



THE OHIO STATE UNIVERSITY

South Centers

Connection

FARMS, FORESTS & STREAMS

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The Ohio State University
South Centers include:

- Piketon Research and Extension Center
- Endeavor Center for Business Incubation
- Enterprise Center
- OSU Learning Center South
- Small Business Development Center
- Manufacturing & Technology SBDC
- Ohio Cooperative Development Center

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Business of Beekeeping Queen Raising Workshop a Huge Success

By: Brad Bergefurd

On April 15 and 16, 2011 the OSU South Centers hosted a queen raising workshop in cooperation with the Ohio State Beekeepers Association, Ohio State University Extension, Ohio Department of Agriculture and the United States Department of Agriculture. The goal of this program was to provide training in queen-raising techniques to beekeepers in the hopes of producing more honey bee queens locally, allowing local beekeepers more control of the genetic diversity within their bee yards and an opportunity to cash in on this beekeeping opportunity.

"The United States queen producing areas have went through a lot of changes in the past 20 years", says Brad Bergefurd, OSU South Centers Horticulture Specialist. "With the contamination of southern states queen producing areas with Africanized Honey Bee genes, this has all but shut down the industry in Florida, all but one county in Texas and Africanized bees are making their way into southern Georgia queen producing areas. This has opened up an opportunity for beekeepers in the midwest United States and Ohio in particular to diversify their beekeeping businesses and begin raising and selling queens for profit.

The Queen Raising workshop was targeted toward existing beekeepers that had a good grasp on seasonal management of hives and are ready to take it one step further by raising their own queens. The workshop was broken up into two parts; the first half was a classroom lecture and the second was more of a hands-on approach.

In the classroom, business planning was taught by Small Business Development Specialist, Patrick Dengel on Friday evening, to educate those attending how to develop a business plan for a new queen production business.

On Saturday the basics of queen and drone biology and the life cycle of each were discussed. The anatomy of the queen and the complete development process from egg to emerging queen as well as the importance of good record keeping were examined. During the second half of the class, methods of queen production including the Doolittle grafting method, Miller method, Jenter method and the Cell Punch method were taught and all participants had the opportunity to practice these techniques.

Several methods for making a cell builder hive and what a good cell builder hive should look like were demonstrated. It was also discussed and demonstrated how to make up and use mating nucs, how to place ripe queen cells into mating nucs and what to look for after queens have emerged and mated.

Grafting and queen rearing is a skill; it is not difficult, but is not something that is picked up right away. This workshop gave participants the knowledge they needed to get started and possibly turn into a profit making business or so they could become efficient at raising queens for their own use.



John Kovaleski demonstrating in hive queen cell building



John Kovaleski demonstrating the making and use of mating nuc hives



John Kovaleski demonstrating queen cell building

BUSINESS & ECONOMIC DEVELOPMENT NETWORK

Thank You to all of the Food Producers Contributing to Ohio's Economy

A note to producers from Julie Fox on behalf of the Ohio Direct Marketing Team

Dear producers,

We recognize that you invest an enormous amount of time, take calculated risks, address shifts in consumer demand, and need information that you can rapidly apply to your business situation.

As educators, we ask you how our programs help you improve your knowledge. As researchers, we ask you about your business practices. As economic developers, we ask you about your business performance.

More than ever, there is emphasis on reporting jobs created and retained, as well as capital investments. We're glad we can be a catalyst to economic improvements, but we know that growing and sustaining Ohio's economy is ultimately in your hands.

Thanks for letting us gather numbers – numbers can tell a story. Thanks for allowing us to take photos and videos – case studies and presentations can tell a story. Beyond the numbers and photos, most of you have stories that include long days balancing production, marketing and other responsibilities; ongoing efforts to understand and meet regulations; and challenging moments when you persevered through uncertain times.

“Thanks” for working with us to grow Ohio's economy and “thanks” for responding to our surveys to help us understand how we can continue helping to make your job easier and your business more profitable.

Each year, we work with more than 1,500 producers who sell a wide variety of fresh and processed food products directly to consumers and wholesale buyers. We collaborate through public-private partnerships to share the latest research, deliver cutting-edge education and work with you to develop new programs. Here are just a few:

Market Ready

MarketReady is an educational program that prepares food producers to sell directly to consumers and wholesale buyers, including grocery stores, restaurants and institutions. Workshop participants learn to think like their customers and make business decisions pertaining to specific marketing channels, such as:

- ◆ Product Selection and Supply
- ◆ Packaging, Labeling and Merchandising
- ◆ Pricing, Invoicing and Payments
- ◆ Delivery, Storage and Temperature Control
- ◆ Regulations, Certifications and Audits
- ◆ Insurance and Quality Assurance
- ◆ Marketing, Communication and Relationship Building
- ◆ Management and Financial Capacity

Connections

Producers of all types and sizes find buyers of all types

Chefs locate local ingredients

Grocers identify nearby suppliers

Consumers discover local products, farmers' markets, wineries, CSAs and more

Targets

Query demographic data to determine target markets

Map businesses and markets in various segments of Ohio's food industry

Solutions

Customize a business profile at no cost

Create contacts and easily reconnect

Post ads in the Buy & Sell Forum

Check out the online tutorials online: <http://directmarketing.osu.edu>



BUSINESS & ECONOMIC DEVELOPMENT NETWORK

Thank You to all of the Food Producers Contributing to Ohio's Economy (continued):

Local Food & Local Fun

As Ohio producers, you often provide more than food because when people buy food, they frequently buy based on other interests such as health, pleasure, celebration, gifts or unique experiences. In addition to food, some people pay to tour food production plants, visit farms and wineries (agritourism), eat at restaurants where they can meet an Ohio chef, take a cooking class or indulge in a unique Ohio culinary experience. During the coming year, we are developing resources to continue making economic advancements through culinary tourism and agritourism.

Thanks Again!

Whether you have a large or small operation, use organic or conventional methods, sell fresh or processed foods, the OSU South Centers and the Ohio Direct Marketing Team works to help you improve your marketing knowledge, practices and revenue.

As part of the Ohio State University, we're striving to move from excellence to eminence. Through your stories and your feedback we make improvements in our research, teaching, and outreach.

Sincerely,

Julie Fox, fox.264@osu.edu

<http://directmarketing.osu.edu>

Congratulations

The Commitment to Excellence Award recognizes an OSU South Centers staff member for exceptional accomplishments, leadership, and service to, or on behalf of, the South Centers for 2010. The recipient contributes to enhancing the quality of work life, customer service, and creative solutions to problems that result in significantly more effective, efficient Center operations.

This year's recipient was Assistant to the Director, Marsha Amlin, who has served 20 years at OSU South Centers. Marsha is a dedicated employee who, while modeling exceptional professionalism, also takes time to listen to and encourage fellow employees. She models integrity, fairness, versatility, and leadership qualities that make her an excellent asset to the team. Marsha is involved in charity fundraisers at the Centers and works hard to contribute to the vision of The Ohio State University. OSU South Centers is fortunate to have a dedicated employee like Marsha, and is proud to honor her with this award.



Marsha Amlin and
fellow nominee Rafiq
Islam

Gary Gao, Small Fruit Specialist at the South Centers

The Ohio State University South Centers recently welcomed Small Fruit Specialist, Dr. Gary Gao. Gary has been an extension educator, master gardener volunteer program coordinator, and an associate professor with Ohio State University Extension in Delaware County since August 2006. He was with OSU Extension in Clermont County from August 1994 to August 2006 as an extension educator for 12 years and a county director for 4 years. Gary was a postdoctoral researcher at the Center for New Plants and New Plant Products at Purdue University in 1994. He worked for Dr. Joe Scheerens as a postdoctoral researcher in the Horticulture and Crop Science Department at the Ohio Agricultural Research and Development Center, The Ohio State University.



Gary received a Ph.D. and Master's degree in viticulture from The Ohio State University. He received a B.S. degree in pomology from Shanxi Agricultural University in China.

Gary is the editor and a co-author of a new Extension bulletin #940, "Midwest Home Fruit Production Guide." He has also authored many extension fact sheets on fruit production, soils, tomatoes and herbs. Dr. Gao has published papers in the Journal of American Society of Enology and Viticulture, Journal of Extension, HortTechnology, Vitis, and The Journal of Plant Nutrition. He is also a co-author of Buckeye Yard and Garden Line, a weekly electronic newsletter.

Gary's interests include wine grape and table grape production, blackberry and raspberry cultivar evaluation and production techniques, blueberry growing, gooseberries and currants production, plant nutrition and soil fertility, fruit quality, conventional vs. high tunnel production, alternative cash crops, and the use of horticultural crops in cancer prevention. This will fit well with his new role with the South Centers as the small fruit specialist.

Gary's main hobbies are basketball, volleyball, photography, and travel (after he wins lottery). He enjoys watching OSU football and basketball. He and his wife, Wendy have two teenage sons.

BUSINESS & ECONOMIC DEVELOPMENT NETWORK

2011 Ohio Farmers' Markets Conference Attendance Doubles

By: Melissa Hurtt

Reynoldsburg, Ohio – Consumers continue to demand fresh local food. As a result, farmers' market managers and vendors attending the second annual Ohio Farmers' Markets Conference on March 3 and 4 will help to meet that demand. The Ohio Farmers' Markets Conference was held at the Ohio Department of Agriculture in Reynoldsburg, Ohio. Interest by consumers for local foods continues to grow, and evident by the increased number of participants in the Ohio Farmers' Markets Conference. Attendance nearly doubled from 2010 to 2011.

The two-day conference for farmers' market managers and market vendors featured a diverse selection of speakers offering their expertise on such topics as: cooperatives, the Ohio Proud Passport program, food safety regulations, farm inspections, starting a farmers' market, recruiting vendors for farmers' markets, social media marketing, market and vendor risk exposure and management, selling at multiple markets, growing business through farmers' markets, food assistance benefits programs, and round table discussions.

One of the most popular speakers was Terri Gerhardt, Assistant Chief with the Ohio Department of Agriculture Division of Food Safety. Participants indicated they appreciated the information and expertise Gerhardt brought to the conference. Individuals involved in Ohio farmers' markets are interested in doing all they can to ensure they are offering the safest possible products to consumers. Gerhardt's presentations reinforced that markets must operate according to the regulations, which can be confusing, and helped identify those areas where improvements can be made and where clarification in the regulations are needed.

Also included in the two-day conference was the Show 'n Tell Marketing Contest, where markets brought their marketing items and attendees voted for their favorite marketing piece. This year's winner was J Hudson, Manager of Hudson Farmers' Market in Hudson, Ohio. J became the Hudson Farmers' Market Manager a year ago, and with his background in marketing, his first goal was to bring a unified brand to the market. J hired a professional graphics designer to develop a logo and marketing material that reflected the spirit of a farmers' market – healthy, friendly, summertime, good food, fun, and family environment. The design really hit the mark. J began putting the posters in the windows of shops around town and found that people liked the posters so much they were actually taking them out of windows. He decided to sell the last of his poster supply to recover some of his marketing costs. It was such a success that he printed more of the posters to sell to customers. J said, "It is good to be recognized for all the hard work we put into our marketing material." You can find out more about the Hudson Farmers' Market at www.hudsonfarmersmarket.org.

Feedback was overwhelmingly positive regarding the conference. Nadine Morse of the Reynoldsburg Farmers' Market noted, "The information was invaluable and the interaction between market managers and vendors was priceless."

The Ohio State University South Centers Farmers' Markets Specialist and conference facilitator, Christie Welch, said, "As consumers continue to look for ways to improve the economy in their communities, they will continue to support Ohio farmers' markets and the farmers and producers who offer their fresh local products through farmers' markets. Ohio communities recognize the benefits of having a farmers' market in their community." Christie continues, "The markets keep food dollars local, provide access to fresh, healthy foods, and serve as business incubators for the small businesses that direct market their products to consumers. Collectively, farmers' markets are contributing to the economic recovery of Ohio."

This conference was sponsored by Ohio State University South Centers, Ohio Farmers' Market Management Network, Ohio Department of Agriculture, and Easton; which will be hosting a farmers' market for the first time this summer. For information about the Easton Farmers' Market, visit <http://www.eastonfarmersmarket.org/>.

If you were unable to attend the conference but would like information about growing your Ohio farmers' market or small agribusiness, contact Christie Welch via e-mail at welch.183@osu.edu or via telephone at 740-289-2071 x234.



Dr. Tom Worley, OSU South Centers Director, welcomed the 115 attendees of the 2011 Ohio Farmers' Markets Conference.



J Hudson, Market Manager at Hudson Farmers' Market, displays his market's popular poster that won the Show 'n Tell Marketing Contest at the Farmers' Markets Conference.

BUSINESS & ECONOMIC DEVELOPMENT NETWORK**OSU & ODA looking to make a splash in Ohio's economy**

By: Laura Tiu and Christopher Smalley

In past years, Ohio's aquaculture production relative to the national industry has been minimal, representing less than 1% of the food fish (.14%) sales in the United States (USDA, 2005). The Ohio State University South Centers, in collaboration with the Ohio Department of Agriculture is partnering to explore methods and support systems to accelerate the industry growth, positioning Ohio to be an industry leader.

Ohioans consume over 100 million pounds of fish and seafood each year (USDA, 2010). Since current production rates are only accounting for one percent of sales, the aquaculture market is prime for growth based upon the consumption data. Ohio has an exciting opportunity to decrease the demand for importing, increase the workforce, and enhance the local economy.

The main impetus behind the development of the Ohio Aquaculture Industry Analysis was to characterize the industry so that financial institutions and legislators could get a better understanding of the scope of the industry and feel more comfortable investing in it.

Access to capital is a necessity in this industry, like any other, because of the start-up and operating costs of a facility. Adequate funding for operations is a significant barrier. Many innovative aquaculture production plans are perceived as a risk to traditional financial institutions. It is obviously difficult for industry entrance and growth without access to debt and equity financing options for start-up and growth strategies. Aquaculture is a relatively new industry to Ohio; industry knowledge was identified as a barrier for growth. The legislators, capital organizations and potential producers have a learning curve, and organizations are working together to increase awareness and access to information.

The second reason for this study was to look for gaps in the production and marketing of aquaculture products in Ohio. Consistent production is an important element necessary to address the consumer demands. This all begins with having access to a reliable fingerlings producer. The industry will need to address this barrier in order to successfully advance production in Ohio. While access to fingerlings is currently an industry growth barrier, it can be viewed as an excellent opportunity for a number of fish farmers to fill that gap.

In order to accelerate industry growth, year-round production capabilities are essential. To keep up with warmer climate states, Ohio must turn to production methods like indoor recirculation systems. Temperature, as well as feeding practices and growth rate, can be better monitored and controlled by using the indoor facilities. Production isn't merely putting fish in a pond or tank; cyclical harvesting and marketing techniques are critical to success. As with many businesses, marketing is a gap in delivery and a key to success. Aquaculture marketing has barriers within itself, but there are also significant opportunities for local marketing initiatives.

Wholesale buyers demand consistent product all the time. The current Ohio aquaculture industry is in need of alignment with current marketing tactics and initiatives as well as the creation of an industry-specific initiative and resource. This study pointed out a way to control product availability and share costs through forming a co-op or distribution/holding facility. A cooperative of many producers could negotiate a preferred vendor contract(s) to reduce the major variable expenses of fingerlings and feed. A cooperative could also investigate the shared use of land and facilities fixed costs, as well as have some impact on electricity costs.

Investigating where the aquaculture industry may better focus its growth, a comparison was established by looking at the changes that occurred over time in the poultry, pork and beef industries, concentrating on the poultry industry. Per capita production of fish in the United States is 16 pounds per person (USDA, 2010). The per capita production of poultry, pork and beef are 82.9, 48.9, and 64.1 pounds respectively (USDA, 2010).

From 1941 to 1991, poultry production increased by 13.6 billion pounds as compared to 10.2 billion pounds for beef and only 4.1 billion pounds for pork. The reason for the dramatic increase in poultry production was two-fold. The first is that from 1941 to present day, poultry went from being produced in small quantities in outdoor systems to large climate-controlled production units controlled by large vertically integrated poultry farms. This allowed for the production of more pounds at reduced production costs. The second reason for the dramatic increase is that in the late 1970s to early 2000s poultry was viewed by many consumers as leaner and healthier than either beef or pork. This drastic change in production practices and perception of health benefits combined to propel poultry production to the place it is today. With this in mind, the health benefits of consuming fish should be strongly promoted, and the ability to make leaps in production efficiency should be pursued so fish production might make the same gain as that of poultry.

Many areas were explored and recommendations were given, including creating an Agriculture-based loan fund through a state-supported industry, as well as a loan guarantee program that can cover the gap from a traditional lender. There is also the need of providing educational training through organizations such as the Ohio Department of Agriculture, Farm Bureau, and OSU, not only to the producers, but also to the financial institutions on the capabilities and tremendous potential of the aquaculture industry.

To view the Ohio Aquaculture Industry Analysis prepared for the Ohio Department of Agriculture, visit the Ohio Center for Aquaculture Development Webpage at <http://www.ag.ohio-state.edu/~prec/aqua/extensions.htm>.

FARMS, FORESTS & STREAMS**A Day at the Office**

By: Laura Tin

The aquaculture industry is a complex industry. It has been said that aquaculture has a long and steep learning curve, primarily due to the wide range of information needed about the variety of production systems, species, marketing, facility management, financing, fish health and nutrition, water quality and a multitude of other things. Part of the goal of the land-grant system of Universities, of which The Ohio State University is a proud member, is to assist new industries, like aquaculture, by providing research to address identified problems and Extension to transfer the information and technology to the industry.

To get an idea of the variety of issues that the OSU Aquaculture Program deals with in a single day, I've made a list of all of the requests for information made on one recent day.

- ◆ How to get started in aquaculture
- ◆ Template for an aquaculture business plan
- ◆ Winterkill of bluegill
- ◆ Support letters for a grant proposal
- ◆ Funding options for an aquaculture operation
- ◆ A DIY recirculating aquaculture system
- ◆ Urban aquaculture feasibility
- ◆ Walleye culture in the Midwest
- ◆ Making a presentation for county educators about the aquaculture program
- ◆ Information on the pellet size for yellow perch diets
- ◆ Traceability of aquaculture products
- ◆ Aquaculture in the Philippines

This was just in one day! Tomorrow will bring another list of questions. At the Ohio Center for Aquaculture Research and Development, we strive to be your primary resource for quality aquaculture information. If you have a question that we may be able to help answer, feel free to contact us at any time. Additionally, there is a large amount of information available on the Ohio Aquaculture Development Center website: <http://www.ag.ohio-state.edu/~prec/aqua>.

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

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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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