



University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

Cooperative Extension Service
University of Kentucky
Department of Horticulture
N-318 Agricultural Science Center
Lexington KY 40546-0091
(859) 257-1477
Fax: (859) 257-2859
extension.ca.uky.edu

October 2020

Brett Wolff, Editor
Christy Cassady, Editor/Designer

CCD, partners to present marketing webinar series

By Brett Wolff, Center for Crop Diversification

The Center for Crop Diversification is hosting a 2020 fall webinar series covering some marketing topics for specialty crop producers and marketers. Though we will be focusing on these kinds of products, many of the materials will apply to other product types, too. We're very excited to be co-presenting some of these topics with partners from the Kentucky Center for Agriculture and Rural Development, Kentucky Horticulture Council, Community Farm Alliance, the MarketReady Producer Training Program, and the Kentucky Department of Agriculture.

11/11 - Getting Started with Social Media & Web Analytics

When customers interact with you online, they are generating data. We'll look at some basic (free) analytics programs for monitoring this information, talk about what it means, and consider how we might use it.

11/18 - Exploring Markets & Considering New Crops

Interested in exploring new outlets for your product? Weighing the pros and cons of different crops? We'll share some perspective and some tools to help you make informed plans this winter.

11/25 - Simple Web Design + Google Business Profiles

You don't have to be a technology wizard to build your own website and polish up your digital profiles. We'll show the basics of a build-your-own website platform, and highlight some key considerations for how your business appears in searches.

12/2 - Record-keeping Basics

Keeping records is the only accurate way to track progress, make

What's inside

KHC initiative extended 2
Wolff wins UK award 3

Coming up

Nov. 5 - "Growing Your Farm and Food Business" webinar: Writing Grants. 10 to 11:30 a.m. EST. From the Kentucky Center for Agriculture and Rural Development (KCARD). For details and to register, [click here](#).

Nov. 7 - Kentucky Maple Syrup School, online, 9 a.m.-12:30 p.m. EST. For details, see **Page 6**.

Nov. 12 - Enterprise Budgeting and Urban Farm Record-keeping webinar, 7 to 9 p.m. EST. From Penn State. Free. For details and to register, [click here](#).

Nov. 17 - Crop Planning Webinar, 1-3 p.m. EST. For growers interested in Farm to School in and around Knox, Laurel and Whitley counties (KY). [Click here](#) for details. Brought to you by the KY Horticulture Council and Grow Appalachia.

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Services
4-H Youth Development
Community and Economic Development

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.

LEXINGTON, KY 40546



Disabilities
accommodated
with prior notification.

Continued on Page 2

KY Hort Council extends Small Fruits Initiative

By Cindy Finneseth, Executive Director,
Kentucky Horticulture Council

The Kentucky Horticulture Council is again partnering with the University of Kentucky Department of Horticulture to sponsor a producer initiative that will provide educational opportunities and resources to small fruit crop growers across rural Kentucky.



Current and prospective growers must farm in a designated rural area, as the USDA Rural Development grant supporting this program is specific to developing entrepreneurs in rural areas of Kentucky. Growers in Fayette and Jefferson counties

are not eligible for the reimbursement component of the program, but any grower in these counties interested in commercial production of small fruit can contact their county extension office for technical assistance.

Supplies/services up to \$1,250 per grower/farm may be eligible for purchase under the program. Eligible crops include blackberries, blueberries, strawberries, elderberries, jujube, table grapes, gooseberries and June-bearing raspberries (red and black). Newly enrolled growers will receive priority over previously funded grower projects.

For more information, go to <https://kyhortcouncil.org/kentucky-small-fruits-initiative/>.

Continued from Page 1

informed business decisions, and it can often help in grant and loan applications. We'll cover some of the basics and point to some additional support.

12/9 - Offseason Marketing and Customer Retention

Just because traditional crops are done for the year doesn't mean that you should stop thinking about your customers. We'll talk about how to keep customers, why that's so important, and talk about a few other things to keep in mind during your "off-season" planning sessions.

12/16 - 2021: Looking ahead for Farmers Markets & COVID-19

2020 was a challenging year for many farmers markets. We'll talk about how markets might reflect back on their year and make plans for the marketing season ahead.

Partial support for this series was provided by the Kentucky Specialty Crop Block Grant Program. All webinars will take place at 10:30 a.m. Eastern time. You MUST register to attend. Recordings will be made available to registrants afterward. These presentations are aimed at specialty crop growers and marketers, but many of the principles covered will apply to other products and markets. For more information visit: <https://www.uky.edu/ccd/2020-Fall-Webinars> or email brett.wolff@uky.edu.

A promotional graphic for the "Fall Webinar Series" with a light purple background and faint leaf patterns. At the top, it features logos for the "CENTER FOR CROP DIVERSIFICATION" (with a green leaf icon), the "University of Kentucky" (with the "UK" logo), and the "College of Agriculture, Food and Environment Cooperative Extension Service". The main title "Fall Webinar Series" is written in a large, white, cursive font. Below the title, a list of webinar topics and dates is provided: "11/11 Getting Started with Social Media & Web Analytics", "11/18 Exploring Markets & Considering New Crops", "11/25 Simple Web Design + Google Business Profiles", "12/02 Record Keeping Basics", and "12/09 Offseason Marketing & Customer Retention". At the bottom, it lists "12/16 2021: Looking Ahead for Farmers Markets & COVID-19". Logos for the "Kentucky Horticulture Council", "Kentucky Proud", "MarketReady", and "KCARD Kentucky Center for Agriculture and Rural Development" are also present. A registration link is provided at the bottom: "Register at https://www.uky.edu/ccd/2020-Fall-Webinars".

CCD's Wolff named UK Outstanding Staff Member

By Christy Cassidy, Center for Crop Diversification

Brett Wolff, an extension specialist in the University of Kentucky's Department of Agricultural Economics who works with the Center for Crop Diversification and the Sustainable Agriculture Research and Education (SARE) Program, has been named Outstanding Staff Member of the Year at the University of Kentucky.

UK presents Outstanding Staff Awards in three categories - those nominated by students, by faculty, or by staff. Brett also won the Outstanding Staff Award for those nominated by staff.

In a typical year, Brett's many responsibilities include traveling extensively around Kentucky to collaborate with county extension agents and a variety of agencies and nonprofits to offer educational opportunities for Kentucky grow-

ers. As COVID-19 led to 2020 being far from typical, Brett developed a series of webinars to help growers learn new options for marketing their crops and cope with the challenges of the pandemic. The webinars drew large audiences and were instrumental in helping growers set up online stores, establish pickup and delivery options, navigate new rules for farmers markets, and more.



Brett Wolff

The UK Outstanding Staff Awards are sponsored by the Office of the President and the UK Staff Senate. Please join me in congratulating Brett for receiving this honor.

KY Fruit and Vegetable Conference announces schedule, seeks sponsors

By Cindy Finneseth, Executive Director, Kentucky Horticulture Council

The Kentucky Fruit and Vegetable Conference is going virtual in 2021! The schedule is below and the final program should be ready the first week of November. Sessions will run from 9 a.m. – 3 p.m. EST/8 a.m. – 2 p.m. (CST), with a break for lunch.

- **Tuesday, Jan. 5** – General Session/Protected Ag Technologies
- **Tuesday, Jan. 12** – Organic Production/Beginning Vegetable Production
- **Tuesday, Jan. 19** – Advanced Fruit Production/Business Management
- **Tuesday, Jan. 26** – Advanced Vegetable Production/Beginning Fruit Production

A virtual wine tasting will be Tuesday, January 5th from 6-7 p.m., and a Farmers Market Short Course will be held Sunday, January 24th, from 4-6 p.m.

The annual conference provides an excellent venue for updates on production technologies and important industry issues and offers the

opportunity to interact with growers, researchers, and other ag professionals. The 2021 annual meeting will look a bit different but still provide local growers with the valuable information they need to produce safe, high quality, profitable produce crops. Registration is \$25 and includes access to all sessions and links to session recordings after the event. To register for the conference, [click here](#). A Zoom link will be emailed to you approximately 24 hours before the sessions begin. For conference details, [click here](#).

Your sponsorship of our 2021 annual meeting would be appreciated and help us continue the tradition of an informative and enjoyable annual meeting. Sponsors will receive one meeting registration and be recognized during session breaks and on the meeting website. For more information on sponsorship opportunities, [click here](#). The deadline for sponsorships to appear in the program is Sunday, November 1st. Sponsorships with meeting registration, online recognition, and conference recognition will be available until December 31st.

KY State University's Small Farm Conference goes virtual in 2020

From the KSU Small, Limited Resource, Minority Farmers Conference Facebook page

Kentucky State University's Small, Limited-Resource, Minority Farmers Conference is a gathering of farmers from Kentucky & the Southern U.S.

Kentucky State University has been hosting this conference for more than 20 years and for the first time ever, the conference is going virtual! Now you will be able to attend from the comfort of your own home. The conference is scheduled from Tuesday through Thursday, November 15th through the 17th.

This year's theme is "Farming for Tomorrow." (Use #FarmingForTomorrow on social media)

The conference will provide you with an opportunity to take advantage of the following:

- Educational Programs
- Virtual Tours
- Recognition of the Kentucky Small, Limited-Resource Farmer of the Year
- KYSU's "Third Thursday Thing" Workshop

There is no cost to attend; however, you must pre-register. The first 200 registrants will also receive a complimentary conference welcome package.

For more information and to register, [click here](#).

Kentucky Proud Promotional Grant Program taking applications

From the Kentucky Department of Agriculture (KDA)

The Kentucky Proud Promotional Grant Program is a 50/50 cost-share reimbursement grant available to assist Kentucky Proud members with advertising and marketing expenses that incorporate the Kentucky Proud logo. Kentucky Proud members who are able to show direct Kentucky farm impact are eligible to apply.



Survey seeks farmer input to determine dollar value of soil health improvements

By Dojin Park, University of Minnesota

Dear farmer:

Implementing conservation practices costs money, while benefits are not immediately tangible. It would be helpful if we could articulate the benefits in dollar terms. To this end, a University of Minnesota research team has developed an online experimental survey that should take 15-20 minutes to complete. A section of our survey consists of playing a "game" where you are asked to choose plots with different soil properties. Once you complete the survey and "play" our game, we can analyze the responses to estimate how much you and others value improvements in your soil health. The results from the survey will inform agencies and policymakers on how to adapt existing programs or design a new program, so that incentives for adopting conservation are more effective. Survey respondents will have a chance to win a gift card for project participation funded by the USDA-Organic Agriculture Research and Extension Initiative (OREI).

If you want a survey link to participate in the project, you are encouraged to contact Dojin Park, park1587@umn.edu.

Thank you for your time!

The maximum amount available in matching funds is \$8,000 per year based on 10 percent of your direct Kentucky farm impact. The funds are available for six months beginning on the date that your application is approved. Funding is awarded on a first-come, first-served basis to eligible Kentucky Proud members.

The next application committee review meeting

Continued on Page 5

New CCD resources include equipment costs publications

The Center for Crop Diversification (CCD) has released a new fact sheet, [Understanding Equipment Costs on the Small Commercial Vegetable Farm \(CCD-FS-18\)](#). This publication, which was developed by CCD contractor Matt Ernst, Anderson County agriculture and natural resources extension agent Alex Butler, and Agricultural Economics professor Tim Woods, outlines how to understand equipment costs typical to a small commercial vegetable farm in Kentucky, and how to use those costs in enterprise budgets. Information is also included about standard equipment on small vegetable farms in Kentucky. An accompanying spreadsheet, [Estimating Vegetable Farm Equipment Costs \(CCD-FS-19\)](#), can be useful for specialty crop growers in two primary ways: in determining the total annual costs associated with specific tractors and equipment, and in assigning hourly equipment costs to individual enterprises, based on how much the tractor or implement is used for those enterprises.

CCD crop and marketing profiles that have



been updated recently include [Marketing on the Internet \(CCD-MP-2\)](#), [Gooseberries and Currants \(CCD-CP-6\)](#) and [Muskmelon \(Cantaloupe\) \(CCD-CP-105\)](#). See these and many other resources on the CCD website at www.uky.edu/ccd, and be sure to check out our Facebook page at <https://www.facebook.com/ccduky/>.

Continued from Page 4

will be held on Tuesday, November 10th, 2020. The deadline for the Kentucky Department of Agriculture to receive applications for consideration at this meeting is October 31st, 2020. The final review meeting of the year is scheduled for Wednesday, December 9th, 2020. The deadline for KDA to receive applications for review in that meeting is November 30th, 2020.

The links to both the fillable PDF version and the printable version of the application are included below. If you have any questions, please contact Jonathan Van Balen, the Kentucky Proud Promotional Grant Program Coordinator, at jonathan.vanbalen@ky.gov.

[Fillable PDF version](#)

[Printable Version](#)

Please mail your application to:

Jonathan Van Balen
Kentucky Department of Agriculture
111 Corporate Drive
Frankfort, KY 40601

You may also scan and e-mail a complete application to jonathan.vanbalen@ky.gov.

We hope you will take advantage of this Kentucky Proud promotional marketing grant. A recent study by the University of Kentucky reported that the Kentucky Proud logo has 69% statewide brand recognition. This is a great opportunity to elevate your brand and make the most of your marketing efforts.

Virtual Kentucky Maple School coming up November 7th

By Carol Lea Spence, University of Kentucky
College of Agriculture, Food and Environment

There's gold in Kentucky's hills, gold as in maple syrup, that is. Though many think of maple syrup as a New England product, Kentucky woodlands are ripe for the tapping. For anyone interested in maple syrup production, The Kentucky Maple School is a good place to garner important information.

University of Kentucky Cooperative Extension Service and the Kentucky Maple Syrup Association will present the free, annual school in a virtual format this year, with sessions taking place on the social conferencing platform Zoom, 9 a.m. to 12:30 p.m. ET, November 7th. Beginning and experienced producers, as well as those just interested in maple syrup production, will find the sessions interesting and informative.



Photo by Matt Ernst

The Kentucky Maple Syrup School is designed for both beginning and experienced producers.

cate that Kentucky has more than 105 million sugar and red maple trees with a diameter of 9 inches or greater that have the potential to be tapped, according to UK extension forester Billy Thomas.

This year's maple syrup school will feature Glenn Goodrich, of Goodrich Maple Farm in Vermont, speaking on the topic "25 to 125,000 Taps." Goodrich started as a backyard tapper and became one of the leading maple syrup producers in the country.

Ben McKenney, of Grandpa Joe's Sugar House in Maine, will lead a session on "Cooking with Maple Syrup" and Kate Fotos, from Future Generations University, will talk about other syrup options with "More than Maple: Walnut Syrup."

Interested participants should register in advance at <http://ky-maplesyrup.ca.uky.edu/>. Organizers will provide registrants with a Zoom link to attend the meeting.

The UK College of Agriculture, Food and Environment, UK Forestry and Natural Resources Extension, the Kentucky Maple Syrup Association and the Kentucky Center for Agriculture and Rural Development are sponsoring this year's event.



Photo by Stephen Patton,
UK Agricultural Communications

Shad Baker, agriculture and natural resources extension agent in Letcher County, said this crop holds exciting economic opportunities for rural communities, particularly in the hills of Eastern Kentucky.

"This is a crop that takes advantage of land that, for the most part, people consider to be wasted land, hillside land that has not historically been used for agriculture, or at least not in the past 100 years," he said. "It's scalable, so you can start really small, for your own personal use. It goes all the way up to bigger producers with 3,000 taps, but even the little guys can sell at the farmers market or sell from home and sell out. We've not come close to saturating the market in this state. We probably aren't meeting 5% of the demand."

Forest inventory data, collected by the U.S. Forest Service and Kentucky Division of Forestry, indi-

November expected to be drier than average across Kentucky

By Joshua Knight, Sr. Extension Associate, Horticulture

The NOAA's Climate Prediction Center (<https://www.cpc.ncep.noaa.gov/>) shows a high probability for consistently drier than average conditions throughout November for the commonwealth, as well as the eastern half of the continental U.S. generally.

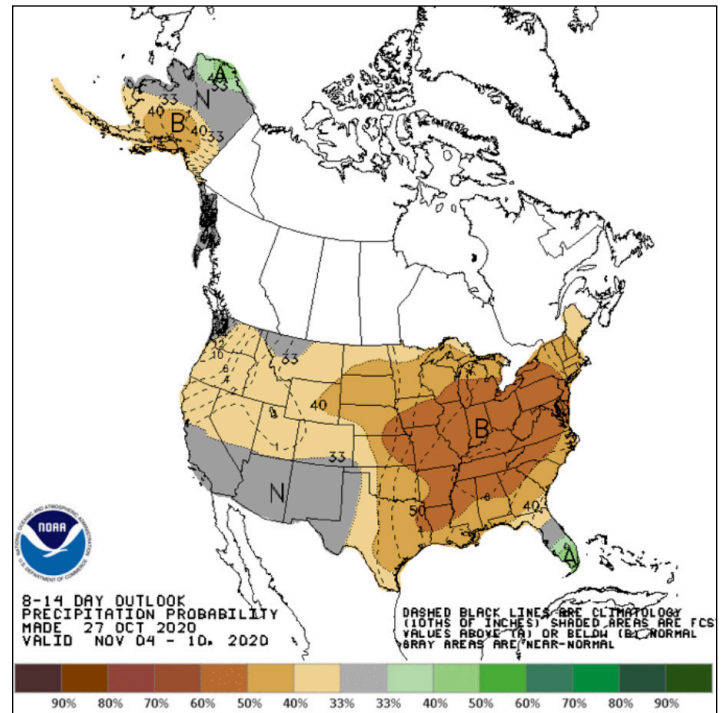
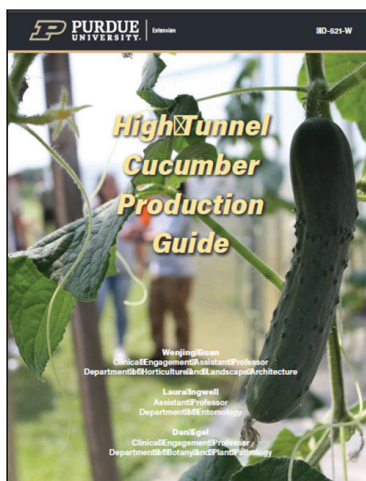
The predictions for temperature are more complex. The first week of November has a higher probability of lower than average temperatures for Kentucky (and the eastern U.S.). This prediction shifts moving into the second week, where the probability is above average for higher than average temperatures for the entire country. Overall for November, the temperatures are expected to be higher than average, in general.

High Tunnel Cucumber Guide available from Purdue Extension

From Purdue University Extension

Purdue University Extension has released a High Tunnel Cucumber Production Guide, ID-521-W. The climbing growth habit, parthenocarpic nature of setting fruit without pollination, high yield potential and long harvest window make seedless cucumber ideal for high tunnel production.

The production guide, written by Purdue faculty members Wenjing Guan, Laura Ingwell and Dan Egel, is available for free [download here](#). The guide provides recommendations tailored to the distinctive growing environment of high tunnels. Recommendations are based on research efforts conducted in the Midwest and include cultivar selection, pruning and trellising systems, insect and mite pest management, disease management, plant physiological disorders and grafting techniques that are tailored to cucumber production in high tunnels.



Coronavirus Food Assistance Program 2

From the USDA Farm Service Agency (FSA)

Signup for the Coronavirus Food Assistance Program 2 (CFAP 2) began on September 21st and will continue through December 11th. CFAP 2 provides eligible producers with direct financial assistance due to market disruptions and associated costs because of the COVID-19 pandemic. CFAP 2 is a separate program from the first round of the Coronavirus Food Assistance Program, now referred to as CFAP 1. Farmers and ranchers who participated in CFAP 1 must complete a new application for CFAP 2. Details on how to apply can be found on farmers.gov/cfap/apply. Many more commodities are eligible for CFAP 2 than CFAP 1. You can find eligible commodities [here](#).

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

