

# chancellor's

FEBRUARY 2020

# McReport



**ILERA**  
HEALTHCARE

SU Ag & Ilera  
partner to  
launch CBD

CAFCS Students  
FLOURISH

UPCOMING  
EVENTS

**ORLANDO F. McMEANS** | **RENITA MARSHALL** | **ANDRA JOHNSON** | **DAWN MELLION-PATIN** | **CALVIN WALKER**  
Chancellor-Dean | Vice-Chancellor for Academic and Student Services /Associate Dean | Vice Chancellor for Research & Technology Development | Vice Chancellor for Extension & Outreach | Executive Vice-Chancellor and Director of SUAREC Special Projects

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FROM THE DESK OF  
CHANCELLOR-DEAN  
**ORLANDO F. M<sup>C</sup>MEANS**

## RIBBON CUTTING

Ceremony for the Ilera Holistic and Southern University  
Ag Center release of New CBD Line

On January 30, the Southern University Agricultural Research and Extension Center (SUAREC) and Ilera Holistic Healthcare jointly released a CBD line to licensed pharmacies located in the state of Louisiana.

This is a historical milestone for the Southern University's Medical Marijuana Program because it is the first HBCU, that is Historically Black College and Universities (Minority Serving Institution), to release a CBD product nationally.

Moreover, the SU Ag Center is working with the Southern University Law Center to better understand the laws and policies governing this new space that is medicinal cannabis. Southern University is developing a comprehensive (research, outreach, educational and economically impacting) model, a template even, for the establishment of medicinal marijuana programs at other HBCUs and minority-serving institutions.

Working with our clientele and stakeholders small and minority businesses, growers and farmers (specifically black farmers), and producing an end product, a quality medicine that increases the quality of life for the clients, it all ties back to SU's land-grant mission. That is the use of the tripartite mission of teaching, research and outreach to advance the scientific, technological, social, and economic needs of the citizens and communities we serve with the end goal of enhancing the overall quality of life. This historical event and the SU Medical Marijuana Program's potential impact on Louisiana speaks to that mission as well as began a new phase in this true and essential endeavor and partnership.



The Southern University Agricultural Research and Extension Center along with its medical marijuana partner, Ilera Holistic Healthcare, held a press conference and ribbon-cutting January 30, 2020 to mark the launch of its hemp-derived CBD product line, Alafia Healthcare.

“This is a historic milestone for the Southern University Agricultural Research and Extension Center in that today, we have become the first HBCU, in partnership with Ilera Holistic Healthcare, to release CBD products to be sold to licensed pharmacies throughout the state of Louisiana,” said Orlando F. McMeans, Ph.D., Chancellor-Dean of the SU Ag Center and the College of Ag.

The event was held at the New Orleans area H&W Drug Store Dispensary, one of the state’s nine marijuana licensed pharmacies. The over-the-counter CBD products will be sold in eight of Louisiana’s nine licensed pharmacies as well as to pharmacies throughout the nation.

Alafia, which means ‘inner peace’ in the Yoruba language, is lab tested, pesticide-free and scientifically formulated. There are currently two formulated PURE CBD tinctures available:

# SU Ag Center launches CBD PRODUCT LINE



“we have become the first HBCU, in partnership with Ilera Holistic Healthcare, to release CBD products to be sold to licensed pharmacies throughout the state of Louisiana,”

Isolate CBD with 500mg (\$40) and 1,000mg (\$80) and Full Spectrum CBD with 500mg (\$40) and 1,000mg (\$80). Additional CBD products will be released soon.

CBD is derived from the hemp plant, which was legalized for sale and distribution in all 50 states in the 2018 Farm Bill. Ilera’s products contain 0.3% or less of tetrahydrocannabinol (THC), the psychotropic component in plants that can cause individuals to experience a “high.” This means users will not obtain a “high” from using the products.

“This program aims at improving the quality of lives for the individuals served via the vehicles of education, research, and outreach, all of which are in line with the mission of the Southern University Ag Center,” added McMeans.

The products are expected to be on the shelves of local and national retailers and distributors by the end of February 2020. For additional information on distribution and retail locations, visit [www.alafiahealthcare.com](http://www.alafiahealthcare.com).

H&W Drug Store, which is the oldest Black-owned pharmacy in New Orleans, is owned by Ruston Henry. Wesley J. Watkins and Sterling Henry, Sr., the father of the current owner, opened the pharmacy more than 50 years ago. The younger Henry took over the business in 1999.



## College of Ag, Family and Consumer Sciences holds Spring Convocation

The College of Agricultural, Family and Consumer Sciences held its Spring 2020 Convocation on January 14 at 10 a.m. in Pinkie Thrift Hall.

The faculty and staff of the College were greeted by Dr. Renita W. Marshall, Vice Chancellor-Associate Dean, followed by an address from Chancellor-Dean Dr. Orlando McMeans.

Dr. Harold Mellicon, Chair of the Department of Agricultural Sciences; Dr. Cheryl Atkinson, Chair of the Department of Family and Consumer Sciences; and Dr. Yadong Qj, Chair of the Department of Urban Forestry provided updates from their departments.

Dr. Oscar Udoh, Coordinator for Planning and Evaluation also provided information and updates from his area.

A presentation on the College's Grow Jags Student Recruitment Campaign was presented to faculty and staff by LaKeeshia Lusk and D'Andre Lee, members of the SU Ag Center's Office of Technology and Communications Services. The campaign aims to grow the number of students enrolled in the College of Agricultural, Family and Consumer Sciences by 300 students. A soft launch for the two-year campaign will begin on February 3, 2020 and will include a general brochure for the College, billboards, posters, and a recruitment webpage.

Closing remarks for the convocation were given by Dr. Calvin Walker, Executive Vice Chancellor and Director of Development: Agriculture, Research and Extension Center.

**#GROW  
JAGS!**

## Two Urban Forestry students named SAF 2019 Diversity Ambassadors



Baton Rouge, La. – Southern University Urban Forestry and Natural Resources students Simbrey Major and Asija Rice were named Society of American Foresters (SAF) 2019 Student Diversity Ambassadors for the organization's national convention in Louisville, Kentucky during October 30 - November 3, 2019. The SAF Student Diversity Ambassador Scholarship Program is designed to promote leadership skills, engagement, and understanding of the value of the forestry profession. The scholarship included the convention's registration, an opportunity to participate in an exclusive networking luncheon, and a \$450 stipend. The students were also paired with a career natural resource professional who served as a mentor throughout the convention.

To apply for the scholarship, the students had to submit an application; be interested in forestry, natural resources, terrestrial ecosystems and/or other related fields as a career; and interested in encouraging and promoting a culture of inclusion within the profession.

Major, a graduate student, and Rice, a senior undergraduate student, competed against nearly 40 applicants from the nation's top universities - such as Yale and Penn State - and were selected as two of the top 10 students who received the scholarship. Major is conducting her master's degree thesis research through a NASA funded competitive project that quantifies the carbon flux of the forests and wetlands in coastal Louisiana. Rice serves as the SAF SU Student Chapter President. She demonstrated her leadership skills by organizing the chapter's activities such as workshops, community service, fundraising, and training events.

Major and Rice were joined by twenty-two other participants from within the College of Agricultural, Family and Consumer Sciences' Department of Urban Forestry and Natural Resources. Southern University's largest participation to date at the SAF National Convention.

# FCS Students and Faculty Present Research during Fall Undergraduate Research Invitational

The Department of Family and Consumer Science faculty and students participated in the 12th Annual Fall Undergraduate Research Invitational. The Conference was held at the University of Louisiana at Lafayette on November 22-23, 2019.

Students focusing on Child Development presented their research findings on the topic of the Necessity of a High-Quality Research-Based Child Development Laboratory in Southern Louisiana. The research investigated the importance of a quality, research-based laboratory that collects data and performs assessments to conduct research, which will adequately prepare children to enter kindergarten.

The creation of the center will strengthen and provide curriculum growth to the Department of Family and Consumer Sciences and prepare both undergraduate students and community child care providers with the skills needed to become proficient in the knowledge base, skills, and teaching techniques needed in an academic setting.

The overall goal of the research was to evaluate the need for a high-quality child development laboratory for young children in the state of Louisiana, more specifically on the Southern University Baton Rouge Campus within the Division of Child Development under the Department of Family and Consumer Sciences.

Faculty in the Department of Apparel Merchandising and Textiles program and the Human Nutrition and Food program also presented research on College Female Students Perceived Body Shape and their Clothing Fit Issues and Internet Shopping Intention among College Students and College Students Eating Behaviors & Attitudes, respectively.



SU Ag Center, Law Center  
to host

## Cannabis & Hemp E d u c a t i o n Symposium

SU Ag Center, Law Center to host  
Cannabis and Hemp Education  
Symposium

The Southern University Ag Center's Medicinal Plant Institute and the Southern University Law Center's Cannabis Compliance, Law and Policy Institute partnered to host a Cannabis and Hemp Continuing Education Symposium on December 12 and 13 at the SU Law Center.

The symposium will include panel discussions on the state's medical marijuana and hemp programs, the 2018 Farm Bill and its impact on the legality of industrial hemp, the impact of cannabis and hemp legislation on minority and underserved populations and much more.

For additional information about the symposium, contact Marla Dickerson, director of the Cannabis Compliance, Law and Policy Institute, at 225-771-4913 or via email at [mdickerson@sulc.edu](mailto:mdickerson@sulc.edu).

## SU Ag Center now accepting meat pre-sale orders for 77th Annual Livestock Show

The Southern University Ag Center's Livestock Show Office is currently accepting pre-orders for non-processed choice beef, pork, lamb and goat meats. All proceeds from the meat sale go directly to the youth participants as a reward for their hard work and financial investment. The following meat choices and quantities are now available for pre-order:

### MEAT ORDER PRICES

ITEM DESCRIPTION	UNIT PRICE <small>(Non-Processed)</small>
One Whole Beef	\$2,000.00
One-Half Beef	\$1,000.00
One-Fourth Beef	\$500.00
One Whole Pork	\$225.00
One Whole Lamb	\$200.00
One Whole Goat	\$175.00

There is a processing fee that is not included in the original cost of the meat. All purchases must be paid by money order or check and made payable to the Southern University Ag Center Livestock Show, prior to picking up the meat from the slaughterhouse. Southern University System employees are allowed to purchase meat through payroll deduction.

Individuals who don't pre-order their meat are invited to do so during the show's 'Special Junior Auction Sale' on Saturday, February 29, 2020 at 9:30 a.m.

The office will deliver the meat to either Cutrer's Slaughter House in Kentwood, 985.229.2478 or Rouchers in Plaquemine, 225.687.4258. *Donations to the Greater Baton Rouge Food Bank are also welcome.*

Southern University has held an annual Livestock Show since 1943 and is the only 1890 land-grant institution currently continuing the tradition of providing an opportunity for the state's youth to showcase their animals, gain entrepreneurship skills and receive character and leadership training.



# FEBRUARY 27-29, 2020

M. A. EDMOND LIVESTOCK ARENA  
14600 Scenic Highway, Baton Rouge, LA 70807

For more information on the SU Ag Center's Livestock Show, how to participate in the show or how to purchase meat; visit <http://www.suagcenter.com/page/2020-livestock-show> or contact the Livestock Show Office at 225.771.6208.



For a decade, the Southern University Ag Center's Louisiana Small Farmers Conference has provided the state's small agricultural producers with strategies and information on the latest educational tools and resources to help them stay in business.

This year's conference themed, "Investing In Your Small Farm Business," will be held at Southern University's Felton G. Clark Activity Center from March 18-21.

Two pre-conference sessions will be held on Wednesday, March 18. Participants will have the option of attending either a Produce Safety Alliance Grower Training or a Louisiana HEMP Summit on this day. The conference will officially begin on Thursday, March 19.

Natalie Baszile, author of the Louisiana based novel "Queen Sugar" will be the keynote speaker on Friday, March 20th.

Baszile is an award-winning author whose works have appeared in O, The Oprah Magazine; The Rumpus.net; the Lenny Letter; and The Best Women's Travel Writing, Volume 9. She is best known for her book, Queen Sugar, which writer/director Ava DuVernay and Oprah Winfrey have adapted into a television series for Winfrey's television network, OWN. The book was nominated for an NAACP Image Award, was listed on the Crooks Corner Southern Book Prize and was named one of the Best Books of 2014 by the San Francisco Chronicle.

Natalie has an M.A. in Afro-American Studies from UCLA and is a graduate of Warren Wilson College's MFA Program for Writers. The conference will also include a grant writing panel, networking opportunities, an exhibit hall, and the Louisiana Living Legends Luncheon, which honors individuals who have made significant contributions to Southern University in the areas of Agriculture, Family and Consumer Sciences.

Limited complimentary registration for small farmers is available until February 28, 2020. After this date, the registration fee for the conference will be \$75 for small farmers.

The fee for agricultural professionals is \$100. All fees should be made payable to the Southern University Foundation – ANR Programs in the form of a check or money order.

Celebrating **10** YEARS

"INVESTING IN YOUR SMALL FARM SUCCESS"

MARCH 18-21, 2020

**LOUISIANA  
Small Farmer  
CONFERENCE**

Southern University  
Felton G. Clark Activity Center  
(Mini Dome)  
Baton Rouge, LA 70813

Register online at:  
[www.suagcenter.com/forms/smallfarms](http://www.suagcenter.com/forms/smallfarms)  
For event information contact:  
225-771-2142

On-site registration will begin at 8 a.m. daily during the conference. Agricultural exhibitors are welcome to participate.

To register online, visit <http://www.suagcenter.com/form/smallfarms>. Exhibitors can register at <http://www.suagcenter.com/form/exhibitor-registration-for-the-10th-annual-louisiana-small-farmer-conference>.

For additional information contact Zanetta Augustine at 225.771.2591 or via e-mail at [zanetta\\_augustine@suagcenter.com](mailto:zanetta_augustine@suagcenter.com).







# learning everyday about **DEVELOPMENT** SUMMIT 2020

## L.E.A.D. Summit excels in Jonesville, Louisiana!

The Southern University Ag Center hosted its Learning Everyday About Development (L.E.A.D.) Summit in Jonesville, Louisiana on January 30 at the Classic Venue on the Bayou.



The goal of the Summit was to assist the Town of Jonesville in enhancing its community by providing mayors, stakeholders, citizens, members and other community decision-makers with the information on grants and initiatives.

The Summit was organized by Gerald Williams, SU Ag Center's Community and Economic Development Specialist. Williams partnered with Jonesville's Mayor Milton Ceasar to hold the event in the small town.



"I want to make sure all small towns receive the same information as big cities," said Williams. "Most small towns are overlooked. So I have made it my mission to get these resources to those hidden treasures throughout Louisiana," he added.

Topics covered during the Summit included Growing Your Small Community, Prospering Your Community through External Programs and Financing Rural and Small Communities.

Speakers included Pat Forbes, the State Director for Community Development; Pat Witty with Louisiana Economic Development; Brian Davis, the Executive Director of Louisiana's Historic Preservation, and representatives from several USDA Agencies and the U.S. Department of Housing and Urban Development (HUD).

"We are beyond grateful that a summit of this caliber was brought to our town," said Joe Chapelle, who participated in the event. "This was needed. It is truly a catalyst to push our community forward."

The Town of Jonesville is looking forward to partnering with the Southern University Ag Center to have a community development site housed in their town.

SU Ag Center provides Etiquette Training to More Than 100 Youth

One hundred and eight students at Park Forest Middle School were introduced to proper table etiquette by Southern University Ag Center's 4-H educators.

The trainings, which were a part of the 4-H National Mentor Youth Futures Program (NMP), were held at the Baton Rouge middle school from October – December 2019.

During the sessions, each student was given a dining place setting board that described in detail the different types of place settings. This included a basic, breakfast, formal, and a soup and bread place setting. Many of the students shared that they didn't know a table could have so many different utensils. One student stated she never heard of a soup spoon until participating in the open class discussion on table settings. After a few weeks of reviewing the dining place setting board and proper phone etiquette, instructors Milissia John-Baptist Cole and Delores Johnson tested the students with a simple game of 'What Do You Know.' As expected, the youth did great.

Dealing with conflict was another major topic discussed. Students were given scenarios that challenged them to positively resolve conflict. One scenario centered around bullying. This sparked a major discussion. At that time, a middle school student in Baton Rouge Parish, commit suicide as a result of bullying. Many of the students shared that they had experienced bullying as recently as the current school year. Each youth took a pledge against bullying and vowed that if they saw something, they would say something.

For more information about the SU Ag Center's 4-H Mentoring Program, contact Tiffany Franklin, Ph.D, at [tiffany\\_franklin@suagcenter.com](mailto:tiffany_franklin@suagcenter.com).

# SU Ag Center PROVIDES Etiquette TRAINING



**4-H National  
Mentoring  
Program**



## Southern University System Celebrates 8 Years – 100% Tobacco-Free

The Communities of Color Network (CoC) and the Southern University Ag Center would like to congratulate the Southern University System as we celebrate eight years of being a tobacco-free entity.

After a five-year educational awareness campaign, the Communities of Color Network (a tobacco educational awareness initiative) strategically collaborated with Louisiana Public Health Institute (TFL), former Board President Darren Mire and the SU System Board of Supervisors to approve a 100% Tobacco-Free policy which went into effect January 2012. Southern University was the first college system in Louisiana to approve such a ground-breaking policy which is considered the "gold" standard.

Linda Early Brown serves as the Director for CoC with a TEAM of Statewide Regional Coordinators including Jamea Hart, Johnetta Rhone, Frankie Poland, and Ryan Sugulleh who are currently instrumental in providing tobacco educational workshops. Celebrations are held in Baton Rouge, Shreveport, and New Orleans to highlight and update the community on the current practices of Big Tobacco, serve as an enforcement tool and to continue the commitment in making a difference in creating healthier existences.



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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, Domoine D. Rutledge, 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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