



August 2022

Brett Wolff, Editor
Christy Cassady, Editor/Designer

Analyzing four years of HortBiz Quiz responses

Access to capital, land, labor among potential growers in Kentucky, region

By Joshua Knight, Senior Extension Associate, Horticulture, and Brett Wolff, Extension Specialist, Agricultural Economics

Beginning in mid-August of 2018, the [HortBiz Quiz](#) went live. This tool was developed to help users considering starting a horticulture enterprise to find crops that may suit their situation by asking questions about their access to capital, land, and labor. Based on answers to those questions, the HortBiz Quiz would generate a list of crops to consider and crops to avoid. The response levels (for example \$1-\$5,000) were chosen based on economic and production considerations from the Center for Crop Diversification crop profiles.

Confidential responses to the quiz have been collected and recently

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Coming up

- Sept. 1** - Western KY Small, Limited Resource, Minority Farmers Conference, Har- din. For details, [click here](#).
- Sept. 13** - No-till Organic Market Gardening, Rough Draft Farmstead, Lawrence- burg. 1-4 p.m. EDT. Organic Association of Kentucky Field Day. For more infor- mation and to register, [click here](#).
- Sept. 13** - Specialty Crop Insurance Webinar Series, Program Wrapup and Q&A with an Insurance Agent, 12:30 p.m. EDT. To register, [click here](#).
- Sept. 15** - Third Thurs- day Thing, Kentucky State University (KSU) Harold R. Benson Research and Dem- onstration Farm, 10 a.m. - 3 p.m. EDT. Topic: Pawpaws. For details, [click here](#), or see **Page 6**.

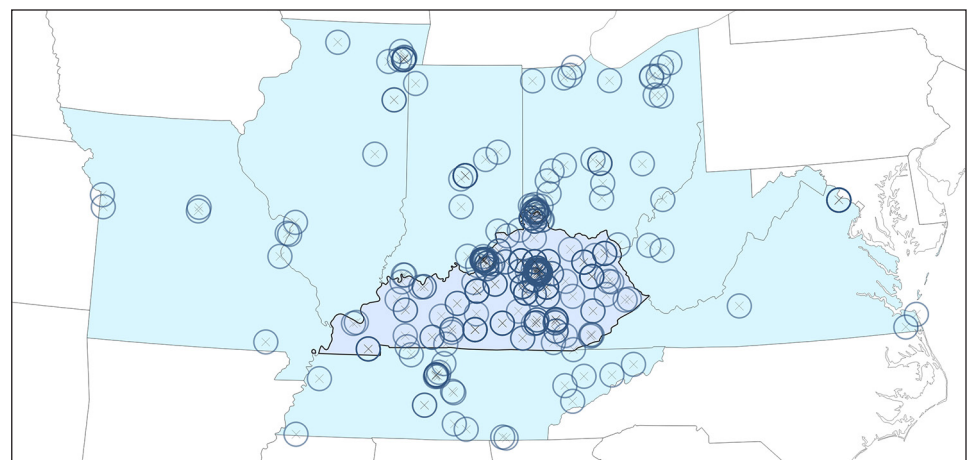


Figure 1. Geographic distribution of responses in Kentucky and states touching the KY border.

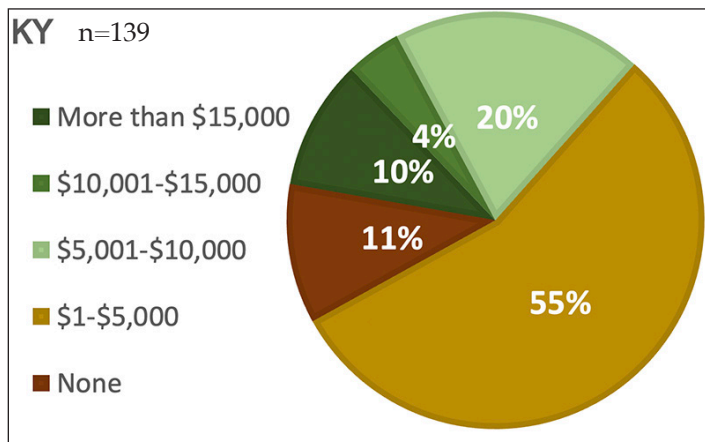
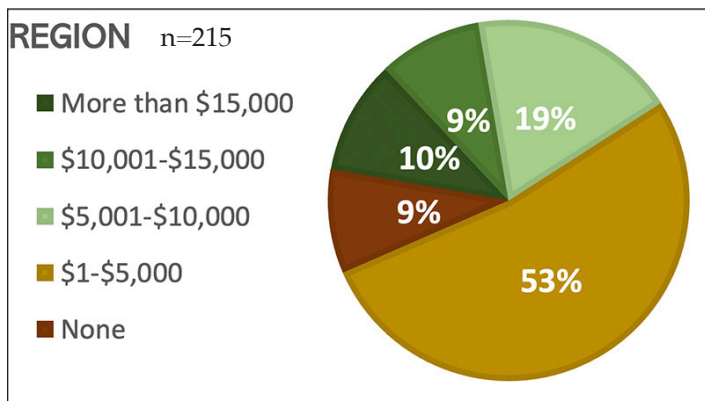


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analyzed to develop a general picture of interest and obstacles to commercial horticulture production in Kentucky and the region. Though we have captured response information to this quiz from around the U.S. and even across the globe, for our purposes we have chosen only to look at responses originating from within Kentucky (labeled as "KY") as well as responses from each of the states bordering Kentucky (labeled as "Region").

In this first article exploring Biz Quiz trends, we highlight basic descriptive data about capital, land, and labor availability among respondents. While the data presented speak for themselves, some minor analysis is presented below each pair of graphs.

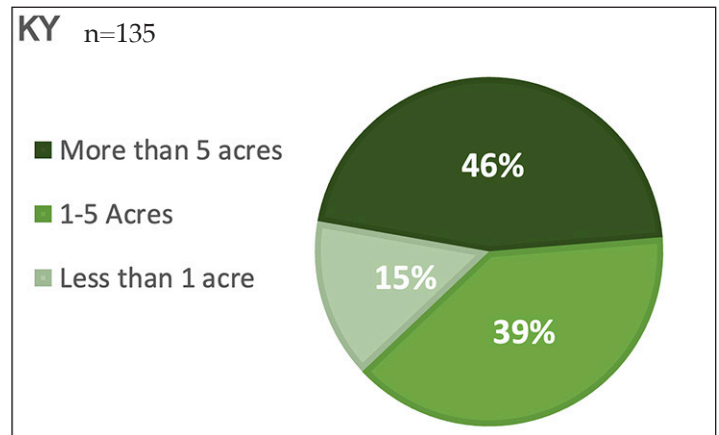
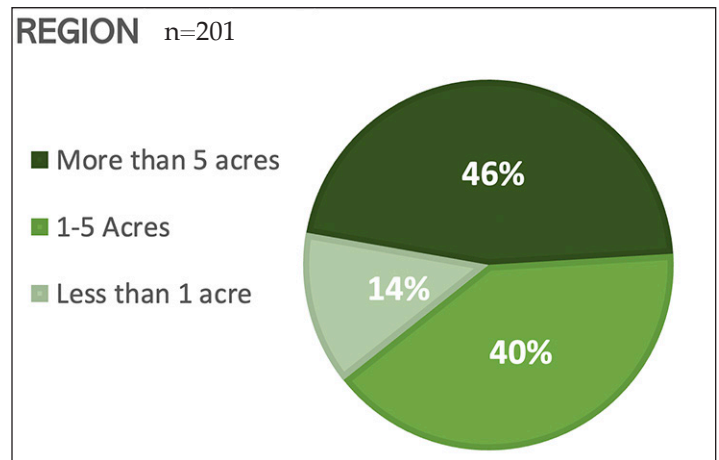
How much capital (money) do you have to commit to this enterprise?



Of all included respondents, nearly two out of three in both Kentucky and the region indicated having less than \$5,000 to commit to the enterprise while around 10% indicated that they had more than \$15,000 to commit. This suggests that broad programming to support these producers should focus on less capital-intensive operations while

there is a considerable niche of interested producers who may benefit from more direct assistance in establishing larger or more capital-intensive operations. These data of course need to be contextualized with both land and labor considerations and future articles will look at combinations of these variables. There were minimal differences between the state and the region.

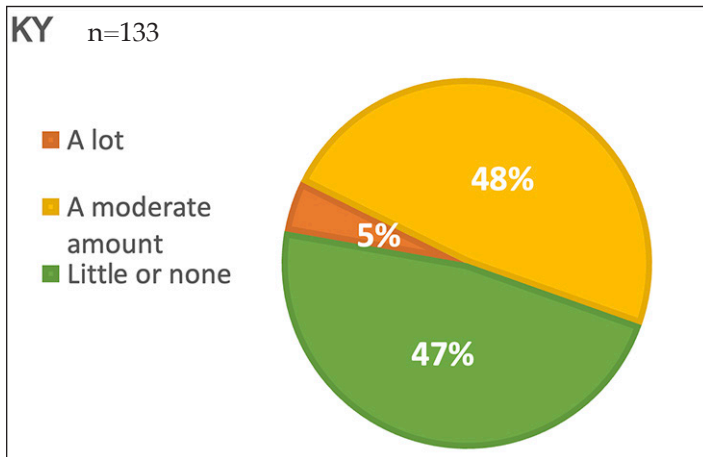
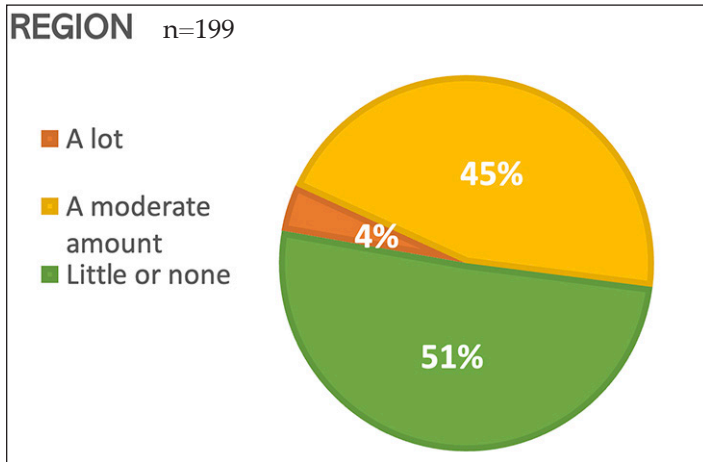
How much land do you have (or plan to have) available?



To those involved in row-cropping and livestock production the acreage sizes here may seem odd, but 5 acres of certain specialty crops can be quite a lot. In other cases, such as with pumpkins larger acreage can be an asset without adding as much labor required by large acreages of a crop like tomatoes. Nevertheless, over half of respondents indicated that they have less than 5 acres to commit to the venture and thus more intensive growing operations would be advisable. In future articles we will consider how much capital these different respondents have according to their land availability.

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How much labor can you access (besides yourself)?



If you ask specialty crop producers (and other producers in general) one of the key challenges and considerations is labor. Given the labor-intensive nature of many horticultural crops, this variable cannot be overlooked. Very few respondents indicated having an abundance of labor to commit to the enterprise, but nearly half indicated they had at least some available. Actions emerging from these insights might include the need to support producers more in navigating labor programs and hiring but may also mean focusing on less labor-intensive and/or high dollar enterprises.

In the coming months, we will look closer at these responses and present more nuanced insights into the data including geographical and multi-variable analysis of opportunities barriers to commercial horticulture in the state and region.

Growin' with Dr. Owen

PourThru Method for Nursery Crops

By W. Garrett Owen, Ph.D., University of Kentucky

Nutritional disorders are among the many challenges nursery growers encounter during crop production. Nutritional disorders often occur when substrate pH, soluble salts [referred to as electrical conductivity (EC)], and irrigation water quality are not optimal for plant production. To assess substrate pH, EC, and irrigation water quality, growers can implement nutritional monitoring sampling methods. Six infographics were created to help you quickly and easily perform sampling procedures in-house or to share substrate and leaf tissue with analytical laboratories. The following infographics were created:

1. Irrigation Water Sampling
2. PourThru Method – Annuals
3. PourThru Method – Containerized Perennials
4. PourThru Method – Nursery Crops
5. Soilless Substrate Sampling
6. Plant Leaf Tissue Sampling

The infographics are available here:

<https://greenhousehort.ca.uky.edu/nutrition>

CEH-1-IG







Irrigation Water Sampling

Dr. W. Garrett Owen (wgowen@uky.edu)
Delia Scott (delia.scott@uky.edu)
 University of Kentucky, Department of Horticulture, Lexington, KY

Irrigation water sampling is an important nutrient monitoring practice to evaluate irrigation pH, electrical conductivity (EC), alkalinity, and nutrient status. Results will allow growers to determine if alkalinity neutralization is needed and to select the appropriate fertilizer for the water source. To sample irrigation water for routine nutrient analysis, please follow this general procedure:

STEPS

- 1** Turn on irrigation line and allow water to run for 5 minutes to clear the irrigation line thereby obtaining a clear water sample.
- 2** Label a 16-ounce plastic bottle with identify sample information.
- 3** Rinse the clean 16-ounce plastic bottle 2 to 3 times with the irrigation water to be tested
- 4** Fill the clean 16-ounce plastic bottle and tightly cap the bottle.
- 5** Provide all requested information to your preferred lab such as irrigation water source, water conditioners, fertility regimen, crop notes, and/or nutrient disorder symptoms.
- 6** Mail or ship irrigation water sample(s) within 24 hours of sampling.

Photos by: W. Garrett Owen, Ph.D.

Growers: Chlorpyrifos inventory survey will help establish disposal program

From the Kentucky Horticulture Council

The product Chlorpyrifos (CFS) is no longer allowed for pest control on food crops. Chlorpyrifos has been sold under such brand names as Govern, Hatchet, Lorsban, Lorsban Advanced, Vulcan, Warhawk, Whirlwind, and Yuma. Common formulated mixtures that contain chlorpyrifos include: Bolton, Cobalt Advanced, Match-Up, and Stallion. This list is not exhaustive and you may have purchased this product under different names. The Kentucky Horticulture Council is working with the KDA to determine how much of these products growers have on hand to determine options for a disposal program. If you could, please complete this quick (<5 minute) anonymous survey by October 1st, 2022 to help us assess inventories in Kentucky. You can access the survey by clicking on this link: <https://www.surveymonkey.com/r/Chlorpyrifos2022> or by scanning the QR code. Thanks!



BLACKBERRY PRODUCTION FIELD DAY
Wednesday, October 12, 2022
10:00 am - 3:30 pm Central
Registration begins at 9:00 am

University of Kentucky
College of Agriculture, Food and Environment

Garrett Farms
3800 Hardmoney Road,
Paducah, KY

Kentucky Horticulture Council

Garrett Farms in McCracken County to host Blackberry Field Day Oct. 12th

From the Kentucky Horticulture Council

The UK College of Agriculture, Food and Environment Department of Horticulture, Kentucky Horticulture Council, and Garrett Farms will be co-hosting a Blackberry Field Day in McCracken County on Wednesday, Oct. 12th. Registration begins at 9 a.m. with the educational program starting at 10 a.m. The first two tours cover blackberry planting, management practices, and thoughts so far on T-trellis versus RCA trellis training with Danny & Marianna Garrett (Garrett Farms) and blackberry growth habits, pruning and training T-trellis versus RCA trellis, moving RCA and plant response with Daniel Becker (UK Department of Horticulture). After the lunch break, Ryan Kuesel (UK Department of Entomology) will be talking about important blackberry insects and their management, emphasis on Spotted Wing Drosophila (SWD), and Dr. Nicole Gauthier (UK Department of Plant Pathology) will discuss important blackberry diseases and their management. The program will conclude with general food safety tips and how to sample ag water sources with Dakota Moore (KHC).

Farm address is: 3800 Hardmoney Road, Paducah, KY 42003. Lunch will be provided for tour participants. Register on Eventbrite: <https://BlackberryTourOct12.eventbrite.com>.



2023

46th Annual Kentucky Turf & Landscape Management Short Course

February 21-23, 2023

Hardin County Extension Center
111 Opportunity Way
Elizabethtown, KY

University of Kentucky
College of Agriculture, Food and Environment

Kentucky Horticulture Council

Kentucky Proud Virtual CSA Fair set for September 7th-14th

From the KY Horticulture Council website

Community Supported Agriculture farmers, take advantage of FREE promotion during the virtual Kentucky Proud Fall CSA Fair this September 7th-14th! Sign up to be a partner farm and event partners will spread the word about opportunities you have for consumers to sign up for a CSA share this September, October, and November. Each participating farm does not need to be available during these event dates. We will simply promote your CSA by driving traffic to the URL you share with us in a social media post

on the [CSA in KY Facebook Group](#), update your listing in the [KY Proud directory](#) (if applicable), and re-share your social post on event partners' Facebook pages.

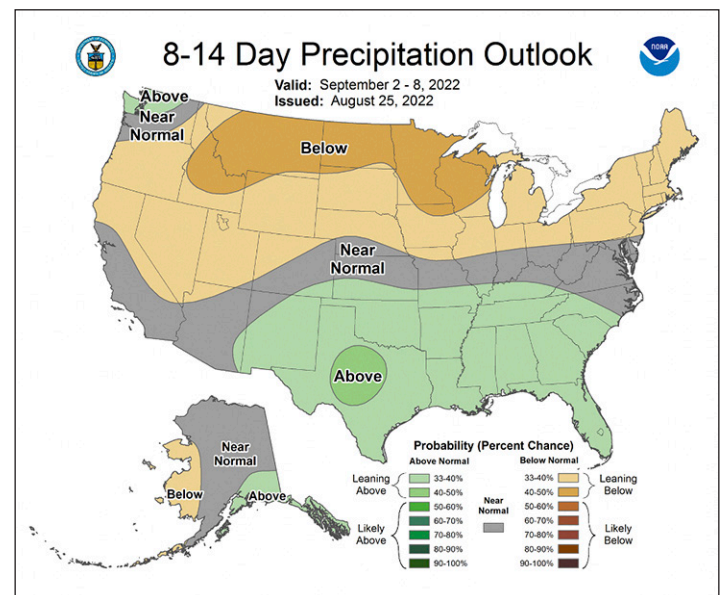
The Fall CSA Fair is hosted by Kentucky Proud, Kentucky Department of Agriculture, Edible Kentucky Magazine, Kentucky Horticulture Council, Organic Association of Kentucky (OAK), and The Food Connection. Contact Katie Harvey, OAK's CSA program coordinator at katie@oak-ky.org if you have any questions.

Above normal chance for wet September across southern KY

By Joshua Knight, Sr. Extension Associate, Horticulture

Generally speaking, the Long Range Outlooks from the NOAA's Climate Prediction Center are forecasting near normal temperatures and rates of precipitation for almost all of September. But there is a slight lean toward above average precipitation in the southern part of the Commonwealth in the first eight days of the month as part of a larger pattern across the southern U.S.

Other than this, we appear to be positioned between temperature anomalies of warmer than average weather in the western states and a pattern of drier than average weather across the northern Midwest and wetter than average weather in the deep south. The three-month forecast for Septem-



ber, October, and November is calling for warmer and drier than average conditions for most of the U.S., including Kentucky.

Integrated Pest Management Field Day

October 13, 2022
11 am – 2 pm (Eastern Time)

**In-Person at the University of Kentucky Horticulture Research Farm
&
Live Stream Via Zoom**

Join University of Kentucky Extension Vegetable Specialists at the UKY Horticulture Research Farm (South Farm) for a field day. Learn about ongoing research and how the information gained from these projects can be applied to your operation. Can't attend in-person? Sessions also be broadcast live from the research farm via Zoom.

Register at: https://uky.az1.qualtrics.com/jfe/form/SV_bgbzgdqj0LGEho

Directions for in-person participation or Zoom link for virtual option will be provided once registration is complete



KENTUCKY STATE
UNIVERSITY
Land Grant Program

THIRD THURSDAY THING

National Pawpaw Day Celebration

September 15, 2022, at 10:00 AM EST

Join us in person at the Harold R. Benson
Research & Demonstration Farm or online!



1525 Mills Lane, Frankfort, KY 40601



[youtube.com/kysuag/live](https://www.youtube.com/kysuag/live)

Kentucky State University is an equal opportunity provider.

Christmas Trees 101 WEBINAR



THURSDAY
OCT. 27, 2022



9 AM - 1 PM EASTERN
8 AM - 12 PM CENTRAL



Scan the code
with your phone
to register!

INTERESTED IN LEARNING MORE ABOUT
CHRISTMAS TREE PRODUCTION IN KENTUCKY?

Join us for a discussion on
site selection, planting,
fertility management,
pruning and marketing
your crop

Register now:

<https://KYChristmasTrees101.eventbrite.com>

 University of
Kentucky
College of Agriculture,
Food and Environment

 Kentucky
Horticulture
Council

 KADF
KENTUCKY AGRICULTURAL
DEVELOPMENT FUND



SAVE *the* DATE

January 24-26, 2023

Kentucky Green

INDUSTRY CONFERENCE

WINTER OUTING & EXPO

presented by KNLA

Meet us at the Holiday Inn Louisville East!

1325 S. Hurstbourne Pkwy
Louisville, KY 40222

January 24 - Business Meeting and Hall of Fame Ceremony

January 25 - LA, Pesticide & Arborists Presentations, with CEU credits available

January 26 - LA, Pesticide & Arborists Presentations, with CEU credits available

Registration will open September 1

For more information, please contact us at info@knla.org



Protect your livelihood with crop insurance

By Dakota Moore, Kentucky Horticulture Council, Grower Outreach Coordinator

“That’ll never happen to us.” “It’s always been this hot and dry.” “This storm won’t be that bad.” If the last year has taught Kentuckians anything, it’s that statements like these can easily be proven false.

To make an assumption when it comes to safety, health, and livelihood is to make a mistake. So, we build storm shelters. We use medicine and diet to keep us healthy. We even take out insurance policies on our homes and businesses. Yet very few Kentuckian specialty crop producers take the necessary steps to insure their crops, their livelihoods. The December 2021 tornado outbreak hurt some specialty crop operations, but not in the middle of production or harvest. However, the recent flooding in Eastern Kentucky has put a spotlight on just how devastating a midseason disaster can be. If your farm is your sole source of income, it needs to be protected.

Crop insurance is the best way to prevent a loss in revenue due to natural disasters like tornados, floods, and droughts. The crop insurance process can be tedious, and it’s not as easy for specialty crops as it is for row crops, but there are several options for vegetable growers, and this year things got a little easier for some.

[Whole Farm Revenue Protection](#) combines all farming operations under one policy. That means it combines vegetables, fruit, and livestock under one policy. This also includes value-added products and some post-production activities like washing and packaging. With WFRP you are insuring the revenue, not yield. If revenue dropped below the insured point, you could receive an indemnity, or payment. WFRP pulls the insured revenue from your Schedule F tax documents and requires a separate revenue for each commodity and over-all expenses. That can be frustrating for larger growers. But this year, the USDA Risk Management Agency, the organization that creates crop insurance policies, launched a new Micro Farm Policy to help cut down on the amount of records required.

The new [Micro Farm Policy](#) is a type of Whole Farm Revenue Protection made specifically for direct-marketing farms with revenue under \$100,000. This policy combines all commodities into a single commodity code and removes the need for individual crop records and expense records. Micro Farm is meant to serve as a steppingstone for growers into the world of crop insurance.

For those wishing to insure one commodity or just insure a few of their crops, the [Noninsured Crop Disaster Assistance Program](#), or NAP, may work better. NAP is a Farm Service Agency program covering a single commodity that can help protect against financial loss from disaster and return between 27.5% and 65% of your crop value to you. NAP also lets you use organic or direct market prices. NAP, like WFRP and Micro Farm, has some benefits for beginning, limited resource, socially disadvantaged, and veteran farmers. NAP offers a waiver of the service fee and a 50% premium reduction. WFRP and Micro Farm may have administration fees waived and some may even see premium reductions in some cases.

If you want to learn more about your crop insurance options and the next steps, check out our [web page](#) containing videos and resources or contact dakota@kyhortcouncil.org.

Thanks for reading!

If you know someone who would enjoy our newsletter, or you’re not subscribed yet yourself, visit www.uky.edu/ccd/newsletter and click “Subscribe Now.” Or call Brett Wolff at 859-218-4384, or Christy Cassady at 859-257-1477. Stay up to date with the Center on Facebook at <https://www.facebook.com/ccduky/>

Christy Cassady

Christy Cassady, Extension Specialist

