



## January 2021

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### Coming up

**Jan. 26-30** - Organic Association of Kentucky Conference. [Click here](#) for details.

**Feb. 3** - And Feb. 10, 17, 24, 2-4 p.m. EST. Indiana Hort Conference & Expo. Virtual. For info, [click here](#).

**Feb. 4** - KY Turf & Landscape Management Short Course, 8:45 a.m.-4:10 p.m. EST. Virtual. Continues Feb. 11, 18 and 25. For details, [click here](#).

**Feb. 10** - Through Feb. 15. Ohio Ecological Food and Farm Association Conference. Virtual. For conference details and registration information, [click here](#).

**Feb. 22-26** - Kentucky Proud® Virtual CSA Fair. Facebook and Zoom sessions. For details, [click here](#).

**Feb. 23-26** - West Virginia Small Farm Conference. Virtual. For details, [click here](#).

# Summit offers training for direct marketers

*From the Kentucky Horticulture Council*

If you are a producer selling directly to consumers, don't miss the Kentucky Agriculture Direct Marketing Summit, a virtual event scheduled for February 16<sup>th</sup> through 18<sup>th</sup>.

Sessions will cover social media strategies, maximizing your marketing resources, creating value-added products, and customer retention. The last evening will feature a producer panel with several farmers discussing their personal marketing experiences and strategies. In addition to the producer panel, speakers will include Amanda Kelly of the Southeast Kentucky Economic Development Corporation; Julie Fritsch, a business consultant and owner of Julie Fritsch Creative; Megan Leffew of the Center for Profitable Agriculture at the University of Tennessee; and Emily Spencer of the University of Kentucky Department of Agricultural Economics.

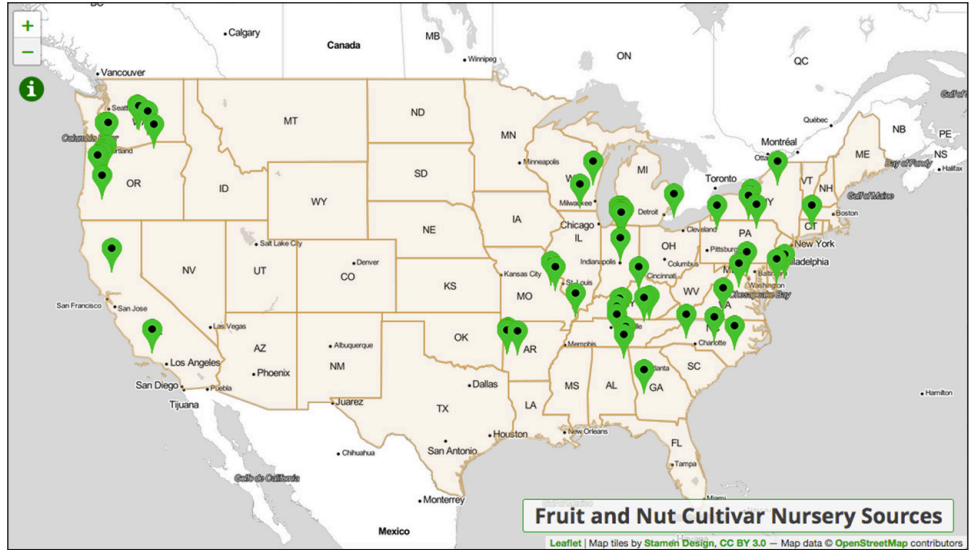
Sessions will be held each night from 7 to approximately 8:30 p.m. EST. The event is free and is hosted by the Kentucky Center for Agriculture and Rural Development (KCARD), Kentucky Department of Agriculture (KDA), Kentucky Farm Bureau, Kentucky Horticulture Council, UK Department of Agricultural Economics, and the University of Tennessee Center for Profitable Agriculture.

To register, visit <https://2021directmarketingminisummit.eventbrite.com>. To see the complete schedule, [click here](#).



# New interactive map of fruit/nut cultivar sources

The Center for Crop Diversification (CCD) has a new interactive map to accompany HortFact-3002, [Fruit and Nut Cultivar Nursery Sources - 2020](#). The map shows the locations, contact details and available fruit and nut varieties of nurseries across the United States that sell cultivars recommended for commercial production in Kentucky. Access the map on the CCD website at <https://uk-horticulture.github.io/Fruit-Nut-Directory/>.



A series of webinar recordings from the fall of 2020 is available on the CCD home page at [www.uky.edu/ccd/](http://www.uky.edu/ccd/). Webinar topics include [Basic Analytics for Social Media and Websites](#), [Exploring Markets & Considering New](#)

[Crops](#), [Simple Web Design + Google Business Profiles](#), [Offseason Marketing and Customer Retention](#), and [2021: Looking Ahead for Farmers Markets & COVID-19](#).

[Cowpea \(Southernpea\)](#) (CCD-CP-119), [High Tunnel Overview](#) (CCD-SP-2), and [Organic Certification Process](#) (CCD-SP-10).

Look for these and many other resources on the CCD website at [www.uky.edu/ccd/](http://www.uky.edu/ccd/).

Updated CCD profiles include

## Webinar to showcase research looking at rotation of tomatoes, fall flowers in KY high tunnels

The University of Kentucky will offer a Rotating Tomatoes and Flowers in Kentucky High Tunnels webinar from 6:30 to 8:30 p.m. Eastern time on February 25<sup>th</sup>.

Attend this webinar to learn about the results of a study looking at the viability of rotating spring/summer tomatoes with fall flowers in Kentucky high tunnels. This study evaluated pests, diseases, soil fertility, yield, quality, and the economics of this rotation system.

Speakers will include Drs. Rachel Rudolph (Horticulture), Jonathan Larson (Entomology), Nicole Gauthier (Plant Pathology), and Tyler Mark (Ag Economics). To register, please complete a survey at [https://uky.az1.qualtrics.com/jfe/form/SV\\_d3REhCluBcrJyPs](https://uky.az1.qualtrics.com/jfe/form/SV_d3REhCluBcrJyPs). At the end of the survey, you will receive a Zoom link. You can also access the



Photo by Rachel Rudolph, UK

link to the survey from Dr. Rudolph's Vegetable Crops Extension & Research website at <https://veg crops.ca.uky.edu/upcoming-events>.



# USDA conducting Local Food Marketing Practices Survey

From USDA National Agricultural Statistics Service

LOUISVILLE, KY – The U.S. Department of Agriculture’s (USDA) National Agricultural Statistics Service (NASS) is conducting the 2020 Local Food Marketing Practices Survey. First conducted in 2015, this Census of Agriculture special study will look at local and regional food systems and provide new data on how locally grown food in the United States is marketed and sold. The results will be available in November 2021.

“We are excited to provide the first federal data on marketing practices for local food since 2015 and therefore a five-year comparison point to inform policies and business in this area,” said David Knopf, director of the NASS Kentucky Office.

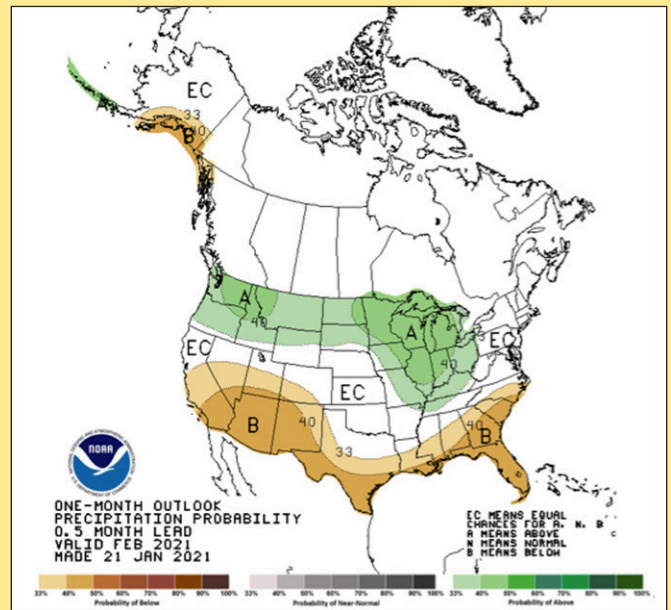
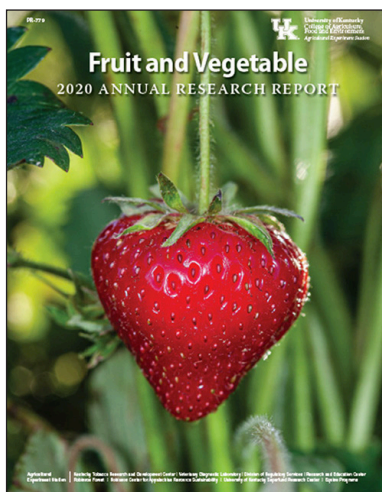
The survey is part of the Census of Agriculture Program and as such is required and protected by law (Title 7 USC 2204(g) Public Law 105-113). These federal laws require producers to respond and USDA to keep information confidential. Farmers who receive the survey may complete it securely and conveniently online at [www.agcounts.usda.gov](http://www.agcounts.usda.gov) or by mail. The deadline for response is February 16<sup>th</sup>, 2021.

For more information about the 2020 Local Food Marketing Practices Survey, visit [www.nass.usda.gov/go/local-food](http://www.nass.usda.gov/go/local-food).

## Fruit and Vegetable 2020 Research Report now available from University of KY

The [Fruit and Vegetable 2020 Annual Research Report](#) (PR-779) is now available online. The report includes results from 12 projects.

Research was conducted by UK faculty and staff from the departments of Horticulture, Plant Pathology, and Dietetics and Human Nutrition, as well as by faculty and staff from Kentucky State University.



## Expect warmer, wetter February

By Joshua Knight, Senior Extension Associate, Horticulture

The NOAA’s Climate Prediction Center is forecasting a high probability for warmer and wetter than average conditions throughout February for Kentucky. Warmer than average temperatures are predicted for the entire eastern half and most of the southern half of the United States, while wetter conditions are probable for the upper Midwest and northern plains, generally. As Kentucky is within the transition zone between these two systems, we should see conditions reflecting both warmer and wetter weather over the next month. Projecting toward spring, this may well be a general pattern that will continue further into the months ahead.

## 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](http://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/>

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