



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

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July 2020

Brett Wolff, Editor
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Coming up

July 30 - 9:30-11:45 a.m.
CDT, Linking Agriculture for
Networking & Development
Mammoth Cave-Green River
Region Virtual Forum. For
details and to register, [click
here](#).

July 31 - 9:30-11:45 a.m.
CDT, Linking Agriculture for
Networking & Development
Pennyriple-Purchase Region
Virtual Forum. For details
and to register, [click here](#).

August 6 - 2 to 3 p.m. EDT,
Lazy Eight Stock Farm Vir-
tual Tour. Will include field
tours with organic produc-
tion techniques of brassicas,
tomatoes, salad greens and
trellised beans. Brought
to you by the Organic As-
sociation of Kentucky. Of-
fered free for all producers,
in collaboration with Grow
Appalachia and the USDA.
Pre-registration is required.
[Click here](#) to register.

Amid COVID challenges, farmers markets, produce auctions see higher prices

By Brett Wolff, Center for Crop Diversification

Like all agricultural businesses operating in the midst of the challenges posed by the 2020 COVID-19 pandemic, Kentucky farmers markets and produce auctions have had to make some adaptations to comply with social distancing and other recommendations and mandates. Both market types typically involve large crowds, and business as usual has been a challenge. Auctions have countered with expanded order buying, drive through auction formats similar to the Dutch flower auctions, and even exploring added delivery services from the auction. Farmers markets and their vendors have expanded pre-ordering, curbside options, and various adaptations to allow for effective social distancing.

Despite some of the challenges, and the shifting market landscape (including decreases in restaurant and farm-to-school purchasing), auctions are generally seeing considerably higher prices and overall sales volume in 2020 so far. Most of the auctions operating in Kentucky report their prices, which are then posted to the UK Center for Crop Diversification website. Farmers market sales are more difficult to track, but anecdotal evidence suggests higher than usual sales and prices for many products. Vendors seem to be selling out sooner, doing more sales ahead of market, and in some cases receiving higher prices for their products.

On Page 2 you'll find a comparison of prices in 2020 as compared to previous benchmark prices for three representative crops (tomatoes, strawberries, and green beans) sold at Kentucky farmers markets

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LEXINGTON, KY 40546



Disabilities
accommodated
with prior notification.

Kentucky Commercial Cut Flower Grower Directory is online

By Joshua Knight, Sr. Extension Associate, Horticulture

July is American-Grown Flower Month. Through collaboration with Cindy Finneseth of the Kentucky Horticulture Council (KHC) and surveys of the community, the Center for Crop Diversification was able to develop a map-based directory of commercial cut flower growers across Kentucky to raise awareness of locally grown cut flowers and support the commercial production of cut flowers.

The directory is available, along with other direc-

tories and maps at <https://www.uky.edu/ccd/maps>.

As part of Kentucky-Grown Cut Flower Month, KHC has been featuring growers on Facebook, Instagram and Twitter each day in July. More information on the overall initiative is available at:

<https://kyhortcouncil.org/ky-cut-flower-grower-resources/>

<https://www.facebook.com/KYHortCouncil/>

<https://twitter.com/KYHorticulture>

Continued from Page 1

(Table 1) and through the two largest auctions in Kentucky (Tables 2 and 3). Note that the reference prices and the units vary between the two market channels.

For farmers markets, the higher prices for most products may reflect increased demand or decreased supply due to later-than-usual frosts and cold weather. Typically farmers market prices don't change considerably between seasons, so this price change is noteworthy.

In the case of the auctions, these considerably higher prices for almost all commodities have offset a slight dip in the number of units sold, but have resulted in overall much higher total sales. This may be attributable to an overall increased interest in local product or an increase in the number of small buyers looking for extra income through roadside resale stands. One major potential challenge in the second half of 2020 is the possible impacts of the ongoing pandemic on fall agritourism operations. These businesses buy large volumes of the pumpkins and fall décor items sold at produce auctions.

While auction prices are determined at the time of sale based on buyer interest, farmers market prices are set by vendors themselves. As always, the recommendation is to base pricing on a good understanding of operational costs as well as a survey of what a given market channel typically brings for a product.

KY Farmers Market Monthly Average Prices

		2016-2018			
		2020	Avg. Price	% Difference	
Tomatoes (per lb)	May	\$ 3.00	\$ 2.54	18.1%	
	June	\$ 3.14	\$ 2.57	22.2%	
	July	\$ 2.93	\$ 2.45	19.6%	
Strawberries (per qt)	April	\$ 7.50	\$ 4.38	71.4%	
	May	\$ 7.28	\$ 4.88	49.2%	
	June	\$ 6.19	\$ 5.14	20.4%	
Green Beans (per lb)	May	\$ 3.00	\$ 2.80	7.1%	
	June	\$ 2.83	\$ 2.83	0.0%	
	July	\$ 3.33	\$ 2.73	22.0%	

Fairview Produce Auction Monthly Average Prices

		2020	2019	% Difference	
Tomatoes (per lb)	April	\$ 3.14	\$ 3.07	2.3%	
	May	\$ 2.76	\$ 1.84	50.0%	
	June	\$ 1.92	\$ 1.10	74.5%	
Strawberries (per pt)	April	\$ 3.54	\$ 2.53	39.9%	
	May	\$ 2.60	\$ 1.74	49.4%	
	June	\$ 2.62	\$ 1.92	36.5%	
Green Beans (per bushel)	May	\$ 47.28	\$ 50.88	-7.1%	
	June	\$ 41.22	\$ 30.27	36.2%	

Lincoln Co. Produce Auction Monthly Average Prices

		2020	2019	% Difference	
Tomatoes (per lb)	May	\$ 2.52	\$ 1.66	51.8%	
	June	\$ 2.16	\$ 1.47	46.9%	
Strawberries (per pt)	April	\$ 2.46	ND	-	
	May	\$ 2.55	\$ 2.07	23.2%	
	June	\$ 1.92	\$ 2.05	-6.3%	
Green Beans (per bushel)	May	ND	\$ 40.75	-	
	June	\$ 70.65	\$ 38.32	84.4%	

KY Fruit & Vegetable Conference seeks presentation proposals

From the Kentucky Horticulture Council

The 2021 Kentucky Fruit & Vegetable Conference Planning Committee is seeking proposals for educational presentations. We welcome ideas for mini-sessions (20 minutes total; 15 minutes speaking and 5 minutes for Q&A). We are especially interested in presentations from local growers.

Session topics should be highly focused for produce growers in Kentucky. Topics can address production methods, research results, business management strategies, and best practices. Specific content requests from the 2020 Conference survey include: variety trials, crop rotation, processing, post-harvest handling, growing in high tunnels, urban farming, strategies for marketing, and soil health.

This event historically has an attendance of 500 participants including growers, exhibitors, speak-

ers, organizational representatives, and governmental agencies, with more than 70 educational sessions, grower roundtables, a trade show, and a Kentucky wine tasting. In 2021, due to the uncertainty around in-person meetings, we are planning for a virtual conference in January. The full agenda with registration details will be published in late October.

We encourage you to consider submitting a proposal to share your knowledge, passion, and innovation with others or suggest speakers you'd like to hear! Submit proposals at <https://www.surveymonkey.com/r/2021FruitVegConfProposalCall> or info@kyhortcouncil.org.

Deadline to submit proposals is September 15th, 2020. Presentation date and time will be confirmed with speakers by October 15th, 2020.

2020 fee changes proposed for KY commercial food manufacturers

From the Kentucky Horticulture Council

An email notification was sent by the Kentucky Department for Public Health, Food Safety Branch (FSB) on June 4th to businesses with current commercial manufacturing permits outlining proposed new regulations that, if passed, will change inspection fees for these facilities.

A commercial food manufacturer formulates and processes food for wholesale distribution and includes grain storage facilities and food storage warehouses. According to the KY FSB, this includes businesses that "do not have a retail store front that manufacture value-added packaged food products, or a firm that produces 'high-risk' packaged items for retail sales (like pickled products)" and operations that "primarily wholesale their product (sales to another wholesale or retail outlet) or engage in internet sales."

We need your input! We have posted a survey designed to help us understand the potential impact this regulatory change may have on your business, how we can best advocate on your part, and what alternative solutions we can propose that will ensure the safe manufacture of food products without causing financial hardship on Kentucky producers. Here are links to review the [proposed](#)

[new regulations](#) and [product risk classification](#).

Note: If 75% or more of your product sales are retail (direct-to-consumer), your business is most likely not considered a food manufacturer and would only be permitted and inspected through the local health department. There are some exceptions.

[Complete the survey here](#).

The public hearing on the proposed Administrative Regulation will be Aug. 24th at 9 a.m. at the Health Services Building, Suites A and B, First Floor, 275 E. Main St. in Frankfort. If you want to attend the hearing, you must notify the agency in writing by Aug. 17th.

If you cannot or do not wish to attend the public hearing, you can submit comments on the proposed regulation until Aug. 31st. If you need help getting started, a draft letter can be [found here](#). Please note that completing the survey does not substitute for submitting your comments directly to the agency!

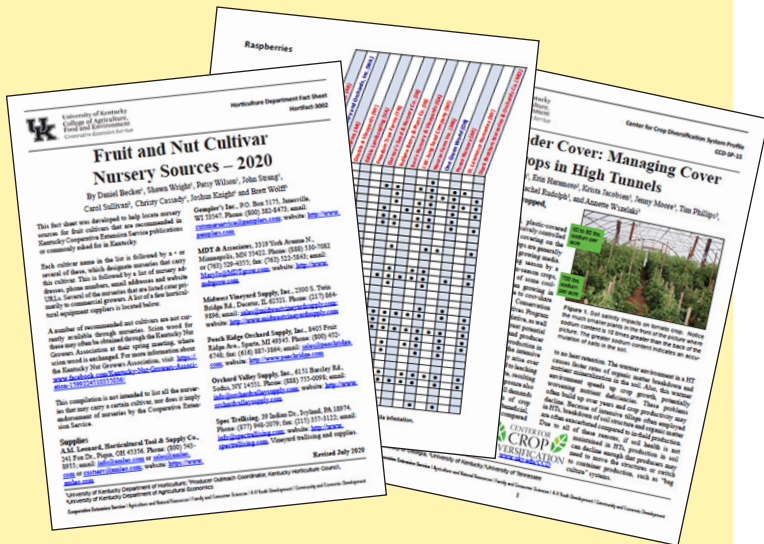
Notification of attendance or written comments should be submitted to:

Donna Little, Deputy Executive Director,
Office of Legislative and Regulatory Affairs
275 East Main St., 5W-A, Frankfort, KY 40621
Phone 502-564-6746, Fax 502-564-7091
chfsregs@ky.gov

New resources include cover crops in high tunnels publication

The Center for Crop Diversification has just published a new profile, [Covers Under Cover: Managing Cover Crops in High Tunnels \(CCD-SP-15\)](#). This is the first in a series of publications being developed by the University of Kentucky, the University of Georgia and the University of Tennessee as part of the USDA SSARE Project 'Cover Crops Under Cover: Evaluating Costs, Benefits, and Ecosystem Services of Cover Crops in Year-Round High Tunnel Production Systems' ([SSARE LS-16-272](#)).

CCD staff were involved in the 2020 update of the Department of Horticulture fact sheet [Fruit and Nut Cultivar Nursery Sources \(HortFact-3002\)](#). The updated version of this fact sheet includes a more user-friendly design to help growers find sources for small fruit, tree fruit and nut crops.



The CCD has also recently updated its crop profile on [Hanging Baskets \(CCD-CP-59\)](#). Look for these and other resources, including price reports, on our website at www.uky.edu/ccd/.

The Food Connection develops KY Seasonal Eating Resource Hub

From *The Food Connection at the University of Kentucky*
To have a healthy and vibrant local food economy, we need a community of eaters who are comfortable and confident bringing seasonal foods into their home kitchens. To support our Kentucky farmers during the growing season, Chef Tanya Whitehouse and [The Food Connection](#) team are happy to provide this [Seasonal Eating Resource Hub](#). Our aim is to provide 'plug-and-play' recipes, images, and text for farmers market vendors, CSA managers, and other local food community members looking for ways to share simple, fun, and accessible ideas for how to make the most of the harvest.

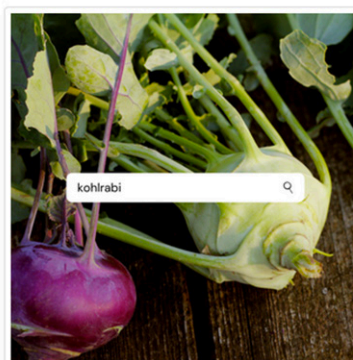
For each of the vegetables, fruit, and other local foods listed, you'll find:

- Recipes that are accessible for those new to cooking, kid-friendly, and ingredient-focused
- Making the Most of Local Food graphic cards for your social media or newsletters that provide tips for produce storage, fun facts, and innovative applications.
- Cooking videos to improve knife work and other skills as well as full length recipe demonstration

How can I use these digital products?

You are welcome and encouraged to download photos and square cards for use on your own social media channels. You may also want to embed these resources in newsletters, emails, or other communications with your audiences. Video clips are shareable from YouTube. Sharing is caring! Please consider attributing these materials to The Food Connection at the University of Kentucky. Connect with us on [Facebook](#), [Instagram](#), and [Twitter](#).

To make sure everyone has the same opportunity to get this information, consider using alt text, captioning, or writing out the tip when posting social media graphics with text overlay. These small changes make this information more accessible.



Kohlrabi

- [Social Media Graphics for Kohlrabi Tips](#)
- [Downloadable Kohlrabi Photos](#)
- [Kohlrabi Live Demo](#)
- [Breaking Down Kohlrabi - Video](#)
- [Spring Kohlrabi Sauté - Video](#)
- [Potato Kohlrabi Gratin - Video](#)
- [Kohlrabi Slaw Recipe](#)
- [Roasted Kohlrabi Recipe](#)

Additional crops eligible for Coronavirus Food Assistance Program

From the USDA

The USDA announced on July 9th an initial list of additional commodities that have been added to the Coronavirus Food Assistance Program (CFAP), and that the USDA made other adjustments to the program based on comments received from agricultural producers and organizations and review of market data. USDA's Farm Service Agency (FSA) is accepting through Aug. 28th, 2020, applications for CFAP, which helps offset price declines and additional marketing costs because of the coronavirus pandemic. USDA expects additional eligible commodities to be announced in the coming weeks.

Changes to CFAP include:

- Adding the following commodities: alfalfa sprouts, anise, arugula, basil, bean sprouts, beets, blackberries, Brussels sprouts, celeriac (celery root), chives, cilantro, coconuts, collard greens, dandelion greens, greens (others not listed separately), guava, kale greens, lettuce – including Boston, green leaf, Lolla Rossa, oak leaf green, oak leaf red and red leaf – marjoram, mint, mustard, okra, oregano, parsnips, passion fruit, peas (green), pineapple, pistachios, radicchio, rosemary, sage, savory, sorrel, fresh sugarcane, Swiss chard, thyme and turnip top greens.
- Expanding for seven currently eligible commodities – apples, blueberries, garlic, potatoes, raspberries, tangerines and taro – CARES Act funding for sales losses because USDA found these commodities had a 5 percent or greater price decline between mid-January and mid-April as a result of the COVID-19 pandemic. Originally, these commodities were only eligible for marketing adjustments.
- Determining that peaches and rhubarb no longer qualify for payment under the CARES Act sales loss category.
- Correcting payment rates for apples, artichokes, asparagus, blueberries, cantaloupes, cucumbers, garlic, kiwifruit, mushrooms, papaya, peaches, potatoes, raspberries, rhubarb, tangerines and taro.

Additional details can be found at www.farmers.gov/cfap.

Producers have several options for applying to the CFAP program:



Kale is one of a number of specialty crops that have been added to the Coronavirus Food Assistance Program.

- Using an online portal, accessible at farmers.gov/cfap, allows producers with secure USDA login credentials — known as eAuthentication — to certify eligible commodities online, digitally sign applications and submit directly to the local USDA Service Center.
- Completing the application form using our CFAP Application Generator and Payment Calculator found at farmers.gov/cfap. This Excel workbook allows customers to input information specific to their operation to determine estimated payments and populate the application form, which can be printed, then signed and submitted to their local USDA Service Center.
- Downloading the AD-3114 application form from farmers.gov/cfap and manually completing the form to submit to the local USDA Service Center by mail, electronically or by hand delivery to an office drop box. In some limited cases, the office may be open for in-person business by appointment. Visit farmers.gov/coronavirus/service-center-status to check the status of your local office.

Getting Help from FSA

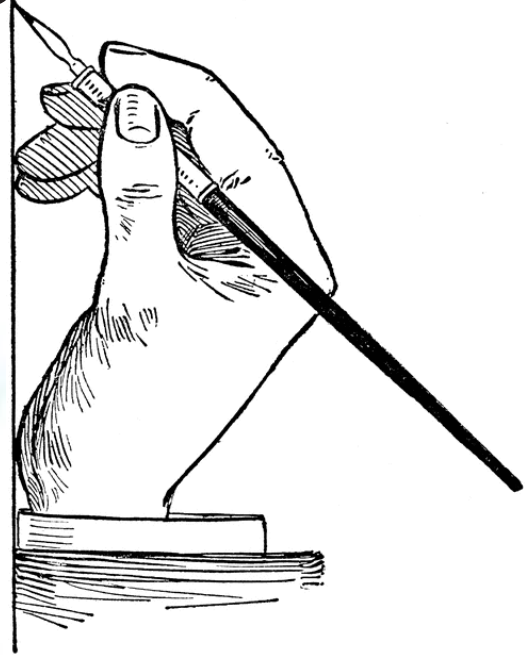
New customers seeking one-on-one support with the CFAP application process can call 877-508-8364 to speak directly with a USDA employee ready to offer general assistance. This is a recommended first step before a producer engages the team at the FSA county office at their local USDA Service Center.

More information can be found at farmers.gov/coronavirus.

Art Contest

Enter your depiction of growing produce in Kentucky and your artwork may become the official design of the

2021 Kentucky Fruit & Vegetable Conference



Guidelines:

- ◆ Open to all ages
- ◆ Original art
- ◆ Design should be appropriate for Kentucky growing conditions (no pineapples, mangos or bananas, please!)

Submissions:

September 1, 2020 = deadline to submit artwork

Email to info@kyhortcouncil.org or mail to

P.O. Box 21736

Lexington, KY 40522-1736

Notification:

October 1, 2020 — Winner will be notified



Cash Prize

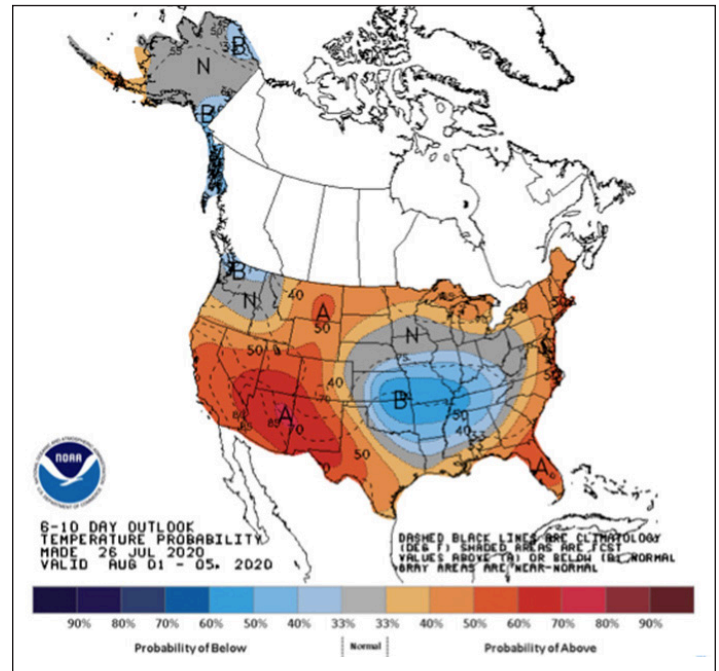
The contest winner will receive a cash prize of \$100 sponsored by the Kentucky Vegetable Growers Association (KVGA)

Cooler start to August, though warmer and wetter overall

By Joshua Knight, Sr. Extension Associate, Horticulture

On average, July is the warmest month of the year across Kentucky, though August is only slightly cooler due to evening temperatures in the latter half of the month. This trend may be disrupted this year due to some cooler weather patterns in the southern Midwest of the U.S.

The first 10 days in August are forecast to be cooler than average, with the overall trend of being warmer than average for the month moving in after this. Precipitation rates are expected to be typical in the first week, with predictions of above average rainfall overall for August.



Signal words on pesticide labels: What you need to know

By Joshua Knight, UK Extension Associate for Nursery Crops

Signal words are put on the label of a pesticide to get our attention and communicate the toxicity. Each signal word tells the applicator or handler how toxic a product is. There are three signal words that are used on pesticide products - Caution, Warning, and Danger. There are some pesticides that have no signal word and are in the lowest category of toxicity by all routes of exposure; Keep Out of Reach of Children appears on the front label.

Caution: means the product is slightly toxic or relatively non-toxic. This means that there is a slight potential of causing an acute illness from oral, dermal or inhalation exposures.

Warning: means the pesticide is moderately likely to cause an acute illness if exposure occurs - orally, through the skin, or inhaled. It can also cause a moderate skin or eye irritation. Also, AVISO, the Spanish word for WARNING, must be on the label.

Danger: is the signal word for a toxic pesticide that is highly likely to cause an acute illness from mouth, skin or breathing exposure. It can cause severe eye or skin irritation. PELIGRO, the Spanish word for

danger, will be on the label. The word Poison and a Skull and Crossbones symbol will be added on All HIGHLY TOXIC PESTICIDES in red lettering. The EPA determines which signal words must be present on pesticide labels. Remember, **always read the label first, and the label is the law.**

For more information, see these links:

[Pesticide Labels and Labeling \(PSEP\)](#)

[UK Pesticide Safety Education Program \(PSEP\)](#)

[National Pesticide Information Center](#)

[Arizona College of Agriculture and Life Sciences](#)

Thanks for reading!

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Christy Cassady

Christy Cassady, Extension Specialist



Photo credit: <https://cals.arizona.edu/crops/cotton/files/SignalWords.pdf>

