

October 20, 2000

Mr. Les Boles, Director
Office of State Budget
1122 Lady Street, 12th Floor
Columbia, SC 29201

Dear Mr. Boles:

Enclosed is the Accountability Report for fiscal year 1999-2000. This department uses several formulas for determining our mission, objectives, and performance measures.

Our mission and objectives are measured by our consumers of this state. The question that is most important to us is how does it effect them. We strive to meet our mission and objectives in each of our major divisions in order to serve our consumers.

Our performance measures are based heavily by each division's objectives which are: revenue taken into this agency which goes to meet division needs, the number of various inspections and samples taken and analyzed throughout the year, the number of those inspections and samples which did not meet approval, how much each inspection and sample cost by taking our salaries and fringe benefits into the formula, how we try to reach the consumers and farmers of the state by working with different associations and programs.

If you have any questions concerning this report, please contact Dan Breazeale at 734-2196.

Sincerely,

Daniel P. Breazeale, Sr.
Administrative Manager

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Enclosures

SOUTH CAROLINA DEPARTMENT OF AGRICULTURE- P16 1999-2000 ACCOUNTABILITY REPORT

EXECUTIVE SUMMARY

In ranking programs in the Department of Agriculture, the center of focus is the consumer. To assure safe, affordable food and fiber products for all consumers, both domestic and international, we must have programs that act and assure versus reactionary programs. Programs are reviewed and based on historical data coupled with expectations both by consumers and producers, and are adjusted with priority changes occurring dependent on contributing factors.

With production agriculture being one of the major economic contributors to our overall economy, programs are viewed regarding their extent on continuance of and advancement for South Carolina's total economic package. To maintain this position, futuristic thinking is applied in program review.

Our major program goals are to continue to have in South Carolina an agricultural production and processing industry capable of supplying the consumer with a safe, cost efficient food and fiber supply. Protecting our consumer along with fostering an economic base to insure an adequate standard of living for all involved in agricultural production, from producer to processor, is of major concern.

The Department of Agriculture cooperates with various state and producer agencies as common problems are addressed searching for workable solutions. Considerable cooperative efforts are exercised with the Department of Health and Environmental Control dealing with food handling, storage and food preparation safety.

Clemson University and this department work cooperatively on various projects ranging from livestock and poultry to processing problems for state regulatory facilities. The economic and marketing studies involving South Carolina agriculture and its position in a global market are cooperative efforts.

Very close cooperative agreements exist with the state's mandated commodity boards and associations dealing with South Carolina agricultural products in domestic and international trade and in product acceptance.

The accompanying accountability reports for each of the Department of Agriculture's divisions further clarify and define the missions, goals and overall programs for the Agricultural Industry in South Carolina.

MISSION STATEMENT

The Department of Agriculture was established to promote the industry of agriculture and its related activities by providing for the orderly, informed marketing of its products; to encourage investments in its growth and diversification; to assure the consumer of an abundant, pure and wholesome supply of agriculture commodities during all seasons; and to protect the consuming public from deceitful marketing practices and unsafe, ineffective or fraudulent goods.

LEADERSHIP SYSTEM

The South Carolina Department of Agriculture's leadership system is based on the leadership provided by the Commissioner of Agriculture. The Commissioner is a Constitutional Officer of the State of South Carolina elected by the voters of South Carolina. The Commissioner has a senior leadership team who reports directly to him. These include the Assistant Commissioner of Agriculture for Executive Affairs, Economic Development Manager, Executive Assistant to Agency Head, Assistant Commissioner of Laboratory Services, Assistant Commissioner of Consumer Services, Director of Agricultural Marketing and Promotions, Director of Agricultural Market Services, Attorney, Administrative Manager for Administrative Services, and Human Resources Manager.

There are various other supervisory positions that report to the senior leaders. Each senior leader is responsible to the Commissioner of Agriculture to develop effective leadership within his organization and to set directives and standards in order to meet customer needs.

CUSTOMER FOCUS AND SATISFACTION

Every South Carolinian is, in some way, a customer and stakeholder of the South Carolina Department of Agriculture.

The State requires the Department of Agriculture through our Consumer Services Division to give reasonable assurance that proper weights and measures are guaranteed to consumers when they make purchases of products.

This department is also required by law to test such things as fat content in meat, octane content in gasoline, and content of antifreeze. All of these tests and more are conducted through our Laboratory Division.

Marketing space for agricultural products is provided through the South Carolina Farmers Markets in Columbia, Greenville and Florence. We assist farmers in marketing their products through various commodity boards and councils. We also provide farmers and citizens the opportunity to advertise the sale of farmlands, labor, commodities and equipment to South Carolina citizens in our *Market Bulletin*.

With such a broad-based spectrum of customers and stakeholders, it is extremely difficult for the agency to determine the satisfaction of its customers through normal channels. We rely on the number of complaints we receive to determine the satisfaction ratings.

PROGRAM – ADMINISTRATIVE SERVICES

Program Cost:

State Funds: \$2,192,679.42
Federal Funds: \$52,010.00

Program Goal:

Provides the proper mechanism for the orderly coordination of staff functions. Some of the staff functions administered by this division are: Commissioner's office, legal, finance, payroll, personnel, audits, budget, procurements, supply, mail room and printing, data entry, fixed assets, management, public information and publications. This program also assists small farmers in developing marketing structures and organizing marketing cooperatives and publishes the semi-monthly *Market Bulletin*, which accepts advertisements of farm lands, labor, commodities and equipment to South Carolina citizens. This program also involves a marketing concept to assist agribusiness development in South Carolina.

Program Objectives:

To properly administer all activities relating to the Department of Agriculture and account for, investigate, audit and collect general funds, federal funds and earned revenues and provide agricultural information in order to assist and ensure the development and promotion of agribusiness industries in South Carolina.

FINANCE

Program Goal:

To promptly process all receipts of revenue and expenditures of the Department and maintain records of these transactions consistent with state laws, regulations, objectives and generally accepted accounting principles.

Program Objectives:

- To collect and report accounting information in a manner in accordance with state law, policies and procedures.
- To perform monthly reconciliations for revenue and expenditures in accordance with state law, policies and procedures.
- To monitor division budgets to insure proper expenditure spending.
- To make sure that all procurements are the most advantageous to the State and in compliance with the provisions of the Ethics Government Accountability.

Program Results:

- Responsible for collecting and reporting information.
- Responsible for reconciling all Department accounts.
- Responsible for monitoring division budgets.
- Responsible for all procurements being reasonable.

Performance Measures:**Workload Indicators:**

- 3,524 Purchase orders processed
- 4,274 Vouchers processed
- 204 Deposits processed

Efficiency Measures:

- Ensure fair treatment to vendors
- 100% proper authorization
- 99% of all Seed Licenses in compliance
- 99% deposited in a timely manner

Effectiveness Measures:

- Provided quality and integrity with clearly defined procedures and standards.
- \$11,327,723 Total expenditures
- \$26,992 Total revenue from Seed Licenses
- \$4,186,033 Total revenue received (less Seed Licenses)

INFORMATION TECHNOLOGY SERVICES**Program Goal:**

Information Technology Services provides computer resources for employees of the S. C. Department of Agriculture including hardware, software, maintenance of equipment, support and training. It is our goal to provide the optimum resources at a minimum cost.

Program Objective:

The objective of Information Technology is to keep the computer resources of the S. C. Department of Agriculture in line with the technology of other state agencies and private industry in order to provide an efficient work environment. Our current computer network includes a 100 user LAN/WAN and an AS/400 mainframe. We also offer our services to approximately 20 stand-alone personal computer users. Users are located at seven sites across the state. The services provided include the writing and maintaining of custom software for in-house use, the purchase of pre-packaged software, purchase of hardware, user training, and maintenance in the form of minor in-house repairs and service agreements.

Performance Measures:**Workload Indicators:**

- Projects addressed during fiscal year 2000 include: installation of a 64K Frame Relay line and router from Columbia Market to Wade Hampton Building, installation of a new mail server and Interchange software in order to be more compatible with other email facilities, installation of a new NT server for faster application and web access, and installation of a refurbished NT server for the Columbia Market. The MAC network was converted from Apple Talk to Ethernet thereby allowing MAC users to log into the NT server and have their data saved daily. Printer setup was changed to TCP/IP to allow for use with the AS/400 and the PC environment. Rather than the printing of in-house labels for the *Market Bulletin*, the file is now electronically transferred to the printer where the addresses are placed

directly onto the bulletins. New programs written and implemented include Gate Receipts, Inventory, Specialty Foods, Quality Foods, Requisition Rejection, Market News F & V Log, and Consolidated Marketing Mailing Lists. The following is a list of additional issues that were addressed during fiscal year 2000:

- 901 COBOL programs involving 363,095 lines of code maintained
- 100 Users supported for LAN and AS/400 environment
- 20 Users on stand-alone PC supported
- 120 Users supported for email and Internet
- 120 Maintenance of hardware and software for end users
- 2 NOVELL servers with back up and maintenance
- 2 NT servers with backup and maintenance
- 1 Mail server for email monitored and maintained
- 2 10/100 24 port Ethernet hubs maintained
- 2 10/100 24 port Ethernet hubs installed
- 4 10 base-T 12 port Ethernet hubs maintained
- 2 10 base-T 5 port Ethernet hubs maintained
- 1 10 base-T 8 port Ethernet hubs maintained
- 17 new cat5 wire drops installed
- 2 personal computers purchased for users
- 6 personal computers refurbished for users
- 26 network printers maintained
- 13 stand-alone printers maintained
- 3 print server boxes installed
- 4 dial-up Internet and email accounts maintained
- 1 dial-up remote location installed
- 13 on-line user accounts to FDS maintained
- 7 on-line user accounts to CG maintained
- 3 on-line user accounts to Dept of Insurance maintained
- 3 on-line user accounts to Human Resources maintained

Efficiency Measures:

- 100% real time access to Internet services for 120 users
- 100% access for network office services for 120 users
- 100% access for email services for 120 users
- 100% access for AS/400 computer applications

Effectiveness Measures:

- 99.9% real time access to Internet services for 120 users
- 99.9% access for network office services for 120 users
- 99.9% access to email services for 120 users
- 99.9% access for AS/400 computer applications

PUBLIC INFORMATION

Program Goal:

To support the public information needs of all areas of the S. C. Department of Agriculture including the Commissioner's Office, Administrative Services, Consumer Services, Laboratory Services, Market Services and Marketing and Promotions in the development of information for dissemination and distribution to the public. To facilitate the dissemination of agricultural information to the public and the media.

Program Objectives:

- Increase public awareness of the state's agriculture.
- Provide accurate, concise information to the public regarding the state's supply and demand of agricultural goods and about the agency's programs and services as well as critical issues.
- Offer an agency publication designed to promote and market the state's agricultural products.
- Provide information to the mass public through print and electronic means.
- Assist agricultural organizations in disseminating information about critical issues.
- Continue to develop a good working relationship with the media and serve as the agency's clearinghouse for oral, written, and electronic information that is disseminated to the public.

Program Results:

Performance Measures:

- Outreach
- Support secured for agriculture and agriculture awareness
- Staff required

Effectiveness:

Communications/Information

- Staff of 5 responded to well over 10,000 individual public and media inquiries this past year via telephone, electronic mail, and direct contact. (7,800 responses were via electronic mail.)
- Staff wrote, edited and distributed approximately 50 news releases as well as articles, newsletters, and other brochures and informational material.
- News releases were distributed through direct computer-generated transmissions from agency to media outlet and through email (more cost effective and efficient).

Special Events

- This program had agricultural-related exhibits in eight fairs in this state: the South Carolina State Fair, the Upper SC State Fair, the Anderson County Fair, the Sumter County Fair, the Orangeburg County Fair, the Eastern Carolina Agricultural Fair, the Piedmont Interstate Fair, and the Coastal Carolina Fair. The total attendance of all fairs exceeded 1.25 million.
- Assisted with Poultry Night in Sumter County to celebrate the poultry industry. Total attendance was 1500.
- Four plant and flower festivals were held in fiscal year 2000. Charleston, Midlands, Southern and Piedmont. Total vendors for all events was 246 with total attendance 123,000. Total revenue generated for vendors was \$3,597,750.

Printing and Print Shop

Printing for the Department is mostly done in-house, saving time and monies due to the turn around time of printing request. Large numbers of department forms are printed, padded and cut to required sizes with the ability to do jobs immediately and returned to persons requesting jobs. Also, large posters are printed on an as-needed basis. Usually these posters are of small quantities and would be too expensive to be printed at outside printers.

Publications

Market Bulletin

- Staff of 3 (2 full-time and 1 part-time) published the *Market Bulletin* twice a month, as scheduled without interruption, even though the contracting printing company closed mid-year. The state procurement process was quickly initiated and a new printing company was contracted for printing and mailing.
- Distributed to an average of 55,000 subscribers for farmers and non-farmers to buy or sell farm and farm-related items.
- Distributed *Market Bulletin* to a total annual circulation of about 1.2 million households.
- Farmers and non-farmers received an estimated \$30 million in sales for their agricultural products through the publication during this last year.
- Published a total of about 21,000 ads in *Market Bulletin*, no increase from the previous year.
- Published *Market Bulletin* on the SCDA web site.
- Citizens can now subscribe or submit ads to the *Market Bulletin* via email. Received a total of 7,800 subscriptions and ads via electronic transmission.
- Implemented a new system for contacting advertisers not in compliance with regulations. Instead of writing letters and waiting for a return letter delaying time for inclusion in the *Market Bulletin*, staff now calls each one to revise ad. Provides no cost savings from letter to phone call, but saves time for ad inclusion in the *Market Bulletin*.
- Developed new methods for subscribers to renew the *Market Bulletin* which is required every two years. Staff was able to process approximately 60,000 renewals in three months by using the new method.
- Developed new mailing process for the *Market Bulletin* with the implementation of a new printing and mailing contract. Instead of printing hard copy mailing labels in-house and delivering them physically to the mail service the mailing list is now sent electronically to the mail service and applied directly on the printed item.
- The layout and design for the *Market Bulletin* is now completed totally in-house and sent electronically to the printing company.

Other Publications

- Agency publications and other information are now available via the agency web site. Some of the items produced are as follows denoting outreach for each printing item.
- Printed a *SC Produce Shippers Guide* which was distributed to buyers and sellers to assist in marketing 850 million pounds of South Carolina produce.
- Printed the *SC Tobacco Report* which was distributed to growers, buyers and warehousemen to assist in marketing over 80 million pounds of tobacco with a cash value of \$135 million.

- Printed *SCDA Folders* and *Information Sheets* which were distributed upon request to public and media for information about the SCDA's roles and responsibilities.
- In addition, the Public Information Office developed newspaper inserts with two of the state's daily newspapers – one focused on agriculture and the environment to celebrate Ag Earth Day and the other provided a retrospective on agriculture for the year. Total circulation was about 45,000 with no cost to the state.
- Other items were printed and distributed from the Graphics Office.

Videography

- A presentation was developed for the SC Watermelon Queen to recount the yearlong promotion efforts by the SC Watermelon Association's representative on behalf of the SC Watermelon industry. It was presented at the Association's Annual meeting in January 2000.
- A re-cap of the 2000 Art and Agriculture Watercolor Collection Calendar premier, autograph-signing and reception was recorded and edited into a program showing highlights from the event to unveil the 2000 calendar.
- A video overview of SC's fruit and vegetable market was produced for presentation at the Eastern Produce Council meeting. The video presented a detailed report on the crop conditions in SC as well as the crop projections for the coming season. In addition, this program offered the reasons that buyers should purchase from SC growers versus growers from other states.
- A video focusing on SC's peach industry was designed to reinforce the idea that buying SC peaches would ensure a fresher product at delivery than purchasing peaches from states farther south. During the 1999 season, SC had one of the best peach crops in several years. In an effort to capitalize on that fact, a program was produced showing all the reasons why it would be of benefit to retail chain store buyers to purchase SC peaches, both for themselves and for their customers. A special effort was made to show the advances in the technology of packing and shipping that are in use here in SC.

Action Items:

- Continue to develop the agency web site and to create computer-generated presentations describing agriculture in the state and the agency's programs and services.
- Continue personal contact with the media to create other cooperative efforts.
- Reach more citizens of South Carolina through newspaper agriculture inserts.
- Update and publish agency publication rules and regulations.

PROGRAM – LABORATORY SERVICES

Program Cost:

State Funds: \$1,573,168.83

Program Goal:

To provide chemical, physical and biological analytical services required to administer and enforce state laws regulating food for human consumption, commercial food processing, food labeling, food storage and transportation, animal feeds, seed sold for agriculture and gardening and petroleum products.

Program Objectives:

- To regularly sample and analyze products from the public food supply to detect adulteration, check for conformance to standards of identity and quality and ensure that consumers are protected from fraudulent or unsafe food products.
- To regularly sample commercial animal feeds and pet foods from the state's markets for analysis of nutritional and medicinal ingredients for conformance to label guarantees and standards of quality.
- To provide seed analysis services to consumers, certifying agencies, seed companies, seed producers, and in support of regulatory surveillance and enforcement under the State's Seed and Noxious Weed Law.
- To regularly sample gasolines, diesel fuel, kerosenes, and heating fuels from channels of commerce and test them for conformance to quality standards, label representations, and safety.
- To administer product registrations required by law including animal and pet foods, frozen desserts, gasolines and antifreezes and issue licenses and permits for certain special services and businesses.

Performance Measures:

Workload Indicators by Year

	<u>95/96</u>	<u>96/97</u>	<u>97/98</u>	<u>98/99</u>	<u>99/00</u>
Food Samples (incl. residue)	4,379	4,259	4,166	3,627	3,644
Animal Feeds Sample	1,493	1,709	1,502	1,710	1,406
Seed Samples	18,367	14,762	15,077	15,600	18,691
Petroleum Samples	2,738	2,669	3,032	2,720	2,137
Registrations, Permits, Licenses	5,057	4,879	3,709	3,627	3,096

Analyses Performed by Year

	<u>FY 96</u>	<u>FY 97</u>	<u>FY 98</u>	<u>FY 99</u>	<u>FY 00</u>
Food Analyses	12,759	13,012	12,810	12,429	13,382
Feed Analyses	4,883	5,200	4,996	5,714	4,767
Seed Analyses	26,944	24,559	26,521	24,009	26,709
Petroleum Analyses	18,865	16,424	10,281	9,780	12,710

The continuing decline in Registration Office transactions is believed to be a reflection of two factors in the client base. Feed registrants are reregistering products less often since our state's law does not require annual registration as some states do. Second, there appears to be a consolidation in some industries such as condimental feeds and antifreeze manufacturers. Mergers and acquisitions in these industries have reduced the number of products and labels being registered overall. Animal feed samples processed were down for the year owing to problems in putting a new protein analyzer into routine operation. The extended shakedown period for the new equipment cut productivity for a time but the startup problems seem now to have been resolved. Petroleum Lab reports were down for the year because a lab technician vacancy occurred for several months. However, petroleum analyses performed were actually up for the year because simulated distillation equipment and associated software difficulties were sorted out to give productivity a boost. Food sample processing and seed sample works were up for the year.

Efficiency Measures:

- Registration Office transaction costs were up 20% from \$29.46 to \$35.44 per transaction. The cost increase is attributable partly to inflation and partly to fixed costs being spread over a smaller number of transactions.
- Food sample analyses were performed for a cost of \$103.91 per sample and \$27.30 per analysis. This is an improvement over the previous year when corresponding figures were \$105.62 and \$30.82.
- Animal feed analyses were performed at costs of \$230.75 per sample and \$68.06 per analysis. These figures are substantially higher from last year and illustrate how costs can escalate when throughput is hampered by new instrument startup or other kinds of problems.
- Seed analyses were performed at a cost of \$28.73 per sample and \$20.10 per analysis. These figures differ from last year only by inflationary cost increases. Last year's corresponding figures were \$28.39 and \$18.44.
- Petroleum product testing was accomplished for a cost of \$57.62 per sample and \$9.69 per analysis. The per analysis cost figure amounted to a remarkable \$60.00 cost reduction over the previous year's per analysis cost. This is a dramatic illustration of how productivity gains can be achieved when computer aided automation operates well.

Effectiveness Measures:

Three Year Record of Violation Rates by Program

<u>Program</u>	<u>FY 98</u>	<u>FY 99</u>	<u>FY 00</u>
Food	7.8%	11.6%	12.0%
Pesticide Residue	0.5%	1.8%	1.6%
Feed	19.0%	27.0%	21.0%
Seed	13.5%	14.3%	13.6%
Petroleum	5.4%	2.4%	6.2%

- The Food program violation rate remained comparable to the previous year again strongly influenced by frequent findings of excess fat in ground meats. It is believed that current trends to low fat products in today's diet contribute to this statistical effect. Errors in achieving label guarantees increase as fat content is lowered. This is more a statistical phenomenon rather than an indication of poor quality or misrepresentation. Relaxing the allowable analytical variation is under consideration since it would reduce violations without compromising regulatory intent.
- Pesticide residue violations continue to be largely technical in nature. Soil residues of long ago canceled organochlorine residues are frequently detected in cucurbits but at levels below requirement of withdrawal or stop order. Clear violations of legal residue values are rare.
- Animal feed violations seem to be returning to levels closer to the national average for feed products. The trend is in the right direction year to year but still bears watching in the immediate future.
- Seed Law violations at 13.6% were within the typical year to year variability.
- Petroleum product violations were a little high at 6.2% but no clear trend can be discerned. The most frequent violation is lower than labeled octane number. This suggests occasional cases of deliberate fraud but no firms have been identified as frequent violators. Orders to shut down violative pumps until the situation is corrected usually bring compliance.

PROGRAM – CONSUMER SERVICES

Program Cost:

State Funds: \$1,668,361.49
Other Funds: \$997.15

Program Goal:

Enforce the Weights and Measures Law, Sec. 39-9-10 etc.; the Dealers and Handlers of Agricultural Products Law, Sec 46-41-10 etc.; the Public Weighmasters Law, Sec 39-11-10 etc.; the State Warehouse System Law, Sec 39-22-10 etc.; the Food and Cosmetic Act Sec 39-25-10 etc.; and draw official samples of petroleum products, seed, animal feeds, produce, meats, and enriched foods to be analyzed by the Department's Laboratory Division in their enforcement of several other laws.

Program Objectives:

- To protect the citizens of this State from fraud through incorrect net content statements on packages and incorrect weighing or measuring devices.
- To ensure that agricultural products are measured correctly when being bought or sold.
- To maintain the State's primary standards for mass, length and volume and to furnish industry calibration services with traceability to the National Institute of Standards and Technology.
- To license and investigate bonded dealers of agricultural products, public weighmasters, and bonded storage facilities for grain and cotton.
- To ensure food products are manufactured and stored under safe and sanitary conditions.
- In conjunction with our Laboratory Division, to ensure the quality of motor fuels, the quality and safety of some food products, and the quality of some agricultural products.

Performance Measures:

Inputs:

- 10,425 Firms with commercial weighing and measuring devices
- 425 Firms needing mass, length, or volume standards calibrated
- 56,059 Commercial petroleum dispensers
- 149 Licensed dealers and handlers of agricultural products
- 34 Licensed warehouses for storage of cotton or grain
- 3,275 Licensed public weighmasters
- 1,058 Food manufacturers or warehouses

Outputs:

- 18,351 Firms visited for weights and measures inspections
- 94,384 Petroleum dispensers inspected at service stations
- 27,631 Small capacity scales inspected
- 2,686,514 Packages inspected for correct net content
- 2,624 Large capacity scales inspected
- 7,610 Standards calibrated for 298 firms at our Metrology Lab
- 8,692 Official samples drawn for the Laboratory Division

- 301 Audits of cotton and grain warehouses
- 142 Dealers and handlers licenses issued
- 1,187 Weighmaster licenses issued
- 1,192 Food manufacturers or warehouses inspected

Outcomes:

- 1.5% Small capacity scales inspected were incorrect
- 1.6% Petroleum dispensers inspected were incorrect
- 9.2% Large capacity scales inspected were incorrect
- 1.5% Packages inspected were incorrectly labeled as to net content
- 17.1% Standards tested in our Metrology Lab were incorrect
- 2.3% Food manufacturers or warehouses failed inspection

Efficiency:

- \$65.24 Cost per firm visited for weights and measures inspections
- \$59.96 Cost per large capacity scale inspected
- \$21.66 Cost per calibration performed in the Metrology Lab
- \$107.23 Cost per food and cosmetic inspection
- \$338.29 Cost per warehouse audit
- \$11.96 Cost per official sample drawn for Laboratory Division

PROGRAM – MARKETING & PROMOTIONS

Program Cost:

State Funds:	\$917,236.73
Federal Funds:	\$1,788.15
Other Funds:	\$889,834.50

Program Goal:

To maintain and develop broad-based marketing programs to increase consumer awareness and product demand for quality South Carolina agricultural products at local, national and international levels thereby continuing to stimulate growth in our general economy through advancing agricultural/agribusiness.

Program Objectives:

To provide outlets for profitable movement of South Carolina agricultural products both in their natural form and also in various processed stages. Also stimulate consumer demand for our products by stressing quality, nutritional goodness, value of product and other beneficial reasons to purchase and consume South Carolina agricultural products.

Program Results:

- Utilization and orderly marketing of 400 million plus pounds of South Carolina’s major fresh fruit and vegetable crops.

- Raised the level of awareness at consumer level in South Carolina retail and food service establishments.
- Increased consumer confidence in food channels, supporting healthy nutritional diets while removing fear of contaminated products, thereby increasing fresh and processed product consumption.
- Improved the visibility of South Carolina specialty products, both fresh and processed, at all levels of retail and wholesale trade.
- Established and maintained South Carolina growers as number two in peach production, number two in flue-cured tobacco production, number six in tomato production, number nine in watermelon production, number nine in turkey production, number nine in peanut production, number twelve in cotton production, and number fourteen in pecan production.
- Stabilize decreasing number in fresh fruit and vegetable production industry with cooperative cost effective marketing plans, programs and promotions.

Performance Measures:

Inputs:

Demand for marketing and promotional assistance from production agriculture, specialty products and agricultural processing and manufacturing is steadily increasing due to increased production and competitive marketing programs of competing domestic and international suppliers. Callers seeking assistance and guidelines varies but averages 100 plus per week. The staff level of employees is adequate at present but continuing workloads will necessitate additional employees in the Marketing & Promotion Division.

Outputs:

- International Market Development – Agricultural exports from South Carolina for 1999 estimated at 330 million dollars.
- Certified Roadside/Direct Marketing – Serving 100 plus markets and direct sales outlets.
- Domestic Market Development – Participated in five National Exhibitions, various regional promotional exhibitions, contacted over 400 chain and food service buyer/establishments. Coordinated instate visits for chain and food/service buyers with outlets numbering over 6,000.
- Specialty Products – Assisted the 60 plus specialty product manufacturers/distributors through South Carolina trade shows and supplying trade leads.
- Sheep, Goat, and Ratite Development and Expansion – Worked with individuals and groups to further develop and expand this industry to its maximum potential for South Carolina producers. Assisted with meetings that included producers, processors and food brokers to establish markets and market demand with profit potential.
- S. C. Quality Program – A program to increase overall awareness of South Carolina products, working with 75 plus members and most chain food stores operating in South Carolina.
- Equine Program – Served 50,000 owners with 100,000 plus animals that have an economical impact on our economy of 330 million dollars. Also worked with the Horse Council's membership of 2,500 plus.
- Aquaculture – Coordinated activities of aquaculture and striped bass association with membership of 65 plus. Worked closely with legislative issues and national associations.

- Home Economist/Nutritional Program – Worked with national 5 A Day Program, S. C. School Lunch Challenge, Farm City Week, DHEC and Harvest Hope Food Bank. Also through 125 plus television and radio spots promoted nutritional and healthy diet and lifestyles to all of South Carolina with over-laps into neighboring states.
- Ornamental Horticulture Program – Worked with 800 plus members of the Nurseryman’s Association, green house growers, landscape, and turf and sod producers. This industry has sales of over 400 million dollars wholesale on an annual basis.
- Exotic Mushroom Program – Coordinated the marketing and promotion of the commercial growers in South Carolina.
- Established Agribusiness Support Services – Assisted over 100 established agri-business firms with marketing and production assistance, also with packaging, transportation, and other aspects of business for profit and expansion within South Carolina.
- S. C. Commodity Board Program – Assisted the present S. C. Commodity Boards with their collections, marketing, administrative, and other related duties to promote sales, usage and research for each.
 - a) Cotton Board: 281,000 bales on 315,000 harvested acres
 - b) Soybean Board: 9 million bushels harvested on 450,000 acres
 - c) Peanut Board: 26.4 million pounds harvested on 11,000 acres
 - d) Watermelon Board: 124 million pounds harvested on 9,500 acres
 - e) Pork Board: 300,000 hogs and pigs
 - f) Cattle and Beef Board: 500,000 cattle and calves
 - g) Tobacco Board: 78 million pounds
- Major Agricultural Associations – Coordinated and worked closely with Chairman and Association Boards with their administrative, marketing, financial guidance, and other related items.
 - a) S. C. Peach Council: Weather condition limited production to 160 million pounds on 16,500 harvested acres
 - b) S. C. Tomato Association: 83 million pounds on 3,600 harvested acres
 - c) S. C. Watermelon Association: 124 million pounds on 9,500 harvested acres
 - d) S. C. Corn Growers Association: Weather conditions limited production to 19.3 million bushels on 275,000 harvest acres
 - e) S. C. Soybean Association: 9 million bushels harvested on 450,000 harvested acres
 - f) S. C. Horseman’s Council: Worked with 2,500 memberships and over 50,000 animals
 - g) S. C. Apple Growers Association: 32 million pounds produced on 2,400 acres

PROGRAM – MARKET SERVICES

Program Cost:

State Funds:	\$591,889.90
Federal Funds:	\$15,171.72
Other Funds:	\$2,711,754.11

Program Goal:

- To promote the general welfare of this state by enabling producers of agricultural products to help themselves in establishing orderly, fair, sound, efficient, and unhampered marketing, grading and standardizing of the commodities they produce.
- To provide marketing services and facilities to farmers and agricultural marketing entities to improve their efficiency and effectiveness.

Program Objectives:

- To provide facilities and procedures for direct marketing functions.
- To provide basic and objective market news services and other assistance to aid in increasing production and agriculture's participation in the price discovery processes.
- To establish and operate fee service commodity inspection and grading programs.

Performance Measures:

Workload Indicators:

- \$1,084,849 Columbia Market Receipts
- \$ 136,378 Greenville Market Receipts
- \$ 168,364 Pee Dee Market Receipts
- \$ 190,158 Fruit and Vegetable Inspection Fees
- \$ 108,468 Grain Inspection Fees
- \$1,005,656 Poultry and Egg Inspection Fees

Efficiency Measures:

- The Market News Service provides information to Clemson's computer information network, at no cost, which has expanded our dissemination to all county extension offices and private subscribers.
- Daily livestock information broadcasts are aired on three television and thirty radio stations.
- Use of newspaper coverage to carry market news reports eliminates costly mailings.
- Automatic answering machines are utilized to disseminate information.
- All market news information is on the Internet for easy access by users.

Effectiveness Measures:

- All requests for inspection services were fulfilled including requests on holidays and weekends.
- South Carolina operates inspection services on a fee basis for poultry eggs, grain, fruits and vegetables. Traditionally our fees have been the lowest in the southeast per unit of inspection.
- All inspections at shipping point were deemed accurate in that no turnarounds were experienced at receiving point markets.
- Utilization of electronic dissemination of marketing information and official market news has enabled us to serve additional clientele at significant cost reduction.