

# Annual Report 2008

The Northeast Regional Center for Rural Development



## Center Staff

**Stephan J. Goetz, Ph.D.**

Director and Professor

**Walter Whitmer**

Associate Director

**Pamela A. Hearn**

Business and Web Manager

**Pamela K. Hileman**

Administrative Support Assistant

## Center-Affiliated Staff

**Xiao Meng**

Graduate Research Assistant

**Jackie Yenerall**

Student/Graduate Research Assistant

**Yicheol Han**

Visiting Scholar, Seoul National University

## Contact Information

The Northeast Regional Center for Rural Development

7 Armsby Building

Penn State University

University Park, PA 16802-5602

Phone: (814) 863-4656

Fax: (814) 863-0586

e-mail: [nercrd@psu.edu](mailto:nercrd@psu.edu)

<http://nercrd.psu.edu/>

The Northeast Regional Center for

**Rural Development** receives core funds from USDA's CSREES and the Northeastern Regional Association of State Agricultural Experiment Station Directors.

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## Preface

During the last year the Center continued to serve in its capacity of networking the 16 land grant universities of the Northeast, with the goal of enhancing regional capacity of the system to foster rural development and prosperity. These activities are documented in the report that follows.

The anticipated release of our edited book, *Targeted Regional Economic Development* on March 6, 2009, could not be more timely, with the national economy heading into uncharted waters at the time of this writing. As elected public leaders in Washington and State capitals re-think the role of government intervention in the affairs of private business, this book lays out a clear path for what communities can do to stimulate growth and, more importantly, what they should not attempt to do.




Suite 7 Armsby Building, University Park, PA, is the Home Office location of The Northeast Center

A key highlight of the year 2008 was an External Review of the Center's programs and activities, conducted by four independent experts. The review represented an excellent opportunity for Center staff to take stock of the programs and activities conducted over what is now almost one decade, and to assess The Center's larger impact on the region.

We are grateful to Drs. Walt Armbruster, Gae Broadwater, Andrew Isserman and Scott Loveridge for allocating a considerable amount of time away from their schedules to conduct a careful and thorough review of The Center. We are also deeply grateful to all those Center stakeholders who responded to an electronic survey in late August 2008, and to those individuals who provided feedback and input to the review panel via conference call.

The large amount of input and other information collected during this review will prove valuable to us as we adjust and fine-tune some of our operating procedures. Chief among these is that we will devote resources in the future to more detailed impact assessment and evaluation of our work. The need to do this is evident from one of the key conclusions reached by the four reviewers: "[The Center's] outreach impact is far greater than we had anticipated from Center materials." Another conclusion from the review is that "The Center's future is bright!" We invite readers who are interested in reading the reviewers' report or the survey responses to contact us.

Stephan J. Goetz  
University Park, PA  
January 2009



## NERCRD External Review Summary:

“The NERCRD has set the ‘gold standard’ for research among the four Regional Rural Development Centers. It undertakes in-depth analyses of pressing issues identified by its board and staff as critical to the economic prosperity of the Northeast Region. The Center is extremely well-functioning and productive. Its program partners appreciate the Center, the role its Director plays as catalyst, mentor and researcher, and the services of staff in facilitating regional research and extension conferences and workshops.”



**Review Team (left to right): Dr. Scott Loveridge, Ms. Gae Broadwater, Dr. Walt Armbruster, Dr. Andrew Isserman**

## Key Findings from The Center's External Review

On September 30 – October 3, 2008, a panel of experts visited The Northeast Center in State College, PA to conduct an independent review of the Center's programs and activities since 1999, at the request of the Center's Board of Directors. The goal of this review was to assess Center activities and programs and to make recommendations for the future.

We were honored that the following four distinguished experts agreed to serve on the review panel:

Dr. Walter Armbruster, Review Panel Chair, Farm Foundation, Emeritus

Ms. Gae Broadwater, Kentucky State University, Professor and State Program Leader

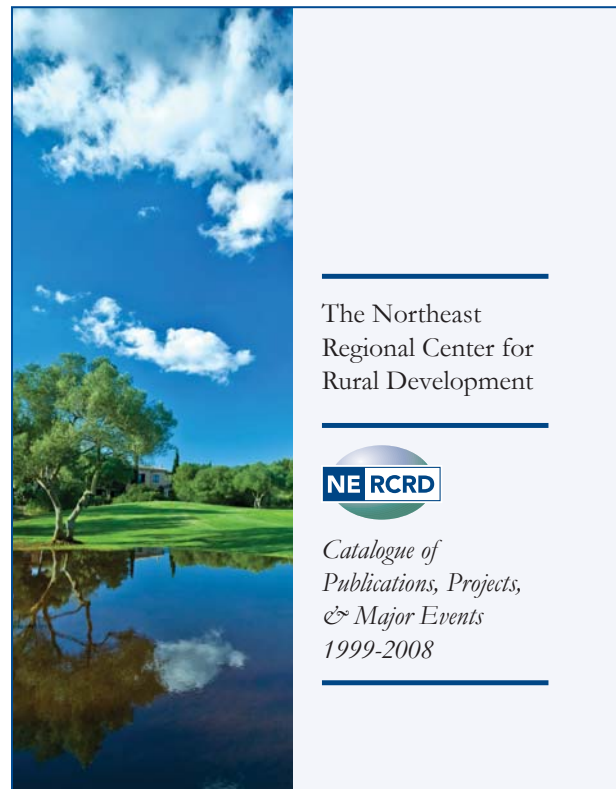
Dr. Andy Isserman, University of Illinois, Professor

Dr. Scott Loveridge, Michigan State University, Professor and Associate Chair

As part of this review, the Center surveyed stakeholders in the region and the US and also prepared a Catalogue summarizing its programs for the last decade. The catalogue is available here: <http://nercrd.psu.edu/Publications/NERCRDCatalogue2008.pdf> The Catalogue summarizes all major events and products in the key focus areas of land use, development and small farms, and it also lists the Center's Top Ten accomplishments and successes over the last decade. From 1999-2008 nearly 1,000 Extension educators, researchers or other faculty have participated in the Center's workshops or conferences. We hosted or co-hosted a total of 21 such meetings, including a major international scientific conference, and prepared more than 140 publications, 40 newsletters, 1,830 web pages, and provided or received more than 50 grants. For the reader's convenience, these key charts are reproduced towards the end of this Annual Report, along with a map showing our major collaborators' network.

### NERCRD Accomplishments (last decade)

- 1,830 web pages created
- 950+ participants at workshops
- 140 publications
- 40 newsletters
- 29 grants funded or co-funded
- 22 grants received
- 21 workshops/conferences
- 4 edited books



**Synopsis of the External Review Panel’s Findings:** The NERCRD has set the “gold standard” for research among the four regional rural development centers. It undertakes in-depth analyses of pressing issues identified by its board and staff as critical to the economic prosperity of the Northeast Region. The Center is extremely well-functioning and productive. Its program partners appreciate the Center, the role its Director plays as catalyst, mentor and researcher, and the services of staff in facilitating regional research and extension conferences and workshops.

The Center program includes a wide range of successful initiatives in critical issue areas. Its staff interacts effectively with program partners and supports and mentors new professionals. The future looks bright for the Center!

The panel also found that the Center has an opportunity to devote more resources to marketing and branding itself, and that a number of research products exist that should be converted into outreach materials. We will be vigorously implementing these recommendations of the review committee over the next few years.

The Center program includes a wide range of successful initiatives in critical issue areas. Its staff interacts effectively with program partners and supports and mentors new professionals. The future looks bright for the Center!

**Northeast Regional Center for Rural Development  
Report of the Review Committee**

November 10, 2008

The Review Committee presents the findings of our investigation of the Center’s program effectiveness, challenges, and opportunities in this report. Our work was carried out in State College, Pennsylvania, September 30-October 3, 2008, with very helpful cooperation of the Center staff, representatives of its board of directors, and program partners from throughout the region. Some of the participation was in person and some by telephone, which worked very well in combination. We had available to us documentation on Center programs, policies, strategic plan, budget, and annual report, and examples of its products. We also had results of a survey of stakeholders conducted specifically to provide input to our review.

We thank especially the Center staff: Director Stephan Goetz, Associate Director Walter Whitmer, Business and Web Manager Pamela Hearn and Staff Assistant Pamela Hileman. We also appreciated the time and insights of Center board members especially Daniel Rossi, Executive Director, Northeastern Regional Association of State Agricultural Experiment Station Directors; Daney Jackson, Director of Cooperative Extension and Bruce McPheron, Director Agricultural Experiment Station, The Pennsylvania State University; and Douglas Lantagne, Director University of Vermont Extension. CSREES, USDA National Program Leader Sally Maggard provided valuable input to our deliberations. Finally, we thank the large number of university and private sector program participants who shared their insights about the Center’s programs, impact and visibility with us in person or by phone.

**Overview of Findings**

The NERCRD has set the “gold standard” for research among the four regional rural development centers. It undertakes in-depth analyses of pressing issues identified by its board and staff as critical to the economic prosperity of the Northeast Region. The Center is extremely well-functioning and productive. Its program partners appreciate the Center, the role its Director plays as catalyst, mentor and researcher, and the services of staff in facilitating regional research and extension conferences and workshops.

The Center program includes a wide range of successful initiatives in critical issue areas. Its staff interacts effectively with program partners and supports and mentors new professionals.

The Review Team found that overall:

- “The Center is performing extremely well. Its outreach impact is far greater than we had anticipated from Center materials.”
- “Current and potential partners are eager to contribute to accomplishing the Center’s mission.”

# Agricultural Development

## Small Farm Clusters

### Local Foods



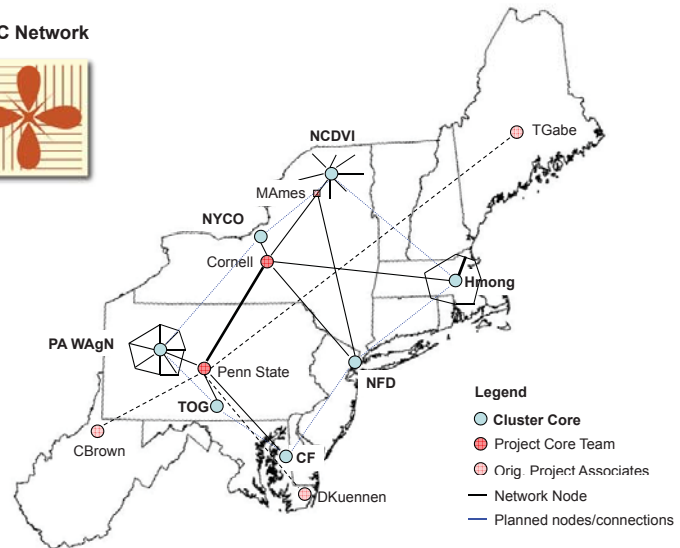




## AGRICULTURAL DEVELOPMENT, LOCAL FOODS AND CLUSTERS

We continued our efforts in the area of agricultural economic and rural development by applying the analytical tools of social network science to clusters of small and medium-sized farms. This research is promising to provide critical emerging insights into sustaining the food system in the Northeast US, and it is unique because no other group is studying farmer networks in the same manner as this project does. We are collaborating closely with the Northeast Sustainable Agriculture Working Group in seeking to understand how local food value chains can be brought to scale and made sustainable on a year-round basis. The NESAWG work is being supported in part with Kellogg Foundation funds that have been secured by the Wallace Center. Another key point of leverage in this work is our collaboration with the Northeast Sustainable Agriculture Research and Education community grants program. Three of the projects that we are co-funding are described below in greater detail. The critical importance of networks to economic well-being is also being confirmed by our Small Farms Clusters Project, which is in the last year of funding by the USDA's National Research Initiative. By synergistically working with and across these groups, we are able to create a critical mass of interest in the area of local and regional foods, which are of growing importance especially in the Northeast with its highly urbanized mega-regions. These large agglomerations of people present farmers both with threats and opportunities.

SFIC Network



### Small Farms Clusters Project

#### Management Team Meetings

- November 6-7, 2006 (State College, PA)
- May 14-16, 2007 (Ithaca, NY)
- December 3-4, 2007 (State College, PA)
- July 9-10, 2008 (State College, PA)
- December 3-4, 2008 (State College, PA)

#### P/I Meeting

- September 22-23, 2005 (State College, PA)

#### Cluster Update Meetings

- TOG- April 30, 2007
- Chesapeake Fields – July 18, 2007
- PA-WAgN – November 18, 2008
- Chesapeake Fields – November 19, 2008
- New Farmer – December 7, 2008
- NCDVI – December 11, 2008
- NYCO – December 17, 2008



## Small Farm Clusters Project

We are nearing the completion of our field survey work, which is starting to generate fascinating research results on how clusters function, how they support individual farmers, and how they can be made to function more effectively in meeting consumer demands. This work is path-breaking because it not only studies social networks and the roles or positions of farmers in those networks, but it also examines how these positions influence individual farmers' perceptions of the benefits they receive from participation. This theoretical social science research is closely matched, at the same time, with our support of the networks of farmers through the SARE collaboration. Thus, the research is informing the practice, and the practice the research.

A number of products are available already from this research, including a poster that was presented at the Rural Sociological Society annual meeting last summer. It is included here as part of this report. Also available is a Research Update (October 2008) that was presented to our collaborating farm clusters over the last year. This update summarizes key cluster-level variables (as opposed to individual-level) such as average perceptions of the amount of trust (cooperation) and conflict (competition) that exist among cluster members. In future work we will also see how individual respondent's perceptions of these two variables influence the stated benefits they receive from being a member in the cluster. We are very excited about a future Handbook on Farmer-Centered Cluster Development that will be prepared out of this research.

**Agricultural Clusters are groups of farms that are located in geographic proximity, that:**

- + Share economic relations (e.g., buying/selling products)
- + Share social relations (e.g., support, collaboration)
- + Are integrated into a local value chain
- + Use support institutions (e.g., research, education)
- + Compete and collaborate
- + Share and develop place-based production information

**Why Study Agricultural Clusters?**

Clusters may lead to enhanced innovation and competitiveness of the individual farms. Public benefits (e.g., infrastructure development, tourism opportunities) may also accrue to the region. Rural development practitioners can draw on cluster research to enhance and foster cluster growth.

**Integrated Research and Extension Objectives**

- + Develop background information on each cluster
- + Describe network relationships (economic, social support innovation, leadership)
- + Describe participants' experiences with cluster
- + Describe impact on local community
- + Engage cluster participants in designing data collection
- + Identify opportunities to improve collaboration within cluster
- + Develop educational materials for supporting agencies to effectively grow agricultural clusters

**Methods and Data**

- + 51 key informant interviews
- + Mail survey of all cluster participants (n=513)
- + Meetings and workshops with cluster participants and leaders

### Farmers' Webs:

#### Networks within Clusters of Small and Medium Sized Farmers in the Northeast

Kathryn Brasier<sup>1</sup>, Molly Ames<sup>2</sup>, Stephan Goetz (PD)<sup>1,3</sup>, Joanna Green<sup>2</sup>, Timothy Kelsey<sup>1</sup>, Cara M. Raboanarielina<sup>1</sup>, Anu Rangarajan<sup>2</sup>, Walt Whitmer<sup>1,3</sup>

<sup>1</sup> Pennsylvania State University, <sup>2</sup> Cornell University, and <sup>3</sup> Northeast Regional Center for Rural Development

**TOG Business Network Map**

**Preliminary Insights and Findings**

- + Development of clusters occurs over time, based on historical accidents and unique opportunities
- + Clusters exist on continuum, from loose networks to mature clusters with established formalized relations
- + Clusters often depend on individual visionary; this may not be sustainable
- + Clusters may be particularly effective for growing farm businesses operated by marginalized farmers
- + Impacts include economic vitality, development of community relations and local institutions
- + Rural development policies to support clusters need to focus on institutional support, leadership development

	TOG	CF	PA WAgN	NYCO
Survey response rate	63.8%	65.2%	52.0%	54.7%
Density	0.06	0.08	0.03	0.05
Out-Degree centralization	27.2%	32.1%	39.1%	24.5%
In-Degree centralization	24.2%	35.8%	8.8%	38.5%
Betweenness	5.64%	14.69%	6.51%	2.09%



Based on research funded by the USDA-CSREES National Research Initiative, Small Farms and Rural Community Viability Initiative, Grant No. 05-55618-15744. Supported in part by The Northeast Regional Association of State Agricultural Experiment Station Directors (NERA) and Land Grant Partners. Opinions expressed are those of the authors and do not reflect those of their host institutions, or of their funding agencies.



Small Farm Clusters Project



<http://necrd.psu.edu>



## Partnership with the NESAWG Regional Leadership Team Project, by K. Ruhf, NESAWG

Although the Northeast leads the nation in farm-direct sales to consumers, direct sales in the region account for only 3.4% of total farm sales. This means that nearly all of our agricultural products go through longer supply chains. Many N.E. producers are looking for more lucrative markets – beyond direct, and as an alternative to conventional wholesale. As energy costs and food safety concerns escalate, demand and appreciation for regionally produced food grows.

N.E. producers cannot scale up from direct marketing or shift from undifferentiated commodity markets without strong buy-in from other players in new supply chains and the larger community. What will it take to achieve this? What's already in place? What are the unique challenges in developing regional value chains (RVC) for the N.E.? This project addresses these questions.

The RLT will tap into existing expertise, identify infrastructure and other gaps, and build leadership and capacity to advance RVCs. They will evaluate policies at the state, inter-state, and state-federal levels that hinder or foster the aggregation, processing, distribution and/or purchase of regionally sourced, differentiated food products. They will share findings and successes with the National Good Food Network, the NESAWG community and others.

## Enhancing Local and Regional Food Systems: Exploring the Research, What Works, and What We Need to Learn

May 19-20, 2009  
Hudson Valley Resort,  
Kerhonkson, NY

<http://necrd.psu.edu/LocalFoods/Brochure.pdf>

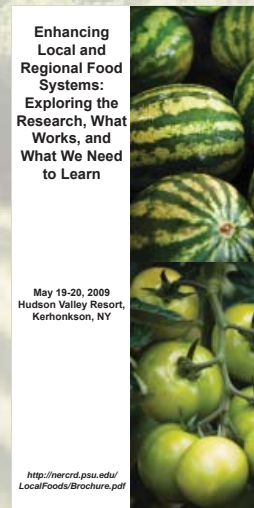


Another exciting highlight of the last year has been the on-going work of our local foods group. This group evolved out of the Northeast Extension Land Use Network (NEELUN) and it includes these planning team members:

- Kathy Brasier, Penn State University
- Cheryl Brown, West Virginia University
- Michael Dougherty, West Virginia University
- Charlie French, University of New Hampshire
- Stephan Goetz, Penn State University/NERCRD
- Thad Gulbrandsen, Plymouth State University
- Duncan Hilchey, Cornell University
- Rod Howe, Cornell University
- Marge Kilkelly, Northeast States Association for Agricultural Stewardship (NSAAS)
- Kathleen Liang, University of Vermont
- Heidi Mouillesseaux-Kunzman, Cornell University
- Kathy Ruhf, Northeast Sustainable Agriculture Working Group (NESAWG)
- Walt Whitmer, Penn State University/NERCRD

### Introduction and Conference Rationale

Over the last decade, and most dramatically in the last 5 years, the concept of “local foods” has become a focal point of growing interest and attention. Consumers are now much more likely than in the recent past to recognize that what they eat has social, economic, environmental and political,





as well as individual health consequences. Researchers and others have devoted a wide range of books, publications, media reports, and research articles addressing concerns and opportunities surrounding this evolving issue. Especially important, agricultural producers, processors, businesses, government agencies and non-profit groups have become increasingly engaged in a wide array of local agricultural development efforts around local foods.

Despite this growing interest and activity much remains to be understood about what makes local food systems thrive and what the empirical evidence suggests regarding the relative merits and impacts of efforts to address local food system development. Researchers, Extension professionals and others across the Northeast are increasingly being called upon to be able to provide this type of analysis and assistance to help states, communities, agricultural producers and processors, and organizations make the most of these emerging opportunities.

**Enhancing Local and Regional Food Systems: Exploring the Research, What Works, and What We Need To Learn** will bring together researchers, Extension educators, and others to explore the scientific research base relating to local food systems. Together, we will explore the opportunities and challenges inherent in promoting and evaluating local and regional food systems as a critical component of an enhanced food system and as a vehicle for rural community and economic development in the Northeast. First and foremost, our goal will be to look critically at what we know, what we need to know, and what we can do as a region to address emerging opportunities for collaboration across disciplinary and institutional bounds.

### **Organizing Framework**

This workshop will be structured around three major components:

Invited speakers to address key selected aspects of the scientific research base and the state of current

knowledge related to the practice and strategies of local food system development

Structured discussion sessions designed to identify research needs, strategies, partnerships, and emerging opportunities.

Poster sessions and practice roundtables

### **Workshop Goals**

Provide an extensive opportunity for shared-learning and exploration related to the scientific research base on a wide range of local and regional food system development strategies and activities – what works, what does not, and what more we need to know.

Provide networking opportunities for researchers, Extension professionals, and others working to enhance local and regional food systems.

Identify emerging research, information, program, and research priorities and develop a set of options for addressing these issues across the region.

### **Intended Audience**

Research faculty, Extension educators and other organizations representing a wide range of expertise and interests in local food system development.

### **Sponsorship**

Sponsorship is provided by the Northeast Regional Center for Rural Development, other land grant universities, academic institutions, agencies, businesses and organizations as interest permits.

[nercrd.psu.edu/LocalFoods/Registration.html](http://nercrd.psu.edu/LocalFoods/Registration.html)



### NE-SARE Funded

#### **CNE08-039 Island Grown Initiative Poultry Program on Martha's Vineyard (Massachusetts)**

Meat production in America has become a fearsome thing. With the rise of deadly food-borne diseases like Mad Cow and E. coli, American consumers have become increasingly aware of the broader problems surrounding the massive animal factory farms that dominate the meat and poultry industries in this country. Island Grown Initiative has done extensive outreach to local farmers through organized discussion sessions and surveys, and they have learned that many growers are interested in raising more meat and poultry. Consumers have proven their desire to buy it. All that's missing now is the local infrastructure to make this possible, and the Island Grown Initiative is the community group ready and committed to making it happen.

#### **CNE08-040 Strengthening community through enhancing the economic viability of dairy farming (New York)**

To address the issues of a declining agricultural economic base, and marginal and erratic milk prices, Madison County will begin an innovative branding initiative; under which regional agricultural products (initially just milk products, but eventually expanding to a large variety of goods) can be marketed and sold. Though the brand will begin as a Madison County initiative, the goal is that it eventually will encompass the area of the Central Leatherstocking Region.

### **Forthcoming White Paper on Local Foods**

A major white paper on local foods is in progress. Other collaborations, e.g., with PASA, are being developed.

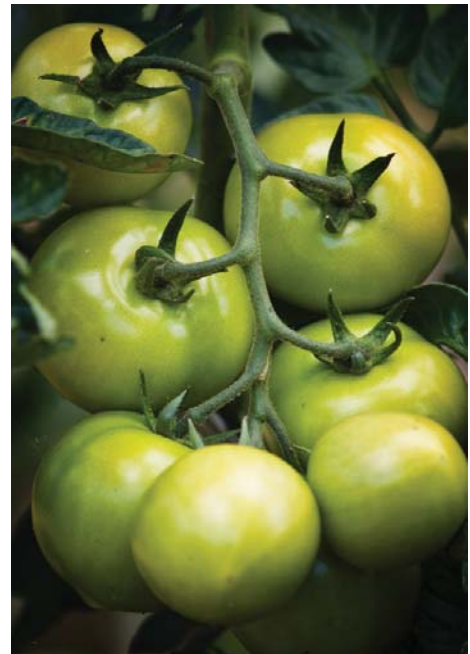
### **SARE Grant Collaborations, 2008**

We are funding the three local food networks described below in detail, with which we will work closely to develop proof of concept tests and best practice outreach materials. In addition, we are leveraging our work with an additional 16 groups that are funded by NE-SARE. These are listed in the adjacent boxes.

#### **Center-Funded**

#### **NOFA-NH LOCAL AND ORGANIC FOOD PROJECT (New Hampshire)**

NOFA-NH's (Northeast Organic Farming Association – New Hampshire Chapter) Local & Organic Food Project is an ongoing program that seeks to strengthen local and organic food networks throughout NH. In 2008/2009 NOFA-NH will establish the Canterbury On-line Farmers Market and create the NOFA-NH Local & Organic Food Networks manual. The Canterbury On-line Farmers Market offers consumers an opportunity to shop and prepay for local products at a time and place that is convenient for them. On market day they then only have to make a quick stop to pick up their pre-packaged order, or ask a friend to collect it for them. Vendors can expect increased sales as prepaid orders are picked up regardless of the day's weather or competing events. Spearheading this project is the next





### **CNE08-041 Connecting farmers and community to grow year-round sales of local agriculture products (Massachusetts)**

According to market research CISA performed in 2006, 82% of residents in Hampshire and Franklin Counties in MA recognize the Be a Local Hero, Buy Locally Grown® brand. More importantly, people who recognize the brand are at least twice as likely to buy local food every week and they shop at farmers' markets or farmstands twice as often! This project is piloting a new public education and engagement initiative which will extend the market for local farm products by encouraging western Massachusetts residents to buy and eat locally year-round. This will be accomplished by developing outreach directly for consumers that highlight winter agriculture products and by working directly with farmers to assist them in assessing winter demand and marketing their product.

### **CNE08-042 Target: Hunger farmers' markets (Springfield and North Berkshire) (Massachusetts)**

Target:Hunger is a community organizing project that uses an asset-based approach to building long-term food security for low-income communities. Currently focused on one urban (Mason Square, Springfield) and one rural (northern Berkshire County) community, Target:Hunger strategies include not only farmers' markets but also Food Stamp outreach, increasing access to food assistance resources, capacity building, and infrastructure to support food security.

best step for NOFA-NH as we pursue our goal of helping to create a multi-faceted network of farmers, gardeners and consumers that will make local foods part of the everyday fabric of life in Canterbury. Such a network will enhance the physical, cultural and spiritual well-being of the entire community for many years to come.

The NOFA-NH Local & Organic Food Networks manual is a key component of our overall Local & Organic Food Project. By documenting the intensive work we are doing in the community of Canterbury, NH, we will provide inspiration, encouragement



and guidance to communities throughout the state as they work to enhance their own local and organic food networks. The manual will inventory the existing components of Canterbury's local food network; document what has already been accomplished; identify and prioritize missing components; and create a plan for future work.

NOFA-NH will use both the Canterbury On-line Farmers Market and the NOFA-NH Local & Organic Food Networks manual to further our mission of promoting organic methods and materials. Each project will provide opportunities to educate both consumers and producers

as to the benefits of organic production; will give producers an opportunity to inform customers about their growing methods; and will allow and

encourage consumers to make informed choices. By increasing both supply and demand of fresh, local and organic products we help to strengthen local economies and improve the health of citizens and the environment, now and for years to come.

By increasing both supply and demand of fresh, local and organic products we help to strengthen local economies and improve the health of citizens and the environment, now and for years to come.



### **CNE08-043 Addressing seasonality barriers in farm-to-college initiatives with winter storage vegetables (Pennsylvania)**

This project is focused on addressing the seasonality barrier that many Southeastern Pennsylvania farms face when trying to meet the institutional market demands through the winter. They are concentrating on the feasibility of growing for winter storage and the construction of individual or cooperative root cellars to meet the institutional demand. The initiative is also assessing the breadth of the institutional demand for particular products, quantities and additional qualities, like fresh cut produce, as these elements will impact what farmers should be growing and storing.

### **CNE08-044 Cultivating Community Connections: From seed to table (New Hampshire)**

The goal of this project was to form a partnership between Cheshire Career Center and Stonewall Farm in order to significantly connect students to local land and develop an environmentally sustainable agribusiness. This project encouraged students to take on all aspects of processing a farm-based project, from growing and harvesting, to producing, marketing and selling their product. Cultivating Community Connections (C3) worked to develop hands-on education to introduce how environmental stewardship and farming can work together to be economically viable. In a climate of economic strain, environmental degradation, and farming subsidies, youth participation and understanding of a sustainable, environmentally responsible agribusiness is essential.

### **EXPANDING AND STRENGTHENING A NETWORK OF FARMERS TO SUPPORT A LOCAL FOODSHED (Delaware – Maryland)**

In order to increase the number of farmers and acreage on the Delmarva Peninsula dedicated to sustainable agriculture, several workshops were held to educate the targeted audience. The workshops covered topics such as: Equipment for Small Acreage Farmers; The Basics of Drip Irrigation; What to Plant When – Devising your farm plan and crop budgeting; Cover Crops and Composting. A total of 47 existing and potential organic farmers attended these trainings. Resources given to participants included 'The Rodale Book of Composting,' 'On Farm-Composting,' and 'Managing Cover Crops Profitably.' This increase in potential organic farmers results in a doubling of farmers supporting the Provident Farm CSA and other markets, such as farmers markets and restaurants inclined to buy locally.

#### **Objectives/Performance Targets**

In April a day and a half workshop was held on a working organic farm. Shane LaBrake, an Independent Consultant taught the day-long Equipment Workshop. He discussed different hand tools, as well as motorized machinery, attachments and specific alterations. The second day Jay Martin, Organic Farmer and Owner of Provident Organic Farm and CSA, covered drip irrigation and farm planning. He shared his decision-making tools of how to determine if a crop was profitable as well as crop scheduling. 17 new and existing farmers attended both days of the workshop and were given a binder 'Organic 101' covering the basics of transitioning to organic production. This binder was previously created for the Future Harvest-CASA Annual Conference in 2008.





### **CNE08-045 Bringing us together: A project to develop and strengthen the connections to our farms (Massachusetts)**

The project involves three main components: a needs assessment survey of Rehoboth, MA, farm enterprises; the development of a GIS database and mapping of Rehoboth agricultural lands; and the production of an educational/marketing brochure celebrating Rehoboth agriculture.

### **CNE08-046 Maine Beef Producers Association executive director position (Maine)**

The financial support from the SARE grant, with additional funding by the Maine Department of Agriculture and an anonymous donor, made it possible for the Maine Beef Producers' Association to advertise for and hire a part-time Executive Director. The Executive Director began working for the Association on July 1st, 2008, and is already making a difference. The Executive Director has fielded numerous calls and e-mails from potential and current producers requesting information about sales, events and/or Maine beef production.

### **CNE08-048 Gaining Ground in Maine (Maine)**

The intention of the project is to improve the practices of agricultural land preservation by introducing a model that will permanently protect farms in their entirety – the soils, the infrastructure and their affordability for farmers. They are surveying 120 Community Supported Agriculture (CSA) farmers on their land tenure issues, providing a series of workshops to farmers and land trust representatives, exploring resources to improve farm preservation in Maine, and providing targeted technical assistance to farmers and land trusts.

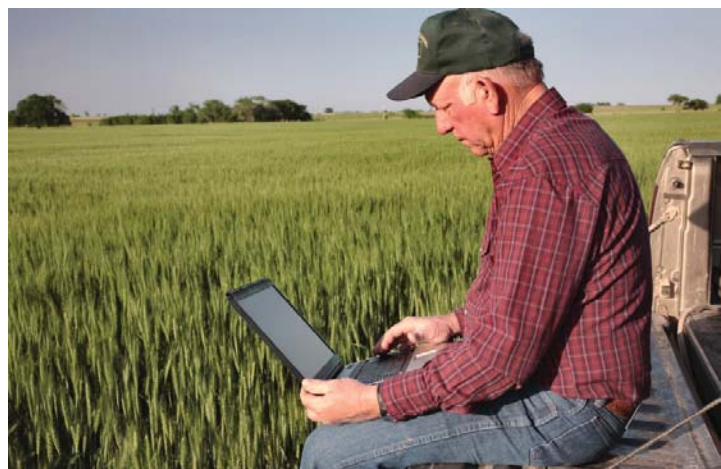
In August 2008, a Twilight Tour was held at the Lower Eastern Shore Research and Education Center (LESREC) in Salisbury, MD. Matt Ryan of both Rodale and Penn State University spoke on using cover crops to manage weed populations on organic farms. He discussed different cover crop rotations as well as using a cover crop roller. Kate Everts, Vegetable Plant Pathologist for the University of Maryland, spoke on using cover crops to suppress diseases. The second portion of the evening covered making and using compost. Matt explained the 'how-to's' of the compost-making process, and commonly-made mistakes. Thirty existing and potential organic farmers attended the meeting. They were given a survey on their interests and needs concerning future trainings and workshops. Follow-up will be initiated in the spring with the recipients of the books to see how they have used them in their farming operation.

### **Impacts and Contributions/Outcomes**

Through both of these programs, several potential farmers have been identified who will be able to join the 'Network of Farmers' who provide produce to the CSA and other markets, such as farmers' markets and restaurants inclined to buy locally. Currently three farmers provide produce for the CSA. The trainings and networking has brought forth additional farmers who will provide produce and eggs in 2009. Through this liaison, Jay Martin has been asked to speak at the Annual Future Harvest-CASA Conference on multi-farm CSA models. He will be a leader in the State on exploring the pros and cons of this type of distribution system.

### **FARMERS HARNESS THE WEB TO MARKET THEIR PRODUCTS (West Virginia)**

This 2008 SARE Sustainable Community proposal focuses on building farmers' capacity to harness the communication







### **CNE08-049 Vermont food basket project (Vermont)**

Grant funds were used to support the summer 2008 pilot launch of a multi-farm Community Supported Agriculture-inspired drop-box scheme called the Food Basket. In its first year, the project met its goals of serving over 100 households and generating over \$50,000 of gross sales for Vermont farmers.

### **CNE08-050 Downeast Maine Farm to School (Maine)**

Healthy Acadia is working with schools in two rural counties of Maine to strengthen their capacity for local food sourcing and building viable institutional markets for area farms. Key components of the project include conducting a two-county assessment of the readiness and capacity of schools to purchase from local farms, and to provide training and technical assistance to enable schools, to initiate and sustain purchasing relationships.

### **CNE08-051 Expanding connections: Marketing farm to cafeteria in the Finger Lakes foodshed (New York)**

This is a highly collaborative project amongst several farmers, Seeking Common Ground, a food service manager, and Cooperative Extension, that connects the farmers and institutions in the local Foodshed. Through direct contact and continued consultation with non-participating farmers and institutions, they are building new farmer-consumer relationships while at the same time increasing demand for local foods in cafeterias and raising awareness of why such foods should be served.



infrastructure of a statewide marketing website to achieve economic growth. The program activities of the grant are carried out by a team comprised of Collaborative for the 21st Century Appalachia, West Virginia University Extension Service, and a West Virginia farmer – with ongoing input from farmers around the state. This project has evolved out of needs identified in two pair of grants. These grants were bookend grants – meaning that by laying them side by side geographically, they covered the entire state, i.e., WV Development Office funds may be used only with distressed WV counties, so SARE Sustainable Community grants were then used for the non-distressed. This SARE proposal is the third such bookend – the West Virginia Development Office counterpart has recently been funded.

The initial grant activities involved grass-roots dialogues which brought a handful of chefs to farmers/food producers with the expectation that these sessions could create an awareness of and stimulate an interest in farmers doing customized growing for high-end restaurants and resorts. The approach throughout has been to work with the state's farmers through their county extension agent to build their capacity to supply the quantity and quality of product expected by that new market.

Those efforts bore fruit. Data shared by Brian Wickline, Extension Agent for Monroe County at a statewide meeting with his fellow Extension Agents describes the result of his and the Monroe county farmers' work. Brian's then latest report illustrated that their calf pool grossed just under \$400,000 with



### **CNE08-053 Pilot Investment Project (Massachusetts)**

The objectives of the grant are to provide financing to at least two farmers, but more importantly to use the process to inform the creation and design of alternative financing programs.

### **CNE08-054 Get Fresh Net (Maine)**

The GetFresh.Net project will launch an online farmers market modeled on the Plymouth Local Foods project in Plymouth, New Hampshire. Officially named [www.westernmainemarket.com](http://www.westernmainemarket.com), the website will enable consumers to purchase local food online for pickup at one of two distribution sites in Farmington and Skowhegan, Maine.

### **CNE08-055 Southtowns Coalition – agritourism enterprise assessment (New York)**

Seven Southtowns municipalities have come together with a shared vision to leverage their tourism assets in the development of a sustainable strategy for tourism and economic development and an improved quality of life. The project is phase one of the Agritourism Enterprise Assessment, which involves assessing the area's agricultural vendor's interest in and capacity for agritourism.

### **CNE08-056 Leveraging community financing for farm and farmland protection (New Hampshire)**

This project will give farmers, agricultural educators and service providers, farm and conservation organizations, legislators, community leaders municipalities, land trusts and other easement holding and easement funding organizations (stakeholders) the option to use Installment Purchase Agreements (IPAs) to preserve agricultural land in New Hampshire.

a differential of about \$40,000 (or about 10 percent). That same report showed results for the egg and produce farmers who have been working with Collaborative 21C and selling to chefs. Their gross sales were \$78,000 – but the differential or premium for selling their specialty products to high end restaurants and resorts was \$28,000 (or 36 percent) – on a percentage basis approximately three and a half times more than the calf pool.

These positive results spurred us on and our current efforts

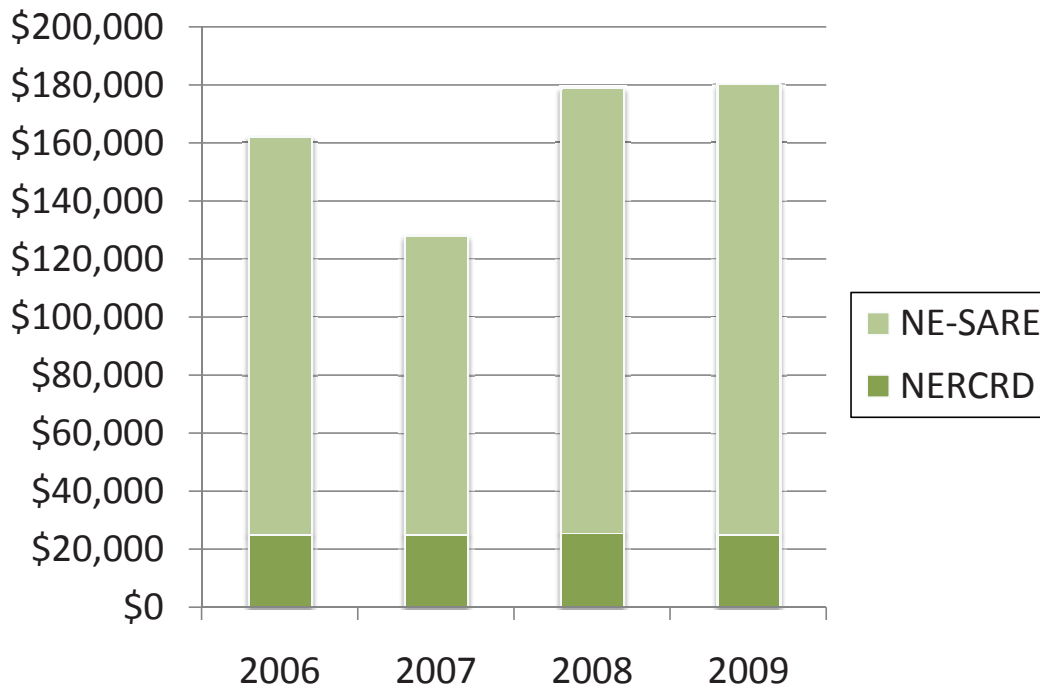
are designed to increase the farmers' ability to direct market as well as to increase the number of chefs who purchase in-state produced specialty foodstuffs. Collaborative 21C has constructed a new e-market agricultural website which provides a bulletin board available to the public where farmers can publicize their roadside stands and their pick-your-owns, etc., as well as sell their value added farm and artisan products. The site also provides a separate component where farmers can list their specialty products in order to sell to chefs.

Some farmers have already been savvy enough to register on the website and list their wares, but many of the 10,000 small farms in WV are going to need training and/or more assistance than these early adopters. This SARE proposal joins WVU Extension service in working with Collaborative 21C to identify and then provide necessary training on how to harness the potential of this new statewide website for the farm community – thereby creating a long-term boost to their and West Virginia's economy.

... the differential or premium for selling specialty products to high end restaurants and resorts was 36 percent ...



## SARE Sustainable Community Innovation Project Grants Cumulative Funding, NERCRD/NE-SARE



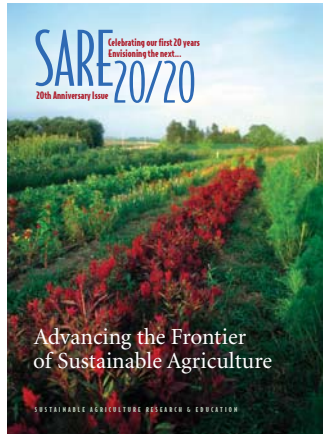
In 2008, nineteen Sustainable Community Innovation grants, totaling \$178,904, were funded by Northeast SARE and the Northeast Regional Center.





## 20th Anniversary Celebration of SARE

### Sustainable Community Innovation Projects

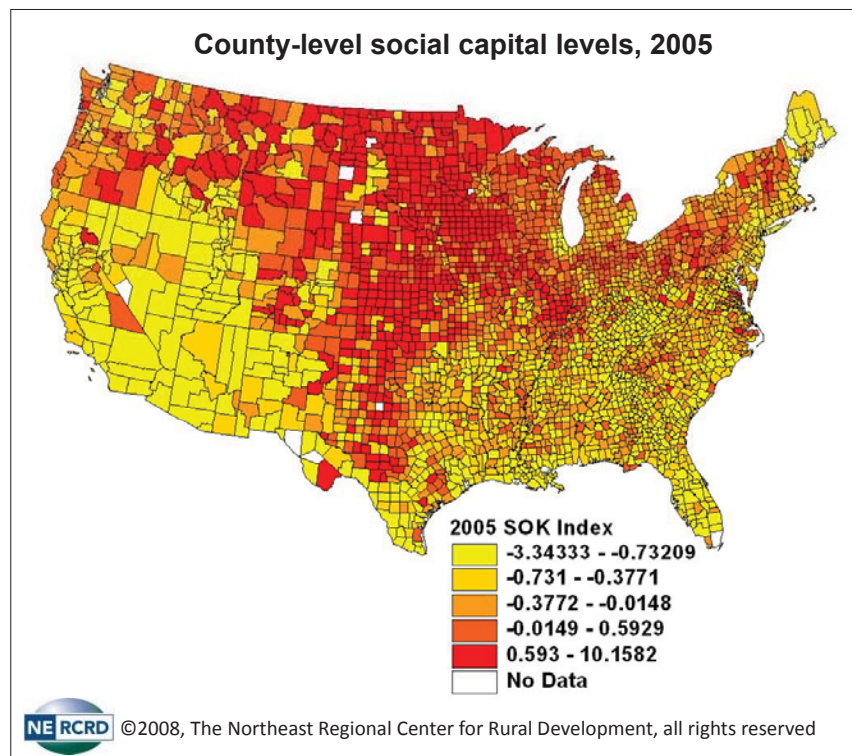


In partnership with Farm Foundation, the SRDC and the NERCRD, 12 community and economic development professionals attended the 20th Annual Sustainable Agriculture, Research and Education (SARE) conference held in early 2008. Following a week immersed in a wide range of professional development and informative workshops, the team embarked on a project to highlight some of the best of the 88 Sustainable Community Innovation projects funded over the last several years.

Following a careful review, the team chose 11 of these 88 as examples of the most innovative, well designed and ultimately successful projects of all of those reviewed. Under the leadership of Assoc. Director Walt Whitmer, this work is continuing with the coordinators of these projects to gather additional information related to the issues or conditions that made these projects as successful as they have been – and what suggestions they would have for others addressing similar issues or projects in their communities. The ultimate goal is to provide a web-based educational resource designed to highlight the best practices, lessons learned, and suggestions for implementing similar projects across the country. The full report will be available in 2009.

### Social Capital Site Updated (1990, 1997 and 2005)

We are pleased to provide updated, county-level social capital data on our web-site. We now have a three-year panel available. In the past these statistics have been used, for example, by Dr. Robert Putnam of Harvard University and author of “Bowling Alone” in his research.





### International Collaborations on Clusters and Complex Network Analysis

We are applying what we are learning from working with small farm clusters in the international arena, by collaborating with experts from other countries. These include:

- ▶ Yicheol Han, Seoul National University, Department of Landscape Architecture and Rural Systems Engineering, who is visiting the Center for 18 months. He is conducting advanced cluster analysis, including research on complex scale-free networks, as well as migration, commuting and citations research. As a resident visiting scholar, Mr. Han is funded by the Government of South Korea.
- ▶ Dr. Oleksandr Zhemoyda, National Agricultural University of Ukraine and Cabinet of Ministers of Ukraine, who is funded by the USDA's faculty exchange program. He is a faculty member with a doctorate in Economics. We are collaborating on a paper to be presented in Berlin, Germany on agricultural clusters within Ukraine, and expect to continue this work in the future. The goals here are to understand how agricultural industry location patterns shifted from before the late 1980s, to the transition period of the 1990s, to today. We are also studying how these shifts have affected overall industry productivity in Ukraine.



Ukraine



**Entrepreneurship**

**Self-Employment**





### ENTREPRENEURSHIP AND SELF-EMPLOYMENT

As rural areas throughout the Northeast continue to lose jobs and residents, those remaining behind desperately seek new sources of income and employment growth. Clearly, homegrown entrepreneurship will be one key to sustaining local economies, and even more important will be programs and efforts directed at the future entrepreneurs, that is, the youth of today. Here the population migration statistics are stark, with nearly every single rural county in the Northeast having fewer less-than-20 year olds in 2007 than they did in 2000. A number of our research efforts in this area (described below) shed light on the underlying dynamics and the insights gained at least have the potential to moderate these drastic patterns in the future.

#### Youth Entrepreneurship Symposium, held in State College, PA, Days Inn, on June 4-6, 2008, attracts Participants from Across the Nation.

In response to a strongly felt need that was expressed by our stakeholders, the Northeast Center provided support to Trace Gale of WVU and Deborah Kantor of UMaine in organizing a Youth Entrepreneurship Symposium. The symposium was received with tremendous enthusiasm, as reflected in the evaluations. As plans proceeded with the symposium, it also became clear that the event could serve as a major contribution to the national eXtension curriculum that is being led by the Southern Rural Development Center, with the support of the



other Centers and their member institutions. This Community of Practice was honored with a Regional Award from the National Association of Community Development Extension Professionals in 2008. The overall eXtension effort received a national USDA award.

The goals of this symposium were threefold: 1) to develop and expand social capital among the educators in this area through the formation of a more formal workgroup structure; 2) to frame a “breakthrough” project in the area of youth entrepreneurship, that can be collaboratively developed by members of this group, and 3) to add value to the youth component of the eXtension Communities of Practice (COP) project on Entrepreneurs and their Communities. We identified high quality youth entrepreneurship curricula/educational resources that can be systematically organized and incorporated into the eXtension Entrepreneurs and Their Communities web site.

**From the Proceedings:** By Debra Kantor, University of Maine, and Trace Gale, West Virginia University, Symposium Co-Chairs

These proceedings are the product of the First Annual Land Grant Youth Entrepreneurship Symposium, Land Grant YES, held June 4-6, 2008, at the Pennsylvania State University. The symposium featured peer-reviewed presentations and was hosted by The Northeast Regional Center for Rural Development. Educators and program leaders from as far away as American Samoa met face-to-face to focus on youth entrepreneurship best practices, research findings, and future program development. We are extremely grateful to the participants for their willingness to share information on their programs and resources, and for the remarkable quality of their presentations. Participants from geographically diverse regions provided interactive presentations on how youth entrepreneurship programs are being implemented in their communities.



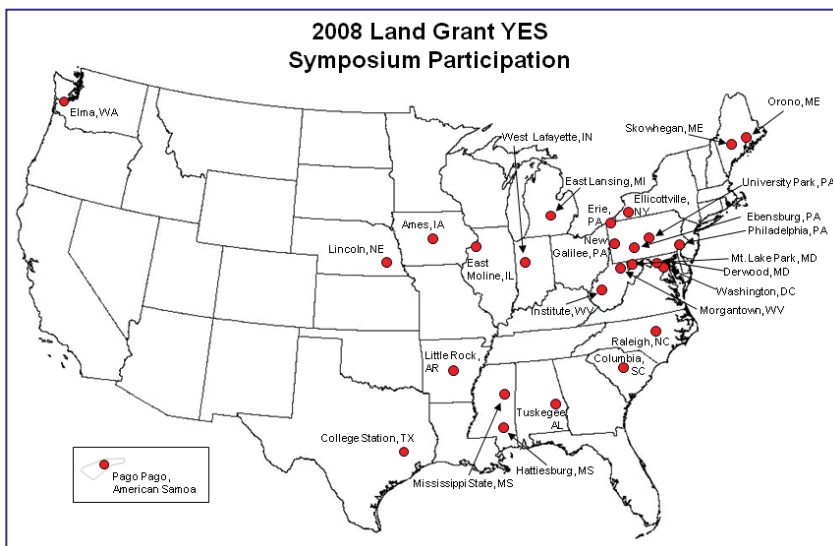
These presentations explored a variety of curricula and programs for youth of all ages from elementary school through college. Whether integrated into school curricula, afterschool programs, youth camps, or community programs, all used experiential and problem-based learning strategies to help youth recognize and develop entrepreneurial knowledge and skills. Over the three days spent together, participants had the opportunity to share ideas with other professionals working in youth entrepreneurship. In their overwhelmingly positive evaluations, participants expressed their plans to work collaboratively in the future to develop youth entrepreneurship programs.

Areas of potential collaboration identified included multistate youth entrepreneurship research and evaluation, developing an eXtension Community of Practice for youth entrepreneurship, and for convening annual regional meetings to increase networking opportunities. The Land Grant System has the unique resources needed to accomplish these goals with its foundation of research-based programs implemented in local communities. We are delighted to share these proceedings, and hope they will be a useful tool to strengthen the youth entrepreneurial components of your programs.

## Summary

Patricia Fairchild, University of Nebraska, showcased the flexibility of their holistic, competency-based curriculum being used in clubs, camps, schools, and to create youth entrepreneur-friendly communities; Gina Backes, University of Illinois, described Going Solo tools, including an activity-based entrepreneurship curriculum and computer simulation game for instructors with varying degrees of business knowledge; Anna Koltchagova and Laura Tanzini of the North Carolina REAL (Rural Entrepreneurship through Action Learning) presented an overview of their professional development program which uses online modules and school-based workshops; Robert Macy and Elizabeth Kisenwether, Penn State, illustrated their use of case studies and a problem-based learning approach to develop entrepreneurial skills in a mixed class of undergraduate business and engineering students; Mary Emery, North Central Regional Center for Rural Development explored community change initiatives that incorporate youth engagement and entrepreneurial ventures; Mitzi Downing, North Carolina State University, connected the global economy and the need to prepare youth with 21st Century skills using: education, technical assistance, financial capital, business networks and leadership and policy development; Leona Joseph

and Jacqueline Simon, Penn State University, addressed issues of nutrition and childhood obesity among youth in Philadelphia as part of an after school hands-on food education and entrepreneurship program; Joan Vance, Washington State University, described the use of agricultural farm tours to introduce youth to the “business” of farming and the value of sustainable methods; Laura Allen and Erica Tobe, Michigan State University, presented their 4-H Future Entrepreneur Clubs program integrated into both urban







## Entrepreneurship

Land Grant YES was a huge success. Drs. Stephan Goetz and Bo Beaulieu provided awesome leadership and helped the group get to action steps that will coordinate youth entrepreneurship programming nationwide. Dr. Trace Gale facilitated the meeting and ensured the group stayed on task and gave all participants an opportunity to comment on the group's goals and future directions.

The NERCRD hit on a huge need by organizing this conference. Participants included extension educators from across the country including American Samoa. Many extension educators are using/developing youth entrepreneurship programs. This was a great opportunity for them to share their programs, network and coordinate future efforts. Discussion about next steps was very productive and a youth entrepreneurship community of practice has already formed in connection with eXtension CoP on entrepreneurs and their communities.

Pam Hearn and Pam Hileman did an amazing job organizing the meeting, which they did very quickly (within just a few months). The materials were well organized and professional. The meeting facilities and meals were great. Pam and Pam made registration very easy. They also had someone video tape the meeting so the presentations will be available on the web. It was a really great meeting and I'm grateful I was able to attend!

-Kristen K. Grifka, Program Specialist, USDA

and rural afterschool settings; Ann Sherrard, University of Maryland, related their use of an annual adult rural development conference to create an opportunity for youth to develop business ideas and products; Alganesh Piechocinski, University of Maryland, provided an overview of the nationally used curricula Mini-Society and Be the E; Sheila Pendse, University of Maine, introduced their undergraduate curriculum in Innovation Engineering that prepares students to incorporate entrepreneurship in their careers—regardless of their major; Nickey Jefferson, Tuskegee University, shared how their program targets at-risk rural youth through community-based experiential education to create an awareness of entrepreneurial opportunities as an alternative to workforce preparation; Stacy McCullough, University of Arkansas, presented their “grab-and-go” activity plans to teach business basics for youth, and as vehicles for supporting rural economic development and creating a “pipeline” of entrepreneurs for the future; Brent Hales, University of Southern Mississippi, explained

how they combine National Foundation for Teaching (NFTE) Entrepreneurship curriculum with a 9-month training program, supported with business mentors, to support youth entrepreneurial activities.

“This was one of the most amazing conferences I [have] attended in the past eight years. I found the size of the group ... and the specialization ... to be extremely beneficial.”

-Patricia Fairchild, Nebraska 4-H Specialist, commenting on Land Grant YES



As part of our work on understanding youth population trends we also participated in a study on the role of government fragmentation in driving youth migration patterns.

### Youth Out-Migration from Pennsylvania: The Roles of Government Fragmentation vs. the Beaten Path Effect

Georg Grassmueck, Stephan Goetz, and Martin Shields, Lycoming College, Pennsylvania State University, and Colorado State University – USA.  
<http://necrdr.psu.edu/Outmigration.pdf>

The authors of a recent Brookings report argue that Pennsylvania's lackluster economic performance, including a high rate of loss of young residents (age 25-34), is partly due to fragmented local units of government hindering comprehensive and regional approaches to stimulating economic growth. This assertion is based on casual inference rather than rigorous statistical analysis. In the present study we employ a newly-developed measure of state/county government fragmentation in a county-level econometric migration model to test the Brookings assertion formally. After examining and controlling for the complete set of factors identified from previous studies to motivate youth out-migration, we conclude that government fragmentation acts to keep youth in Pennsylvania rather than drive them out. We conclude that calls for consolidating sub-county government units based on young migration are premature and offer a number of explanations for our finding along with policy

implications. This research study was featured in the December 2008 issue of PA Township News.

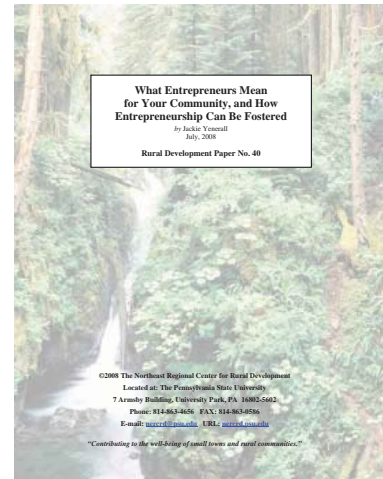
### What Entrepreneurs Mean for Your Community, and How Entrepreneurship Can Be Fostered

by Jackie Yenerall (July, 2008)

Rural Development Paper No. 40

<http://necrdr.psu.edu/Publications/rdppapers/rdp40.pdf>

This resource summarizes information on the impact that entrepreneurs can have on local communities and what community leaders can do collectively in order to increase local entrepreneurial activity and success.



### Entrepreneurship and Urban Success: Toward a Policy Consensus

<http://necrdr.psu.edu/Entrepreneurship/KauffmanPaper.pdf>

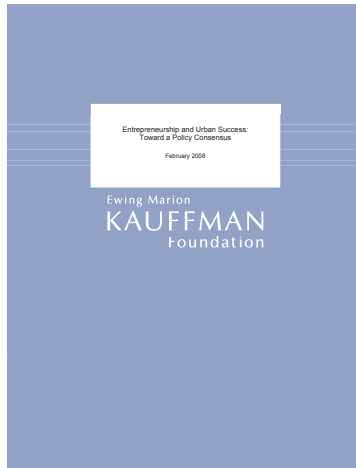
The Northeast Center was involved in a major national policy statement related to entrepreneurship that was released by the Kauffman Foundation for Entrepreneurship (Kansas City, MO) in conjunction with authors from George Mason, Harvard, Carnegie Mellon and Syracuse Universities, as well as the University of Toronto. Although this statement was crafted primarily with urban areas in mind, it is relevant for rural areas and we are in the process of fine-tuning it more specifically for these areas.





### Authors:

Zoltan J. Acs,  
George Mason  
University – School  
of Public Policy;  
Edward L. Glaeser,  
Harvard University  
– John F. Kennedy  
School of Govern-  
ment, Department  
of Economics;  
Brookings Insti-  
tution; National  
Bureau of Eco-  
nomic Research (NBER); Robert E. Litan, Ewing  
Marion Kauffman Foundation; AEI-Brookings Joint  
Center for Regulatory Studies; Lee Fleming, Harvard  
University – Technology & Operations Management  
Unit; Stephan J. Goetz, Pennsylvania State University  
– The Northeast Regional Center for Rural Develop-  
ment; William R. Kerr, Harvard University – Entre-  
preneurial Management Unit; Steven Klepper, Carn-  
egie Mellon University – David A. Tepper, School of  
Business; Stuart S. Rosenthal, Syracuse University –  
Department of Economics; Olav Sorenson, Rotman  
School, University of Toronto; William C. Strange,  
University of Toronto – Rotman School of Manage-  
ment; January 2008.



degenerated into what is essentially a zero-sum game for the national economy. When one city or state offers tax breaks or other financial inducements to encourage firms to locate new plants or headquarters, and succeeds, some other city or state loses out in the process. Local, state, and regional economic development centered on entrepreneurship, however, is a fundamentally different phenomenon.

The formation and growth of new firms, especially those built around new products or ways of doing things, wherever this occurs, is clearly a positive sum game, not just for the locality, but for the nation as a whole. This essay provides a guide to policymakers and citizens to what is known about the effects of various local and state policies aimed at fostering entrepreneurially driven growth. There is also much we do not know; thus, the essay identifies subjects that require further research.

**Keywords:** entrepreneurship, policy, urban, city, local, state, regional, roadmap, economy

### On-going Research into Entrepreneurial Climate

<http://nercrd.psu.edu/Publications/rdppapers/rdp41.pdf>

This study uses the Kauffman Index of entrepreneurial activity to update and expand on an earlier attempt to estimate entrepreneurial climates for each state. Patent activity and human capital are found to be associated with intensifying entrepreneurial activity. However, financial investments typically associated with innovation tend to depress entrepreneurial activity, possibly due to a crowding-out effect. Higher local unemployment rates are associated with more entrepreneurial activity, reflecting entrepreneurship of necessity as opposed to opportunity. While greater labor market freedom clearly encourages entrepreneurship, higher levels of healthcare premiums paid by small businesses discourage such activity. Based on the Kauffman Index, Tennessee, Wyoming, California, Delaware and New York have the best entrepreneurial climates; West Virginia, Alabama, Nevada, Pennsylvania and Connecticut rank at the bottom.



Collaboration with Advanz (Erie, PA) on International Entrepreneurship Week

## Publication Documents the Growing Importance of Rural Self-Employment

### The Situation:

Since 1969, the number of self-employed rural workers has expanded by over 160 percent to 5.6 million. In comparison, there was only a 64 percent growth in rural wage and salary workers over the same time period.

If current trends continue, one rural worker will be self-employed for every three wage-and-salary workers by 2015.

In the last four years, self-employment earnings relative to earnings of traditional workers have reached historic lows. In 2005, the average self-employed worker earned only one-half of what wage-and-salary employees captured (\$16,851 versus \$31,596).

There are several factors that have bearing on both the rates and earnings associated with self-employment. These factors can be classified into two major categories: (1) characteristics of the population pool from which the self-employed are drawn; and (2) community-level attributes that help assist, or serve as barriers, to the self-employed.

### Policy Options:

Individual entrepreneurs and the self-employed must rely on the availability of auxiliary supporting businesses to operate efficiently and profitably. Often, these supportive services are not available. Strategic temporary public investments may be needed and justified to help facilitate the development of these key services in some rural areas (such as temporary help, daycare, courier/messenger, legal and accounting services, and office supply businesses).

Self-employed persons need better access to higher-education institutions (i.e., business schools, community colleges, land-grant institutions) that offer specialized entrepreneurship and business training. New ways to deliver programs and technical assistance to current and potential entrepreneurs/self-employed must be encouraged.

State and local governments should explicitly recognize the growing importance of self-employed workers, especially in rural areas. Since state governments only keep track of workers who are covered by unemployment insurance (the so called ES-202 information), they have little knowledge of how their policies affect a growing segment of the labor force. As such, state governments are urged to take an important first step in collecting and reporting basic economic data on this expanding sector of their economies.

**Rural Realities** Volume 2 | Issue 3 | 2008  
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### Self-Employment in Rural America: The New Economic Reality

By Stephan J. Goetz

#### In Brief...

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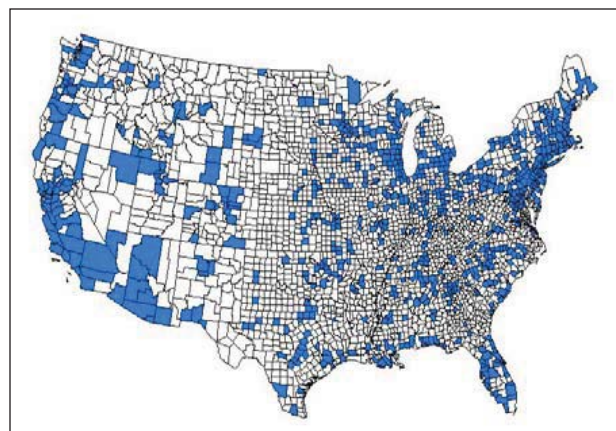
IMPACT: A sample of publications that cite or use this work...

- <http://www.cfra.org/newsletter/2008/03/selfemployment-major-rural-economic-driver>
- [http://ruralvotes.com/cms/index2.php?option=com\\_content&do\\_pdf=1&id=112](http://ruralvotes.com/cms/index2.php?option=com_content&do_pdf=1&id=112)
- <http://www.dailyyonder.com/meet-new-boss-you>
- <http://www.publicforuminstitute.org/nde/news/2008/enews-08-04-21.htm>
- <http://work-at-home.business-opportunities.biz/2008/02/04/trends-in-rural-self-employment/>
- <http://trend.ag.utk.edu/>
- [http://www.score.org/stats\\_rural.html](http://www.score.org/stats_rural.html)
- <http://lists.iatp.org/phylistArchive/viewEntry.cfm?id=2>
- [http://www.ruralamerica.org/PDF%20files/network\\_reporter/2008\\_issues/050108p.pdf](http://www.ruralamerica.org/PDF%20files/network_reporter/2008_issues/050108p.pdf)
- <http://irjci.blogspot.com/2008/03/self-employment-rises-in-rural-areas.html>
- <http://www.digitaldivide.net/blog/lazone/view?PostID=27841>

*This publication is also used in university classroom instruction, for example at Cornell University.*

**The Inc5000 Fastest-Growing Firm Locations in 2008** are shown in the adjacent map.

While many of these firms are located in urban areas, a noticeable number can be found in rural counties. In an-going study we are seeking to identify the causes of this kind of firm growth.



## **The National Association of Community Development Extension Professionals Recognizes Entrepreneurs and Their Communities Community of Practice at Annual Meeting**

Congratulations to the individuals and teams receiving awards at this year's gathering at Galaxy! And thanks to the hard work of Louise Franck Cyr, Kay Lynn Tettleton and Cindy Bigger for making this year's awards ceremony a success!



This year, Team Awards recognized excellence in the following categories: Diversity, Excellence in Teamwork, Educational Technology, Excellence in Community Development Programming, Communicator Awards and Educational Piece. A list of this year's award winners can be accessed from the NACDEP homepage.



(Left to Right) Back row: Mike Woods, Mary Emery, Bo Beaulieu, Mary Peabody, and Alan Barefield. Front row: Walt Whitmer, Gae Broadwater, Deborah Tootle, Greg Wise and Sally Maggard.

Mary Peabody is working closely with Bo Beaulieu of the Southern Rural Development Center in making this COP a success. Also pictured in the photo are Walt Whitmer (NERCRD Associate Director) and Dr. Sally Maggard of USDA.

## Targeting Regional Economic Development

Edited by Stephan J. Goetz, Steven C. Deller, Tom Harris

- ISBN: 978-0-415-77591-5
- Binding: Hardback
- Published by: Routledge
- Publication Date: 6th March 2009
- Pages: 352

### About the Book

Targeting regional economic development (TRED) has a long and rich tradition among academic economists and in the world of economic development practitioners. This book builds on a series of workshops and papers organized by The Northeast Regional Center for Rural Development (NERCRD) at the Pennsylvania State University and the Rural Policy Research Institute (RUPRI) at the University of Missouri. Through the coordinated efforts of NERCRD and RUPRI, a network of university

based researchers and Extension education specialists was developed and provides the foundation of this new edited volume.

For the first time in a single book, Goetz, Deller and Harris present an innovative approach through a collection of chapters discussing industry targeting and the relevance of TRED as an important analytical tool for practical targeting purposes. The papers present issues surrounding community economic development, clusters in industry and rural communities and the role of agglomeration economies. The book provides the reader with insights into not only the theoretical foundations of targeting as well as empirical methods, but also approaches for using the community-level analysis to affect policy directions.

### Review

'Targeting regional economic development deals with the strategy that arguably occupies most of the economic development activity of cities and regions. With contributions from eminent academics intimately involved in local economic development practice, this book presents a toolbox of new and innovative methods for regional economic targeting along with the theoretical and conceptual moorings of these applications.'

*Professor Daniel Felsenstein, Director, Institute of Urban and Regional Studies, Hebrew University of Jerusalem, Israel.*





# Targeting Regional Economic Development

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1. Introduction and Overview, Stephan J. Goetz, Steven C. Deller, and Thomas R. Harris
2. Historical Description of Economic Development Policy, Steven C. Deller and Stephan J. Goetz
3. Industry Clusters and Industry Targeting, Martin Shields, David Barkley, and Mary Emery
4. Overview of the Theory Behind TRED, Steven C. Deller
5. Porter's Cluster Strategy and Industrial Targeting, Douglas Woodward and Paulo Guimarães
6. Impact of Agglomerations on the Economy, Todd Gabe

### Part II: Empirical Modeling Approaches

7. Modeling the Probability of Manufacturing Activity in the Great Plains, John C. Leatherman and Terry L. Kastens
8. Regional Variation in the Location Choice of Goods- and Service-Producing Industries, Hanas A. Cader, John C. Leatherman, and John M. Crespi
9. An Application of a Double Hurdle Firm Location Model: The Example of Montana, Alison Davis and Thomas R. Harris
10. Targeting Industry Clusters for Regional Economic Development: The REDRL Approach, David L. Barkley and Mark S. Henry
11. Rural-Urban Economic Linkages: Implications for Industry Targeting Recommendations, David W. Hughes
12. Regional Cluster Analysis with Interindustry Benchmarks, Edward Feser, Henry Renski, and Jun Koo
13. Targeting with the Analytic Hierarchy Process, Thomas G. Johnson
14. The Community Business Matching Model: Combining Community and Business Goals and Assets to Target Rural Economic Development, Linda J. Cox, Jonathan E. Alevy, Thomas R. Harris, Barbara Andreozzi, Joan Wright, and George "Buddy" Borden

### Part III: Applications and Case Studies

15. Identifying Food Industry Clusters: A Comparison of Analytical Tools, Stephan J. Goetz, Martin Shields, and Qiuyan Wang
16. Targeted Industry Analysis in a "Comprehensive" Economic Development Extension Program, James R. Nelson, Michael D. Woods, La Dee Homm, and Gerald A. Doeksen
17. TRED as an Educational Tool, Steven C. Deller, John Leatherman, and Martin Shields
18. Industry Targeting: Theoretical Underpinning and Practical Application, David W. Hughes
19. Import Substitution and the Analysis of Gaps and Disconnects, Steven C. Deller
20. TRED: Conclusion and the Future, Steven C. Deller, Stephan J. Goetz, Thomas Harris, and Alison F. Davis

### About the Author(s)

Stephan Goetz is Director of The Northeast Regional Center for Rural Development and Professor of Agricultural and Regional Economics at Pennsylvania State University, USA.

Steven Deller is Professor of Agricultural and Applied Economics at the University of Wisconsin, USA.

Thomas Harris is Director of the University Center for Economic Development at the University of Nevada, USA.

# Public Policy

## Marcellus Shale Natural Gas Reserve







## LAND USE

Published by *Choices*: The outreach arm of the Agricultural and Applied Economics Association

### Improving Public Policy Surrounding Land Use Changes

[http://www.choicesmagazine.org/magazine/pdf/block\\_19.pdf](http://www.choicesmagazine.org/magazine/pdf/block_19.pdf)



It is critical for U.S. policy makers to have sound information on how their policy decisions affect land use changes and how urbanization interacts with agricultural production. This is true even as the current economic decline coupled with recent spikes in crude oil prices may have temporarily dampened enthusiasm for urban expansion. Further, access to food remains an issue not only in the United States, but worldwide. Recent experiences make it clear that low and stable food prices cannot be taken for granted indefinitely. Land use policy directly affects one of the most critical issues to be addressed in meeting growing demands for food, feed and fuels.

This special theme issue published by the Agricultural and Applied Economics Association (AAEA) features public policy papers on the subject of land use changes prepared by leading experts in the area. The topics include economic, social and environmental impacts of land use changes and their implications for policymakers; methods for valuing the multiple functions and amenities provided by farmland, and what these mean for land preservation programs; the impact of urbanization on agriculture and the policies available to mitigate such impacts; and the application of market-based mechanisms to address water quality problems resulting from land use changes. These peer-reviewed papers are in part drawn from the Transatlantic Land Use Conference that the Center sponsored in 2007 in Washington, DC.

In the first paper, JunJie Wu of Oregon State University examines the effects of recent reductions in total natural land areas associated with urbanization across the United States. Wu distinguishes among economic, social and environmental consequences of land use change, and he points out that environmental costs or “externalities” are often excluded from benefit–cost calculations. This leads to market failures, which in turn justify public sector intervention. A key conclusion of this paper is that the stakes involved are very high, and that land use regulators must walk a fine line between balancing the public interest with private property rights. Dr. Wu is the Emery N. Castle Professor of Resource and Rural Economics at OSU.

Joshua Duke of the University of Delaware, in the second paper, picks up on the some of the issues identified by Wu and examines specifically the types of environmental amenities that are provided by one important category of land use – that of farmland – but that are not normally included in benefit–cost analyses. This is also a form of market failure. Two contributions of Duke’s paper are that he presents estimated per acre values of farmland amenities and that he outlines how policymakers should use such values. In particular, he cautions that amenity values should not be viewed as “indisputably objective” even though they are sometimes presented as such. Any decision to use such values should include input from local stakeholders and political bodies.

Building on these first two papers, Lori Lynch of the University of Maryland outlines the host of public policy instruments that are available in a community to influence land use changes. These range from outright regulatory techniques such as agricultural protection zoning (APZ) and right-to-farm laws to incentive-based

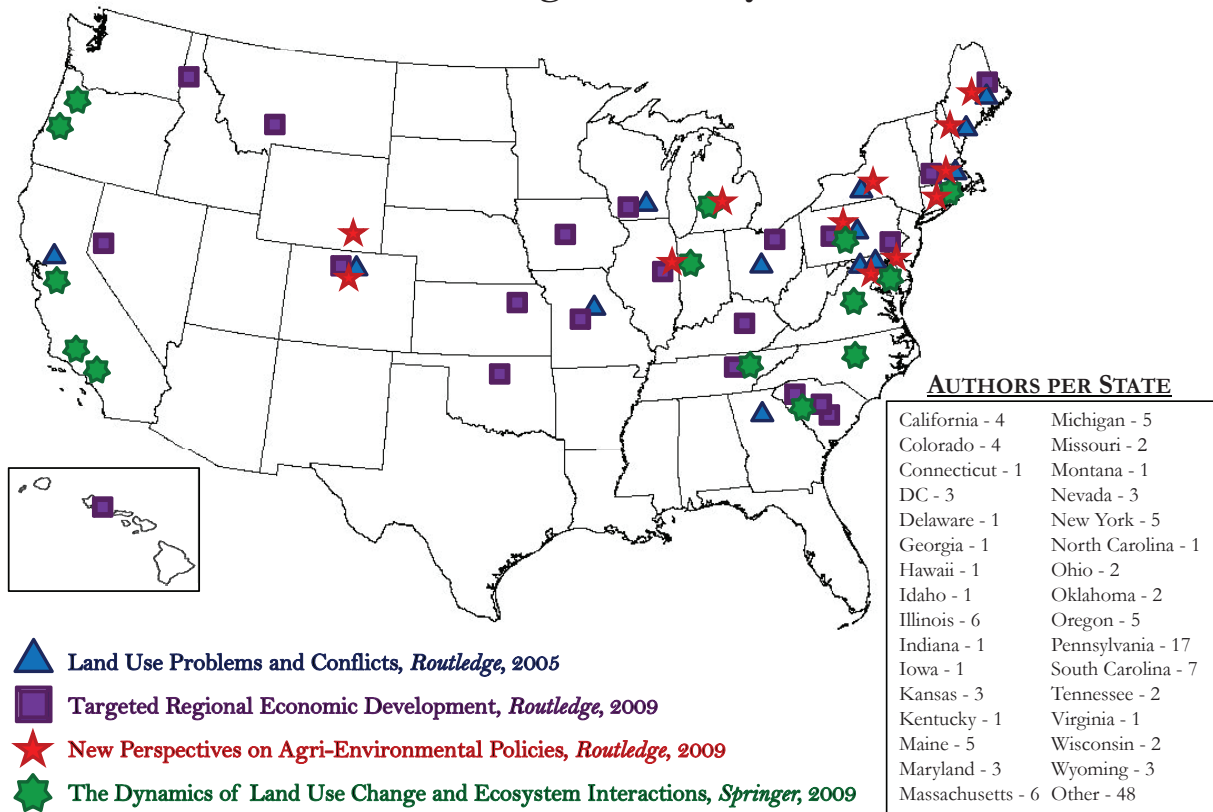


techniques such as impact fees, use-value assessments and circuit breaker taxes. Another set of instruments involves participatory techniques such as fee simple purchase and purchase of development right (PDR) programs. A final category consists of hybrids of these instruments. Lynch concludes her paper by drawing policy implications for agriculture and future urbanization.

In the fourth paper, Charles Abdalla of Penn State University examines a problem that knowledgeable observers believe will become even more important in the future, namely that of water quality as impacted by alternative land uses. He describes how market-based incentives can be used to address specific water quality problems, and presents selected examples from Oregon which are contrasted with the situation in the North-east United States.

The following map shows the Center’s broad national reach in the Land Use and Targeted Regional Economic Development (TRED) areas:

## Contributing Authors by Book





### Other Related Activities

We have established Marcellus shale working groups – as part of our Land Use work. A seed grant was received from the College of Agricultural Sciences, in the amount of \$15K. (Dr. Kathy Brasier is the PI.)

- Set up a listserv: NY, WV, OH, PA for the working group which allows a specific group of people to share information relating to the multi-state Marcellus Shale project
- Supported a planning group meeting in State College, December 11, 2008



We are developing a White Paper with Jeff Jacquet as the foundation for a research grant application.

Abstract: Development of the Marcellus Shale Natural Gas reserve holds great potential

for rapid economic and population growth in rural communities in the Northeastern United States. Significant research was conducted in the 1970s and 1980s on the social and economic impacts of energy development on rural communities in the American west, and a “boomtown impact model” of social and economic impacts emerged from that research. Recent development in Southwestern Wyoming additionally provides a contemporary illustration of the specific impacts from natural gas drilling and offers a modern case study on the “boomtown” impact model. A number of key similarities exist between western boomtowns and development in the rural Northeastern US. Understanding these similarities and the prior research can assist officials and citizens in the Marcellus Shale region to best prepare to take advantage of the positive socioeconomic impacts while minimizing the negative impacts.

Extension offices in New York, Pennsylvania, Ohio, and West Virginia face similar challenges in undertaking research and providing outreach concerning new gas drilling in the widespread subsurface geologic formation, the Marcellus Shale. The Pennsylvania State University has developed the most outreach and training on this issue in part because the industry has to-date been most active in Pennsylvania. Representatives of the four Extension systems are now connecting by phone on a regular basis. A face-to-face meeting in late 2008 helped to set a course for co-learning, best practices, increased resource sharing, and identifying future research and Extension needs. Efficiencies will be developed in research, outreach and training through coordination among the partner Land Grant Universities.

We are collaborating with Rod Howe and Richard Stedman on a regional research project, and with various extension faculty from Ohio, West Virginia, Pennsylvania and New York.



# Land Grant YES

Youth Entrepreneurship Symposium



## Symposium Proceedings



The Northeast Regional Center for Rural Development

# Publications

## NERCRD Network08

A QUARTERLY NEWSLETTER FOR NORTHEAST RURAL DEVELOPMENT • DEC 2008

### The Growth of Local and Regional Food Systems

While the Weather Channel recently featured the concept of Community Supported Agriculture (CSA) on its website, it had become clear that local food had fully arrived in the public consciousness. The channel's story "Get to Know Your Farmer" is currently available as a video clip on the website and discusses the origins of *roki* in Japan during the 1970s. *Roiki* translates into "putting the farmer's face on food" and the movement grew out of a concern over increasing gaps between consumers and producers of food. The clip goes on to describe how CSAs first appeared in Europe and from there to the United States. On the Northeastern coast, especially CSAs and local/regional food systems have become increasingly widespread and important local, for example, <http://www.bushdollar.org/>. In large part this is due to the very close proximity of farms to large population centers in the region.

The Wikipedia entry for local food (also known as regional food for food purists) describes a collaborative effort to build more locally based, self-reliant food economies – one for which sustainable food production, processing, distribution, and consumption is integrated to enhance the economic, environmental and social health of a particular place. It is considered to be a part of the broader sustainability movement. It is part of the concept of local purchasing and local economies, a preference to buy locally produced goods and services. (And those who prefer an on hand grown/produced food sometimes call themselves "locavores" as locavore).

Proponents of local foods are sometimes viewed as being anti-trade. In fact, these proponents are very much concerned with improving local trade by removing barriers to entry for business and reducing transaction costs between buyers and sellers. Supporters of local foods also recognize that trade in agricultural products across national borders will continue because most nations cannot become self-sufficient in producing all desired foods in an economically efficient manner. By helping farmers find consumers and markets, and exploring opportunities for producer aggregation and distribution, these proponents are in fact strengthening trading relationships, and hence the potential to bring down the cost of local food to consumers (more on this on the next page in the Food For Thought blog).

Despite the tremendous enthusiasm about local food and the growing media attention, much remains unknown. Additional information can be found at [http://www.wikiquote.org/wiki/Local\\_food](http://www.wikiquote.org/wiki/Local_food), accessed 1 December 2008.

### Save the Date

Enhancing Local & Regional Food Systems: Exploring the Science, What Works, and What We Need to Learn. May 19-20, 2009, Hudson Valley Room, Ketchikan, NY.

Invited Audience: Research faculty, Extension educators and other organizations representing a wide range of expertise and interests in local and regional food system development.



Enhancing Local and Regional Food Systems: Exploring the Science, What Works, and What We Need to Learn will bring together researchers, Extension educators, and others to explore the scientific research, how existing local food systems. We will explore the opportunities and challenges inherent in promoting and evaluating local food as a critical component of an enhanced food system and as a vehicle for rural economic and economic development in the Northeast. Time and format: our goal will be to look critically at what we know, what we need to know, and what we can do as a region, through emerging opportunities for collaboration across disciplinary and institutional bounds. Information can be found at [http://www.wikiquote.org/wiki/Local\\_food](http://www.wikiquote.org/wiki/Local_food), accessed 1 December 2008.

# NERCRD Activities

**Transatlantic Land Use Conference Policy Brief No. 2**  
September 2008

**Carbon Sequestration**  
Mathu Khanna, Ph.D.,  
University of Illinois, Urbana-Champaign

**Land-Use Policy – Agriculture and Urbanization**  
Lori Lynch, Ph.D.,  
University of Maryland

**Using Research to Improve Preservation**  
Johnna M. Datta, Ph.D.,  
University of Delaware

**Land Use Changes: Economic, Social and Environmental Impacts**  
Joseph W. Miller, Ph.D.,  
Oregon State University

**Carbon Sequestration**  
Rising carbon dioxide (CO2) levels in the atmosphere are causing growing concerns about the possibility of global warming in the future. A major source of these emissions – 5.3 gigatons – is the burning of fossil fuels. In contrast, the earth's ecosystem currently sequesters only about 1.2 gigatons of carbon through photosynthesis, in trees and organic matter below the ground (grasses). Significant carbon sinks are soil, agricultural lands, and forests. Carbon sequestration refers to the process of capturing and storing atmospheric carbon dioxide. It is being used to reduce the amount of carbon dioxide, a major greenhouse gas, in the atmosphere. Carbon sequestration can be achieved through a variety of methods, including afforestation, reforestation, and soil carbon sequestration. Carbon sequestration is a key component of climate change mitigation strategies. It is a process of capturing and storing atmospheric carbon dioxide. It is being used to reduce the amount of carbon dioxide, a major greenhouse gas, in the atmosphere. Carbon sequestration can be achieved through a variety of methods, including afforestation, reforestation, and soil carbon sequestration. Carbon sequestration is a key component of climate change mitigation strategies.

**Land-Use Policy – Agriculture and Urbanization**  
For many Americans, the loss of farm and forest land (referred to as rural land) has become a major concern. Since 1982, rural land has decreased by 1 million acres per year. Increases in the population, desire for higher quality of life, and technological advances in agriculture have led to increased demand for rural land. The loss of rural land is a major concern because it is a source of food, fiber, and recreation. The loss of rural land is a major concern because it is a source of food, fiber, and recreation. The loss of rural land is a major concern because it is a source of food, fiber, and recreation.

**Using Research to Improve Preservation**  
There is a growing awareness of the need to preserve natural resources. However, the current system of land use regulation is often outdated and ineffective. Research can help to identify the most effective ways to preserve natural resources. Research can help to identify the most effective ways to preserve natural resources. Research can help to identify the most effective ways to preserve natural resources.

**Land Use Changes: Economic, Social and Environmental Impacts**  
Major land use changes have occurred in the United States in the past 25 years. The rapid loss of cropland and forest land has led to a number of economic, social, and environmental impacts. Land use changes have led to a number of economic, social, and environmental impacts. Land use changes have led to a number of economic, social, and environmental impacts.



### Publications and Activities: Index

#### Publications/Books: recent, in progress and planned

Goetz, S. J., S. Deller and T. Harris, editors, "Targeted Regional Economic Development," Routledge, March 2009.

<http://nercrd.psu.edu/TRED/BookOutline.html>

Brouwer, Floor and Stephan J. Goetz, editors, "Dynamics of Land Use and Ecosystem Interactions: A Transatlantic, Multidisciplinary and Comparative Approach," Springer (2009).

Goetz, Stephan J. and Floor Brouwer, editors, "New Perspectives on Agri-environmental Policies; A Multidisciplinary and Transatlantic Approach," Routledge (2009).

Four Issues of *Network08*, vol. 23, Nos. 1-4, A Quarterly Newsletter for Northeast Rural Development. URL: <http://www.nercrd.psu.edu/Publications/newsletter.html>; from the Director columns, published quarterly in *Network08*

"Targeted Regional Economic Development: Making a Comeback" (no. 1), March 2008

"Youth Entrepreneurship vs. 'Generation Debt'" (no. 2), June 2008

"The New Meaning of Region" (no. 3), September 2008

"The Growth of Local and Regional Foods" (no. 4), December 2008

#### Rural Development Paper Series

Yenerall, Jackie, July 2008, RDP No. 40, "What Entrepreneurs Mean for Your Community, and How Entrepreneurship Can Be Fostered," 13pp. <http://www.nercrd.psu.edu/Publications/rdppapers/rdp40.pdf>

Goetz, Stephan, September 2008, RDP No. 41, "State Entrepreneurial Climate Estimates: An Update

Based on the Kauffman Index," 27pp. <http://www.nercrd.psu.edu/Publications/rdppapers/rdp41.pdf>

Gale, Trace and Debra Kantor, Editors, "Youth Entrepreneurship Symposium (Land Grant YES) Proceedings," RDP No. 42 (Nov. 2008), The Northeast Regional Center for Rural Development <http://nercrd.psu.edu/Publications/rdppapers/rdp42.pdf>

Jacquet, Jeffrey et al. 2009, RDP No. 43, "Energy Boomtowns & Natural Gas: Implications for Marcellus Shale Local Governments & Rural Communities," 63 pp. <http://www.nercrd.psu.edu/Publications/rdppapers/rdp43.pdf>

Jacquet, Jeffrey et al. 2009/pending, RDP No. 44, "An Introduction to Natural Gas Development & Workforces (includes Glossary of Terms)," 7 pp. <http://www.nercrd.psu.edu/Publications/rdppapers/rdp44.pdf>

Policy Briefs from TALUC Transatlantic Land Use Conference. These four policy briefs are a result of the Transatlantic Land Use Conference held September 24-26, 2007 in Washington, DC. <http://nercrd.psu.edu/TALUC/PolicyBriefs.html>

Policy Brief No. 1: "Land Use Changes: Economic, Social and Environmental Impacts," JunJie Wu, Oregon State University <http://nercrd.psu.edu/TALUC/TALUC1.pdf>

Policy Brief No. 2: "Carbon Sequestration, Madhu Khanna," University of Illinois, Urbana-Champaign <http://nercrd.psu.edu/TALUC/TALUC2.pdf>

Policy Brief No. 3: "Using Research on Farmland Amenity Values to Improve Preservation Policy," Joshua M. Duke, University of Delaware <http://nercrd.psu.edu/TALUC/TALUC3.pdf>

Policy Brief No. 4: "Land-Use Policy – Agriculture and Urbanization," Lori Lynch, University of Maryland <http://nercrd.psu.edu/TALUC/TALUC4.pdf>



### Selected Other Scholarly Contributions from The Center

Grassmueck, Georg, Stephan J. Goetz and Martin Shields, "Youth Out-Migration from Pennsylvania: The Roles of Government Fragmentation vs. the Beaten Path Effect," forthcoming, *Journal of Regional Analysis and Policy*, 2008.

Goetz, Stephan J. "Self-Employment: The New Rural Reality," in L. Beaulieu, editor, *Rural Realities*, the Rural Sociological Society, 2008, vol. 2, no. 3, 13pp.

"Formation of Small Farm Clusters: Examples from the Northeast," Brasier, K.J., Goetz, S.J., et al. Prepared for the Agrifoodies for Action Miniconference, part of the 2008 Rural Sociological Society Annual Meeting, Manchester, NH (July 28-31, 2008).

"Farmers' Webs: Networks within Clusters of Small and Medium Sized Farmers in the Northeast," Brasier, K.J., Ames, M., Goetz, S.J., et al. Poster for the Rural Sociological Society Annual Meeting, Manchester, NH (July 28-31, 2008).

### Four Articles in *Choices Magazine*, "Improving Public Policy Surrounding Land Use Changes," 2008:

Wu, JunJie, "Land Use Changes: Economic, Social, and Environmental Impacts."

Joshua M. Duke, "Estimating Amenity Values: Will It Improve Farmland Preservation Policy?"

Lori Lynch, "Desirability, Challenges, and Methods of Protecting Farmland."

Charles Abdalla, "Land Use Policy: Lessons from Water Quality Markets."

### Selected Meetings, Sponsored or Attended, and Presentations Made

Attended Center for Rural PA quarterly meeting, Harrisburg, PA, February 4, 2008

Attended PASA Annual Conference, February 7-9, 2008 (Walt Whitmer)

Met with Floor Brouwer to review chapters for Routledge and Springer publications, Bonn, Germany, March 6-16, 2008

Attended and facilitated National SARE Conference Advancing the Frontier of Sustainable Agriculture, March 25-27, 2008, Kansas City, MO (Walt Whitmer)

Presented and served as discussant and moderator at SRSa meeting, Arlington, VA, March 27-30, 2008

Hosted/co-sponsored Land Grant Youth Entrepreneurship Symposium (Land Grant YES), State College, PA, June 4-6, 2008

Attended Center for Rural PA quarterly meeting, Harrisburg, PA, June 9, 2008



Attended and facilitated: National Rural Assembly, June 16-18, 2008 Washington DC (Walt Whitmer)



Attended Communities of Practice meeting, Louisville, KY, June 23-24, 2008

Hosted Small Farm Clusters Grant Project Team Meeting, State College, PA, July 9-10, 2008

Attended RRDC Executive Board meeting, Washington, DC, August 11-12, 2008

Invited presentation at BEA, Department of Commerce, Washington, DC, August 12, 2008



## Publications and Activities

Attended Galaxy III, Indianapolis, IN, September 15-19, 2008 (Walt Whitmer (presented) & Pam Hearn)

Attended and presented at National CRED Leadership Council Meeting, Indianapolis, Indiana, September 19, 2008 (Walt Whitmer)

Hosted/attended joint RRDC meeting, State College, PA, November 10-12, 2008

Presented update on the Small Farm Clusters Project at the annual Chesapeake Fields Foundation board meeting, Georgetown, MD, November 19, 2008 (Walt Whitmer)

Attended Center for Rural PA quarterly meeting via conference call, November 20, 2008

Participated in Small Farm Clusters Grant Project Team Meeting, State College, PA, December 3-4, 2008

Co-hosted and facilitated Multi-State Marcellus Gas Meeting, State College, PA December 11, 2008 (Walt Whitmer)

Hosted/attended NERCRD annual Board of Directors meeting, State College, PA, December 11-12, 2008

Attended and presented “Know Your Region” EDA workshop, Indianapolis, Indiana, December 16-18, 2008 (Walt Whitmer)

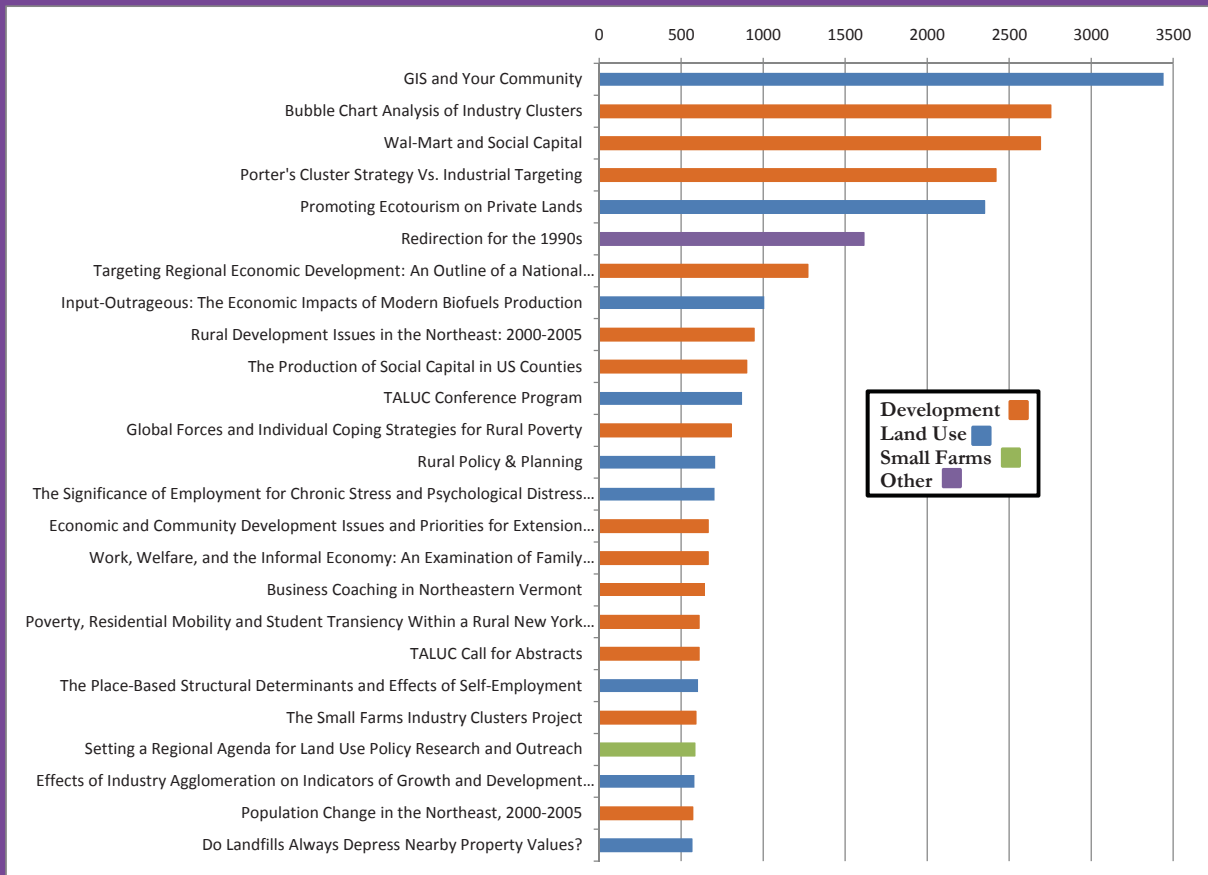
Meeting with NPLs, December 19, Washington, DC



Workshops Sponsored/Co-sponsored by NERCRD 1999 – 2008	Participants per State															Total
	CT	DC	DE	MA	MD	ME	NH	NJ	NY	PA	RI	VT	WV	Other		
Research Workshop on Land Use Probl. and Conflicts	3	2	1		4	3		1	3	3	2		2	14	38	
Linkages Between Agriculture & Conservation Policies Workshop (co-sponsor)															20	
What the Public Values About Farm & Ranch Land (co-sponsor)	1	10	10		14			8	6	8			3	38	98	
Bridging the Digital Divide Workshop		4	1		4	3	1		7	12		4		2	38	
Extension Land Use Workshop	2		1	1	5		1	1	8	9			5		33	
Regional Workshop on Extension Land Use Planning					1				4	5			3		13	
Biohazards Symposium (co-sponsor)															40	
Industry Targeting Workshop						1				2			1	13	17	
Rural Poverty in the Northeast Workshop (co-sponsor)		1		1	1				1	12				3	19	
What's Under the Radar Screen Water Quality Wrkshp		2			3		4		3	4		2		37	55	
Small Farms Industry Clusters Project Launch Meeting				1	1	1			2	4			2		11	
What Works! Rural Entrepreneurship and Community Development in the Northeast		1		7	4	6	7	2	11	10		77	2	13	140	
Utilizing the Community Capitals Framework Workshop										4				36	40	
Northeast Rural Entrepreneurship Listening Sessions			2		17	3	8		26	34		4	23	3	120	
Building Entrepreneurial Communities					2	1	2	1	3	5		2	1		17	
Connecting Rural Communities: Cooperative Extension as a Catalyst Workshop (co-sponsor)						1			3	7		1	2	8	22	
Northeast Land Grant Land Use Meeting (NEELUN)	1	1							3	3	4	1	1	2	16	
Opportunities & Challenges Facing the Rural Creative Economy Workshop (co-sponsor)	1	2			1	6	1		2				4	13	30	
Geospatial Workshop	1					2	1	1	1		1	10		1	18	
Transatlantic Land Use Conf. (TALUC) (co-sponsor)	1	6	1	2	3	3		1	2	8				98	125	
Youth Entrepreneurship Conference (YES) (co-spon.)		1			2	2			2	12			3	18	40	
<b>Total by State</b>	<b>10</b>	<b>30</b>	<b>16</b>	<b>12</b>	<b>62</b>	<b>32</b>	<b>25</b>	<b>18</b>	<b>87</b>	<b>143</b>	<b>4</b>	<b>101</b>	<b>53</b>	<b>297</b>	950	

# Appendix

## 25 Most Visited Pages on the NERCRD Web Site







### Timeline Showing Major Events and Products, 1999-2009

Year	Land Use	Economic Development, Entrepreneurship	Small Farms, Clusters, Local Foods	Other Topics, notes
1999	Land Use is Identified as Key Priority at Strategic Planning Meeting			
2000				Director visits Land Grant Universities in the NE
2001	Protecting Farmland at the Fringe Conference, MD			
2002	National Land Use Research Workshop (FL)			
	NAREA Land Use Policy Workshop, Camp Hill, PA			
2003	Regional Workshop on Extension Land Use Programming (no. 1), PA	Information Technology Workshop: Bridging the Digital Divide		
	Linkages between Ag and Cons. Policies workshop	Access e-non profit tutorial released on-line		
	What the Public Values About Farm and Ranch Land, conf. proceedings	Building Comm Strengths to Address Biohazards: Role & Resp. of LGUs/CU		
2004	Regional Workshop on Extension Land Use Programming (no. 2)	National Industry Clustering & Targeting Workshop; Orlando, FL		
2005	<b>Land Use Problems and Conflicts</b> , Routledge	Rural Entrepreneurship Listening Sessions	NRI Small Farm Industry Clusters Grant is Secured \$320,000	Inservice on Valuing Public Benefits of Extension, Ithaca, NY
		Rural Entrepr. And CD in the NE: What Works Conf.		
		Rural Poverty Conference: <i>Global Forces and Individual Outcomes</i>		
2006	Northeast Land Use Strategic Planning Retreat (NEELUN)	Building Entrepreneurial Communities Workshop	First year of co-funding with NE-SARE, Community Grants Program	Director on Sabbatical leave
		Connecting Rural Communities Workshop		
		Rural Creative Class Workshop (NAREA), CT		
2007	TALUC held in Washington, DC	Kauffman Report publ.	eCommerce grant	Website is redesigned
		Rural Entrepreneurship Listening Sessions Report	Local Foods Group emerges	
	Farm Foundation <i>Land Use Issues Briefs</i>	<b>Targeted Regional Economic Development</b> (Routledge)		
2008	<b>New Perspectives on Agri-Environmental Policies</b> (Routledge)	Policy Statement published with Kauffman Foundation	Local Foods: Science and Reality publication	
		First Annual Youth Entrepren. Symposium		
2009	<b>The Dynamics of Land Use and Ecosystem Interactions</b> (Springer)	Second Annual Youth Entrepren. Symposium	Local Foods conference (planned)	



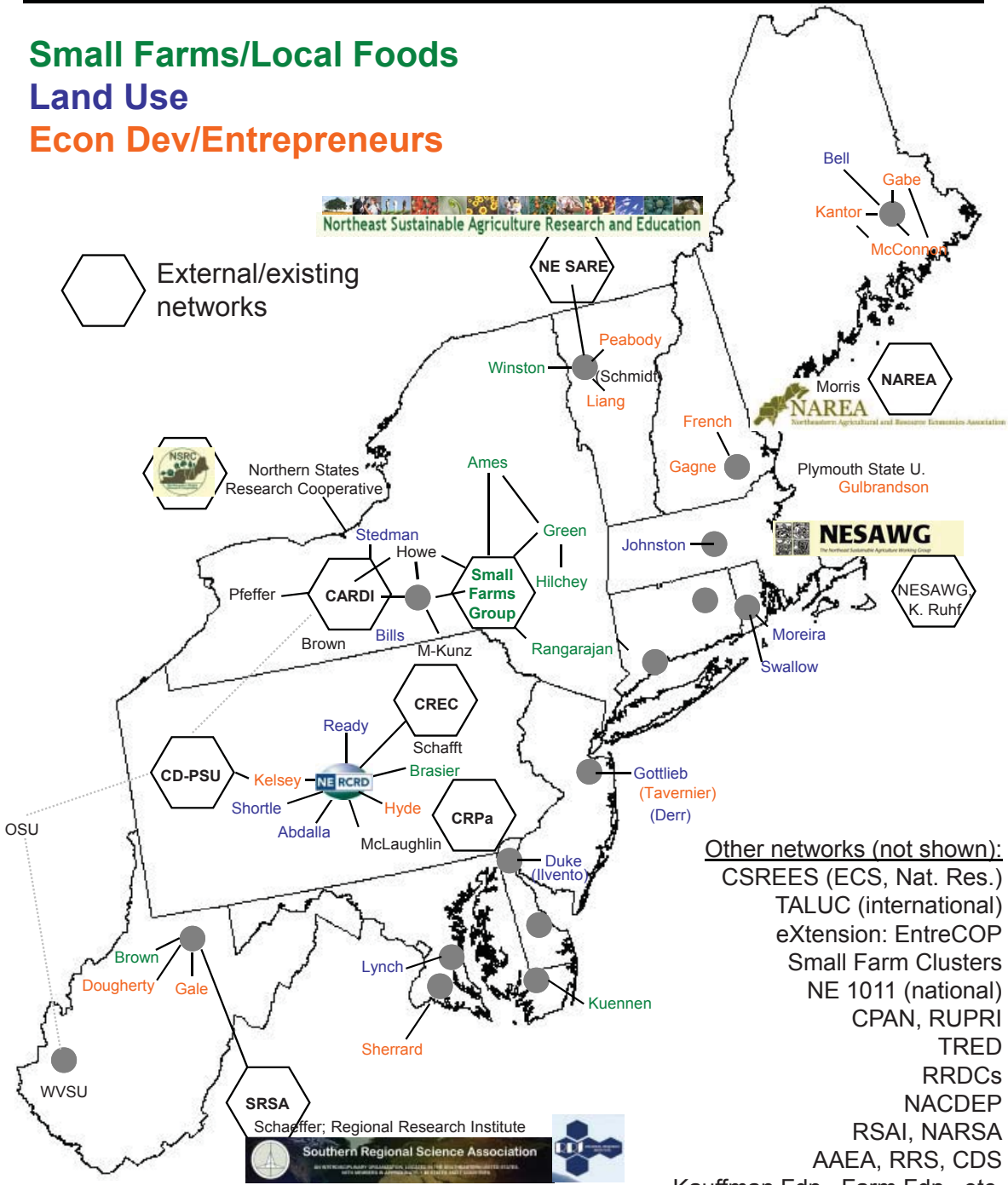
### **Top Ten NERCRD Accomplishments and Successes 1999 – 2008**

1. Advanced the state of the art of land use research and education by organizing an international scientific conference (at the request of NASULGC and USDA) and a number of other land use workshops; by developing a land use tool box for practitioners and policy makers; and by publishing three major scientific volumes on land use policy and practice as well as a special issue of *Agricultural and Resource Economics Review*.
2. Contributed to the survival of small-farm agriculture in urbanizing areas across the nation by developing and applying cutting edge network and cluster science to farm groups and local food networks (on-going).
3. Supported the science and education on targeted regional economic development by convening a national team of experts and publishing an edited volume for academics and practitioners (Routledge). A phase II roll-out to elected and community leaders is planned.
4. Provided path-breaking and widely-cited research on the impacts of big-box retailers on economic and social conditions in rural communities and economies.
5. Pioneered the consistent measurement of social capital within rural counties. Results have been used by luminaries such as Robert Putnam of Harvard University.
6. Highlighted important emerging rural-urban population migration trends (including of youth) and also identified new migration determinants suggesting that a major Brookings Report contained potentially counterproductive policy recommendations.
7. Conducted research on the returns to education in rural areas, which was referred to in *The Economist* magazine.
8. Co-authored a policy statement by “leading economists and sociologists” on state and local entrepreneurship policy. This effort was led by the Kauffman Foundation of Entrepreneurship and Edward Glaeser of Harvard University.
9. Convened the first national symposium of Youth Entrepreneurship extension educators.
10. Supported a rural Creative Class workshop resulting in a special issue of *Agricultural and Resource Economics Review*. Also co-authored a chapter on this topic for an edited volume prepared in honor of the retiring President of Farm Foundation.



# Collaborators' Network (selected)

**Small Farms/Local Foods**  
**Land Use**  
**Econ Dev/Entrepreneurs**



7 Armsby Building, Pennsylvania State University, University Park, PA 16802, [www.nercrd.psu.edu](http://www.nercrd.psu.edu)

**The Northeast Regional Center for Rural Development  
The Pennsylvania State University  
7 Armsby Building  
University Park, PA 16802-5602**

**814/863-4656  
814/863-0586 FAX  
nercrd@psu.edu  
<http://nercrd.psu.edu>**

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