



Value-Added Agriculture in Maryland

An Economic Analysis

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This report incorporates results and data from:

- Baltimore Metropolitan Council Value-Added Agricultural Report & Recommendations
- Business Economic and Community Outreach Network (BEACON) of Salisbury University, MD
- 2017 USDA Agricultural Census



What is it?

Definition for the purpose of this report:

Value-Added Agriculture (VAA) has been defined as altering a raw agricultural product in a way to increase its worth to the consumer, which brings more revenue to the farmer, producer or processor.

For the purposes of this report, VAA includes all enterprises in which an agricultural business and/or its products are altered, marketed, produced, or processed in a way that adds income to the farmer, producer or processor.



Sectors Represented

GRAINS SEAFOOD & AGRICULTURE PLANTS

COMPOST & MANURE SPECIAL PACKAGING

FORESTRY CRAFT BEVERAGES EQUINE

AGRITOURISM POULTRY COTTAGE FOOD

LABELING FRUITS & VEGETABLES ENERGY

DAIRY HEMP THIRD PARTY CERTIFICATIONS



Why is Value-Added Agriculture Important?

- INCREASES FARM PRODUCT VALUE
- CAN BE ACCOMPLISHED ON SMALLER PARCELS
- STIMULATES JOB CREATION
- ENGAGES AND EDUCATES THE PUBLIC
- BUILDS COMMUNITY
- INCREASES FARM VALUE
- KEEPS FARMS AS FARM

"Value-added is the best kind of innovative land preservation. It preserves the beauty of our land, brings us an income, and provides employment."

Judy Crow, Crow Winery and Vineyard



Impact



Each of these manufacturing enterprises stimulates job creation and increases opportunities for suppliers of additional products, farm equipment, shipping and packaging.

Supports close to **74,000 jobs** (includes direct and indirect)

Economic impact of over **\$20.6 billion** annually to Maryland's economy



Challenges

- LACK OF DATA
- AVERAGE AGE OF FARMERS
- PRICE OF LAND
- ACCESS TO CAPITAL
- LABOR SHORTAGE



A stylized illustration of a plant with three dark green leaves and a stem, set against a background of overlapping orange and light pink circles. The leaves have white vein details.

More Challenges

- ACCESS TO INGREDIENTS
- AVAILABILITY OF PROCESSORS
- WEATHER
- MARKETING
- REGULATIONS AND PUBLIC POLICY



"Agriculture is in crisis across the nation. In Maryland, the value-added components and the Buy Local movement help our farms success. The creamery and ice cream is the best thing we ever did, and it allows us to do what we love best - keep our customers happy and keep farming."

Chuck Fry, Past President, Maryland Farm Bureau, Executive Board, American Farm Bureau Federation





Opportunities

- INNOVATION
- NEW PRODUCTS
- LAND PRESERVATION
- COORDINATION
- ECONOMIC DEVELOPMENT
- TOURISM



Reccomendations



RECOMMENDATION # 1

Create a state wide entity to oversee and encourage coordination and marketing, and act as a regulatory ombudsman - working with county and state partners.



RECOMMENDATION # 2

Support funding and training for VAA entrepreneurs with state and local education institutions (universities, colleges, Extension programs, etc.).

Reccomendations



RECOMMENDATION # 3

Collaborate with city, county and state agencies and non-profit funders to encourage the growth and establishment of food and agricultural support businesses.



RECOMMENDATION # 4

Create workforce development and training programs tailored to food and VAA businesses.



RECOMMENDATION # 5

Invest in supporting research and technology.

Outlook

The future is bright for Value-Added
Agriculture in Maryland.

Encouragement of the entrepreneurial spirit, as
well as supportive policies will help farms and
related businesses, succeed and thrive for
generations to come.





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