

# Wakulla Berries, *Wakulla County*

Submitted by Extension Agent(s): Les Harrison

**R**achael McClure has been an innovator by identifying, researching and establishing a new crop to the area for the purpose of serving new and previously unidentified market segments in Wakulla County. She is currently initiating a blackberry U-Pick operation and is an agriculture innovator in Wakulla County on several levels. McClure has identified a crop for which there is high local demand. She researched varieties and cultivars, then located a source for the selected plants in central Florida. McClure has used the latest in drip irrigation/fertigation techniques to conserve water resources. Water quality issues are a constant concern in Wakulla County because of the many springs and the nature of the soil. McClure is now engaged in promoting her product offerings to residents of Wakulla and Leon Counties.

## Improving Agriculture through Extension Involvement

Mrs. McClure has availed herself of all the information available from IFAS Extension. She has consulted the Wakulla Ag Agent for marketing, promotion and business regulatory aspects of her new enterprise. McClure has accessed specialists at the North Florida REC in Quincy and the Suwanee Valley REC on a variety of cultural and production practices. She utilizes the UF/IFAS soil testing service through the Extension Office and consulted on a variety of relevant topic with the Wakulla Agriculture Agent.

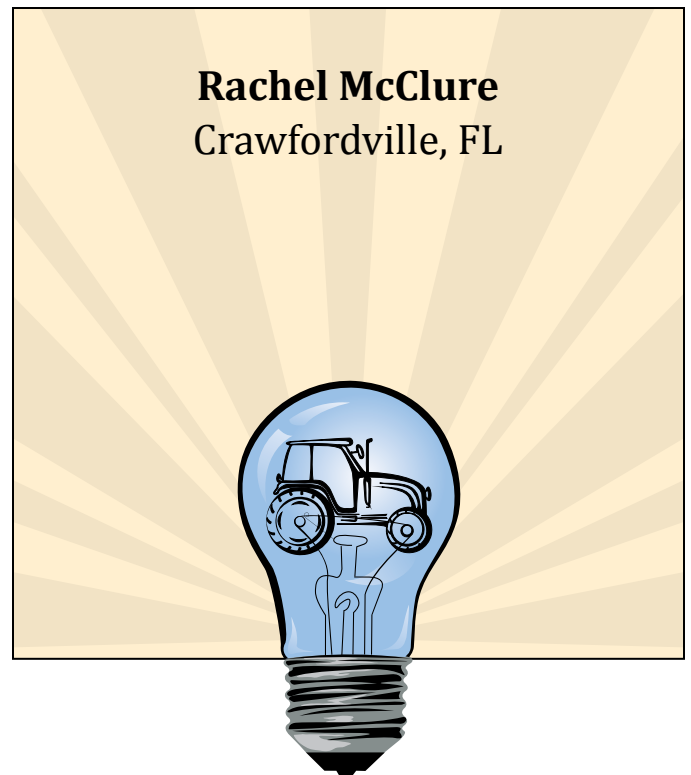
## Impacting Agriculture in Northwest Florida

Mrs. McClure has served as a model for county residents who are inquisitive but not quite as adventurous in their farming pursuits. She is living proof that just because it has not been grown in this area, that does not mean it cannot be grown profitably. McClure is filling a niche market need that nobody locally was able or willing to serve. She has been a responsible steward of natural resources such as water, and has instituted practices to preserve water quality. McClure also has a positive environmental impact by producing a commodity that otherwise would be trucked in for hundreds of miles. Her actions save fuel, put under-utilized land into production and keep revenues close to home. ■





Northwest Florida Extension District



**Rachel McClure**  
Crawfordville, FL

2013 Agricultural Innovator