

AGRICULTURAL ADVISORY BOARD



Oconee County Agricultural Advisory Board promotion: "Directory of Agricultural Resources"

Purpose:

The Oconee County Agricultural Advisory Board (AAB) is proposing the creation of a Directory of Agricultural Resources. Agriculture is the oldest industry in Oconee County and currently has 23 century farms (farms in existence over 100 years) as well as being in the top 10 of South Carolina agriculture with over 884 farms located in the County, 60 of those farms with vegetable production with over 40 of those harvesting 269 acres to sell direct to consumers at local markets. Oconee County, as of the 2012 agricultural census ranks:

- 2nd in poultry production
- 6th in equine
- 8th in cattle, sheep and goats
- 10th in total Ag. sales in SC

The objective of this proposed project is to assist current farmers in growing their operations and to encourage new farmers to join the long history of agriculture in Oconee County.

Benefits:

A major benefit of this Directory will be the creation of a centralized document that will allow interested parties to access multiple resources in one place. This will allow existing and potential farmers the opportunity and knowledge to access information more efficiently and effectively. This will bolster the County's economic portfolio. The community will benefit by having access to local, fresh, healthy produce. Restaurants will benefit from having a larger basket of food to choose from. The ancillary supporting businesses (feed, hardware, inputs, fuel, etc.) will benefit from increased farming activities, creating a larger economic impact.

Marketing:

1. Create a PDF (no printing costs)
2. Place links to the document on the Oconee County website
3. Creation of an mobile app (eventually)

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Oconee County Agriculture Advisory Board promotion: '2018 'Market -to-Table' Recipe Contest and "Market-to-Table" Recipe Taste Contest

Purpose:

The Oconee County Agriculture Advisory Board is promoting a 'Market-to-Table' Recipe and "Market-to-Table" Recipe Taste Contests to promote Local Oconee County Growers and Producers. Encouraging Local Food shoppers share their favorite recipes featuring Locally grown and produced products.

Benefits:

Communities benefit from local food in many ways: boosts economy, increases health. Improves food safety and has a positive effect on the environment. This Receipt Contest will benefit the ABA and Local Agriculture Community in several ways including:

- Market local growers and producer's products
- Engage community with our Markets
- Contribute to Market research
- Introduce the AAB to the Community

Marketing:

1. Poster- professionally printed, displayed at various locations throughout county.@50
 - a. Cost-\$50.00-75,00
2. Entry form- printing inhouse, printable online (250-1000)- for Markets and Growers
 - a. Cost-paper cost
3. AAB Banner – for use at Farmers Market and Fair, future AAB activities
 - a. Cost-\$40-60
4. Table Cover - for use at Farmers Market and Fair, future AAB activities
 - a. Cost-\$200.00
5. Brochure holders
 - a. Cost-\$7-10 each
6. #Oconee Grown Market Bags

**2018 'Market -to-Table' Recipe Contest
and "Market-to-Table" Recipe Taste Contest
Entry Form**

1. Enter Name and Contact information:

Name: _____

Phone: _____

Address: _____

Email: _____

2. Recipe Title/Category: _____

3. Written Recipe:

4. Describe featured ingredients and Vendor (Farmer's, Roadside, or Certified SC Market and/or grower or producer name):

Ingredient –Vendor

5. Submit Photos:

6. Sign and Date Entry form: Oconee County and the Agricultural Advisory Board reserves the right to use recipe entries in all promotional avenues generated from this event.

Entrant Signature

Date

2018 'Market -to-Table' Recipe Contest and "Market-to-Table" Recipe Taste Contest

The Oconee County Agriculture Advisory Board is promoting a 'Market-to-Table' Recipe and "Market-to-Table" Recipe Taste Contests to promote Local Oconee County Growers and Producers. Encouraging Local Food shoppers share their favorite recipes featuring Local Ingredients in 3 recipe categories: Appetizer /Dessert, Side-Dish, and Main Entrée. Preliminary contests held in June, July, and August. "Market-to-Table" Recipe Taste Contest to be held in September at the SC Heritage Fair. Contests are open to all local food shoppers

'Market -to-Table' Recipe Contest

Each entry will be reviewed by members of the AAB and assigned points according to the following categories: Point totals determine winners.

Use of featured local ingredient ... 50pts
Originality25 pts
Presentation25 pts
Extra Points for Family Heirloom
or Local Historical Recipe..... +10 pts

Four winners each month, 1 from each Category and a "Best Overall" winner with the highest points overall. Recipe Contest winners announced the Last Saturday of June, July, and August at the Foothills Heritage Market and on the AAB Webpage. Entrants may submit multiple recipes for consideration, only one entry per entrant will be considered in the Final Taste Contest. If entrant wins more than one of the monthly contests the next highest point entry will be entered in the taste contest.

"Market-to-Table" Recipe Taste Contest

Winners from monthly Market -to-Table' Recipe Contest: "Best Overall" winners and the Category winner with the highest point total from all preliminary contests will be entered in the "Market-to-Table" Taste Contest. Held in September at the SC Heritage Fair. A local chef will prepare the 4 winning recipes. Samples will be served to the judges, who will vote for their favorite. The Dish receiving the most votes will win the "Market-to-Table" Taste Contest.

Contest Rules and Instructions

1. Submit Contact Information.
2. Indicate Category: 3 categories: Appetizer/Dessert, Side Dish, Main Entrée.
3. Submit recipe. Include Full recipe, ingredient list, and detailed instructions for preparation. Must be in writing and feature locally grown or produced ingredients.
4. List featured ingredient(s) and Vendor.
5. Eligible ingredients must be grown or produced in Oconee County. Ingredients must be available from producers and be available at Farmer's, Certified SC Grown Markets, Roadside Stands, or any established location where Oconee County farmers sell their products.
6. 75% of ingredients must be grown or produced in Oconee County.
**Spices or condiments are excluded from the 75% requirement (i.e. salt, milk, oil)*
7. Submit Photos. Photos will increase point total. Photos should depict you with the Local grower or producer, you at the market or on the farm, raw ingredients, step by step photos, and/or finished dish.
8. Complete and Sign entry form.
9. Email, or deliver entries on or before the 25th of June, July, and August for monthly contests.