



- ❖ Ginger S. Myers
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Ginger S. Myers gsmyers@umd.edu 301-432-2767

- *Director of the Maryland Rural Enterprise Development Center*
- *Extension Marketing Specialist, College of Agriculture & Natural Resources, University of Maryland Extension.*
- *Over 30 years of experience in production agriculture, agri-business and consulting to this position.*
- *Currently works with agricultural entrepreneurs, develops new markets and networking opportunities, works with new and beginning farmers, and assists with business development and business planning.*
- *Operates a grass-based livestock farm with husband.*

2007 Extension Marketing Specialist

**Non-Tenure Contract Position
Original Funding \$100,000 2Yr.
Position**

**To enhance economic prosperity for
Agriculture and Natural Resource
producers and businesses by:**

- 1. Encouraging Entrepreneurship
- 2. Develop new value-added enterprises
- 3. Identify markets with a focus on local markets, including but not limited to the following: Farmers Markets, farm stores, roadside stands, pick-your-own, local produce sections of big box stores, consumer supported agriculture, restaurant sales, internet sales, small retail stores and home deliveries.



Encouraging Entrepreneurship

Extension.umd.edu/mredc

The screenshot shows a Firefox browser window displaying the MREDC website. The browser's address bar shows 'extension.umd.edu/mredc'. The website has a dark navigation bar with menu items: ABOUT, TOPICS, PROGRAMS, LOCATIONS, GET INVOLVED, LEARN, and NEWS & EVENTS. Below the navigation bar is a banner with the text 'Providing Tools for Business Success' and 'Maryland Rural Enterprise Development Center'. A secondary navigation bar contains buttons for 'MREDC Home', 'Business Modules', 'Specialty Modules', 'Coursework Opportunities', 'Get Connected', and 'Information Library'. The main content area is divided into three columns. The left column has an 'About:' section with a 'Welcome!' message and a 'Contact Us' section with MREDC's address, phone number (301-432-2767 x338), and email (gsmyers@umd.edu). The middle column features a large image of a compass and a map with the text 'My Business Sharing the Journey' and a 'Video Series featuring Maryland Entrepreneurs' caption. The right column has a search icon and the text 'Searching for something? Try one of these popular links.' followed by a list of resources: 'Farm Business Planning Workbook Module' (with links for Workbook PDF, Workbook (MS Word Format), and Case Study - Greenway Farms), 'Food Processing Module' (with links for Food Processing Resource Directory, Rules for Specific Foods, Agencies and Jurisdictions Map, Standards and Licensing, and Direct Marketing and Value Added Products), and 'Small Farms Course'. The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:09 AM on 5/5/2014.

Encouraging Entrepreneurship

The screenshot shows a web browser window displaying the University of Maryland Extension website. The browser's address bar shows the URL: `extension.umd.edu/mredc/specialty-modules/food-processing`. The page header features the University of Maryland Extension logo, the Cooperative 100 logo, and the College of Agriculture & Natural Resources logo. A search bar is located in the top right corner. Below the header is a navigation menu with options: ABOUT, TOPICS, PROGRAMS, LOCATIONS, GET INVOLVED, LEARN, and NEWS & EVENTS. The main content area has a banner for the Maryland Rural Enterprise Development Center (MREDC) with the tagline "Providing Tools for Business Success". Below the banner are navigation buttons for MREDC Home, Business Modules, Specialty Modules, Coursework Opportunities, Get Connected, and Information Library. The page content includes a breadcrumb trail: Home » MREDC Home » Specialty Modules. The main heading is "Food Processing" with a sub-heading "Food Processing in Maryland" and an image of cheese. A sidebar on the left lists navigation options: Maryland Rural Enterprise Development Center, MREDC Home, Business Modules, Specialty Modules, New and Beginning Farmers, and Food Processing (with sub-links for Standards and Licensing, Agencies and Jurisdiction). The main text area contains a welcome message and introductory text about food processing.

Firefox | Food Processing | University of Marylan... | extension.umd.edu/mredc/specialty-modules/food-processing

UNIVERSITY OF MARYLAND EXTENSION *Solutions in your community* COOPERATIVE 100 UNIVERSITY OF MARYLAND COLLEGE OF AGRICULTURE & NATURAL RESOURCES

Search

ABOUT TOPICS PROGRAMS LOCATIONS GET INVOLVED LEARN NEWS & EVENTS

Providing Tools for Business Success

Maryland Rural Enterprise Development Center

MREDC Home Business Modules Specialty Modules Coursework Opportunities Get Connected Information Library

Home » MREDC Home » Specialty Modules

Maryland Rural Enterprise Development Center

MREDC Home

Business Modules

Specialty Modules

New and Beginning Farmers

Food Processing

Standards and Licensing

Agencies and Jurisdiction

Food Processing

Food Processing in Maryland



Welcome to the Food Processing in Maryland Module!

Links within this module are located in the main site navigation on the left or in the sidebar located on the right.

"Food processing" is the treatment of a food substance to change its properties with the intention of preserving it, improving its quality, or making it functionally more useful. For example, cheese, ice cream, hamburger, spaghetti sauce, chicken wings, bread, pie, maple syrup, and jam are all processed foods. Food processing represents a business opportunity for Maryland farmers and entrepreneurs as it builds the state's economy, creates

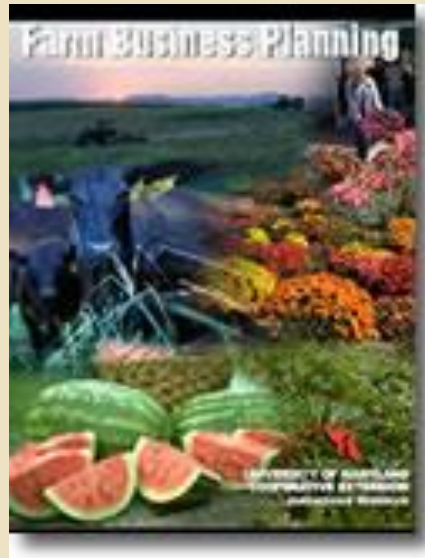
Food Processing in Maryland

- Standards and Licensing
- Agencies and Jurisdictions
- Rules for Specific Foods
- General Resources

10:11 AM 5/5/2014

Encouraging Entrepreneurship

The screenshot shows a Firefox browser window displaying the website extension.umd.edu/mredc/business-modules/coaches-assistance-program-and-directory. The page layout includes a top navigation bar with links like 'MREDC Home', 'Business Modules', and 'Specialty Modules'. A left sidebar lists various business modules such as 'Assessing Your Farm Business Plan' and 'Cultivating Entrepreneurship'. The main content area is titled 'Coaches Assistance Program and Directory' and describes the 'Maryland Ag & Natural Resources Entrepreneurial Coaches' Assistance Program and Directory'. It explains that entrepreneurs are made, not born, and can be supported through training and coaching. A 'Maryland Extension Entrepreneurial Coaching Directory' link is prominently displayed. To the right, there are sections for 'Headlines' (featuring '2014 Commercial Vegetable Production Recommendations for Maryland') and 'Latest Articles' (featuring 'The Customer is Still King'). The Windows taskbar at the bottom shows the date as 5/5/2014 and the time as 10:12 AM.



**Case Study- Greenway
Farm- pdf 9,475
pageviews**

The Maryland Rural Enterprise Development Center site.
www.extension.umd.edu/mredc

(Combination of Dreamweaver and Drupal Sites)

Total Pageviews: 58,401 for 2013

Total Unique Pageviews: 33,572

Develop new value-added enterprises

Food for Profit: A Branded Program Training Specialty Food Entrepreneurs in partnership with Penn State Extension-

Workshop program:

Game Plan- Business Planning

Food Law (state/municipal regulator/inspector)

Food Safety

Realities of Food Business (guest entrepreneur)

Niche Marketing

Social Media

Packaging/Labeling

Financing/Pricing



Develop new value-added enterprises

- **Food for Profit Series- Collaborative Project**
- 2012 won the Outstanding Entrepreneurship Program from the National Association of Extension Community Development Professional Association
- 2012-14 NESARE PDP Grant to training Extension Professional in the program in PA,WVA,MD, and TENN
- 2013 Program presentation at the National Value-Added Food conference
- Have had 212 participants in the program in MD
- 44 food businesses launched in MD since 2011
- 22 Extension Educators certified as trained instructors, 6 in Maryland.


Develop new value-added enterprises

- **Maryland Niche Meat Producers Group**
 - Customer Directory
 - Annual Conferences
 - Workshops with processors, chefs, institutional buyers
 - Central Maryland Poultry Processors Group
 - Working on Pricing and Expanding Direct Sales



Farmers Markets, farm stores, roadside stands, pick-your-own, local produce sections of big box stores, consumer supported agriculture, restaurant sales, internet sales, small retail stores and home deliveries.

Local Sustainable Meat & Poultry- Producers Making the Shift to Institutional Sales



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Niche Markets for Small Flock Poultry



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Community Supported (Subscription) Agriculture (CSA)

Will It Work for You?



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Product Packaging- Why We Buy



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Are You a Supermarket Vendor or Super Market Vendor?



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Don't Be Sheepish about Marketing




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Marketing a Berry That's Not Red, White, or Blue

Marketing Specialty Products- Aronia Berries



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Ag MARKETING Providing the support your business needs to grow plans, networks, & markets for sustainable enterprises.

- Marketing 101
- Alternative Enterprises
- New Farmers
- Market Outlet & Tools
- Value-Added Products
- Additional Resources

Home



Contact Us

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Get Directions

Connect With Us



Learn More About

Agriculture



The Agriculture Marketing Program's mission is to assist individuals with marketing plans, develop profitable, sustainable marketing opportunities, and work in coordination with other supporting agencies to enhance Maryland's agricultural economy.

The program is staffed by Ginger S. Myers, Extension Marketing Specialist. While housed at the Western Maryland Research and Education Center (WMREC), Myers' support responsibilities are statewide.

Headlines:

- Healthy Living - UPDATE
- Healthy Living Grant - Renewal Time!
- Maryland Teams Place First and Second in Worldwide Robotics Competition
- Dr. Nathaniel Tablante: From Extension to Legislation
- Extension Faculty Member Donald Webster Takes on University Senate Position

More headlines

Event Calendar:

Latest Articles:

The Customer is Still King
 Turning Out Your Product: From Food Safety to Marketing, There's a Lot You'll Need to Know.

Six Invasive Pests to Watch for in 2014

Learn more

Useful Links:

Farm Business Planning Workbook

CLICK HERE TO VISIT

 MARYLAND Rural Enterprise Development Center
www.mredc.umd.edu
 Providing Tools For Business Success

CLICK HERE TO VISIT

 Beginning Farmer Success
 explores culture, planning, implementation
<http://www.extension.umd.edu/newfarmer>

Ag Marketing Web Analytics Summary

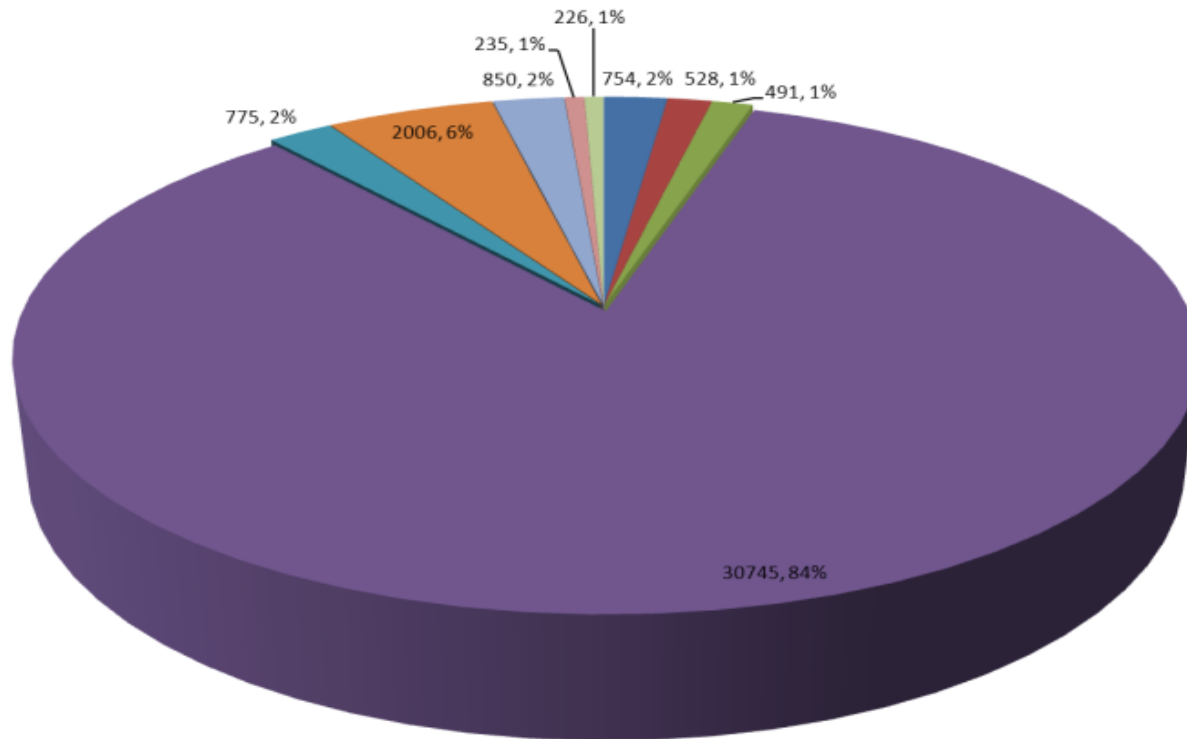
April 1, 2013 to December 31, 2013

40,210 Pageviews 35,423 Unique Pageviews

Top 10 on the Extension Web Site List!

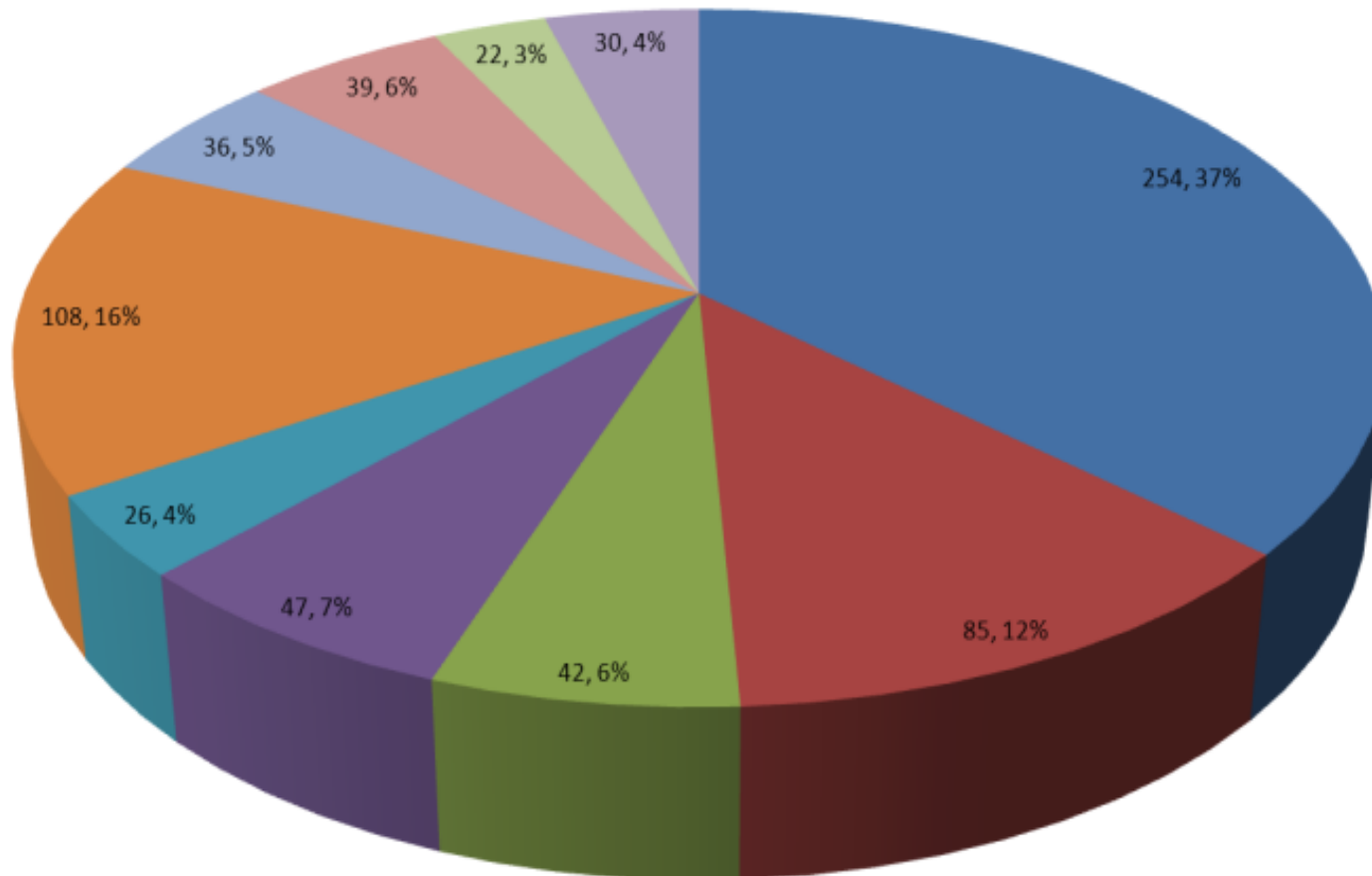
Marketing 101 Pageviews - Ag Marketing Navigation Tab 1

- What is Marketing
- Marketing Mix - The 4Ps and the 4Cs
- Marketing Strategies
- Defining a Market
- Writing a Marketing Plan
- Test and Track
- Market Research
- Marketing Plan Outline
- Implementation



Market Outlet & Tools Pageviews - Ag Marketing Navigation Tab 4

- Choosing Distribution Methods
- Marketing to Restaurants and Food Retailers
- Internet Sales
- Wholesale
- Translate Trends into Profits
- Direct Marketing
- Community Supported Agriculture (CSA)
- Agri-Tourism
- When Advertising is a Waste of Resources
- Selling a Service



Other Projects and Partnerships

- Annie's Project
- Beginning Farmer Success Project
- Marketing Presentations
- Small Farms Presentations
- Digital Tool Box for Agriculture
- Quarterly Marketing Newsletter
- 12 Fact sheets and 6 Extension Bulletins



Expanding Collaborative Network



Entrepreneurship



Business
Development



All things Food



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