



Why

- Local Food Movement
- Interest in “Backyard” production
- Package for “farm to fork”
- Diverse locations and offerings
- Cross market and advertise across disciplines
- Cost Recovery/Fee Based
- Reach new audiences



Where it started

- \$5000 initiative grant from Dr. Dromgoole in 2013
- Formed agent committee
 - Bexar County and touch counties: Atascosa, Wilson, Comal, Kendall, Guadalupe
 - Committed to individual programs and an Expo
 - Hired PR firm for design and tag line
 - Agreed to cross sell
 - Invested in Constant Contact
 - Monthly brochure to cross sell



What we are doing

- Diverse offerings
- Many different and “fun” locations
 - Brewery, Don Strange, Sandy Oaks Olive Farm, Nature's Herb Farm, Pearl Farmers Market
- Advertise across county lines
- Agents seek professional development
 - Cheese, bread, chickens, beekeeping....
- Hands on interactive programs – taste, smell, touch, build
- Small classes



Segments

- Backyard Animals
 - Chickens
 - Rabbits
 - Adding goats
- Gardening
 - Rain barrels
 - Gardening
 - Fruit trees
 - Irrigation
- Old World skills
 - Sausage making
 - Deer processing
 - Beer and wine



- Food Artisan
 - Homemade wines
 - Food preservation
 - Bread making
 - Cheese making
 - Gifts from the kitchen
 - Herbs
- From Backyard to Business
 - Cottage foods
 - Pet treats
 - Small acreage

Contact your County Extension Agent to learn more. Local offices of Texas A&M Agrilife Extension Service include:

Atascosa County (830) 769-3066
1003 Oak St., Jourdanton, TX 78026

Bexar County (210) 467-6575
3355 Cherry Ridge Dr., Suite 212
San Antonio, TX 78230

Comal County (830) 620-3440
325 Resource Dr., New Braunfels, TX 78132

Guadalupe County (830) 379-1972
210 East Live Oak St., Seguin, TX 78155

Kendall County (830) 249-9343
210 East San Antonio, Boerne, TX 78006

Wilson County (830) 393-7357
Courthouse Basement, 1420 3rd Street
Floresville, TX 78114

Checkout the website
<http://backyardbasics.tamu.edu>



Details of programs subject to change. Check with appropriate county for final details.

Please notify each site that you plan to attend if you require special accommodations.

Educational programs of Texas A&M Agrilife Extension Service are open to all people without regard to race, color, sex, disability, religion, age, or national origin. The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating.

04/11/2013



Supporting healthy through home-base production, preparation and preservation

For More Information, Visit Our Website
<http://backyardbasics.tamu.edu>

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Atascosa County (830) 769-3066
1003 Oak St., Jourdanton, TX 78026

Bandera County (830) 796-7755
2886 State Highway 16, Bandera, TX 78003

Bexar County (210) 467-6575
3355 Cherry Ridge Dr., S. 212 San Antonio, TX 78230

Blanco County (830) 868-7167
101 E. Cypress Suite 109, Johnson City, TX 78636

Comal County (830) 620-3440
325 Resource Dr., New Braunfels, TX 78132

Guadalupe County (830) 379-1972
210 East Live Oak St., Seguin, TX 78155

Kendall County (830) 249-9343
210 East San Antonio, Boerne, TX 78006

Kerr County (830) 257-6568
3655 Highway 27, Kerrville, TX 78028

Medina County (830) 741-6180
1506 Avenue M, Hondo, TX 78861

Travis County (512) 854-9600
1600B Smith Rd., Austin, TX 78721

Wilson County (830) 393-7357
Courthouse Basement, 1420 3rd Street
Floresville, TX 78114



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02/11/2015

Click on Sign to add place signatures on

Your Introduction to Urban Agriculture



Supporting healthy living through home-based food production, preparation, and preservation.

For More Information, Visit Our Website:
<http://backyardbasics.tamu.edu>

Preserving and Serving the Harvest – Agenda



Sandy Oaks Olive Orchard – 25195 Mathis Rd. Elmendorf, TX 78112

(One of the first commercial olive orchards in Texas Sandy Oaks Orchards® owned and operated by Sandra C. (Sandy) Winokur, lies just off of I-37, 20 minutes south of San Antonio, Texas)

Friday, May 3, 2013

- 8:30 – 9:00 – Registration / Light Refreshments
- 9:00 – 11:30 – Sandy’s Story of the Orchard with Tour and Olive Oil Tasting
- 11:30 – 12:30 – Lunch from the “Olive” Chef
 “Sandy Burgers” with Olive Tapenade and Olive Oil Ice Cream
 Presentation on Herbs by Mary Dunford and Marilyn Magaro from the Herb Market Association
- 12:45–1:45 – Pick a Session: Choose One
 - a) Soaps and Beauty Products from Olive Oil
 - b) Olive Mincing Oil, Olive Oil, and Olive Oil
 - c) Olive Oil and Olive Oil

2:00 – Ends the P

2:10–3:00 – Extr
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Register Online e



Educational programs of Te
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Backyard Basics EXPO

March 28, 2015

EDUCATIONAL SESSIONS:

- Homemade Foods
- Backyard Poultry
- Water Conservation
- Food Preservation
- Garden Basics
- Home Aquaponics
- Beekeeping
- More.....

KEYNOTE SPEAKER:
 Daphne Richards, County Extension Agent—Horticulture & Augie the Plant Doggie as seen on Central Texas Gardener, KLRU-TV
 Vendors will be On Site for Shopping Opportunities!

DEMONSTRATIONS: Building a Chicken Coop, Rain Barrel Making, Raised Garden Bed Construction
 More.....

Madison High School AgriScience Program
 5005 Stahl Rd., San Antonio, TX 78247
 Saturday, March 28, 2015, 9:00 am—3:00 pm
 \$20 Per Person (Children under 16-Free)

Register Online at: <https://agriliferegister.tamu.edu/BackyardBasics> or call (979) 845-2604
 Registration Deadline March 25, 2015 - For more info call: (210) 467-6575

Individuals with disabilities who are planning to attend class and who may need special service, accommodations, or auxiliary aid, please contact the Boerx County Office at 210-467-6575 at least five (5) days prior to the date so appropriate arrangements can be made.

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The Texas A&M University System, U.S. Department of Agriculture, and the County Commissioners Courts of Texas Cooperating

What's the Beef?

Tues., March 26, 2013

6:30 pm—8:00 pm

\$30 per person

Earl Abel's

1201 Austin Highway

San Antonio, TX 78209



Join us to learn about the facts of beef: organic, grass fed, natural, Certified Angus? What does it all mean? Presentation by Texas A&M Agrilife State Extension Meat Specialist, Dr. Dan Hale.

Better yet, what does it *taste* like? Meal provided by the great chefs at Earl Abel's includes sliders made with a great variety of beef to let your taste buds be the judge!

PRESERVE HANDMADE LIVING

A FRESH TAKE ON OLD SCHOOL

Date: April 16, 2015

Time: 8:30 am—3:00 pm

Cost: \$55.00/ with lunch

Learn techniques on how to preserve and serve your home grown vegetables and herbs all year long. You will learn canning basics and food preservation techniques. Hands-on fun and lots of tasting in a picturesque location!

Register online: <http://agriliferegister.tamu.edu>

Keyword *Backyard Basics or by phone: 979-845-2604

DON STRANGE RANCH

103 Waring Welfare Rd.

Boerne, TX 78006

More info. call

Connie Sheppard

(210) 467-6575





Backyard Basics Expo

Recorded by Paul Schattenberg

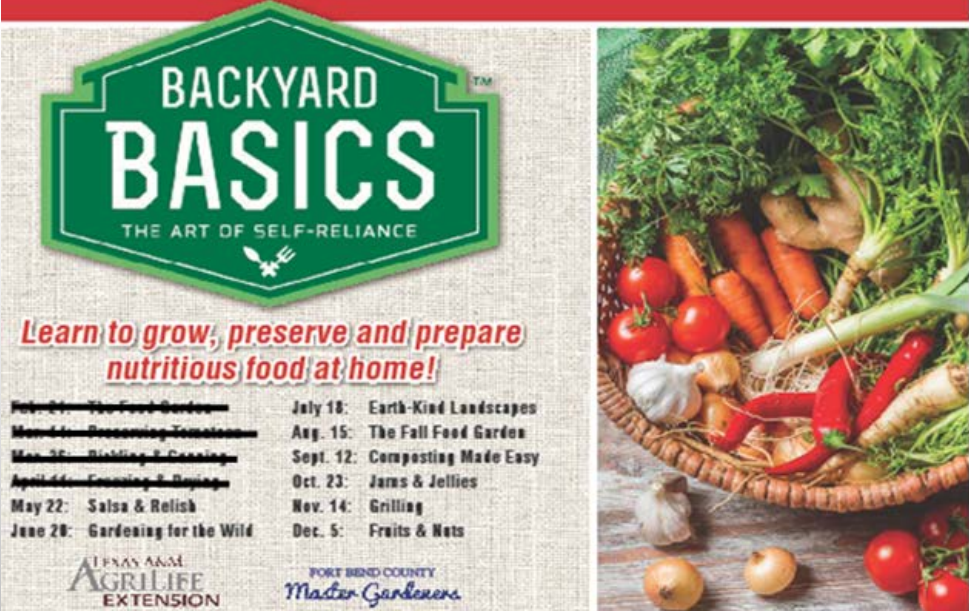


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Evaluations

- Observation
- Customer Satisfaction
- Programmatic
 - Preserve the Harvest
 - Water
- Qualtrics



BACKYARD BASICS™
THE ART OF SELF-RELIANCE

Learn to grow, preserve and prepare nutritious food at home!

Feb. 21: The Food Garden	July 18: Earth-Kind Landscapes
Mar. 14: Preserving Tomatoes	Aug. 15: The Fall Food Garden
Mar. 28: Pickling & Canning	Sept. 12: Composting Made Easy
Apr. 11: Fencing & Hoops	Oct. 23: Jams & Jellies
May 22: Salsa & Relish	Nov. 14: Grilling
June 28: Gardening for the Wild	Dec. 5: Fruits & Nuts

TEXAS A&M
AGRI LIFE
EXTENSION

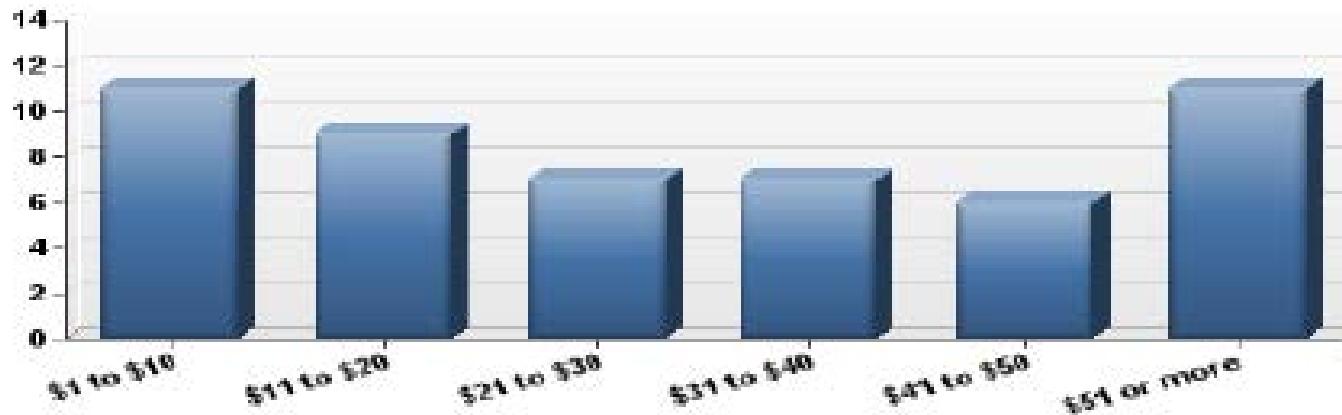
PORT BEND COUNTY
Master Gardeners

Media

- It attracts media and offers good photo opps
 - Public Radio
 - Tv
 - Regular Radio
 - Newspaper
- Specialty and local food publication
 - Coop magazine
 - Edible SA

Evaluation

Do you anticipate benefitting economically (Qualtrics 2013) All on constant contact.



From 2013 Expo alone, 65% anticipated benefitting economically, 91% planned to take action on what they learned, 10% were rural, and 56% had some college or a degree. (Customer Satisfaction survey)

What we have learned

- Participants :
 - want more and want it often
 - like traveling and meeting new agents, people and places
 - want to get their hands wet or dirty
 - are willing to pay and come to multiple activities
 - want to ask questions and think thru information differently
 - have different expectations about the programs and information
 - want online support and videos



Opportunities

- Better web site presence and information
- Some packaged programs for agents
- More on “Moving from Backyard to Business”
- New program ideas frequently
- Training from specialists
- More information packaged for consumers on local food – organic, GMO’s
- Support for seasonal eating – seasonal recipes, food blogs on seasonal food....
- Opportunities for agents to specialize



Group effort

It is across the disciplines and across county lines.

Thanks to our Bexar County Cluster

