



THE OHIO STATE UNIVERSITY

South Centers

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The Ohio State University
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- Manufacturing & Technology SBDC
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Connection

BUSINESS & ECONOMIC DEVELOPMENT NETWORK

Social and Mobile Media Marketing

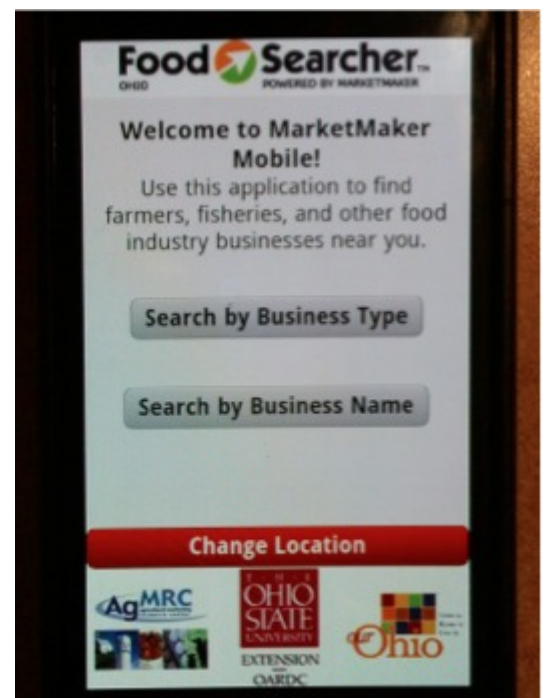
By: Dr. Julie Fox, Program Director, Direct Marketing Specialist

Facebook. Twitter. Google+. Pinterest. It seems like there are new social networking opportunities launched weekly. Customers are using Androids, iPhones, tablets and other mobile devices to find and interact with businesses. Social networking and mobile device usage continues to grow and can be an effective way to attract new customers, develop customer relationships, and enhance their loyalty. It is hard enough for full-time marketers to stay up on all of these opportunities, let alone trying to understand it all after a long day at work.

The Ohio Direct Marketing Team, under the leadership of Julie Fox, has developed several programs and resources to help businesses understand the social and mobile marketing opportunities and determine which tools are best for their business. In January, Fox delivered an eXtension webinar for 130 people who were interested in Maps, Apps & Mobile Media Marketing. During January through April, Fox and members of the Ohio Direct Marketing Team partnered with Penn State University and the University of Minnesota to provide a series of social media webinars. Topics covered included developing a social media strategy, quality content, reaching mobile customers, mobile payments, and reputation management. In March, Fox was invited to deliver a pre-conference session on social media marketing at the 2012 Women in Agriculture Educators National Conference in Memphis, TN.

Another marketing challenge being addressed is helping businesses understand and utilize the maps and apps opportunities for smart phones. More and more consumers are using mobile devices and GPS units to find places, so making sure business listings are accurate are very important. Through webinars and resources posted on the OSU Marketing Connections website, businesses can learn to make the most of internet mapping systems, GPS systems, mobile applications and other mobile marketing opportunities.

Many resources and archived copies of the webinars presented on social media marketing can be viewed at <http://directmarketing.osu.edu/content/technology.htm>. For questions or comments, contact Julie Fox at fox.264@osu.edu.



FARMS, FORESTS & STREAMS

Food Industry Connections

By: Dr. Julie Fox, Program Director, Direct Marketing Specialist

The Ohio MarketMaker program, <http://ohiomarketmaker.com>, continues to play a strong role in connecting local food producers, food buyers and other industry professionals. Not only is the program growing in the number of visitors and registered business (1,300+), it is growing ways it makes local connections.

One example of this program growth is the addition of the Ohio Farm to School Program on MarketMaker. One challenge for schools getting started with Farm to School initiatives is identifying where to find local products for their dining services. MarketMaker was quickly identified as a tool that could help schools find fresh, local foods to serve their students. In 2011, enhancements were made to help connect all involved in Farm to School activities. Along with updating the Ohio MarketMaker site to include school-specific information, Ohio showcases a MarketMaker widget on the National Farm to School Network's website (<http://www.farmtoschool.org/OH/farms.htm>). The national MarketMaker network and the Ohio Farm to School Advisory group are exploring ways to continue improving these connections.

The MarketMaker program is also responding to the rapidly-growing population now using smart phones and other mobile devices to find information. A new Food Searcher mobile website, powered by MarketMaker, is under development and will be launched later this year.

More industry groups are taking advantage of MarketMaker features as well. The Ohio Grape Industries Committee added their group designation for Ohio wineries joining the Ohio Proud Program group that was added in 2010. When the profile of one of their members is viewed, it shows their logo and affiliation with that group which enhances their profile.

Ohio MarketMaker has been featured and demonstrated at several meetings and events. These include OSU Extension's annual report and legislative luncheon, the Ohio Farmers' Market Conference, the Ohio Wine Conference, the Ohio Produce Growers and Marketers Association's Annual Congress, Farm Science Review and many others. It is also a strong component of the MarketReady program that teaches producers to sell through various marketing channels.

The growing national network now includes 20 states. Julie Fox, Direct Marketing Specialist at the Ohio State University South Centers and Program Director for Ohio MarketMaker, recently visited with the MarketMaker team in South Carolina to help them further advance their program. "The network partners work collaboratively to bring together new features, new programs and new resources that benefit Ohio food businesses," said Fox. "It's a great example of how our state partners and national partners work together."

With increased emphasis on making connections in all aspects of the food system, MarketMaker is positioned to help meet the challenge. Julie Fox and the Ohio Direct Marketing Team coordinate the efforts of the Ohio MarketMaker program. State partners providing resources and guidance for the program include the Ohio Department of Agriculture/Ohio Proud, Ohio Farm Bureau/Our Ohio, Ohio Grape Industries Committee, the Center for Innovative Food Technology, Ohio Farmers Markets, the OSU Center for Farmland Policy Innovation and a growing list of industry organizations.

For additional information, please contact Julie Moose, moose.14@osu.edu.

BUSINESS & ECONOMIC DEVELOPMENT NETWORK

Specialty Crop Growers Apprenticeship Program is growing growers

By: Kimberly Roush, Program Assistant, Business Development Network

Many know that expanding access to nutritious, locally grown Ohio food is important to the health of consumers, but the benefits don't stop there. Expanding local food production also increases employment and improves the local economic vitality in rural and urban areas. In response to the escalating demand for locally grown fruits and vegetables, the Non-Profit Local Foods Network (NPLFN), local producers, community food growing projects, and The Ohio State University (OSU) South Centers are working together to increase the number of specialty crop growers in Ohio.

In 2011, the NPLFN, under the direction of Rick Dinovo, president of Central Marketing Associates, a produce brokerage and transport business based in Delaware, OH, formed an Education and New Growers Support Committee chaired by Steve Fortenberry of Goodness Grows, a Youngstown area faith-based non-profit. This committee, consisting of member representatives from Goodness Grows, OSU Extension, Central Marketing, Enright EcoVillage, Findlay Market, Ohio Cooperative Development Center, and the United Food and Commercial Workers, met regularly to create ways to increase the number of local specialty crop growers.

The committee's first program is a Specialty Crop Growers Apprenticeship Program. The Specialty Crop Growers Apprenticeship Program was submitted to and approved by the Ohio State Apprenticeship Council for implementation. The first apprenticeship classes are being held in the Cincinnati and Youngstown areas.

As part of the entrance requirements, potential apprentices submitted applications, were interviewed, and took a general skills knowledge assessment. Approved applicants began the 9-month program on April 4, 2012. The Program consists of 144 hours of technical classroom instruction and 2,000 hours of on-the-job-training (OJT). Apprentices, who are paid by their OJT employer, work 30 to 40 hours per week until OJT hours are completed. Classroom training is done 4 hours a week for 9 months. The program is coordinated in the Cincinnati area by Charles Griffin with Enright EcoVillage, The Findlay Market, Our Harvest Cooperative, and Christie Welch, Farmers' Market Specialist at The OSU South Centers. In Youngstown, Greg Bowman with Goodness Grows, and Chet Bowling, OSU Extension Community Development Specialist coordinate the program.

Brad Bergefurd, Horticulture Specialist at OSU South Centers, provides online technical instruction. Bergefurd's curriculum includes research-proven techniques of seasonal crop planning and production, equipment and facilities maintenance, growing medium and soil preparation, harvesting and packing delivery, government regulations compliance, and product marketing strategies. In addition to the horticulture training, apprentices also receive business and cooperative development training. The topics include safety requirements, recordkeeping, taxes, financing and loan options, land acquisition, business planning, cooperative formation, bylaws development, board of directors training, and cooperative purchasing. The related business and cooperative development instruction is provided by the Ohio Cooperative Development Center Staff and other guest speakers.

Upon program completion, each apprentice will receive a certificate from the Ohio State Apprenticeship Council and the Bureau of Apprenticeship and Training, U.S. Department of Labor. Participants who complete the apprenticeship program will continue to be supported by the NPLFN through technical support specialists in the specialty crop growers' field.

The Education and New Growers Support Committee continues efforts to partner with two-year educational degree-granting institutions and commercial trade schools to initiate a two-year Specialty Crop Growing and Marketing Program. For further program details, call Tom Snyder at 740-289-2071 ext. 220 or email snyder.11@osu.edu.

FARMS, FORESTS & STREAMS

Ohio Farm to School Opportunities

By: Dr. Julie Fox, Program Director, Direct Marketing Specialist

More schools are looking to local growers and producers as their first choice in fresh foods as more parents and community members want students to have access to healthy local foods in school cafeterias.

The Ohio Farm to School program supports efforts that provide youth, pre-K through college, with access to nutritious food while supporting local farmers and communities. “This program not only provides young people with fresh, local food, but also helps them understand where their food comes from and how food choices affect their health, environment and community,” said Julie Fox, direct marketing specialist for Ohio State University Extension. “In Ohio, the program has an outstanding advisory group and statewide outreach through OSU Extension,” Fox added.

The statewide advisory group met in April to discuss how food producers, school professionals and other organizations can support the development of Farm to School in Ohio. A number of emerging opportunities are helping this group work toward the ultimate goals of developing healthy young people, a healthy economy and healthy communities. For example, School Food Focus, an organization that brings urban school food service professionals and community partners together with research and technical assistance to work on specific procurement goals, is launching an upper midwest Regional Learning Lab. On April 17th the USDA announced a new Farm to School grant program. The Healthy, Hunger-Free Kids Act of 2010 established funding for grants to support the planning and implementation of Farm to School programs. In this first funding cycle, USDA anticipates awarding up to \$3.5 million in grant funding to support efforts that improve access to local foods in eligible schools.

While these new resources will help expand Farm to School in Ohio, Farm to School activities are already evident all over the state, with new school gardens, more Ohio foods served in school cafeterias, chef visits to classrooms, field trips to Ohio farms, and more. Farm to School was featured in the Connections publication from the OSU College of Food, Agricultural, and Environmental Sciences. A Farm to School exhibit and materials were on display at various industry events throughout the winter months. OSU Extension partnered with the Ohio Produce Growers and Marketers Association (OPGMA) to host a Farm to School webinar in March. The Ohio Department of Health received grant funds that include resources to conduct survey research with school food service directors in spring 2012.

Ohio’s program is part of the national Farm to School program that connects students with healthy, locally sourced food through a variety of educational and experiential learning initiatives, said Chelsey Simpson, spokeswoman for the national program.

For additional information, contact Julie Fox, fox.264@osu.edu or visit <http://farmtoschool.osu.edu>.



FARMS, FORESTS & STREAMS

Aquaculture News

First Friday Aquaculture Tours

By: Dr. Laura Tiu, Aquaculture Extension Specialist

Researching an aquaculture enterprise takes a lot of time. Aquaculture is a complex industry and the learning curve is long and steep. As part of the learning process, aquaculture entrepreneurs are encouraged to visit existing aquaculture farms to get a better understanding of the facilities and techniques involved in growing fish. Unfortunately, given increasing biosecurity concerns on private fish farms, it is becoming increasingly difficult to visit an operating fish farm. In order to give interested individuals that opportunity, we are opening up the Ohio State University Aquaculture Research Facility to group tours the first Friday of every month from March through October. These informative, yet informal First Friday Aquaculture Tours are scheduled from 10:00 am until 12:00 noon. They include an overview of the OSU Aquaculture Program, updates on the latest research projects, and a tour of our laboratories and fish farm facilities. Picture taking is encouraged and welcomed. Participants are encouraged to dress for the weather as the majority of the tour takes place outdoors.

The event is hosted by OSU's Center for Aquaculture Research and Development, Ohio Agricultural Research and Development Center, and Ohio State University Extension.

For more information, or to register (free, but required), contact Julie Moose at (740) 289-2071, ext. 223 or e-mail moose.14@osu.edu.



Laura Tiu with First Friday Tour participants

Perch Day Highlights

By: Julie Moose, Information Associate

On Friday, April 6, OSU South Centers hosted 20 fish enthusiasts to learn about the production of yellow perch. Ohio is the one of the largest yellow perch producing states, and many beginning aquaculture farmers look to this species when starting an aquaculture operation.

The day began with an overview of aquaculture in Ohio and classroom instruction on the steps to get started in an aquaculture business. Aquaculture Specialist, Laura Tiu, presented the introductory session that helps prospective producers evaluate fish farming systems and determine what will work best for their unique situation. The steps for successful fish production were reviewed, allowing the attendees to evaluate the time, costs, and resources needed prior to investing in the business. Start-up mistakes can be very costly, and this review can save a producer substantial time and money.

During lunch, the group viewed a perch spawning video, followed by a walking tour of the Ohio Center for Aquaculture Research and Development at the OSU South Centers. Participants got to see the state-of-the-art aquaculture genetics research lab, the indoor research facility, production ponds, and greenhouse production systems. Yellow perch spawning season was in full swing, so all stages of perch production could be viewed up close.

Participants reported a 30% increase in aquaculture knowledge after completing the event. Eighty-two percent plan to use the knowledge they gained in the future. Attendees estimated the value of the workshop for them personally as between \$2,000 to \$7,500. They rated their overall satisfaction with the workshop as an 8.2 on a 10 point scale.

Due to the success of Perch Day, look for additional specialized aquaculture workshops to be held in conjunction with our First Friday Tours throughout the summer. For more information on fish farming, visit our website at www.southcenters.com/aqua.

FARMS, FORESTS & STREAMS

Blackberry, Blueberry and Winegrape Pruning Workshop

By, Dr. Gary Gao, Small Fruit Specialist and Associate Professor

Fifty-one attendees participate in the Blackberry, Blueberry and Winegrape Pruning Workshop at the Wine Grape Research and Demonstration Vineyard at OSU South Centers on March 1, 2012. The weather was absolutely perfect that day! Gary Gao demonstrated how to prune blackberries, and Mark McCann, owner of McCann's Blueberry Farm, Chillicothe, OH showed attendees how to prune blueberries.

Dave Scurlock, OARDC Hort and Crop Science, demonstrated how to prune hybrid winegrape cultivars trained to a bilateral high cordon system. Imed Dami, OARDC Hort and Crop Science, showed attendees how to prune Vinifera winegrapes which are trained to a Vertical Shoot Positioned (VSP) Trellis System.

The attendees were divided into two smaller groups so that they could have more interaction with the presenters and opportunities for hands-on pruning practice. A few of our workshop attendees were brave enough to prune a vine. They did a wonderful job.



Mark McCann demonstrated blueberry pruning techniques.

Photo by Dr. Gary Gao



Dr. Imed Dami demonstrated how to prune VSP-trained Vinifera winegrapes.

Photo by Dr. Gary Gao

Continued on next page

FARMS, FORESTS & STREAMS

Blackberry, Blueberry and Winegrape Pruning Workshop



Dave Scurlock demonstrated how to prune vines trained to a bilateral high cordon system.

Photo by Dr. Gay Gao

My thanks and appreciation goes to Mark McCann, Imed Dami, and Dave Scurlock for giving their time and sharing their expertise.

Additional hands-on and practical programs will be offered at OSU South Centers in Piketon. If you have any suggestions, contact Gary Gao at gao.2@osu.edu.

BUSINESS & ECONOMIC DEVELOPMENT NETWORK

Local Assistance Available for Small Businesses seeking to Trade Internationally

By: Kelly O'Bruant, Director ITAC, Program Specialist Business Development Network

Companies today compete in a global market that is significantly larger than the United States market. With 95 percent of the world's population living outside the United States, it is time for small companies to explore these potential customers and benefit from these lucrative global markets.

The International Trade Assistance Center (ITAC) now located at the Ohio State University South Centers in Piketon, serves as southern Ohio's first point of contact for information, resources, referrals and consultation for the new-to-export, new-to-import, and expanding businesses, helping to connect Ohio entrepreneurs and small businesses with new buyers and new markets abroad.

The ITAC staff will assist companies by providing no-cost, in-depth and confidential counseling, including:

- assessment of your company's global readiness
- securing international market research and regulatory information
- development of an international business plan
- international transaction assistance
- networking with service providers
- introduction to federal and state government agencies that provide services, programs, and financial resources to companies seeking to export
- training opportunities

For more information regarding no-cost confidential business counseling from the Ohio State University South Centers International Trade Assistance Center, contact: Kelly O'Bryant, CBA, Director, OSU South Centers ITAC, 1864 Shyville Road, Piketon, OH 45661, Phone: 740-289-2071 ext 235, Fax: 740-289-4591, or Email: obryant.6@osu.edu



**International Trade
Assistance Center**

Our Mission

We enhance Southern Ohio by assisting people with informed decision-making through responsive research, education, entrepreneurial application and collaborative partnerships. We are a leading, respected contributor to the land grant mission of The Ohio State University.

Our Vision

We create an environment where our research based educational resources unite to inspire confident decision-making by:

- Fostering objectivity in research and programming
- Interacting with the public and responding respectfully to their needs and opportunities
- Utilizing a holistic approach to problem solving and program delivery to strengthen youth, individuals, families and communities
- Facilitating technology advancement
- Demonstrating and developing leadership
- Educating volunteers for community service

FARMS, FORESTS & STREAMS

Indoor perch larvae nursery

By: Dr. Hanping Wang, Senior Research Scientist and Paul O'Bryant Research Assistant Aquaculture


Recently, researchers have successfully nursed perch larvae and fry in an indoor aquaculture system at the OSU South Centers Aquaculture Research Center. Experimenting with an indoor culture and production system for marine rotifers, and using algal paste to supply the rotifers, and then intermixing rotifers with artemia and micro-diets, approximately 50% of the perch fry were successfully reared and transferred to a complete artificial diet. Researchers have been able to successfully hatch, maintain, and grow multiple tanks of yellow perch fry using this approach. This breakthrough will allow more control in perch rearing and eliminate variables such as weather and temperature. Future experiments with this process will follow.

Yellow perch is the most popular aquaculture species in Ohio. One roadblock hindering expansion has been low survival and availability of fry and fingerlings. The survival rate of traditionally pond-nursed fry is dependent on weather, and late winter storms can kill all the fry in ponds overnight. Yellow perch can reach market size in one year with a constant temperature and photoperiod in an indoor system, which limits sexual maturation. Therefore, developing the indoor culture of yellow perch has significant advantages over pond culture. Limiting this possibility has been the poor indoor survival of newly-hatched fry to the stage where they are completely feed-trained. Developing techniques to increase indoor survival of larvae and fry using live feed will have a significant impact on the yellow perch industry development.

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<http://southcenters.osu.edu>

The Ohio Agricultural Research Development Center (OARDC) and Ohio State University Extension embraces human diversity and are committed to ensuring that all research and related educational programs are available to clientele on a nondiscriminatory basis without regard to race, color, religion, sex, age, national origin, sexual orientation, gender identity or expression, disability, or veteran status. This statement is in accordance with United States Civil Rights Laws and the USDA.

Keith L. Smith, Ph.D., Associate Vice President for Agricultural Administration and Director, Ohio State University Extension; Steve Slack, Ph.D., Associate Vice President for Agricultural Administration and Director, OARDC

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