

ANNUAL REPORT 2011

The Northeast Regional Center for Rural Development





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The Northeast Regional Center for Rural

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United States Department of Agriculture

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2011 Highlights



Dr. Stephan J. Goetz Director

A Year of *Strong Emphasis on Extension* – Building on a Solid Foundation of Science

With high unemployment continuing to dominate the national economic agenda, and the lingering threat of a double-dip recession, The Center devoted resources to both strengthening the research base and providing science-based Extension programming on the importance of self-employment and entrepreneurship as sources of rural job and wealth creation. An article on the subject received an "Editors' Choice Award" in the scientific journal in which it was published.

Center Invests Heavily in Extension Activities: The Center co-sponsored the 13th National Value-Added Agriculture Extension Conference, held in Pittsburgh, PA on June 26-28, and the director delivered the keynote address at the conference. The Center organized the What Works II in Entrepreneurship Conference for Extension educators, which was held September 18-20 in Philadelphia, PA. A Northeast regional Community Development educators meeting and a separate eXtension workshop on Community Development Capacity were bookends to that event. "The Case for Supporting Entrepreneurs in a Jobless Recovery" was presented to a national audience of 75 Extension educators on September 8, 2011, in the webinar series of the National eXtension Community of Practice on *Entrepreneurs and Their Communities*. The Center also provided leadership for the development of two entirely new eXtension Communities of Practice, both of which are supported in part by competitive grant funds.

The Center's strong efforts to integrate research and Extension were recognized in an independent peer review of the TRED (Targeting Regional Economic Development) book published for The Center by Routledge, UK. Praising the novelty of the approach taken by the editors, the review stressed the strong integration of research and outreach in the book.

Success in Competitive Grant Applications: In 2011, the Northeast Center was awarded three USDA-AFRI grants competed for directly as project manager or indirectly with partners as a subcontractor. The total amount received was close to \$6 million, over various periods. As described in this report, all three of these grants are on the topic of local or regional food systems and support of local agriculture in the Northeast U.S. generally. With these grants, The Center has solidified its strong leadership position and visibility in the local and regional food systems area, in terms of both research AND Extension.

The Center benefited considerably from, and Center staff are deeply grateful to, the **Technical Advisory Committee** for its diligent and highly energetic work over the course of the last year. This Annual Report summarizes Center activities during 2011, organized as follows: Economic and Job Growth; Local and Regional Food Systems; Balanced Use of Natural Resources; and Capacity Building and Administrative.

Economic and Job Growth

What Works in Entrepreneurship II Conference held in Philadelphia, PA

Held on September 18-20, 2011, this Extension-oriented conference brought together practitioners, researchers, educators, and decision-makers from across the nation to address critical issues in promoting entrepreneurship in the U.S. The workshops provided opportunities for over 70 extension educators and other service providers to learn about new strategies and programs that work in different communities to



stimulate job creation and business formation; for researchers to share science-based analyses that could be further developed into programs that will enhance economic development; and for town managers and local planners to share their experiences given new budget constraints and to learn about new research and outreach projects related to entrepreneurship and business development.

The Conference Audience included Extension Educators, Business Counselors, Service Providers, Technical Assistance Providers in Tourism, Agriculture, Mi-

cro and Home-Based Business, Rural Community & Economic Development Specialists, Community-Based Organizations, Municipal Officials, Lenders, Planning & Land- Use Professionals, Business Owners, and Foundation Representatives.

Heard at the conference:

"I am glad I came because this conference is helping me to understand better the connections between agricultural entrepreneurship and community development -- an area in which I am increasingly working."

"This conference has much more economic development content than the "Economic Development" conferences I normally attend."

The What Works conference organizing committee was chaired by Mary Peabody, University of Vermont and included as members: Lisa Chase, University of Vermont; Charlie French, University of New Hampshire; Todd Gabe, University of Maine; Stephan Goetz, Penn State University and NERCRD; Pamela Hearn, Penn State University/NERCRD; Soon Chun (Lois) Kang, Cornell University; Kathleen Liang, University of Vermont; James McConnon, University of Maine; Kelly Nix, West Virginia University; Mary Peabody, University of Vermont; Bill Richardson, West Virginia University.

For more information, visit: http://nercrd.psu.edu/Entrepreneurship/WhatWorksIIWksp.html



Dr. Debra Kantor Secures eCommerce Extension Grant

Dr. Debra Kantor, one of our long-time collaborators in the area of youth entrepreneurship

extension programming, and her regional team were awarded a competitive grant in the amount of \$25,000 to develop a curriculum for young entrepreneurs. Youth of all ages indicate an interest in starting a wide range of businesses from lemonade stands to landscaping. However, few resources on



business start-up and management target this young audience. These interactive resources will introduce middle and high school aged youth to the concept of entrepreneurship as a career choice and develop entrepreneurial and life skills. The curriculum will include the following seven chapters:

- Who are successful entrepreneurs and why
- Developing your idea
- Identifying resources (both materials and mentors)/needed funds
- Innovation--what makes your idea unique
- Record Keeping
- Marketing with a particular focus on using the internet marketplace
- Using the Internet safely

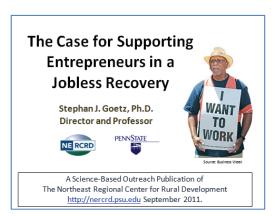


This curriculum complements the existing e-Commerce materials for adults, but addresses the special needs of youth entrepreneurs as well. The key online resources that will be modified are those included in *A Beginner's Guide to e-Commerce: Easy Tools for Profit*, particularly the lessons on What is e-Commerce, Making Money, Group Think, e-Commerce Market Value, Your Skills, and Sales Records. Other grant collaborators include Dr. Kathleen Liang, University of Vermont; and Alganesh Piechocinski, and Ann Sherrard, both of the University of Maryland.

Literature Synopsis on Self-Employment Impacts Developed for Practitioners

The Northeast Center was the first to predict (in 2008)¹ that one in three rural workers will be selfemployed by 2015. Now the U.S. Bureau of Labor Statistics has estimated that 40% of the *national* work-

force will be self-employed by 2019. Yet most economic development practitioners and policymakers have not fully recognized the growing importance of the self-employed in the overall workforce. To make the case that the self-employed are worthy of policy attention because they have tangible economic impacts on local communities, educational materials summarizing the scientific literature that confirms these impacts were developed by Center staff and presented to Extension and other audiences in various venues. One presentation was made in the form of a plenary address at the What Works II conference. A recording of the webinar is



available here: http://www.extension.org/pages/16076/etc-webinar-archive

NERCRD-Atlanta Fed Study confirms local economic impact of the self-employed

Northeast Center and Atlanta Federal Reserve Bank staff collaborated on a study exploring the relation-

ship between self-employment and income growth, employment growth, and change in poverty in metro and non-metro areas of the



United States. They investigated the impact of the relative size of the self-employment sector as measured by the share of nonfarm proprietorships (NFPs) in total full and part-time employment on three key

¹ See http://www.ruralsociology.org/StaticContent/Publications/Ruralrealities/pubs/RuralRealities2-3.pdf

economic performance indicators: income growth, employment growth and changes in family poverty rates. Results indicate that higher self-employment rates are associated with statistically significant increases over time in income and employment growth, and reductions in poverty rates in non-metro counties. Similar effects occur for metro county income and employment, but not for poverty dynamics. This peer-reviewed study appears in the journal *Papers in Regional Science* in 2011.

doi:10.1111/j.1435-5957.2011.00396.x



Praise for the Targeting Regional Economic Development (TRED) Book

"Goetz, Deller, and Harris's collection, like all good collections, is the work of a community of scholars. But what is unique about it is that the authors are a community of scholars committed to both research and *outreach*. ... [The book presents] a novel argument in support

of the practice of targeted economic development. ... At its core, the collection is an excellent resource for learning about a variety of theoretical models and empirical techniques." [Emphasis in original].

Book Review by Dr. E. Thompson, in Journal of Regional Science, 51(2)2011:409-10.

Center-Led Study on Race-to-the-Top vs. -Bottom Economic Development Strategies Receives Editors' Choice Award

In attempting to promote economic development, states often pursue either a race-to-the-bottom approach focused on lowering business costs or a more investment-based, race-to-the-top approach that aims to increase productivity, innovation, and entrepreneurship. Whether either approach promotes growth and produces broad-based economic gains across the population is the subject of this study. The novelty of the approach is that an extensive array of variables representing examples of the two economic development approaches are examined for their effects on various indicators of state economic



performance, including income distribution, over the 2000-2007 period. Lower taxes are found to be statistically insignificant in explaining state economic performance, and targeted tax incentives and financial assistance - as currently practiced - are more likely to harm growth and income inequality. Some support exists for state and local governments to encourage entrepreneurship and to enhance Internet connectivity. The study was funded by the Lincoln Land Institute and is a collaborative effort with faculty at Ohio State and Oklahoma State Universities. It received the "Editors' Choice Award" in the scientific journal within which it was published (*Environment and Planning C: Government and Policy*).

Read the press release: http://live.psu.edu/story/53900 Read the paper (pre-journal version):

http://nercrd.psu.edu/Publications/rdppapers/rdp49.pdf

Locally-owned businesses pack powerful economic punch, Center Study finds

A data set for U.S. counties that includes residence status of firm owners was used to assess whether per capita density of locally-owned businesses affects local economic growth, compared with nonlocal ownership. The database also permits stratification of firms across different employment size categories. Economic growth models that control for other relevant factors reveal a positive relationship between density of locally owned firms and per capita income growth but only for small (10-99 employees) firms, whereas the density of large (more than 500 workers) firms not owned locally has a negative effect. Results provide strong evidence that local ownership matters for economic growth but only in the small size category. Results are robust across rural and urban counties. The study appeared in *Economic Development Quarterly*. Read the press release: http://live.psu.edu/story/54384

Read the paper (pre-journal version): http://nercrd.psu.edu/Publications/rdppapers/rdp48.pdf

What others say about The Center's study of Locally-Owned Business Impacts

Many in the world of economic development who tout "local ownership" do so as a matter of philosophy or simply presume/assume there are special benefits to "local ownership"... I have been unaware of anything but anecdotal stories to support this claim. [T]hat is no longer the case. In a rigorous and brilliant piece of work ... colleagues [at the Northeast Center] find: "Smaller firms owned by residents are optimal if the policy objective is to maximize income growth rates."

Dr. Sam Cordes, Associate Vice Provost for Engagement Co-Director, Center for Regional Development and Assistant Director, Cooperative Extension Service, Purdue University; June 7, 2011 e-mail posting

The Right Way. It's nice to see a philosophy to which we have long adhered get some traction in scientific terms. Th[e study's findings are] food for thought, but ... also a great opportunity for the Lebanon Valley.

Lebanon (PA) Daily News, August 5, 2011

"This presentation (about the impact of local firms) is all that I needed to justify my trip to this conference."

Participant at the Northeast Beginning Farmers Workshop

Albany, NY, September 30, 2011

Requests for copies of this study have been received from across the nation, including highly rural areas and the most urbanized area of the country -- the Office of the Manhattan Borough President in New York City.

Story also featured (among others) in: http://www.farmanddairy.com/columns/you-want-economic-stability-in-your-town-think-farms-small-businesses/28142.html

And: http://www.dailyyonder.com/small-local-businesses-speed-income-growth/2011/08/09/3465

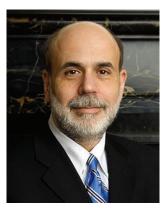
Center Director Invited to Speak at Board of Governors of the United States Federal Reserve System Conference

On November 9-10 the **Small Business and Entrepreneurship during an Economic Recovery** conference was held in Washington, D.C. Chairman Ben S. Bernanke of the Board of Governors of the Federal Reserve System provided opening remarks. Carl J. Schramm, President and CEO of the Ewing Marion Kauffman Foundation delivered a keynote address.



Center Director Dr. Stephan Goetz was asked to serve on the Panel – Strengthening Entrepreneurship Opportunities in Urban and Rural Communities: Urban and rural areas present different hurdles to entrepreneurial and small business growth and sustainability. Among the questions considered are: Who are the providers of credit and capital in rural versus urban communities? How have distressed urban and rural communities successfully fostered sustainable entrepreneurship? What is the role of small business and self employment in creating economic vitality for communities and individuals in these distinctly different environments? His presentation was titled "Determinants and Impacts of Rural Self-Employment: Insights from County-Level Data." It is available at URL:

http://nercrd.psu.edu/Publications/rdppapers/rdp50.pdf



Dr. Ben Bernanke



Dr. Carl Schramm

KAUFFMAN Foundation

Local & Regional Agriculture and Food Systems

AFRI-GFS EFSNE Project Launches with Team Meeting in Beltsville

After the official announcement by USDA - National Institute of Food and Agriculture (NIFA) of the project's selection for funding the Enhancing Food Security in the Northeast (EFSNE) project team met in Beltsville, Maryland at the ARS Research Station. **David Fleischer** of ARS graciously hosted 25 partners on March 21-22, 2011. Remarkably, for many of us this was the first time we were able to meet face-to-face. A total of 12 different institutions are represented on this project. The USDA press release is here: http://www.nifa.usda.gov/newsroom/news/2011news/05051 food availability.html



Pictured from left to right: Linda Berlin, David Marvel, Carol Giesecke, Alessandro Bonanno, Jonathan Resop, Mia Cellucci, Dave Fleisher, Clare Hinrichs, Tim Griffin, Deno De Ciantis, Joyce Smith, Christian Peters, Kate Clancy, Michael Conard, Juli Obudzinski, Kate Alie, Pat Canning, Kathy Ruhf, Miguel Gomez, Stephan Goetz Kneeling: Anne Palmer and Toni Liquori

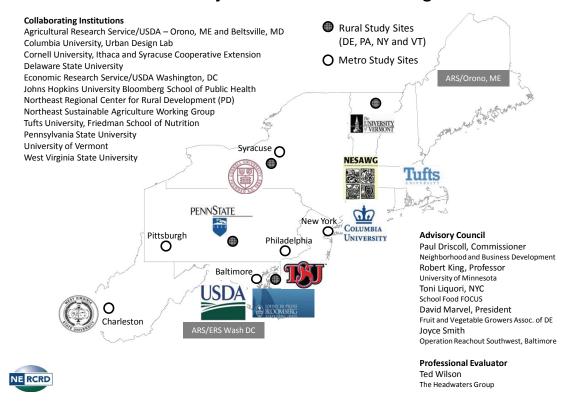
Not pictured: Kubi Ackerman, Amanda Behrens, Oliver Gao, Robert King, Robert Larkin, Sherri DeFauw, Richard Plunz, Angel Park, Ben Walsh, Pam Hearn, Pam Hileman

The purpose of this first meeting was to review the overall project goals, and to form sub-teams representing each of the five major project components. The teams and their leaders are: Consumption (**Anne Palmer**), Distribution (**Miguel Gomez**), Production (**Tim Griffin**), Outreach (**Kathryn Ruhf**) and Education (**Chris Peters**).

These groups have already been meeting regularly via conference call to develop their respective plans of work, including the linkages that exist across each of the objectives. An executive team consisting of each of the sub-team leads, **Kate Clancy**, and project director **Stephan Goetz** has been established, along with an evaluation team that includes Kate, **Linda Berlin** and **Anne Palmer**.

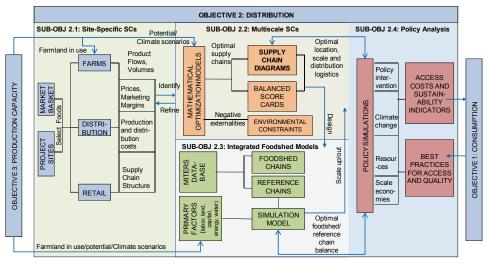
This \$5 million AFRI project is fully integrated with substantial emphasis on Extension and Outreach, in addition to having a strong participatory research component. The following map shows the reach of the project across all 300 counties of the Northeast, its project partners, and the in-depth study sites.

Northeast AFRI-GIS Project Sites and Collaborating Institutions



The chart below shows elements of the food distribution objective of this AFRI project. The project has five objectives overall. For more detail please visit: http://nercrd.psu.edu/efsne.html

AFRI GFS Project: Distribution (supply chain)



USDA

United States Department of Agriculture National Institute of Food and Agriculture

Source: Gomez, Gao, Clancy and Canning (2010)

Dr. Kathleen Liang (UVM) Launches USDA-AFRI Foundational Grant in Collaboration with the USDA's Economic Research Service and The Center

The Northeast Center brought partners together for an AFRI Foundational Grant led by Dr. Kathleen Liang (University of Vermont) and including the USDA-ERS (Drs. Mary Ahearn and Jason Brown). The title of the project is: Impacts of Multi-Functional Operations on Long-Term Sustainability and Prosperity of Small- and Medium-Sized Farms and Rural Communities; \$472,669; July 2011-June 2014.

Dr. Stephan Tubene (UMES) and Andy Witherill (DSU) Secure USDA-AFRI Capacity Building Grant with The Center

The Northeast Center brought partners together for an 1890 CBGP competitive grant including Delaware State (A. Witherill) and Univ. of MD Eastern Shore (Dr. S. Tubene), and led by Tennessee State Univ. (Dr. F. Tegegne), "Enhancing the Viability of Underserved Small Farms and Rural Communities Using Insights from Emerging Network Science;" \$450,000; 3 years tbd



UNIVERSITY of MARYLAND EASTERN SHORE

COOPERATIVE EXTENSION

13th Annual National Value–Added

Agriculture Conference

June 26-28, 2011 • Pittsburgh, Pennsylvania

Center Co-Sponsors National Value-Added Agriculture Extension Conference

Over one hundred educators and researchers from around the nation gathered in Pittsburgh, PA on June 26-28, 2011 to learn about state-of-the-art research and programs on value-added agriculture. The 13th annual conference was co-organized by The Ohio State and

Penn State Universities, and the main themes were: **Direct Marketing, Processing, Distribution.** What role does each play in the economic success of value-added agriculture? Participants learned about these and more topics, improving their knowledge and ability to work with value-added ag business owners.

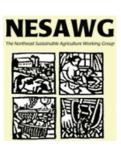
URL: http://www.cvent.com/events/13th-annual-national-value-added-agriculture-conference/event-summary-f59b285d244b405a95715868805c0d77.aspx



The Center director presented a keynote address at this event, which explored how agriculture value-added contributes to local economic development. A key point made in the presentation was that the true economic value of agriculture value-added may lie in the social and economic networks that exist within the food supply chain, rather than any direct income impacts. However, there also is evidence to suggest that increasing value-added in agriculture within a locality contributes to increased employment growth over time.

Center Well-Represented at the Annual Northeast Sustainable Agriculture Working Group (NESAWG) Conference

NESAWG has become an important private sector, grassroots partner for The Center. Although no longer able to financially support the conference this year because of core



funding reductions, The Center was very well-represented and visible at the event held in Albany, NY from November 11-13. Staff presented a workshop session on the AFRI-GFS grant described earlier, helped to maintain the on-going data-related research inventories that are being sponsored by NESAWG, and also hosted an AFRI-GFS team meeting at the end of the conference.

Civil Engineering Post-Doc Dr. Hamideh Etemadnia Joins the Northeast Center

Extending the disciplinary competencies of the Northeast Center, we were delighted to have Dr. Etemadnia join the Center in March of 2011. With a civil engineering Ph.D. degree from Southern Methodist University, Dr. Etemadnia is bringing advanced engineering research and computing-optimization skills to bear on the problem of estimating production, distribution and consumption levels at the county-level, including international commodity flows (imports and exports). Dr. Etemadnia is funded under a cooperative agreement with the Economic Research Service of the USDA and she is working closely with our ERS collaborator, Dr. Patrick Canning.

eXtension CoP on Local and Regional Food Systems Under Development

The Northeast Center has started to collaborate with faculty and educators across the nation in the development of an eXtension Community of Practice in the area of local and regional food systems development. This is a response to the growing public interest in the subject, and the strong need for unbiased information on the subject. An administrative advisor has been selected, and the team is developing a formal application to eXtension for funding. This CoP will bring together a wide variety of efforts currently underway in the food systems arena, and it will support one of the current priority areas of the Northeast Extension and Research Directors.

Balanced Use of Natural Resources

Center Co-Sponsored Marcellus Shale Multi-State Research Conference Brings Together 92 Individuals from 12 Institutions and 7 States

Event Collaborators: Cornell University, Penn State University, West Virginia University, The Northeast Regional Center for Rural Development, and Ben Franklin Technology/Central and Northern Pennsylvania







Development of the Marcellus Shale has created many opportunities for researchers to examine the social, economic and environmental impacts of large-scale natural gas development for the Mid-Atlantic region and beyond. Researchers are in a unique position to examine positive, negative and benign impacts, and help policy makers, communities, industry, citizens, and others understand and maximize benefits while mitigating negatives associated with rapid, large-scale natural gas activity. Large-scale natural gas development and the technologies used to explore unconventional energy resources are new to the Marcellus Shale region, and more research is needed to chronicle the evolution of this development.

Ninety-two individuals from 12 academic, research and environmental institutions and seven States responding to the many facets of development through research and outreach activities were provided an opportunity to meet, share their ideas, and establish collaborative relationships through the Marcellus Shale Multi-State Academic Applied Research Conference. The conference was unique in that it provided an opportunity for individuals of various fields of expertise to share ideas, develop professional networks, and relay their work's progress.

To tackle the complex issues facing numerous stakeholders, the conference accepted abstracts which were organized into five breakout sessions: Economic Implications, Geological/Technical/Environmental Issues, Water Resource Management, Local Government/Public Policy/ Health, Social Implications. Read the Conference Proceedings document at: http://nercrd.psu.edu/MarcellusShaleConfProceedings.pdf

Major ARC-Funded Study on Water Assets Completed

The Northeast Center is proud to have collaborated on a major study led by West Virginia University: Jeng, D. et al. (2011) *An Assessment of Natural Assets in the Appalachian Region: Water*, prepared for Appalachian Regional Commission, Contract #CO-16503-09. Other collaborators included Downstream Technologies, The Regional Research Institute, and Penn State University. This report draws on state-of-the-art research techniques to generate valuable information for county-level decision-makers across the Appalachian Region about their water assets. A highly innovative and user-friendly web-based data mapping machine is a key product of this study. The report will be released by ARC in 2012.



Multi-State Study First to Investigate Community-Level Perceptions of Marcellus Shale Impacts

There is considerable interest at this time in the rapidly-developing Marcellus Shale natural gas industry in Maryland, West Virginia, New York and Pennsylvania. At the very heart of this rapid development lies the question of how the natural gas resource can be extracted in a balanced manner.

Communities experiencing rapid growth due to energy development ('boomtowns') have reported positive and negative impacts on community and individual well-being. A new study finds that the perceptions of impacts vary according to stage of energy development as well as prior experience with extractive industries. Development of the Marcellus Shale provides an opportunity to examine these impacts over time and across geographic and historical contexts.

This paper describes case study research in Pennsylvania and New York to document preliminary impacts of development occurring there. Cases vary by level of development and previous extractive history. The study finds that, in areas with low population density, higher levels of development lead to a broader awareness of natural gas impacts, both positive and negative. Participants draw from the regional history of extraction to express environmental concern despite direct, local experience. The findings suggest the need to track these perceptions during development, and as individuals and communities react and adapt to the impacts.

URL: http://www.ag.auburn.edu/auxiliary/srsa/pages/Articles/JRSS%202011%2026%201%2032-61.pdf

Kathryn J. Brasier, Matthew R. Filteau, Diane K. McLaughlin, Jeffrey Jacquet, Richard C. Stedman, Timothy W. Kelsey, and Stephan J. Goetz (2011) "Residents' Perceptions of Community and Environmental Impacts From Development of Natural Gas in the Marcellus Shale: A Comparison of Pennsylvania and New York Cases," *Journal of Rural Social Sciences*, vol. 26(1):32-61.

A New Springer Book on Land Use in Progress

Title: The dynamics of land use and ecosystem services; a transatlantic, multidisciplinary and comparative approach;

Editors: Floor Brouwer, Stephan Goetz and Robert Gilmore Pontius Jr.

Publisher: Springer

Context of the book volume

Significant scientific advances have occurred in recent years in Europe and in North America in addressing land use issues. Land use issues tend to be more pressing in Europe than in the U.S. as a whole because of different spatial exigencies. Because these advances occur within individual academic disciplines, there is an important loss of synergies and often efforts are duplicated. The development and funding by the European Union of the large-scale, multi-disciplinary SENSOR (www.sensor-ip.org) and SEAMLESS (www.seamless-ip.org) integrated projects provide an opportune time for cross-fertilization across the Atlantic. While important institutional and legal differences exist between the two continents, the sharing of recent scientific and modeling advances will benefit scientists on both sides of the Atlantic. The volume seeks to explore the causes and consequences of current land use trends and dynamics related to society, economy and environment. Within the U.S., the urgency of the underlying problem arises

from the need to construct an additional 30 percent of the existing housing stock in order to accommodate the new residents expected to arrive over the next 25 years, both through natural growth and through immigration. New relations between rural and urban regions emerge both in Europe and the U.S. Where this growth will occur has major consequences, and the choice facing society is that of letting market forces drive the growth on an ad hoc basis or to employ science to the benefit of society in balancing multiple competing objectives. These objectives range from the need to provide affordable housing, on the one hand, to preserving valuable natural environments and ecosystems, on the other, before irreversible choices are implemented.

The book will identify the major specific drivers of land use and address the questions of what will happen if we keep doing what we are doing now, and what alternative measures could strengthen the sustainable use of natural resources in rural and suburban areas. The book will explore the trade-offs among broad benefits and costs of alternative land uses. Future land use patterns are examined.

The three main features of the book are:

- Identify options for policy to overcome the challenges ahead related to future land use-related issues:
- Synthesize existing knowledge and identify gaps in current knowledge and future research needs;
- In addition, explicit comparisons of land use issues and approaches to their resolution in Europe and in the U.S. will be presented.



Capacity Building and Administrative

Technical Advisory Committee (TAC) Advises Board of Directors and Center Staff

The TAC consisting of Dr. Cheryl Brown (WVU), Jenny Fertig (WVSU), Dr. Charlie French (UNH), Dr. Todd Gabe (Univ. of Maine), Dr. Kathleen Liang (U. of Vermont, Chair), Ginger Myers (UMD, vice-Chair), Dr. Jurgen Schwarz (UMD ES) and Dr. Stephan Tubene (UMD ES) provided highly-valued input and advice into The Center's operations and plan of work over the course of the last year. The TAC and Center staff held quarterly tele-conference calls while the TAC Chair and Center Director interacted much more frequently on Center-related business.

The Center conducted and distributed a network analysis with the TAC members to develop an image of existing collaborations and opportunities for new joint regional projects. In addition, the TAC chair and her student intern prepared a Report entitled "Using SWOT Analysis to Evaluate the Marketing Functions of the Northeast Regional Center for Rural Development." The recommendations from this Report are being implemented as The Center explores a transition to a new website. Some of the key opportunities identified in the Report are already being implemented. Examples include the Northeast Community Development Practitioners meeting (see next item) and successful efforts to achieve greater visibility within the land grant university leadership (e.g., a presentation at the joint summer meeting).





Former Center Associate Directors Mouillesseaux-Kunzman & Peabody Receive eXtension Community of Practice Grant

The Enhancing Rural Capacity CoP leadership team is working in partnership with the four Regional Rural Development Centers, various stakeholder groups and a national team of Extension professionals in planning, developing, and delivering top-quality education in leadership, capacity-building, and contemporary program delivery models for the benefit of Community Developers. These outputs, coupled with the knowledge, experiences, and ingenuity offered by the CoP leadership team, will serve as the foundation for the development of a blueprint on how best to move forward in the development of a comprehensive virtual community capacity education system that addresses the diversity of education, information and technical assistance needs of rural communities across America. That blueprint will guide the development of a comprehensive educational curricula and related resources that will be accessible via the eXtension web portal. The CoP leadership team is reviewing Extension educational products currently in existence to determine best fit and transferability into an online environment. New materials will be developed and delivered and outcomes will be measured and reported. A first meeting of the eXtension Enhancing Rural Capacity Community of Practice (CoP) Leadership Team was held, starting at the end of

the What Works Conference and continuing through the next morning (Tuesday, 9/20 beginning at 1:00 p.m. and concluding at 12:00 p.m. on Wednesday, 9/21). For more information about the CoP, contact Heidi Mouillesseaux-Kunzman (hmm1@cornell.edu) or Mary Peabody (mary.peabody@uvm.edu).

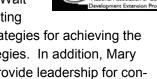


Northeast Regional Community and Economic Development Meeting co-Hosted by NERCRD and Northeast NACDEP Chapter

Under the leadership of Heidi Mouillesseaux-Kunzman of Cornell University, The Center scheduled and hosted a meeting of nineteen Northeast Community and Economic Development LGU Research and Extension Professionals on Sunday, September 18 from 1:00-5:00 pm, in Philadelphia, PA.

The goals for this meeting were to provide an opportunity for engagement and, more specifically, to identify opportunities for and strategies to: strengthen communication; increase awareness of research and extension initiatives; and catalyze collaboration among and between participants for the benefit of their respective states and the region. A planning committee consist-

ing of Jenny Fertig, WVSU; Kathleen Liang, U. of Vermont; Winifred McGee and Walt Whitmer PSU; Rod Howe, Cornell U. and Charlie French, UNH developed a meeting



agenda designed to address these goals. As a result of the meeting, specific strategies for achieving the goals were identified and meeting participants are now implementing these strategies. In addition, Mary Peabody (University of Vermont) and Rod Howe (Cornell University) agreed to provide leadership for continued engagement of this group and to be the Northeast representatives on the National Community and Economic Development Council. For more information, contact Mary Peabody (mary.peabody@uvm.edu).

Research/Extension Capacity Building Advances through Center's Efforts

In addition to the other activities and synergies documented in this report, we were especially pleased to have played instrumental roles in (a.) linking three 1890 Land Grant Universities across two U.S. regions in a successful competitive Capacity Building Grant application (Delaware State University; University of Maryland Eastern Shore; Tennessee State University) and (b) introducing the Stronger Economies Together program in West Virginia, and in the process linking the West Virginia University and West Virginia State University Cooperative Extension Services.

A new faculty member at WVU used his research on the SET program, based on the IMPLAN software, as a springboard for his own state-wide extension program. This individual also received a teaching grant as a result of this effort.

We are also pleased to have been the first of the four RRDCs to have successfully partnered with a regional land grant university and the USDA's Economic Research Service in securing competitive AFRI grant funding. The goal of developing these kinds of partnerships was first identified at the 2010 RRDC staff meeting in Washington, DC.

Center Provides Technical Support to NE Small and Beginning Farmers Initiative

The Center was contacted by the director of the Small Farms Program at Cornell University, Dr. Anu Rangarajan, with a request for technical assistance based on the Center's expertise in county-level impact assessments. A working group has been formed consisting of Cornell (Dr. Todd Schmitt) and U. of Vermont (Dr. David Connor) faculty to increase the capacity of extension educators and practitioners in the Northeast Region to make the economic case for investing in small- to medium-sized farms. The problem has been a lack of systematic documentation and generalizable research in this area. A preliminary planning webinar was held on Sept. 19 and a meeting of over 60 participants took place in Albany, NY on Sept. 29-30, 2011. In addition, a Northeast SARE pre-proposal was developed and submitted by

this inter-disciplinary team. As part of this effort The Center has initiated a study of how small farms impact local economic conditions in the communities in which they are located (in progress).

Center Provides Technical Support on Network Analysis

The Northeast Center is collaborating with Dr. Kathleen Liang of the University of Vermont in using network analysis to assess the effectiveness of the promotional strategies with wine producers in the Northeast. (Do Networks Improve the Effectiveness of Promotion? USDA Competitive Hatch Program, 2011-2014, \$45,000). This collaboration exemplifies how faculty and educators across the region can collaborate with the Center to conduct innovative regional projects. Dr. Kathleen Liang has started to work with wine producers in VT, PA, NH, and MA in 2011, and more wine producers will be invited to participate in 2012 and 2013.

In general, The Center has become well-connected with researchers and extension services in several states in projects that aim to generate new knowledge and training programs for farmers and service providers using a science-based framework.

Center Supports NE Regional LGU Initiatives in Local Foods and Invasive Species

At the request of the Northeast land grant university leadership, Center staff is providing on-going support to the Northeast Region Local Foods Initiative. The goal is to bring together a multi-state and multi-disciplinary team to develop a CAP proposal that combines strengths in local food systems, ethnic and other niche markets, Good Agricultural Practices, global food security, sustainability, and human nutrition. The charge to the team is to also consider supply chain issues, agri-tourism possibilities, rural development, network science, demographic shifts, food deserts, and urban-rural connections.

At the Joint Summer Meeting held July 10-12 in Mystic, CT. The Center's director made a presentation about the competitive AFRI grants in the areas of local food systems and local agriculture received during the last year. Dr. Kathleen Morgan (Nutrition expert, Rutgers University) and Dr. Goetz cofacilitated the breakout session on local foods and reported back to the larger group.

Center staff also helped to identify a list of leading social scientists in the Northeast region who are working on invasive species issues. A special conference was held on the subject a few years ago by the Northeast Agricultural and Resource Economics professional association, with a number of papers published in the journal by faculty both from the Northeast region and beyond.

High-End Computer Server Installed at The Center

A high-end workstation with sufficient memory to solve virtually millions of supply and demand equations simultaneously has been installed at The Northeast Center, using non-core funding. With this server, post-doc Dr. Hamideh Etemadnia, and collaborators at the Economic Research Service as well as other leading Northeast universities, will be calculating detailed agricultural production, distribution and consumption estimates for all 3,000 U.S. counties. These numbers will in turn be used for studies such as assessing labor force and energy implications of a changing diet; causes and consequences of climate change; and network analyses to identify vulnerabilities to attacks on the U.S. food system, among other topics.

Stronger Economies Together Program Completes First Year

The program is a national partnership between USDA/Rural Development, the four Regional Rural Development Centers, and Extension services in states implementing the program. The goal of the program is to help multi-county jurisdictions develop realistic and collaborative economic development strategies. In year 1, the program was implemented in West Virginia and Pennsylvania, and in year 2 it is being extended to New York and Vermont/New Hampshire. Among other criteria, both the State Extension Director and the State USDA/RD director must indicate support for the program to be able go forward in a state. *Among other accomplishments* (please contact the Center for a copy of the full report):

- 58% of participants reported "considerable or great change" in knowledge of regional dev. strategies.
- Local participation grew by 230% during program implementation.
- Business and industry engagement increased by 844% during implementation.
- 56% of participants improved their ability to identify a region's economic development opportunities.
- A county department of education in WV is offering an ag value added curriculum because of SET.
- Extension professionals in the program working with USDA/RD staff increased from 18 to 65 percent.

Participating Personnel

NERCRD

Stephan Goetz, Director and Professor, the NERCRD, PA
Heidi Mouillesseaux-Kunzman, Cornell University
Mary Peabody, University of Vermont
Pamela Hearn, Business & Web Manager, the NERCRD, PA
Pamela Hileman, Administrative Support Assistant, the NERCRD, PA

Christopher Adamchak, Housing Specialist, USDA Rural Development, PA

SET i:

Pennsylvania

Mark Brennan, Associate Professor Leadership & Community Development, PSU, PA
Judy Chambers, Economic and Community Development Educator, Penn State Extension, PA
Tim Kelsey, State Program Leader, Economic and Community Development/Professor of
Agricultural Economics, Penn State Cooperative Extension, PA
Amanda Krugh, Housing Specialist, USDA Rural Development, PA
Robin Lane, Housing Specialist, USDA Rural Development, PA
Rosemarie Massa, Special Projects Coordinator, USDA Rural Development, PA
Diane McLaughlin, Professor of Rural Sociology and Demography Penn State University, PA
Trudy Moore, Assistant to the State Director, USDA Rural Development, PA
Bill Sturges, Executive Director, Governor's Advisory Council on Rural Affairs, PA
Tom Williams, State Director, USDA Rural Development, PA

West Virginia

Lisa Baker, Nicholas Co. Ext. Agent, WVSU Extension Economic Development, WV
Steve Clark, Wyoming Co. Ext. Agent, WVSU Extension Gus R. Douglass Institute, WV
Jenny Fertig, Program Leader, Community & Economic Development, WVSU Extension, WV
John Harper, Community Development Agent, Gus R. Douglass Institute, WVSU, WV
Adam Hodges, Fayette Co. Extension Agent, WVSU Extension Gus R. Douglass Institute, WV
Bobby Lewis, State Director, USDA Rural Development, WV
Bruce Martin, Rural Development Specialist, USDA Rural Development, WV
Richard (Rick) Satterfield, Business & Cooperative Programs Specialist, USDA Rural
Development, WV

William (Bill) Woodrum, Associate Director, West Virginia State University Extension, WV

SET ii:

New Hampshire & Vermont

Gary Beem, Program Management Analyst, USDA Rural Development, VT Heather Bryant, Agri. Resources Educ., Grafton Co. Extension Office, University of NH, NH Charlie French, Community Econ. Development Specialist, University of NH – Durham, NH Molly Lambert, State Director, Vermont & New Hampshire USDA Rural Development, VT Deborah Maes, Family & Consumer Resources Educ., Grafton Co. Ext. Office, Univ. of NH, NH Bill McMaster, Community Resource Development Specialist, University of VT Extension, VT Jon Muise, Area Director, USDA, Rural Development, VT Mary Peabody, UVM Ext. Specialist, Comm. & Econ. Development, University of VT, VT Lisa Townson, Assistant Director of Coop. Extension, University of New Hampshire, NH

New York

Jill Harvey, State Director, USDA Rural Development, NY

Rod Howe, Assistant Director, Community & Economic Vitality, Cornell Cooperative Extension/Exec. Dir., CaRDI, Cornell University, NY

Soon Chun (Lois) Kang, Regional Comm. Devel. Educator, Cornell Cooperative Extension, Chemung County, Cornell University, NY

Bernadette Logozar, Rural & Ag Economic Development Specialist/Regional Local Foods Specialist, Cornell Cooperative Extension, NY

Heidi Mouillesseaux-Kunzman, Extension Associate, CaRDI, Cornell University, NY Christopher Stewart, Special Projects Coordinator, USDA Rural Development, NY Beverly J. Von Pless, Business Programs Specialist, USDA Rural Development, NY J. Caroline Williams, Rural Development Specialist, Cornell Coop. Ext., Cornell University, NY

Foundations of Practice Level 3 Launched

NERCRD continues to play a leadership role in ramping up training for professionals working in the community development program area. In January 2011, the four Rural Development Centers, in partnership with eXtension and a team of Extension specialists, launched a new Foundations of Practice training, *Sustainable Communities*. This eight-session course, developed with funding from the North Central Region, uses systems theory to explore issues related to community sustainability. Among the topics covered in the curriculum are energy, local foods, new economies, and built environment. The fifty spots in the initial class filled quickly with Cooperative Extension colleagues from around the country. Plans are underway to offer the eight-session course again, beginning in January 2012. The Level 1 program, *Understanding Communities*, designed as an introduction to community development is being offered in Fall 2011.

Comments from Level 3 participants:

"I was very impressed and equally pleased with the quality of all the presentations."

"The timeline and organization of the course worked well for me. It was great to have access to such wonderful materials. I plan to incorporate it into a course I am already teaching."

2010-2011 Highlights Webinar Series Archive

The series is designed to increase the visibility of research and extension activities throughout the Northeast that are designed to strengthen rural communities and support community and economic development. Our goal is to help build awareness of these activities and, in turn, catalyze collaboration among those of us working in these areas. The opinions articulated in each webinar do not necessarily reflect the position of the Northeast Regional Center for Rural Development or its funders.

June 2011

Mainstreet Revitalization in WV: A Model for Unique and Effective Partnerships; Jenny Fertig, West Virginia State University and Pat McGill, West Side Main Street Program

May 2011

The Maryland Rural Enterprise Development Center: A Web Portal for Rural Business Success; Ginger S. Myers, Director, Maryland Rural Enterprise Development Center & Ag and Natural Resources Marketing Specialist, University of Maryland Extension

April 2011

Land Use Leadership Alliance (LULA) Training Program: Supporting Informed and Collaborative Community Land Use Management; David Kay, Community and Regional Development Institute, Cornell University and Tiffany Zezula, Land Use Law Center, Pace University School of Law

March 2011

eLearning: Tips, Techniques and Lessons Learned from the Field; Mary Peabody, Associate Director, NERCRD & University of Vermont Extension Specialist

February 2011

Capturing the Benefits of Cruise Ship Tourism in Portland, Maine; Todd Gabe and James McConnon, School of Economics at the University of Maine

December 2010

Mapping Community Characteristics for Enhancement of Recent Immigration Population Front End Support Systems; Dr. Kathleen Liang, University of Vermont

November 2010

University of Maryland Eastern Shore's Small Farm Institute; Dr. Stephan Tubene, University of Maryland Eastern Shore

October 2010

Community Profiles and Community Capacity Assessments; Dr. Charlie French, University of New Hampshire

September 2010

Northeast Regional Center for Rural Development Highlights of Programs and Activities; Dr. Stephan Goetz, NERCRD Director, Penn State University

Disaster Preparedness Education Partnership Ready to Help Communities

The Northeast Regional Center for Rural Development (NERCRD) and Cornell University Cooperative Extension – NYC (CUCE-NYC) have collaborated on a disaster preparedness education initiative as part of a national project led by the Southern Rural Development Center (SRDC). Building on prior success, SRDC received a grant from the Federal Emergency Management Administration (FEMA) to provide leadership to Extension nationwide through partnerships with its counterpart regional centers. NERCRD, in turn, sought participation of CUCE-NYC to serve as a metropolitan representative for the Northeast. The local effort in New York City is carried out by Senior Extension Associate Gretchen Ferenz, with guidance from Heidi Mouillesseaux-Kunzman, NERCRD. The goal of the overall project is to develop a new curriculum focused on strategies for effectively reaching and engaging disadvantaged audiences in disaster planning efforts that will serve as a companion to FEMA's existing Comprehensive Planning Guide 101 used in working with emergency managers. Extension brings to this project its local presence and experience, along with its research-based knowledge and approaches for engagement of public and other audiences, group facilitation of planning processes, as well as effective work with diverse populations and communities nationwide.

Regional Teams, including the Extension pilot project coordinator, an emergency manager, and a community member from each of four areas nationwide convened in Nashville in November 2011 to be trained in the use of this new curriculum. The teams will then plan for, implement and evaluate the curriculum involving the targeted community over the following six months and provide feedback to SRDC. Breezy Point, located on the Rockaway Peninsula in Queens, NY, is serving as the NY target community for the pilot. It is a small coastal community, not unlike coastal communities elsewhere in the U. S., is self-governed as a cooperative, and yet falls within the jurisdiction of New York City. Breezy Point underwent mandatory evacuation during Hurricane and Tropical Storm Irene in August 2011 given its lowlying typography and limited transportation access route. This exciting and important project and partnership is anticipated to increase the capacity of Extension and the Regional Centers for Rural Development, while strengthening FEMA's and community emergency managers' efforts across the country to more effectively prepare for potential disasters that impact residents and communities.

Written by Gretchen Ferenz, Senior Extension Associate, Cornell University Cooperative Extension - NYC

Impact Statement from the NESARE Program Manager:

"We have valued your input and the input of your other staff into this program (especially recent input from Heidi and Mary, and others over the years). Your insights and direction have helped lend clarity to the program and the type of projects we are funding. I hope the collaborations will ... continue in the future."

e-mail message: Date: Fri, 6 May 2011 10:41:25 -0400



NERCRD/NE-SARE Sustainable Community Innovation Projects

Lehigh Valley Composting Initiative

Project Number: CNE10-075; Grant: \$13,584.00; Coordinator: Rebecca Kennedy

Summary/Abstract The Lehigh County Conservation District held a seminar in August 2011 to encourage more food generators to participate in the composting initiative, featuring talks from restaurant owners, the Rodale Institute, Cougle's Recycling, the Allentown Board of Health and the Pennsylvania Recycling Market Center. It was successful, as interest grew. To date, several universities, hotels and grocery stores are participating. In September, the Lehigh County Conservation District approached a local school district. By leveraging grant funding, the school district has now incorporated composting into their curriculum.

Currently, the Lehigh County Conservation District is soliciting other farmers who may be interested in the valuable material, as the economic benefits continue to increase food generator participation. A local film maker has also offered to create a brief, educational video on the program.

PROJECT PRESS Patch.com

http://uppersaucon.patch.com/articles/composting-comes-to-southern-lehigh-school-district

Capital Area Farm and Community Connection Infrastructure Inventory Project. 2011 Final Report

Project Number: CNE10-072; NERCRD/SARE Grant: \$12,085.00

Coordinator: Stacy Luke, District Manager, Merrimack County Conservation District

E-mail: stacy.luke@nh.nacdnet.net Website: http://merrimackccd.org

Summary

Merrimack County Conservation District (MCCD) received funds from NERCRD/SARE to conduct an assessment of agricultural infrastructure needs and potentially underutilized infrastructure currently in Merrimack County that farmers could use. This potentially underutilized infrastructure may include commercial kitchens, community food storage and processing resources. The goal was to catalog the needs and the resources followed by a practical plan for what needs to happen next to increase availability of local foods throughout the year, especially in winter, throughout the Capital Area of New Hampshire.

In the course of this project, the District developed two surveys—a needs assessment for farmers and a community resource inventory for facility owners; developed a database of county farmers and their agricultural infrastructure needs and a corresponding database of potential food storage and processing resources within the county; held a facilitated agricultural round table discussion to brainstorm needs and solutions to infrastructural issues; conducted in-depth follow-up interviews with selected farm survey respondents; held a "mixer" event that brought together farmers and potential institutional and business customers; compiled and distributed throughout the county (18,000 copies in 2010 and 33,000 copies in 2011) of a popular Capital Area Local Food Guide with information about year-round availability of local foods and their sources within the county; created a map and chart of county farms with needs and facilities with resources; published project findings on the District's website and developed a Next Steps plan for continuing support of farmers, institutions and consumers in Merrimack County via the local foods movement. Some of these Next Steps are already in the beginning stages.

Building a case for local agricultural infrastructure

Project Number: CNE09-057 Final Report

NERCRD/SARE Grant: \$24,968.00

Coordinator: Margaret Christie, Special Projects Director

E-mail: margaret@buylocalfood.org Website: http://www.buylocalfood.org

Summary

This project focused on community education related to the development of farm- and food-based infrastructure businesses in the Pioneer Valley of Massachusetts. Our goal is to support the expansion of the local food system by helping the public to understand the challenges and benefits of infrastructure businesses. In addition, we have provided tools to support the development, evaluation, and financing of infrastructure businesses.

Research to support outreach and education efforts included interviews, data analysis, review of material from other regions, and participation on both a regional team focused on infrastructure needs analysis and a local network that has created a new \$1 million loan fund for infrastructure enterprises. Outreach and education tools include:

"Scaling up Local Food," A written document available in print and on-line, using local examples and clear language to explain the need for agricultural infrastructure development to a lay audience; Two reports completed by American Farmland Trust on dairying in the region and an assessment using IMPLAN data of the potential "multiplier effect" of a new dairy processing plant;

Two tools for understanding options for slaughterhouse development in Massachusetts;

A variety of information sheets, sample plans, and templates for use in decision-making related food safety protocols for ready-to-eat salad greens;

A criteria matrix for evaluating new infrastructure businesses or expansions relative to a variety of business and community goals;

One-on-one support for 5 farmers and businesses exploring infrastructure projects;

A "components of infrastructure analysis" summary for other organizations and farmer groups; and Seven speaking engagements at conferences, classes and workshops.

Selected Meetings Attended and Major Presentations Made (where applicable)

January 7, Pennsylvania SET meeting, State College, PA

February 4, Meeting with Univ. of Vermont and USDA-ERS grant collaborators, State College, PA

February 9-12, LEAD-21 Concluding Session, Washington, DC

March 2, PA SET Module 5 discussion meeting, State College, PA

March 15, presentation to NEED Winter Meeting (in Arizona, via dial-in)

March 21-22, AFRI GFS Kick-Off Meeting in Beltsville, MD; led the meeting

April 6, Center for Rural Pennsylvania, Harrisburg, PA*

April 26-28, Meeting with ERS Cooperative Agreement collaborators, State College, PA

June 9, SET meeting, WV Panhandle region

June 13-14, Farm Foundation meeting, National Press Club plus Senate staff meetings, Washington, DC

June 26-28, National Ag. Value Added Extension conference, Pittsburgh, PA; delivered keynote address*

July 10-12, Northeast Joint Summer Session (NERA, NEED, Administrative Heads, NE-CARET):

- 1. Provided competitive grant funding update from the Center in the area of local foods
- 2. Co-facilitated discussion session on local foods and presented summary

July 24-26, American Agricultural Economics and Northeast Agriculture and Resource Economics Association joint meeting, Pittsburgh, PA

- 1. Attended CFARE meetings
- 2. Organized symposium presentation on networks and migration and returns to self-employment

August 16-17, hosted ERS cooperative agreement collaborator, State College, PA

September 8, Webinar on the case for supporting local entrepreneurs

September 8, Northeast Conference Call on Local Foods CAP (via conference call)

September 13-15, RRDC joint meeting in Washington, DC

September 18-20, What Works II meeting, Philadelphia, PA

- 1. Plenary presentation
- 2. Workshop presentation

September 29-30, Northeast Beginning Farmers Learning Network meeting, Albany, NY*

October 13, Annual BOD meeting (via conference call)

October 21, Foundations of Practice Webinar on Economic Development Principles

November 9-10, Board of Governors of the US Federal Reserve Bank Conference, Washington, DC*

November 9-11, North American Regional Science Association annual meeting, Florida

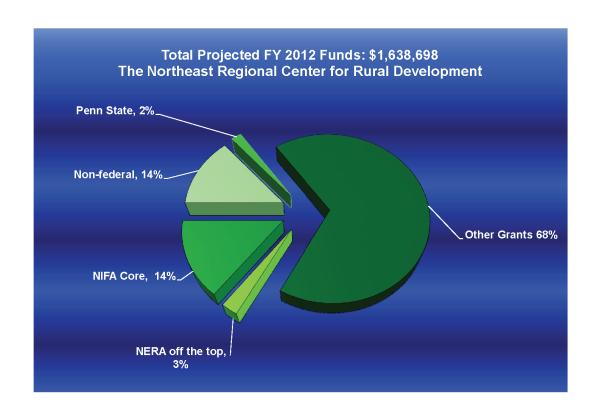
November 10-13, NESAWG annual meeting, Albany, NY

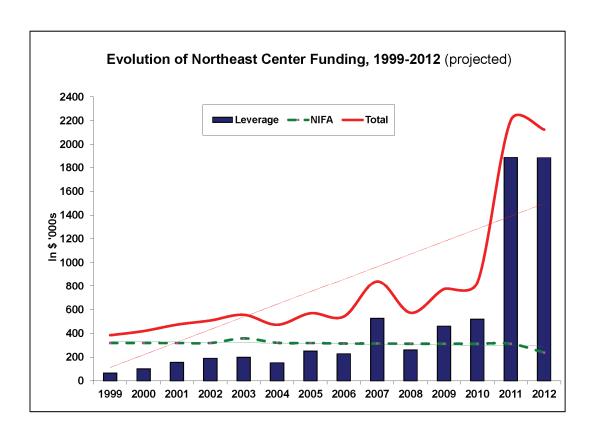
- 1. Workshop on the AFRI-GFS project (for NESAWG attendees)
- 2. Held meeting of the project team (post-conference)

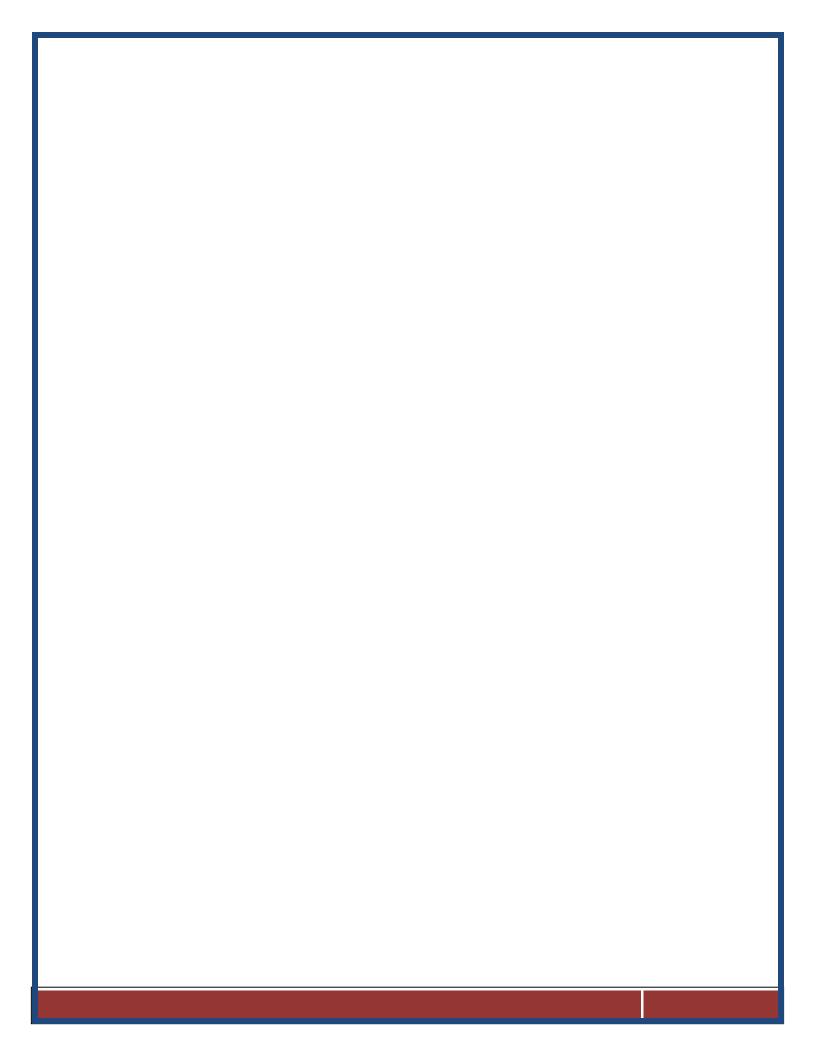
December 7-8, Northeast Food Systems meeting (NEED), Beltsville, MD

December 12, Center for Rural PA Board Meeting, Harrisburg, PA*

*Travel paid for with non-Center funds.







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