



RURAL DEVELOPMENTS

SC RURAL DEVELOPMENT COUNCIL UNVEILS NEW WEB PAGE

STORY BY STAN PERRY

The South Carolina Rural Development Council has a new web presence. The site launched on October 27, 2008 and resides at www.scrdc.org. Council assistant director and webmaster, Stan Perry, has been working with Period Three, of Columbia and Dallas, on the design. The site boasts a clean modern look and is easy to navigate. A series of rotating illustrations that capture the changing face of rural South Carolina greet the user each time the home page is engaged.

The Resource Organization Directory houses a powerful search engine that allows the user to access information designed to support rural development. The user can search by category, agency or key word. Users can suggest agencies or other sites to be included in the directory by electronically completing the Submit your Agency section. The site also contains sections on Best Practices and a Photo Gallery. These sections will be populated by submissions received from our members and other site visitors.

Both sections have instructions for submitting documents and photos.

Council members are also invited to submit upcoming events and news worthy items for posting. The SCRDC Newsletter section houses versions of all newsletters created to date. The website also hosts a search engine that allows the user to search within the SCRDC site or on the web. Please take a few moments to visit your new site. If you have any questions or comments, just use the Contact Us section.

RURAL DOWNTOWN DEVELOPMENT EXPERT ADDRESSES ANNUAL MEETING OF THE SC RURAL DEVELOPMENT COUNCIL

STORY BY WALTER HARRIS

Dan Carmody of Carmody Consulting from Detroit will address the annual meeting of the SC Rural Development Council on November 11, 2008. The meeting will be held at Santee Cooper's Wampee Training Facility in Berkeley County.

Rural leaders from state and federal agencies, private sector organizations, local public officials and education leaders come together regularly under the leadership of the SC Rural Development Council to discuss timely topics such as downtown development, infrastructure,

rural health, funding, leadership and new initiatives which will enhance prospects for development in our rural areas. Membership in the Council is open to all who have an interest. A common topic of interest in the Council is always how member organizations and individuals can work together to address problems. Often individual agencies and their programs cannot address the issues without accessing additional expertise.

Carmody will be joined on the agenda by Dean Byrd of SC ETV who will discuss the important issue of broadband communications in rural South Carolina. As we all know, broadband has become one of

the most important economic development drivers for economic development. In this age of the knowledge based economy, a community cannot expect to be successful without the ability to share knowledge with the rest of the world in the manner that knowledge workers find the most efficient. Mr. Byrd will talk about important new initiatives at SC ETV which will enhance the prospects for rural SC citizens to compete in the economy of the future. If you or other community leaders would like to participate in this or other important meetings of the Council, please contact Walter Harris at walterh@clemson.edu for additional information.

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MARKETMAKER2

INSIDE

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INTERNET-BASED MARKETING TOOL FOR FOOD SECTOR IN DEVELOPMENT FOR SOUTH CAROLINA

STORY BY DR DAVE LAMIE

SCMarketMaker™ is an online portal designed to connect producers and consumers with businesses in the food supply chain. The site uses an interactive mapping system coupled with a searchable database to locate producers and businesses while also helping to pinpoint specific markets for agricultural and seafood products based on detailed census data.

The main purpose of MarketMaker is to provide important information resources that allow members of the food supply chain to connect with each other, develop new markets, and enhance their overall profitability.

On a local level, MarketMaker™ can help increase the sales of South Carolina caught, grown and processed products and enhance cooperation within the agricultural and seafood industries, while aiding in rural and small business development. This means that more profits can be generated and more money can stay in South Carolina.

MarketMaker™ is also a national portal, so the availability of South Carolina products will be made known

to consumers all over the country.

Everyone can benefit from MarketMaker™. Farmers and seafood producers can use the site to find markets for what they produce (for example, SC wild-caught shrimp or home-grown tomatoes), while retailers, chefs and household consumers can find local produce, seafood and other products. Farmers, fishermen and other small businesses can also use the site to discover new niche markets for their products, along with nearby processors, wholesalers, and roadside markets. Farmers and others supporting agri-tourism events will be able to register as well. Consumers will be able to more easily search and map whatever information they desire from the system.

The site is currently under development with expected rollout early in 2009, once sufficient producer registration has occurred. Once the site goes live, there will be on-going opportunities for producers, retailers, processors, farmers markets, distributors, and restaurants to register. All participants will be able to access the system to update their information via a secure password-enabled system.

There are several ways you can

participate. Producers can participate by providing detailed information about their products via the registration site available at www.scmarketmaker.com.

Institutional and organizational consumers (restaurants, grocery stores, schools, etc.) can participate by encouraging producers in your "foodsheds" to provide the information that will allow you to find a bounty of their products once the site is made public. You can also consider sponsoring a regional workshop to help facilitate effective use of the MarketMaker site.

Farmers and seafood market organizers and managers can participate by collecting information about their markets and providing it to the MarketMaker team when it is requested later this year.

Household consumers can eagerly anticipate the MarketMaker site and begin using it as soon as it is made available.

Those interested in helping to sponsor the site are asked to contact Dave Lamie at dlamie@clermson.edu.



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The South Carolina Rural Development Council is a federally recognized organization made up of federal and state agencies, non-profit organizations and other organizations which have interests or responsibilities in rural areas.

The SC Community Development Collaborative is made up of organizations interested in effective community development practices in South Carolina. It is facilitated by Clemson's Institute for Economic and Community Development.

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