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
  3555 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) 240-9343
  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

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

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

**Supporting healthy through home-base production, preparation and preservation.**

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.

Your Introduction to Urban Agriculture

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

04/11/2010
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 do the judging!

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

DON STRANGE RANCH
103 Waring Welfare Rd.
Boerne, TX 78006

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://agrilifeextension.tamu.edu/register/donstrange
Keyword Backyard Basics or by phone: 979-845-2604

More info, call
Connie Sheppard
(210) 467-6575
Backyard Basics Expo

Recorded by Paul Schattenberg
Evaluations

• Observation

• Customer Satisfaction

• Programmatic
  – Preserve the Harvest
  – Water

• Qualtrics
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 benefiting economically (Qualtrics 2013) All on constant contact.

From 2013 Expo alone, 65% anticipated benefiting 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