



Supporting Farms and the Future of Agriculture



SMADC is a division of the
TRI-COUNTY COUNCIL
for SOUTHERN MARYLAND

Topics

- ▶ Update on Regional Agricultural Center (RAC)
- ▶ Update on Westham Slaughterhouse (Amish Facility)
- ▶ Update on Southern Maryland Meats Program (SMM)
- ▶ How it ties together: RAC, Westham, & SMM

Regional Agricultural Center (RAC) Update



"People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed."

- Anon



SMADC Announces Winning Bid for Regional Agriculture Center (RAC) St. Mary's County Government Awarded Grant of \$1 Million Dollars

Facility will benefit the entire SoMD Region and will include:
Meat cut & wrap services, refrigerated & freezer storage, value added & finer meats processing, a commercial kitchen for making value-added goods, space for educational & apprenticeship programs, and a retail storefront.

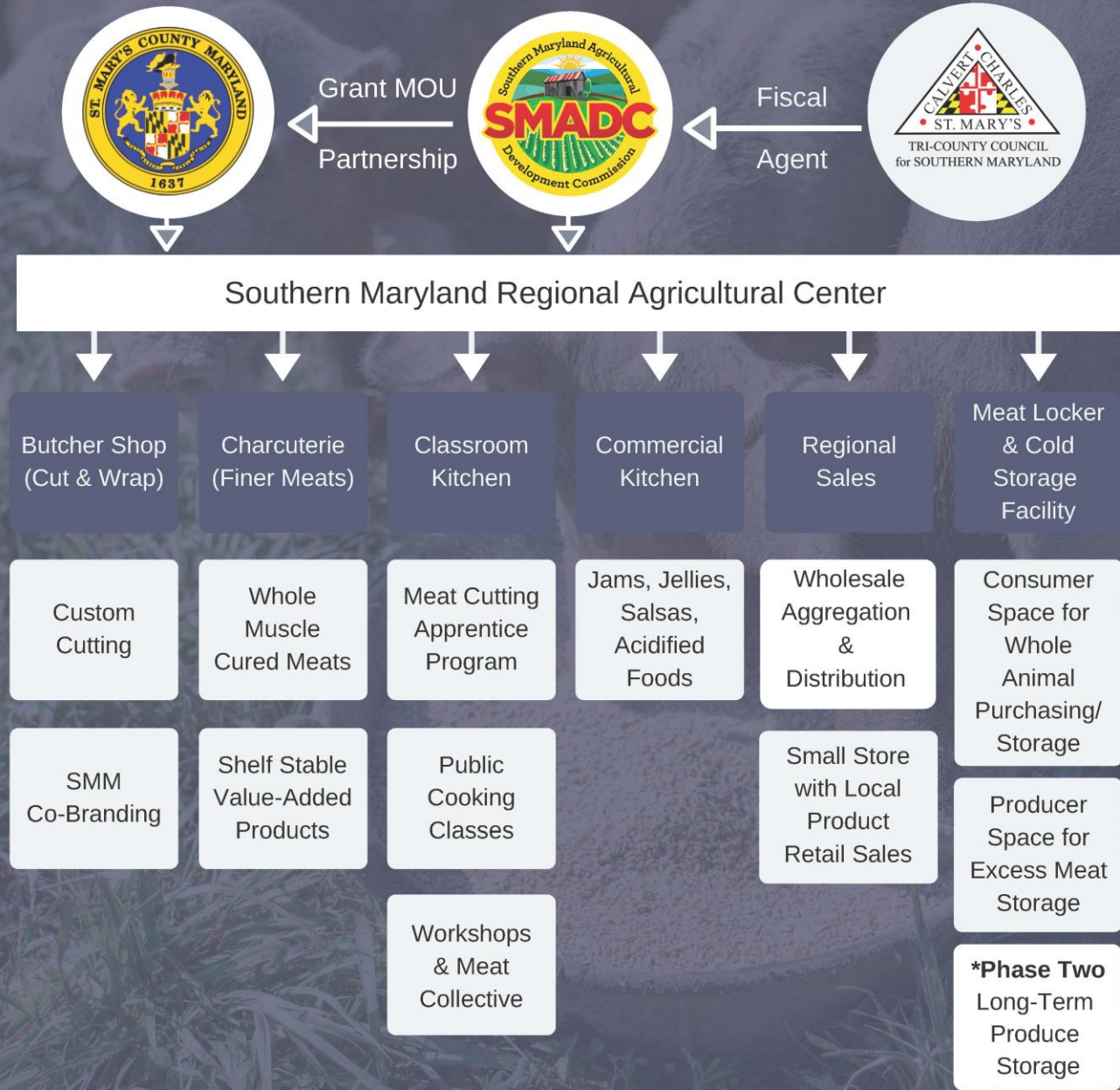


A Place for Everyone

Farmer, producer, baker, educator, researcher, consumer



Regional Agricultural Center (RAC) Flowchart



Mission

The Southern Maryland Meats brand is building upon the area's rich farming legacy by enhancing farm profits and bringing naturally-crafted, humanely-raised foods to your table.



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The main use of the RAC for livestock producers will be:

- cut/wrap
- value-added
- cold storage
- distribution



The main income generator of the RAC to self sustain will be:

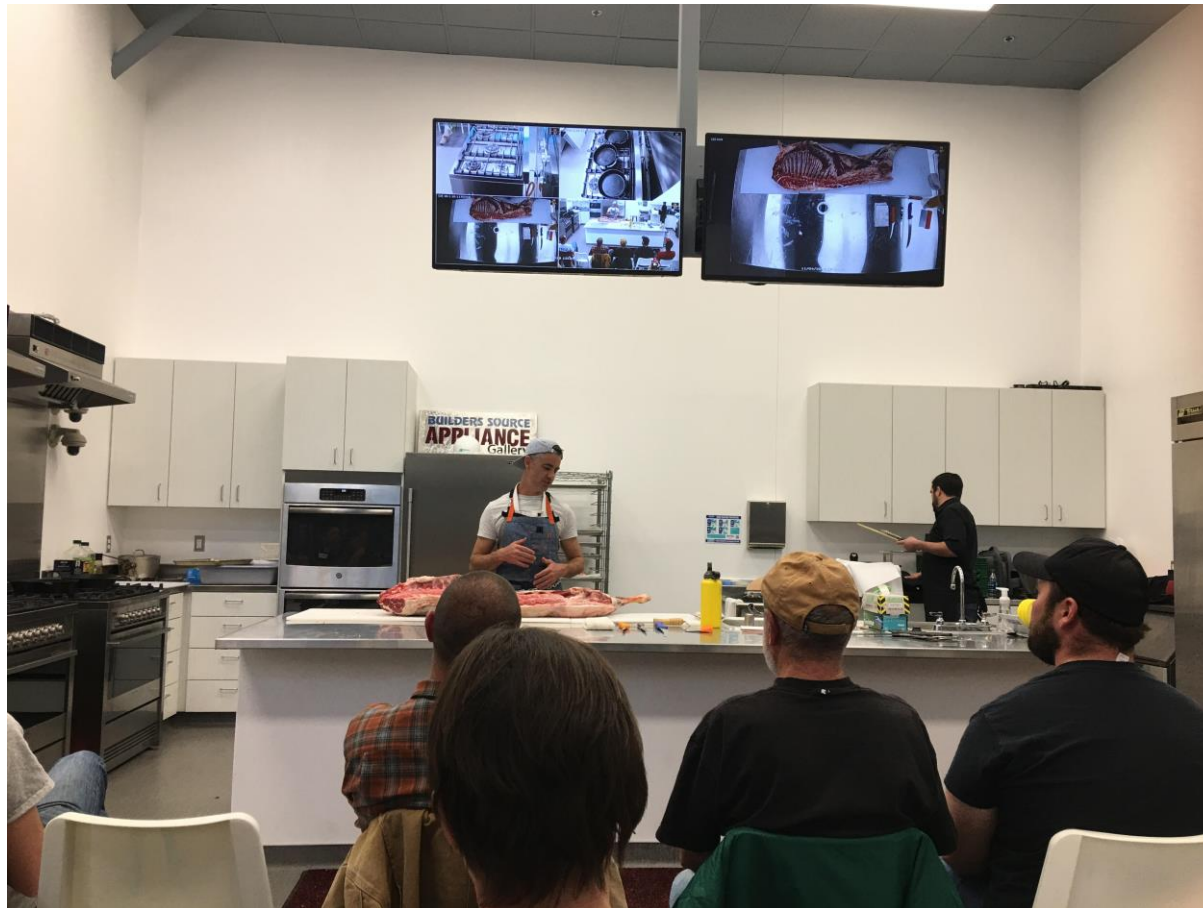
- sale of value-added products & charcuterie under the SMM Meats Label
- large scale distribution.



Education & Preparation

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

-- Colin Powell

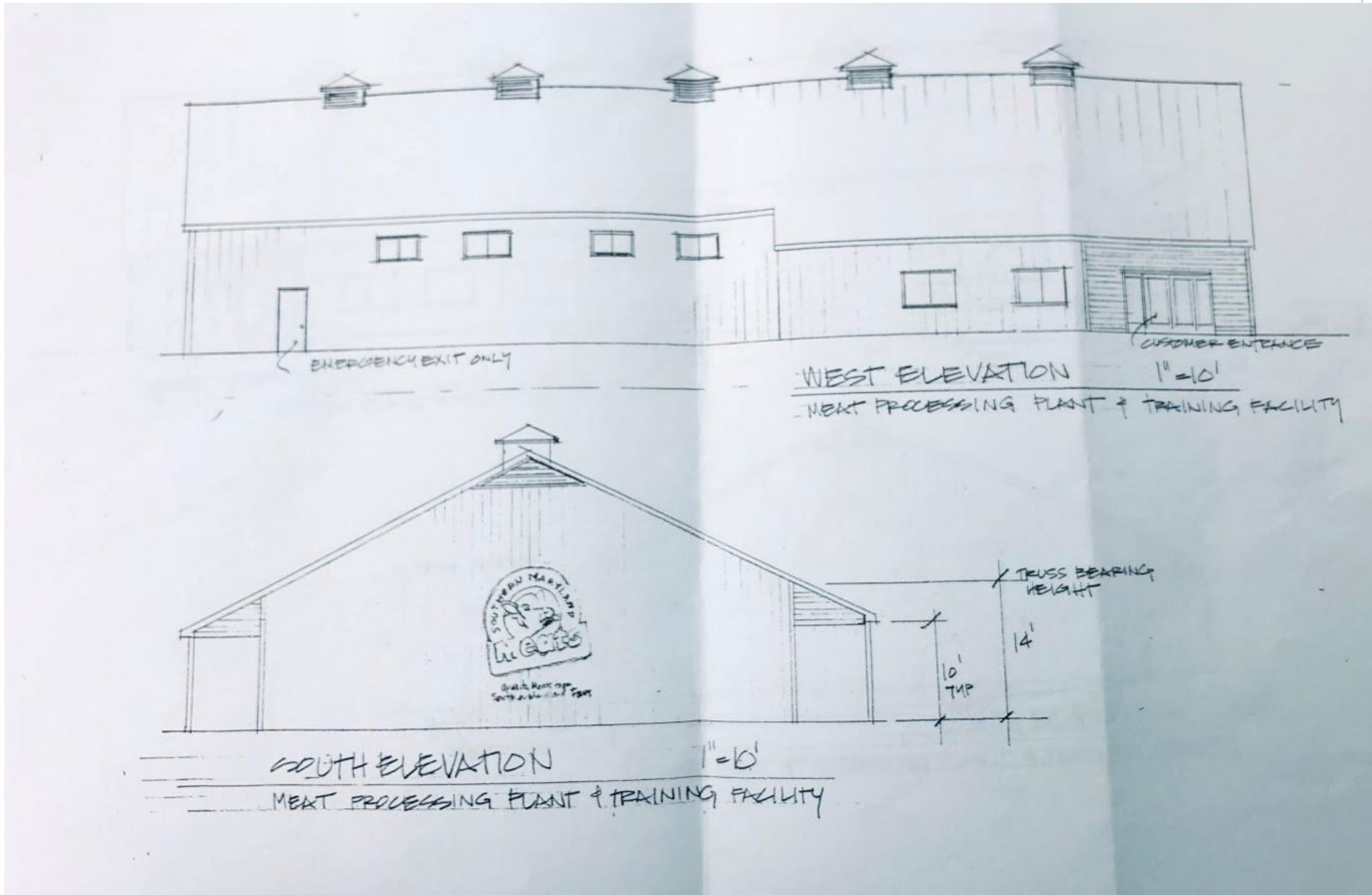


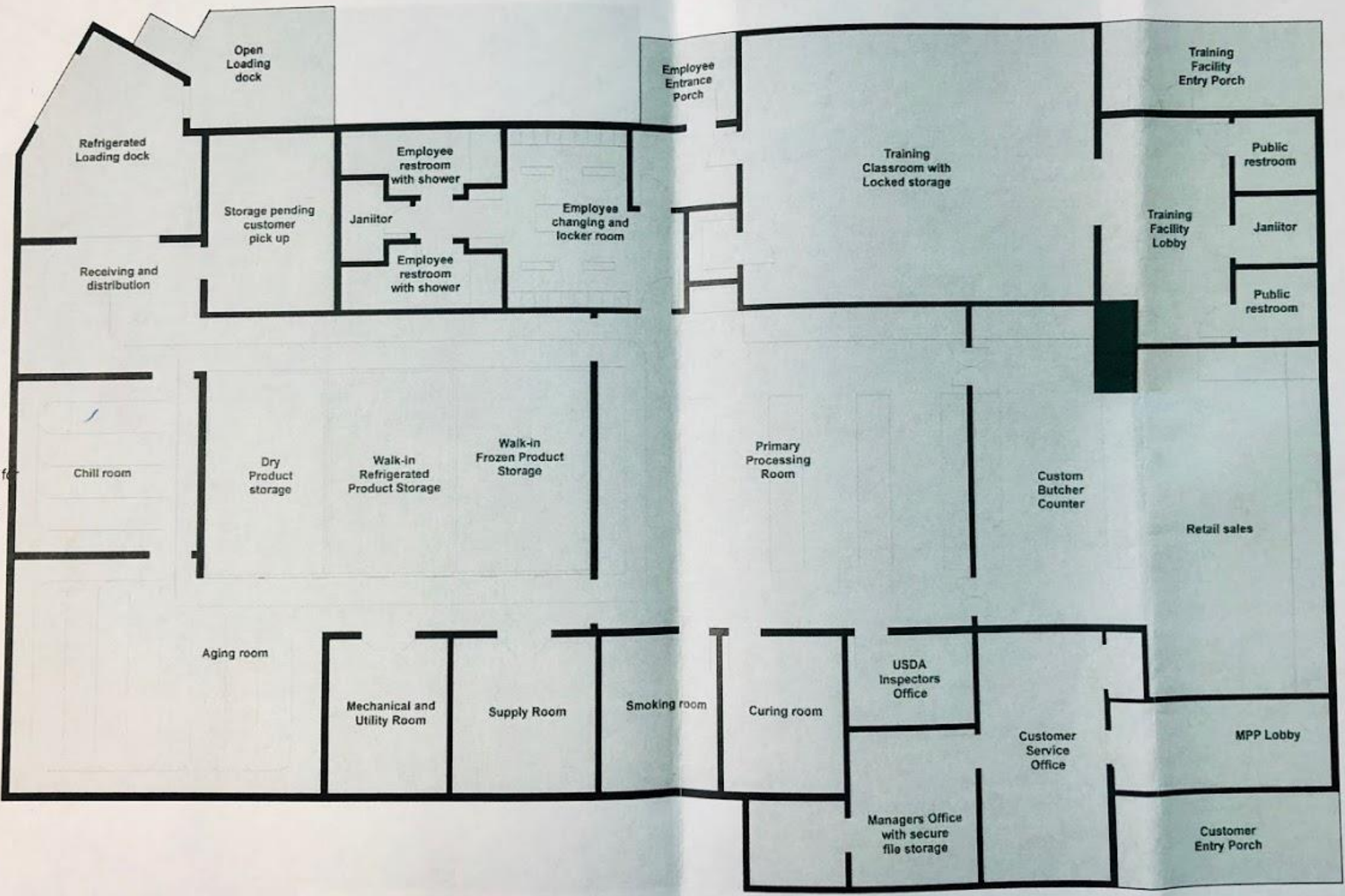
Classes & Workshops

- 3 Day Seminar - From Life to Meat
Instructors: Camus Davis, Author of *Killing It*, and Adam Danforth, James Beard Winning Butcher and Author of *Butchering*
- 3 Day Seminar - Charcuterie
Instructor: Meredith Leigh, Butcher, Charcuterist, and author of *Pure Charcuterie: The Craft and Poetry of Curing Meats at Home*
- 4 Day Seminar - The Farmstead Meatsmith & Killing a Pig Nicely - Instructor: Brandon Sheard



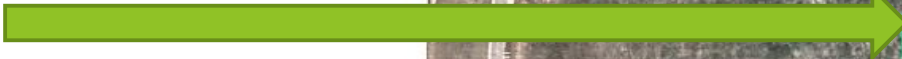
Regional Agricultural Center (RAC)





This area is available for construction of a future ware house

RAC Property



Route 5



Route 6



84 Lumber



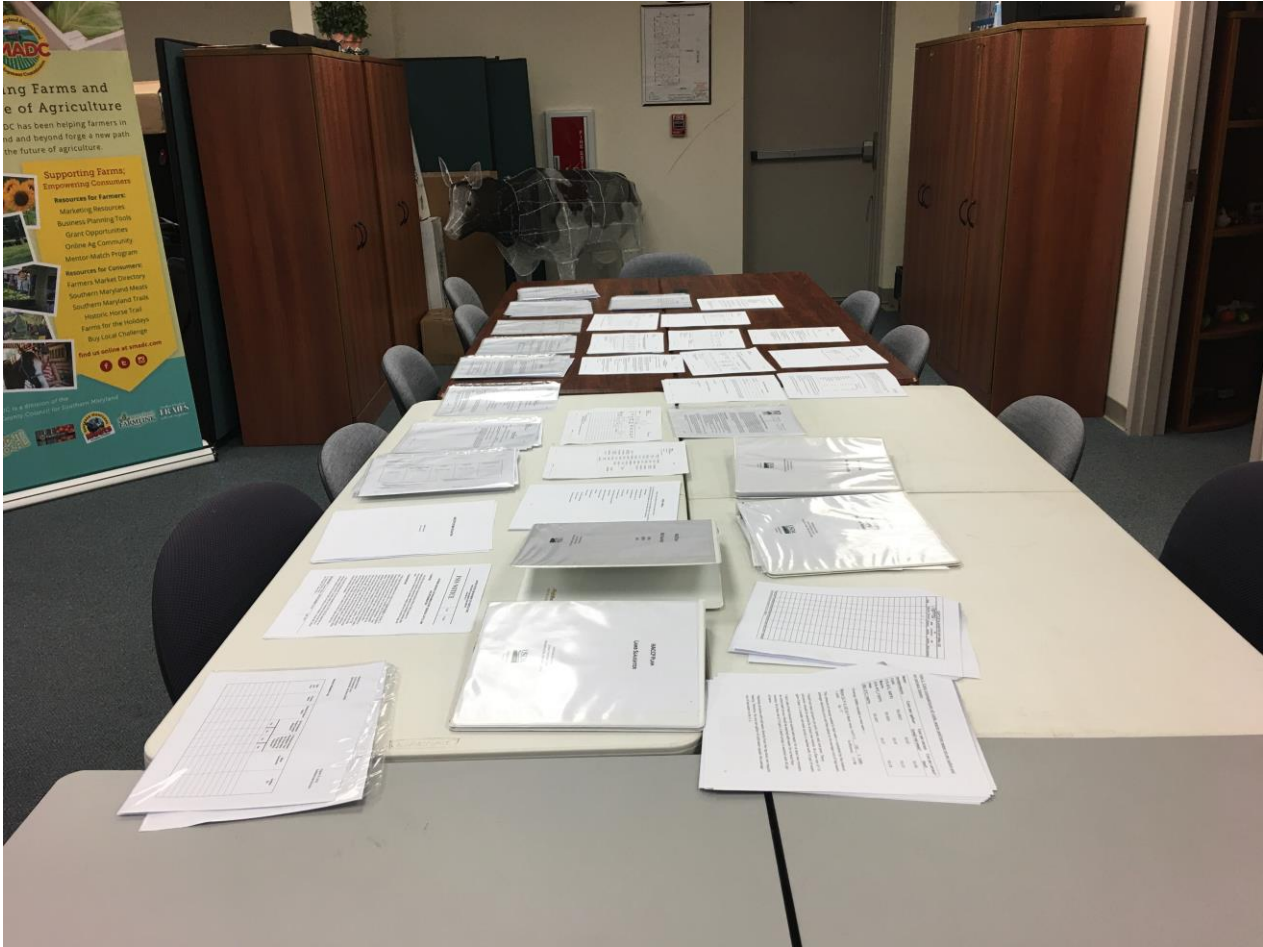
Currently, as of June 18th...

- ▶ The MOU drafts are in progress between SMADC & St. Mary's County
- ▶ Progress meetings are being held monthly between St. Mary's County & SMADC.

Westham Slaughterhouse Update



Documents & Details...



Facility



Timeline...

- ▶ Currently doing custom slaughter
- ▶ Submitting Application for Federal Inspection this summer.
- ▶ USDA/FSIS has a 30-90 day review process
- ▶ When Grant of Inspection is obtained, SMADC will announce the opening.



Southern Maryland Meats Program Update



New Website

BLOG JUNIOR PROGRAM RESOURCES FOR FARMERS ORDER 'TAKING STOCK'

HOME

LOCAL FARMS

LOCAL MEATS



OUR PLEDGE

WHERE TO BUY

CONTACT



Small Farms, Big Flavor

FIND LOCALLY RAISED, HIGH QUALITY MEATS
IN SOUTHERN MARYLAND

<https://southernmarylandmeats.com/>

Website Metrics

OVERVIEW

Total number of users on website September 1, 2018 - May 31, 2019: 5,708 (average 634/month)

Average of 1.29 page views per user

Average site duration: 2:58

TRAFFIC

1. Organic Search: 60% (85% of organic coming from Google)
2. Direct: 30%
3. Social Media: 5.3%
 - a. Facebook: 99%
 - b. Twitter: 1%
4. Referral: 4.8%
 - a. SMADC.com: 42%

45% of total traffic comes from Maryland (see attached report)

ACTIVITY

Top 5 pages on SMM Website:

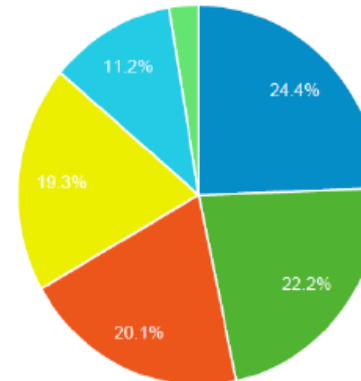
1. Local Farms: 2,537 unique page views (13%)
2. Home: 2,207 (11%)
3. Local Meats: 974 (5%)
4. Alvey Brothers Farm: 701 (4%)
5. Where to Buy: 834 (4%)



USER DEMOGRAPHICS

Equal proportion of male to female users (49.4% female / 50.6% male)

	1,682 % of Total: 29.47% (5,708)	1,682 % of Total: 29.47% (5,708)
1. ■ 35-44	415	24.43%
2. ■ 45-54	378	22.25%
3. ■ 55-64	342	20.13%
4. ■ 25-34	328	19.31%
5. ■ 65+	191	11.24%
6. ■ 18-24	45	2.65%



Southern Maryland Meats Book 'Taking Stock'

Won a National 'ACE' Award from the Association for Community Excellence.

Almost 200 copies are in circulation



SMM Junior Program

I joined Southern Maryland Meats for many reasons. The first reason is the outcome, not just the hundred dollars for an essay or money for anything.

SMM gives great advice for caring for your animals and a lot of support. Throughout the two years I've been a Junior Member, I have learned a lot from SMM. I set my goals for the year from the rule book, and I follow what they suggest I do for my animals.

- Carrie Jones

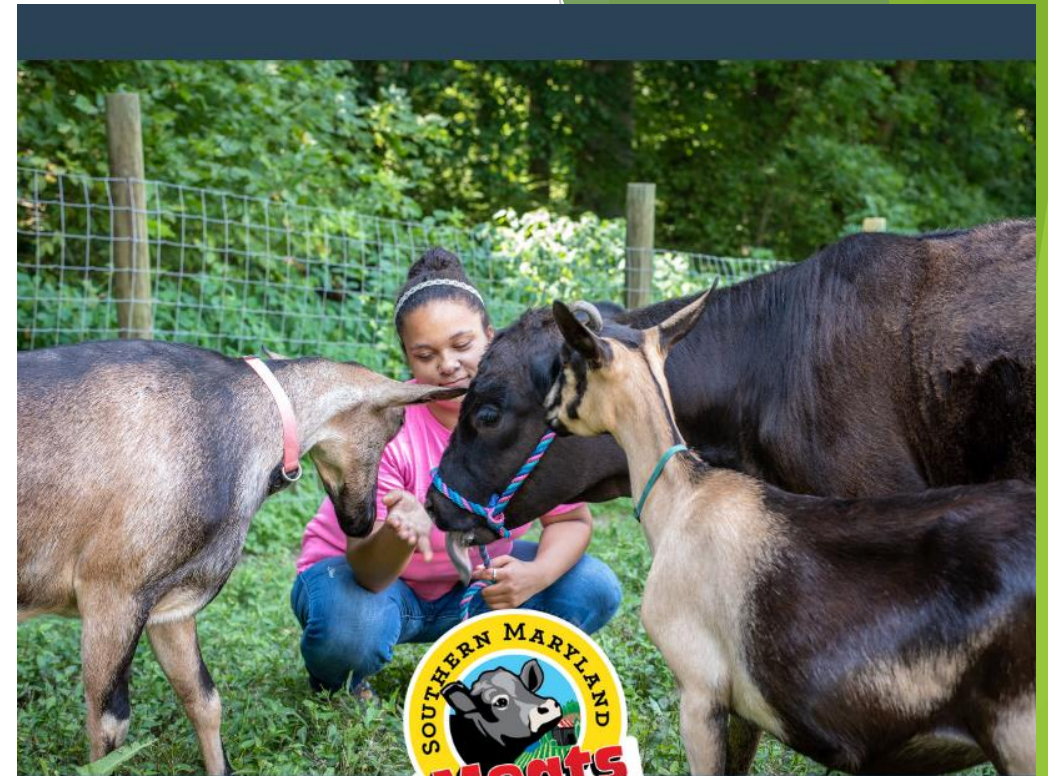
Program Stats

131% Increase in Two Years

37 Juniors in 2019

32 Juniors in 2018

16 Juniors in 2017



SOUTHERN MARYLAND MEATS

JUNIOR MEMBERSHIP PROGRAM

APPLICATION DEADLINE: MAY 17TH

Don't miss out, enroll today before it's too late!

For more information, check out 'What's New' at smadc.com.

Southern Maryland Invitational Livestock Expo (SMILE)

The SMILE show organized by Jay and Justine Farrell and underwritten by SMADC is in its 14th year of providing an educational, fun and nurturing environment for area youth to showcase their skills and talents, foster camaraderie and enhance their knowledge and appreciation of Southern Maryland's rich agricultural heritage.

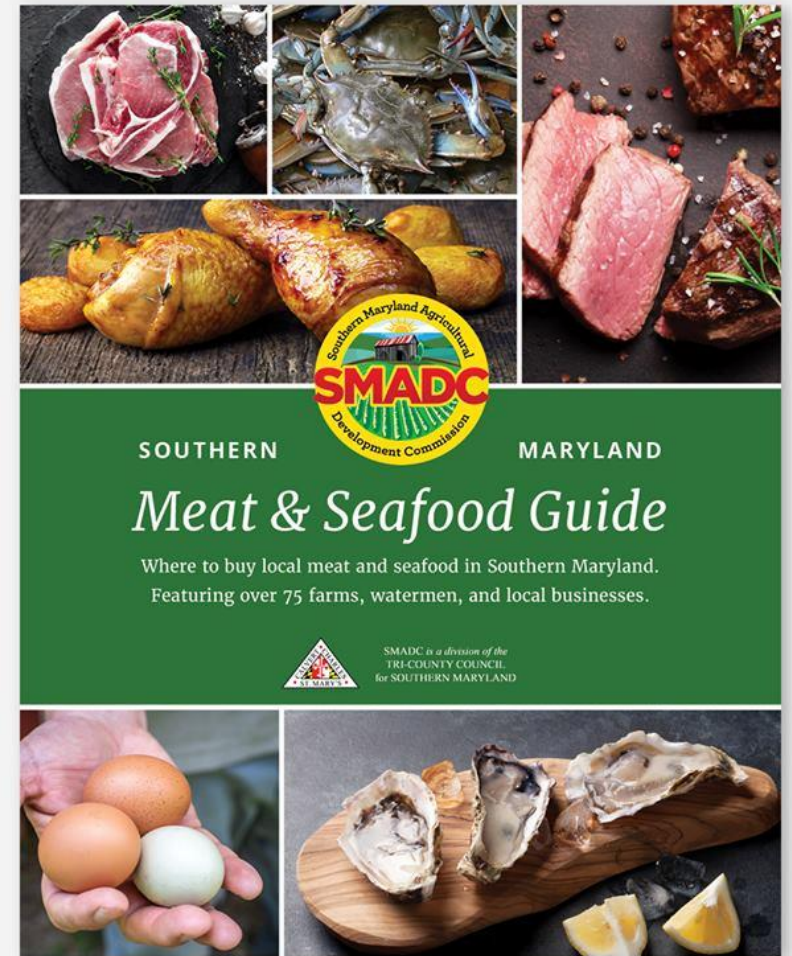
In 2018, 111 children participated in the show.

It is being held at the St Mary's County Fairgrounds this weekend, June 22 and 23.



New SoMD Meat & Seafood Guide

- **78 local farmers and producers showcased**
- The Guide's reader-friendly format dedicates separate sections to each industry that include summarized introductions for each farm/producer, easy to see at-a-glance livestock and seafood icons indicating which meats/seafood are offered, as well as details on individual raising practices, how to buy and order options (cuts, custom, CSA's) and contact information.
- Available in print and to view or download on-line.
- Free to the public at regional libraries, welcome centers and participating producers.
- **Pick up a copy tonight**



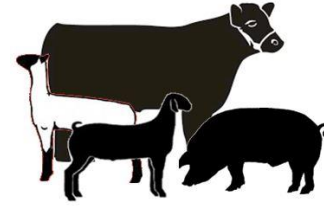
New Southern Maryland Meats Farm Field Signs



How it all ties together: Westham, RAC, SMM

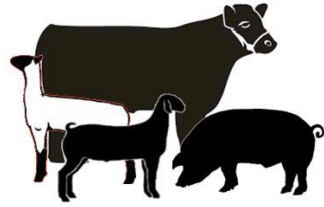


Upcoming Opportunities for Livestock Farmers When the RAC is Built & the Westham Slaughterhouse is Fully USDA Certified:



- ▶ Farmers will now have the opportunity to utilize the new local Westham slaughterhouse, the RAC, and the Southern Maryland Meats program in conjunction to further their business models and to enhance the supply chain to customers in the following ways.
- ▶ Farmers can use a combination of any of these options:

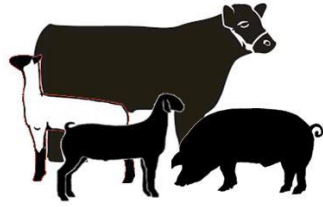
Option A.



Farmers can take their livestock to the Westham slaughterhouse, have them processed into halves & quarters, and have them transferred to a USDA certified butcher of their choosing for cutting, packaging, and labelling, then pick them up themselves to take home to sell at their farm stand, farmers market, direct to restaurants, etc.

Farmers in the **Southern Maryland Meats (SMM) Program** can also affix the **SMM label** to their product, along with their own farm label.

Option B.

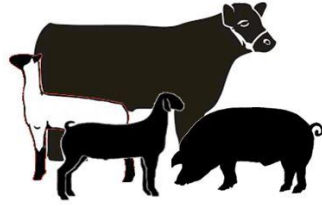


Farmers can take their livestock to the Westham slaughterhouse and arrange to have them processed and for the RAC refrigerated truck to pick up the meat and transport it back to the RAC butcher shop for cutting, packaging, and labelling according to cut sheets and/or be made into custom cuts and value-added products to the farmers specifications (sausage, ground beef, scrapple, specialty bacon, etc).

Farmers then pick up their product and take home to sell at their farm stand, farmers market, direct to restaurants, etc.

Farmers in the Southern Maryland Meats (SMM) Program can also affix the SMM label to their product, along with their own farm label.

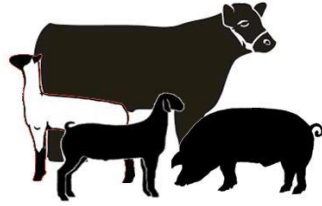
Option C.



Farmers can take their livestock to the Westham slaughterhouse and arrange to have them processed and for the RAC refrigerated truck to pick up the meat and transport it back to the RAC butcher shop for cutting, packaging, and labelling according to cut sheets and/or be made into custom cuts and value-added products to the farmers specifications (sausage, ground beef, scrapple, specialty bacon, etc) and placed into the cases in the RAC retail store to be sold under their farm label. A small percentage of the sale would go to the RAC, and the rest to the farmer.

Farmers in the Southern Maryland Meats (SMM) Program can also affix the SMM label to their product, along with their own farm label.

Option D.



Farmers in the Southern Maryland Meats Program can take their livestock to the Westham slaughterhouse, have them processed, and arrange for the meat to be picked up by the RAC refrigerated truck, brought back, and sold to the RAC.

This is an easy option for farmers who do not want to do direct to consumer or retail sales themselves.

Once the meat is purchased by the RAC it could be used in the following ways:

- 1.) Sold at the RAC store as cuts, value-added, or charcuterie under the Southern Maryland Meats label
- 2.) Aggregated together into large lot amounts to be sold under the Southern Maryland Meats label to institutions that wish to buy local; schools, hospitals, etc

Example: A local county school system wishes to purchase 1,000 lbs of ground beef to be served in their lunches. They contact the RAC and an order is arranged using beef aggregated together from 8 different producers and sold to the school under the Southern Maryland Meats label.

Additional Notes

- ▶ It is always the goal of SMADC to help farmers further their profitable businesses. These options are an opportunity for farmers to utilize the services, however by no means is anyone obligated to participate. Every farmer will do what's best for their personal business model.
- ▶ Although housed in a county owned building, the RAC will be run as a public/private business, and as such is expected to be able to turn a profit within 3-5 years of the initial investment to keep itself viable long term. While being built with the original grant, once it is open it will not be government subsidized
- ▶ The overall goal is for the RAC to be a production & distribution facility: with locally grown products, that are locally processed, and sold within the Mid-Atlantic region, therefore profiting farmers, creating jobs, and keeping dollars in our local ag community.



Cont'd...

- ▶ It is never the intention of the sales portion of the RAC to be competing with local businesses; it is intended to provide another positive point of sale for those businesses. Much like farmers now already sell at their home farm stand, a farmers market, and other local stores - the RAC will simply be another outlet for additional sales for their products.
- ▶ We welcome all community input as we move through this process, and look forward to the RAC benefitting the agricultural economy as a whole in Southern Maryland.





Coming together is a beginning, keeping together is progress,
working together is success.

- Edward Everett Hale