

# Working Lands Forum II:

## *“The Growing Local Challenge”*

Wednesday, April 21, 2010

The Great Frederick Fairgrounds,  
Frederick, Maryland

8:30 AM – 5:00 PM

### Agenda

- 8:30-9:00 a.m.    **I. Workshop Registration - *Exhibitor Area Open***
- 9:00 a.m.        **II. Welcome and Introductions - COG/RAW (Colby Ferguson)**
- 9:05 a.m.        **III. Opening Remarks - Earl “Buddy” Hance, Secretary of  
Agriculture, State of Maryland**
- 9:25 a.m.        **IV. State of Agriculture in the Washington Metropolitan Area (WMA)  
- Wood Hudson (COG)**
- Agriculture contributes approximately one billion dollars annually to our regional economy. Local farmers have diversified and changed over the years in order to meet the demand of a growing population of 5.5 million people. This presentation will share how agricultural continues to thrive in the face of a rapidly urbanizing area.
- 9:50 a.m.        **V. Capitalizing On the Growing Local Food Movement - Hana Newcomb -  
Potomac Vegetable Farms (Loudoun Co., VA)**

With the growing demand for high quality, locally grown food and expansion of farmers markets, CSA’s and other forms of direct marketing, business for local producers looks promising. Hear one of the Washington area’s most successful vegetable growers share her family’s experience and insights on how to capitalize on this movement.

10:05 am

## **VI. Local Food Supply and Market Demand in the WMA Region**

More demand than supply? Local and regional agricultural experts and a renowned local vegetable farmer will discuss the WMA's ability to meet the local food demands of a rapidly growing and diversifying population, as well as offer realistic recommendations for narrowing existing and anticipated future production gaps.

**Moderator:** Kellie Boles (Economic Development, Jefferson Co., WV)

### **Panelists:**

- Phil Gottwals – Agriculture & Community Development Services, (Columbia, MD)
- Colby Ferguson - Economic Development - (Frederick Co., MD)
- Warren Howell – Alder School Berries - (Loudoun Co., VA),
- Brett Grohsgal / Christine Bergmark - Even Star Organic Farm, (organic vegetable grower, St. Mary's Co., MD)

11:00 a.m.

## **VII. The Green Incubator Industry: Local Small-Scale Farming**

The long term future of agriculture in the WMA is trending away from the traditional 100 to 500 acre family farm, to smaller scale operations tailored to meet specific market demands. Hear how three such local farmers established their businesses and the challenges and opportunities facing them, as well as prospective entrepreneurs.

**Moderator:** John Galli (COG)

- Jim Crawford, New Morning Farm, (organic vegetable grower, Fulton Co., PA)
- Doug Fabboli, Fabboli Cellars Inc. (wine producer, Loudoun Co. VA)
- Nick Maravell, Nick's Organic Farm (organic meat producer, Frederick Co., MD)

12:00 p.m.

**Local Food Lunch**  
*(Exhibitor Area Open)*

1:00 p.m.

**VIII. Cornell University's Beginning Farmer Program and New York State-Wide Application**

Regarded as one of the premier models in the country, Cornell's 'Beginning Farmer Program' offers online courses, webinars, videos, mentoring, integration with every county Extension office and more. Learn how and why those damn Yankees keep leading the pack!

Laura Biasillo, Cornell University,  
Cooperative Extension (Broome County, NY)

1:45 p.m.

**IX. Impediments to Local Agriculture**

Burdensome regulatory requirements, high cost of land and labor, an aging farmer base, loss of key support services and general lack of political support are among the many commonly voiced impediments to local agriculture. A diverse panel of experts will share their experiences and identify priorities and potential solutions.

**Moderator:** David Plummer (Montgomery County Soil Conservation District)

**Panelists:**

- Jeremy Criss - Economic Development (Montgomery Co., MD)
- Mike Knapp - Montgomery County Councilman - Invited
- Susan Beal - Pennsylvania Association for Sustainable Agriculture
- Gray Coyner - Piedmont Environmental Council (Fauquier Co., VA)
- David Herbst - Misty Meadow Farm (dairy & creamery, Washington Co., MD)

2:45 p.m.

**X. Group Discussion:  
Integrating Agriculture in the WMA and Surrounding Region**

How can we work cooperatively across jurisdictional lines to support local agriculture and enhance our long term food security? Forum participants and a panel of experts will exchange ideas on building greater public and private support, increasing local food production, and improving marketing and other opportunities.

**Facilitator:** Chris Van Vlack (Loudoun County Soil & Water Conservation District)

**Discussion Leaders:**

- Gary Hornbaker (Loudoun Co., VA)
- John Zawitoski (Montgomery Co., MD)
- Leslie Hendrickson-Hart - (Washington Co., MD)
- Janna Howley (UMD-Ag. Extension, Prince George's Co., MD)
- Chris Parker, Parker Farms Co-op (Westmoreland Co., VA)
- Paul Mock, Mock's Greenhouse (Jefferson Co., WV)

3:45 p.m.

**XI. Workshop Summary / Wrap-Up** (Event Moderators)

4:00 p.m.

**XII. Adjourn**

**4:00 - 5:00 p.m.**

**Wine Tasting Social with Exhibitors**  
*(in cooperation with local producers)*

*This event is sponsored by:*

The Washington Regional Agricultural Workgroup  
The Metropolitan Washington Council of Governments  
The MARPAT Foundation  
The Prince Charitable Trusts

*For further information, please contact Brian LeCouteur (202-962-3393),  
John Galli (202-962-3348) or Wood Hudson (202-962-3374)*

