

Climate-Smart Grown in SC Onboarding Meeting

Clemson University

7/25/23

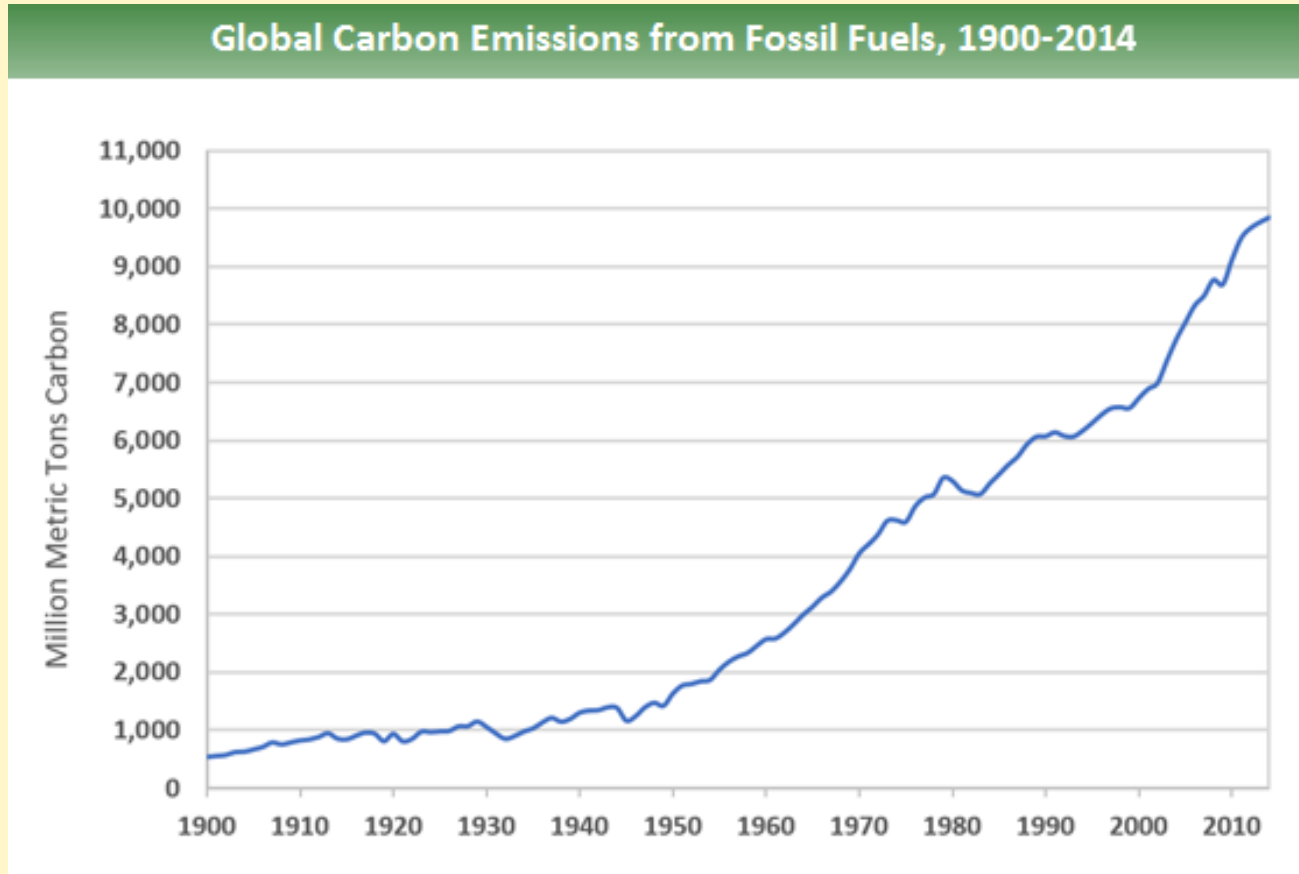
9am – 3pm



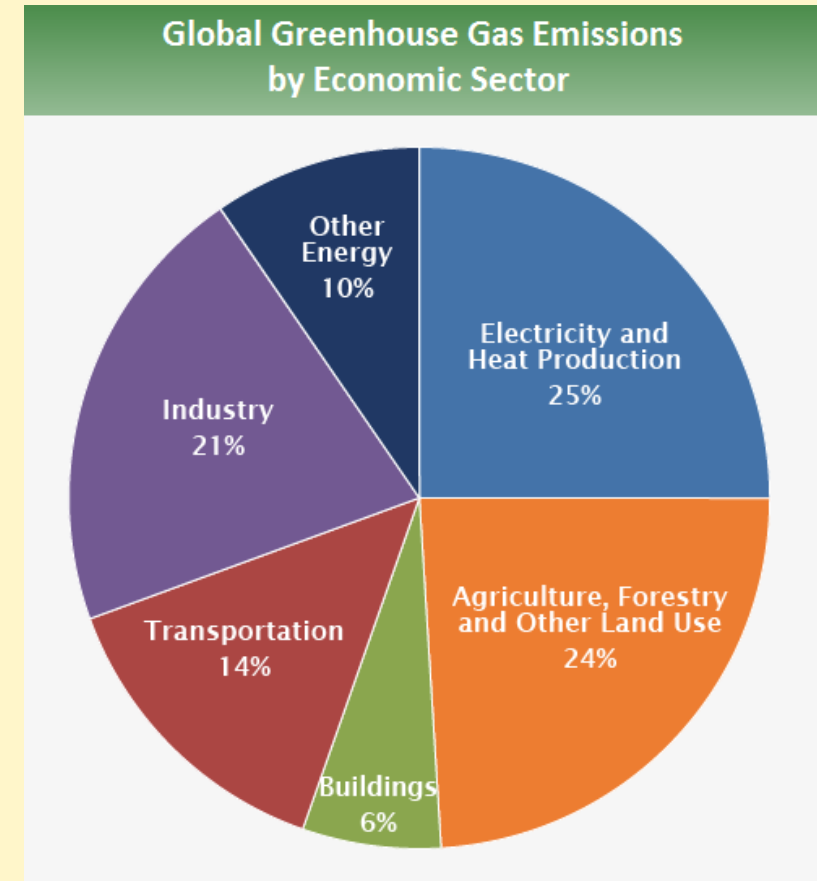
Why is the USDA investing \$70 million in this project?

Climate Change: Greenhouse Gases

EPA estimates that agriculture accounted for 11.2% of U.S. greenhouse gas emissions in 2020



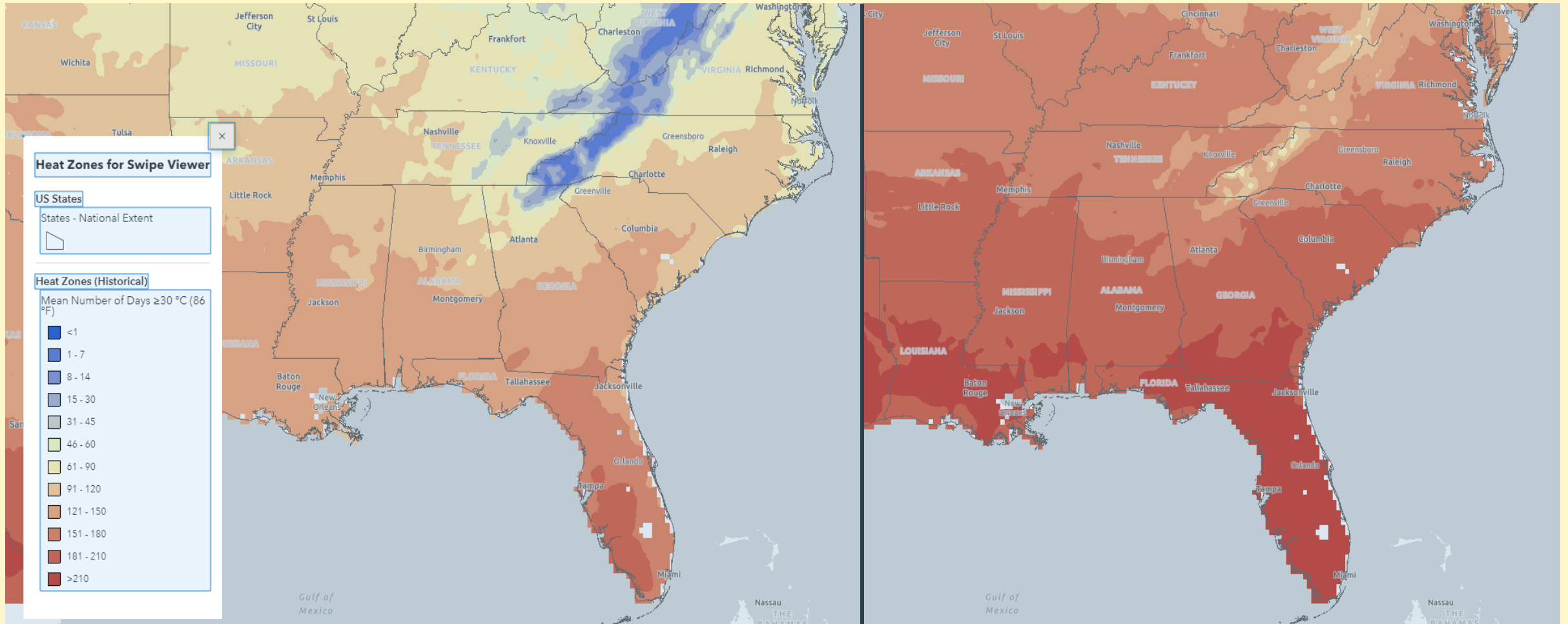
Source: Boden, T.A., Marland, G., and Andres, R.J. (2017). Global, Regional, and National Fossil-Fuel CO₂ Emissions. Carbon Dioxide Information Analysis Center, Oak Ridge National Laboratory, U.S. Department of Energy, Oak Ridge, Tenn., U.S.A. doi 10.3334/CDIAC/00001_V2017.



Source: IPCC (2014); Exit based on global emissions from 2010. Contribution of Working Group III to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change.

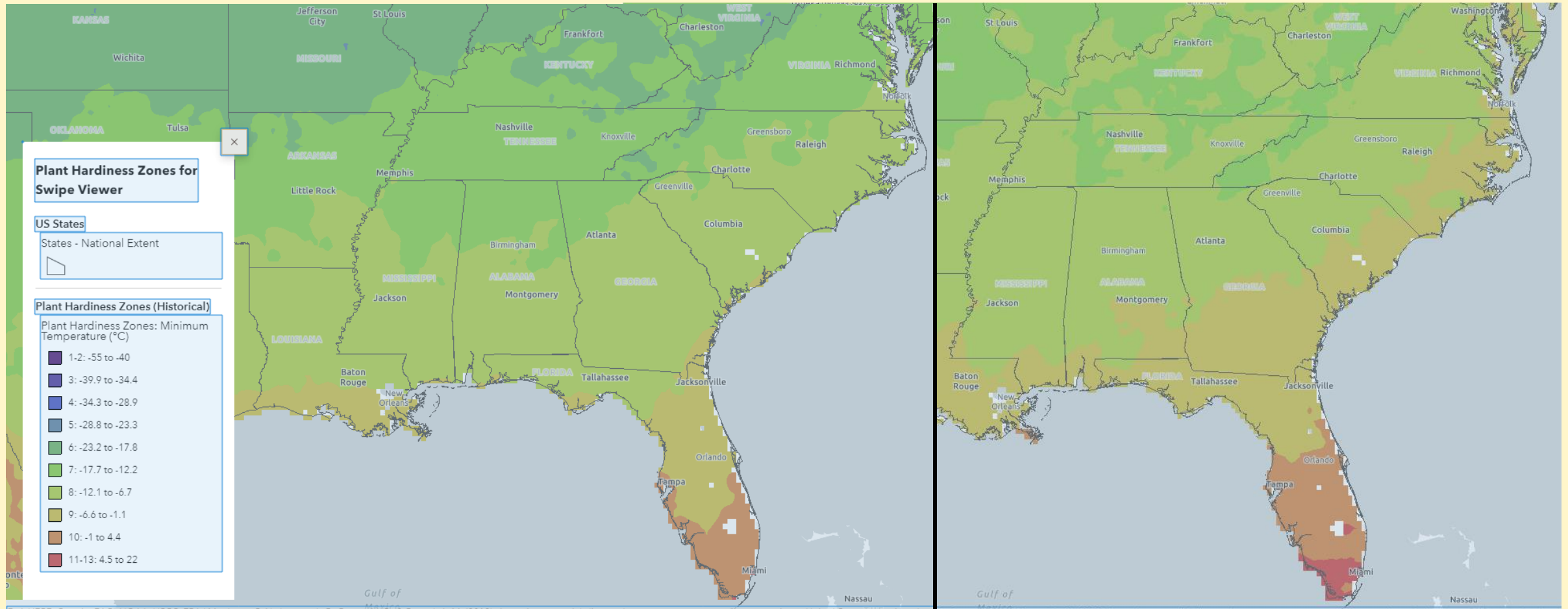


Climate Change in the Southeast



Heat Zones: Left Side (1980–2009) ↔ Right Side: (2070–2099)

Climate Change in the Southeast



Plant Hardiness Zones: Left Side (1980–2009) ↔ Right Side: 2070–2099)

Climate Change in the Southeast

The Impacts on regional weather

- Markedly different weather patterns from one year to the next
- Increasing average annual temperature....increasing heat stress and soil moisture loss
- More extreme hot days
- Less freezing nights...freeze free season has increased by 1.5 weeks
- Changing rainfall patterns...extreme rain events followed by dry periods will become more common

The higher the greenhouse gas emissions, the more intense these outcomes become

The Impacts on you

- Higher than normal max temps in July and August have led to decreases in crop productivity
- Drier summers and wetter falls stress crops and reduce yields
- On farm flooding and drought events are more common
- The ability to grow the same varieties is changing
- Reduced freeze seasons impact flowering timing and late frosts causing crop failures
- Reduced freeze seasons influence pest pressures



Meeting Overview

Agenda

Resource Packets

BUILDING PARTNERSHIPS FOR CLIMATE-SMART COMMODITIES IN SOUTH CAROLINA – PROJECT OVERVIEW



*Collaboration of
South Carolina's two
land grant universities*

**SC State University
&
Clemson University;
27 Partner Organizations**



*Funded by USDA
\$70 million
Five-year pilot*

**Engaging Underserved Producers
Leverage Greenhouse Gas Benefits
of Climate-Smart Commodity
Production**



*Project Goal:
Increase the acreage and
number of farms using climate-
smart practices in SC*

**Pilot Commodities:
Peanuts
Leafy Greens
Forages for Beef Cattle
Forest Products**



PROJECT COMPONENTS

IMPLEMENTATION

*Provide training,
technical support and
financial incentives to implement
climate-smart practices*

**Enroll 150,000+ acres
500+ farms and forests
Engage underserved farms**

MEASUREMENT

*Measure how practices
affect greenhouse gas
emissions, soil, and forests*

**Soil analysis
Greenhouse gas emissions
Methane emissions
Forest ecosystem carbon fluxes
Ecological impacts**

MARKET DEVELOPMENT

*Develop and expand markets for
climate-smart commodities*

**Economic benefits for producers
Regional economic impact
Producer surveys
Consumer & industry surveys
Traceability and labels**



PROJECT PEOPLE

Co-PIs	Extension	Post-Docs
<p><u>CLEMSON - 29 Faculty and Extension</u> Agricultural Sciences Animal and Vet Sciences Forestry and Env Conservation Plant and Environmental Sciences Food, Nutrition & Packaging Sciences Extension - Livestock and Forage Extension – Agronomic Crops Extension – Forestry & Wildlife Res Extension – Horticulture</p> <p><u>SC STATE - 4 Faculty and Extension</u> SC State 1890 Research & Extension Department of Biological and Physical Sciences</p>	<p>CLEMSON –8 new Extension SC STATE – 4 new Extension</p>	<p>CLEMSON- 11 Post Docs SC STATE- 4 Post Docs</p>
	Technicians	Students
	<p>CLEMSON – 12 Technicians Edisto REC PeeDee REC Main Campus Baruch Institute</p> <p>SC STATE – 3 Technicians GHG Measurement</p>	<p>CLEMSON - 4 MS, 14 PhD SC STATE- 4 MS , 6 Undergrads</p>

Coordination Staff

CLEMSON – 6 project staff
 SC STATE – 3 project staff

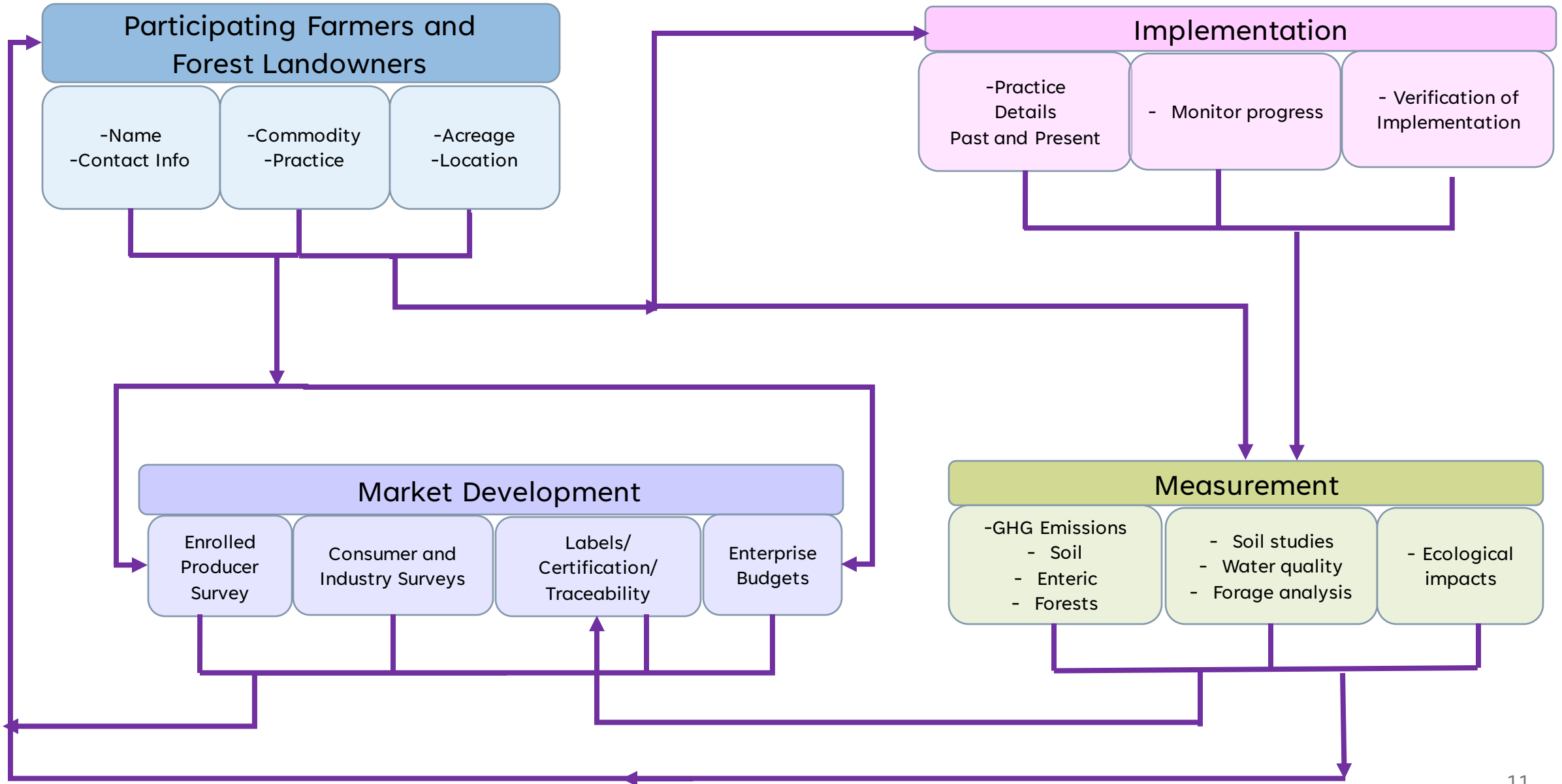
★ Participants ★

~450 Farmers
 ~50 Forest Landowners

Subawards/Contracts

5 contracts
 2 addl subawards





NRCS CLIMATE-SMART OVERALL PROGRAM GOALS

Farmers and Forest Landowners

Who, where, commodity, historical practices, attributes (focus on underserved)

Which practices implemented on how many acres

Implementation COSTS

Technical assistance (time and \$)

Cost to producer to implement (time and \$)

Incentives paid

Environmental BENEFITS

GHG benefits

Additional environmental benefits



Economic BENEFITS

New markets

Price premium for climate-smart

Is it worth it

REQUIRED REPORTING

Quarter	Months	Due
1	Jan- Mar	Apr 30
2	Apr - Jun	July 31
3	Jul – Sept	Oct 31
4	Oct - Dec	Jan 31

Workbooks – quarterly, annual, cumulative

Enrolled Producer

Enrolled field

Technical and financial assistance

GHG benefits

Market benefits

Progress and Milestones - quarterly

Narrative of accomplishments and progress – ALL activities

Milestones if applicable; justification if milestone not met

Milestones are likely to be adjusted over the course of the project

Copies of outcomes and deliverables

Spending - quarterly

Fiscal and grant administration

MMRV Plan

One-time submission

Field	Description	Example
CS Farm ID	Unique to a person/farm; will be linked to a Point of Contact and the FSA Farm #	CU23BU01
CS Field ID	Unique to a field; will be linked to the FSA Field #	CU23BU01_0 CU23BU01_1 CU23BU01_2

Producer
CS Farm ID
Name
Mailing Address
Phone
Email
SalesForce ID?
Person Attribute 1
Person Attribute 2
Motivation

Farm
CS Farm ID
FSA Farm ID
Address/Location
Total Farm acres
Crop acres
Livestock acres
Forest acres
Organic Farm
Prior CSAF any kind
Prior CSAF funding/market incentives
Enrollment Year

Enrolled Field
CS Farm ID
CS Field ID
FSA Tract #
FSA Field #
Commodity
Field total acres
3-yr avg yield
Prior land use
Prior irrigation type
Prior tillage
Prior CSAF any kind
Organic Field
Enrollment Year

Field - Practice
CS Field ID
Enrollment Date
Practice
Practice acres
Practice Specifics
Verification Date
Payment Date
Quarter ID
Enrollment Year
*Quarter of verification

Field - Market
CS Field ID
Cost of implementation
Commodity volume
Commodity value total
Market channel
Quarter ID
Enrollment Year
*every quarter commodity is sold post-verification

Field - GHG and Other Benefits Measure
CS Field ID
Model, Direct or other benefits
Method
Quarter ID
Enrollment Year
Measure/Model Start Date
Measure/Model End Date
Total CO2eq reduced
Carbon sequestered
CO2, CH4, N2O reduced
Soil sample analysis type, unit,
Soil carbon stock
Benefit measured (P loss reduction, N loss reduction, water quality metric, water conservation metric, reduced erosion, etc)



PARTICIPANT INFORMATION - EXTENSION ASSOCIATES

To associates
CS Farm ID
CS Field ID
Participant Name
Commodity
Practice
Location of farm/forest
Contact Information
Signed/enrolled date
Other?

Info entered in Salesforce will not need to be entered separately, we will pull anything in Salesforce out for reports

To HQ
Associate Name
CS Field ID
Practice acres
Practice specifics
Practice
Practice acres
Practice Specifics
Farm acres and % crop, livestock, forest
Organic Y/N
Prior and current CSA Practices
Prior and current CSA support
Training complete date
Expected implementation if known
Verification date
Other?

SHARED BUDGETS FOR MATERIALS AND SUPPLIES- CLEMSON

Materials for demo plots for agricultural commodities: **\$20,000 / year**

- Fertilizer and pesticides \$3000/ year
- Cover crop and crop seeds \$5000/year
- Sensors \$5000/year
- Soil probes and tools \$2000/year
- Irrigation supplies \$5000/year

Each ag commodity team gets an 'allocation' of ~\$6,675 / year

Education and training materials: **\$20,000/year for 4 commodities**

- Printed materials \$5000/yr
- Office supplies, printer supplies \$1820/yr
- Tables, displays, tents, carts \$1000/yr
- Meeting items for attendees \$7000/yr
- Electronic supplies ipads, wireless mic \$5180/yr

Each commodity team gets ~\$5,000 / year

***Coordinate with each other to buy in bulk and if you need to exceed your allocation.

SC STATE BUDGET – MEETINGS, TRAININGS

The SC State Subaward also has budget for meetings → share costs for coordinated events with all participants

- Fertilizer, pesticides and tools for demonstrations
 - Printed materials
 - Office supplies (paper, toner)
 - Meeting supplies (tables, carts, etc)
 - Electronic (iPads, wireless PA, etc)
 - Items for attendees (notepads, clipboards, pens etc)
-
- Tents rental and set-up
 - Misting fans
 - Food
 - Table and chairs
 - Portable bathrooms
 - Facility rental

TRAVEL AND EXPENSES- CLEMSON

The grant covers mileage for Associates and Agents for project-related travel.

- Climate-smart vehicles – record miles on the mileage log in the vehicle
- Department vehicles – record miles for project-related travel; the department will bill the grant
- Personal vehicles – submit Concur travel request with the mileage to be reimbursed.

Hotels cannot be charged to the grant (no line item). For essential overnight stays for project-related travel, we will use a different account.

Contact Kari Buck for pre-approval and then set up your travel in Concur.

******When you create a request or expense in Concur, there is a text box for ‘Additional Information/Benefit to the University’ or ‘Comments’:

Please write that the travel or expense is for climate-smart and a little note about what it is

Examples:

- Drive to Clemson for climate-smart associate meeting
- Hotel to visit multiple climate-smart farms in the lowcountry region over 3 days
- Printed materials and posters for climate-smart training

IMPLEMENTATION

PROGRAM TIMELINE
RESOURCE MANUALS
CLIMATE-SMART TOOLS

PRACTICES AND INCENTIVES

Project Goal:

Increase acreage and number of farms using Climate-Smart practices in SC

Pilot Commodities:

PEANUTS

LEAFY GREENS

FORAGES FOR BEEF CATTLE

FOREST PRODUCTS



FORAGES FOR BEEF CATTLE

Practice	Incentive (Per Year)	Cultural Requirements
Incorporation of Forage Legumes	\$250 / acre	Plant one or more of the recommended species (alfalfa, clovers) as part of a forage program
Prescribed Grazing	\$50 / acre	Managing the harvest of forage with grazing by dividing pasture into smaller paddocks and rotating animals under recommended frequency
Nutrient Management (poultry litter)	\$80 / acre	Usage of poultry litter to input nutrients into forage systems

Participation Requirements:

Acreage may not be enrolled in other NRCS cost-share program for same practices

Enroll minimum 10 to maximum 100 acres

Implement practice within 1 year of enrollment

Participate for at least 3 consecutive years



PEANUTS

Practice	Incentive (Per Year)	Cultural Requirements
Cover Crops	\$100/acre	Select and plant single or multiple species of cover crops appropriate for the production system to establish a seasonal vegetative cover
Residue and Tillage Management	\$50/acre	Crop residue is left in the field year-round to limit soil disturbing activities; soil disturbance at crop row is acceptable (i.e., strip-till)

Participation Requirements:

Acreage may not be enrolled in other NRCS cost-share program for the same practices

Enroll minimum 10 to maximum 200 acres

Implement practice within 1 year of enrollment

Participate for at least 3 consecutive years

Peanuts must be planted within the 3-year window

Participating farms are asked to enroll in the **Sustainable U.S. Peanuts Initiative** - <https://sustainableuspeanuts.org/sustainable-us-peanuts-initiative/>



LEAFY GREENS

Practice	Incentive	Cultural Requirements
Cover Crops	\$1500/acre	Select and plant cover crops compatible with production system; terminate mechanically (roller crimper or flame) or chemically prior to planting cash crop; cash crop planted into residues left on the soil. All tillage practices accepted
Reduced Tillage	\$1500/acre	Select and plant cover crops compatible with production system (see above); ONLY conservation tillage practices (e.g. strip till, ridge till) that do not meet criteria for no-till accepted
Mulching	\$1500/acre	Utilize living mulch interplanted with cash crop; or conventional polyethylene or UV-reactive mulch with living mulch planted in alleys; ONLY No-till

Participation Requirements:

Acreage may not be enrolled in other NRCS cost-share programs for same practices

Enroll minimum 1/2 to maximum 5 acres

Implement practice within 1 year of enrollment

Participate for at least 3 consecutive years

Plant collards, kale, mustard and/or turnip within the 3-year window





Forages for Beef Cattle Program

Practice	Incentive	Cultural Requirements
Incorporation of Forage Legumes	\$250 / acre	Plant one or more of the recommended species (alfalfa, clovers) as part of a forage program
Prescribed Grazing	\$50 / acre	Managing the harvest of forage with grazing by dividing pasture into smaller paddocks and rotating animals under recommended frequency
Nutrient Management (poultry litter)	\$80 / acre	Incorporation of poultry litter to input nutrients into forage systems

Requirements for Participation:

- Acreage may not be enrolled in other NRCS cost-share
- Consultation with technical assistance partner
- Participation in related practice training
- Enroll minimum 10 to maximum 100 acres
- Implement practice within 1 year of enrollment
- Participate for at least 3 consecutive years

Dates and Deadlines (2023):

Enrollment: Feb. 1 – April 17
Selection Notifications by: May 1
Required Training: May 15 – July 15

CON

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Peanut Systems Program

Practice	Incentive	Cultural Requirements
Cover Crops	\$100 / acre	Select and plant single or multiple species of cover crops that include grasses, legumes, and Brassicas to establish a seasonal vegetative cover
Residue & Tillage Management	\$50 / acre	Crop residue is left in the field year-round to limit soil disturbing activities; soil disturbance at crop row is acceptable (i.e., strip-till)

Requirements for Participation:

- Acreage may not be enrolled in other NRCS cost-share program for the same practices
- Consultation with technical assistance partner
- Participation in related practice training
- Enroll minimum 10 to maximum 200 acres
- Implement practice within 1 year of enrollment
- Participate for at least 3 consecutive years
- Peanuts must be planted within the 3-year window



Dates and Deadlines (2023):

Enrollment: Feb. 1 – April 17
Selection Notifications by: May 1
Required Training: May 15 – July 15

For additional information and to complete the online participant interest form, please visit www.ClimateSmartSC.org

For questions contact Kelly Flynn:
kgilker@clermson.edu
 (864) 656-3386



Afforestation Program Non-Forested Land

Practice	Incentive	Requirements
Tree/Shrub Establishment	\$450 / acre	Plant higher quality seedlings other than open-pollinated
		Plant species based on goals for the land, i.e., improving water quality, increasing carbon sequestration, or restoring native plant habitats; technical advisors will help with species recommendations
		Includes incentive for tree planting and foregone revenue from planting to first thinning
If needed - Site Preparation	\$100-300 / acre	Mechanical (light/medium/heavy) or chemical site preparation
If needed - Prescribed Burning	\$50 / acre	Planned fire a or 1-2 years at

General Participation Information:

- This program is for restoration of forests on agricultural and pastureland; clear-cut parcels are not eligible
- Landowners must be able to enroll a minimum of 20 a up to 100 acres maximum

For additional information and to complete the please visit www.ClimateSmartSC.org

For questions contact Kelly Flynn:
kgilker@clermson.edu (or) 8



Leafy Greens Program Collards, Kale, Turnip, & Mustard

Practice	Incentive	Cultural Requirements
Cover Crops	\$1,500 / acre	For operations not currently implementing cover crops. Select and plant cover crops compatible with production system; terminate mechanically (roller crimper or flame) or chemically prior to planting cash crop; cash crop planted into residues left on the soil. All tillage practices accepted
Reduced Tillage	\$1,500 / acre	Select and plant cover crops compatible with production system (see above); ONLY conservation tillage practices (e.g. strip till, ridge till) that do not meet criteria for no-till accepted
Mulching	\$1,500 / acre	Utilize living mulch interplanted with cash crop; or conventional polyethylene or UV-reactive mulch with living mulch planted in alleys; ONLY No-till

Requirements for Participation:

- Acreage may not be enrolled in other NRCS cost-share programs for same practices
- Consultation with technical assistance partner
- Participation in related practice training
- Enroll minimum 1/2 to maximum 5 acres
- Implement practice within 1 year of enrollment
- Participate for at least 3 consecutive years

2023 Dates and Deadlines:

Enrollment: Feb. 1 – April 17
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Required Training: May 15 – July 15

For additional information and to complete the online participant interest form, please visit www.ClimateSmartSC.org

For questions contact Kelly Flynn:
kgilker@clermson.edu
 (864) 656-3386

ENROLLING FARMERS AND LANDOWNERS

- All participants sent through the ‘Participant Interest Form’ located on the program website
- Participation Agreement
- One year to implement practices

Interest form can be found at:
www.ClimateSmartSC.org

CLIMATE-SMART GROWN IN SC

Clemson University and South Carolina State University are responsible for identifying and selecting farmers and forest landowners to participate in this project. If selected for this program, would you prefer either institution to be the primary contact for this project?

Currently working with or intend to work with Clemson University

Currently working with or intend to work with South Carolina State University

Not affiliated or no preference

Powered by Qualtrics



PROGRAM WEBSITE

Project overview

Climate-Smart Commodities

ABOUT THE PROJECT

The two land-grant institutions of South Carolina, Clemson University and SC State University, have partnered on a pilot project funded by the [USDA-NRCS Partnerships for Climate-Smart Commodities](#). For the purposes of the award opportunity, a 'climate-smart commodity' is defined as an agricultural commodity that is produced using agricultural (farming, ranching, or forestry) practices to reduce greenhouse gas emissions or sequester carbon. The goal of this project is to increase the acreage and number of farmers using climate-smart practices like cover cropping, prescribed grazing, reduced tillage, and other conservation tactics. This project will provide technical assistance and financial incentives to farmers to enable adoption of these climate-smart practices and employ marketing specialists to analyze new market opportunities for the resulting products and help create new opportunities for the agricultural community across the state. The initial pilot of this project will focus on production of peanuts, leafy greens, forages for beef cattle, and forest products.

Attend an information meeting

March 9th at 9:00 AM - Ellerbe, SC
March 16th at 6:00 PM - Zoom Meeting
March 23rd at 10:00 AM - Florence, SC
March 30th at 10:00 AM - Blackville, SC

[Register for an Event](#)

Register for upcoming Grower Meetings!

Participant Interest Form
All participants will need to fill out this form!!

Next Steps to Participate

Visit the link below to fill out an interest form.

[Interest Form](#)

Quick Contact

Want more information? Please provide your preferred contact info and our Implementation Coordinator will reach out to you.

First and Last Name:

Email:

Phone:

Preferred method of contact:

Questions or comments -

"Quick Contact" form for questions about the program.

PDF documents with commodity specific information

INCENTIVIZED COMMODITIES



[Peanuts](#)



[Leafy Greens](#)



[Forages for Beef Cattle](#)



[Forest Products](#)

CONTACT

Enrollment

Kelly Flynn
Implementation Coordinator
864-656-5674
kflynn@clemson.edu

Incentive Payments

Tammy Moran
Incentives Coordinator
864-656-3386
tmoran@clemson.edu

General Information

Karl Buck
Project Manager
864-656-3386
buck@clemson.edu

Contact Information

*This is a temporary program site serving as a placeholder for the permanent site to be launched in the fall of 2023



IMPLEMENTATION - REQUIREMENTS FOR FARMERS

Roles and Responsibilities for All Participants

To receive incentive payments, farmers must fulfill specific requirements outlined by the pilot project. It is understood that both the enrolled farmer and Climate-Smart Grown in SC acknowledge responsibility and cooperate to fulfill the goals of this pilot project. Climate-Smart Program responsibilities and farmer requirements and responsibilities are as follows:

A. Requirements

The following requirements are necessary to remain enrolled in the pilot project AND receive incentive payments.

The farmer will: (please initial next to each requirement)

Fulfill all USDA-NRCS requirements for participation in Climate-Smart projects. A separate email/letter will be provided with detailed information on meeting these requirements.

The requirements include:

- Provide the FSA farm number, tract, and field number(s) associated with the enrolled acreage to the project coordinator. If these numbers have not been generated or are not readily available, the farmer will request the information from FSA
- Have forms AD-2047 and AD-1026 on file with FSA
- Obtain a Producer Subsidiary Print from FSA office annually and provide to the project coordinator. Subsidiary prints must reflect farmers are in compliance with FSA requirements. Farmer who are non-compliant cannot receive incentive payments and will be removed from the program.
- Report specific information on marketing activities, requested by the program, annually
- Complete enrollment in the vendor payment system for the coordinating institution (either SCSU or Clemson University) to receive incentive payments (further instructions will be provided)
- Complete all surveys and/or requests for additional information by Climate-Smart Grown in SC within the specified timeline which will be provided WF
- Coordinate with Climate-Smart personnel to acquire baseline soil samples of enrolled acreage. *All farmers must provide an initial soil sample collected by program personnel. A small group of participants will be asked to voluntarily allow additional research activities on your farm in a separate communication
- Attend at least one [1] mandatory technical training coordinated by Climate-Smart Grown in SC each enrolled year. Details on training opportunities will be made available on the program website and via upcoming program communication.
- Implement selected Climate-Smart practices in accordance with program guidelines within one year of official enrollment in the program and every consecutive year enrolled in the program
- Coordinate with program personnel to verify practices and acreage ahead of receiving incentive payments



IMPLEMENTATION - TOOLS

Salesforce
FieldMaps
Climate-Smart Dashboard
Box/OneDrive

INCENTIVES PAYMENTS FOR PARTICIPANTS

ePROCUREMENT SYSTEMS OVERVIEW

Tammy P. Morton
Incentives Coordinator
Clemson University
864-656-3386
tmrtn@clemson.edu

Ramonda L. Pollard
Grants Administrator
SC State University
803.536.8974
rpollard@scsu.edu

Clemson University Buyways
supplier@clemson.edu or
disbursements@clemson.edu



INCENTIVES PAYMENTS FOR PARTICIPANTS

INCENTIVES DISBURSEMENT

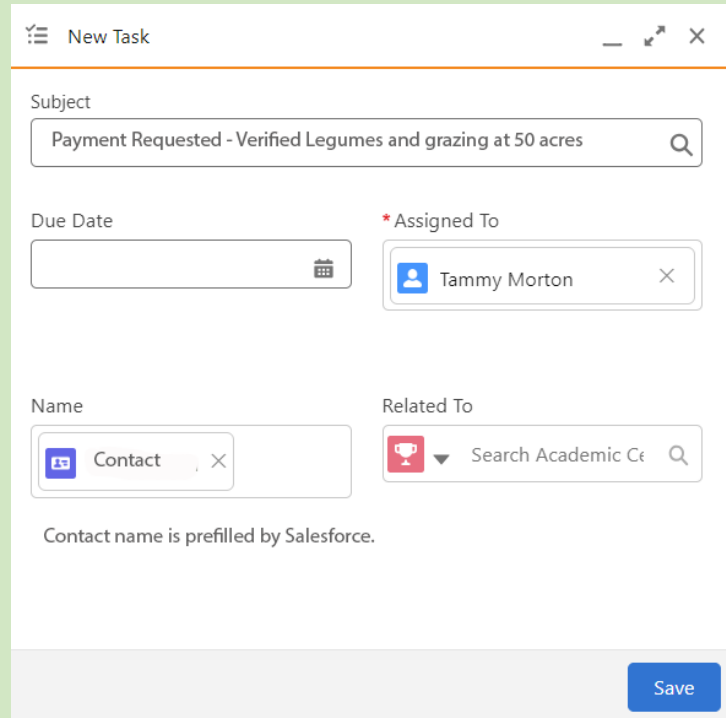
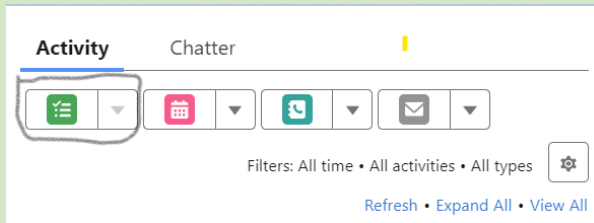
- Incentives will be reimbursed once a year
 - Year 1 incentives are due by end of December
 - Years 2-5 incentives are due by end of September
- Payments will be requested in Salesforce by the associate who verifies that practices have been implemented properly and must include the number of acres practice was implemented on
- If practices are implemented on more acreage than in participation agreement, payment will only be for the amount in the signed participation agreement



INCENTIVES PAYMENTS FOR PARTICIPANTS

HOW PAYMENT REQUESTED

- Associate creates a task in Salesforce for the appropriate Incentives Coordinator requesting payment in the participants contact record
 - Clemson University – Tammy Morton – 864-656-3386
 - SC State University – Ramonda Pollard - 803-536-8974
- List practices and number of acres that were verified as implemented in the task

A screenshot of the Salesforce 'New Task' form. The form is titled 'New Task' and has a search bar for the subject. The subject is 'Payment Requested - Verified Legumes and grazing at 50 acres'. The 'Due Date' field is empty. The 'Assigned To' field is populated with 'Tammy Morton'. The 'Name' field is populated with 'Contact'. The 'Related To' field is populated with 'Search Academic Ce'. A note below the 'Name' field states 'Contact name is prefilled by Salesforce.' A 'Save' button is located at the bottom right of the form.

MEASUREMENT

WHO

Cady Kurz

Clemson University
Measurement Coordinator
cadyk@clemson.edu

Florence Anoruo

SC State University
Measurement Coordinator
fanorou@scsu.edu

PIs and their Personnel

Field Technicians
Lab Technicians
PhD Students
Postdoctorals

Located at RECs around the state – Edisto, Pee Dee, Baruch,
Clemson



MEASUREMENT

WHY

Measure how CSAF practices affect greenhouse gas emissions, soil, and forests.

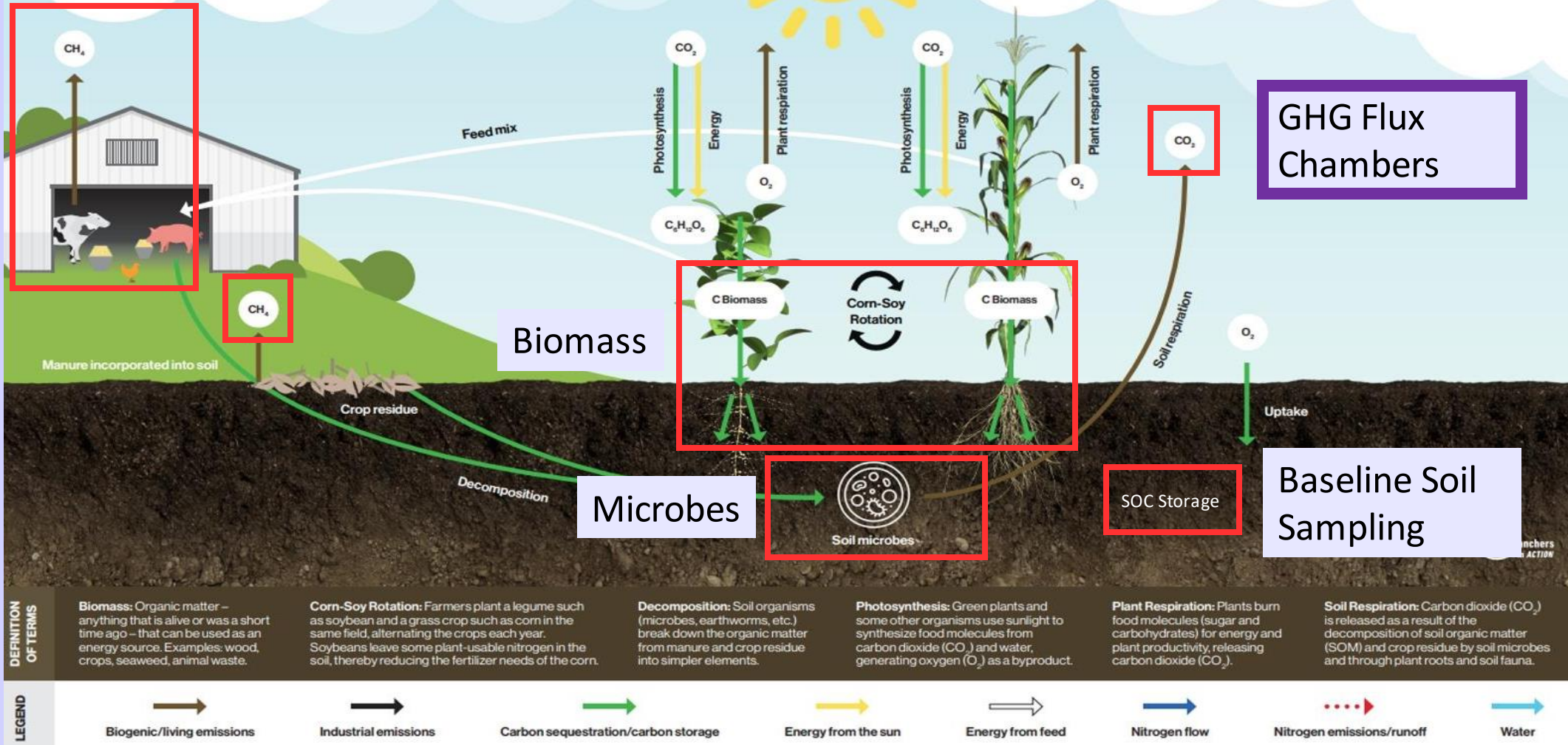
Use direct measurements to verify the USDA models which calculate GHG emissions.

What direct Measurements?

Inform farmers of the environmental and production benefits of CSAF practices.

Climate-smart Agriculture Outcomes: Harnessing the Carbon Cycle

Green Feed



For example, direct measurements of the carbon cycle (CO₂ and CH₄ = GHG)

Why do Measurement activities matter for Extension Associates?

Extension Associates are the MAIN point of contact for participants.

Larger equipment (Green Feed Units and GHG Flux Chamber Units) will reside on select sites for at least a week at a time.

The participant will consent to this, but it is important that they can report if something is wrong or if they have questions.

Additionally

Participants will need to be informed of the WHO, WHAT, and WHEN of on-site visits from any CS personnel, especially for measurement.

Therefore, it is important for there to be communication between the measurement personnel (technicians) and the Extension Associates.

How?



MARKET DEVELOPMENT

WHO

Gracie Herrin

Market Development Coordinator

Clemson University

geherri@clemson.edu

Anastasia Thayer – Lead PI

Assistant Professor – Agricultural Sciences

Felipe Silva

Assistant Professor – Agricultural Sciences

Nathan Smith

Extension Economist and Agribusiness

Program Team Director

Michael Vassalos

Associate Professor – Agricultural Sciences

Marzieh Motallebi – Lead PI

Associate Professor – Forestry and
Environmental Conservation Department

Andrew Hurley

Associate Professor – Packaging Science



MARKET DEVELOPMENT

GOALS

To increase the supply and demand for CSC through improving the understanding of the marketability of CS attributes and economic feasibility of CS practices

To use advanced economic analyses to estimate economic and environmental benefits and to assess potential long-term viability

To develop and expand markets by focusing on the relevant aspects of consumer markets, participating and non-participating producers, the food and restaurant industry, and the timber and lumber industry



MARKET DEVELOPMENT

HOW

Enrolled Producer Survey

Regional Producer Surveys

Industry Surveys

Consumer Surveys

Landowner Surveys

Timber Buyer Surveys

Enterprise Budgets

Risk Indexes

Regional Analyses



MARKET DEVELOPMENT EXTENSION'S ROLE

Enrolled Producer Survey – will be deployed before trainings and encourage participants to fill it out during trainings

Will need to be integrated into trainings

Enterprise Budgets – will need information from participants to accurately develop them

Will need to ask participants for the information

Future Participant Meetings and Trainings – MD Team may want to be included

Will need to contact MD Team

CLIMATE-SMART GROWN IN SC OUTREACH

If a tree falls in a forest and nobody is there to hear it, does it make a sound? **YES. Yes it does.**

If a tree falls in a forest and nobody is there to photograph it, can you post that photo on a website or social media and write a narrative to engage the public about that tree falling? **Not so much.**



My job is to turn a participant-focused project into a public-facing project and make resources available to participants.

MORE ABOUT CLIMATE-SMART GROWN IN SC OUTREACH

My role encompasses:

- Climate-Smart Grown in SC website
 - General CS information
 - Interactive calendar and links to CS events
 - Project announcements
 - Blogs
 - Resources



✦ Always happy to help compile and format materials that you want to use as handouts and/or post online

A screenshot of the Climate-Smart Grown in SC website showing a calendar and an events list. The calendar is for July 2023, with the date August 3 highlighted. The events list on the right includes three entries for "2023 Climate-Smart Forages for Beef Cattle Training":

- Florence, SC: **Thursday August 3, 8:30am-4pm** [REGISTER HERE](#)
- Orangeburg, SC: **Monday August 7, 8:30am-4pm** [REGISTER HERE](#)
- Laurens, SC: **Tuesday August 8, 8:30am-4pm** [REGISTER HERE](#)

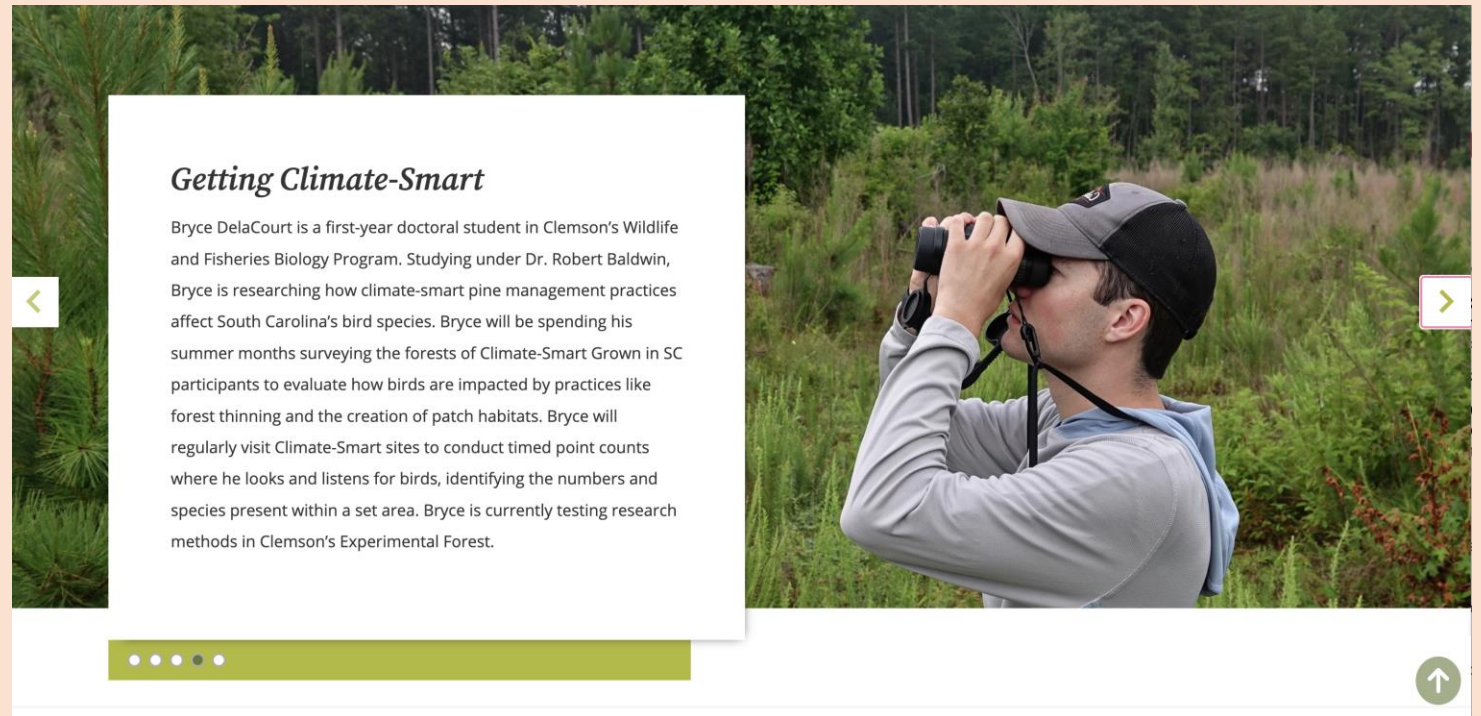
Resources include:

- Training materials
- CPS documents
- FAQ's
- PowerPoints (like this one!)
- Handouts

YET MORE ABOUT CLIMATE-SMART OUTREACH

I will be documenting the various elements of Climate-Smart Grown in SC including:

- Research
- Measurements
- CS Team interactions with participants
- Climate-Smart sites
- Implementation of CS practices
- CS products and outcomes



AND STILL MORE ABOUT CLIMATE-SMART OUTREACH AS WELL

Storytelling

- ✦ Particularly would love to document the journeys of select participants from start to finish for each commodity covered by Climate-Smart Grown in SC. Please reach out to me if you meet participants who:
 - Have a unique or compelling story or circumstance
 - Have a striking, photogenic, or unique site
 - Are charismatic or engaging and would make excellent CS ambassadors

Social Media

- ✦ Will be using Instagram primarily for a general public audience
- ✦ Will be using Twitter to communicate out data and create a network between commodity teams and between different CS projects nationwide

Outreach takeaway?

CONTACT ME! (please)

AVLEVIN@clemson.edu



Thank you and welcome to
Climate-Smart Grown in SC!!!

