

MARKET BULLETIN

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REPORTING DROUGHT CONDITIONS HELPS POLICYMAKERS, FARMERS

STORY BY EVA MOORE • PHOTOS VIA NATIONAL DROUGHT MITIGATION CENTER

As the South Carolina summer wears on, many farmers are on the alert for signs of drought: stunted crop growth, insect damage, stressed livestock, and more.

“This is a crucial growing time for some major row crops — cotton, soybeans — but then again we’re in corn season, too, where corn is starting to dry out and we don’t want rain. So it’s a constant battle,” explained Katherine Helms, a marketing specialist with the South Carolina Department of Agriculture who serves on the state Drought Response Committee.

SCDA and other agencies are collaborating with the National Drought Mitigation Center to promote

a new way for South Carolina farmers to share information on drought across the state with researchers and policymakers. The tool allows farmers to regularly report moisture levels and crop conditions, and upload photos.

“In South Carolina we have these spotty showers, so we may get a lot of rain in one place and no rain in another,” Helms said. “When we have reports from multiple places within a county, we can have a more accurate representation.”

Frequent reporting is encouraged, as it helps provide trend data. Submitters can report their contact information and GPS coordinates, or choose to remain anonymous.

“Farmers are on the front lines when it comes to drought, and we hope this tool will help South Carolina’s agricultural community more easily report

the conditions affecting their crops and livestock,” said Commissioner of Agriculture Hugh Weathers.

The data is used to help compile the weekly U.S. Drought Monitor map, which reflects drought conditions across the country.

“The USDM map is focused on broad-scale conditions and is used to identify areas where drought impacts are likely occurring,” said

assistant state climatologist Melissa Griffin, who works for the South Carolina Department of Natural Resources. “In regions where evidence exists, the magnitude of drought is designated based on multiple indicators, including lack of

precipitation, evaporative demand, soil moisture deficits, and shortfalls of groundwater, reservoirs, and streamflow. Documenting local conditions is crucial in helping the authors and contributors make informed decisions on the drought designations on the national map.”

Researchers and regulators use the map to trigger various drought responses. Reporting of drought conditions improves the targeting of federal disaster relief aid to farmers in affected areas, such as the Livestock Forage Disaster Program.

Griffin recommends farmers — and others with information on drought conditions, such as extension agents and park staff — set a reminder to share data every week.



Lack of rain can cause corn to mature early.



Dry pasture.



COMMISSIONER'S CORNER

HUGH E. WEATHERS
SOUTH CAROLINA
COMMISSIONER OF
AGRICULTURE

OUR ADVOCATES OF THE YEAR

Last week we had the pleasure of honoring three individuals who’ve committed themselves to South Carolina agriculture in different ways.

South Carolina Advocates for Agriculture is a nonprofit organization that promotes agriculture in South Carolina, helping raise funds for efforts like the SC Commissioner’s School for Agriculture, FFA, and the recent flood-relief effort Plant It Forward SC. Board members represent public and private agriculture organizations and producers from across the state, and I serve as one of several advisors to the organization.

Each year, the Advocates for Agriculture board names Advocates of the Year in two categories—public official and industry leader. Somewhat unusually, this year we have three honorees, and a reception was held August 8 to acknowledge them.

Marion Swink and Henry Swink are brothers who own McCall Farms in Effingham, South Carolina. Their company dates back some 181 years, and while it began as a 2,000-acre farm in Florence County, these days it’s a packing and canning powerhouse, with a 900,000-square foot facility and over 1,000 employees. McCall Farms owns some of the most familiar brands of canned food in the country, including Glory Foods, Veg-All, Margaret

Holmes, Bruce’s Yams, and Peanut Patch Boiled Peanuts.

The Swink brothers have distinguished themselves not only as visionary businessmen, but as advocates for the South Carolina farmers who grow the food they process. They have had several major expansions in the recent years and are always a pleasure to work with.

We also recognized South Carolina Sen. Paul Campbell for his service to farmers. Though he’s long been a friend to agriculture, having served in the state Senate since 2007, Sen. Campbell this year became chairman of the Senate Agriculture and Natural Resources Committee. We appreciate all he does to champion the interests of farmers at the South Carolina State House. Like the Swinks, Sen. Campbell is a pleasure to work with and he has a deep understanding of the importance of agriculture to our state. Also, if you want to know anything about Clemson, he’s your man. I don’t know of a bigger fan of the Tigers.

Promoting South Carolina’s farmers, protecting consumers — these have been the Department of Agriculture’s missions since 1879, but we’re part of a much bigger team, and Advocates for Agriculture is a good reminder of this.

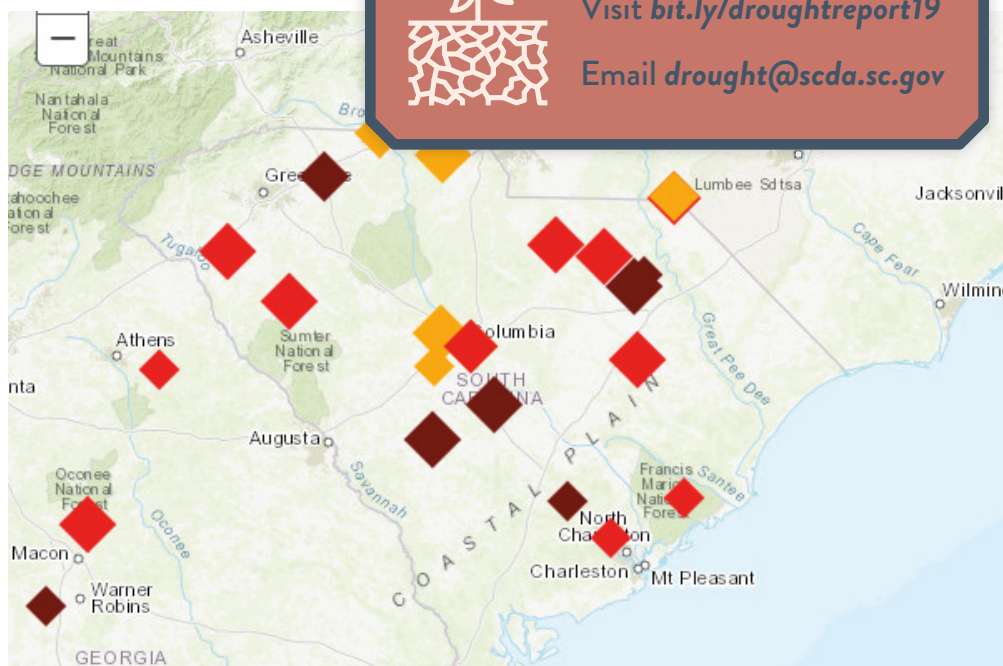
Hugh Weathers

HOW TO REPORT DROUGHT



Visit bit.ly/droughtreport19

Email drought@scda.sc.gov



Drought condition reports appear on an online map.

UPCOMING EVENTS

Zookeeper for the Day

August 21 • 9:30 am – 5 pm
 Guests age 12 and older can gain a firsthand look at work in a zoo and spend the day assisting zookeepers in their daily routine of feeding, cleaning, and animal care. The cost of this event is \$150. Call 843-235-6049 for more information or to make a reservation.

Brookgreen Gardens

1931 Brookgreen Drive, Murrells Inlet
 843-235-6000
 brookgreen.org



14th Annual Sandy Oaks Pro Rodeo

August 23 – 24 • 8 pm
 An IPRA Championship rodeo. Gates open at 5:30. Tickets \$12 in advance, \$15 at gate. No coolers allowed.
Lazy J Arena
 2183 SC Hwy 23, Edgefield
 Contact: Sandy or Wesley Quarles
 803-637-5369
 sandyoaksprorodeo.org

Grape Stomp Festival

August 24 • 10 am – 5 pm
 New and signature wines, local live music, tastings from Deep Water Vineyard and Firefly Distillery, beer from Low Tide Brewing, food trucks, vendors, a grape stomping contest, a Lucille Ball Look-A-Like Contest, and kid-friendly activities. Tickets are \$20 per car in advance or \$10 per person the day of the festival.
Deep Water Vineyards
 6775 Bears Bluff Road, Wadmalaw Island
 843-559-6867
 deepwatervineyard.com



Farm to Fork Dinner

August 24 • 7 – 10 pm
 Celebrate Greenwood's regional farm fresh produce and outdoor heritage with an international twist. Tickets for members of the Arts Center of Greenwood are \$50 for single and \$95 for couples and non-members prices are \$60 for single and \$115 for couple.
Arts and Visitors Center at the Federal Building
 120 Main Street, Greenwood
 864-388-7800 or 864-993-6303
 artscentergreenwood@gmail.com
 niki.artscentergreenwood@gmail.com
 visitgreenwoodsc.com/Home/Components/Calendar/Event/8396/348?curm=8&cury=2019



Women in Whiskey Harvest Dinner

August 26 • 6:30 - 9:30 pm
 Join us for a special harvest feast prepared as a family style, four-course farm to table dinner featuring seasonal ingredients from local farmers and artisans. Enjoy a welcome cocktail by Maker Mark and wine pairings by Advintage. The event will also include the special guest, Sarah Poole, Maker's Mark Diplomat, to speak about the ever-changing landscape of the Bourbon Industry. Tickets are \$75.
701 Whaley Street, Columbia
 803-553-2726
 f2tproductions.com/new-events



Wash Day

August 27 • 9:00am – 3pm
 Experience life on a family farm from 1900-1955. Visitors are invited to see how clothes would be washed before the use of modern appliances. This program is free and open to all ages.
L.W. Paul Living History Farm
 2279 Harris Short Cut Road, Conway
 843-365-3596
 horrycountymuseum.org



Newberry County Agricultural Expo

September 6 – 7 • 8 pm
 2 nights of Family Fun & excitement with the SC High School Rodeo, kids zone, craft & food vendor, Ag exhibits.
PD Johnson Farm
 7556 SC Highway 219, Newberry
 Contact: Lisa Sligh
 803-940-0318
 newberryagexpo.org

Pims Corn Maze: Fairy Tale

Every Sunday • 2 – 6pm
 Fairy Tale maze for young children 3-7 years old includes gem mining bucket with shells, rocks, and gems. Adult and teen gem mining includes soccer gold and human foosball. Fairy tale maze costs \$5; adult and teen gem mining is \$7. For groups of 10 or more open by appointment.
Pims Farms
 464 Dovesville Highway, Darlington
 803-983-9073
 visitflo.com/event/pims-corn-maze-fairy-tale/2019-08-11



SALES / AUCTIONS

H & S Stockyards

September 14 • 9 am – 6 pm
 Misc. farm sale, small animals, birds, and livestock to follow.
12970 Broxton Bridge Rd, Ehrhardt
 Contact: Hallman Sease
 803-730-7101
 kristish@yahoo.com

Claxton's Auction

Every Saturday • 11 am – 5 pm
 Special Sale • September 15
 Cows, hogs, equine, goats, sheep, camelots, ratites, poultry, small animals.
18627 Low Country Hwy, Ruffin
 Contact: William Claxton
 843-909-4285 • wlcjr@yahoo.com

SCDA State Farmers Markets

SOUTH CAROLINA STATE FARMERS MARKET
 3483 Charleston Highway
 West Columbia, SC 29172
 803-737-4664

GREENVILLE STATE FARMERS MARKET
 1354 Rutherford Road
 Greenville, SC 29609
 864-244-4023

PEE DEE STATE FARMERS MARKET
 2513 W. Lucas Street
 Florence, SC 29501
 843-665-5154

VISIT AGRICULTURE.SC.GOV
 Click on the State Farmers Markets button for more information about each location

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Fruit & Vegetable Market News 803-737-4497	Metrology Laboratory 803-253-4052

The South Carolina Market Bulletin

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POLICIES FOR ADVERTISING

For full policies, visit:
agriculture.sc.gov/market-bulletin/market-bulletin-policies
 Only ads pertaining to the production of agricultural products and related items are published. Ads are accepted for South Carolina items, even if the seller lives out of state, provided the item is in state at the time the ad is published and at the time of sale.
 Ads are published free of charge and in good faith. The *Market Bulletin* reserves the right to edit and verify ads but assumes no responsibility for their content.
 Ads cannot be accepted from agents, dealers, or commercial businesses, including real estate. Sealed bids, legal notices, or consignment sales are not accepted.

SUBMITTING ADS

No matter the submission method, you must include the advertiser's name, complete address with zip code and county, and phone number with area code with your submission. Do not use all capital letters.

- **Email:** Send ads to marketbulletin@scda.sc.gov. Put the words "Market Bulletin ad" in the subject line.
- **Online:** Go to agriculture.sc.gov/market-bulletin. Select "Submit Market Bulletin Ad" and complete the form. If you include your email address, you will receive an automated reminder for a renewal.
- **Mail:** SC Market Bulletin, PO Box 11280, Columbia, SC 29211. You must use 8.5 x 11 inch paper.
- **Fax:** 803-734-0659

The deadline for submitting ads and notices is noon on Tuesday of the week **before** the publication date.

NEXT AD DEADLINE
AUGUST 20 • 12:00 PM

IN BLOOM

ERICA GOZA'S FLOWER BUSINESS HAS GROWN

STORY AND PHOTOS BY EVA MOORE

Since moving back home to the family farm outside Mayesville, South Carolina, almost a decade ago, Erica Goza has been helping her family with their business — but on the side, she grows flowers.

She's been doing it seriously for about two years, and less seriously for five or six years before that.

"This has been a progression," says Goza, who calls her business Branching Out. "If I'd known this was something that would take off across the country, shoot, I'd have done a lot of things differently."

Demand for locally grown flowers has exploded as people realize its environmental and economic benefits.

Goza sells cut flowers weekly at the Sumter Farmers Market on the grounds of USC-Sumter. She also has six or seven business subscriptions — local

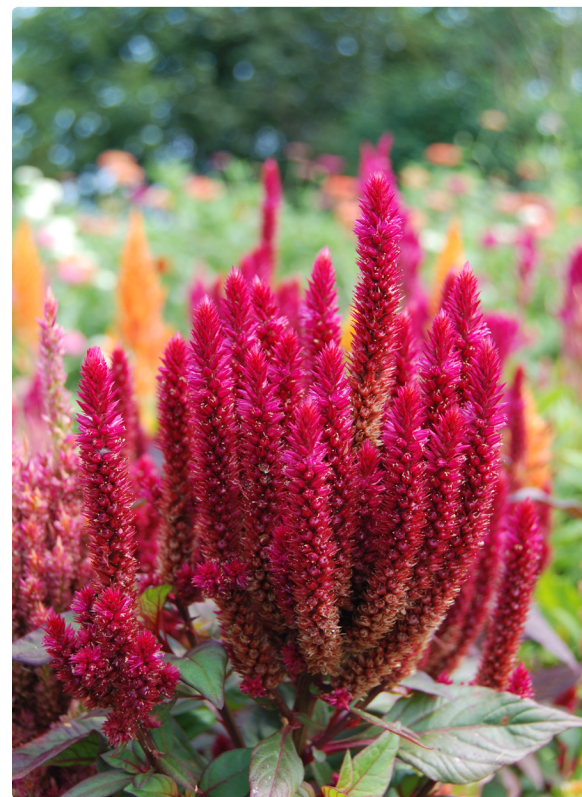
businesses that pay her to keep them supplied with fresh flower arrangements. She sells arrangements, and also sells flowers in bulk. Her Instagram account, @branchingoutSC, is dazzlingly colorful.

On a recent day, Goza's dog Penny wandered among rows of celosia, zinnias, sea oats, basil and lemon basil, among others, while Goza explained her drip irrigation system and the electric fence she's had to erect to keep the deer away.

Farming is very much in Goza's blood.

"My grandmother farmed," she says. "She had about 4,000 acres, mainly cotton. She was farming when it was mules and men."

She holds a hand against the opposite arm, a few inches below her shoulder. "She was this tall. She was a pistol."



FIRST 2019 EQUINE ENCEPHALITIS CASE CONFIRMED IN SC

BY TOM HALLMAN, CLEMSON UNIVERSITY

COLUMBIA — South Carolina's state veterinarian announced July 22 that the state's first case this year of Eastern Equine Encephalitis (EEE) has been confirmed in Chesterfield County.

The infected horse, a year-old Appaloosa colt, had not been vaccinated and did not survive.

"This is a clarion call for vaccinations against diseases like EEE and West Nile Virus (WNV)," said Boyd Parr, South Carolina state veterinarian and director of Clemson University Livestock Poultry Health, a state agency responsible for protecting the health of animals and consumers through control of disease and inspection of meat and poultry products. Horse owners should check with their veterinarian to be sure their horses' vaccinations are up to date."

The EEE and WNV viruses are mosquito-borne and fast-acting. Symptoms of EEE in horses usually develop from two to five days after exposure. The symptoms include stumbling, circling, head pressing, depression or apprehension, weakness of legs, partial paralysis, the inability to stand, muscle twitching, or death.

"These diseases have a very high mortality rate in infected, unvaccinated horses — between 30 and 40 percent for West Nile and 90 percent for EEE," said Sean Eastman, veterinarian and director of field services for the

Livestock Poultry Health Animal Health Programs. "Although not directly communicable from horses to people, both EEE and WNV have a human health significance, and cases can be prevented through effective vaccination and mosquito management strategies."

Clemson Veterinary Diagnostic Center previously provided testing for EEE and WNV at no charge thanks to an agreement with the S.C. Department of Health and Environmental Control (DHEC). The agreement expired July 31, but DHEC is exploring its options for continuing this surveillance program after July.

Widespread vaccination last year held the number of S.C. cases to only one of EEE — also in Chesterfield County — and four of West Nile. In contrast, in 2013 the Palmetto State led the nation in cases of the disease with 49 EEE-infected horses, all unvaccinated. Of those, 48 died.

In addition to EEE and WNV, other neurologic diseases, including rabies and EHV-1, can infect horses. Any livestock that display neurologic symptoms — stumbling, circling, head pressing, depression or apprehension — must be reported to the state veterinarian at 803-788-2260 within 48 hours, according to state law.

A list of reportable diseases, along with other resources, is published on the LPH website at clemson.edu/public/lph/ahp/reportable-diseases.

JOIN THE SOUTH CAROLINA SPECIALTY CROP GROWERS ASSOCIATION

Are you a South Carolina specialty crop grower? The USDA defines specialty crops as "fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)." The South Carolina Specialty Crop Growers Association is committed to improving the marketing and quality production of specialty crops grown in South Carolina. We are an association run by specialty crop growers for specialty crop growers. We advocate on behalf of growers nationally and locally.

With your \$25 annual membership fee, you receive all access to many resources such as a monthly e-newsletter with up-to-date news, events, and workshops, and any grants that may be of benefit to you, access to a member-only listserv, and your

farm information added to our members page on the website.

The Specialty Crop Growers Association provides financial assistance for growers through the Specialty Crop Block Grant. We are currently offering two grants, the Cold Storage Cost Share Program and the Water Quality Analysis Cost Share Program. In the past we have offered educational workshops on topics such as marketing and social media. This year when you join you will receive a free copy of Atina Diffley's Wholesale Success valued at \$70.

For more information please visit scspecialtycrop.com or contact LauraKate Anderson at landerson@scda.sc.gov or 803-734-2224.

