Retailers

Point of sale materials to promote products from MD specialty crop producers have been created and installed at Harris Teeter stores and Santoni's Marketplace. We continue to grow these programs with new producers and are looking for new retail partners to adopt sign programs.

In addition, signage has been created and distributed to farmers markets and farm retail stores to promote the purchasing of MD specialty crops.

PMA – Fresh Summit Expo

In October MDA exhibited at PMA Fresh Summit in Orlando Florida. Fresh Summit is one of the largest fresh produce and floral expos and includes over 800 exhibitors and more than 21,000 attendees. At the expo wholesale specialty crop buyers were given directories of specialty crop growers in the state, directories of GAP certified farms, information on partnering for specialty crop promotions and information on using the term local when advertising for specialty crops. In total, we had 200 attendees stop by the MDA booth including 8 key strategic contacts from grocery retailers and distributors interested in working with Maryland specialty crop growers. This included meetings with the following retailer buyers: Aldi, Whole Foods, Ahold, Wegmans, and Fresh Market.

In-Store Apple Promos

In-store apple promos were conducted throughout the state at Harris Teeter grocery stores. Marketing staff handed out slices of Maryland apple varieties and passed out marketing materials that included types of Maryland apple varieties and recipes using apples. These promotions successfully helped to increase sales of Maryland apples in the stores where they were conducted.

Maryland Watermelon Promotion in New England

July through August, MDA in partnership with the Mar-Del Watermelon Association ran radio advertisements for Maryland watermelons in the Boston Metro Area. The stations that were chosen were selected through an in-depth review process to insure we reached the right demographic and as many people as possible. We also worked to connect grocery retailers with MD watermelon growers and insure that watermelons were on special during the promotional period. In addition, in store promotions were held at 4 different grocery store chains in the Boston Metro Area that included the Mar-Del Watermelon Queen, partnering radio stations, sampling, and contests. Review of the success of this promotion is still ongoing.

Project to increase Maryland Specialty Crops to Restaurants

MDA hired a marketing company to launch our initial Maryland Restaurant Specialty Crop Promotion to increase sales of specialty crops to restaurants and promote those restaurants using local ingredients. Restaurants were recruited through email, mail, and calling outreach, exhibiting at the Restaurant Association Tradeshow, and through previous contacts. Each promotion member was given decals to feature at the restaurant, permission to use the MD's Best logo to highlight specialty crops on their menus, and exposure through listings on the MD's Best web site, press releases, and advertising. In total, there were 35 participating restaurants with that. For this particular promotion, Marketing staff hired a contractor to complete the promotion. While it was properly executed, there was no follow up on sales figures and we are unable to assess the results.

Maryland Cut Flower Growers Association Web Site

After discussions with the Maryland Cut Flower Growers Association, it was determined that a web site specifically for Maryland Cut Flower growers was needed in order for consumers and wholesalers to find sources of locally grown flowers. A contract web designer was selected and the web site has been created and made live. Features include a directory, what's in season, floral arrangement ideas, and more. This is an ongoing project with new features and growers being added as needed. Monitoring of traffic to the web site and if possible sales as a result of the site is an ongoing process.

Grant Funds for Specialty Crops Only

Funds from this grant are used to enhance sales of specialty crops only. Projects like the Buyer-Grower Event which feature non-specialty crop products are mainly funded by general state funds and these grant funds only contribute to a small portion of overall costs.

Goal	Objectives
Increase visits to Maryland's Best Web site	The goal was to have at least 238,639 visitors to the site. Currently there have been over 300,000 visitors to the site, which far exceeds our goal.
Increase searches on Maryland's Best Web Site for specialty crops	<p>In 2016 we received the following number of users searching for specialty crops to date: Apples – 458, Cantaloupe – 22, Christmas Tree – 147, Flowers – 310, Fruits – 382, Corn – 153, Herbs – 107, Nurseries & Garden Centers – 453, Peaches – 273, Plant – 55, Pumpkins – 347, Strawberry – 226, Watermelons – 238, Wine – 48, Vegetables – 413.</p> <p>Our goal was to increase specialty crop searches by 5% to 2,950, so by already increasing the specialty crop specific searches to 3,632 we have far exceeded our goal.</p>
Increase mobile traffic to	In 2015 we received 35,004 mobile users looking for specialty

Maryland's Best Web Site	crops on the web site and our goal was to receive at least 36,754 mobile users in 2016. In 2016, we have received 45,637 mobile users looking for specialty crops and have surpassed our goal.
Maintain/Increase access of specialty crop producers to diverse marketing channels	We have met our goal of having more or as many buyers attend the Buyer-Grower Expo with over 150 buyers in attendance.
Increase in demand and sales of Maryland apples	The goal was a 5 % increase in sales of Maryland apples from 2014 to 2015. In 2014 Maryland apple sales were at \$11.07 million and in 2015 sales dropped to \$8.25 million. This means we did not reach our goal of a 5% increase.
5% increase in sales of Maryland watermelons, in the New England Market	Looking at watermelon sales during the promotional period in the Northeast region, in 2015 from July to September watermelons sales totaled \$151,000. In 2016 during the same time period and in the same region, sales equaled \$162,000. Sales increased for watermelons in the region by 7.3%, thus exceeding the goal of 5%. While Maryland watermelons were not the only melons available in the beginning of the promotion, during August due to growing season and proximity to market, most watermelons sold in the region were grown in Maryland.
5% increase in Maryland specialty crop sales to restaurants	While this project was completed, the contracting company did not provide Marketing staff with promotion results as was requested.
10% increase in searches on the new Maryland Cut Flower Growers Association web site compared to number of searches on the Maryland's Best site in 2015	In 2015, the Maryland's Best web site received 203 searches for cut flowers. While I am unable to access google analytics at this time for the cut flower growers web site, as of April 2016, there were 954 searches for cut flowers on the new site. This far exceeds our goal of a 10% growth and only represents half of the year.

BENEFICIARIES

Maryland's Best specialty crop activities are designed to promote and assist all Maryland producers of the state's major specialty crops. Advertising specifically directs consumers to the Maryland's Best web site which contains 449 fruit growers, 212 flower and nursery operations, 515 vegetable growers and 46 wineries in the state. The Buyer-Grower Expo had 36 specialty crop growers exhibiting that connected with wholesale buyers throughout the region

LESSONS LEARNED

While the promotion was successful, there were some issues with the schedule and things came together later than we had aimed for. This was due to difficulty getting responses from some of the retailers, as well as busy schedules that did not allow for much communication in the month leading up to the promotion. Typically, an MDA marketing specialist would accompany the Mar-Del Watermelon Association at the promotions, however prior work commitments would not allow for it during this particular promotion.

Hiring Contractors for Promotional Projects

Due to time and staff constraints, contractors were hired to assist in the development and execution of a promotion during this grant period. While the project was completed and appeared to be successful, there were several setbacks during the beginning stages. A lesson learned is that you can never be too selective when hiring a contracted agency. Even if their plan is concise and appears to achieve set goals, experience that is directly related to the job is a must.

The contractor was selected through an rfp process and was chosen based on qualifications and a solid project plan. While the project plan was well designed, the execution proved to be more difficult than anticipated. This was due to difficulty in identifying restaurants that would participate in the promotion. In addition, it became apparent that the contractors had other full-time jobs and were unable to meet with chefs during a down time in the restaurant. Due to the nature of the restaurant industry, being able to work with chefs on their schedule is a must.

Metrics and Promotion Results

While it is often unavoidable, it is best not to depend on others to assist in the collection or sharing of promotional or sales results. If possible, find ways that you can gather the information needed for the set metrics to evaluate a promotion. Often an outside party will agree to share the information after the promotion or assist in data collection, however this may not happen.

An example would be a retailer or farmer that participates in the promotion and agrees to share sales data after the promotion in order to assess its success. However, once the promotion is completed, the private company may be reluctant to share sensitive sales information or may be very busy and difficult to get in contact with.

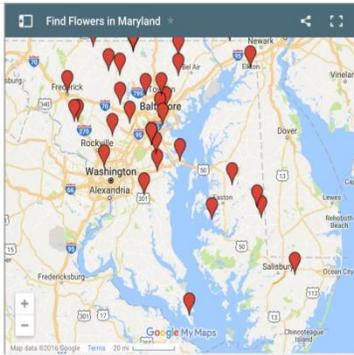
CONTACT INFORMATION

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Additional Information

Find Your Local Flower Farm

- [Anne Arundel and Howard County](#)
- [Baltimore City, Baltimore and Harford County](#)
- [Carroll and Frederick County](#)
- [Cecil County the Eastern Shore](#)
- [Montgomery County](#)
- [Southern Maryland](#)



MARYLAND GROWN FLOWERS

HOME WHAT'S IN SEASON FLOWER FARMS MCFGA GALLERY



Local bouquet by Local Color Flowers including ranunculus, tulips, anemones, peonies, gerbera daisies, curly willow. Photo by The Madious

The Maryland Cut Flower Growers Association is a collective of flower growers dedicated



BECOME A 2016-2017 MARYLAND'S BEST Restaurant Member

FRESH LOCAL

JOIN TODAY!
The Maryland Department of Agriculture's **MARYLAND'S BEST** program has launched a statewide restaurant promotion to recognize restaurants which source, purchase, prepare with, and promote Maryland locally grown fruits and vegetables.

THE PROMOTION RUNS THROUGH OCTOBER.

SIGN UP AT
www.marylandsbest.net

#GetYourFRESHon!
#FarmersMarket
#BuyLocal
#MDsBest

FINAL REPORT

Project Title: Maryland Managed Pollinator Protection Plan Stakeholder Engagement & Plan Development

Project Summary

Over 100 species of specialty crops in the United States require the active efforts of Pollinators for fruit set and/or to ensure a quality crop. Managed pollinators, those species actively managed by humans, are critical to modern agricultural production systems. By far the most important managed pollinator is the honey bee *Apis mellifera*. Honey bee populations have been struggling with poor health for close to a decade, with annual winter losses averaging around 30% nationally. In response, on June 20, 2014, the President of the United States released a Presidential Memorandum titled “Creating a Federal Strategy to Promote the Health of Honey Bees and Other Pollinators.” Within this memorandum, the Environmental Protection Agency (EPA) was requested to “engage State and tribal environmental, agricultural, and wildlife agencies in the development of State and Tribal pollinator plans” The development of Maryland’s Managed Pollinator Protection Plan, as proposed here, will focus on educating Stakeholders about factors effecting bee health. To do this we intend to actively recruit and engage a wide variety of stakeholders in both drafting and implementing Maryland Pollinator Protection (MP³) plan. This report is organized around three topics: agricultural and non-agricultural pest control; forage and nutrition; and pollinator pests, disease, and genetics.

Project Approach

We proposed to develop a Managed Pollinator Protection Plan (MP³) for Maryland which will document a Maryland specific plan to improve the health of our managed pollinators. Managed pollinators are an integral part of crop production, and so it is important that we understand drivers of poor colony health and have a plan in place to mitigate these effects. While several risk factors are known to contribute to poor health, including parasites, pesticides and poor nutrition, it is clear that greater communication between stakeholders (beekeepers, crop producers, agricultural industry and supply chain sectors, pesticide applicators, conservation sectors, crop advisors, extension agents, universities, agencies, etc.) would go a long way towards moderating putative risk factors. This project will bring together a diverse range of stakeholders with vested interest in managed pollinator health. This group will be actively engaged in MP³ development and review of a formal Maryland specific MP³ plan.

The purpose of the Maryland Managed Pollinator Protection Plan Stakeholder Summit Meeting was to enable the Maryland Department of Agriculture (MDA), other state agencies, and key stakeholders including beekeepers, growers, pesticide applicators, land managers, and landowners to discuss and identify significant opportunities to promote pollinator health, particularly as it pertains to pollinator health and sustainable food production. The Summit was designed to encourage participating stakeholders to focus on possible solutions across a wide range of topics including agricultural and non-agricultural pest control; forage and nutrition; pollinator pests, disease, and genetics across all possible drivers of pollinator health decline. The Summit meeting was also designed to establish a framework for open communication, discussion and collaboration among the stakeholders.

Goals and Outcomes Achieved

The Maryland Department of Agriculture's Pesticide Regulation Section held a Pollinator Stakeholder meeting to assist in drafting a Maryland Pollinator Protection Plan. The Maryland Department of Agriculture (MDA) sought out a variety of stakeholders including beekeepers, crop producers, agricultural industry, supply chain sectors, pesticide applicators, conservation sectors, crop advisors, land manager, extension agents, universities, and state agencies to bring a diverse range of stakeholders. Eighty four individuals attended the meeting. Some but not all of the organizations that attended the meeting are listed below:

- The Maryland Honey Company (MSBA, MCBA, Inc.)
- American Seed Trade Association
- Bell Nurseries
- Baltimore Gas & Electric Company
- Delaware Department of Agriculture
- Maryland State Pest Control Association
- University of Maryland staff and County Extension Agents
- Comous Market
- The National Department of Energy and the Environment
- U.S. Environmental Protection Agency
- Allegheny Mountains BeeKeepers Association
- Wildlife Habitat Council
- American Pest Control Company
- Anne Arundel County BeeKeepers Association
- Greenstreet Gardens
- Maryland Department of Health and Mental Hygiene
- Bartlett Tree Company
- FirstEnergy/Potomac Edison
- Central Maryland BeeKeepers Association
- Habitat Enhancers
- Monsanto Chemical Company
- Maryland Turfgrass Council
- Pepco Holdings, Inc.
- Larriland Farm
- Maryland Park Service
- National Pest Management Association
- Choptank Electric Cooperative
- The ScottsMiracle-Gro Company
- IVM Partners, Inc.
- F&D Apiaries

- Valley View Farms
- Maryland Grain Producers Association
- Mid-Atlantic Association of Golf Course Superintendents
- Maryland State Highway Administration
- Willard Agri Service
- Behnke Nurseries
- Maryland State Beekeepers Association
- Raemelton Farm
- Bayer Crop Science
- Syngenta Chemical Company
- U. S. Geological Survey
- TruGreen Lawn Care
- Delaware-Maryland Agribusiness Association
- Thompson Apiaries/Orchard and Apiary Beekeeping
- USDA-APHIS-PPQ
- Tri State Apiaries, LLC
- Virginia Department of Agriculture & Consumer Services

The purpose of the Stakeholders meeting was to bring the stakeholders together to discuss pollinator issues. Each breakout session included a beekeeper, crop producer, agricultural industry, supply chain sectors, pesticide applicator, conservation sector, crop advisor, land manager, extension agent, university representative, and state agency representative. There were 12 breakout groups consisting of seven to eight individuals.

The Maryland State Pollinator Protection Plan was developed from the input and comments of the stakeholders that attended the Pollinator Stakeholder's meeting. Maryland has finalized the State Pollinator Protection Plan and has disseminated it by placing it on MDA's pollinator webpage where it can be viewed and downloaded. MDA's Communication Office also created [a press release](#) and sent it to its media contacts.

The Maryland Department of Agriculture's Managed Pollinator Protection Plan Stakeholder Summit meeting was jointly hosted by the Maryland Department of Agriculture, the University of Maryland (UMD) and Keystone Policy Center. Partnering with both of these groups was a valuable asset to the success of the Summit.

The meeting was an all-day event held at the UMD at College Park on January 26, 2016. Using input about concerns and solutions related to pollinator health from a September 2015 UMD survey of 146 beekeepers, along with input from 14 phone interviews that Keystone conducted with stakeholders in December 2016, the planning team designed a Summit focused on information sharing and collaborative, research-based, solution-focused discussion among diverse groups of attendees. The Summit attendance was by invitation only and MDA endeavored to convene a diverse and balanced group of attendees representing beekeepers, crop producers, pesticide applicators, universities/extension, state agencies, conservation

organizations, land managers. Approximately 70 stakeholders participated in the Summit meeting.

The Summit began with a welcome and introduction from MDA staff and a review of the agenda and key meeting protocols for Keystone. The first presentation from MDA staff grounded participants in the background of the MP³ process and the EPA's guidance. The second and third presentation provided a research and data-driven foundation on the drivers of pollinator health decline and the relationship between pollinators and biodiversity. Attendees were given the opportunity to ask questions of all the presenters.

After the presentations, attendees participated in several hours of breakout sessions that were facilitated by 17 volunteer from UMD, MDA, Keystone and the U.S. Department of Agriculture's Animal and Plant Health Inspection Service's Professional Development Center. The breakout sessions were designed to encourage conversations about pollinator health focused concerns, solutions, and barriers in three pre-assigned categories (agricultural, non-agricultural pest control, forage and nutrition, and pollinator pests, disease, and genetics). The breakout sessions encouraged the sharing of multiple perspectives, with an emphasis on realistic solutions likely to earn broad-based stakeholder support. Following the breakout sessions, the volunteer facilitators gave a brief presentation to the plenary group on each topic, summarizing the concerns and solutions generated during the discussions they facilitated. All stakeholder attendees then participated in an electronic polling activity, during which they answered 12 questions focused on their biggest concerns about pollinator health, the solutions that they believe could be most effective and feasible in the three topic areas discussed, the best tools for implementing those solutions, and how their perspective or knowledge on pollinator health had changed over the course of the Summit. The polling activity enabled participants to see the anonymous feedback of all attendees in real time.

At the conclusion of the Maryland Managed Pollinator Protection Plan Stakeholder Summit meeting there was a 45% mean increase in knowledge by pre- and post Summit surveys of participants' knowledge, as well as, a 45% industry stakeholder

Following the Maryland Managed Pollinator Protection Plan Summit, the Maryland Department of Agriculture sought comments from participants who had attended and participated in the meeting. Their comments and MDA's responses are posted on MDA's Pollinator Protection web page.

Beneficiaries

The 2012 Census of Agriculture indicates 1,632 Maryland farms produced specialty crops and 356 Maryland farms had a total of 7,892 managed pollinator colonies.

Lessons Learned

It was important to have the Keystone involved with the project to help organize and facilitate the meeting. We thought it was important to have a different stakeholders sitting at each table along with the facilitators. We made sure there was a Beekeeper, a Maryland Extension Agent, a Pesticide Applicator and a Grower at each table.

Contact:

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Additional Information

[Maryland Department of Agriculture's Pollinator Protection website](#)
[Maryland Managed Pollinator Protection Plan Stakeholder Summit](#) – Final Report
[The Maryland Pollinator Protection Plan](#)

Summit Agenda



Maryland Managed Pollinator Protection Plan Summit

Wednesday, January 20, 2016
9 a.m.–4 p.m.

Adele H. Stamp
Student Union The
Atrium (Room 1107)
University of
Maryland
3972 Campus
Drive College
Park, MD

Purpose

The President has directed the Environmental Protection Agency to engage state agencies in developing Managed Pollinator Protection Plans (MP3s) to mitigate risk to honey bees and other managed pollinators. The purpose of the Maryland MP3 Summit is to enable state agencies and key stakeholders to discuss and identify significant opportunities to promote managed pollinator health, particularly as it relates to sustainable food production. The Summit will establish a framework for open communication and collaboration as Maryland develops and implements its MP3.

Draft Agenda

All times are approximate.

- 9:00 a.m. Welcome and Introductions
- Purpose and objectives of the statewide summit – *Ashley Jones or Carol Holko, Maryland Department of Agriculture*
 - Agenda review and key meeting protocols – *Julie Shapiro, Keystone Policy Center*
 - Participant introductions
- 9:30 a.m. Context for the Development of a Managed Pollinator Protection Plan: Presentations and Q&A
- EPA guidance, the Maryland MP3 Process, and other state activities – *Ashley Jones, Maryland Department of Agriculture*
 - Drivers of pollinator health decline – *Dennis van Engelsdorp, University of Maryland*
 - The relationship between managed pollinators and native pollinators: How an MP3 can benefit biodiversity – *Sam Droege, U.S. Geological Survey Patuxent Wildlife Research Center*
- 11:00 a.m. Introduction to breakout discussions
- Overview of breakout topics and instructions – *Julie Shapiro, Keystone Policy Center*
- During the first three breakout sessions, participants at each table will rotate through discussion of three topics representing major drivers of pollinator health: Crop pest control; forage and nutrition; and pollinator pests, disease, and genetics. For each topic, tables will discuss the following questions: What are your concerns? What solutions do you suggest? What barriers and opportunities do you see to implementing solutions? During the fourth and final session, participants will brainstorm concerns, solutions, barriers, and/or opportunities regarding any other topics not discussed in the three pre- assigned categories.*
- 11:30 a.m. Breakout Session 1
- 12:15 p.m. Breakout Session 2 (longer session to allow time for

lunch) 1:15 p.m. Breakout Session 3

2:00 p.m. Breakout Session 4

2:15 p.m. Break

2:30 p.m. Plenary Report Outs – *Topic Facilitators and Participants*

3:00 p.m. Polling Session
Q&A/Discussion to follow

3:45 p.m. Next Steps – *Maryland Department of Agriculture*

4:00 p.m. Adjourn

Ground Rules for Participants

1. Respect time commitments in the agenda; maintain focus on the issues and objectives.
2. Participate actively and in good faith; take ownership in and be open to the outcomes.
3. Participate in a manner that promotes joint problem solving and collaboration.
4. Be respectful of differing points of view: assume good intentions and do not engage in personal attacks.
5. Be considerate of the need to incorporate multiple and differing perspectives into the Maryland MP3.
6. Be mindful of the presence of multiple backgrounds; watch the use of acronyms from your field.
7. Be fair, speak briefly, and allow everyone to participate.
8. Be respectful regarding use of smart phones and other technologies.
9. Do not make personal attributions of discussion comments outside of the meetings.
10. Let the facilitators facilitate.

ANNUAL REPORT

Project Title: Reducing the Barriers Facing Maryland Fresh Fruits and Vegetables Producers in Implementing an Effective Food Safety Program (GAPS)

ACTIVITIES PERFORMED

The subcontract with the University of Maryland for a dedicated position to providing training and individual food safety plan assistance to fruit and vegetable producers was renewed as scheduled in October 2017. This position has continued to provide one to one assistance to fruit and vegetable producers and formal Basic and Advanced GAP training sessions for Specialty Crop producers.

MDA staff performed inspection and certification activities for twenty produce growers using funding from this grant to continue the MDA GAP certification program.

Cost share assistance was provided to six specialty crop growers for USDA GAP/USDA Harmonized GAP audit fees. Worker Health and Hygiene training DVD's and signs were distributed to specialty crop producers at Basic GAP trainings to assist them with implementing their food safety plans.

Wash Your Produce signs were printed and distributed to specialty crop producers selling at 140 different farmer's markets to further the consumer education campaign.

PROBLEMS AND DELAYS

There have been no problems or delays experienced to date. Work for this project was scheduled to begin October 2016 and started as planned. Activities to meet the goals for 2017 have proceeded as planned.

FUTURE PROJECT PLANS

An advanced GAP training course will be held in March 2018. Additional Basic GAP courses will be held in the late winter and spring of 2018. Three specialized Traceback and Recall planning GAP courses will be held in January of 2018.

One to one assistance to growers to develop and implement food safety plans will continue through September 2018.

MDA GAP renewal and initial inspection and certification activities will continue during 2018.

An additional auditor has begun training to become licensed by USDA to conduct both USDA GAP/GHP and Harmonized GAP audits and will attend USDA training in the early spring and the auditor trained and licensed to conduct USDA Harmonized GAP audits will attend USDA training to conduct USDA GAP/GHP audits in the spring.

The Consumer Produce Safety Education project will be continued. In addition to the Wash Your Produce signage and display currently being distributed, additional panels are being designed to further educate consumers on their role in produce safety.

FUNDING EXPENDED TO DATE

Salaries:	\$7,159.14
Fringe:	\$3,001.64
Travel:	\$21.50
Supplies:	\$4,247.38 (includes consumer education campaign posters)
UMD Contract:	\$13,578.69
TOTAL:	\$32,423.45

We've spent another 25,000 since the last report. The project is on schedule to be completed as planned. Most of the remaining funding is for conducting the MDA GAP inspections (salaries and travel) which take place from May through September as they must be completed when produce is being grown.

FINAL REPORT

Project Title: Demonstrating the Value of Natural Grass Sports Fields to the Public

PROJECT SUMMARY

Turfgrass is the number one crop in Maryland, as well as in the Chesapeake Bay Watershed. In the most recent Maryland Turfgrass Survey (2005), 1.1 million acres of turfgrass were maintained in the state, covering 18% of the total land area. Unfortunately, turfgrass is not widely recognized for its contributions to society and the environment, namely filtering groundwater, preventing soil erosion and dust buildup, providing safety on athletic fields, recreational activities for children and adults, etc. Also, many schools are installing synthetic turf fields, which are unsafe for play and not environmentally friendly.

Grass Roots is a cooperative program of the National Arboretum and the National Turfgrass Federation. *Grass Roots* educates and informs the public on the benefits of uses of grasses for turf, landscapes and food crops. The initial feature of *Grass Roots* is a 1.3 acre outdoor exhibit at the National Arboretum, a USDA-ARS facility in Washington, DC. *Grass Roots* includes information on irrigation, fertilization, synthetic vs natural sports turf, and other significant items. This project takes the *Grass Roots* displays and installs them at the Maryland Soccerplex, a world-renowned soccer facility with 650,000 visitors annually.

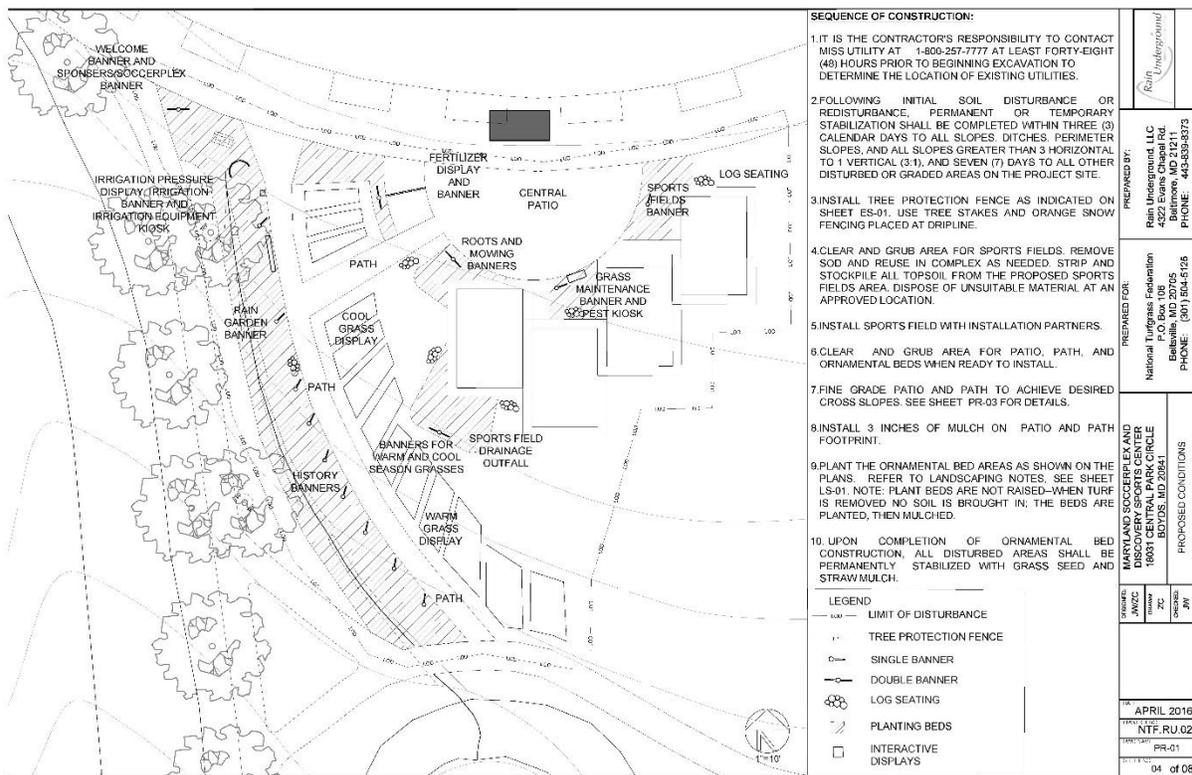
This project is important as the turfgrass industry is overlooked and unappreciated by much of the public. Many decisions that can harm the turf industry, such as eliminating pesticide use or fertilizer use on turf, may be made by communities, counties and state leaders that are uninformed about turf's benefits. Turfgrass fertilizer legislation was enacted at the state level in 2013, restricting fertilizer use by amount and time of year. And in 2015, the Montgomery County, MD county council passed legislation that banned pesticide use on almost all lawns, parks and common areas within the county. Montgomery County is the largest jurisdiction, and first county in the U.S. to pass such legislation. Since sports fields were also considered for this legislation, we anticipated that this type of regulation would be amended to include facilities such as the Maryland Soccerplex, located in Montgomery County. This regulation would be devastating to the Maryland SoccerPlex, and turf industry in general, as a certain level of quality is required by users of parks and sports fields in the county, which would be impossible to attain without pesticide use. The general thinking of the county council is that turfgrass' use is limited to aesthetics only, and they place no value on turf's other benefits.

The proposed pesticide regulation in Montgomery County (a judge recently overturned the ban) was largely based on misinformation or lack of information. The value of the turfgrass industry to society, including economic activity, safety/well-being of park and athletic field users, erosion control, water purification and cooling is not well understood by the public. Therefore, this display helps to educate visitors on those benefits, while demonstrating sustainable turf management, turfgrass and ornamental grass types, and other basic information for homeowners and athletes.

PROJECT APPROACH

As we reviewed the site and layout, we realized that professional help, in the form of storm water management specialists and landscape architects were needed to develop an efficient and appealing design. The firm Rain Underground agreed to perform those services at a significantly discounted rate, and without the need to develop construction blueprints (which are very costly). Their site plan (see below) make the exhibit visually appealing, allow for proper water movement and improve the ‘flow’ of the visitor experience (i.e. the display locations are appropriately placed within the site). This additional cost was not budgeted, but was paid for by savings from other product and service donations.

The project started in late fall 2015 with several meetings of Rain Underground, Maryland Soccerplex staff and the National Turfgrass Federation. A site was agreed upon and a landscape design was developed (see design and site photos below).



Grass Roots – MD Soccerplex design by Rain Underground. The blackened box at top is the ticket booth for Maureen Hendricks stadium, which is about 50 feet north of the *Grass Roots* exhibit. The Discovery Sports Center is about 300 feet Northwest of the exhibit.



The site in fall 2015, looking southeast before construction



The front of the site, looking north, the ticket booth and Maureen Hendricks stadium field in the background

To accommodate the ten proposed displays, the design team mapped out a site of just under one acre, within an approximate two-acre grassy area that is a staging area for tents and displays during large tournament weekends. The area is just outside the main entrance to the Maryland Soccerplex stadium field that seats about 6,000 people. This area is also adjacent to the Discovery Sports Center building that houses eight indoor soccer/basketball/volleyball courts, Washington Spirit offices (National Women’s Professional Soccer League), and the Maryland Soccerplex offices. The entire Maryland Soccerplex complex totals 24 athletic fields, with 650,000 visitors and athletes using the facility annually.

Construction commenced in spring 2016, with installation of the four ‘mini’ soccer fields as the first completed display (see photos below). Construction continued throughout 2016 with completion of the *Grass Roots* exhibit in fall 2016, and a soft opening on November 1, 2016.

The exhibit consists of ten displays, each with a unique story and message about turfgrass, its benefits and characteristics (see photos under *Additional Information*):

1. **Irrigation** – discusses the importance of using the correct pressure (with interpretative display), also shows various irrigation parts and describes each part
2. **Pest panel** – shows various pest problems in turf and effective strategies for sustainable management of each
3. **Rain garden** – contains grasses and other plants to demonstrate the value of grasses in filtering water and removing pollutants
4. **Sports turf** – four 500 sq. ft. blocks containing the following turf types: bermudagrass, zoysiagrass, Kentucky bluegrass and synthetic turf. The purpose of this display is to highlight the complexity of sports turf management with sand-based soil and drainage systems (this is a focus of this exhibit at the MD Soccerplex)
5. **Turfgrass history** – seven banners in a row that show the development of lawns starting from savannahs 30,000 years ago, to ‘lawns’ or bowling greens around medieval castles, to the development of the lawnmower, to today’s lawns.
6. **Mowing/roots** - discusses why turfgrasses are used for lawns (because they can be mowed and regrow), and how grasses have miles of roots that hold soil, prevent erosion and sequester carbon
7. **Fertilizer** – demonstrates the value of fertilizing (feeding) grasses and the importance of proper timing, rate, slow-release products and cleaning fertilizer from sidewalks (so granules are not washed into storm drains)
8. **Cool-season turfgrass** – shows the seasonal growth patterns of cool-season grasses, along with having 200-400 sq. ft. blocks each of Kentucky bluegrass, fineleaf fescue, tall fescue, perennial ryegrass and bentgrass
9. **Warm-season turfgrass** – shows the seasonal growth patterns of warm-season grasses, how they differ from cool-season grasses and with 200-400 sq. ft. blocks each of bermudagrass, zoysiagrass, st. augustinegrass, centipedegrass, seashore paspalum and buffalograss
10. **Integrated Pest Management (IPM)** – this display currently consists of an interactive kiosk where visitors see a photo of a turf pest/problem on the front panel and lift the panel to learn more about the pest/problem and a “cultural” (non-pesticide) approach to the pest/problem

All grasses have been installed, including sod, seed and/or plugs of the various turfgrasses, as well as hundreds of various ornamental grass plugs in various species (either in the rain garden or as accent plants in beds throughout the exhibit).

Construction photos from 2016



The first two soccer fields, sand based with drainage installed (cannot see) and irrigation pipe



A sodded athletic field (zoysiagrass – right) and synthetic field (left)



About one thousand warm-season plugs were grown in our greenhouse, and planting those plugs



One of several ornamental grass planting beds, note pest (IPM) panel on left



Pest (IPM) panel display, each panel has a pest picture/problem on top, lift up the panel and it reveals the problem and how to combat – great interactive for kids



Some of our irrigation parts display with each part labeled (left), on right, our interactive display – push the knob and see how a system with correct pressure operates vs. a system with incorrect pressure



Examples of our cool (blue signs) and warm-season (red signs) display. Note less than full coverage of some warm-season grasses in fall 2016. We seeded some plots (on left), others were sodded or planted with plugs.



Banners explaining how an athletic field is built and why (left), how grasses grow from the crown and why that allows for mowing (center), and that grasses have extensive root systems that allow them to capture and hold soil, rainwater, pollutants, etc.



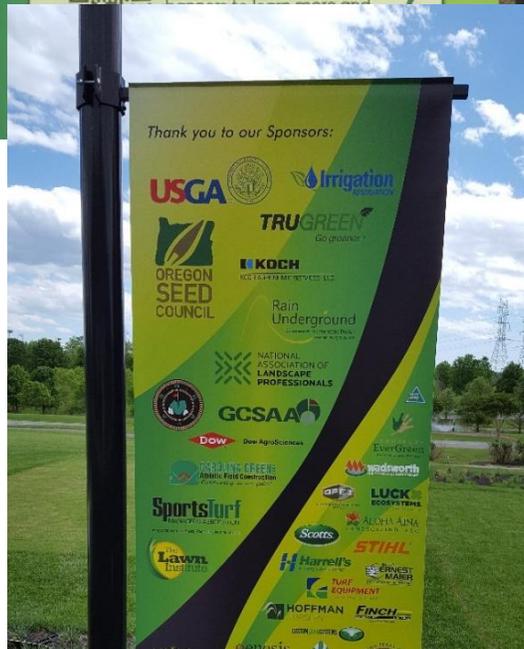
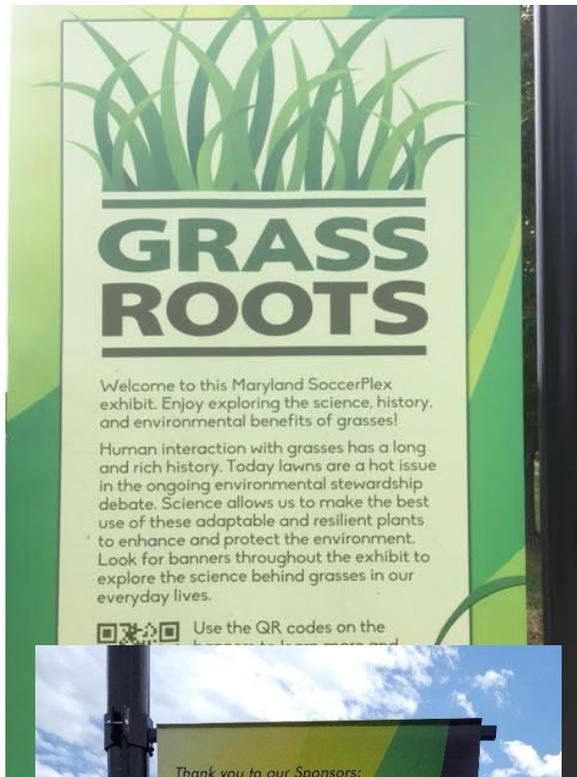
History walk banners (left) – the plants underneath and behind are our rain garden. Geoff Rinehart installing our warm and cool-season turf banners (right).



Irrigation display with interactive



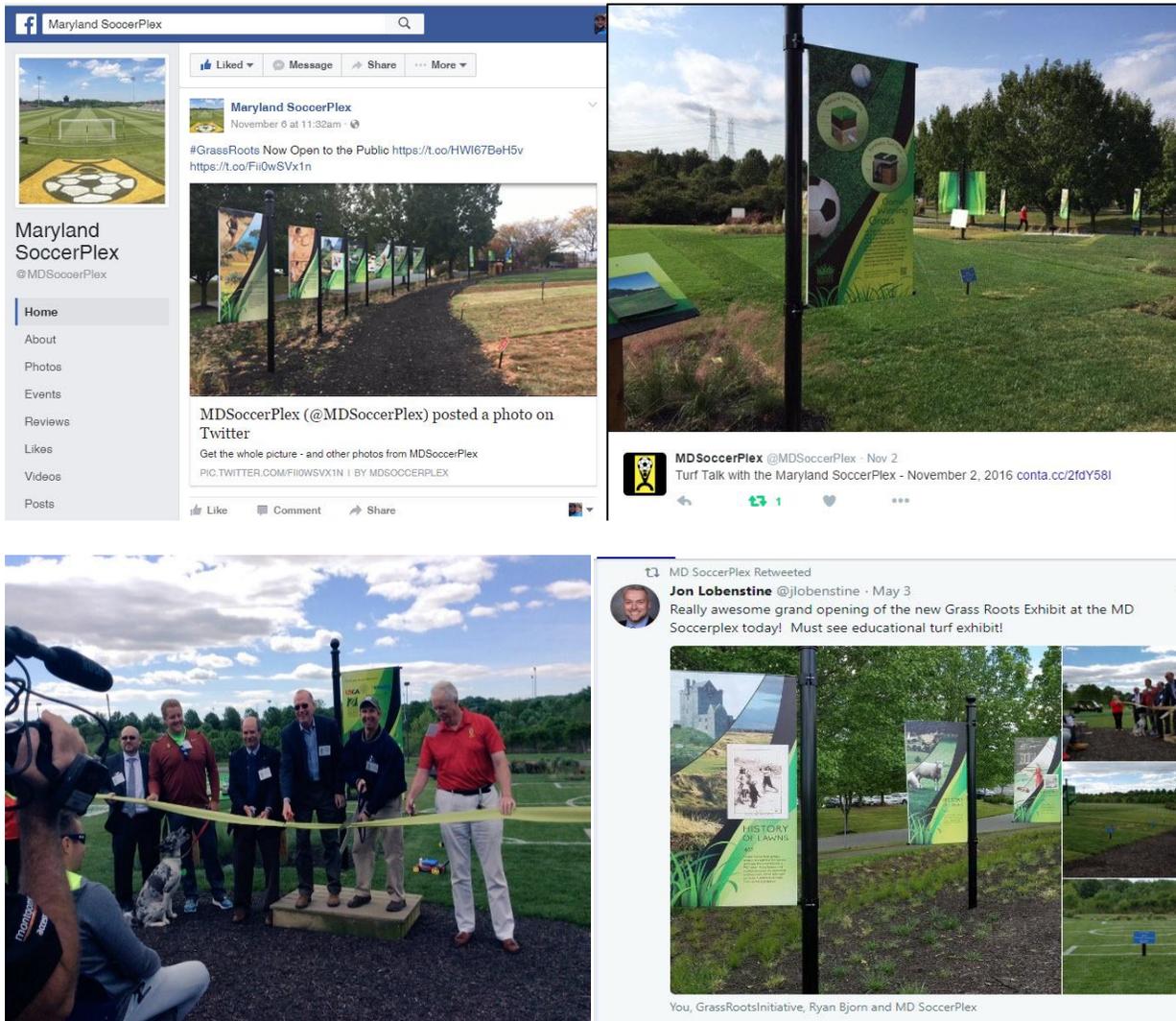
A photo from fall 2016 showing the finished product (from on top of the ticket booth)



Our introductory banner installed where visitors walk into the exhibit from the northwest (left). The sponsor banner is installed on the opposite side of this pole (right).

Since the banners and poles were not in place by October 15th, we decided to delay holding a Grand Opening ceremony until Spring 2017. Therefore, the exhibit opened on November 1, 2016 but without an official ceremony.

The official ceremony and ribbon cutting was held on May 3, 2017. Invitees included sponsors, benefactors, local government officials, grantors, etc. The event generated press in the Montgomery County and Hagerstown, MD media, as well as national media coverage (see media listing under Additional Information). The Maryland Soccerplex and National Turfgrass Federation (NTF) announced the Nov. 1, 2016 soft opening, as well as the May 2017 Grand Opening via Facebook and Twitter. The Maryland Soccerplex has also developed signage to direct visitors to the site.



Grass Roots ribbon cutting on May 3, 2017, with project partners, donors, legislators, media and staff in attendance. An example of one tweet on the right.



Grass Roots exhibit in perfect condition for our ribbon cutting and Grand Opening ceremony on May 3, 2017

Project partners were essential in the success of this project as the Maryland Soccerplex staff installed, or helped to install many of the ten exhibits. Soccerplex staff drilled holes and installed banner poles, planted sod and plugs, installed mulch paths and maintained grasses after planting. In addition, many individuals and companies provided products and/or services either at a reduced cost or for free. Some of those donating services or products include Maryland Turfgrass Association members (sod products and delivery), the Irrigation Association (irrigation parts), Brent Mecham (irrigation display installation), Leon Curtis (irrigation system installation) and Carolina Green (athletic fields construction). Considerable discounts on products or services were provided by Hoffman Nursery, Rain Underground and Genesis Turfgrass, among others.

Photos showing the completed project (from 2017)



The fertilizer display – no fertilizer on right (note light green color and weeds), fertilized according to Univ. of MD recommendations (left). Note ‘Feed Me’ banner in rear



Several of our warm-season grasses have covered their plots very nicely



Note the signage (on left) developed and installed by the Maryland Soccerplex. On the right, the history banners – note the size and growth of the ornamental grasses.



A view across several of our cool-season grass blocks (front) and the warm-season grasses in the rear

GOALS AND OUTCOMES ACHIEVED

Our goals for the project included the following:

- 1) completion of the project by fall 2016
- 2) holding a grand opening ceremony in October 2016
- 3) conducting workshops and events to educate visitors on the benefits of turfgrass, as well as providing homeowner lawn advice
- 4) influencing at least 50% of visitors' attitudes toward turf

Due to some construction delays (and the intense summer heat of 2016), we were not able to complete all aspects of the exhibit (including installation of poles and banners) until mid-October 2016. Therefore, we felt that the timing was not adequate to organize and execute a ribbon-cutting/grand opening ceremony in fall 2016. Instead, we scheduled the grand opening for May 3, 2017, which resulted in over 50 attendees and a good mix of sponsors, donors, legislators and staff. We did however, officially open the exhibit on November 1, 2016, which meant we did complete goal #1 above.

The Maryland Soccerplex staff also now publishes "Turf Talk", a semi-annual email newsletter that outlines turf management practices, expert advice and information from, and about *Grass Roots*.

Large events, such as the DC United vs. Christos FC Open Cup soccer match on June 13, 2017 allowed us to interact with some of the 6,000+ fans that attended that match. See the photos below of attendees interacting with *Grass Roots* while waiting to enter the stadium. This also gave us an opportunity to interact with fans, and obtain some surveys. Other large matches, such as the 15 Washington Spirit (National Women's Soccer League) matches, bring about 3,500 fans to Maureen Hendricks stadium, adjacent to *Grass Roots*.

DC United vs. Christos FC match photos (June 13, 2017)





A ten-question survey was developed for use by NTF and Maryland Soccerplex staff in querying folks as they visit the exhibit (see survey questions on the next page). Folks were surveyed on Nov. 5, 2016 (the first Saturday after our official opening), June 3, 2017 (Washington Spirit match), June 10th, June 13th (DC United match) and June 16th in 2017.



Unfortunately, with Geoff Rinehart (see photo at right), Grass Roots coordinator taking an instructor position at the University of Maryland, (July 1st), we were unable to survey on additional dates.

We surveyed a total of 45 folks, with a good mix of young athletes, young adults, middle aged adults, and those 60+ years old. We were disappointed with the number of surveys (we were hoping to have 75-100), which is partially due to our lack of staff to administer surveys. But also, the Maryland Soccerplex *Grass Roots* exhibit does not seem to attract as much pass-by traffic as the National Arboretum version. We have an abundance of visitors on a professional game day (either Washington Spirit or DC United), or at least adequate visitor traffic when we schedule a workshop. Day-to-day traffic is very low as the facility does

not host that many games or events during weekday daylight hours. Soccer tournaments (weekends) draw any more visitors to the Soccerplex complex but we are still having difficulty drawing enough visitors to *Grass Roots* on an average day or even a weekend. **Despite the signage installed by the Soccerplex, and announcements in email blasts by the Soccerplex, we do not have the day-to-day visitation numbers we had hoped for (at least thus far). We are going to continue to work with the Soccerplex staff on this issue.**

Survey summary results:

A majority of survey participants (66%) viewed *Grass Roots* while attending a professional soccer match. 42.2% of participants had heard of the *Grass Roots* exhibit, but only about 25% had experienced the exhibit and its displays. When asked about the quality of information presented in the exhibit (Question 7), participants gave an answer of 3, 4, or 5 (on a scale of 1-5 with 1=very poor and 5=excellent), with 86.4% giving either a 4 or 5 rating. Question 8 asked about the quality of signage in the exhibit and all participants gave either a 4 or 5 rating (based on the 1-5 scale). Finally, 100% of participants indicated they would either be 'Very Likely' or 'Somewhat Likely' to revisit *Grass Roots*. These results indicate that the exhibit is well received, but that we need more casual visitation (not just on big game days). More survey information and results can be found below.

Grass Roots/MD Soccerplex Survey Questions

_____ Date

-
1. Why are you visiting the MD Soccerplex today?
 - a. tournament or game participant
 - b. parent/family member/friend of tournament or game participant
 - c. camp/training participant or parent
 - d. attend Washington Spirit or other stadium field game
 - e. walk/run/enjoy outdoors
 - f. use other Soccerplex facilities
 - g. College or high school coach
 - h. visit Grass Roots exhibit
 - i. other

 2. Did you know the Grass Roots Exhibit was here and open?
_____ Yes _____ No
 3. Have you experienced the Grass Roots Exhibit before today?
_____ Yes _____ No
 4. How many of the ten displays did you visit or view? Which was your favorite and why?

 5. What was one thing you learned from the displays that you did not know before?

 6. Did your perception of turfgrass change after your visit today? If yes, what was your perception and how did it change?

 7. How would you rate the quality of the information given on a 1-5 scale, 1=very poor, 5=excellent
_____ 1 _____ 2 _____ 3 _____ 4 _____ 5
 8. How would you rate the quality of the signage on a 1-5 scale, 1=very poor, 5=excellent
_____ 1 _____ 2 _____ 3 _____ 4 _____ 5
 9. How likely are you to revisit Grass Roots?
_____ Very likely _____ Somewhat likely _____ Not likely
 10. Any additional comments

Grass Roots Maryland Soccerplex Survey Results

1.	Why are you visiting the MD Soccerplex today? 30 (d) – attending stadium game, 5 (e) – walk/run/enjoy outdoors, 7 l – camp/training, 3 (b) – tournament
2.	Did you know the Grass Roots Exhibit was here and open? <u>19</u> Yes <u>26</u> No
3.	Have you experienced the Grass Roots Exhibit before today? <u>9</u> Yes <u>36</u> No
4.	How many of the ten displays did you visit or view? Which was your favorite and why? <i>Selected answers: 3-4, 1, 2, 2, 3, 2, 2, 1, 3, 5-6 displays viewed; liked pest panel (11), irrigation (10), soccer fields (13), history walk (8), fertilizer display (6)</i>
5.	What was one thing you learned from the displays that you did not know before? <i>Selected answers: there are so many different types of grasses – did not know that (12), there is much more to turf than they realized (7), artificial turf gets hot in summer (6), fertilizer matters (4), dog pee kills grass (2), croquet is fun! (1), mowers have been around for a long time (1)</i>
6.	Did your perception of turfgrass change after your visit today? If yes, what was your perception and how did it change? <i>For those that answered yes (24) or no (11), selected answers: No – always loved my lawn, Yes – fun to play on, No – reads Turf Talk, Yes – lots more complicated than he realized, Yes – didn't realize about artificial turf uses, Yes – never knew there was so much to turf mgt.</i>
7.	How would you rate the quality of the information given on a 1-5 scale, 1=very poor, 5=excellent <u>0</u> 1 <u>0</u> 2 <u>5</u> 3 <u>19</u> 4 <u>13</u> 5 (8=no answer)
8.	How would you rate the quality of the signage on a 1-5 scale, 1=very poor, 5=excellent <u>0</u> 1 <u>0</u> 2 <u>0</u> 3 <u>18</u> 4 <u>16</u> 5 (11=no answer)
9.	How likely are you to revisit Grass Roots? <u>16</u> Very likely <u>29</u> Somewhat likely <u>0</u> Not likely
10.	Any additional comments

Total number of surveys collected: 45

Dates collected: Nov. 5, 2016; June 3, June 10, June 13, June 16, 2017

Demographics: Male (46.6%), Female (53.3%)

Age (approximate): 8-15 (20%), 16-24 (0%), 25-49 (53.3%), 50-65 (20%), 66+ (6.7%)

BENEFICIARIES

The turf industry in Maryland (>\$1 billion annual economic impact), as well as the turf industry in the entire mid-Atlantic region has benefited from this project. Our original proposal requested approximately \$100,000 in funding, but only \$40,000 was awarded. Therefore, to make the project viable, the turf industry donated approximately \$60,000 in goods and services, including the entire irrigation system (parts and installation), the four athletic ‘fields’ (sand, drainage and installation), and all sod, seed and fertilizer. These donations clearly demonstrate the value of this project to the turf industry in the mid-Atlantic area.

Any positive and/or accurate information about turf’s benefits, its complexities, its value to society, or how to properly manage turf is a significant accomplishment. With the passage of the anti-turf pesticide legislation in Montgomery County, information about turfgrass and its benefits are sorely lacking. Even though the legislation has been overturned, the attitudes toward turf among some folks has not changed. This is our challenge, to educate and inform enough of our society to keep our industry strong, vibrant and growing.

As you can see by the media listings in Additional Information, we have received significant local and national coverage. This media is reaching the general public, and hopefully can influence any proposed regulations that do not follow established turfgrass science (which the Montgomery County legislation clearly did not). We will continue to work with the Maryland Soccerplex staff to increase visitation to *Grass Roots*.

LESSONS LEARNED

As with any construction project, delays and other pitfalls are expected. Therefore, the fact that the project was a little later in completion, thus delaying our grand opening until spring 2017 was disappointing, but not surprising. The surprising aspect to the project thus far, is the number of visitors to the exhibit, which only seems to be significant during professional game days.

Also, losing Geoff Rinehart in mid-season 2017 certainly affected our ability to try some other methods, conduct more workshops, etc. to increase visitation. A new *Grass Roots* coordinator will be hired in early 2018, therefore we have an opportunity to brainstorm some new ideas for this project.

· What was Mr. Rinehart’s role and why did he leave the project? Mr. Rinehart’s position was the Coordinator of the Grass Roots Initiative at the National Arboretum. The Grass Roots exhibit is a temporary exhibit which is scheduled for completion at the end of 2019, therefore, Mr. Rinehart’s position would run only through 2019. In spring 2017, Mr. Rinehart was offered a full-time, permanent position as turfgrass instructor in the Institute of Applied Agriculture at the University of Maryland, which he took and started at in July 2017.

· Who took over for Mr. Rinehart? We decided to continue on with Mr. Rinehart as Grass Roots coordinator through the remainder of 2017, but at a considerably reduced role (5-10 hours per week), due to his new responsibilities at the University of Maryland. We decided to continue on with Mr. Rinehart as coordinator throughout 2017 due to a decline in funding

for salaries in 2017 (we were not sure if we were going to have the funds to continue paying a full-time coordinator in 2017). Therefore, Mr. Rinehart only had the time to manage the National Arboretum Grass Roots exhibit during the remainder of 2017. In 2018, we are hiring a new Grass Roots Coordinator. Basically, Mr. Rinehart was unavailable to work on the Maryland Soccerplex project after July 2017, and we were not able to replace him until 2018. We have received adequate funding for 2018, therefore the ability to hire a replacement.

CONTACT PERSON

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President, National Turfgrass Federation, Inc.
Phone (301) 504-5125
kmorris@turfresearch.org

ADDITIONAL INFORMATION

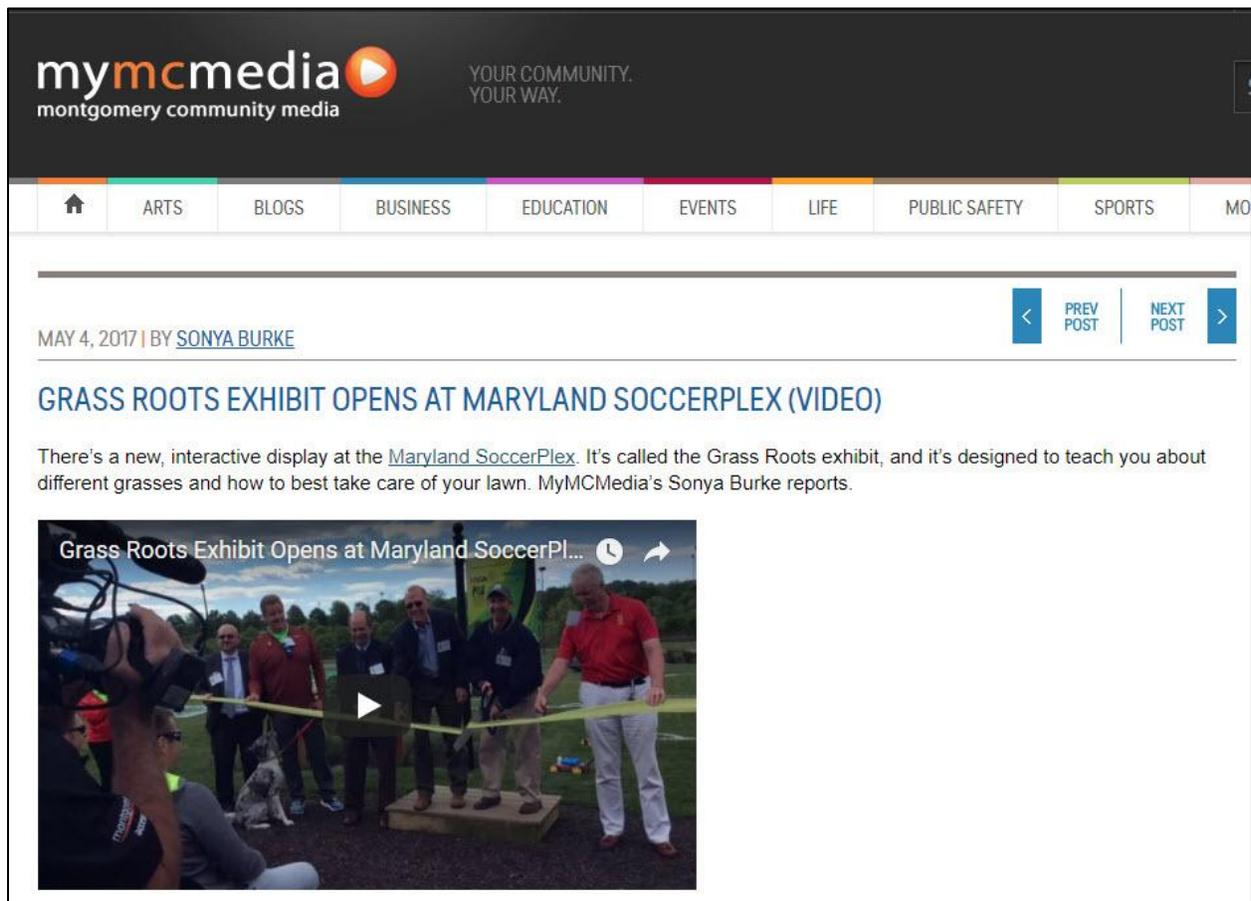
EVENTS (high visitation)

15 Washington Spirit matches (3,500 attendance average)

DC United vs. Christos FC Open Cup match on June 13, 2017 (6,000 attendance)

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MAY 4, 2017 | BY [SONYA BURKE](#) [PREV POST](#) [NEXT POST](#)

GRASS ROOTS EXHIBIT OPENS AT MARYLAND SOCCERPLEX (VIDEO)

There's a new, interactive display at the [Maryland SoccerPlex](#). It's called the Grass Roots exhibit, and it's designed to teach you about different grasses and how to best take care of your lawn. MyMCMedia's Sonya Burke reports.

Grass Roots Exhibit Opens at Maryland SoccerPl...  



Montgomery County Community Media covered the Grand Opening event,
with videos, pictures, interviews and a web site article
<http://www.mymcmedia.org/grass-roots-exhibit-opens-at-maryland-soccerplex-video/>



<http://www.your4state.com/news/i-270/how-to-maintain-your-lawn-this-summer-according-to-the-maryland-soccerplex/709583818>

How to maintain your lawn this summer, according to Maryland SoccerPlex

The exhibit mirrors the National Arboretum

By: Emilie Ikeda

Posted: May 08, 2017 07:13 PM EDT

Updated: May 08, 2017 07:13 PM EDT



Maryland SoccerPlex Teams with Grass Roots for Interactive Outdoor Exhibit

May 2, 2017



The Maryland SoccerPlex and Grass Roots, a cooperative arrangement between the United States Department of Agriculture and the National Turfgrass Federation, began an ambitious partnership in 2015 to create an interactive sport field and lawn exhibit at the Maryland SoccerPlex. It will be just the second joint venture of this type by Grass Roots. The first opened one at the U.S. National Arboretum in the fall of 2014.

The exhibit's home is situated in front of the ticket booth on the south lawn of Maureen Hendricks Field, the SoccerPlex's stadium field. There will be a formal grand opening on Wednesday, May 3 at 10:00 am followed by a public grand opening that following Saturday, May 6. At the public opening visitors will be able to walk through the exhibit and also ask any lawn-care related questions to our panel of experts from the Maryland SoccerPlex, the

<https://www.germantownpulse.net/single-post/2017/05/02/Maryland-SoccerPlex-Teams-with-Grass-Roots-for-Interactive-Outdoor-Exhibit>

Selected Turf Industry articles:

Maryland SoccerPlex, Grass Roots to open new interactive outdoor exhibit

May 3, 2017 · By LM Staff

The Maryland SoccerPlex and Grass Roots, a cooperative arrangement between the U.S. Department of Agriculture and the National Turfgrass Federation, will open an outdoor educational exhibit on the grounds of the SoccerPlex. This interactive exhibit is based on the larger GrassRoots exhibit at the National Arboretum, which opened in the fall of 2014.

The interactive outdoor exhibit will include a kiosk with information on common turf diseases and pests, an irrigation systems exhibit, a history walkway and a rain garden.

The formal grand opening of the outdoor exhibit was held May 3.

<http://landscapemanagement.net/maryland-soccerplex-grass-roots-to-open-new-interactive-outdoor-exhibit/>

<http://athleticturf.net/maryland-and-grass-roots-partner-for-interactive-exhibit/>

ATHLETIC TURF

THE SOURCE FOR SPORTS TURF NEWS

MARYLAND SOCCERPLEX AND GRASS ROOTS PARTNER FOR INTERACTIVE TURF EXHIBIT

May 24, 2016 · By AT Staff

The Maryland SoccerPlex and Grass Roots, a cooperative agreement between the United States Department of Agriculture and the National Turfgrass Federation, have partnered to create an interactive sport field and lawn exhibit scheduled to open in September.

Construction started on the exhibit started in March and is situated in front of the locker booths on the south lawn of Maunier-Henricks Field, the SoccerPlex's stadium field.

"We are very excited to partner with Grass Roots and to have such an interactive and educational exhibit at the Maryland SoccerPlex," says Maryland SoccerPlex Executive Director Trish Hellefinger. "The exhibit will highlight new technologies in the turfgrass industry and the effects of turfgrass and lawns on the environment. It will also, hopefully, lead to further scientific breakthroughs."

The first part of construction completed were the sports fields — four large beds that

soccerplex-turf-

'GRASS ROOTS' OUTREACH EXPANDING

By Suz Trivette

The Grass Roots Initiative, a collaboration of the U.S. National Arboretum (operated by the USDA's Agricultural Research Service) and the National Turfgrass Federation (NTF), offers a vital role in delivering the message of "...the uses of turf, the management of turf, the benefits of turf, the value of turf."

In acceptance, an interactive exhibit of interactive displays located near the Arboretum's visitor center, has been capturing the attention of an ever-increasing number of Washington, D.C. visitors since it opened in the fall of 2014.

The Lawn Institute is one of the sponsors of Grass Roots. Keria Moore, NTF president and executive director of the National Turfgrass Producers Program (NTPP), says, "Soil, pesticides, fertilizers and irrigation systems management by domestic producers and services is a key to the Grass Roots exhibit."

Exciting outreach is radiating from that solid base. Jeffery Rabinowitz, Grass Roots Initiative coordinator, provides an update on the highlights.

'Grass Roots' Growing to Maryland SoccerPlex

Construction of the SoccerPlex exhibit at the Maryland SoccerPlex began in March, with the grand opening of the complex exhibit scheduled for early September.

Naturally, the first area of construction was the sports field segment. Rabinowitz says, "We put in the irrigation and the four sports fields are in place, each featuring a different surface. The construction field is started with PCT Bluegrass. One of the warm-season fields is 14 hybrids 36 Bermudagrass; the other is Zeon Zoysiagrass. The last field is overseeded with Chad Pine, president of TPI member Carolina Greens Corp., Indian Trail, NC, handled the sports field installation. The company also was a major contributor of seed and services for the 'Grass Roots' displays at the Arboretum."

"The Grass Roots' exhibit drew an estimated 30,000 visitors during our first calendar year," reports Rabinowitz. "That number was expected to be 400,000 visitors to the arboretum. Accepting seven percent of the Maryland SoccerPlex's 600,000 visitors would total 42,000. With the amount of maintenance, a team might play in the game at 8:00 a.m. and then play again around 11:00 a.m. Families are at the complex and will be looking for something interesting to do before games. The site is the 'Grass Roots' exhibit. We're anticipating that factor will raise the attendance percentage significantly. And the number

TPI Turf News July/August 2016 57

Turf News, a publication of the Turfgrass Producers International, July/August 2016 issue, page 57

TurfRepublic

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Maryland SoccerPlex and Grass Roots Partner on New Interactive Outdoor Exhibit

by TR Staff Writer • 2 years ago

The Maryland SoccerPlex and Grass Roots, a cooperative agreement between the United States Department of Agriculture and the National Turfgrass Federation, have partnered to create an interactive sport field and lawn exhibit at the Maryland SoccerPlex. The exhibit's home is situated in front of the ticket booth on the south lawn of Maureen Hendricks Field (the SoccerPlex's stadium field). It has been less than two months since the March start of the construction process and the exhibit has already begun to take shape.

We are very excited to partner with Grass Roots and to have such an interactive and educational exhibit at the Maryland SoccerPlex. The exhibit will highlight new technologies in the turfgrass industry, and the effects of turfgrass and lawns on the environment. It will also, hopefully, lead to further scientific breakthroughs. — **Trish Heffelfinger, Executive Director Maryland SoccerPlex**

The first part of construction completed was the sports fields — four large beds that showcase

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<http://www.turfpublic.com/2016/05/27/maryland-soccerplex-and-grass-roots-partner-on-new-interactive-outdoor-exhibit/>

Turf News, a publication of the Turfgrass Producers International, July/August 2017 issue, page

50

'GRASS ROOTS' OPENS AT MARYLAND SOCCERPLEX

By Suz Trusty

On May 3, 2017, the official ribbon cutting ceremony opened 'Grass Roots' at the Maryland SoccerPlex. "Remind me again, what is Grass Roots?" from the SoccerPlex newsletter provides this background. "The National Arboretum, in partnership with the National Turfgrass Federation (NTF) and the USDA, created an interactive exhibit at the National Arboretum in Washington, D.C. entitled 'The Grass Roots Initiative: A Science Based Focus on Turfgrass to help educate the public about turfgrass. The exhibit is a live, interactive, outdoor exhibit that is currently at the National Arboretum. The exhibit features the history of grass, fertilization practices, irrigation timing, tips for home lawn care, lawn care equipment and so much more."

"In 2015 we contacted the National Arboretum to see if they could create a satellite Grass Roots exhibit at the SoccerPlex. Why? Well because who likes grass more than us?"

The Maryland SoccerPlex, located in Boyds, MD, is about 40 miles from Washington, DC. It features a combination of 24 regulation-sized soccer fields, the award-winning stadium field, Maureen Hendricks Field, and the Discovery Sports Center, the largest open indoor space in Montgomery County. It hosts soccer play ranging from youth leagues to international professional teams.

Soccer competition there draws 600,000 visitors to the facility annually. With an opportunity to share the benefits of natural grass with all those people, of course, the answer was yes.

Work that began in the spring of 2016 was crowd-ready for the grand opening. Weather was perfect and approximately 50 attendees, according to Geoffrey Rinchart, Grass Roots Initiative coordinator. "A few executive council members and county extension personnel were in that group. It attracted good media attention, too, including two local television stations."

Rainy weather made the public grand opening on Sunday, May 6, less successful. But, Rinchart reports, he and Kevin Morris, NTF president and executive director of the National Turfgrass Evaluation Program (NTEP), will join Ryan Eljorn, SoccerPlex Director of Grounds & Environmental Management, on a busier Saturday to interact with the public and field technical turfgrass-related questions.

"The location is ideal: in front of the ticket booth on the south lawn of the SoccerPlex's stadium field. There's much for show and tell. Ten exhibits, spread across

The ribbon-cutting ceremony for 'Grass Roots' at the Maryland SoccerPlex.

nearly an acre, include a fertilization display explaining best management practices (BMP); an exhibit showing the different parts of an irrigation system and a pressure display demonstrating how the larger droplets are more effective in getting the water on target.

Rinchart says, "The four sports fields are each about 17 feet by 25 feet, showing three grasses—latitude 36, 11GT, and Zeon zoysia—and a synthetic turf surface. Ryan is planning to let the younger players, kindergarten to third grade, warm up on them."

There's a lawn grasses display showcasing six warm-season grasses: Zenith zoysiagrass, Raleigh St. Augustine, Tallhair centipedegrass, Legacy buffalograss, Sovereign bermudagrass, and SeaStar seashore paspalum; and five cool-season grasses: a blend of tall fescue and bluegrass, perennial ryegrass, fine fescue, and Kentucky bluegrass. Rinchart adds, "Even though we don't have a golf hole display like at the Arboretum, we wanted to include a 'golf grass' so we have '007' creeping bentgrass, but mowed at a lawn height, as the fifth variety in the cool-season lawn display."

In her Executive Director's Turf column in the May/June issue of *Turf News*, Sandy Reynolds, denied the support that TPI turfgrass producers and The Lawn Institute (TLI) have provided to the Grass Roots Initiative. Morris and Rinchart extend their gratitude for that support. Working together, the industry continues to spread the word on the benefits of natural grass.

Suz Trusty is co-editor of *Turf News*. Photo courtesy of 'Grass Roots.'

TPI

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TPI Turf News July/August 2017

FINAL REPORT

Project Title: Grow Maryland Summit

PROJECT SUMMARY

The project came about initially due to the growth of the Maryland-made alcohol industry and the visibly strong desire to produce Maryland-made alcohol of high quality. Maryland currently hosts over 80 wineries, 60 breweries and 15 distilleries, which producers find difficult to contact to promote their wares without support.

The purpose of this project was to create and develop strong relationships between growers of specialty crop ingredients and Maryland alcohol producers, in an effort to increase the amount to locally produced ingredients used in the production of alcohol within the state of Maryland. The goal of the project was to connect growers with the producers who would use their crops, boosting the communication between the two groups and increasing the demand for Maryland grown specialty crops.

Maryland alcohol producers are a target market for Maryland grown crops, due to their connection to the local community and their contributions to the local economy. This project will give growers the opportunity to talk with the producers about their requirements and needs, as well as give both parties the chance to make multiple partnership connections.

The project was timely because of two parallel national trends: the buy local foods movement, and the exponential growth of craft beverage production (wine, beer, spirits, cider, mead, etc.). It's important because in Maryland, where land is valuable, and acreage sizes are often smaller, farmers are looking to grow products that 1) have a strong demand, and 2) can command good prices. And as farmers and craft beverage producers become more aware of each other's industries, a natural partnership opportunity is immediately present.

Three avenues were used to accomplish the project's goals:

1. An annual, one-day conference to focus on connecting growers and producers, in an effort to promote the use of Maryland-grown specialty crop ingredients in Maryland-made alcohol.
2. The field days and tasting seminar offered the more hands-on component of educating specialty crop producers, and craft beverage producers, as to the needs to both parties, and the types of products most in-demand (i.e., hops, tree fruit, bramble fruit). The field days also included more technical training, in the form of Extension specialists and commercial growers, sharing experiences, data and identifying areas where more research is needed.
3. A wineries survey helped identify gaps in state acreage knowledge, as the last vineyard census was conducted in 2014. Additionally, the survey provided a straightforward assessment of quality and varietal issues that still exist, which impact the ability and willingness of wine producers to source in-state fruit.

PROJECT APPROACH:

On December 1, 2016, Grow & Fortify hosted a one-day Value-Added Agriculture Summit in Kent Island, Maryland. More than 175 people were in attendance, either as speakers, moderators, curbside consultants, sponsors and/or general attendees. This first-time, sold-out event brought together growers, producers, processors, and agency and organizational representatives from a wide range of the state's food and agriculture sectors, and all regions of the state were represented. Eight (8) organizations hosted displays at the event; all of the organizations provide programs or promotional efforts that directly support specialty crop producers.

Additionally, thirteen (13) experts provided 15-minute "curbside consulting" meetings with attendees. These free sessions gave farmers, growers and food entrepreneurs the chance to flesh out business ideas, have questions answered, identify gaps in business planning, and provide general support in a state that is highly regulated at both county and state levels, and often difficult to navigate, business-wise. Grow & Fortify followed its procurement policies to hire contractors for the summit.

In 2017, two field days were offered related to specialty crop production:

- A University of Maryland Extension-Brewers Association of Maryland Field Day at the University of Maryland Western Maryland Research Station held in June, and
- A Northeast Hop Alliance/Brewers Association of Maryland/Flying Dog Brewery "Hop Market" held in September.

There were eighty-six (86) attendees at the June Field Day; it was an approximate 50/50 split between brewery industry representatives and those interested in growing hops (and/or grains) for brewing. Funds for the grain portion of the field day came from grant funds from the Maryland Grain Producers Utilization Board and Mid-Atlantic Farm Credit. Attendees came from across the state, which demonstrated the strong interest from all regions of Maryland. The seven (7) speakers included Extension researchers and commercial growers. All attendees received presentations for reference. Evaluation responses indicated that the field day provided valuable information; feedback also indicated that the hop and grain components should be offered as separate field days in the future.

The September Hop Market attracted sixty (60) attendees; it was an approximate 50/50 split between brewery industry representatives and those interested in growing hops, or fruit, for brewing. For this event, a concerted effort was made to reach out to fruit producers to attend. As a result, the "Hop Market" will transition to an "Agriculture for Brewing Market" event in 2018, as it became clear that there was a high demand from brewers for fruit of all types. The Brewers Association of Maryland Agricultural Resources Committee intends to host an early 2018 "meet and greet" between fruit producers and brewers to solidify buying relationships for the 2018 season.

The 4 additional field days that had been scheduled were not offered, due to staff capacity, funding and craft beverage association priority shifts. Instead, because of industry winery demand and legislative activity that would have required more Maryland-grown grapes be used by state wineries, the decision was made by the MWA board and staff that a survey be conducted

to have a better handle on the actual amount of Maryland grapes being used in production. The survey was released in coordination with two grape grower-winery tasting events in early 2017.

In 2017 the following activities were conducted related to wine grape production and processing:

- An industry-wide survey;
- A grape-grower and winery tasting event led by the state's viticulturist, Dr. Joe Fiola. The goal of this tasting was to expose grape growers to some of the varietals being tested across the state.
- A grape-grower and winery tasting event led by the Maryland Wineries Association. The goal of this tasting was to expose grape growers to some of the highest quality, and most innovative, wines being produced across the state.

The January 2017 survey, sent to the eighty-eight licensed wineries in the state, found that the seventy-nine (79) wineries who responded grow approximately 600 acres of grapes, and that 75% of the state's wineries use 60% or more Maryland fruit in their production. The last exhaustive winery and vineyard census was conducted in 2014 and showed that there were more than 850 acres in production. Given that in 2016 wineries themselves grew over 600 acres, and vineyard producers have increased acreage (although current acres are not documented), the current acreage (well above 858 acres) is still not sufficient to meet demand. Additionally, the greatest concerns from wineries were that the quality of fruit needed to improve, as well as the varieties of grapes needed to broaden to meet winery production and market demands. The survey also revealed that 95% of wineries use at least some Maryland-grown fruit. The data was needed in order to formulate a strategy for the industry to increase acreage, quality levels and a wider range of varietal offerings. The results were presented to grape growers and wineries at the industries' annual gathering.

The two tastings, conducted in February 2017, were specifically conducted at the same time as the release of the survey results. Multiple factors converged that made it important to have the serious conversation with both growers and winemakers (some do both) about quality and quantity. Legislation was proposed that would have increased the base requirement related to how much local fruit a Class 4 (95% of the state's wineries) winery is used. Current law requires a winery to use 100% locally sourced fruit, unless the Secretary of Agriculture determines an insufficient supply, which has occurred every year since the law's inception, creating an industry where there is, in actuality, a 0% fruit requirement. This has created an important tipping point in the industry's potential development.

Approximately 80 grape growers and winery representatives attended each tasting. The first tasting, conducted by the state's viticulturist, was a sampling of fifteen (15) wines made from fruit grown at the state's multiple research stations. The intent of the tasting was to encourage growers to consider some of these varietals, which have not yet achieved wide commercial acreage. The varietals have proven, through research, to grow well in the state, and produce quality wine.

Maryland Wineries Association staff conducted the second tasting. Three innovative and award-winning wineries, which also cultivate significant grape acreage, presented wines made from varietals (blends and single varietal) that again do not yet have wide commercial adoption. The

purpose was similar to the earlier tasting, but by seeing the grapes in a commercially available finished product, it created a potentially greater economic incentive for grape growers to plant the varieties. Additionally, the winemakers talked about other varieties they were interested in seeing available in larger quantities.

As a result of the two tastings, we've seen an increase in Northern Italian varieties being planted, especially because our state viticulturist, has cultivated these grapes at his research locations and shown that they do well in Maryland's multi-variate climate. We have also seen an increase in Petit Verdot plantings, because of the grape's ability to boost the color and body in wine. Gruner Veltliner and other aromatic whites varieties like Viognier and Albarino are also growing in popularity. This is especially interesting because they are reported as easier to grow than hybrid varieties like Vidal Blanc, which was considered a perfect variety for Maryland's climate. These aromatic whites, and also the white grape Colombard, are making gorgeous wines, but are just starting to make their presence known in commercial acreage; Colombard, especially, still has a long way to go. We have also seen growers take out low-performing varieties - Merlot and Cabernet Sauvignon - that the public used to expect from a winery's lineup, but which just don't thrive in Maryland. And finally, our state of the industry presentation created the energy and momentum for the development of a 1st Quarter 2018 commercial vineyard expansion plan, through both legislative efforts, as well as a concerted push to add acreage in early 2018.

GOALS & OUTCOMES ACHIEVED:

Goals and activities established for the project included:

1. Host a summit that attracted 50 specialty crop growers. The registration process tracked growers—by crop type/category—to enable us to know how many specialty crop growers were in attendance.
2. Increase sales of local specialty crop products to value-added agriculture producers by 30%; information will be collected through a survey to growers and producers. The post-event survey indicated that the majority of attendees who were growers intended to continue relationships developed at the conference through buying agreements, and increased acreage of specialty crop products identified as in-demand at the summit.

While the outcome measures were not long term, the activities had the impact of actually creating longer-term goals for the industries. Two of our short-term goals were not accomplished during the grant period:

- Increase knowledge by 75% of what specialty crops are in demand from craft beverage producers, via pre- and post- field day surveys.
- Increase the number of craft beverage and specialty crop producer partnerships by 25%; information will be collected through a survey to growers and producers.

Because we didn't capture that data during the field day sessions, they have become priority activities for grower-craft beverage producers in 2018.

BENEFICIARIES

The three craft beverage associations and the producers within the associations - Maryland Wineries Association (MWA), the Maryland Distillers Guild (MDG), and the Brewers Association of Maryland (BAM) were beneficiaries of the project because the conference and field days provided avenues with which to meet specialty crop producers and establish relationships. Below is the approximate membership for each association:

- 88 licensed wineries in the state, with about 20 in-planning members. Of our existing wineries, about 75% of them have vineyards (on site and/or at other locations), so about 65 of them;
- 85 licensed breweries in the state, with at least 35 in-planning members;
- 20 licensed distilleries, with about 10 in-planning members.

Specialty crop producers – especially those growing hops – benefitted from the increased hop research and information being conducted and disseminated through the University of Maryland Extension. Additionally, growers gained a greater understanding of the craft beverage market and its raw ingredient needs.

Additionally, county and state agency representatives attended both the Grow Maryland Summit (approximately 40), as well as the Field Days (approximately 5 at each). This was important because these representatives are not always familiar with agriculture, craft beverage production, or both. Both sets of events gave them a better understanding of these industries, and in their county and state roles, these attendees have the opportunity to help support these kinds of projects, either from an economic development perspective, or through increased agency support via better regulations that remove barriers.

The survey and tastings benefitted the state's winery and grape growers' associations. The survey was sent to eighty-eight (88) winery members, and the tastings attracted approximately eighty (80) attendees each. The vineyards

While we are not able to estimate the economic impact of this project, the most recent data shows that Maryland wine sales in 2015 were approximately \$47M, and Maryland beer sales approximately \$94M. We do not yet have good data on the Maryland spirits industry. More importantly, Maryland wine sales increased 12.2%, and Maryland beer sales increased 13.5% from 2015 to 2016.

LESSONS LEARNED

Regarding the Grow Maryland Summit, what was unusual about it was that it brought together a very wide variety of attendees; initial feedback from the event indicated that attendees appreciated the fact that they were able to hear multiple points of view, and able to meet people from other sectors of the agriculture and food world with whom they would not normally be in the same room. This led to some new conversations between growers, producers and manufacturers, with the eventual goal of developing collaborations. This was an extremely positive result of the conference. Additionally, because of the close relationship we developed with the Rural Maryland Council (RMC), a partner at the Grow Maryland Summit, an agriculture

track was added to RMC's conference, hosted on alternate years from the Grow Maryland Summit. This exposes an entirely new audience to agricultural issues. The next Grow Maryland Summit is scheduled for December 2018.

Also as a result of implementing the project we identified areas that we didn't address through our activities. The cider industry is fast growing, and there is great interest for both encouraging cider production, but also for growing the fruit (apples and pears) needed for cider. We recognize that we need to offer specific field days and seminars related to this topic in the future. CiderCon, the national craft cider conference, is coming to Baltimore in February 2018, and we are hosting a meeting with our cider producers at the conference to identify research, field day and education priorities for 2018.

We also did not foresee the development and implementation of state legislation that would have impacted our wine and grape industry by creating a base level of Maryland grapes required to be used in production. Again, this development pushed the industries to develop and execute a survey to have more accurate acreage and use data. Additionally, the tastings had the unintended positive impact of aggressively moving forward the conversation about the need for increased acreage, varietal options, and quality improvement.

One of our goals that were not achieved was offering six field days in 2017. Upon completion of this project it is clear now that it was an unreasonable goal, given staff time and availability, and the available grant funds. Additionally, the change in priority from the wineries impacted planning and delivering field days.

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ADDITIONAL INFORMATION



Grow Maryland & Rural Maryland Council Present the Inaugural

Grow Maryland Summit

The Future of Value-Added Agriculture
 Chesapeake Bay Beach Club • Kent Island
 December 1, 2016

Meet Maryland's robust and diverse value-added agriculture industry, which includes everything from apples, ales, agritourism and angus. The morning will include a panel of experts who will provide an overview of the value-added landscape, including updates on some of the latest industry studies. In the afternoon, breakouts will include tracks on innovation, law & liability, trends, and tourism, as well as starting small, and scaling up!

REGISTER TODAY GROWMARYLAND.ORG

LOTS O' BREAKOUTS

Choose from exciting tracks in the afternoon, including innovation, tourism, law and marketplace trends!

CURBSIDE CONSULTING

Sign up for a short session with any number of experts on hand, to help answer any questions you may have!

BAYSIDE HAPPY HOUR

Wrap up the day with a quick happy hour overlooking the bay, featuring local eats & craft beverage samples!

SUMMIT AGENDA

- 8:00 - 9:00 AM** Breakfast, Registration & Exhibits
Beach House Reception
- 9:00 - 10:30 AM** Welcome from Grow Maryland
Address by Dr. Craig Beyrouthy, Dean, University of Maryland College of Agriculture and Natural Resources
Beach House Ballroom
- 9:20 - 10:30 AM** State of Maryland's Value-Added Agriculture Industry
Beach House Ballroom
- 10:30 - 10:45 AM** Break
- 10:45 - 12:00 PM** Rapid Fire Panel: Faces of Maryland's Value-Added Agriculture Industry
Breezeway
- 12:00 - 1:00 PM** Lunch & Networking
Beach House Ballroom
- 1:00 - 2:00 PM** Breakout Session I:
 - Innovation (*Tavern Bayside 2*)
 - Starting Small (*Tavern Bayside 1*)
 - Law (*Lounge*)
 - Tourism (*Breezeway*)
- 2:00 - 3:00 PM** Breakout Session II:
 - Innovation (*Tavern Bayside 2*)
 - Marketplace (*Breezeway*)
 - Law (*Lounge*)
 - Scaling Up (*Tavern Bayside 1*)
- 3:00 - 4:00 PM** Networking Happy Hour
Tavern Bayside 2

June 21 Hops & Grains Field Day Promotion:



JUN
21

UMD-BAM Field Day: Hops, Barley & Rye for the Craft Brewing Biz

by Brewers Association of
Maryland

\$20 – \$30



Sales Ended

[DETAILS](#)

DESCRIPTION

Interested in growing commercial hops or grains for the craft brewing industry? This [University of Maryland](#) and [Brewers Association of Maryland \(BAM\)](#) field day will offer a hands-on look at the University's hops, barley and rye trials. Currently they're growing 24 varieties of hops, 4 varieties of barley and 1 variety of rye.

We'll start the day with a wagon ride around the farm to see the progress of the trials, and then head over to the adjacent grain handling facility. Lunch and the afternoon will include presentations from local maltsters, a discussion on post-harvest handling, and a conversation with local brewers as to what they're looking for in locally-produced hops and grains. Samples of beer from Maryland breweries will also be offered.

Registration (includes tours, lunch and beer samples):

\$20.00 for BAM members; \$30.00 for non-BAM members

Space is limited, pre-registration is required; we will not offer ticket sales at the event.

Field day will be held rain or shine, so dress appropriately for being out in farm fields regardless of the weather.

Questions? Contact Jenna at janna@growandfortify.com.

Thanks to the [Maryland Grain Producers Utilization Board](#), the [USDA Specialty Crop Grant Program](#), and [MidAtlantic Farm Credit](#) for providing support this project.

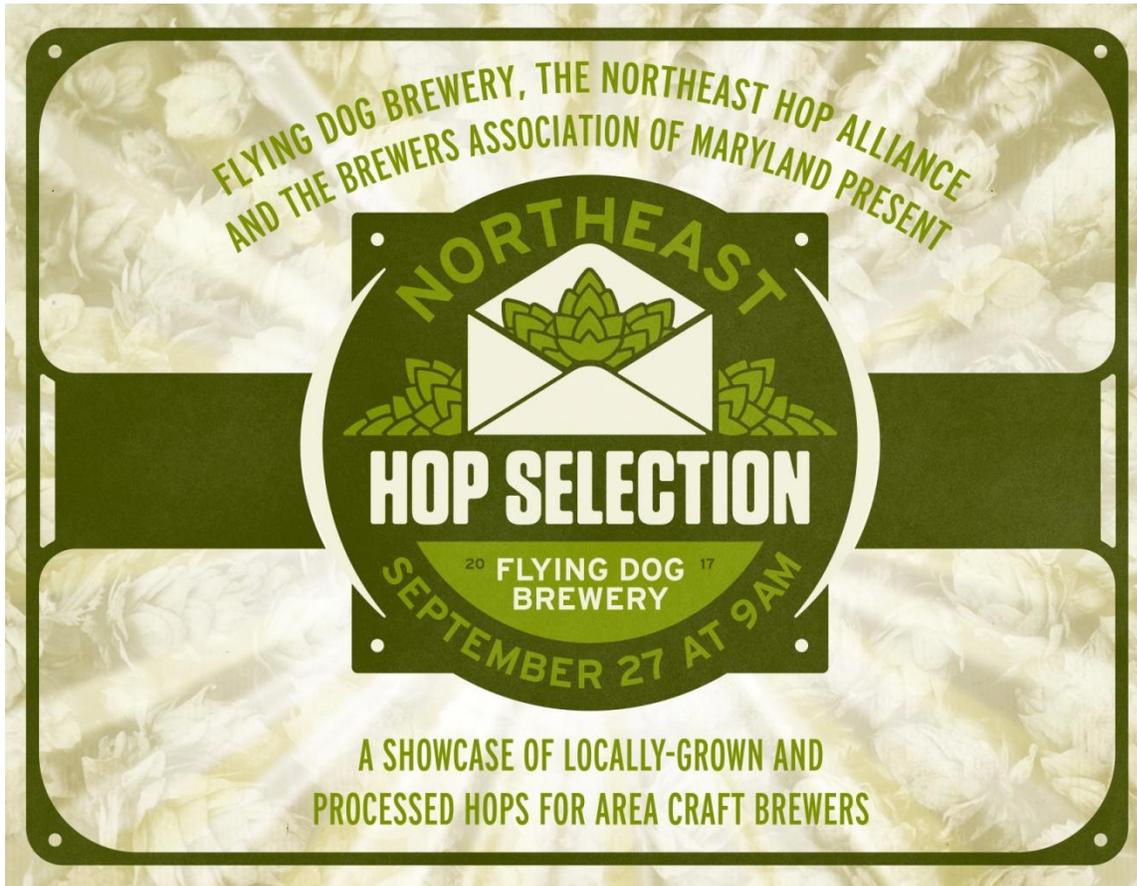
DATE AND TIME

Wed, June 21, 2017
10:00 AM – 2:30 PM EDT
[Add to Calendar](#)

LOCATION

University of Maryland
Western Maryland
Research & Education
Center
18330 Keedysville Road
Keedysville, MD 21756
[View Map](#)

September 27, 2017 Hop Market Promotion:



Maryland Wineries 2017 Survey:

* 1. Where is your winery located? 

- Rural area
- Industrial area
- Retail area
- Residential area
- Other (please specify)

* 2. How is your property on which your winery is located zoned? 

- Agriculture
- Rural Conservation (RC)
- Conservation
- Commercial
- Retail
- Industrial
- Agriculture/Residential
- Other (please specify)

* 3. Is your winery property assessed as agriculture? 

- Yes
- No

* 4. What winery license class do you hold? (please complete this survey again for each winery license held) 

- Class 3 winery
- Class 4 limited winery
- Both

* 5. Please select all elements of the wine business in which you/your winery engage.



- Grow agricultural products
- Produce wine at winery
- Produce wine off-site (via alternating proprietorship)
- Retail wine at the winery
- Attend farmers markets
- Attend wine festivals
- Wholesale via Class 6 Limited Wine Wholesale License
- Wholesale via third party wholesaler
- Ship wine to Maryland customers
- Ship wine to out-of-state customers
- Use third-party to sell wine online

* 6. How many gallons did you produce in 2016?

* 7. For your Class 4 license, where do you produce your wine? (Enter #s that add up to 100%)

Wine produced at your winery licensed area	<input type="text"/>
Wine produced using alternating proprietorship at another winery	<input type="text"/>
Wine produced off-site location under a storage permit	<input type="text"/>

* 8. Please enter your production sources from 2016. (Enter #s that add up to 100%)



Estate-grown fruit	<input type="text"/>
Fruit under your control, but off-site	<input type="text"/>
In-state fruit from other wineries or commercial growers	<input type="text"/>
In-state fruit	<input type="text"/>
In-state juice	<input type="text"/>
Out-of-state juice	<input type="text"/>
Concentrate	<input type="text"/>
Honey	<input type="text"/>
Other	<input type="text"/>
Out-of-state fruit	<input type="text"/>

9. What's the average price per ton of grapes purchased from in-state sources? 

10. What's the average price per ton of grapes purchased from out-of-state sources?



11. List the percentages of wines by appellation produced in 2015. 

Estate grown

Maryland appellation

American appellation

* 12. What percentage of your wine production is made from Maryland-grown agricultural ingredients? Please round to the nearest percentage. 

* 13. Do you grow agricultural products used in the production of your wine? 

Yes

No

14. If you grow grapes or fruit, what was your average yield (in tons) per acre in 2016?



* 15. How many acres of agricultural products used in winemaking do you grow? 

* 16. On how many acres of land does your winery license reside? 

17. Please share any other information about your business, or suggestions that will assist the Association and industry as we assess how to best deal with challenges to our law. 