

ESP Team Recognition Award



Applicant Name: James 'Boone' Holladay, CEA-H
Applicant Address: Texas A&M AgriLife Extension Svc.
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Applicant City State Zip: Rosenberg, TX 77471-8678
Applicant Phone Number: 281-342-3034
Applicant Email: JB.Holladay@ag.tamu.edu
Chapter: Texas/Alpha Zeta
South Region: South

Team Members (Name and Title Only - 150 Words - 1200 Characters & Spaces Maximum):

James "Boone" Holladay, County Extension Agent – HORT
Texas A&M AgriLife Extension Service – Fort Bend
Dr. William M. Johnson, County Extension Agent - HORT,
Texas A&M AgriLife Extension Service - Galveston Co.
Corrie Bowen, County Extension Agent - AG/NR
Texas A&M AgriLife Extension Service - Brazoria Co.
Major W Stevenson, Jr., Extension Agent - AG,
Coop. Extension Program (PVAMU)– Fort Bend
J. Cody Dennison, County Extension Agent - AG/NR
Texas A&M AgriLife Extension Service - Waller Co.
Robert 'Skip' Richter, County Extension Agent - Hort
Texas A&M AgriLife Extension Service - Harris Co.

Enter Title of Program (15 Words - 120 Characters & Spaces Maximum): Gulf Coast Vegetable Conference

What were the Major Issues Addressed (150 Words - 1200 Characters & Spaces Maximum):

- 1) Small-scale agricultural operators and commercial producers in rural, suburban and urban areas need to become more knowledgeable in effectively identifying and evaluating horticultural diversification strategies, particularly in association with urban markets.
- 2) The need for risk mitigation and improved economic sustainability is based on a variety of management techniques and optimum use of all available resources.

What were the resources that were involved in the project? (150 Words - 1200 Characters & Spaces Maximum):

- 1) Farm equipment exhibit provided by Gary Allred, Owner of Rosenberg Tractor.
- 2) Farmers Market Opportunities provided by Edward McGowen, Retired Marketing Specialist, TDA
- 3) Community Supported Agriculture (CSA) Opportunities provided by Stacey Roussel, All We Need Farm – Needville
- 4) Institutionalized Farming Practices provided by Steve Ball, Texas Department of Criminal Justice
- 5) AgriLife Specialist Support - Horticulture, Farm Chemicals, Pest ID & Control, IPM, Irrigation, and Soils/Fertility

Enter the Methods Used (300 Words - 2400 Characters & Spaces Maximum):

Every year approximately 250 small scale agricultural operators and commercial producers attend this day-long event. The individual segments include: new/updated varieties; insect & disease ID and control; weed id & control; irrigation techniques; marketing opportunities; and value-added discussions.

In support of individuals lectures handouts, exhibits and method demonstrations are utilized.

Enter the Results attained (300 Word - 2400 Characters & Spaces Maximum)

Increase knowledge and understanding of the importance/value of business planning, marketing and best management practices for horticultural enterprises in urban and sub-urban areas.

Enter a Summary Statement for Recognition Book (75 Words – 600 & Spaces Characters Maximum):

The Annual Gulf Coast County Vegetable Conference, a multi-county event is in its 29th year, and is held in February with over 250 individuals attending each year. The conference is a means to disseminate the most recent and relevant information regarding vegetable production. The event slates a fantastic lineup of speakers presenting topics that includes: interpreting soil tests, soil fertility & management; variety selection; marketing; IPM; and pesticide laws & regulations.

Chapter Recognition Contact: Vincent J. Mannino,
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