

# WKY GROWER BUYER MEETUP

Daviess Co. Extension Office, Owensboro  
9:30 am - noon CST

**NOVEMBER 10, 2022**



## KCARD = Agricultural Business Development

- Established in 2001
- Nonprofit, independent organization
- Work with new individual farmers to processors to farmers markets to local food buyers
- Key is viability



Kentucky Center for Agriculture and Rural Development

# What do we do?

- Assist businesses plan
- Assist businesses market
- Analyze feasibility of new ventures, new ideas
- Help businesses figure out what loans and grants are good fits
- Answer questions
- Evaluate financials
- ArcGIS, tech/website questions, employee issues, management questions...

# KCARD Program: Kentucky Local Food Expansion Initiative

- A state-wide initiative to increase partnerships between local food producers and buyers in Kentucky. The initiative is matching local food producers and buyers such as retail grocers, chefs, schools, and institutions with producers
- Initiative Partners: University of Kentucky, Kentucky Horticulture Council, Community Farm Alliance, Kentucky Department of Agriculture, Bluegrass Farm to Table, Feeding Kentucky, Commonwealth Ag Strategies

Ali Kerr, Local Food Expansion Program Associate, [akerr@kcard.info](mailto:akerr@kcard.info)

(502) 438-9149

[www.kcard.info](http://www.kcard.info)



# KCARD Program: AgVets

- Working with key organizations throughout Kentucky to provide educational opportunities, hands-on training and access to funding resources. Our main goal is to make sure veterans and active duty servicemembers have access to the training, education and funding resources needed for their current or future operations.
- Program Partners: University of Kentucky's CEDIK, Kentucky Department of Agriculture, Kentucky Sheep and Goat Development Office, Kentucky Horticulture Council, Kentucky Farm Bureau Federation, Community and Technical Colleges

Spencer Guinn, AgVets Coordinator, [sguinn@kcard.info](mailto:sguinn@kcard.info)  
(859) 550-3972  
[www.kcard.info](http://www.kcard.info)





# Kentucky Proud<sup>®</sup> Program Contacts

Kentucky Department of  
Agriculture

Office of Agricultural Marketing

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## Kentucky Proud Program

Kentucky Proud® is the official marketing brand for agricultural products that are grown, raised, processed, or manufactured in the Commonwealth.

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## Purpose

The main purpose of the Kentucky Proud program is to increase farm gate impact for Kentucky farmers and producers.

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## Membership

Following the launch of the new database in 2022, there are currently **4,664** members and counting.

Membership in the Kentucky Proud program is free. Please visit [kyproud.com/register](https://www.kyproud.com/register) to enroll.



# Buy Local Program

Buy Local is a program for restaurants, caterers, schools, and other foodservice members that source from and support local farms. The program rewards participants with a reimbursement of up to 15% for enhancing their menus with locally sourced Kentucky farm ingredients.

## How to Enroll

First, confirm that you are an active member of the Kentucky Proud® Program or sign up at [kyproud.com](http://kyproud.com).

Second, complete and submit your Buy Local application.



MADE  
FRESH  
IN KENTUCKY.





# Promotional Grant Program



This program is a 50% cost-share reimbursement program where eligible Kentucky Proud members may be reimbursed for eligible advertising and marketing expenses that incorporate the Kentucky Proud logo.

Active Kentucky Proud members (excluding producers and/or processors of wild caught Asian carp species, paddlefish, or sturgeon) who are able to demonstrate **direct Kentucky farm impact** are eligible to participate in the Promotional Grant Program.



# Kentucky Proud Program Contacts



## FACEBOOK

[facebook.com/kentuckyproud](https://facebook.com/kentuckyproud)

### Retail Liaison

DeAnne Elmore

[DeAnne.Elmore@ky.gov](mailto:DeAnne.Elmore@ky.gov)

502-782-4124



## TWITTER

[@kyproudofficial](https://twitter.com/kyproudofficial)

### Buy Local Program

Grace Ragain

[Grace.Ragain@ky.gov](mailto:Grace.Ragain@ky.gov)

502-782-4110



## INSTAGRAM

[@kentuckyproud](https://instagram.com/kentuckyproud)



## WEBSITE

[kyproud.com](https://kyproud.com)

### Promotional Grant Program

Jonathan Van Balen

[Jonathan.VanBalen@ky.gov](mailto:Jonathan.VanBalen@ky.gov)

502-782-4132



KHC strengthens the Horticulture Value Chain in Kentucky by supporting:

Entrepreneurs interested in entering the industry

Emerging farmers and agribusiness owners

Experienced farmers and agribusiness owners



# Kentucky Ag Health Care Trust

**Members of KHC  
Member Organizations  
can access the KY Ag  
Health Care Trust**

**21 different Anthem  
plans**








**Get affordable health care for your business**


**You could save on an Anthem plan just for being a member of the Kentucky Horticulture Council**

**Choose from 21 different Anthem health insurance plans and additional benefits offered through Anthem and Delta Dental**

Employers can offer comprehensive benefit plans with a minimum group size of 2. Call today for more information about eligibility and participation requirements.

**Association Advantage Insurance Group**  
Cassie Grigsby  
502-395-3390

  
We've Got Your Members Covered!

**The Hinton Agency**  
Melissa Hinton  
859-351-6559

**ASG** Bring the Benefits of an Association Health Plan to Your Business


**How an Association Health Plan Can Save You Money**

**Stability**  
Historically stable rate increases and carrier rate discounts.

**Risk Rating**  
Ability to rate employees based on claims experience compared to modified community rating required by The Affordable Care Act.

**Power**  
Small employers who choose qualified association health plans have the purchasing power of a large group and can negotiate for better plan design and better prices.

**How an Association Health Plan Benefits Your Employees**



Employers can offer comprehensive benefit plans with a minimum group size of 2.


**How an Association Health Plan Can Save You Time**

When your Association Health Plans works in partnership with **Administrative Services Group**, a third party administrator with 40+ years of experience administering Association and Trust business, you have the option of many time saving services including:

- COBRA Administration
- Section 125 Premium Only Plan/Cafeteria Plan Administration
- Consolidation of multiple carriers into one bill. Remit one check for multiple carrier premium payments
- Eligibility services for multiple carriers sent to one place.
- Compliance and audit coordination for Department of Labor, Department of Insurance and ERISA
- Summary Plan Description distribution
- Personal and local customer service for billing and eligibility questions. All administrative staff located in Kentucky.

**How an Association Health Plan Benefits Your Industry**

By supporting your association and enrolling in the Association Health Care Program, your business is helping your Trade Association.




Contact your insurance agent for a quote today

**Association Advantage Insurance Group**  
Cassie Grigsby  
502-395-3390

**The Hinton Agency**  
Melissa Hinton  
859-351-6559

**ASG** Administrative Services Group, a division of UMR  
333 West Vine Street Suite 500 • Lexington, KY 40507  
1-888-999-7718 • [administrativeservicesgroup@umr.com](mailto:administrativeservicesgroup@umr.com)



# KY Horticulture Council Social Channels



@KYHorticulture



@KentuckyHorticultureCouncil



[www.kyhortcouncil.org](http://www.kyhortcouncil.org)

# GAP Certification Support Program

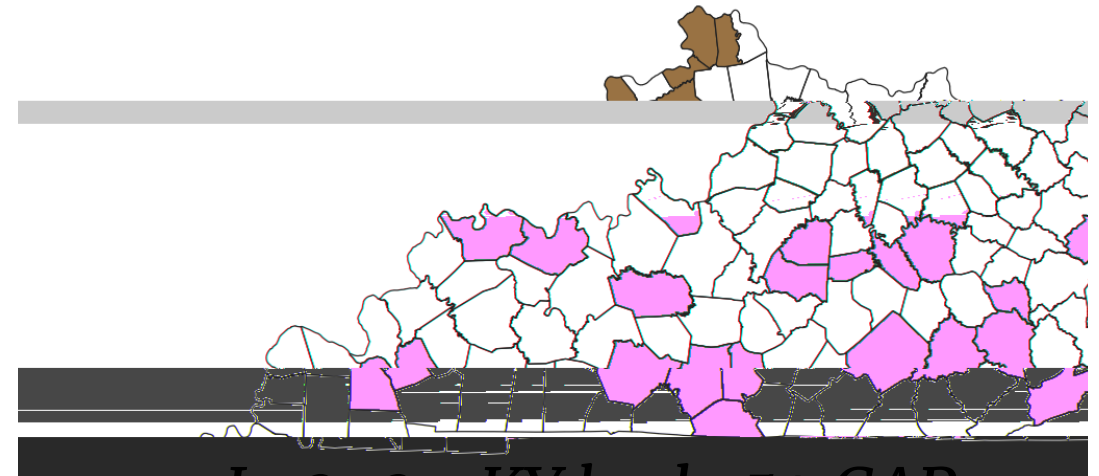
**Third-Party Food Safety Verification Audit Prep**

**Farm Food Safety Plans**

**Third-Party Audit Cost Share**

**75% of audit cost up to \$1,250**

Cultivate Kentucky Partnership



*In 2021, KY had 75+ GAP-audited growers*

# Cultivate Kentucky

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Are you interested in a third-party GAP audit? Contact Cultivate Kentucky to learn about preparing for an audit and assistance with developing a farm food safety plan.

Bryan Brady

[Bryan.Brady@uky.edu](mailto:Bryan.Brady@uky.edu)

(757) 651-6692

# Kentucky State Horticultural Society

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<http://kyhort.org/>



*The Kentucky State Horticultural Society (KSHS) is the oldest agricultural organization in Kentucky. It was organized in 1856 and later incorporated in 1920 as a non-profit organization to bring together growers, researchers, and individuals across the state who are interested in fruit production.*



# Kentucky Vegetable Growers Association

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<http://kyvga.org/>

*The Kentucky Vegetable Grower Association (KVGA) was established in 1970 as a non-profit organization to bring together individuals interested in vegetable production.*

*The organization provides opportunities for members to learn the latest production techniques, network with university extension specialists, equipment and supplies dealers, and other growers.*



# MarketReady Producer Training Program

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# What do we do?

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- Assist & prepare growers &/or producers interested in selling to schools, grocery & retail stores, restaurants, wholesale, &/or other marketing outlets.
- Provide virtual training programs & in-person Buyer Tours to help growers &/or producers gain knowledge of the differing needs of these business outlets.
- We have upcoming training sessions for this winter!

# Upcoming Training Sessions

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- Check out our upcoming MarketReady Adv. Topic training schedule!
- Visit our booth to learn more about these or ask questions.
- RSVP @ [marketready.uky.edu/events](https://marketready.uky.edu/events)



MarketReady's Adv. Topic Training is a 5 week series diving deeper into the core business functions discussed in our Producer Training. Trainings will start at 11:30AM EST.

*This training is free, but space is limited. Register today!*

#### Training Dates & Topics:

**Nov. 16:** Marketing w/ KDA's KY Proud Program

**Nov. 30:** Quality Assurance & Food Safety w/ Bryan Brady & the FSIC

**Dec. 7:** Risk, Contracts, & Markets w/ KDA's attorney Clint Quarles

**Dec. 14:** Logistics & Distribution w/ What Chefs Want

**Dec. 21:** Packaging & Labeling w/ Rockford Packaging

REGISTER AT: [MARKETREADY.UKY.EDU/EVENTS](https://marketready.uky.edu/events)

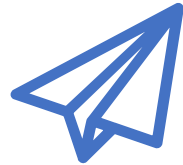


# Contact Us

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[www.marketready.uky.edu](http://www.marketready.uky.edu)



[savannah.columbia@gmail.com](mailto:savannah.columbia@gmail.com)

[tim.woods@uky.edu](mailto:tim.woods@uky.edu)

# MarketReady™

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