

MARKET BULLETIN

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A PEACHY PLACE TO BE

BY EVA MOORE • PHOTOS COURTESY OF MCLEOD FARMS

Peach season came early in South Carolina this year, with warm, mild weather ripening fruit a few weeks ahead of schedule.

South Carolina is well known for its peaches, growing more than any other U.S. state besides California. Medium-sized and magnificently sweet, the state's peaches are sought out up and down the East Coast.

After a handful of up-and-down years for peaches in the state, 2020 is shaping up to be quite stable. In 2017, the state lost much of its peach crop to a warm winter followed by a freeze. 2019, on the other hand, was a big peach year, with an oversupply driving down prices. And this year? For Kyle Tisdale, director of the South Carolina Peach Council, it's reassuringly typical.

"Everything is good," Tisdale says. "Overall I think most people are happy."



than I thought it would be. A lot of that has to do with South Carolina and Georgia opening up. We thought it would be just locked down."

Northeastern states are typically good markets for South Carolina peaches, but those markets are tighter this year due to COVID-19 measures, Tisdale says.

Roadside stands have been doing particularly strong peach sales this season, Tisdale says.

It seems consumers are seeking out new and different ways to buy peaches.

Rachel McCormick is marketing manager for McLeod Farms, her family's business in McBee, South Carolina. She says the farm has been doing big business at its roadside market and at farmers markets – with some operational and physical changes in place to enforce social distancing.

"We're also offering a curbside service," McCormick says. "You can order online, pull up and we'll put the peaches in your car for you."

The farm's peach subscription boxes – five shipments of 20 peaches each, spaced out every two weeks throughout the season – also sold out for the summer.

"We feel like our business is thriving right now because a lot of people, because of the pandemic, became aware that maybe the big superstores won't have everything that they need all the time," McCormick says. "It turned people's eye to the little roadside market where they could get their produce, milk and eggs. They came to us and supported our small business."



Some growers are coping with disease pressures, and yields aren't quite as high as expected. The early start to the season also means some adjustments for growers and retailers as peaches ripen before their planned July 4 peak.

The COVID-19 pandemic has affected the peach industry, as it has all of agriculture – but perhaps not as much as many feared.

"It has not affected peaches as much as we expected," Tisdale says. "We haven't been able to get out and merchandise things, but it's been more normal

COMMISSIONER'S CORNER

HUGH E. WEATHERS

SOUTH CAROLINA COMMISSIONER OF AGRICULTURE



SUMMER PRODUCE, SUMMER MARKETS

I was in the Upstate in Greenville on June 6 to mark the reopening of TD Market, the city's downtown Saturday farmers market. Because of the COVID-19 pandemic, the market has a new name this year: TD Essential Market. This is the market's 18th season, and it's unlike any previous one – vendor booths are spaced 10 feet apart, vendors are wearing masks, there are no food samples or food prepared on site. But one thing is the same, or in fact even more important: It's all about seeking out locally grown food and supporting the farmers who grow it.

Masks or not, I got to see some farmer friends that I hadn't seen for a while. They were excited about the market getting started back up. Officials allowed a set number of folks to enter, so after my purchases, I made one shopper happy by leaving in to shop. Following the guidelines I saw in Greenville, I believe we can open back up our economy and still limit the new cases of COVID-19.

Lots of other farmers markets are opening for the season, too. If you're looking for resources on reopening a market or making the experience safe, you can check out the list of resources gathered by the South Carolina Association of Farmers Markets at southcarolinafarmersmarkets.com.

Of course, our three State Farmers Markets remained open throughout the pandemic, but now that summer produce is coming in, business is really picking up. It's a good thing we had some quieter times during the early days of pandemic to put in place social distancing and cleanliness measures. Certified South Carolina peaches, sweet corn, and other beloved treats are beginning to show up in our markets and at stores and farm stands across the state, and I hope you'll do your part by buying and eating some.

Speaking of doing your part, if you've been putting off completing the 2020 U.S. Census, I urge you to take care of it now. Census data help determine everything from how many seats South Carolina gets in Congress to where the money goes after a natural disaster. Agriculture and our rural communities can't have a voice or get our share of funding if we're not counted in the first place, and the U.S. Census is where that all begins. You can call 844-330-2020 or visit my2020census.gov to complete your Census report, or you may have received a form in the mail. Please take this important step to help ensure a voice for agriculture.

PRICE INCREASE REMINDER

The price of a print subscription to the Market Bulletin will increase to \$15 per year effective July 1.

If your renewal date is on or after July 1, 2020, renewing will cost \$15 per year.

Renewal cards will be mailed out this month for subscriptions that expire in August.

Market Bulletin Office

Monday – Friday • 8 AM – 4:30 PM
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agriculture.sc.gov/market-bulletin

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UPCOMING EVENTS

Remote Produce Safety Rule Grower Training

June 23 • 1 – 5:30 pm

Due to the COVID-19 pandemic, this training is being offered temporarily via remote delivery. In order to participate, individuals must have a webcam and audio capability. Fruit and vegetable growers and others interested in learning about the Food Safety Modernization Act (FSMA) Produce Safety Rule and food safety are invited to attend this training.

Online

Contact: Brooke Horton

803-351-1244 • bhorton@scda.sc.gov

bit.ly/June23SCPSR

SALES & AUCTIONS

Live Estate Auction

June 20 • 9:30 am

Tractors, farm implements, trailers, tools, antique farm items, more.

4001 Bamberg Road, Cordova

Contact: Steve Wall

803-533-6334

cogburnauction.com

Cathcart Auction

June 20 • 10 am

2nd & 4th Saturday of each month. Poultry, animal related, and farm equipment.

140 Buffalo Ranch Road, Buffalo

Contact: Judy Cathcart

864-427-9202

Claxton's Auction

June 20 & 27 • 11 am

Every Saturday. Cows, equine, goats, sheep, pigs, camelots, ratites, poultry, and small animals.

18627 Low Country Hwy, Ruffin

Contact: William Claxton

843-909-4285 • wlcjr@yahoo.com

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South Carolina Department of Agriculture Contacts

Commissioner's Office
803-734-2190

Certified SC Program
803-734-2207

Hemp Farming Program
803-734-8339

Consumer Protection
803-737-9700

Livestock & Grain Market News
803-737-4621

Fruit & Vegetable Inspection
803-737-4597

Market News Recording
803-737-5900

Fruit & Vegetable Market News
803-737-4497

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803-253-4052

The South Carolina Market Bulletin

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POLICIES FOR ADVERTISING

For full policies, visit:

agriculture.sc.gov/market-bulletin/market-bulletin-policies

Only ads pertaining to the production of agricultural products and related items are published. Ads are accepted for South Carolina items, even if the seller lives out of state, provided the item is in state at the time the ad is published and at the time of sale.

Ads are published free of charge and in good faith. The *Market Bulletin* reserves the right to edit and verify ads but assumes no responsibility for their content.

Ads cannot be accepted from agents, dealers, or commercial businesses, including real estate. Sealed bids, legal notices, or consignment sales are not accepted.

SUBMITTING ADS

No matter the submission method, you must include the advertiser's name, complete address with zip code and county, and phone number with area code with your submission. Do not use all capital letters.

- **Email:** Send ads to marketbulletin@scda.sc.gov. Put the words "Market Bulletin ad" in the subject line.

- **Online:** Go to agriculture.sc.gov/market-bulletin. Select "Submit Market Bulletin Ad" and complete the form. If you include your email address, you will receive an automated reminder for a renewal.

- **Mail:** SC Market Bulletin, PO Box 11280, Columbia, SC 29211. You must use 8.5 x 11 inch paper.

- **Fax:** 803-734-0659

The deadline for submitting ads and notices is noon on Tuesday of the week **before** the publication date.

NEXT AD DEADLINE

JUNE 23 • 12:00 PM

SCDA State Farmers Markets

SOUTH CAROLINA STATE FARMERS MARKET

3483 Charleston Highway
West Columbia, SC 29172
803-737-4664

GREENVILLE STATE FARMERS MARKET

1354 Rutherford Road
Greenville, SC 29609
864-244-4023

PEE DEE STATE FARMERS MARKET

2513 W. Lucas Street
Florence, SC 29501
843-665-5154

VISIT AGRICULTURE.SC.GOV

Click on the State Farmers Markets button for more information about each location

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Mail completed form with check or money order payable to the SC Department of Agriculture to: SC Market Bulletin, PO Box 11280, Columbia, SC 29211
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6/18/20

PALMETTO LEAF MEMBERS DISCUSS GOOD AND BAD LEADERSHIP DURING CRISIS AND CHANGE

BY JESSICA CABRERA

As the 2020 COVID-19 pandemic continues, 22 leaders and aspiring leaders from the 2020 cohort of the Palmetto Leadership Program for the Environment, Agriculture and Forestry (Palmetto LEAF) were asked to reflect on their perceptions of good and bad leadership during a time of crisis and change. Instead of the focus being on running productive operations or hitting organizational goals, the results highlighted the incredible demand for leading people (not projects) well during a time of crisis and change.

People leadership is always a fundamental component of effective leadership, crisis or not. The difference we see during challenging times is that there is an elevated awareness of the desperate need for a leader's focus to be on the people he or she is leading.

Leaders should be on guard – a time of crisis and change is not the time to retreat and wait to see what happens; it is the time to charge ahead with more effort and intentionality as a leader than ever before!

BAD LEADERSHIP

Let's start with what NOT to do as a leader during crisis and change. Listed in the order of importance, the following is what Palmetto LEAF's leaders and aspiring leaders reported as "bad leadership" behaviors during COVID-19:

TOP 5 BEHAVIORS OF BAD LEADERSHIP

1. Not communicating: Lack of communication, leaving staff to fend for themselves, forgetting others, not being available, and being unresponsive was the top leadership issue, by far!
2. Prioritizing productivity over people: Lack of compassion, not being empathetic, and serving self-interest before people's needs.
3. Unwillingness to change: Being rigid, stubborn, not accepting change, and trying to continue to operate as if under normal conditions.
4. Poor strategizing and decision-making: Not having a plan, making uninformed decisions or not making decisions at all, allowing emotions to dictate outcomes, and not asking for help.
5. Not leading by example: Being critical of others, casting blame, being judgmental, and not setting a good example.

A time of crisis and change is a call to action for leaders. The price of bad leadership during a time of high stress and uncertainty can be costly. Leaders are under a spotlight during challenging times – it is the perfect time to shine.

GOOD LEADERSHIP

Many of the thoughts on good leadership could potentially be the inverse of the bad leadership behaviors, but the reflections gathered from the survey surfaced many more noteworthy considerations for exercising good leadership during a time of crisis and change. Listed in the order of importance, the following is what leaders and aspiring leaders reported as "good leadership" behaviors during COVID-19:

TOP 10 BEHAVIORS OF GOOD LEADERSHIP

1. Putting People First: Having compassion, respecting others, being empathetic and understanding, and putting the health and safety of those you lead and serve first and foremost.
2. Humility and Trust: Being humble and knowing when to ask for help, seeking input from those who are qualified, collaborating, listening, trusting others, and being honest and truthful about the situation.
3. Communicating more than usual: Establishing continuous communication with all levels, over communicating, combating the spread of misinformation, demonstrating steady and deliberate speech, and being responsive.
4. Keeping Calm: Remaining calm during the crisis, having a steady temperament, and recognizing the difficult moment, but remaining positive.
5. Flexibility: Over half of the reflections included the word "flexibility" as an important behavior during crisis and change. Everyone needs their leaders to be flexible!
6. Being Supportive: Proactively helping where needed, reaching out to help others, and being there for your employees.
7. Trying new things: Thinking outside the box, making and proposing changes to adapt to the situation and reduce the negative impact, and being creative.

8. Making clear decisions: Being decisive and making firm decisions based on facts, staying current and informed, determining the impact and taking steady and deliberate actions.
9. Being patient and positive: Being patient and motivating your people, being positive and encouraging, so employees know we are all in this together.
10. Taking ownership as a leader (not "passing the buck"): Forming a plan & strategizing with all levels, planning early and executing, being an example to those around.

It is clear that during a time of crisis and change, leaders must tap into their emotional intelligence and interpersonal skills to leverage the opportunity to lead well.

Leaders must shift their thinking away from impressive results and towards impressive relationships.

A leader's business savvy is incredibly necessary to keep the business or institution going, but for the leader to keep the people going, exercising character, communicating, trying new things, and putting people first will enable the leader, the people and the organization to thrive in the midst of crisis and change.

Special thanks to the 2020 cohort of the Palmetto Leadership Program for the Environment, Agriculture and Forestry for their reflections on good and bad leadership during COVID-19.

Palmetto LEAF is a two-year intensive academic, experiential learning and networking curriculum designed to facilitate personal and professional growth and success, while sharpening character and leadership skills for each participant. The program is housed and directed by Clemson University's College of Agriculture, Forestry and Life Sciences (CAFLS) and Public Service and Agriculture Division in conjunction with key program related cooperating partners including the South Carolina Department of Agriculture.

Jessica Cabrera, M.Ed., is the Director of Member Engagement and Leadership Development at South Carolina Farm Bureau Federation. She is the President of the South Carolina Association for Talent Development and serves as an Advisory Board Member and Guest Facilitator for the Palmetto LEAF program. To connect with Jessica, visit [linkedin.com/in/cabreraj/](https://www.linkedin.com/in/cabreraj/)

SC AGRIWELLNESS CONNECTS FARMERS AND FARM FAMILIES TO FREE COUNSELING SERVICES

1-800-968-8143

South Carolina Farm Bureau Federation has launched a new program called SC AgriWellness that will make counseling services available to South Carolina farmers and their families, free of charge. SC AgriWellness, administered by First Sun EAP, provides access to a wealth of professional services. These services are available to support farmers as they navigate the many issues contributing to overwhelming stress affecting the well-being of South Carolina farmers and farm families.

First Sun EAP's trained professionals have participated in Clemson University Cooperative Extension Service's Farm Stress Awareness training to better understand the issues South Carolina farmers are facing.

SC Farmers and their families should reference "SC AgriWellness" when calling 1-800-968-8143.

Crisis intervention services are always available, without limit.

When a South Carolina farmer or farm family member initiates services (opens a case) with First Sun, he/she is entitled to three (3) sessions free of charge. The SC AgriWellness initiative will pay 100% of the fees incurred for this bundle of services. Cases are opened per individual, not per household. More than one person in the household may benefit from the services. Please note: Membership verification is not required to access this resource. This is available to all farmers and farm families in South Carolina, regardless of Farm Bureau membership status.

For more information about farm stress, visit [scfb.org/farmstress](https://www.scfb.org/farmstress).



EPA OFFERS CLARITY TO FARMERS ON DICAMBA USE

BY U.S. ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON – On June 8, 2020, the U.S. Environmental Protection Agency (EPA) issued a key order providing farmers with needed clarity following the Ninth Circuit Court of Appeals' June 3, 2020 vacatur of three dicamba registrations. The cancellation order outlines limited and specific circumstances under which existing stocks of the three affected dicamba products can be used for a limited period of time. EPA's order will advance protection of public health and the environment by ensuring use of existing stocks follows important application procedures.

“At the height of the growing season, the Court's decision has threatened the livelihood of our nation's farmers and the global food supply,” said EPA Administrator Andrew Wheeler. “Today's cancellation and existing stocks order is consistent with EPA's standard practice following registration invalidation, and is designed to advance compliance, ensure regulatory certainty, and to prevent the misuse of existing stocks.”

EPA's order will mitigate some of the devastating economic consequences of the Court's decision for growers, and particularly rural communities, at a time they are experiencing great stress due to the COVID-19 public health emergency.



DETAILS OF THE ORDER

EPA's order addresses sale, distribution, and use of existing stocks of the three affected dicamba products – XtendiMax with vapor grip technology, Engenia, and FeXapan.

Distribution or sale by any person is generally prohibited except for ensuring proper disposal or return to the registrant.

Growers and commercial applicators may use existing stocks that were in their possession on June 3, 2020, the effective date of the Court decision. Such use must be consistent with the product's previously-approved label, and may not continue after July 31, 2020.

BACKGROUND

On June 3, 2020, the Ninth Circuit Court of Appeals issued an order vacating EPA's pesticide registrations containing the active ingredient dicamba: Xtendimax with Vaporgrip Technology (EPA Reg. No. 524-617); Engenia – (EPA Reg. No. 7969-345); and FeXapan – (EPA Reg. No. 352-913).

Dicamba is a valuable pest control tool that farmers nationwide planned to use during the 2020 growing season. Since the Court issued its opinion, the agency has been overwhelmed with letters and calls from farmers citing the devastation of this decision on the millions of acres of crops, millions of dollars already invested by farmers, and threat to America's food supply.

For more information, visit epa.gov.



S.C. FARMERS LOSE USE OF IMPORTANT HERBICIDES EARLY IN THE SEASON

BY TOM HALLMAN, CLEMSON UNIVERSITY

PENDLETON, S.C. — One of the most widespread and effective herbicides in South Carolina farmers' arsenal has been barred from sale early in the growing season.

Officials with the Department of Pesticide Regulation (DPR), a state regulatory agency based at Clemson University, issued a statement this week on the effect a U.S. Ninth Circuit Court of Appeals ruling and subsequent U.S. Environment Protection Agency orders will have on farmers who grow more than half a million acres of cotton and soybeans in the Palmetto State.

The change immediately prohibits sale and distribution of three prevalent dicamba-based herbicides and will prevent their use entirely by the end of July.

The affected pesticides are:

- Xtendimax with Vaporgrip Technology (manufactured by Bayer, EPA Reg. No. 524-6 17)
- Engenia (BASF, EPA Reg. No. 7969-345)
- FeXapan (Corteva, EPA Reg. No. 352-9 13)

“Pesticide dealers in South Carolina who have existing stock of these products should stop

all sales immediately and contact their dealer representative to facilitate a return to the registrant or other legal disposal,” the statement read.

“The EPA final cancellation order allows for Commercial and Private applicators who have possession of existing stock of these products to lawfully use them until Friday, July 31, 2020. After this date no legal uses of these products will be permitted and existing stock must be disposed of in a legal manner.”

Steve Cole, director of Clemson's Regulatory Services unit, said licensed applicators who have stocks of the herbicides on hand and aren't able to use them before the July 31 deadline should contact their dealers and arrange to have them returned to the registrants through their representatives.

A registered herbicide for more than 50 years, dicamba is a common chemical used to control a broad array of crop-choking weeds. It is one of the few herbicides proven to be effective against pigweed, or Palmer amaranth, which can be devastating to cotton and soybean crops.

“A preponderance of cotton and soybean varieties planted in South Carolina are designed to be resistant to dicamba, so this is a very big and

difficult change for producers,” Cole said. “The fact that it comes right in the middle of the planting and growing season is like a double whammy. They've already got expensive seed in the ground relying on a herbicide that had been previously approved by the EPA but taken away after the court decision.”

Stakes are high. South Carolina farmers planted 335,000 acres of soybeans and 300,000 acres of cotton last year, more than any crop other than corn, according to the National Agricultural Statistics Service.

The case that led to the Ninth Circuit ruling vacating the three herbicide registrations was filed in 2017 and re-filed and expanded last year. It argued that EPA violated the Federal Insecticide, Fungicide and Rodenticide Act, or FIFRA, when approving the registration.

“It turned out to be the worst possible timing for agriculture, especially in the Southeast,” said Mike Weyman, Regulatory Services deputy director. “It's not just the manufacturers and distributors, but the farmers. The growing season won't wait for them to line up a replacement. There are no winners here.”