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Ag Marketing Conference A Success by all Measures



Over 200 growers, government agency staff, Extension Educators and others attended the first Ohio River Valley Farm Marketing Conference in Clarksville, Indiana in late February. The two-day conference was the culmination of planning efforts by a partnership of organizations and governmental entities in Indiana, Kentucky and Ohio. It was initially funded by a USDA Block Grant from the Indiana Office of the Commissioner of Agriculture. Southern Indiana Rural Development Project (SIRDP) and Historic Hoosier Hills partnered to start the planning process back in 2001.

The conference offered a series of breakout sessions covering horticulture crops, livestock, and agri-tourism. Opening speakers included Indiana's Assistant Commissioner of Agriculture Joe Pearson, Kentucky's Commissioner of Agriculture Billy Ray Smith, and Deanne Maus, Domestic Marketing Specialist, representing Ohio's Department of Agriculture. Experts from Indiana, Ohio, Kentucky, California, New York, Pennsylvania, and South Dakota shared their knowledge with growers, and producers who were involved in specialty operations told how they got started, discussing some of the challenges to watch for in starting new enterprises. The conference was designed primarily to help growers determine where their potential markets might be and to connect with those markets once they begin production. Almost all the speakers stressed the importance of a good business plan.

Over twenty exhibitors displayed their products and services to help new enterprises get started or display the products they had developed in their enterprise venture.

The conference was given high marks by attendees in the evaluations, and plans are underway for the next conference in February or March of 2004. The 2004 conference will be more focused on topics suggested by this year's participants.

Other financial sponsors of the conference included Indiana Farm Bureau; Hoosier Energy Rural Electric Cooperative, Inc; Kentucky Farm Bureau, Kentucky Department of Agriculture; Kentucky Farmers Union; Heifer International; Ohio Cooperative Development Center; and the Commodity Growers Cooperative.

John Hunt Morgan Heritage Trail Holds Formal Dedication

The First State Capitol Building in Corydon was the site for the dedication of the John Hunt Morgan Heritage Trail, highlighting the completion of the project by the planning committee and the formal opening of the trail to the public. The dedication was held Thursday, February 27, with Harrison County Convention and Visitors

Bureau Executive Director Jim Epperson serving as host. Over 40 people attended the dedication including media representatives, Civil War enthusiasts, and historians. Project Chair Richard Skidmore briefly explained the history of the project and the committee's vision of "identifying, interpreting, and promoting" the route of Confederate General John Hunt Morgan and his 2000 confederate troops during his Great Raid of 1863 through Kentucky, Indiana and Ohio. The group has marked the 185-mile trail in Indiana with 27 interpretive signs and a navigational brochure directing travelers to key points along the route. In addition to the driving brochure, the group has completed an educational brochure designed for use in fourth grade history classes in Indiana and a detailed 56-page Guidebook for those interested in delving deeper into the events during the raid. They also produced an audiotape and CD that presents events of the raid in first-person accounts, with readings from diaries of citizens and soldiers. These are complete with background music and sounds effects.

Historic Hoosier Hills Coordinator Gary Conant discussed the organizational support and funding assistance they provided, and commended the project group for its dedication and commitment to making the project happen. Richard Skidmore provided the vital vision and leadership, and worked with a committee of the "right people with the right skills" to successfully complete such a large project.

John Goss, Director of the Indiana Department of Natural Resources and former director of the Tourism and Film Development Division of the Indiana Department of Commerce, congratulated the group on their success, remarking that "the John Hunt Morgan Heritage Trail Project is a model of how these projects should be done". John has been a long term supporter of the project and the Tourism Division provided one of the first larger grants that moved the project forward.

General John Hunt Morgan (re-enactor Morgan Raque) also attended the dedication, giving his views on the importance of the raid and expressing his appreciation to the project committee for all its hard work. A moving re-enactment of the raid is currently being planned for mid-April through the seven counties involved in the main raid column. The efforts are being coordinated through the local Visitor and Convention Bureaus – more information will be available in local newspapers as plans are completed.

Sixth Annual Timber Industry Meeting Well Attended

The Woodland Committee hosted its sixth annual dinner meeting and program for loggers and sawmill operators in southeastern Indiana March 12 at the Purdue Farm at Butlerville (SEPAC). Over 40 timber industry representatives attended. The program opened at 3:00 P. M. with a tour of area woodlots to look at openings created by management practices and why they are important to woodland production. Extension Forester John Siefert and Consultant Forester Joe Schuerman led the tour.



Following a catered dinner at 6:00, Department of Natural Resources State Forester Dr. Burney Fischer spoke to the group on "The State of Forestry and Timber in Indiana", and answered numerous questions from the participants.

The Timber Industry meeting provides a forum for foresters, woodland owners, and timber industry representatives to talk, share concerns, and create better communication between the groups. The Timber Industry meeting has been one of the Woodland Committee's most successful efforts with all six being well attended.

Forage Program on Improving the Bottom Line

Susannah Hole, Grazing Specialist for Southeastern Indiana with the USDA Natural Resources Conservation Service, presented a program on Management Intensive Grazing and Cost Sharing Program possibilities for about 30 area livestock producers March 13 at South Ripley Elementary School.

The program was hosted by the Southeastern Indiana Forage and Livestock Association and presented to provide current information on the new EQIP (Environmental Quality Improvement Program) costsharing set aside for forage and livestock producers.



Susannah explained the basics of sound forage management, reminding them producers that "grazing management <u>is</u> forage management". She also discussed how to develop watering systems economically to provide sufficient water for intensive rotational grazing. She covered the importance of identifying each producer's resources, goals, and farm base – the beginnings of a good business plan for the operation.

The Forage and Livestock Association Board of Directors are livestock producers from the nine Historic Hoosier Hills counties. They are also planning a forage and livestock field day for later this summer.

Historic Hoosier Hills Executive Committee Fills Vacancies, Re-organizes

The Executive Committee of Historic Hoosier Hills now has a full slate of officers following the passing of Treasurer Raymond West last year and the resignation of First Vice President Kelly Misamore from the Board and Executive Committee last fall.



At the Executive Committee meeting February 21, Galen Eberhardt was appointed to the First Vice President position; Bill Corning resigned as Second Vice President and Bob Hughes was appointed in his place. Bill was then appointed to the Treasurer's position, thus filling the Executive Board. Lilian Carmer remains as President and Barbara Corning as Secretary.

We are most appreciative of Galen's and Bob's willingness to accept these positions.



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Historic Hoosier Hills RC&D Council meets on the 4th Monday of every other month. The Executive Committee meets on the 3rd Friday of every other month that the Council does not meet. All meetings are open to the public. Anyone wishing to attend will certainly be welcome.

Historic Hoosier Hills RC&D

Mission Statement:

"Serve as a catalyst to empower local people to solve the overall economic and natural resource problems of the area, and to properly develop, utilize, and conserve our natural and human resources."

Vision Statement:

"Workable economic climate in harmony with natural resources developed to their full potential for a higher quality of life."

Officers & Staff

Council President – Lilian Carmer 1st Vice-President – Vacant 2nd Vice-President – William Corning Interim Treasurer – William Corning Secretary – Barbara Corning RC&D Coordinator – Gary Conant RC&D Program Assistant – Phyllis May Proposal Writer – Barbara Jachimiak