

Fred Broughton
South Carolina State University

Fred Broughton, Project Manager of South Carolina State University's Small Farmers Project since 1993, has 35 years of experience with agriculture and business. An active high school member of 4-H and the New Farmers of America Organization, he became president of the collegiate chapter of NFAO. An agricultural management specialist from 1964 to 1979 with the USDA Farmers Home Administration, he then opted for entrepreneurship. In this capacity, he provided entry level marketing and retail opportunities for over 100 African American youths.

As Small Farmer Project Manager, Broughton supervised South Carolina State's staff of 1890 Outreach Specialists who provided services and information in areas including production, marketing, record keeping, housing, and community organization on environmental and other issues to the under-served throughout the state.

A strong leader, Broughton has built upon his wide experience. Trained in the Sustainable Agriculture and Risk Management Education initiatives, Broughton has taught farmers how to manage their risk by diversification with alternative crops and use of new marketing techniques. He assisted in the formation of a lettuce cooperative with five farmers planting plots producing over 50,000 pounds of lettuce which, through his guidance, they marketed through the National School Lunch Program. The story was featured in The South Carolina Farmer, the South Carolina Farm Bureau Federation's Summer 2000 issue.

Whether farming problem on Johns Island near Charleston, or the Cainhoy, the Parkers Ferry, and Glendale/White Stone Communities who all had serious water quality problems, or the Helena Community in Newberry County which organized against building a landfill there, or the Fairfax Community needing a hazardous waste site cleanup, Broughton was part of the solutions. He was on a team that successfully won EZ/EC designation for the depressed Williamsburg-Late City Community, which now receives \$3 million in funding over 10 years.

He served as Chair of the 1890 Extension System's Small Farm Profitability and Efficiency Team, on the Governor's Task Force on Agriculture and State Solid Waste Advisory Panel. He is very involved in Orangeburg: the County Development Commission, board member of the Chamber of Commerce, NAACP, Kiwanis, Toastmasters.

For his leadership and willingness to lend his talents to solving a wide range of challenges in South Carolina, the 58th Annual Professional Agricultural Workers Conference is honored to present to Mr. Fred Broughton the George Washington Carver Public Service Hall of Fame Award for the year 2000.