

South Carolina

The Honorable Charles Sharpe

Commissioner
South Carolina Dept of Agriculture
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Base Grant: \$500,000
Specialty Crop Grant: \$440,000
Total Grant: \$940,000



Farmers Market Promotion:

South Carolina Department of Agriculture,
\$28,400.

Town of Mt. Pleasant, \$1,800.

Promotion of farmer market; improve signage and bring visibility to market; provide handout materials.

Beaufort Farmers Market Committee, \$2,100.

Improve visibility of Port Royal Plaza Farmers Market; promote market to consumers; develop public relations information.

Goose Creek Farmers Market, \$2,500.

Promote the farmers market by creating a "Market Kitchen" community education program designed to promote the benefits of locally grown fresh fruits and vegetables.

Charleston Farmers Market, \$4,000.

Increase marketing by providing additional promotions including a farmer of the week, master gardener program, improving banners, signage and brochures, create a holiday market, improve website.

**Georgetown County
Parks and Recreation, \$18,000.**

Establish a farmers market in conjunction with the new development at the Sampit River Park Boat Landing; provide for tents, signage, advertising, and other necessary materials to begin operation

Bee Keeping:

South Carolina Association of Cooperatives and Farmers, \$7,500.

Beekeepers demonstration project to train farmers from six cooperatives in South Carolina to raise bees for plant pollination.

Reduce Use of Pesticide on Fresh Market Tomatoes:

South Carolina Tomato Association, \$12,500.

Project to reduce the use of pesticides on fresh market tomatoes.

"Buy Local":

South Carolina Farm Bureau, \$5,000.

Undertake a "Target South Carolina Produce/ Buy Local" project to promote the availability of South Carolina fruit, vegetables and ornamentals; use print media, articles, billboards; South Carolina Farm Bureau will match with \$5,000.

Specialty Crop Association:

South Carolina Fruit, Vegetable and Specialty Crop Association, \$20,000.

Provide funds to start up this organization designed for research, education and promotion of fruits, vegetables and specialty crops grown in South Carolina.

Fresh Tomato Marketing and Promotion:

South Carolina Tomato Association, \$14,000.

Meet and work with representatives of the fresh tomato industry to develop marketing and promotion strategies for use throughout U. S. and Canada.

Christmas Tree Promotion:

South Carolina
Christmas Tree Association, \$20,000.

Marketing and promotion program for state's tree growers using billboards, cable television, newspaper and printed brochures.

Edamame Soybeans:

South Carolina Soybean Association, \$30,000.

Development and marketing of South Carolina grown edible soybeans, specifically edamame soybeans.

Peach Industry Promotion:

South Carolina Peach Council, \$10,000.

Create and procure professionally engineered video and exhibition materials promoting the South Carolina peach industry; material would be used at trade shows and conventions regionally and nationally, as well as on buyer trips and at

Continued...

Peach Industry Promotion:

Continued...

various events targeting buyers and consumers.

Peaches and “South Carolina Quality”:

[South Carolina Peach Council, \\$25,000.](#)

A billboard advertising program to promote the consumption of South Carolina peaches and to promote the Department of Agriculture’s “South Carolina Quality” program. Peach Council match \$45,000.

Peach Clean Stock Program:

[South Carolina Peach Council, \\$20,000.](#)

Mother blocks of sixty different peach varieties will be established and tested for three viruses to ensure the longevity of the peach industry in South Carolina by providing clean safe bud wood from which buds can be cut annually.

Watermelon Consumer Promotion:

[South Carolina Watermelon Association, \\$10,000.](#)

Funds to assist in direct consumer promotions at retail events, farmers markets, festivals and other events.

Watermelon Industry and Trade Show Participation:

[South Carolina Watermelon Association, \\$10,000.](#)

Provide for expanded participation in major produce industry events to promote watermelons and create new marketing opportunities for South Carolina shippers. Includes expanding participation as an exhibitor or attendee in events such as PMA and FMI and events sponsored by the Eastern Produce Council and Southeastern Produce Council.

Watermelon Promotion:

[South Carolina Watermelon Association, \\$20,000.](#)

Funds to design and implement a billboard campaign promoting watermelon to consumers in the major population centers of South Carolina. South Carolina Watermelon Association match, \$20,000.

Web Site Development:

[South Carolina Watermelon Board, \\$7,000.](#)

Development and implementation of an internet web-site promoting the South Carolina Watermelon Board to consumers, producers, shippers and others with an interest in the industry.

Watermelon Variety Trial:

[South Carolina Watermelon Board, \\$6,000.](#)

Support seedless variety trial at Coastal REC; SC Watermelon Board matching funds \$6,000.

Watermelon Culture Research:

[South Carolina Watermelon Board, \\$4,000.](#)

Funds for research on mulch systems, flower to fruit timing and methyl bromide alternative systems and applications at Edisto REC. SC Watermelon Board match, \$4,000.

Nursery Industry Trade Show

Participation:

[South Carolina Nursery and Landscape Association, \\$20,000.](#)

Purchase additional booth space at the Southern Nursery Association’s “World Showcase of Horticulture” trade show in Atlanta; form a state pavilion at this trade show.

Nursery Product Ad Campaign:

[South Carolina Nursery and Landscape Association, \\$14,450.](#)

Fund a series of ads promoting South Carolina nursery products and growers in the Plant & Supply Locator, a respected and well used monthly wholesale buyers guide.

Nursery Product Promotion:

[South Carolina Nursery and Landscape Association, \\$25,000.](#)

Promotion of South Carolina grown nursery products; includes press releases to state and local newspapers and magazines; television and radio interviews and print media (billboards, etc.).

Demonstration Project:

[Peoples Co-Op, \\$12,500.](#)

Demonstration project to support farmers in Williamsburg County in the production of flax.

Powdery Mildew Control on Watermelons:

[Clemson University, Coastal REC, \\$4,000.](#)

Project will compare fungicides and spray schedules to control powdery mildew on watermelons.

Providing Food Safety Certification:

[Clemson Extension Service, Charleston, \\$6,000.](#)

Small farms auditing and food safety certification program.

Web-Based Marketing:

[Clemson University, AVS Department, \\$12,000.](#)

To develop a web-based marketing system for specialty Ag products.

Double Cropping of Vegetables:

Clemson Extension Service, Bamberg, \$12,500.

Fall production and double cropping of vegetables.

Tomato Spotted Wilt**Disease Resistance:**

Clemson University, Coastal REC, \$15,000.

Project will compare cultivars of tomato reported to be resistant to tomato spotted wilt virus; determine what degree of resistance they have, and if their fruit are of a quality that is acceptable to produce buyers.

Strawberry and Vegetable Production:

Clemson University, Coastal REC, \$20,000.

Project 1. Manipulation of fall planting dates and germplasm selection to increase earliness, yield and quality of strawberry production in South Carolina. Project 2. Enhancing cultural practices of alternative vegetable crops in South Carolina.

Flax Processing and Marketing:

Clemson University,

Ag & Biological Engineering, \$23,500.

Project to support new flax processing plant at Kingstree; work with the flax processing facility and the end-user; determine advantages of using South Carolina flax; market flax to BMW.

Landscape Plant Promotion:

Clemson University, Dept. of Horticulture, \$30,000.

Selection and promotion of woody landscape plants for South Carolina.

Nutraceutical and Functional Foods:

Clemson University, PSA, \$30,000.

Advancing the economic viability and sustainability of nutraceuticals and functional foods for South Carolina growers.

Nutraceutical**Enhancement and Promotion:**

South Carolina Crop Improvement/Foundation Seed Association, \$15,000.

Enhancement and promotion of nutraceuticals as alternative crops for South Carolina growers.

Borage Crop Development:

Clemson University, \$30,000.

Development of borage as a South Carolina crop to support a new processing plant.

Farmers Market Development:

City of Myrtle Beach, \$7,500.

Develop a farmers market for the Myrtle Beach Area.

Transgenic Tobacco Development:

Clemson University, \$29,600.

Development of transgenic tobacco for pharmaceuticals as a South Carolina crop to support a new South Carolina processing plant.

Farmers Market Development:

City of Manning, \$10,000.

Develop a local farmers market for the City of Manning.

Farmers Market Development:

Calhoun County, \$4,000.

Develop a local farmers market for Calhoun County.

Farmers Market Signage:

South Carolina

Department of Agriculture, \$25,000.

Purchase and install highly visible, lighted signs for entrances to both the Greenville and Pee Dee farmers markets. Each sign would be of high quality, attractive and informative.

Fruit and Vegetable**Inspection at Farmers Markets:**

South Carolina

Department of Agriculture, \$45,000.

Provide inspection services to farmers utilizing the facilities at the Columbia State Farmers Market. Inspections would be conducted by an USDA licensed inspector. The Fruit and Vegetable Inspection Service, which has its offices at the farmers market, would handle the inspections. The inspector would be employed for a 40 hour work week during the months of May, June, July and August. Additionally, farmers desiring an inspection certificate would be able to obtain one from the inspector. Cost is for \$15,000 per year for three years.

Farmers Market Promotional Brochure:

South Carolina Department of Agriculture, \$15,000.

Develop and print tri-fold brochures for each of the state farmers markets. Brochures would be placed in tourist centers along interstate highways, as well as, in hotel and motel lobbies. Brochures would include directions to markets and information on vendors/products.

Farmers Market Billboards:

South Carolina

Department of Agriculture, \$30,000.

Promotional project to place seasonal billboards along major traffic routes for each of the three state farmers markets. Billboards would direct traffic to the facilities and encourage travelers and local residents to visit the markets.

South Carolina Quality Program:

South Carolina

Department of Agriculture, \$20,000.

Promote South Carolina Quality Program, the logo and consumption of South Carolina quality products directly to consumers. Uses billboards, retail advertisement and product sampling, consumer education materials and other promotional tools to encourage South Carolina consumers to look for South Carolina grown products when shopping at the local grocer or roadside market.

Trade Show Presence:

South Carolina

Department of Agriculture, \$10,000.

Expand participation and advertisement in national and regional food shows and retail oriented seminars where the "South Carolina" presence creates opportunities for expanded market penetration (PMA, Ingles, MDI and Harris Teeter). Includes product sampling, showcasing of producers and facilities, networking, strategic advertisement and other marketing tools to create opportunity.

Fair and Festival Participation:

South Carolina Department of Agriculture,
\$32,000.

Support for plant and flower festivals, state and regional fairs and other seasonal promotions and events.

Market Development:

South Carolina Department of Agriculture,
\$15,000.

Support national and regional market development working with the Eastern Produce Council, Southeastern Produce Council and others

South Carolina Quality Trade Show:

South Carolina

Department of Agriculture, \$7,500.

Conduct a South Carolina Quality trade show selling South Carolina products. Products would include items such as produce, seafood, pecans, flours and cornmeals, and other specialty foods.

Trade Show Booth:

South Carolina Department of Agriculture, \$6,500.

Set up booth and participate in the National Association of Specialty Food Trade (NASFT) trade show in 2003 in New York.

Roadside Market Program**Enhancements:**

South Carolina

Department of Agriculture, \$15,000.

Support roadside market program, upgrade signs, materials and promotional efforts.

Certified Roadside Market Promotion:

South Carolina Department of Agriculture,
\$20,000.

Billboard promotion to support the South Carolina Certified Roadside Market Program.

Aquaculture Promotion:

South Carolina Department of Agriculture,
\$15,000.

Aquaculture promotions and marketing to include: 1) develop and print quality color brochures and educational information on each segment of the industry (clams, shrimp, catfish, fin fish, talapia, etc.); 2) purchase display and graphic materials to promote South Carolina Aquaculture to wholesale, retail and consumer groups; and, 3) participate in local and national seafood and food shows to establish South Carolina as a potential supplier of quality aquaculture products. "Farm Raised in South Carolina Waters"

Canadian Food and Beverage Show:

South Carolina Department of Agriculture, \$5,000.

Set up booth at the Canadian International Food and Beverage Show in Feb. 2003 in Toronto to promote South Carolina pecans and other specialty products.

FMI/US Food Export Showcase:

South Carolina Department of Agriculture, \$5,000.

Set up booth at the annual FMI/US Food Export Showcase in Chicago, May, 2003. Promote South Carolina pecans and other specialty products. Products will be displayed and samples given out.

Trade Show Participation:

South Carolina Department of Agriculture, \$7,500.

Specialty Foods Trade Shows in Greenville and Myrtle Beach.

Specialty Crop

Public Outreach – Print Media:

South Carolina

Department of Agriculture, \$25,000.

Print media marketing project for specialty crops using full-color inserts for the Market Bulletin; print additional copies for insertion in designated newspapers statewide; inserts would be seasonal and would feature ornamental horticulture, seasonal fruits, vegetables and specialty crops.

Specialty Crop Public Outreach – TV, Radio, & Internet:

South Carolina

Department of Agriculture, \$10,000.

Develop media support initiatives with tabloid inserts, video news clips and special video broadcasts, daily audio broadcast feeds, media tours, and web publicity and promotion.

Market Development:

South Carolina

Department of Agriculture, \$20,000.

Provide funds to initiate domestic trade missions to develop markets and processing opportunities for South Carolina produced specialty crops.

Collateral Material Upgrade:

South Carolina Department of Agriculture, \$5,000.

Upgrade brochures and promotional materials for specialty crops.

Exhibit and Graphic Upgrade:

South Carolina Department of Agriculture, \$5,000.

Upgrade exhibits and graphics for exhibits to represent specialty crops.

Small Farmers Market and Value-Added Grants:

South Carolina

Department of Agriculture, \$31,050.

Provide funds to develop a grant program for Small Farmers Markets and Value-added enterprises.