

MARKET BULLETIN

Vol. 94 • Num. 6

March 19, 2020

Est.

1913



FAMILY TRADITION

AFTER 95 YEARS, WP RAWL IS STILL GROWING AND LEARNING

BY HANNAH ARNDT, SCDA • PHOTOS COURTESY WP RAWL

In 1925, Walter and Ernestine Rawl married and began putting down roots in the Lexington area of South Carolina's midlands. It was here that they planted their first crop of cabbage, which would

Boasting three field operations — in Pelion, South Carolina; Bunnell, Florida; and Somerset, Pennsylvania — as well as two distribution centers in Pelion and Bunnell, they distribute product with



Ashley Rawl

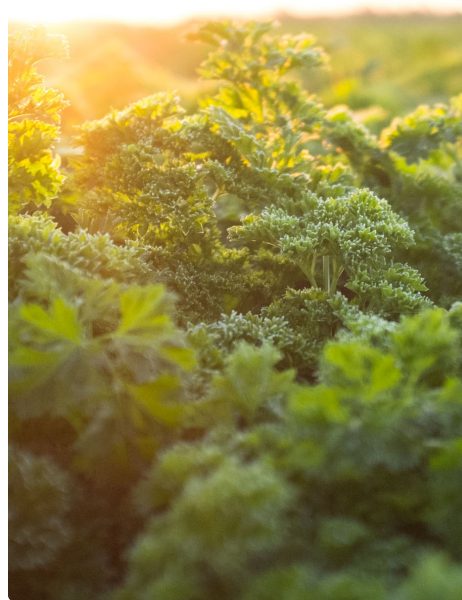
a fleet of 75 company-owned trucks reaching all the way from Florida to Maine, and Texas to Iowa.

In addition to taking on its own processing and distribution, WP Rawl has also found success in adapting to changing food trends.

“The most surprising thing to me over my 17 years with WP Rawl has been the kale boom,” said marketing

become the simple beginning of WP Rawl, now the largest grower, processor, and shipper of leafy greens on the East Coast.

“Love started it all,” said Ashley Rawl, vice president of sales, marketing and product development, and third-generation family member. This love of family, agriculture, and tradition has continued over 95 years and is the foundation of the company, which now exports products across the United States.



The Rawls later transitioned from solely a family farm into a small truck farm, moving tomatoes, okra, and kale, among other crops — even implementing a peach cannery. Eventually, the farm began phasing into conventional leafy greens and seasonal vegetables in order to focus efforts on diversification, innovation and processing. A part of this effort is the “Nature’s Greens” brand which includes packaged, bulk, and organic product.

Today, WP Rawl does everything from start to finish, from planting to harvesting, cooling and storing, all the way to processing and distribution.

manager Christine Jackson. “Kale has consistently outperformed other crops in the last few years.”

A recent marketing push by the company is the Leafy Greens Party, a play on the current election year, in which the community can vote on their favorite leafy green at the end of October.

Despite this rapid growth, WP Rawl has remained a family-owned and operated farm with nine third- and fourth-generation family members in leadership roles. This legacy has been commemorated in the newly renovated Busy Bee Farm Exhibit at EdVenture Children’s Museum in Columbia, a hands-on exhibit that teaches children about growing and harvesting vegetables.

The impact that the farm and family have had on the community has only grown alongside the business. WP Rawl supports local, county and state efforts and programs like Harvest Hope Food Bank, community churches and schools, Katie’s Crops, and many more.

For more information, recipes, and Leafy Green Party promotion details, visit rawl.net.

COMMISSIONER'S CORNER

HUGH E. WEATHERS

SOUTH CAROLINA
COMMISSIONER OF AGRICULTURE



POLICY, POLITICS, AND PRAYER

In February I headed to Washington, DC, for the Winter Policy Conference of the National Association of State Departments of Agriculture, better known as NASDA.

While South Carolina faces unique challenges, in some cases other states are going through the same thing we are, whether it's regulating hemp or providing trade opportunities. It's helpful to talk with other state agriculture commissioners and find common ground where we can use our positions to push for change. It's also helpful to learn new faces heading up agriculture departments around the country.

We also vote on some of NASDA's policy priorities at this meeting. One notable vote we took was to urge Congress to continue funding the U.S. Farm and Ranch Stress Assistance Network, which helps farmers find mental health resources in their area. Rural and farming communities are talking more openly these days about issues like mental health, substance abuse, and suicide prevention, and it's important we make sure everyone knows where to find help, regardless of where they live.

This is part of NASDA's broader Resilience for Rural America initiative,

in which we're urging action on rural issues including increasing access to broadband internet and better workforce development to address the “rural opportunity gap.” Just like here in South Carolina, advancement for the rural areas in other states is a priority.

Another place where we found common ground at NASDA was on urging USDA to fully fund the Ag in the Classroom program. Agricultural literacy is so important, not just so Americans continue to support farmers, but so they understand where food comes from and some of the concerns facing rural America.

Of course there's always a highly charged political environment in Washington. I think it's a requirement!

The highlight of my trip to DC wasn't a policy meeting at all, though. I was privileged to attend a morning Bible study hosted by US Secretary of Agriculture Sonny Perdue with other members of the cabinet. It was very encouraging to see the leaders of our federal government have a strong desire to know how scriptures can apply daily to their pressure-filled responsibilities.

Needless to say, a trip to Washington is always interesting.

Hugh E. Weathers

UPCOMING EVENTS

Understanding the Keys to Horse Quality Hay

March 24 • 6 – 8 pm

The workshop will address topics such as: Factors Affecting Hay Quality: Field Management, Harvesting, & Storing; Interpreting a Hay Analysis: Low Sugar? High Protein? Does it Matter; and Comparison of Common Hay Species: Which Types are Best? Beneficial to hay producers and horse owners. RSVP \$25, dinner included. **Spartanburg Community College, Health Science Bldg 107 Community College Drive, Spartanburg**
Contact: Amy Mallette
864-649-8250 • rmallet@clemson.edu
tinyurl.com/s8jrzrv

Walterboro Produce Safety Rule Grower Training

March 25 • 8:30 am – 5 pm

Topics include Introduction to Produce Safety, Worker Health, Hygiene, and Training, Soil Amendments, Wildlife, Domesticated Animals, and Land Use, Agricultural Water (Part I: Production Water; Part II: Postharvest Water), Postharvest Handling and Sanitation, How to Develop a Farm Food Safety Plan. Snacks and lunch provided. Please note any food allergies or preferences.

Clemson Extension, Colleton County

611 Black Street, Suite 210, Walterboro

Contact: Brooke Horton or Chad Carter

803-351-1244 • bhorton@scda.sc.gov

843-730-5211 • ctcarte@clemson.edu

eventbrite.com/e/walterboro-fsma-produce-safety-rule-psa-grower-training-tickets-87132253917

Pick-N-Play @ Hickory Bluff Berry Farm

March 25 • 11 am – 5 pm

Come join us for lunch, enjoy the play area, visit the animals, and pick some strawberries to take home for the week or share with some teachers, neighbors, family, and friends.

Hickory Bluff Berry Farm

245 Hickory Bluff Lane, Holly Hill

hickorybluffnurseryandberryfarm.com



Plantasia

March 28 • 9 am – 3 pm

A vast array of unusual and cutting edge plants as well as tried and true favorites for sale. Unique garden vendors, local farmers with fresh produce, the eclectic Real Yard Sale, kid friendly events, food trucks, and more!

Old Towne Creek County Park

1400 Old Towne Road, Charleston

Contact: Debbie Davis

843-579-9922 • office@chashortsoc.org

chashortsoc.org/plantasia2020

Market Kick Off

April 2 • 3 – 6 pm

Join us as we kick off the 2020 Market Season!

Shop with local farmers, growers, artisans, crafters, bakers, and food trucks while experiencing live music in the Lowcountry's Hometown.

Market Pavilion, 418 East Main St, Moncks Corner

Contact: Moncks Corner Farmers Market

843-719-7926 • dominique.winns@monckscornersc.gov

monckscornersc.gov/farmers-market

Antique Engine, Farm Equipment, & Tractor Show

April 3 & 4 • 8 am – 3 pm

Setup & early registration on Friday from noon – dusk. Show on Saturday, rain or shine. Hit n' miss engines, mule plows, tractors, crafts, parts, tools, collectibles, toys, food vendors, and more. Free admission; donations accepted.

3613 Shady Grove Road, Honea Path

Contact: William Rosser

864-934-5019 • williamjrosser@aol.com

9th Annual It's All About Herbs Festival

April 4 • 9 am – 3 pm

Herb and plant related items, silent auction, bake sale, vendors, tasting of foods made with herbs. The majority of proceeds will go toward a scholarship to a qualified student from Lexington County to further his or her education in the field of Horticulture, Agriculture, or Nutrition. Free admission.

Lexington County Museum

231 Fox Street, Lexington

Contact: Melinda Spencer

803-348-1138 • melliespencer@gmail.com

SALES & AUCTIONS

Claxton's Auction

March 21 • 11 am – 5 pm

Every Saturday. Cows, equine, goats, sheep, pigs, camelots, ratites, poultry, small animals.

18627 Low Country Hwy, Ruffin

Contact: William Claxton

843-909-4285

wlcrj@yahoo.com

49th Carolina Angus Futurity

March 21 • 12 pm

Show heifer prospects, bred cows, bred heifers, pairs, and yearling heifers. 50+ lots. Cattle viewable preceding the sale.

T. Ed Garrison Arena, Clemson

Contact: Dixon Shealy

803-629-1174

dixon@blackgrove.com

scangus.org

Small Animal Sale

March 28 • 10 am

2nd & 4th Saturday of each month. Poultry, animal related, and farm equipment sales.

140 Buffalo Ranch Rd, Buffalo

Contact: Judy Cathcart

864-427-9202

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

SC Market Bulletin Subscription & Renewal Form

Mail completed form with check or money order payable to the SC Department of Agriculture to: **SC Market Bulletin, PO Box 11280, Columbia, SC 29211**
To subscribe with a credit card online, visit agriculture.sc.gov, click on Market Bulletin, select Subscribe to the Market Bulletin, then follow the prompts.

Reminder: The Market Bulletin print subscription rate is \$15 per year for renewal dates after July 1, 2020.

Name _____ Paper: \$10 / 1 year | If your renewal date is June 30, 2020 or earlier

Address _____ Paper: \$15 / 1 year | If your renewal date is on or after July 1, 2020

City _____ State _____ Zip _____ *The date above your address on page 1 shows your renewal date.*

Phone _____ Electronic: \$10 / 1 year Paper & Electronic: \$20 / 1 year

Email _____ New Renewal Renewal ID # _____

Do not send cash in the mail. Non-refundable.
Allow 6 – 8 weeks for processing.

Check # _____ This is a gift

3/19/20

Market Bulletin Office

Monday – Friday • 8 AM – 4:30 PM
803-734-2536 • marketbulletin@scda.sc.gov
agriculture.sc.gov/market-bulletin

EDITOR
EVA MOORE

ADS & CIRCULATION COORDINATOR
JANET GOINS

GRAPHIC DESIGNER
STEPHANIE FINNEGAN

South Carolina Department of Agriculture Contacts

Commissioner's Office
803-734-2190

Certified SC Program 803-734-2207	Hemp Farming Program 803-734-8339
Consumer Protection 803-737-9700	Livestock & Grain Market News 803-737-4621
Fruit & Vegetable Inspection 803-737-4597	Market News Recording 803-737-5900
Fruit & Vegetable Market News 803-737-4497	Metrology Laboratory 803-253-4052

The South Carolina Market Bulletin

(ISSN 0744-3986)

The *Market Bulletin* is published on the first and third Thursday of each month by the SC Department of Agriculture, Wade Hampton Building, Columbia, SC 29201. Periodicals postage paid at Columbia, SC 29201.

Postmaster, send address changes to:
SC Market Bulletin, PO Box 11280, Columbia, SC 29211

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
MARCH 24 • 12:00 PM

WANT - LIVESTOCK

EACH AD MUST LIST SPECIFIC ANIMALS.

NDL DWARF YNG RABBIT PR

reasonably priced & distance of Horry Co
Gary Wise
Horry
803-526-3524

LIGHT BRAHMA ROOSTER

Jim Roach
Richland
803-542-8275

CATTLE

beef or dairy
Kenneth Satterfield
Laurens
864-876-0893

FLEMISH GIANT RABBITS

reasonably priced
Lynn Claxton
Colleton
843-909-4285

OE BANTAMS

pure show quality
Duman Wicker
Newberry
803-944-5671

LIVE OAK ACORNS

somewhat clean w/no pesticides/herbicides/poop, kept dry
Lindsay Street
Berkeley
843-727-5647

PINE STRAW

long leaf
Carmelo Najera
Chesterfield
704-291-3160

FREE TIN

in the Midlands area
David Wannamaker
Calhoun
803-682-2117

WANT - MISCELLANEOUS

BLK SMITH ANVIL

any size; cast iron bell, any size; hand cranked corn sheller
L Gunter
Lexington
803-532-7394

PINE SAWTIMBER

pine pulpwood & hdwd, we cut sm or lrg tracts, 8A+
H Yonce
Edgefield
803-275-2091

BLK SMITH ANVILS

wash pots, syrup kettle, farm/brass/church bells
R Long
Newberry
803-924-9039

WOOD CHIPPER

which operates off tractor PTO, but will consider others, in GC & reasonably priced
Tom McArdle
Greenville
864-270-4824

PULPWOOD SAW TIMBER

hdwd pine, all types of thinning or clear cut, pay top prices, Upstate Co's
Tim Morgan
Greenville
864-420-0251

SYRUP KETTLE

anvils, any size wash pots, old lighting rod w/balls & weather vane, lrg coffee grinder, more
Perry Masters
Greenville
864-561-4792

SC PEANUT CROP ACREAGE DEPENDENT ON STATE'S COTTON PLANTINGS

BY DENISE ATTAWAY, CLEMSON UNIVERSITY

SANTEE, S.C. – This year could be a good year for South Carolina peanut growers, or not, depending on how much cotton is planted in the state.

During the annual South Carolina Peanut Grower meeting, Clemson agricultural economist Nathan Smith said peanut expectations are that production could be up a little. But right now, the only thing certain is uncertainty.

“In peanuts, it’s a yield game,” he said. “It’s expected we’ll see similar plantings to last year with maybe some increase in South Carolina due to rotation adjustments. Cotton acreage is expected to be the same or down a little.”

Cotton and peanuts are ideal rotation crops.

Exports and cotton prices will play major roles in how the peanut market responds.

“We need to adjust,” said Dell Cotton, manager of the Peanut Growers Cooperative Marketing Association. “We need our exports to China to increase. We need the China/U.S. trade situation to become positive. We need consumption to increase. We need China to buy our peanuts.”

Bob Parker, president of the National Peanut Board, told the group prospects for peanut usage are expected to be positive in 2020. The price of cotton will be a key factor in how the peanut market fares.

“Attractive cotton prices give peanut farmers an opportunity to get their rotations back in order,” Parker said.

Parker said the National Peanut Board is working to position peanuts to meet the challenges of a growing world. He mentioned campaigns the Board has initiated, including the Spreading

Good campaign. This campaign gives back to local communities by facilitating peanut- and peanut butter-based activities that trigger product donations throughout the year.

Clemson researchers are working to determine varieties South Carolina peanut growers can grow to help meet challenges Parker mentioned. Clemson peanut specialist Dan Anco talked about Runner and Virginia varieties he believes the state’s growers will benefit from growing.

The top Runner varieties are FloRun 331, TUFRunner 297 and Georgia 16HO. Top Virginia varieties are Bailey, Sullivan and Emery. Bailey II and Walton look very promising, although available seed is currently limited.

Walton is a high-oleic Virginia peanut coming from Virginia Tech and University of Florida. It has excellent pod yield and grade. It also has a high oleic oil chemistry that is consistent across environments. Its hull strength holds off pods better than Bailey and Wynne.

Bailey II is another promising Virginia variety. This variety was released by North Carolina State University. It also is a high-oleic, high-yielding cultivar. It is expected to be ready by 2022.

In a report from the state capitol, South Carolina Commissioner of Agriculture Hugh Weathers said peanuts are an important part of the state’s agricultural industry.

“We have developed a new initiative called ACRE,” Weather said. “This is an umbrella organization that capitalizes on opportunities in the fields of agriculture, agricultural research and entrepreneurship. This initiative will provide a unique research platform devoted to addressing

challenges for industries that can provide more market opportunities to South Carolina agribusinesses and farmers.”

The idea of the South Carolina Department of Agriculture’s ACRE organization, or the Agribusiness Center for Research and Entrepreneurship, is to “take agribusiness to the next level,” Weathers said. Kyle Player is ACRE’s executive director. They are interested in collaborating with universities, agribusiness, food processing and packing companies, farmers from all walks of life, legislators, investors, regulators, entrepreneurs, consumers and mentors. For more information, go to acre-sc.com.

Brandon and Colt Woody from Aiken County are first-time peanut growers who attended this year’s meeting. The Woodys won first place in the South Carolina Peanut Yield Contest. They produced 7,235 pounds of peanuts per acre on 560 acres in 2019.

“This was our first year to grow peanuts,” Colt Woody said. “We gave extreme attention to detail in taking care of the plants to give them what they needed, such as the proper amount of water, proper fertility, timely fungicide and insecticide applications, as well as providing a weed-free environment. With us being on a learning curve growing peanuts, we will again give extreme attention to all the details this year to try to match or surpass the winning crop. We try to grow our crops with a proactive approach rather than being reactive with respect to all the elements that can affect the plant growth. We are honored to be recognized for our efforts in our first year of growing peanuts.”



SOUTH CAROLINA DEPARTMENT OF AGRICULTURE

AGRIBUSINESS ENTREPRENEURSHIP PROGRAM SEEKS APPLICANTS

BY SCDA

COLUMBIA — The Agribusiness Center for Research and Entrepreneurship (ACRE), an initiative of the South Carolina Department of Agriculture, is now accepting applications for its spring Entrepreneurship Program.

The competitive program is aimed at entrepreneurs in farming and related fields who would benefit from business mentoring, targeted funding and access to grant consultants. Applicants selected to participate in the Entrepreneurship Program could

receive up to \$25,000 for their company or product.

“In the three years since we launched ACRE, we’ve seen several exciting agribusiness ideas become reality,” said Commissioner of Agriculture Hugh Weathers. “We’re proud of ACRE’s role in helping innovators create new opportunities for South Carolina farmers.”

The Entrepreneurship Program application requires a business plan and a prototype or sales history for the applicant’s company or product.

The applicant must be a South Carolina resident. Applications are due by May 1, 2020, and are available at acre-sc.com.

ACRE has a separate Curriculum Program track each fall for beginning innovators who have a great agribusiness idea but don’t have experience in business. This track offers instruction in business plan and marketing plan development.

For more information, visit acre-sc.com or contact Kyle Player at 803-734-2324 or kplayer@scda.sc.gov.

MARCH IS NATIONAL PEANUT MONTH

BY EVA MOORE

Celebrating National Peanut Month this March is one way South Carolinians can support the state's farmers. Peanuts are the state's eighth biggest crop by value of production, with farms in South Carolina harvesting about 60,000 pounds of peanuts last year.

March also happens to be National Nutrition Month – a great pairing, as peanuts are packed with protein, healthy fats, and fiber.

Here are two creative ways to use peanuts. For more recipes, visit aboutpeanuts.com.



PEANUT BUTTER PROTEIN BITES

- 1 cup smooth peanut butter
- 1 cup rolled oats
- ½ cup ground flax seed
- ½ cup semi-sweet chocolate chips
- 1 tbsp honey

Gather the (5) five ingredients above in a large bowl and mix well. Then place the mixed ingredients in the refrigerator for 30 minutes. Remove the bowl from the refrigerator and roll into 15 protein bites. Makes 4 servings.



THAI CRUNCH SALAD

THAI PEANUT DRESSING

- ¼ cup creamy peanut butter
- 2 tbsp unseasoned rice vinegar
- 2 tbsp fresh lime juice
- 3 tbsp vegetable oil
- 1 tbsp soy sauce
- 2 tbsp honey
- 2 ½ tsp sugar
- 2 cloves garlic, roughly chopped
- 1 square inch piece fresh ginger, peeled and roughly chopped
- 1 tsp salt
- ¼ tsp crushed red pepper flakes
- 2 tbsp fresh cilantro leaves

SALAD

- ½ cup gourmet cocktail peanuts
- 4 cups chopped Napa cabbage or shredded coleslaw mix
- 1 cup prepared shredded carrots
- 1 red bell pepper, halved lengthwise, seeded, thinly sliced
- 1 cup edamame, cooked, shelled
- 2 medium scallions, thinly sliced
- ½ cup fresh cilantro, chopped, loosely packed

For the dressing, combine all the ingredients except for the cilantro in a blender and process until completely smooth. Add the cilantro and blend for a few seconds until the cilantro is finely chopped. Refrigerate until ready to serve.

For the salad, combine all the ingredients in a large bowl and toss to combine. If serving right away, drizzle the peanut dressing over top and toss; otherwise, serve the dressing on the side so the salad doesn't get soggy. Peanuts can be sprinkled on the salad when served. Serves 4.

CERTIFIED SOUTH CAROLINA GROWER & BUYER MEETUP

BY EVA MOORE

On March 11, SCDA hosted a meetup for South Carolina farmers and specialty food makers to network with buyers representing grocery stores, wholesalers, and other industry insiders.

To learn about future events, consider joining the South Carolina Specialty Crop Growers Association (scspecialtycrop.com), and follow SCDA and Certified South Carolina on Facebook and Twitter (@scdagriculture and @certified_sc).

