



Fresh. Local. Fun.

Prince George's County, Maryland

Agriculture Marketing Resources

Revised October 2017

Business Planning & Marketing Resources

[UMD Extension Ag Marketing Resources](#)

Resources to assist individuals with marketing plans, develop profitable, sustainable marketing opportunities, and work in coordination with other supporting agencies to enhance Maryland's agricultural economy.

[MRDEC \(Maryland Rural Development Enterprise Center\)](#)

UMD Extension Community Resource and Economic Development Online Initiative provides successful rural business innovation strategies for farm business plans, and production and management techniques for 21st century agricultural/natural resource entrepreneur.

[MRDEC Farm Business Planning Workbook](#)

A workbook to help you take time to formulate thoughts, evaluate your business, devise a strategy, and anticipate possible problems to ensure that your business is successful.

[Annie's Project](#)

A six to eight week course designed to empower farmwomen to manage information systems used in critical decision making processes and to build local networks throughout the state. The target audience is farmwomen with a passion for business and involvement. The course covers the five areas of Risk Management- Production, Marketing, Financial, Legal Risk and Human Resources.

[Prince George's County Economic Development Corporation](#)

The Small Business Services (SBS) division provides direct assistance to the rapid-growth potential small, local and minority-owned businesses located in Prince George's County. Additionally, the SBS provides access to: capital, contracts, and a comprehensive one-stop shop delivery of management consulting, technical assistance and entrepreneurial training. EDC also offers Workforce Services, and Marketing/Communications assistance.

[FSC First](#)

Provides access to financing to small and minority businesses through distinct loan products. The loans are a product of public-private partnerships between a consortium of participating banks, Prince George's County, Maryland, and FSC First.

[MARBIDCO \(MD Agriculture and Resource -Based Industry Development Corporation\)](#)

Provides loans, grants and other business assistance programs for Maryland agriculture and aquaculture.





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[UMD Extension Beginning Farmer Success Project](#)

Provides farmers with tools and education to explore, refine, develop and implement farm businesses.

[Beginning Farmer Success Guidebook](#)

Resource guide for agricultural service providers and farmers in the region.

[UMD Extension New Farmer Resources](#)

Articles, links and other on-line tools to assist new farmers with getting started.

[Future Harvest CASA](#)

Provides education, networking, and advocacy to help build a sustainable Chesapeake foodshed

[Grow & Fortify](#)

Consulting firm that grows and strengthens food and Ag organizations and the businesses they support

[Cornell Small Farms Program](#)

Tutorials, videos and worksheets to help farmers with business plans, production techniques and other useful resources.

[UMD Extension Business Planning and Farm and Financial Management](#)

Provides commercial farms, small farms, greenhouses, and nurseries with education and assistance in developing effective business plans for their businesses through workshops, seminars, and individual on-farm consultations involving farm business management, strategic and tactical planning, recordkeeping, financial analysis, and computer applications for farm managers, educators, lenders, and others.

[UMES Small Farm Program](#)

Delivers educational programs, training, and outreach that help limited-resource and socially disadvantaged farmers own and operate farms successfully and assure equitable participation in USDA agriculture programs. Programs include alternative enterprise selection, direct marketing, improved and inexpensive agriculture production practices, farm business management, conservation awareness, and participation in USDA farm programs.

[USDA NAL Small Farm Funding and Business](#)

Resources to support agricultural businesses range from long-range visioning aids to tools that document the nitty-gritty - cash flow, expenses, assets, debts, and other important financial information.





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[USDA NAL Marketing](#)

Marketing and business options for small-scale producers are diverse. Find the alternative marketing ideas, direct marketing resources, value added expertise and regulatory programs you need to enhance your farming or ranching success.

[EPA Urban Farm Business Plan Handbook](#)

The Urban Farm Business Plan Handbook (this document) provides guidance for developing a business plan for the startup and operation of an urban farm. It focuses on food and non-food related cultivated agriculture. The information provided is applicable regardless of whether the farm is to be operated as a non-profit or for-profit business.

[USDA Urban Agriculture Toolkit](#) and Urban Agriculture [resource page](#)

The toolkit lays out the common operational elements that most urban farmers must consider as they start up or grow their operations. It also contains a special section on resources for developing indoor growing operations, such as aquaponic facilities. For each element, the toolkit identifies technical and financial resources that have been developed by federal, state, and local partners.

[Penn State Extension: Developing a Business Plan](#)

Business planning and marketing resources for new farmers.

[Cornell University's Northeast Beginning Farmers - New Farmer Hub](#)

Provides tutorials, videos, and links to help producers develop farm plans.

[Beginning Farmers - Farm Business Planning](#)

On-line resource for farmers, researchers and policy makers.

[UMD Extension – Grant Writing Assistance Program](#)

Providing advice, information, and resources to help Ag service providers and others turn a bright idea into a fundable project.

[UMD Ag Law Education Initiative](#)

Provides Maryland farmers with the information they need to prosper while complying with the complex network of laws and policies protecting the integrity of the state's food system and environment. Includes the [UMD Ag Law Services Provider Directory](#).

[UMD Extension – Agriculture Resources](#)

General resources for producers including business planning, estate planning, marketing, pest and weed control, and crop and nutrient management.





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[UMD Extension Agriculture Bulletins](#)

Includes a variety of informational bulletins regarding production, nutrient management (including soil and plant tissue culture testing), farm management, IPM,

[Northeast SARE: Evaluation a Farming Enterprise](#)

Resource to help entrepreneurs determine what to grow and how to sell it.

[USDA New Farmers](#)

Resource directory for new farmers, particularly women, youth and veterans.

[North American Farm Direct Marketing Association \(NAFDMA\)](#)

Provides endless peer-to-peer learning opportunities, connections and resources, for farmers who are passionate about the business of agritourism and farm direct marketing.

[Ag Plan](#)

On-line resource developed by University of Minnesota to help rural business owners develop a business plan.

[Center for Profitable Agriculture – University of Tennessee](#)

Center for Profitable Agriculture provides educational programming and technical assistance to Tennessee farmers interested in a value-added enterprise to improve farm income.

[Maryland FarmLINK](#)

Maryland FarmLINK helps farmers sell or buy farmland, mentors novice farmers and shares important farming news and information.

[Southern Maryland Agricultural Development Commission](#)

Provides resources to our area's farms, educates consumers on the importance of supporting local agriculture, enhances the connection between farms and healthy communities, and preserves agricultural in the Southern Maryland region (5 counties).

Websites That Advertise Farm/Food Enterprises

[Agrilicious](#) - Families, farmers, restaurants, produce delivery and meal kit services, distributors, educators and food industry advocates and experts all come together through Agrilicious - to share ideas, connect, and make a difference. Benefit from the Agrilicious movement today.

[1000 Eco Farms](#) - safe, effective, easy-to-use and farmer friendly marketing and sales platform for your farm foods, fibers, and artisan products





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[Local Harvest](#) - Use our map to locate farmers markets, family farms, CSAs, farm stands, and u-pick produce in your neighborhood.

[FarmMatch](#) - Connects consumers worldwide with local farmers, buying clubs, farmers markets, and restaurants that offer fresh, sustainable, organic foods.

[Market Maker](#) - Search for food-industry-related businesses by location, type of business, type of food produced (organic, non-GMO), certifications, and more

[Maryland's Best](#) - MDA program that links Maryland farmers with consumers through this Web site, promotions and advertising

[Southern MD Meats](#) – Directory of pasture-raised meats in Southern Maryland

[Amazing Grazing Directory](#) - Comprehensive listing of grass-based farms in the Chesapeake that sell directly to consumers

Livestock Resources

[MDA Poultry & Egg Regulations](#)

Provides information on poultry and egg regulations and registration requirements in the state.

[UMD Extension Poultry Resource Pages](#)

Provides poultry industry and growers, both large and small, with general practical knowledge about poultry production practices in order to continue to develop, maintain, and operate economically viable and environmentally responsible poultry operations in the state.

[DSU Center for Small Flock Research & Innovation](#)

Source of information for small flock producers including events of interest to small flock holders, fact sheets and research to assist niche market poultry producers.

[Prince George's County Hens](#)

Local group supporting zoning and legislation for residents to own backyard chicken

[Maryland Grazer's Network](#)

Mentorship program that pairs experienced livestock, dairy, sheep, and poultry producers with farmers who want to learn new grazing skills





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[Maryland Small Ruminant Page](#)

Information portal for sheep and goat producers

[MRDEC - Alternative Livestock](#)

Resource for producers interested in raising any non-traditional animal such as antelope, elk, buffalo, alpacas, llamas, miniature horses, donkeys, zebra, camels, guardian dogs, ratites, game birds, ducks, wallabies, and more. The intention of this site is to give the potential producer areas to explore before making any decisions about entering this unique type of enterprise.

[NC State Cooperative Extension Small Scale Livestock Resources](#)

Resource list for small scale livestock production.

[Niche Meat Processor Assistance Network](#)

NMPAN is a network and info hub for people and organizations who want small meat processors to thrive. They offer tools and information for small processors and the farmers, marketers, and meat buyers who depend on them.

[UMD Extension Sheep & Goat Program](#)

<https://extension.umd.edu/sheep-goats>

[USDA Processing Facilities in the Mid-Atlantic](#)

This is a list of USDA processing facilities in the Mid-Atlantic region (Maryland, Virginia, Delaware and Pennsylvania.) Facilities listed are within 150 miles of Burnt Store Rd Hughesville, MD.

Vegetable Grower Resources

[UMD Extension Vegetable Grower Resources](#)

Provides professionals, growers and citizens of Maryland with practical knowledge about vegetable production practices for the purpose of sustaining the environment, enhancing economic vitality, and improving the quality of life of individuals and their communities

[Maryland Vegetable Growers Association](#)

Helps support the Central and Southern Maryland Vegetable and Fruit meetings, and the Eastern Shore-Hurlock meeting as well as Summer Field Days and Twilight Meetings

[USDA Web Soil Survey](#)

Web Soil Survey (WSS) provides soil data and information produced by the National Cooperative Soil Survey.





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Viticulture, Small Fruit and Other Alternative Crop Resources

[UMD Extension Viticulture and Small Fruit Resources](#)

Provides resources on crop management, business planning and research for grape and small fruit growers.

[Association of Maryland Wineries and the Maryland Grape Growers Association](#)

Develops and expands the grape and wine industry in Maryland – through education and promotion.

[Mid-Atlantic Aronia Growers Association](#)

Promotes the growing, marketing and uses of Aronia in the Mid-Atlantic.

[Brewers Association of Maryland](#)

Grows, promotes and protects the Maryland craft beer industry.

[Maryland Distillers Guild](#)

Represents and promotes the growing spirits industry in Maryland.

Local Regulations (Prince George's County & Maryland)

[Prince George's County Definitions of Agriculture & Permitted Uses](#)

[Prince George's County Zoning Ordinance Rewrite](#)

[Maryland Department of Health, Office of Food Protection](#)

[Prince George's County Department of Permits Inspections & Enforcement](#)

[Prince George's County Health Department, Food Safety, Permits & Inspections](#)

[Prince George's County Legislative/Zoning Information Center](#)

[Prince George's County Zoning Ordinance and Use Tables](#)

[Resource Conservation Plan for Prince George's County](#)





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Prince George's County Food & Agriculture Reports

[Prince George's County Priority Preservation Area Functional Master Plan](#)

The PPA Functional Master Plan lays the groundwork for protecting the Priority Preservation Plan (PPA) by continuing to use existing tools and programs, and implementing new tools that serve to accomplish the preservation goal set for the PPA. The Plan provides guidance expressed through the vision, goal, and objective, as well as policies and strategies to address the preservation of farm and forest land uses in areas best suited for these uses in the County.

[Prince George's County Strategic Program for Agricultural Development](#)

This document was first published as the Prince George's County Agricultural Strategic Plan and is referred to as such in the Approved 2009 Subregion 6 Master Plan and Sectional Map Amendment.

[Urban Agriculture: A Tool for Creating Economic Development and Healthy Communities in Prince George's County, MD](#)

This report introduces the concept of urban agriculture, presents its characteristics, and discusses its relationship to food system planning, sustainability, and public health. A sample of innovative community-based urban agriculture projects around the nation and in Prince George's County serves to show the hands-on implementation of the concept.

[Healthy Food for All Prince Georgians: An Assessment of Access to Healthy Food in Prince George's County, Maryland](#)

This research study is an assessment of access to healthy food in Prince George's County. It identifies issues related to demand and supply of healthy food through surveys of food retailers, and surveys and focus group discussions with consumers. It includes research findings on areas with limited access to healthy food, food-health connection, school meals, and food insecurity in the County.

