



May 2021

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Suggestions for a safe, successful start for your farmers market season

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Coming up

June 1 - Kentucky State University Small-Scale Grant Program deadline. For farmers who want to improve their farming operations, improve the marketability of their products with value-added enterprises, or further their knowledge through educational trainings. For details, [click here](#).

June 2 - The Path to Organic Certification on a Diversified Vegetable Farm: Virtual Field Day, Old Homeplace Farm, Oneida, KY. Free via Zoom at 2 p.m. EDT. For details and to register, visit the [Organic Association of Kentucky website](#).

June 21 - Farmers Market (FMPP) and Local Food Promotion Program (LFPP) grant application deadline. For details on FMPP, [click here](#). For information on LFPP, [click here](#).

From the Kentucky Department of Agriculture

Kentucky's farmers markets have always played an important role for our communities to access fresh, healthy and locally grown products while providing our farmers a location to market their items. COVID-19 cases continue to drop across Kentucky, giving all of us hope that life will soon return to normal. Commissioner Ryan Quarles and the Kentucky Department of Agriculture (KDA) have developed these recommendations to assist you in planning for a successful and safe season in 2021.



Before You Open for Business

- Communicate with key community partners such as your local health department.
 - Ask your health department what steps are necessary before you can open for business.
 - Invite your health department to be present on market days.
- Review your layout map to maintain a gap between vendor tables and create wide aisles for customers.
- Display public health messages and materials (from CDC and health departments) where they are visible to everyone.
- Eliminate missed-day fees or penalties that might encourage a vendor to be present while he or she is not feeling well.
- Grand-opening events, kids-day events and cooking demonstra-

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Center for Profitable Agriculture hosting MarketReady trainings

From the Center for Profitable Agriculture website

Tennessee's Center for Profitable Agriculture (CPA) is hosting free, virtual MarketReady workshops designed to help farmers learn what it takes to market their products directly to restaurants, grocery stores and other wholesale market channels. Topics include: communication and relationship building, packaging and labeling, pricing, marketing, supply, delivery, storage, invoicing, insurance, quality assurance and proper temperature control, certifications and audits and working cooperatively. MarketReady, which includes a core training session and five in-depth topic sessions, was developed by a team led by Dr. Tim Woods at the University of Kentucky.

Schedule (noon-1 p.m. CDT, 1-2 p.m. EDT)

June 8 – Overview Core Training

June 10 – Marketing

June 15 – Insurance, Business-to-business Communication

June 17 – Quality Assurance

June 22 – Logistics

June 24 – Packaging and Labeling

Leaders will be Jared Bruhin (CPA), Woods (UK), and Megan Bruch Leffew (CPA). Space is limited.

[Pre-register here.](#)

This workshop fulfills a Tennessee Agricultural Enhancement Program (TAEP) requirement in the Agritourism, Fruit and Vegetable and Value-Added Producer Diversification Sectors. The same registered producer (using the same name) must meet ALL of the following criteria: attend the core content overview session on June 8 and attend four of the five in-depth sessions to receive the credit for TAEP, as no substitutions will be allowed. For additional information regarding educational programs for TAEP requirements, please contact Jan Keyser at the Tennessee Department of Agriculture, 615-837-5324.

These workshops are made possible, in part, through a Southern Risk Management Education Grant supported by USDA/NIFA under Award Number 2018-70027-28585. Additional support provided by the TN Department of Agriculture.

Attention, Kentucky farmers market managers, vendors and attendees!

Are you interested in helping the UK Center for Crop Diversification test a mobile phone-friendly price reporting tool? We are looking for volunteers who are committed to helping us test a recently developed tool to submit price reports from your local farmers market. It works for Android, iPhone, cell phones, and tablets, and does not require the installation of any special software.

If interested, contact Joshua Knight (joshua.knight@uky.edu) to request information about the Farmers Market Price Reporting Tool soon!

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tions events may be held in 2021, provided that CDC guidance is followed.

- Use social media platforms to communicate with customers about your public health measures.

During Operating Hours

- Remind your vendors, employees and customers that protecting public health is of paramount importance.
- Encourage people who appear to be sick to go home and stay there until they are well.
- Since public health guidelines do not require face masks at outdoor events with fewer than 1,000 people, face masks are not required at outdoor markets.
- Distribution of free food samples is permitted in 2021, provided the vendor first obtains from KDA a Sampling Certificate and complies with sampling guidelines in KDA's Farmers Market Manual and Resource Guide.
- Cooking demonstrations may be held in 2021, provided that CDC guidance is followed.

Other Resources

- CDC, [Guidance for Personal and Social Activities](#)
- Kentucky Cabinet for Health and Family Services, [Listing of Local Public Health Departments](#),
- Kentucky Department of Agriculture, [Farmers Market Manual and Resource Guide](#)

Hort Council accepting proposals for Small Fruit Research Grants

From the Kentucky Horticulture Council website

The Kentucky Horticulture Council (KHC)'s Small Fruit On-Farm Research Grant Program provides up to \$50,000 for projects led by ag professionals who regularly work with Kentucky small fruit crop growers and who will conduct on-farm research with at least one grower cooperator. This program emphasizes relationship-building between the researcher and growers and directly helps support farmers in their efforts to efficiently and profitably produce small fruit crops. The deadline to submit proposals is June 15th by 11:59 p.m. EDT.

On-Farm Research Grants must be developed, coordinated and led by ag professionals; these can include grower groups, governmental agencies such as the Natural Resources Conservation Service, non-governmental organizations, for-profit businesses, Cooperative Extension agents, university specialists, and regional educational institutions. Projects must be scale-appropriate for Kentucky. For more information, [click here](#).

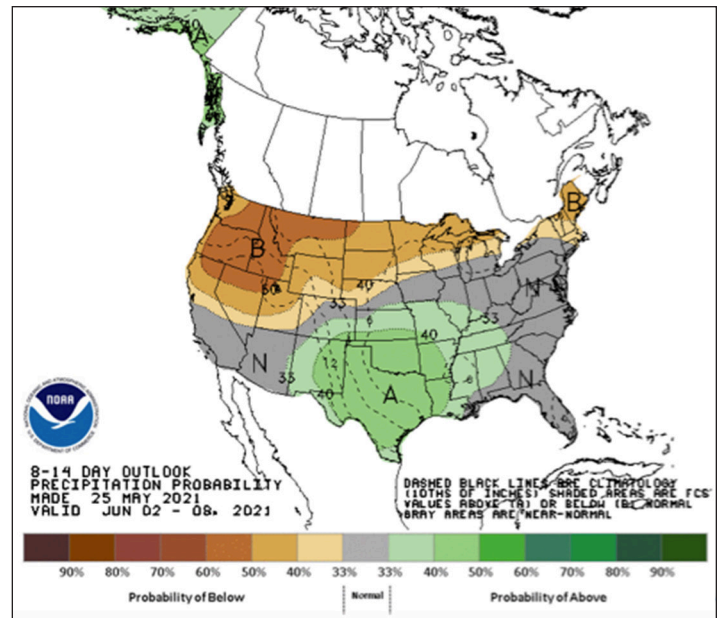
It's a farewell, not a goodbye

By Josh Kight, Extension Associate, Nursery Crops

For those that do not yet know, I have taken a position with Bailey Nurseries Inc. as a sales representative. The decision for me to leave Nursery Crops Extension was difficult. There were many sleepless nights going over the pros and cons.

My territory will be Kentucky, southwest Ohio, Indiana and Illinois. I will continue to be active with the KY Nursery and Landscape Association and the KY Hort Council. I will see you all down the road.

Dr. Mark Williams, head of the UK Horticulture Department, understands the value of this position and is dedicated to filling it quickly and continuing to provide support to the nursery and landscape industry. I can assure you that the hiring committee will find a qualified candidate who will hit the ground running. So, in closing, I want to say THANK YOU to all who have helped me along the way while working to support the green industry of Kentucky. I have learned a great deal from all the growers, and I believe that we have the best nursery personnel in the world.



Expect typical start to June, but wetter weather overall

By Joshua Knight, Sr. Extension Associate, Horticulture

The NOAA's Climate Prediction Center is forecasting the first week of June to have an equal chance of warmer or cooler than average temperatures, with above average precipitation in the western part of the commonwealth and the southern Midwestern states down into Texas as part of a regional system of cooler and wetter than average conditions.

This pattern is predicted to continue throughout June as the regional pattern moves east with above average precipitation and an equal chance of warmer and cooler than average temperatures. Further ahead, the three-month picture for June, July and August is simpler: above average precipitation in the eastern half of Kentucky and warmer than average temperatures overall.

Thanks for reading!

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