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Three-year KY auction price report available

By Brett Wolff, Center for Crop Diversification

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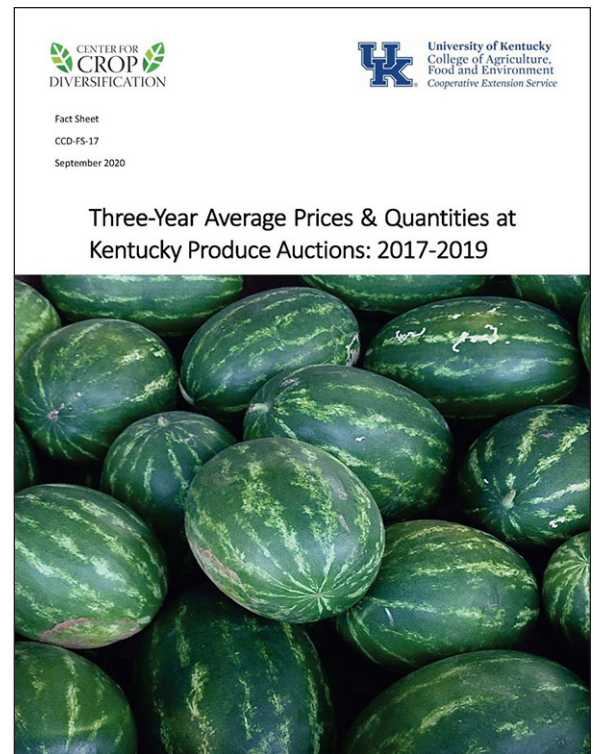
Coming up

Oct. 6 - 10-11 a.m. EDT.
Join the Kentucky Horticulture Council (KHC) and local Extension Offices for a Farm to School Webinar for growers in and around Knox, Laurel and Whitley counties. The same content will be offered on Oct. 8 at 6 p.m. For details, see **Page 4**.

Oct. 8 - Basic Business Planning webinar. 10 a.m.-11:30 a.m. EDT. Part of the Kentucky Center for Agriculture and Rural Development (KCARD) Growing Your Farm and Food Business webinar series. For more information about this webinar series, see **Page 2**.

Oct. 14 - Kentucky Women in Agriculture virtual conference. Registration closes Oct. 7. For more information and to register, go to <https://www.kywomeninag.com/annual-conference>.

The Center for Crop Diversification recently released a new publication, [Three-Year Average Prices & Quantities at Kentucky Produce Auctions](#) including the years 2017-2019. This is the second of these three-year average reports for the auctions (the first was released in 2017). The auctions play a significant role in Kentucky's specialty crop market. In addition to summarizing the data across this period, there is also a small analysis section for each of the crops summarized. The CCD offers similar average reports for [farmers markets](#) as well, and we plan to release an updated version of this report in late 2020 or early 2021.



This has been a challenging year for many businesses, and has required them to adapt and innovate quickly. For produce auctions specifically, prices have generally been much higher, while the

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KCARD webinar series to cover business topics, funding options

From KCARD

The Kentucky Center for Agriculture and Rural Development (KCARD) will be hosting a series of five “Growing Your Farm and Food Business” webinars this fall to assist agricultural producers and food businesses with understanding business fundamentals, identifying grant opportunities, and developing a strategy to seek funding.

“Our goal in hosting these webinars is to guide farmers in the development of their business plan, provide an orientation to funding opportunities, and equip them with the knowledge they’ll need to write a grant application,” explained James Barrett, KCARD Grant Facilitator.

The webinars will provide an in-depth understanding of business plan and marketing plan development along with an overview of fund-

ing options for farmers and agribusinesses in Kentucky. Webinars will take place from 10 a.m. – 11:30 a.m. Eastern/9 a.m. -10:30 a.m. Central and will be available for later viewing.

- October 8: Basic Business Planning
- October 15: Understanding Financials
- October 22: Funding Programs (State)
- October 29: Funding Programs (Federal)
- November 5: Writing Grants

Programs from USDA, the Governor’s Office of Agricultural Policy, Kentucky St. University, Kentucky Department of Agriculture, and other agencies will be covered, with many of these available for questions. For details and to register, go to KCARD’s [Facebook page](#) or [register here](#). Questions? Contact Haleigh Young at hyoung@kcard.info or call 859-550-3972.

The screenshot shows a website interface. At the top, the title "Local Food Systems Response to COVID" is displayed in white text over a background image of a person in a kitchen. Below the title is the tagline "Building Better Beyond" and two buttons: "Find Resources" (blue) and "Our Partners" (red). Below these are two text boxes. The left box is orange and contains text about the COVID-19 pandemic's impact on Local and Regional Food Systems (LRFS). The right box is teal and contains text about the USDA Agricultural Marketing Service (AMS) and the University of Kentucky's research team. At the bottom, the heading "Our Partner Networks" is shown in red, with a small note "(Click on logo for partner profile and resources)".

Continued from Page 1

makeup of the buyers has shifted. Institutional buying has reduced considerably, while there has been increased interest from retail resellers and individual buyers. All of these changes have happened against a backdrop of auction personnel working to allow for social distancing and other precautions to keep employees and customers safe. The CCD is helping to share the auction per-

spective by participating in a large national project funded through the USDA Agricultural Marketing Service, aimed at highlighting COVID-19 responses within the local food system. If you are interested in learning more about innovations and impacts of COVID-19 in different parts of the local food movement, you can find more information on the project here: <https://lfscovid.localfoodeconomics.com/>.

Health insurance options available through KY Hort Council

From the Kentucky Horticulture Council

Do you offer health insurance benefits to your employees and want to see if you are getting the best price and coverage possible? The Kentucky Horticulture Council (KHC) has joined the Kentucky Ag Health Care Trust and through this relationship, eligible horticulture businesses can access 21 different Anthem health insurance plans. If you have a horticulture-related business, have at least two employees (this can include yourself), and are a member of one of the KHC member organizations, you are most likely eligible. This is a great benefit for small businesses that are currently offering or thinking about offering health benefits to employees. Joining the plan gives you the purchasing power of a large group and this often results in access to better plans and better pricing.

KHC expands staff to manage programs in support of growers

From the Kentucky Horticulture Council

The Kentucky Horticulture Council (KHC) has announced two new staff members – McKenzie Fox and Bethany Prekopa – who will be managing programs that support specialty crop growers and green industry businesses in Kentucky.

“On behalf of the Kentucky Horticulture Council and its member organizations, we welcome Bethany and McKenzie, who will be working directly with Kentucky’s horticulture industry,” said Cindy Finneseth, Executive Director of KHC. “Each has a strong set of skills and experience to provide horticulture growers and agribusinesses in Kentucky the support to continue to produce and deliver high quality products and services.”

Fox is focusing on farm to school and value chain projects. She is a local food enthusiast with extensive experience in developing educational programs. This spring, she was instrumental in launching the online ordering system for the Franklin County Farmers Market. Fox is a graduate of Alma College and has worked for the US Forest Service and the Antrim Conservation District in Bellaire, Michigan.

Prekopa is supporting growers selling products directly to customers. She comes to KHC from

Where do I start?

- Check with your member organization to be sure your membership is up-to-date.
- Contact Melissa Hinton (The Hinton Agency; 859-351-6559) to fill out the paperwork to get started on a quote. Note: you will need to provide some specific details about your business and each employee.
- Review and analyze the quote to determine if this is a good option for your business.
- Complete paperwork and join KHC as an employer-member.

Several frequently asked questions are listed on the [KHC website](#). The list of member organizations is available at <https://kyhortcouncil.org/about/>. Other questions can be submitted to info@kyhortcouncil.org.



McKenzie Fox (left) and Bethany Prekopa (above) are new Kentucky Horticulture Council staff members.

the University of Kentucky’s Food Connection where she prepared seasonal menus using locally grown produce. She is a farmers market advocate, having interned at the Lexington Farmers Market promoting and assisting vendors with online store creation and setting up mobile payments. Prekopa is a Kentucky native and a UK graduate.

According to Jeremy Hinton of Hinton’s Orchard and Farm Market and president of KHC, “These new positions at KHC will amplify our support to Kentucky’s multi-billion dollar horticulture industry. We are excited about the new programs we are able to offer Kentucky producers.”

KHC Farm to School grant to aid SE Kentucky

From the Kentucky Horticulture Council

The Kentucky Horticulture Council (KHC) has received a USDA Farm to School grant to complete project work in Laurel, Knox and Whitley counties. The project, *Saved by the Bell: Cultivating Farm to School Activities in Southeastern Kentucky*, will train and connect schools and farmers within the project area to improve access to local foods through a farm to school program with local procurement and agricultural education efforts.



KHC seeks to recruit food service personnel, teachers, and farmers to be a part of the project, with the goal of bringing locally grown produce into school cafeterias and engaging youth about their local food system. Through training organized by KHC, food service workers will learn about purchasing local foods and will be connected with local growers who can provide them with those local foods. Growers will also be engaged through training and will receive support to ensure production, packaging, storage and delivery of safe, high-quality and nutritious products to satisfy school purchasing intentions and desires. KHC is also developing a shelf stable snack food using locally grown products and fulfilling school nutritional requirements; more info on that to come. Finally, through collaboration with local teachers, KHC seeks to introduce K-12 students to their local food system and to provide educational programming in schools within the tri-county area. Through this promotion of local foods in schools, we hope to create an increased demand for consuming locally produced items, and that demand will be fulfilled by farmers that are knowledgeable in school food procurement. In a long-term, holistic view, we hope this program will increase support of our local growers, contributing directly to our local economy; we also hope it will provide the foundational knowledge and experience for our youth to live long and healthy lives with an understanding of their local food system.



KHC will host an informational webinar for local growers on Farm to School in October. There are two dates and times for the webinar, but both webinars will cover the same material (different days/times for grower convenience): Tuesday, October 6th at 10 a.m. and Thursday, October 8th at 6 p.m. This webinar is intended for anyone who is interested in farm to school, thinking about selling to schools, or ready to sell to schools. We will cover the basics of Farm to School (F2S) including KHC's F2S project, crops and volumes, what schools are looking for and the procurement process, and more. A Q&A session will provide time for you to ask any questions you may have. For more information and to register, visit [KYhortcouncil.org/F2S](https://kyhortcouncil.org/F2S).

To lead the Farm to School project, KHC recently hired McKenzie Fox as Special Projects Coordinator. She currently also works part-time at the Franklin County Farmers Market as their Community Engagement Coordinator. If you are interested in learning more about KHC's Farm to School program or participating in any aspect of the project, please email McKenzie at mckenzie@kyhortcouncil.org.



2021 FRUIT & VEGETABLE CONFERENCE

January 5, 12, 19, and 26

Primary education tracks include:

- Production Technologies
- Vegetable Production (Beginning and Advanced)
- Fruit Production (Beginning and Advanced)
- Business Management

Don't miss the Virtual Wine Tasting!

<https://kyhortcouncil.org/2021-ky-fruit-vegetable-conference/>

Full Program and Registration available November 1, 2020



Mountain Association helps Eastern KY farms, businesses with energy costs

From the Mountain Association

The Mountain Association's energy experts can help you save on your bills. They can visit any Eastern Kentucky-based farm or business to provide a free energy assessment. From there, they can help you decide what to invest to start saving. The Mountain Association also provides grant application support and affordable financing for eligible businesses.



There are two primary grant programs they help farmers apply for:

- Governor's Office of Agricultural Policy's On-Farm (GOAP) Energy Program, which provides up to \$10,000 toward a project for farms to increase energy efficiency of existing equipment/facilities, install renewable energy systems, and more. Applicants must receive either at least \$25,000 in Gross Farm Income, or 20% of gross income from farming

for the previous two years.

Next deadline: December 18th, 2020

- USDA Rural Energy for America (REAP) Program, which can cover 25% of the cost for rural small businesses and agricultural producers to purchase, install and construct renewable energy systems, or make energy efficiency improvements to non-residential buildings and facilities.

Next deadline: November 2nd, 2020

If you're interested in solar, you can apply for both programs and, together with the current 26% federal tax rebate, cover costs of about 75% of the average solar installation.

For more information, please contact Carrie Ray at carrie@mtassociation.org, or 859-544-0023.

The Mountain Association, formerly known as the Mountain Association for Community Economic Development (MACED), works with anyone in the 54 counties of Appalachian Kentucky. For more information about the Mountain Association and its work, visit <https://mtassociation.org/>.

Registration now open for 2021 OAK Conference

From the Organic Association of Kentucky

Every year, the OAK conference is a place to connect with and support each other, share knowledge, and celebrate the work of our farmers, good food advocates, and businesses. Now is

Organic Association of Kentucky



a time of unprecedented challenges for our communities and incredible opportunities to strengthen local food systems. The demand for staying connected, honing organic practices, developing your farming business and sharing challenges and successes is greater than ever. And so, the OAK Conference will continue to deliver the inspiration, community connection and practical tools you need. The 10th Annual OAK Conference, *Healthy Soils, Healthy Farms: Reshaping Kentucky with Organics*, is scheduled for five days with no simultaneous workshops – giving you the opportunity to participate in every session, all from the comfort of home! [Register now](#).

The agenda features [national leaders and regional experts](#), offering over 25 live sessions. Join discussions on no-till, production systems, the connection of soil health to human health, racial equity

in agriculture, regenerative grazing management, market farming, agroforestry, climate change, organic production, seed sovereignty, and more! Full program available in October, details at <https://www.oak-ky.org/2021-conference>.

Keynote speakers include Leah Penniman, Jean-Martin Fortier, Dr. Daphne Miller, Will Harris and Judith Schwartz. Additional invited guest presenters include Sarah Flack, Dr. Elaine Ingham, and Daniel Mays. Evening farmer roundtable discussions are open to all and will focus on specific production topics.

The virtual platform is user friendly on desktop and mobile devices, offering live Q&A, file downloads, recordings and easy networking with attendees, presenters and Trade Show vendors. Conference sessions provide tools, techniques, research and knowledge you can use on the farm. CEUs will be available!

Early bird registration is available through December 15th, 2020. [Register now](#) to reserve your spot. Get ready to interact live AND to have access to recordings for a year following the event!

Sponsorship and Trade Show opportunities are [available](#). Contact Brooke Gentile with questions at brooke@oak-ky.org or 502-219-7378.

Governor appoints Henderson's Ridley executive director of GOAP

From the Governor's Office of Agricultural Policy

FRANKFORT - Gov. Andy Beshear appointed Dorsey Ridley of Henderson, a former bank president and state lawmaker who operates a family farm and who most recently served as director of legislative services for the governor, to serve in the role of executive director for the Governor's Office of Agricultural Policy (GOAP).

Ridley has a long record of public service. Previously, he served in the Kentucky House of Representatives from 1987 to 1994 and the State Senate, as senate caucus chair, from 2004 to 2018. He sat on the Senate Agriculture Committee for 15 years.

Professionally, Ridley has been employed by Independence Bank, as regional business development director and former president of Independence

Bank in Henderson. Independence Bank currently is the largest agricultural lending community bank in Kentucky. A graduate of Western Kentucky University, Ridley received his B.S. in business and agriculture. Reared working on a family cattle farm, Ridley is a lifelong advocate for the agriculture industry.

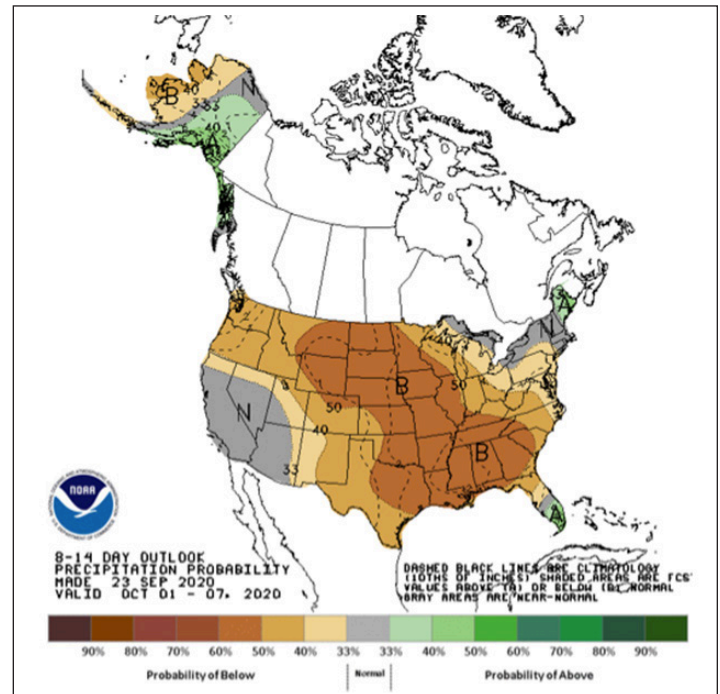
The GOAP, established in 1998, provides grants, incentives and low-interest loans through the Kentucky Agricultural Development Fund to help farmers and agribusinesses innovate and grow. The office provides a direct link between the Governor and one of Kentucky's most important industries, agriculture. The Kentucky Agricultural Development Board and Kentucky Agricultural Finance Corporation are administered by the GOAP.

Look for cooler than average start to October and dry throughout

By Joshua Knight, Sr. Extension Associate, Horticulture

The current trend of cool weather is likely to continue into October, as the National Weather Service's Climate Prediction Center is forecasting a high probability of cooler than average temperatures for Kentucky and the eastern half of the continental United States as well. This trend will continue at least through October 7th. The monthly picture shows October with a high probability of warmer than average temperatures, meaning this pattern is likely to change moving further into the month.

The predictions for precipitation in October are simpler: aside from a small part of northeastern Kentucky at the beginning of the month, the forecast for October is drier than average for Kentucky. Typically, this time of the year has the least water availability so despite the strong water holding capacity of our soils, the reduced precipitation should be noticeable. This pattern is part of



a larger system that is forecast throughout most of the country.

Data available from 2019 National Farmers Market Manager Survey

From the USDA Agricultural Marketing Service (AMS) and the National Agricultural Statistics Service (NASS)

On August 17th, the National Agricultural Statistics Service published data collected through the joint NASS-AMS 2019 National Farmers Market Manager Survey. The results of the survey will help the farmers market sector and policy makers better understand direct marketing opportunities, activities and challenges from a farmers market manager's perspective.

Highlights of the survey include:

- In 2019, farmers market managers operated 8,140 farmers markets.
- The largest number of markets operated during June through September. Twenty-one percent of the markets operated year-round.
- Fruits and vegetables composed the most common food category sold at 99.6 percent of markets, followed by condiments and sauce at 94.1 percent.
- The percent of markets that had locally grown labeling totaled nearly 84.7 percent.
- On an average market day, 916 households shopped across markets in the U.S. and spent

\$14,547 per farmers market.

- Farmers market managers served as paid employees in 4,321 markets, while in 3,162 they served as volunteers.
- There were 31,609 volunteers contributing their time across 5,078 markets.

To see the entire report, go to https://www.nass.usda.gov/Publications/Todays_Reports/reports/nfar0820.pdf

Thanks for reading!

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