

FARMERS AND CONSUMERS

MARKET BULLETIN

GEORGIA DEPARTMENT OF AGRICULTURE • GARY W. BLACK, COMMISSIONER • WEDNESDAY, AUGUST 3, 2016 • VOL. 99, NO. 16 • © COPYRIGHT 2016



Lynyrd Skynyrd, The Band Perry will headline concert series at Georgia National Fair in Perry

Classic Southern rock band Lynyrd Skynyrd is the headline act in a series of nine bands slated to perform at the 2016 Georgia National Fair in Perry Oct. 6-16. Lynyrd Skynyrd takes the stage Oct. 15 for the final of two ticketed concert events planned at the Georgia National Fairgrounds and Agricenter in Perry. The Band Perry will perform Oct. 8.

representing a range of genres:

- ★ Oct. 6: The Grapevine and Ohio Players
- ★ Oct. 10: The Nitty Gritty Dirt Band
- ★ Oct. 11: Blues Traveler and Porch 40
- ★ Oct. 12: Boyz II Men
- ★ Oct. 13: Old Dominion

Advance tickets for both concerts are \$40 and include gate admission to the fair. Stacy Campbell, director of marketing and media relations for the fair, said ticket sales begin online at 9 a.m. Aug. 27 at GeorgiaNationalFair.com.

Free concerts and attractions are included in the \$10 per person fee for gate admission.

The Georgia National Fair was established in 1990 and hosts about 450,000 people each year in Perry. In addition to concerts, the fair offers rides, horse shows, livestock competitions, home and fine arts exhibits, a daily circus, and more.

The line-up for a series of free concerts features several well-known bands



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Notice
 Ads for the Aug. 31 issue — including Farmland Rent/Lease — are due by noon, Aug. 17.

Georgia Grown member Adriana Coppola of Suwanee credits her four visits to the Atlanta International Gift & Home Furnishings Market at AmericasMart with generating national interest in her Alta Cucina Italia line of gourmet food products. The line was picked up there by national grocery store chains, and also received national press coverage. Read more about Georgia Grown at AmericasMart on Page 12.



Field Day offers a preview of attractions to come at Sunbelt Ag Expo in October

James Williams retired from farming in Baker County years ago but still keeps up with the latest developments in the field. That's why he was among the 300 farmers and ag industry professionals who braved the gnats and the heat to attend Sunbelt Agricultural Expo Field Day July 14 in Moultrie.

"I'm still interested," he said, marveling in particular at the technological advances featured during a 30-stop tram tour of the expo's Darrell Williams Research Farm.

Valmont Irrigation/Valley got his attention with its GPS guidance technology for corner and linear irrigation equipment, as did the continued evolution of precision agriculture techniques, including equipment control and data management functions that can be linked to personal smart phones.

"You can turn on your irrigation from another state, monitor it, see how much water is in the soil," Williams said, shaking his head in amazement.

Field Day is scheduled annually in the middle of the growing season to offer farmers a sneak-peak at the new technologies and research results that will be presented in full at the Sunbelt Ag Expo Oct. 18-20.

The 39th Annual Sunbelt Ag Expo is Oct. 18-20 in Moultrie. The show features more than 1,200 exhibitors on 1.6 million square feet of show space and a 600-acre working farm. Tickets are \$10 at the gate, cash only. Children 10 and under are admitted free. Multi-day admission is \$20. Learn more at SunbeltExpo.com.

"Guests can see demonstration plots, which contain the latest cutting edge research, and visit with industry and university researchers to get up-to-date information on topics such as new seed varieties, irrigation, crop protection, soil fertility, forages and precision agriculture," said Chip Blalock, executive director of the expo. "This is a small preview of what you can see at the expo in October."

It's also a chance to see developmental
 See **SUNBELT AG EXPO**, page 6



Valley Irrigation's new Revolution airless tire for center pivot systems was on display at Field Day. It includes a non-directional tread that won't plow up fields as it rolls through.

COOK GEORGIA GROWN: Tomato Pie with Vidalia® Onion and Herbed Chicken Breast

Recipe courtesy Seth Freedman | PeachDish

Ingredients:

8 oz. boneless, skinless chicken breast
1 tsp. PeachDish Salt*, divided
1 slicing tomato
4 ½ oz. Georgia Grown melting cheese**
2 Tbsps. Duke's mayonnaise
1 sprig basil
2 mini pie shells
¼ Vidalia® onion
1 tsp. cooking oil
2 sprigs oregano
2 sprigs parsley

Preparation:

Heat oven to 375 degrees.

Quarter onion through the stem end. Slice 1 quarter very thinly. (Reserve the remaining ¾ onion for another use.) Grate cheese. Chop basil leaves. Combine and chop oregano and parsley. Cut tomato into four even slices that are ¼-inch thick; cut the remaining tomato flesh from around the stem.

Season chicken on all sides with a total ¼ tsp. PeachDish Salt and set aside at room temperature. Season the full tomato slices on both sides with a total ¼ tsp. PeachDish Salt, and arrange them in a single layer on paper towels.

In a mixing bowl combine cheese, mayonnaise and basil. Mix thoroughly.

Place pie shells on baking pan. On your work space, arrange the ingredients for the pies: sliced onion, sliced tomato and cheese mixture.

(It's helpful to divide the cheese mixture in half so that you get an equal amount in each shell.)

Place a few pieces of sliced onion in the bottom of each shell. Spread a thin layer of cheese mixture. Top with a slice of tomato (save the largest slices for the next layer), then a few more slivers of onion. Top with another thin layer of cheese mixture. Repeat with tomato, onion, then one last layer of cheese mixture. The filling should be higher than the edge of the pie shell; don't worry, it will all melt and cook down. You should have a good amount of slices onion and the tomato pieces left when your pies are fully assembled.

Place pies in oven, and bake 12 minutes. Rotate pan 180 degrees, and continue to bake until filling is melted and browned on top, about 10 minutes more. Remove pies from oven and allow them to cool a few minutes before serving.

While the pies are baking, cook the chicken: Place a skillet over medium-high heat. Add 1 tsp. cooking oil. When the oil is shimmering add chicken breasts. Cook without turning or stirring until browned on the bottom, 3-4 minutes. Flip and continue cooking until the chicken is opaque all the way through, firm to the touch, and browned on the second side, 2-3 minutes more. Remove chicken from the pan to a small bowl. Add remaining sliced onion and chopped oregano and parsley; toss to combine well. Cover bowl with a plate and set aside.

When pies are slightly cooled and ready to serve, cut chicken across the grain into thin slices.



Divide the herbed onion slices from the chicken bowl between two plates. Top with sliced chicken. Serve pie with chicken, onion and remaining tomato pieces.

*Purchase PeachDish Salt, a special blend of seasonings, online at PeachDish.com

**Freedman recommends Peekville Tomme cheese from Many Fold Farm (ManyFoldFarm.com) or Thomasville Tomme from Sweetgrass Dairy (SweetGrassDairy.com).

(This recipe and all the ingredients are available for home delivery in a complete PeachDish meal kit. Order online at PeachDish.com.)

Fair season is drawing near

Can't make it to Perry for the Georgia National Fair? The tradition of the county fair is alive and well in Georgia, so chances are good that one is coming to a town near you this fall. In fact, the countdown to fair fun is on already in several communities. Check our website at agr.georgia.gov for updates to this list as fair season draws closer.

Coastal Georgia Regional Fair

Dates: Oct. 25-29

Address: 101 Emory Dawson Road, Brunswick

Website: www.exchangeclubofbrunswick.org

Coastal Empire Fair

Dates: Nov. 3-13

Address: 4801 Meding St., Savannah

Website: www.coastalempirefair.com

Columbia County Fair

Dates: Nov. 3-13

Address: 5462 Columbia Road, Grovetown

Website: www.columbiacountyfair.net/

Coosa Valley Fair

Dates: Oct. 4-8

Address: 1400 Martin Luther King Jr Boulevard, Rome

Website: www.coosavalleyfair.com/

Coweta County Fair

Dates: Sept. 16-25

Address: 275 Pine Road, Newnan

Website: www.cowetacountyfair.org

Cumming Country Fair & Festival

Dates: Oct. 6-16

Address: 235 Castleberry Rd, Cumming

Website: www.cummingfair.net/

Elberton 12-County Fair

Dates: Oct. 3-8

Address: 450 North Oliver St, Elberton

Website: www.elbertonfair.com/

Georgia - Carolina State Fair

Dates: Oct. 14-23

Address: 308 Hale Street, Augusta

Website: www.georgiacarolinastatefair.com/

Georgia Mountain Fall Festival

Dates: Oct. 7-15

Address: 1311 Music Hall Road, Hiwassee

Website: www.georgiamountainfairgrounds.com/

Georgia State Fair

Dates: Sept. 30-Oct. 9

Address: Atlanta Motor Speedway, 1500 Tara Place, Hampton

Website: www.georgiastatefair.org/

Gwinnett County Fair

Dates: Sept. 15-25

Address: 2405 Sugarloaf Parkway, Lawrenceville

Website: www.gwinnettcountyfair.com/

Kiwanis Ogeechee Fair

Dates: Oct. 17-22

Address: 16942 Georgia 67, Statesboro

Website: www.kiwanisogeecheefair.org

Kiwanis Spalding County Fair

Dates: Oct. 7-15

Address: 1025 Hill Street, Griffin

Website: www.facebook.com/Kiwanis-Fair-grounds-116204191741026/

North Georgia State Fair

Dates: Sept. 22-Oct. 2

Address: 2245 Callaway Rd, Marietta

Website: www.northgeorgiastatefair.com

Southwest Georgia Regional Fair

Dates: Nov. 1-6

Address: 810 S. Westover Blvd, Albany

Website: www.exchangeclubfair.org/



is proud to welcome these new members:

Silver Level

AgriSource Data
AgriSourceData.com
Norcross, Ga.

Bruce Veal's Dry Creek BBQ Sauce
GeorgiaGrown.com
Wrightsville, Ga.

No Gluten

NoGlutenInc.com
Stone Mountain, Ga.

Pappy's Products
PappysCookingPlank.com
Cleveland, Ga.

Teas Unique
TeasUnique.com
Flowery Branch, Ga.

Uncle Rhett's
UncleRhetts.com
Ocilla, Ga.

Yaya's Sweets and Treats
YayasTreats.com
Valdosta, Ga.

and these returning members:

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A&A Alta Cucina Italia
AltaCucinaItalia.com
Suwanee, Ga.

Alan Cate Industries
JHotSauce.com
Douglasville, Ga.

B&G Honey Farm
BandGHoneyFarm.com
Register, Ga.

DeWitt Produce & Farms
GeorgiaGrown.com
Quitman, Ga.

Leopold's Ice Cream
LeopoldsIceCream.com
Savannah, Ga.

Loose Sugar Bakery
LooseSugarBakery.com
Harrison, Ga.

Pa Bill's BBQ
GeorgiaGrown.com
Albany, Ga.

Paulk Vineyards/Gary H. Paulk Farm
PaulkVineyards.com
Wray, Ga.

Poppell Farms
PoppellFarms.com
Odum, Ga.

Georgia Grown is a marketing and branding program of the Georgia Department of Agriculture. For more information or to join, visit GeorgiaGrown.com or call 404.656.3680.

Georgia Grown members find new markets at AmericasMart Atlanta

It's been said that if you build a better mousetrap the world will beat a path to your door. The trick is letting the world know which door is yours.

Several members of the Georgia Department of Agriculture's Georgia Grown marketing program get the word out about their

products through trade shows at AmericasMart Atlanta. With seven million square feet of show space spread through four buildings, AmericasMart Atlanta is one of the world's largest permanent wholesale trade centers. Among its many annual sales events for retail buyers, the mart hosts a home and gift show twice a year that devotes one entire floor of the downtown Atlanta complex to gourmet food items.

That is where a dozen Georgia Grown members gathered July 14-18

to pitch their products to buyers representing local shops, national stores and international retailers. Show veterans invested in their own booth spaces while several up-and-comers partnered with Georgia Grown to occupy a single space as a group.

"This is the first year we have had the Georgia Grown section at AmericasMart. Our first appearance was at the Atlanta International Gift and Home Furnishings Market in January," said Matthew Kulinski, deputy director of the Georgia Grown Program for the Department of Agriculture.

"Georgia Grown is thankful for the support of AmericasMart in this partnership to help spotlight Georgia Grown members. These kinds of partnerships give Georgia ag businesses of all sizes the opportunity to share their quality products with buyers from around the world and become more successful."

Lauri Jo Bennett of Norman Park is a prime example of the success that's possible. Bennett introduced Lauri Jo's Southern Style Canning line to the mart in 2009, three days after she received the labels she would use to sell her products. Her green tomato pickles won "Best of Show" that year in a judged competition among exhibitors. Buyers representing retailers in 17 states ordered from her at that first show.

The most recent show brought Bennett into meetings with a national restaurant chain that operates 680 retail stores nationwide. Additionally her products were added to the year-round inventory on display in a permanent showroom kept by Werner Frank at the Atlanta mart. Werner Frank represents manufacturers of giftware and home décor, deploying regional sales representatives nationwide who will pitch Bennett's products in their travels.

"It's very expensive to be here, but the

opportunities wouldn't have come my way if I didn't spend the money," Bennett said. "Those kinds of things you don't get when you just go to the farmers market. You have to spend money to make money. It's hard but if you want to grow you have to do it."

Neal Amos and his mother, Margaret, have attended five shows at AmericasMart in the three years since they started their business. In that time they've grown the number of retail outlets selling their Southern Straws Cheese Straws from 15 stores near their home base in Columbus to 160 retailers nationwide.

"We're in Texas, Alabama, Florida, North Carolina, South Carolina, New York – all over," Amos said.

Amos graduated from the University of Georgia with a degree in finance, but quickly decided the corporate life wasn't for him. The family recipe for cheese straws was so popular with family and friends that Amos and his mother decided to try building a business with it. Together



Clay and Valerie Oliver of Oliver Farm have presented their line of artisanal oils at four AmericasMart events. They received orders from 30 retailers during a January visit.



Layne Varnedoe and Lauri Jo Bennett have been promoting Lauri Jo's Southern Style Canning line at AmericasMart in Atlanta since 2009.

they bake, package and market their line of snack foods.

"This gets our product out there. It gets us into the hands of consumers we wouldn't get otherwise," he said of AmericasMart. "It's not like we're going to drive to Texas ordinarily to get our cheese straws in front of consumers there."

Like Bennett and the Amoses, Clay Oliver of Pitts is a show veteran who has found the considerable investment in a stand-alone booth to be worthwhile. The July show was his fourth at the Atlanta mart. At the first show he attended he received six or seven orders for products from his line of Oliver Farm artisan cooking oils and flour. A show this past January generated 30 or-

ders.

"We get repeat customers from it," he said. "We've met big-name companies and media at the show."

These are the successes hoped for by the eight vendors who shared the expense of visiting the mart with the Georgia Grown program. Each has a unique taste of Georgia to offer; all they need is a market to help them share it with the world.

R.G. and Rachel Lamar launched Front Porch Pecans in December 2015. Before Georgia Grown gave them the opportunity to display their pecans at AmericasMart in January, they were selling from just a few stores near their home in Hawkinsville. That first show took them to 10 states.

"It certainly has increased our exposure," Rachel Lamar said.

Clark and Suzy Neal will be delivering their award-winning Unicoi Preserves to Tampa as a result of their first trip to the mart. They're hopeful that samples fed to representatives of a popular national lifestyle magazine will bring media exposure for their product line.

"You never know who you're going to meet here," Clark Neal said.

Eric Wisham, who founded his Wisham Jellies line on an excess pepper crop in Tifton four years ago, will be shipping his products to Walla Walla, Wash., as a result of his visit to the mart.

"That's about as far as you can get," he said.

For Rory Mitchell, founder of Nature's Kitchen in Roswell, the opportunity to sell to a wider market has grown from a desire to make his young son proud of his multicultural roots.

"It's all about leaving behind a legacy," Mitchell said. "We are all immigrants at some level and we tend to lose our traditions and history at some point."

Mitchell is Jamaican and his wife is Indian. When their 7-year-old son endured some teasing as a result of his blended ethnicity, the Mitchells began highlighting for him the best of both their cultures in hopes of instilling a sense of pride in his family history. Cooking and eating is a huge part of any family's story, so they included the best of Jamaican and Indian cuisine in the boy's education.

This unique blend of cultures resulted in Smokin' Jerk BBQ Saucinate and Jamin' Jerk Marinade, a savory pair of products made with 23 fresh herbs and spices that are staples of Indian and Jamaican recipes. Mitchell is hopeful that his debut at AmericasMart Atlanta will help him widen the distribution of his products and spread his message that goodness comes in many flavors.



Rory Mitchell of Nature's Kitchen joined other Georgia Grown members in a shared booth to introduce his Jerk Saucinate and Jerk Marinade to retail buyers from around the world. The line is a blend of spices from his native Jamaica and his wife's home in India.

Federal government offers disaster assistance to drought-plagued counties

Persistent drought conditions throughout North Georgia prompted the USDA to declare disaster areas of 27 counties, clearing the way for farmers and ranchers in those counties and several contiguous to them to receive low interest emergency loans from USDA's Farm Service Agency.

Counties named primary natural disaster areas on July 13 and July 21 include: Bartow, Butts, Carroll, Chattooga, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Floyd, Fulton, Gordon, Habersham, Hall, Heard, Henry, Lamar, Meriwether, Newton, Paulding, Pike, Rabun, Rockdale, Spalding, Stephens and Whitfield.

Farmers and ranchers in the following contiguous counties are also eligible to apply for disaster assistance loans: Banks, Barrow, Catoosa, Cherokee, Dawson, Forsyth, Franklin, Gilmer, Gwinnett, Jackson, Lumpkin, Murray, Pickens, Polk, Towns, Walker and White.

"Our hearts go out to those Georgia farmers and ranchers affected by recent natural disasters," said Agriculture Secretary Tom Vilsack.

Interested farmers should contact their local USDA Service Center for eligibility requirements and application procedures. Additional information is also available at <http://disaster.fsa.usda.gov>.

Farm-related entities in those counties are eligible for low-interest federal Economic Injury Disaster Loans from the U.S. Small Business Administration. With the exception of aquaculture enterprises, SBA cannot provide disaster loans to agricultural producers, farmers or ranchers. Nurseries are eligible to apply for economic injury disaster loans for losses caused by drought conditions.

"When the Secretary of Agriculture issues a disaster declaration to help farmers recover from damages and losses to crops, the Small Business Administration issues a declaration to eligible entities affected by the same disaster," said Frank Skaggs, director of SBA's Field Operations Center East in Atlanta.

Eligible businesses and private nonprofits in the following counties may apply for low interest emergency assistance as a result of the drought that began June 28: Banks, Barrow, Catoosa, Chattooga, Clarke, Dade, Elbert, Floyd, Franklin, Gordon, Gwinnett, Habersham, Hall, Hart, Jackson, Lincoln, Madison, Oconee, Oglethorpe, Stephens, Walker, Wilkes and Whitefield.

Eligible entities in the following counties may apply for low interest emergency loans as a result of the drought that began July 5: Bartow, Butts, Carroll, Chattooga, Cherokee, Clayton, Cobb, Coweta, Columbia, DeKalb, Douglas, Elbert, Fayette, Floyd, Fulton, Gilmer, Gordon, Gwinnett, Haralson, Harris, Hart, Heard, Henry, Jasper, Lamar, Lincoln, Meriwether, Monroe, Morgan, Murray, Newton, Paulding, Pickens, Pike, Polk, Rockdale, Spalding, Talbot, Troup, Upson, Walker, Walton and Whitfield.

Application may be made online at <https://disasterloan.sba.gov/ela>. Application forms may also be obtained by calling SBA's Customer Service Center at 800.659.2955 (800.877.8339 for the deaf and hard-of-hearing); by emailing DisasterCustomerService@sba.gov; or by downloading the application at www.sba.gov/disaster and mailing it to: U.S. Small Business Administration, Processing and Disbursement Center, 14925 Kingsport Road, Fort Worth, TX 76155.

Producers and businesses have eight months from the date a disaster is declared to apply for funds.

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