

**SOUTHERN UNIVERSITY
AGRICULTURAL RESEARCH AND EXTENSION CENTER**



Leodrey Williams

CHANCELLOR'S REPORT

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Board of Supervisors

Southern University and A & M College System

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SU AG CENTER HONORS MOU WITH ST. LANDRY PARISH

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Following the recent Memorandum of Understanding between the SU Ag Center and St. Landry Parish, the proposed garden project has since taken root. On April 10, Southern University Ag Center experts Mila Berhane, senior research associate and Yemane Ghebreyessus, professor, plant and soil sciences, started work on the one-acre garden. The spring garden was sown with 400 tomatoes seedlings, 400 pepper seedlings, 100 herb seedlings, 8 rows of beans and 8 rows of sweet corn. The inmates received hands-on experience from preparing the land to planting and installing irrigation system.

The garden is expected to produce more than enough food for the jail's more than 250 inmates with enough left over to sell.



Inmates receive hands-on training from SU Ag Center specialists



The garden team prepares to water plants



Dr. Yemane installs irrigation system

During the launching of the St. Landry garden, the parish president, other parish dignitaries and the press were on hand. The event received wide media coverage including the *Daily World*, the *Alexandra Town Talk*, the *Baton Rouge Advocate* and the *KNOE 8 News* in Opelousas. The article is available online at:

[http://
www.dailycomet.com/
article/20120414/
APN/1204140632?
p=1&tc=pg](http://www.dailycomet.com/article/20120414/APN/1204140632?p=1&tc=pg)

PROCUREMENT CONFERENCE MOTIVATES SMALL BUSINESSES

The Southern University Agricultural Research and Extension Center held its 8th Annual "Connecting Businesses with Contracts" Procurement Conference, April 10.

The event which was open to all small business owners, contractors, and the public, attracted nearly 400 individuals to the Southern University Baton Rouge campus.

Other conference participants and exhibitors were potential and existing contractors, entrepreneurs and government agencies with contracting officers and purchasing agents who came to support the event or seek beneficial information and network.

Attendees received information on sources of assistance, the process of registering and obtaining licensing, methods of financing, and securing contracts. Participants also learned the latest techniques on selling products and services to private industry, federal, state, and local government agencies.

Representatives from the United States Small Business Administration were available to discuss SBA programs, guarantees, the certification process, bonds and surety, GO Loans, and disaster loans.



Conference networking



Concurrent session



Exhibitors and conference attendees interact

The Louisiana State Contractor Licensing Department was also available to answer questions from individuals interested in becoming licensed as well as existing contractors who wish to expand their businesses.

This year, the Center for Rural and Small Business Development at Southern University Agricultural Research and Extension Center, Southern University College of Business, the U.S. Small Business Administration, Louisiana Small Business Development Centers of Baton Rouge and Lafayette, and Louisiana Procurement Technical Assistance Center hosted the conference.

When asked why the conference has continued for eight years, Gloria London, director of the Center for Rural and Small Business Development said "Because it offers an excellent opportunity for small business owners to obtain, share information, network and improve their business strategies."

"It keeps growing, the first year we had a little more than 200 attendees and now the conference is nearly 350 participants strong, and still growing, said London."

SU AG CENTER CLIMATE CHANGE SYMPOSIUM DRAWS INTERNATIONAL PRESENTERS

The Southern University Agricultural Research and Extension Center hosted a symposium on climate change and ecosystem, April 24 at A. O. Williams Hall, attracting presenters from the United States and China. The goal of the symposium was to share research and educational information on how the change in climate and ecosystem is affecting the forests, wetlands and water, and ways to mitigate them to ensure sustainability.

The SU Ag Center Chancellor Leodrey Williams; Vice Chancellor for Research Adell Brown, Jr.; Vice Chancellor for Extension Gina E. Eubanks; and Vice Chancellor for Research and Strategic Initiatives at SUBR, Michael Stubblefield brought greetings to symposium participants.

During his welcome address, Chancellor Williams emphasized the relevance of the symposium to the current climatic changes that continue to have negative impacts on the United States and the world at large.

Among the presenters were students, faculty and professionals from organizations such as Southern University; Louisiana State University; Columbia University; USDA Forest Service; U.S. Geological Survey; East Carolina University; University of Southern Mississippi; and Northeast Institute of Geography and Agroecology Institute, Chinese Academy of Sciences, Changchun, P.R. China.

Discussions included topics such as, *An overview of trends, projections and potential ecosystem impacts in the Southeastern United States; An ecosystem approach to climate change and urban forestry education and research; What we know and how we know it; The role of the US Forest Service in climate change science and management; and Modeling and assessing the impact of climate change on the Amite River Ecosystem*, among others.

Zhu Ning, professor, urban forestry, SU Ag Center organized the event.



Dr. Brown welcomes participants



Dr. Ning presents to the audience

SU Ag Center KICKs BUTTS at SHREVEPORT HEALTH FAIR

The Communities of Color Network, Regional Coordinator for Region VII, Urina F. Holt, hosted a Kick Butts Block Party/Health Fair to spread the word on National Kick Butts Day in Shreveport, March 22. The event was held on the corner of Texas Street and Louisiana Avenue next to SU Shreveport's Metro Center. Many community health vendors participated in spreading the word on the harmful effects of tobacco use.

The SU Shreveport cheerleading squad judged local middle and high school cheerleaders in a cheering competition. They made up chants and cheers on "No Tobacco" and "Stop Smoking." Contestants received trophies for "Most Spirit," "Most Creative Cheer" and "Most Motivated." Event participants had an opportunity to view the Institute of Tobacco, list of harmful ingredients found in tobacco, diseases caused by the use of tobacco, and the functions of a good lung compared to a lung that has had been exposed to tobacco smoke. Also available was the test that measures the age of participants' lungs by blowing into a tube.

Attendees had an opportunity to receive face-painting, write positive messages on sidewalk with chalks, play bingo, which listed ingredients found in tobacco and diseases caused by tobacco use. The crowd enjoyed hotdogs, chips, and drinks, and much more.

The Communities of Color Network passed out t-shirts, rulers, back packs, pens, and kick butts stickers to event participants. Supporting vendors included SU Shreveport's Nursing Program, Dental Hygienist, Shreveport Police Department, and Fire Department, along with other local community health partners.

KTAL (Channel 6) came out and interviewed Ms. Holt on the importance of getting the message out to inform our youth on the use of tobacco. Holt spoke on how tobacco was the leading cause of death among African Americans, and that some of the diseases caused by tobacco use include cardiovascular disease, heart disease, stroke, and cancer.

Holt brought awareness of the harmful effects that result from using tobacco to the participants. The Region VII Coordinator asked the participants to make a commitment that they would either stop smoking or for those who were not using tobacco, to never pick up the deadly habit of using tobacco, (spit tobacco or smoking tobacco).

The Communities of Color Network is an educational awareness program at the SU Ag Center, which addresses the unhealthy consequences of tobacco use and the dangers of secondhand smoke.

The U.S. Centers for Disease Control and Prevention reports that Louisiana ranks second among the states with the largest percentage of African-American smokers at 27%, behind Michigan. The Coalition for Tobacco-Free Kids, (2009) reported that in Louisiana, approximately 690 adults die each year due to secondhand smoke exposure.



Fair attendees gather information



HUBZONE BOOT CAMP

The Center for Rural and Small Business Development coordinated a “HUBZone Boot Camp” with the U.S. Small Business Administrative (SBA) on April 24 in the SU Ag Center. More than 30 participants from diverse backgrounds across the state attend the event.

The SBA’s Historically Underutilized Business Zones (HUBZone) Program is designed to assist small businesses located in these designated areas in identifying and securing federal contracts. HUBzone areas are typically areas of low to median household income, high unemployment rate, or both.

Boot camp attendees gained information on contracting programs available for small businesses, eligibility and certification requirements, government purchasing procedures, and how to become a government vendor.

Jo Ann Lawrence, Lead Business Development Specialist in the Louisiana Office of SBA in New Orleans spearheaded the training. For further detail, contact Gloria London, director of Center for Rural and Small Business Development at 225/771-4107, or Eual Hall, business development specialist at 225-771-4105.



Lawrence emphasizes point to training participants

RABBIT SHOW SPURS COMPETITION AMONG YOUTH

On April 14, youth from across the state gathered at the Maurice A. Edmond Livestock Show Arena in Baker for the 40th Annual State and National Rabbit Show, hosted by Southern University Agricultural Research and Extension Center. Family and friends were in attendance to lend support. Buyers were there too to take home excellent breeding stock.

The Rabbit Show is a gathering of all kinds of rabbit breeds and colors, with children as young as four years old working with siblings to produce a grand family affair.



Showing table



Judging table



A proud Show winner

The SU Ag Center’s Rabbit Show is the largest in the state with competitions in 16 sanctioned rabbit breeds. Participants are school-aged youth who represent Future Farmers of America (FFA) chapters, 4-H Clubs, and other youth groups.

SU AG CENTER HOLDS COMMUNITY GARDEN CURRICULUM WORKSHOP

The Southern University Ag Center has developed a community garden curriculum. On April 4, some of the specialists who contributed to making the curriculum a success along with guest speakers conducted a workshop for the public to gain knowledge on how to practice sustainable and organic gardening techniques.

Gina E. Eubanks, vice chancellor for Extension brought welcome to workshop participants.

Presenters and topics included: Mila Berhane, senior research associate, *Using Rain Barrels*; Johnny Carrier, Lighthouse Mission, Opelousas, *Gardens Change Lives*; Chris Robichaux, county agent, St. Martin and Iberia Parishes, *Overview of the Community Garden Curriculum Lessons 1 – 6* an *Introduction to Soil and Composting*; Ollie Doucet, Baton Rouge Garden Alliance, *Testimony for Community Gardens*; Sarah Sims, extension aide, Madison Parish, *School and Community Gardens: Inception to Consumption*;

Yemane Ghebreyessus, professor, plant and soil sciences, *Access to Water- Lesson 10, Rainwater Harvesting*; Tiffany Wilkerson-Franklin, Project Coordinator, Military Community, Family and Youth Extension Project, *Improving Quality of Life Through Gardening*; and Stephanie Elwood, extension associate, *Community Gardens Overview* of CGC Lessons 11 – 14. The workshop concluded with a question and answer session.



A sample of cabbage plant from Tallulah Elem School Garden



Cross section of workshop session



Sims makes a presentation to workshop participants

WAKE UP LOUISIANA!

One of the main goals of the Communities of Color Network (CoC) is to educate the African American business community about the dangers of tobacco use and secondhand smoke, and further, to have them commit to being 100% tobacco-free facilities.

Tobacco-free African American bars in Baton Rouge are rare. Two such establishments are *The End Zone Daiquiri and Bar* and *The Famous Theater*. To help highlight their uniqueness and to show CoC's support, Frankie Poland, regional coordinator, chose these two bars in celebration of the Wake Up Louisiana advocacy event for 2012. She made presentations to their patrons about the dangers of tobacco use and secondhand smoke, in addition to handing out literature on both issues.



L-r: Susan Shields, owner, End Zone Bar, and Frankie Poland, CoC, SU Ag Center



L-r: DJ Red Sylez and Poland addressing bar patrons on the dangers of tobacco use

In conversation with the owners, Poland found that neither entity sees its non-smoking policy as a hindrance to their businesses. Patrons were eager to talk about their quit smoking successes and about how much they enjoy the smoke-free environment.

More than 300 people were in attendance.

Wake Up Louisiana is an annual statewide educational advocacy event sponsored by the Communities of Color Network. Activities are held during the month of March.

CENTER FOR RURAL AND SMALL BUSINESS DEVELOPMENT BRINGS ASSISTANCE TO NEW IBERIA

The Center for Rural and Small Business Development (CRSBD) and the Hopkins Street Economic Development District began holding a free six-week business development training in New Iberia, on April 16 at the Anderson Middle School.

Joseph Lockwood with the Hopkins Street Economic Development District provided opening remarks to the participants and welcomed them to the session.

Gloria London, Director of the CRSBD brought greetings, spoke about the purpose of the training, provided background information about the Southern University Agricultural Research and Extension Center and the services provided through the Center for Rural and Small Business Development.

LaKeeshia Giddens, Program Director of the CRSBD's E-Learning Center, spoke to the participants about the E-Learning Center's ca-

pabilities and the services it can provide.

Eual Hall, Business Development Outreach Specialist, conducted a training session on "How to start a business."

The second session of the six-week series was held on Monday, April 23 at the Anderson Middle School.

CRSBD Director, Gloria London, provided greeting to the participants and Linda E. Brown, with the Communities of Color Network – SU Ag Center, spoke on the topic "Customer Service with Swagger."

Jacqueline A. Nash, Esquire, SU Law Center, also presented training on the "Legal Aspects of Starting and Running a Small Business."

The free training series will continue on April 30, May 7, 14 and 21 from 6 p.m. – 8 p.m. at the An-

derson Middle School, 1059 Anderson Street, New Iberia, La.



Giddens interacts with participants

E-LEARNING CENTER ASSISTS HAMMOND AREA BUSINESS

The Center for Rural and Small Business Development's E-Learning Center conducted an application assistance training seminar on completing the USDA Rural Development's Housing Loan and Grant Program for the staff of All About U Personal Care Service in Hammond, La. on April 26.

The business requested assistance with the application to help their clients, some of which are in dire need of home repairs and lack the funds to make the improvements. The objective of the rural housing loan and grant program is to assist eligible very low-income owner-occupants in rural areas repair

their single family homes or pay the costs of repairs and improvements that will remove identified health and safety hazards, or to repair or remodel dwellings to make them accessible and useable for household members with disabilities.

All About U Personal Care Service offers home health care services in the form of in-home, personal 24 hour, special needs and elderly services.

The CRSBD will continue to assist the business with other rural development trainings in the coming months.



SU Ag Center trainers and Hammond trainees pose in front of the Mobile Unit

E-LEARNING CENTER VISITS TANGIPAHOA VILLAGE

The E-Learning Center visited the residents of Tangipahoa Village on April 26.

Tangipahoa Village Mayor Michael Jackson and town residents welcomed the idea of receiving business development training in the community.

There was also a request for job placement training, GED preparation, nutrition training and college entrance information in the community.

CRSBD staff members are planning to partner with other Ag Center staff members, as well as the

Southern University Baton Rouge campus to assist in meeting the needs of this rural community in the future.



Trainers and trainees pose in front of the SU Ag Center Mobile Unit

SU AG CENTER HORSE SHOW EXCEPTIONAL

The Southern University Agricultural Research and Extension Center hosted the 42nd Annual Horse Show, April 20-22 at the Maurice A. Edmond Livestock Show Arena in Baker. Trail riders from as far as Texas, Mississippi, and North Louisiana traveled to Baton Rouge for the event.

This year, the horse parade left from the Edmond Livestock Show Arena in Baker to Leland College with different horse riding associations, from which, first and second place winners were selected by judges. More than 75 horses participated in the parade, which included riders of all ages.

The gates opened for the three-day event at noon on Friday, a fashion show followed at 6:30 pm, while the ultimate ranch rodeo took place at 7:00 pm. Saturday morning, the event went into full force with the Youth Ultimate Ranch Rodeo, Stick Horse Rodeo, and the climax of the show, the Trail Ride from the Edmond Livestock Arena at noon. After the conclusion of the gated horse show, Leon Chavis and the Zydeco Flames entertained the crowd, followed by J. Paul, Jr. and Zydeco Nubreeds at 9:00 pm. On Sunday, the show came to a close following the Cowboy Church Service and Farewell Breakfast.



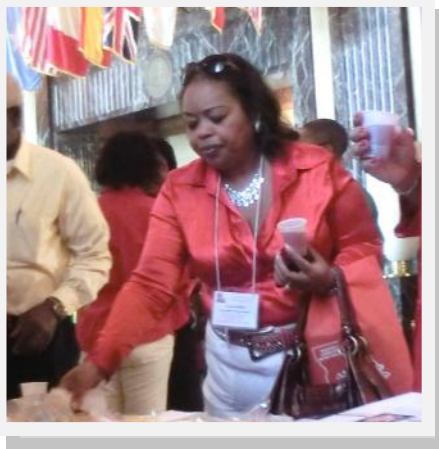
Riders on parade route from the Livestock Arena

SOUTHERN UNIVERSITY AG CENTER, CAMPUSES RALLY TO PRESERVE SYSTEM

The Battle of the Budget was launched in April 2011 as Southern University System students, faculty and staff took to the steps of the capitol. This year, as part of the Support Our Southern Campaign, the SU Ag Center joined forces again with the other four campuses and rallied at the Capitol. On April 19, officials and students from all entities in Southern University System gathered in the Rotunda of the State Capitol to express their feelings about impending budget cuts.

To show economic its impact on the state, the SU Ag Center displayed booths of information and

products such as goat and hibiscus products generated to sustain the economy.



SOS advocates visit SU Ag Center booth to sample products

In the afternoon, the SU Marching Band—Human Juke Box drummed their support of the SOS campaign at the steps of the Capitol. The goal of the rally was a call for help from legislators to save the System from impending cuts. The event attracted wide media coverage. To read more about the rally, visit NBC 33 at: <http://www.nbc33tv.com/news/education/southern-university-at-the-capitol-today>

COMMUNITIES OF COLOR NETWORK CO-SPONSORS WOMEN CHEFS' SHOW OFF

The Communities of Color Network (CoC) at SU Ag Center co-sponsored the 17th Annual Women Chefs' Show Off held at the Belle of Baton Rouge Casino & Hotel Atrium. This was a fundraising event in support of the Capital Area Family Violence Intervention Center, Inc. benefitting The Battered Women's Program.

The Communities of Color Network is an educational awareness program at the SU Ag Center, which addresses the unhealthy consequences of tobacco use and the dangers of secondhand smoke. Throughout the year, CoC has collaborated with the Battered Women's program to educate its clients through an ongoing variety of activities including presentations, booth displays, along with distribution of pamphlets and other materials related to tobacco use.



SU Ag Center staff in attendance included Linda Early Brown, director, Communities of Color Network; Gloria London, director, Center for Rural and Small Business Development; Paula Jordan, CoC Regional Coordinator; and other advocates for CoC including Caroline Mays and Pamela R. Ginn.

In addition, CoC provides information about smoking cessation.

During the Chefs' Show Off, Frankie Poland, Regional Coordinator and Bernice Carter, Community Encourager addressed and answered questions posed by some of the 300 guests in attendance as they visited the booth display.

FACULTY AND STAFF ACCOMPLISHMENTS AND ACTIVITIES



Adell Brown, executive vice chancellor and vice chancellor for Research, Southern University Agricultural Research and Extension Center, and president of the 100 Black Men of Metro Baton Rouge was honored on April 6 as one of six exceptional community leaders across the country by 100 Black Men of America Inc. Congratulations, Dr. Brown! The full story is available at <http://theadvocate.com/home/2483859-125/business-honors-for-april-6>

The 100 Black Men of America, Inc. is a national organization. The mission of the 100 is to improve the quality of life within the community and enhance educational and economic opportunities for all African Americans. They aim to create an environment for children to become motivated to achieve through mentoring, and to empower people to become self-sufficient shareholders in the economic and social fabric of the communities across the USA.

Linda Early Brown, director, Communities of Color Network, was recently selected to serve on the Txt4health Community Advisory Board. Txt4health is a free mobile education service to fight diabetes. It is a federal initiative from the Office of the National Coordinator for Health Information Technology.

Participants in Txt4health receive about 4-7 SMS text messages for 14 weeks with timely, relevant information to help them improve

and manage their health. There is no cost to enroll in the program. However, message and data rates may apply according to plan with wireless carrier. At this time, the service is only available in Greater New Orleans, Detroit, and Cincinnati.

To enroll in the program, text "HEALTH" to 300400 on mobile phone or online at <https://txt4health.com/txt4health/Display/display.aspx?CurrentXsltId=5>



Front row, Brown in green

FACULTY AND STAFF ACCOMPLISHMENTS AND ACTIVITIES CONTD.

Patricia Lee, assistant area agent in DeSoto Parish spoke on emergency preparedness at the Foster Grandparent Training held at the Multi-Cultural Alumni Center, Mansfield, on April 13. Approximately 67 foster grandparents received information on how to prepare their families for disasters that are common in Louisiana. Each foster grandparent received handouts with a list of items needed in their evacuation bags in the event a situation occurred that may require them to leave their homes.



Cross section of participants at grandparents workshop



Lee, right, receives a certificate of participation

Lee also served as a plenary speaker on Healthy Eating Choose My Plate during the 2012 Women Retreat Celebrating Wellness & Culture, held in Caddo Parish at the Highland Center in Shreveport, April 21.

LaKeeshia Giddens, Program Director of the E-Learning Center in the Center for Rural and Small Business Development (CRSBD) appeared on the talk show ‘Acadiana Today’ on April 16 to promote the CRSBD’s free six-week business development training series being held in New Iberia.

The training is designed to assist individuals interested in starting a business and existing business owners in expanding their business.



The show aired at noon and 6:30 p.m. on Acadiana Channel 22.1, Cox Cable Channel 9, Allen Cable Channel 8 in Acadia, Evangeline, Iberia, Jeff Davis, Lafayette, St. Landry, St. Martin, St. Mary and Vermilion Parishes.

The series will continue on April 30, May 7, 14 and 21 from 6 p.m. – 8 p.m. at the Anderson Middle School, 1059 Anderson Street.

UPCOMING EVENTS

May 19: Small Ruminant Field Day at LSU Vet School. Please contact Lisa Gray at 225-771-3843 or via email lisa_gray@suagcenter.com for further details.

June 14-16: Family and Youth Exposition. SU Ag Center, Baton Rouge. For additional information, contact Dr. Wanda Burke, Youth Development Specialist at 225-771-5184.

July 9-13: Youth Cooking School, Session 1. The registration fee is \$15.00 per student. For further detail, contact De'Shoin York Friendship at 225-771-2582 or via email deshoin_york@suagcenter.com

July 18–22: Small Farmer Agricultural Leadership Training Institute. Kentucky State University, Frankfort, Kentucky. For more information, please contact Dr. Dawn Mellion-Patin at 225-771-3532.

July 23-27: Youth Cooking School, Session 2. The registration fee is \$15.00 per student. For further detail, contact De'Shoin York Friendship at 225-771-2582 or via email deshoin_york@suagcenter.com

July 24: Louisiana Small Farm Tour. Small farmers tour the state. For more information, please contact Dr. Dawn Mellion-Patin at 225-771-3532.