

THE **AG**CENTER

# CHANCELLOR'S

McREPORT

2022 | MARCH



UNITED STATES DEPUTY SECRETARY OF AGRICULTURE  
**DR. JEWEL BRONAUGH**  
VISITS SOUTHERN UNIVERSITY STAKEHOLDERS

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Chancellor-Dean

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Vice Chancellor for Academic  
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Vice Chancellor  
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Vice-Chancellor for Research  
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# Dr. Jewel BRONAUGH

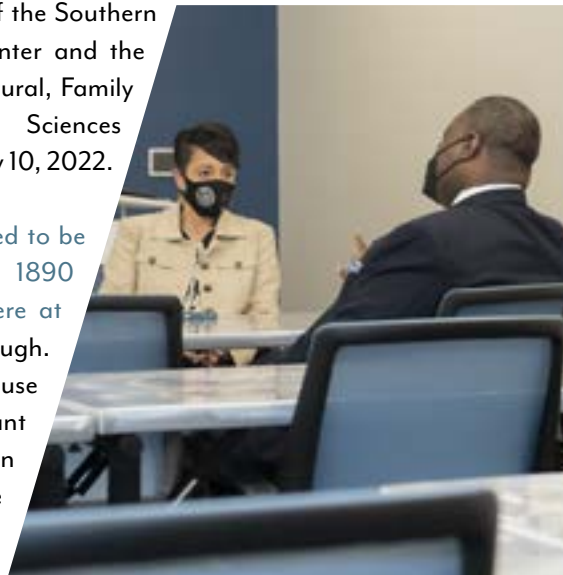
## UNITED STATES DEPUTY SECRETARY OF AGRICULTURE



Dr. Jewel Bronaugh, USDA Deputy Secretary of Agriculture visited with students and the administration of the Southern University Ag Center and the College of Agricultural, Family and Consumer Sciences (CAFCS) on February 10, 2022.

"I'm absolutely delighted to be at one of the premier 1890 land-grant institutions here at Southern," said Dr. Bronaugh. "I'm here from USDA because we have very important partnerships with Southern University. We make investments, as does Southern University, in our 1890 Scholars Program and we have students who, because of our investments, can get a full ride to an 1890 land-grant and an internship experience at USDA. Hopefully, to create a pipeline into USDA."

Dr. Bronaugh spoke one-on-one with several of Southern's USDA 1890 Scholars during a luncheon held at the Valdry Center for Philanthropy on Southern's campus. She also visited several classes and spoke with students enrolled in Family and Consumer Sciences, Urban Forestry, and toured the Southern University Child Development Laboratory.



"I am so impressed with the students that I have met today and I'm really hoping that they will become future USDA employees," said Dr. Bronaugh. "We look forward to partnering with Southern on their Extension work, their research work, and of course your incredible students here. So I'm just delighted to talk about how we can continue those partners," she added.

"We are honored to have Dr. Jewel Bronaugh visit with the Southern University Ag Center in her capacity as the Deputy Secretary of the USDA," said Dr. Orlando F. McMeans, Chancellor of the Southern University Ag Center and Dean of the CAFCS. "This visit allowed us to have discussions around shared priorities in the areas of sustainability, climate-smart agriculture, capacity building for small and disadvantaged farmers and building the agricultural workforce of the future. This visit also reaffirms and reinforces the partnership between the USDA and Southern University," stated Dr. McMeans.

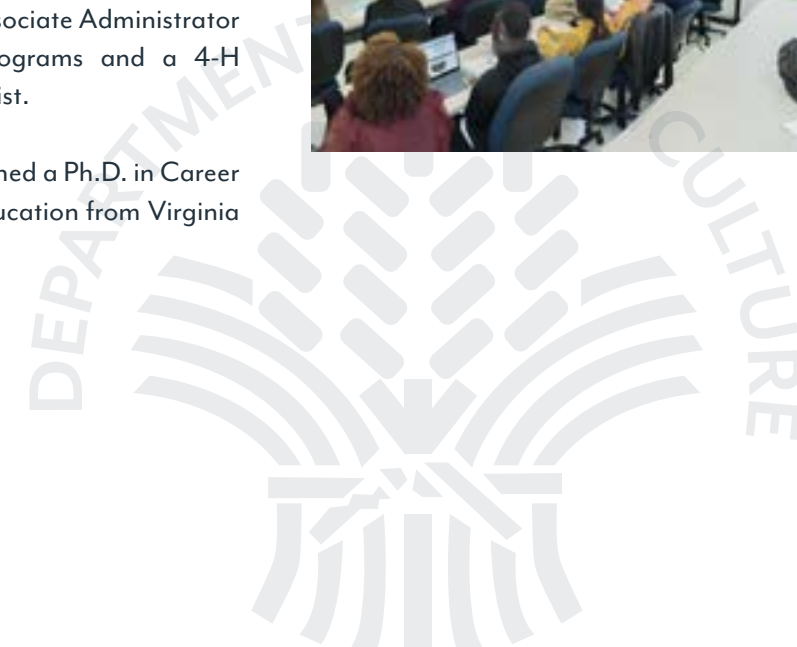
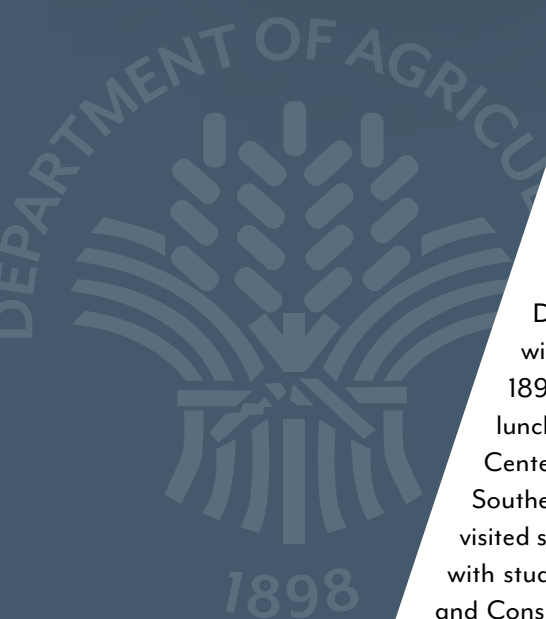
Bronaugh ended her visit by speaking with several small farmers. She discussed her role as the Deputy Secretary of Agriculture and provided information on the USDA's programs for small farmers including the debt relief program. The small farmers were also provided time to express some of their concerns and needs to Dr. Bronaugh such as more locations to sell their produce, the need for additional processing locations for their animals within the state, and a need for additional specialized USDA agents.

"Deputy Secretary Bronaugh reaffirmed the USDA's commitment to the USDA 1890 partnership and USDA's intentions to listen to and address the concerns and challenges of our rural citizens, collaboratively with the 1890 land grant universities nationwide," said Allison Johnson, USDA National Outreach Coordinator-East. "USDA's commitment to better serve 'the people' was certainly a priority during this visit, I'm excited to witness the long-term results of this commitment," added Johnson.

Dr. Bronaugh was confirmed as the Deputy Secretary of the U.S. Department of Agriculture on May 13, 2021. She is the first Black woman and woman of color to serve in this position. Prior to her current appointment, Dr. Bronaugh was the 16th Commissioner of the Virginia Department of Agriculture and Consumer Services in 2018. She also served as the Virginia State Executive Director for the USDA Farm Service Agency (FSA), an appointment made by Governor Terry McAuliffe and then-U.S. Secretary of Agriculture, Tom Vilsack, in July 2015.

Bronaugh also served as Dean of the College of Agriculture at Virginia State University (VSU) with oversight of Extension, Research and Academic Programs and Associate Administrator for Extension Programs and a 4-H Extension Specialist.

Dr. Bronaugh earned a Ph.D. in Career and Technical Education from Virginia Tech.



# 79<sup>TH</sup> ANNUAL LIVESTOCK SHOW

For 79 years, the Southern University Ag Center has continued the tradition of holding a Livestock Show for the youth of Louisiana. Making Southern University the only 1890 Land-Grant Institution to still hold this time-honored tradition.

It was established in 1943 as a poultry show by J.W. Fisher, director of the College of Agriculture and Tom J. Jordan, state cooperative extension agent, along with a group of statewide vocational agricultural teachers, agricultural extension workers, and community leaders.

A dairy calf project was added in the second year and the show's name was changed to the State Poultry and Dairy Show with youth exhibitors (participants) from limited-resource families.

"Being around for 79 years, we have seen changes and trends but our support for the youth of Louisiana is what keeps us moving forward," said Harold Mellieon, Jr., Ph.D., Director of Livestock Programs at the SU Ag Center and Chair of the Department of Agricultural Sciences. "It's great to see 3rd or 4th generation exhibitors coming every year and having a family tradition of competing and learning with others across the state," added Mellieon.

To qualify for the state show, competitors had to have won first place at a parish livestock show.

The Ag Center also holds a "Night with the Stars: Old Fashion Livestock Decorating Contest" during its Livestock Show.

This event is held on Friday after all the animals have been judged to give the participants an opportunity to have fun with their animal, one last time before the Jr. Auction on Saturday morning.



Each winner received a premium, ribbon, rosette, and trophy belt buckle. For a list of the winners, visit <https://www.suagcenter.com/news/4783>.



## Green Enterprise 'College to Career' cannabis industry initiative launched at Southern's campuses

Southern University's Baton Rouge landmass was the first stop for Green Enterprise's College to Career initiative tour. Green Enterprise, produced and operated by Digital Venture Partners, former NBA player Chris Webber's Players Only Holdings, and Black Enterprise. The series of on-campus events brought together entrepreneurs, state officials and thought leaders to discuss solutions to create a point of entry in the emerging cannabis industry, as well as meaningful pathways to success.

The events, content and programming will take place throughout the remainder of 2022, and feature a combination of conversations and lectures covering a wide range of topics, from entrepreneurship to cannabis marketing to building an inclusive industry, beginning in partnership with the Southern University System, the only system of Historically Black Colleges and Universities in the nation. Participating campuses were the Southern University Agricultural Research and Extension Center, which holds one of only two licenses to grow medical marijuana in Louisiana; Southern University Law Center; and Southern University and A&M College. The inaugural event took place on February 18-19, at the Southern University Law Center.

"As part of our valued partnership with Ilera Holistic Healthcare, Southern became the first HBCU to launch a medicinal marijuana line of products," said Ray L. Belton, president of the Southern University System and chancellor of Southern University and A&M College. "We are pleased to join with Green Enterprise in expanding the field of opportunities for others in this innovative space that will spark important dialogue and provide access to invaluable resources and networking."

The presenting sponsor, Curaleaf, will facilitate special conversations, initiatives, and leave-behinds to begin in-earnest partnerships between cannabis operators and HBCUs, fostering an effective talent pipeline into the industry.

"The Southern University Law Center is proud to host this Cannabis Symposium that will help provide training and education to a diverse group of students and community members about an important emerging field that has numerous opportunities pertaining to law and policy in a growing and transformative industry," said John K. Pierre, chancellor of Southern University Law Center.

The initiative's official education partner, Cresco Labs through its SEED™ initiative will present cannabis programming tailored to communities disproportionately impacted by the War on Drugs. These efforts are designed to help individuals develop the skills needed to strategically and successfully enter the cannabis industry. SEED™ builds collaborative relationships with colleges and universities to prepare students for careers in the growing cannabis industry.



Key topics such as social impact and entrepreneurship, as well as, economics and investing, were covered. The full schedule is available at [GreenEnterpriseHBCU.live](https://GreenEnterpriseHBCU.live):

Some topics covered during the initiative included:

- *A Look at Cannabis in the Deep South*
- *A National Overview of Cannabis*
- *Creating Opportunities for Diversity in Cannabis*
- *Careers In The Emerging Industry*
- *Black Farming & Agriculture in Cannabis*
- *A Look Back at the 2018 Farm Bill and Industrial Hemp*
- *Dispensary Ownership: A Different Entrepreneur*
- *The Crossover: How to Enter the Cannabis Industry*
- *My Family, Myself & Cannabis*
- *A Cannabis Marketing Conversation*
- *Cannabis and Social Media: Dos and Don'ts*
- *Raising Capital for Your Cannabis Startup*
- *The Deconstructing Prohibition: A War on Us*

**“The Southern University Agricultural Research and Extension Center is pleased to be a part of the Green Enterprise Inaugural College to Career Initiative,”** said Orlando F. McMeans, chancellor-dean of the Southern University Ag Center and the College of Agriculture. **“As one of two licenses holders in Louisiana to grow medical marijuana, it is our goal to continue to provide education and resources to the community about the cannabis and industrial hemp industries.”**



**Southern University Ag Center to host Women In Agriculture Luncheon**

In honor of Women’s History Month and National Ag Day, the Southern University Ag Center will host a luncheon to celebrate women from all walks of life that are connected through agriculture.

The luncheon, with is themed Agri-Women Growing The Future, will be held at 11 a.m. on Thursday, March 31, 2022 in the SU Ag Center’s Multi-Purpose Building, 14600 Scenic Hwy, Baton Rouge, LA 70807.

Due to COVID-19 restrictions seating is limited and will be reserved for the first 75 registrants. On-site registration will not be permitted.

For additional information contact L’Asia George at lasia\_george@suagcenter.com or Keandrys Dalton at keandrys\_dalton@suagcenter.com.



*(c. Caitlyn Johnson, from East Baton Rouge Parish exhibiting a steer during the 79th Annual Livestock Show)*

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Southern University Agricultural Research and Extension Center and the College of Agricultural, Family and Consumer Sciences is an entity of Southern University System, Orlando F. McMeans, Chancellor-Dean, Ray L. Belton, System President, Edwin Shorty, Esq., Chairman, Board of Supervisors. It is issued in furtherance of the Cooperative Extension Work Act of December 1971, in cooperation with the U. S. Department of Agriculture. All educational programs conducted by the Southern University Agricultural Research and Extension Center and the College of Agricultural, Family and Consumer Sciences are provided to people of all ages regardless of race, national origin, or disability.

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