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**CROP**  
DIVERSIFICATION



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College of Agriculture,  
Food and Environment  
Cooperative Extension Service

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# Kentucky cut flowers to be featured in July

*From the Kentucky Horticulture Council website*

July is American Grown Flower Month, and locally we celebrate Kentucky Grown Cut Flower Month to highlight the abundance of locally grown cut flowers and farmers who grow them. The Kentucky Horticulture Council (KHC) and local University of Kentucky Cooperative Extension Service offices work with farmers to support commercial production of locally grown cut flowers. Each day in July, KHC features growers on [Facebook](#), [Instagram](#) and [Twitter](#). This year, promotion on Facebook will be done on a new, consolidated [Facebook Group](#) for all things KY Cut Flower.

If you would like to be featured in this July's promotion, please follow the link below to the self-nomination form. Please include one or two photos and fill out before the end of June.

## [2022 KY CUT FLOWER PROMOTION NOMINATION FORM](#)

This year we are also launching the 2022 Cut Flower Grower Social Media Challenge, which you can learn about and download below or at right:

## [2022 Cut Flower Grower Social Media Challenge](#)

This challenge is a collection of post prompts meant to help cut flower growers promote their operations with new and unique social media posts. We shared this challenge a month early so growers



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### Coming up

**June 2, 9, 16, and 23** - MarketReady Advanced Training, various topics. For details, see **Page 4**. For registration information, [click here](#).

**June 14** - KY Hort Council Crop Insurance Webinar, Q&A with a Crop Insurance Agent. 12:30- 1 p.m. EDT. For details, [click here](#).

**June 22-23** - Kentucky Green Industry Summit, Louisville. For details, go to <https://www.knla.org/2022-Kentucky-Green-Industry-Summer-Summit>.

**June 24** - Organic Association of Kentucky field day, From Arugula to Zucchini - Diversified Organic Production on a Mid-sized Market Farm. 1-4 p.m. EDT. Rootbound Farm, Crestwood, KY. For details and to register, visit <https://oak.wildapricot.org/event-4775108>.

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LEXINGTON, KY 40546



Disabilities accommodated with prior notification.

# KCARD outlines key steps in grant application process

From the Kentucky Center for Agriculture and Rural Development (KCARD)

We get asked all the time how to get “free money” in the form of grants for on-farm projects. The answer is pretty simple: there is no free money. While grants can be a helpful way to fund worthwhile projects on the farm, there is a lot of work that goes into receiving a grant.

Here are some of the key steps of the grant application process:


1. **Start by figuring out what your project is.** This should ideally be something that will have a helpful lasting impact on your farm business. You also need to have an idea of how much the project will cost and what your expected timeline is.

2. **See if there is a grant that fits your needs.** Most grants are very particular in what type of projects they will fund and who is eligible to apply. As you browse, make sure that you and your project are eligible for the grant and that the grant amount is suitable for your budget. Some grants also require a match, whether cash or in-kind, so make sure you understand what your contribution would need to be. Also know that grants funding certain expenses – such as land – are rare, if they exist at all. To see what grants are available, you can check out our [Active Grants webpage](#) and sign up for our [Funding Matters newsletter](#).

3. **Complete the application.** Grant applications require a lot of detailed information about your farm and your project. Typically, you’ll need to have price estimates of related supplies, a proposed timeline, and any supplemental documentation that the grant requires (a business plan, financial projections, etc.). Make sure you start the application with plenty of time before the deadline so you have time to deal with any questions or technology issues that might arise.

4. **You got the grant... now what?** Now it’s time for paperwork! You’ll have to do reporting throughout the grant timeline to demonstrate progress on the project. You have to keep relevant receipts and submit for reimbursement.

Contact KCARD at [kcard@kcard.info](mailto:kcard@kcard.info) or (859) 550-3972.



## CCD resources update

The Center for Crop Diversification (CCD) recently updated its crop profile on [Sprouts \(CCD-CP-65\)](#) and its marketing profile, [Adding Value to Plant Production: An Overview \(CCD-MP-14\)](#). These and many additional resources can be found on the CCD website at [www.uky.edu/ccd/](http://www.uky.edu/ccd/).

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can have time to prepare their posts and create their promotion strategy.

We have provided a schedule for the month of July as we celebrate Kentucky Grown Cut Flower Month, but these post ideas can be used year round. We have provided bonus prompts for you to use whenever and however you want. And don’t forget to put your own unique spin on them!

### Kentucky Grown Cut Flower Geographic Directory

Check out this [interactive map](#). If you would like for your cut flower farm to be featured on the interactive map, please send an email to [info@kyhortcouncil.org](mailto:info@kyhortcouncil.org).

For additional cut flower resources, check out the KHC website at <https://kyhortcouncil.org/ky-cut-flower-grower-resources/>, and the Center for Crop Diversification website at <https://www.uky.edu/ccd/production/crop-resources/nursery-ornamental/cut-flowers>.

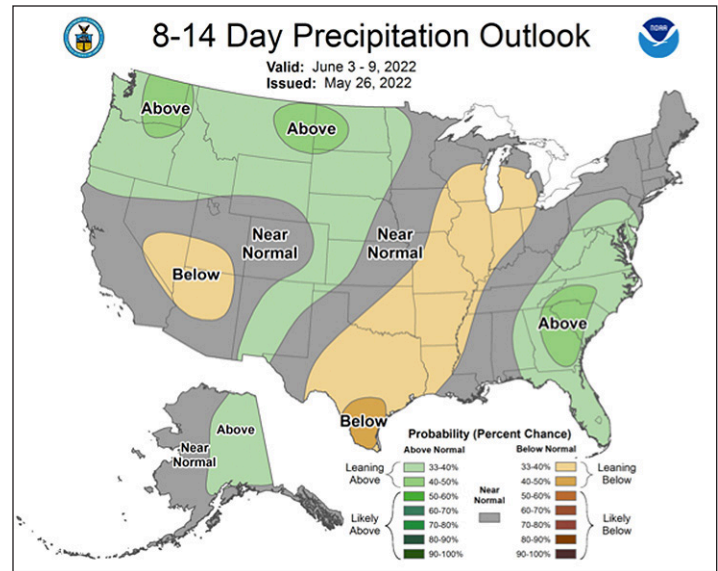


# Warmer than average start to June, precipitation uncertain

By Joshua Knight, Sr. Extension Associate, Horticulture

The NOAA's Climate Prediction Center is forecasting an above average chance for warmer than average temperatures across the first five days in June. This pattern shifts as a cooler air mass moves from the northern Midwest over the Great Lakes region down into the Ohio River Valley along the northern and western parts of Kentucky later in the first week of June. Overall for the month, there is an equal chance for warmer than average and cooler than average conditions.

The prediction for precipitation is even less clear. A dry air mass stretches across the Mississippi River to our west, while moisture dominates the mid-Atlantic and southern U.S. Kentucky is between these two patterns for the first part of June, giving us equal chances of dry or wet weather. A



more experimental outlook predicts that drier air will move across the Commonwealth around the middle of June, but this shift is not a certainty. The transition during the last days of spring into summer this year is far from clear.

# USDA to help cover costs of organic, transitioning producers

From the USDA Farm Service Agency (FSA)

Agricultural producers and handlers who are certified organic, along with producers and handlers who are transitioning to organic production, can now apply for the USDA [Organic and Transitional Education Certification Program \(OTECP\)](#) and the [Organic Certification Cost Share Program \(OCCSP\)](#), which help producers and handlers cover the cost of organic certification, along with other related expenses. Applications for OTECP and OCCSP are both due October 31<sup>st</sup>, 2022.

OTECP covers:

- Certification costs for organic producers and handlers (25% up to \$250 per category).
- Eligible expenses for transitional producers, including fees for pre-certification inspections and development of an organic system plan (75% up to \$750).
- Registration fees for educational events (75% up to \$200).
- Soil testing (75% up to \$100).

Meanwhile, OCCSP covers 50% or up to \$500 per category of certification costs in 2022.

This cost share for certification is available for each

of these categories: crops, wild crops, livestock, processing/handling and state organic program fees.

Producers can receive cost share through both OTECP and OCCSP. Both cover costs incurred from October 1<sup>st</sup>, 2021, to September 30<sup>th</sup>, 2022. Producers have until October 31<sup>st</sup> to file applications, and FSA will make payments as applications are received. To apply, producers and handlers should contact the FSA at their [local USDA Service Center](#).

## 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/>

*Christy Cassady*

Christy Cassady, Extension Specialist

# MARKETREADY ADV TOPIC TRAINING

*5 week series taking a deeper dive into the core business functions discussed in our MarketReady Producer Training.*

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PACKAGING & LABELING MAY 26TH 11:30 AM  
INSURANCE & COMMUNICATION JUNE 2ND 11:30 AM  
QUALITY ASSURANCE JUNE 9TH 11:30 AM  
LOGISTICS & DISTRIBUTION JUNE 16TH 11:30 AM  
MARKETING JUNE 23RD 11:30 AM  
THURSDAYS - ALL TIMES ARE EST - VIA ZOOM

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