

Kentucky Department of Agriculture



Final Performance Report

Specialty Crop Block Grant 06-07

12-25-G-0609

Program Contact: Kristen Branscum

Project 1: Direct Marketing Conference - \$35,355

1. Summary of Need

Kentucky needed the ability to provide a unique opportunity for producers to attend a national-quality seminar at a reasonable cost. Kentucky specialty crop producers are in their infancy compared to many other states and are looking for help to create new markets. Not only do Kentucky producers need marketing information from outside speakers, but it is also important to offer resources to producers that will assist business growth. The seminars will educate food growers on avenues of direct marketing and strategies for gaining market share in today's food industry.

2. Approach

The inaugural Kentucky Agriculture Direct Marketing Conference was held in Lexington, KY on Nov. 13 & 14, 2009. The two day event had 200 attendees from across the state and approximately 15 tradeshow exhibitors. National speakers spoke on: the state of agriculture as a whole; diversifying for profit; the value-added avenues available; business basics in the produce business; and basic marketing and public relations. On day two, attendees had the opportunity to go on selected farm tours that focused on ways to diversify their businesses. Tours were organic, Agritourism and to a certified kitchen & retail business that discussed product production and placement. Feedback garnered from surveys and direct interaction from attendees and the agricultural industry as a whole relayed to KDA that this conference was needed and they would like to see this become an annual event.

3. Goals and Outcomes

- This conference benefited specialty crop producers in a variety of ways, but most importantly was just the access to direct marketing education. The annual Fruit & Vegetable Conference for the state focuses its education around the growing and production of the crops. For thirty years, Kentucky producers have had very few opportunities to learn about direct marketing through this annual conference. The speakers we were able to bring in helped producers to focus on things like merchandise placement, signage, consumer buying trends and how to set prices, etc. Our specialty crop producers eagerly took in this information; as with most things, when an "outside expert" educates you on these topics and not your state staff or extension agent, it is taken a bit more seriously.
- The goal of bringing in national speakers was met and was greatly appreciated by participants who had grown weary of the usual faces at their conferences. The diversity of the speakers also sparked debate and conversation, which is always the goal of a conference.
- The DMC had 200 attendees which we viewed as a success given the external factors of: gas prices, the economy, competing conferences on or around the exact date and this being the first time this conference was held.
- To the best of our ability, we have determined that the DMC produced 14 new KY Proud members which is only one off of our target 15.
- The DMC had a buyers' forum where producers had the opportunity to meet with individuals from retail, restaurants, produce wholesalers and distributors. Among those buyers in attendance were: Save-A-Lot, Kroger, Creation Gardens (wholesale produce), local chefs, Stanley Brothers Produce, and Grasshoppers (distributor of local produce). Given the relationships that were produced from this opportunity we feel very confident that we will meet a 10% increase in producer involvement based on the anecdotal evidence alone.
- The vision to have the conference away from the usual ag meeting places (state parks or older locations) was well-received. Comments from attendees said that raised the awareness in their minds about the business-side of their farming because their surroundings were more professional.
- All attendees received a resource binder which not only contained conference information but basic information needed for business such as: health dept. regulations, organic regulations, information on UPCs and other valuable tools. Since the conference, we have made this

resource material available to all KY Proud participants and anyone that requests it. It has been an extremely successful compilation and has been a great tool for producers.

- Kentucky food was used for all meals at the conference whenever possible. This was a great way to promote KY products to the convention center's caterer and to attendees so that they can promote KY foods at all conferences/events they attend.
- While Kentucky producers learned from these keynote speakers, they also took a lot away from the experience provided by the farm tours that were conducted the last day of the conference. Roadside markets, organic farms and retail locations were all separate tracks for producers to attend. This conference allowed them to take the "classroom education" and then compare it to some successful businesses in the area. Each farm or business that was visited took extra time to answer every question that was asked of them and took them through every crook and cranny that asked to explore. Our producers did learn some production tips by default of being out on these farms, but more than anything they learned successful models to market specialty crops that result in buys.

4. Beneficiaries

- Information on the DMC directly reached approx. 1,500 Kentucky producers. Many interested parties indirectly involved in agriculture were also made aware of the DMC through media, website and word-of-mouth.
- "Statewide" agricultural organizations benefited from being able to exhibit and meet/talk with the 200 producers that attended. Some of these producers were non-traditional farmers (such as organic or Amish/Mennonite) that normally have not attended conferences in the past or are the types to utilize KDA, the University of Kentucky, Governor's Office of Agricultural Policy or their local extension agents.
- The greatest benefit that specialty producers saw in this conference, based on their comments, was having the opportunity to be in the same room with buyers and with each other. Having the opportunity to speak directly with larger retail buyers has a benefit that is quite obvious. However, the ability to meet other specialty crop producers and bounce ideas off of each other and learn from one another was invaluable. Several producers were in a conversation about how great it was to have these more creative conversations. Most of the growing and production education conferences consist of experts talking to producers and not a whole lot of talking with one another. This conference was a terrific opportunity to learn, grow and to assist fellow producers in an area that is oft overlooked by Kentucky specialty crop producers.

5. Lessons Learned

- We also still have great strides to make with our producers and their use of digital marketing, marketing and public relations. The session we provided them was a marketing basics class which was a great refresher course for some, but for the most, it was a whole new realm of their business that was primarily neglected. Since most of Kentucky's specialty crop producers are relatively new to the horticulture scene, the easiest step for them to take in selling their product has been at farmers' markets. Now that some have become more experienced at growing specialty crops and are now looking for expansion opportunities, this session helped in giving them the tools to increase exposure for their business based on their own comfort level.
- Earned media opportunities were discussed and seen as a way to increase the consumer awareness of their products without incurring additional costs. For those producers looking to go up another step, the session also talked about websites and some less-expensive advertising and marketing routes. The least amount of time was spent on paid advertising; however the most important part of this session was to reinforce the idea that producers needed to know their audience. Target marketing through demographics of current and potential customers is always the best way to ensure that their dollar is being spent wisely and effectively.

- The state government process of printing exemptions and finance approvals. We had planned to do a “save-the-date” card prior to sending out registration materials, but our printing procurement process took too long so we could not send the card. We feel that this would have allowed more producers to attend.
- KDA lost the staff person that was managing the SCBGP projects at the beginning of 2008 plus the director for the division received a promotion around that time as well. The director slot was vacant until April when a new division director was appointed and the staff position was not replaced. The short time period to secure a location, speakers, and all other logistics needed to pull off a conference made the conference a challenge.
- Registration patterns were unpredictable. Many factors contributed to attendees delaying their registration (gas prices, economy, etc.) which made planning virtually impossible. Registration numbers quadrupled the month prior to the event which resulted in increased costs primarily in the areas of food, additional rooms and additional materials.

6. **Contact Person**

- Kristen Branscum
KDA Project Coordinator

7. **Additional Information**



**Direct Marketing
Conference**



SCHEDULE OF EVENTS

Thursday, November 13th

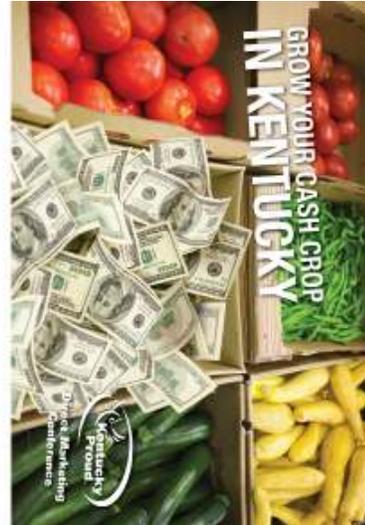
8:30 a.m. – 10:00 a.m. Check-in and Conference Registration
 Breakfast and Opening Session
 Featuring keynote speaker Dr. Jay Lutz
 Break and Registration to Breakfast Session
 Breakfast Session #1
Produce Track: Diversifying for Profit, Production & Pleasure
Produce Track: Attracting Customers On-Farm Market Stand, Business Basics
 Breakfast Session #2
Produce Track: Business Basics
Produce Track: Diversifying for Profit, Production & Pleasure
On-Farm Market Stand: Attracting Customers
 Breakfast Session #3
Produce Track: Attracting Customers
Produce Track: Business Basics
On-Farm Market: Diversifying for Profit, Production & Pleasure

Friday, November 14th

8:30 a.m. – 10:00 a.m. Trade Show Open
 Breakfast and General Session
 Featuring keynote speaker Steve Hall
 Break
 Markets Available to You: Take Your Business to the Next Level by Steve Hall
 Break
 Group Meetings
 On-Farm Market with Supply Trade Show
 Conference Continues
 Free Trade Show Registration required



2014 Kentucky Proud Marketing Conference
 November 13-14, 2014



ABOUT THE EVENT



Please join us in Lexington on November 13th and 14th for the inaugural Kentucky Proud Marketing Conference. Facilitated by UK, focusing on topics on business management, customer service and marketing. National speakers, informative sessions and networking with buyers and producers will help you grow your business in the best way as you can: "grow your cash crop in Kentucky!"

BREAKFAST SESSIONS

In order to facilitate discussion pertinent to your business and advantage an open exchange of ideas, Breakfast Sessions are divided into three marketing tracks - **Produce, Meats and On-Farm Market**. Each facilitated track includes three sessions, tailored to each type of producer's needs and issues. We encourage you to not only learn from our guest speakers and session facilitators, but also meet your fellow Kentucky Proud producers.

Diversifying for Profit, Production and Pleasure

Author and farmer Joel Salatin will share with you the thriving business model and innovative techniques put to practice on his pasture-based, local market farm in Virginia's Shenandoah Valley.

Attracting Customers

This session will cover a variety of marketing topics including understanding your customer's desires, advertising, public relations and internet marketing. Finding your unique value proposition to give your customer base and increase market share.

Business Basics

It's time to brush up on the basics in order to move your business forward! This session will cover topics critical to business including insurance, distribution, UPCs and customer service.

For updated conference information, please visit www.uky.org/marketing/CMA



GUEST SPEAKERS



Dr. Jay Lutz

Magnum in Agriculture and the Future of Sustainable Agriculture Economics and Policy. Dr. Jay Lutz is a powerful, entertaining speaker who conveys a deep understanding of both science and economics in describing the impact of advancing technologies on the local, regional, national and global economy. He combines the decades of expertise and experience in agricultural economics, agronomy, environmental science and business administration with the most contagious enthusiasm for the future of the American farm and ranch. With hard science to support his beliefs, he never fails to lift the spirits of the men and women working in every facet of ag-business today.



Joel Salatin

Diversifying for Profit, Production and Pleasure Recognized as one of America's most creative and dynamic small farmers, Joel Salatin is a third generation, alternative farmer who has developed nationally-known sustainable farming methods. Author of an award-winning book, his systems ability to accommodate compliance to his creativity and business sense, enabling him to create and launch all over the United States, about the models he has developed and made profitable.



Stephen Fairley Hall

From Auction to Market: A step-by-step look at the entire marketing process. Stephen Fairley, Hall is President of Food Linking International and SpecialtyProduce.com, LLC, and guides food entrepreneurs in preparing for success. His seminars include helping new-market farmers clarify and define their preferred futures, as well as offering practical and timely advice on how to equip new entrepreneurs with the tools needed for profitability. Mr. Hall has spent more than 25 years in import/export, national brand management, and business development consulting for dozens of specialty/agricultural food firms.

ACCOMMODATIONS

Special rates of \$89 for conference parking apply when making your reservation. Please be sure to reference your participation in the Kentucky Department of Agriculture/CMA.

Room reservations must be made by October 27th in order to receive the special reduced rate.

FARM TOURS

After the conclusion of the Kentucky Proud Direct Marketing Conference, you'll have the opportunity to take part in exciting and informative farm tours. Wrap-up your learning experience by experiencing farming and marketing best practices in action!

How space is limited and pre-registration is required. There is a \$20 additional fee for Farm Tours. Each tour includes transportation and a light lunch.

Agriculture-on-Farm Tour

This tour includes visits to Evans Owens, where you'll learn about the terms separate farm tobacco to agriculture and development of tobacco purchased at C&T Foods, a non-profit entity for retired farm operators, you'll hear about marketing and marketing challenges and ways to reach your potential market and Evans Farm (Hayward) and finally, a former tobacco farm that has diversified into a variety of other farm products. Who's ready to rock? Who's ready to rock?

Community Kitchen and Value-Added Products Tour

Visit the Mountain County Extension Center's certified kitchen, which is available for food entrepreneurs. Participants agree that it's a great idea to share with you information on how to get a product into retail outlets, production, and how the kitchen space is prepared and managed. In addition, numerous small items necessary will be on hand to discuss with you, their businesses and how they've used the kitchen services.

Produce Producers Tour

This tour includes a visit to Danvers Butcher Shop, founded in 1980. Danvers offers custom beef processing and retail meat market, one of the largest in Kentucky, which makes that one-of-a-kind, hand-cut, fresh meat. The participants will also have the opportunity to explore the Kentucky Processing Unit for Small Livestock, Special MFLU, which is currently approved for processing goats, freshwater species, rabbit and more. The tour includes a meeting, followed by a presentation by the successful operation of the unit.

Organic Farms Tour

Take a visit to the University of Kentucky Research Farm and learn from its 11 acres and acres for organic farming. Organic farming practices will be shared and discussed which includes a look at UK's high tunnels. Participants will also learn about the operation of UK's Certified Organic Agriculture (COA) program which will give producers that are thinking about COA or wanting to perfect their current status some new and different ideas. UK will discuss its sustainable agriculture program and how to use the COA approach to enhance traditional farm management practices.

Project 2: Farm to Fork/Buy Local Regional Event Programming - \$20,000

1. Summary of Need

To provide unique opportunities for producers to interact with their constituents to raise awareness of their products and facilitate mutually beneficial relationships that result in the growing and selling of more specialty crops in Kentucky.

2. Approach

KDA facilitated five (5) regional Farm-To-Fork events in 2008, 2009 and 2010 that encouraged residents to Buy Local by fostering relationships between local producers, restaurants, retailers, tourism/hospitality entities, and residents of the areas.

The purpose of this project was to help assist in the promotion of local specialty crops through 10 buy local events over the course of two years. Events could receive a maximum of \$2,000 in match for the promotion of local foods. In 2008, KDA assisted five events incorporate and promote local specialty crops. In 2009, one event was awarded programming funds. Four events were awarded in 2010.

3. Goals and Outcomes

In order to gauge the success of these events in promotion of specialty crops and fostering relationships with local producers, we developed pre and post event impact reports that must be submitted by the organizers. This was successful in our ability to have the same information across the board and to be able to quantify results.

- With these ten events, we exceeded our original goal to impact 50-100 growers with 168 directly impacted. This number does not account for the numbers of consumers that were originally introduced to the producers and their specialty crops at these events and then have in-turn began to purchase from them. Also, in most cases, the events also partnered with local chefs to showcase the specialty crops; this partnering through these events have led to more local specialty crops being purchased through local restaurants.
- Our goal to reach 500-600 potential was achieved in a big way. Attendance for these ten events was reported at approximately 13,225, which doesn't account for print, radio and electronic media which also helped to promote buying local specialty crops.
- The goal of continuing to promote and use KY specialty crops in these events was successful as all events plan to continue and expand KY offerings in the future based on their post-event reporting.
- The following specialty crops were prominently highlighted in these regional events: butternut squash, greens, apples, potatoes, broccoli, watermelon, onions, green beans, spinach, mushrooms, peaches, corn, eggplant, tomatoes, cucumbers, blueberries, cut flowers, grapes, garlic, lettuce, various, pumpkins and peppers. Given the times of the year these events most often occurred, tomatoes seemed to be featured a higher percentage of the time.

4. Beneficiaries

- The 168 specialty crop producers that were directly affected, as well as the other local producers that received residual business from the interest created by the events.
- The approximately 13,225 consumers that were introduced, maybe for the first time, to local specialty crop producers; these events made them aware of their access to local, fresh product.
- The chefs and restaurants that worked with some of the ten events by opening new and additional sources for high-quality product.
- The communities in which these events were held as they were able to be proud of putting together local events that brought many sectors of their community together for mutually beneficial and entertaining events.

5. Lessons Learned

- Year one of the programming went by without any issues and there was plenty of interest. Because of this, we had plans to do five events in year one and five events in year two. 2009 was a very weird and unpredictable year for these events, as we only had one take advantage of the grant funds. Many events that expressed interest in the previous year either did not have the event because of the economic climate or did not focus on buying local b/c of cost-savings. This was not some place that we felt we would see a lack of interest given the success of year one.
- There is an overwhelming need and yearning for consumers to buy local produce and support their neighbors. These events were a tremendous success for all involved. These events that were made possible through this grant originally have now, in some cases, grown to become annual events and have connected the producer with their community.

6. Contact Person

- Kristen Branscum
KDA Project Coordinator

7. Additional Information



Project 3: Hospitality Promotions - \$42,500

1. Summary of Need

To create an interest in the hospitality industry, business and large organizations to purchase Kentucky specialty crops. The interest is coupled with educational information on the produce which includes availability and where to purchase makes it easier for the industry to buy local specialty crops.

The ability to produce a wide variety of foods in Kentucky has been well documented and tested. A key barrier to expanding this set of enterprises and improving the profitability of Kentucky farmers is through expanded demand. One of our working hypotheses is that key decision makers in institutions can have a very large impact on the use of local foods hospitals, universities and businesses. Achieving this goal not only creates a direct demand through their purchases, and has an impact on others (e.g. hospital patients and visitors may begin using local foods if they seem them used in cafeterias and food service operations).

An area of the hospitality industry that needed to be reached was that of the promotion of our grape industry through the value-added final product of wine. Most of Kentucky's area restaurants and lodging options do not offer Kentucky wine to its patrons. In order to assist in forcing the issue of carrying Kentucky wine, a demand must be there as well as the wholesaler involvement in which to get the wine delivered.

2. Approach

Two groups were partnered with to ensure the success of the hospitality promotions. One non-profit organization, Partners For Family Farms (PF)'s main mission is to connect the farmer with the consumer and to support institutional purchasing, and to have a farmer/chef connection. The other partner was the University of Kentucky's Local Food Systems Initiative which has the available and qualified individuals to promote locally-produced produce and understands the chef, sustainability, and institutional buying issues. These two entities take the specialty crop materials that KDA has developed (availability guide and Taste of Kentucky DVD primarily) along with basic contact information and meet one-on-one with targeted hospitality industry personnel to encourage institutional buying of Kentucky produce.

A strong advocate for local foods - Partners for Family Farms, and the UK College of Agriculture Sustainable Agriculture and Food Systems working group, in partnership with the Kentucky Department of Agriculture developed a strategy in inform key decision makers and policy influencers.

The third approach to achieving these goals of increasing institutional buying was to host meetings with key individuals and buy local advocates. These meetings known as the Fab Food Forums brought together key decision makers in the community, wholesalers, producers and the media to determine the strategies and the mission that was carried out by Partners and UKLFSI.

An integral part of the hospitality promotions project is the compilation of a hospitality kit, which functions like a media/press kit for the specialty crop industry. This kit consists of a folder that has inside pockets available to hold the DVD which was created as another part of a project within this grant as well as other materials. A vital part of the kit was to create two separate inserts that focused the message to 1.) meeting planners and 2.) chefs. These pieces focused the message for these two target hospitality groups in ways that shows the benefits of buying local specialty crops as well as their availability in Kentucky.

The final piece of this project was to create advertising to assist in the promotion of our grape industry through the value-added final product of wine. This was done through advertising in the Kentucky Beverage Journal, which gives wholesalers information on Kentucky wine so

they can carry it and get it to the restaurants, hotels and retail outlets where there is demand. The second tier of that project is to create demand, which was done through cooperative advertising done at a cheap rate on television channels in two of Kentucky's major market areas.

3. Goals and Outcomes

- The primary strategy focused on two events comprised entirely of locally produced food ingredients; presentations to inform participants about how their partner institutions use the products in their institutions; and discussion designed to learn how to eliminate institutional road blocks.
- Partnerships from various organizations and entities were paramount in the success of these events as to account for the other commodity areas that might have been discussed that were not related to specialty crops.
- The first event was hosted by the Kentucky First Lady, Jane Beshear at the Governor's Mansion in July, 2009. Food, beverage and table decorations from more than 20 local growers were displayed and used for the 70 key decision maker guests. The guests were challenged to suggest ways that their home institutions could utilize locally grown foods.
- Guests included: presidents and provosts for Kentucky's larger universities, insurance company presidents, state government insurance coordinators, Legislative Chairs of the two Agricultural Committees, major hospital CEOs, Presidents and/or health coordinators for some of Kentucky's largest manufacturers, etc.
- The second event was held on September 27, 2010 at the University of Kentucky horticulture research farm. A broader mix of participants was invited, including the local press/media. The 180 attendees represented hospitals, universities, state government, private businesses as well as students, farmers, chefs and food distributors. At this event, the produce was grown on the UK farm. Educational programs included organic farming practices, the role of Community Supported Agriculture (CSA) in marketing; and, the use of Kentucky grown foods in commercial and institutional food service settings.
- The UK Horticulture event catalyzed significant media coverage including newspaper articles and no cost radio publicity about sustainable agriculture and Kentucky specialty crops.

Because of the events and the one-on-one meetings and follow-ups, the following advances have been made as far as increasing specialty crop purchases:

- One of Kentucky's largest hospitals has expanded its use of locally-grown foods in their cafeteria system.
- One of the large state universities now offers an expanded menu of locally produced foods for its catering operations.
- One large insurance provider asked KDA to write a buy local newsletter that was sent to all of their employees
- The Council on Post-Secondary Education in Kentucky (all college and university presidents and board members) was advised of the need to purchase more local products by its current chair that was at one of the events.
- Another large university has begun to sell some specialty crop value-added products in its bookstore
- Others leaders with large purchasing power have been in conversations and furthering plans that will allow their institution to make local specialty crop purchases.

- The advertising done for Kentucky Wines was in the October issue of the Kentucky Beverage Journal, which having a relatively small circulation, reaches all target buyers in restaurants, lodging and retail within Kentucky.
- November cooperative advertising was placed in order to meet the holiday purchasing by consumers, events such as holiday parties, etc. The :15 second spots had the following reach:
 - Fall Lexington – 58% reach/3.8 X

- Fall Louisville – 62% reach/3.6X
- 5,000 hospitality kits were produced; these kits will be used in for KDA marketing specialists, cooperative partners and others to use when attending meetings and events to be able to look professional and customized when discussing their ability to purchase more local specialty crops.

4. **Beneficiaries**

- A large number of local farmers are selling more produce in the local market in general and the institutional market is growing which benefits all of Kentucky's specialty crop producers.
- The producers on Kentucky's 600+ acres of grapes will benefit because the demand for local wine will increase because of consumer demand and awareness.
- Restaurants, hotels and retailers will be able to provide a benefit to their consumer by offering local specialty crop produced products and may be able to differentiate their business because of that offering.
- The consumer benefits from the "feel good" of purchasing local specialty crop and value-added specialty crop products and foods.

5. **Lessons Learned**

- The biggest obstacle that this project had to overcome is the manpower and able bodies to go out into the hospitality communities and meet with these hospitality industries one on one. While it is a great first step to send out the information in a broad sense, KDA determined it was vital to have foot soldiers on the ground to "seal the deal" and encourage these institutional buys of Kentucky specialty crops. Kentucky was fortunate to find partners to carry out these needs.
- The changes in institutional demand for locally grown foods may be relatively small, but precedents have been established. One of the key issues for many institutions is to demonstrate the practicality of using local foods. That step has been done, which may open the doors to significant growth.
- Access to opinion leaders is possible, but it takes a significant effort and a team approach. However this group does respond to both the social and practical dimensions. The "event" model of accessing opinion leaders has been demonstrated to be successful in delivering the message.

6. **Contact Person**

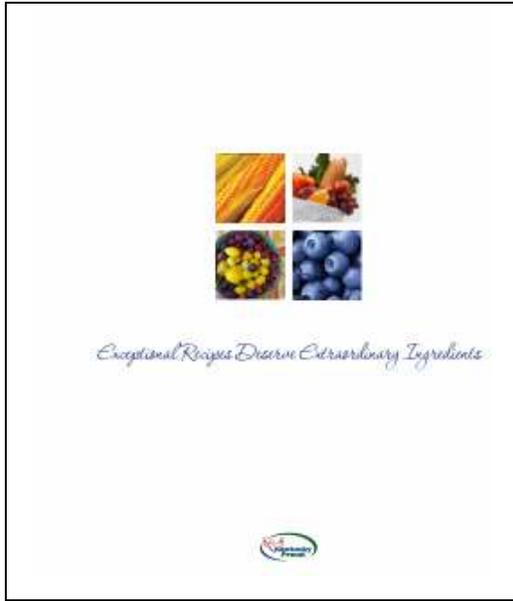
- Lee Meyer, Assistant Professor of Sustainability, University of Kentucky
- Kristen Branscum
KDA Project Coordinator

7. **Additional Information**

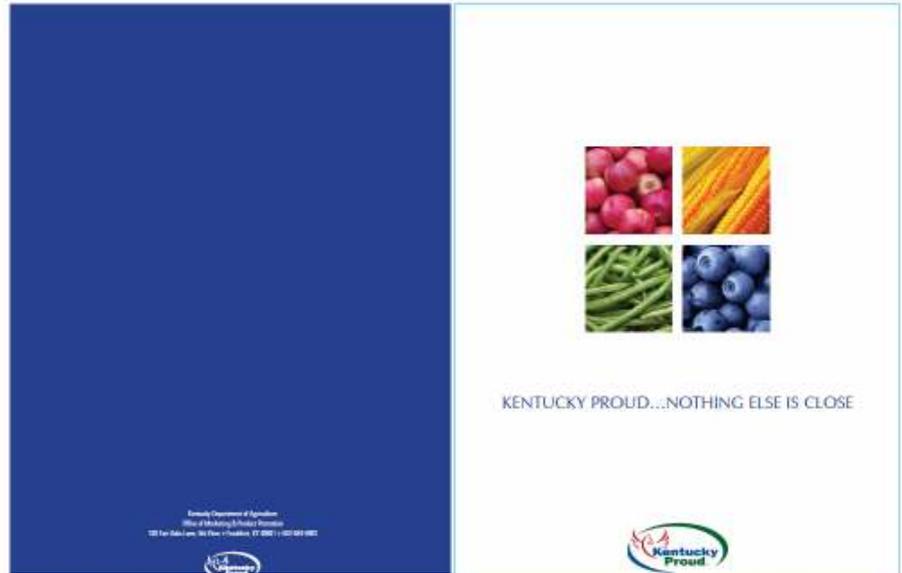


Starter CSA baskets to decision leaders at Governor's Mansion event to show what they could offer their employees as a healthy lifestyle benefit.

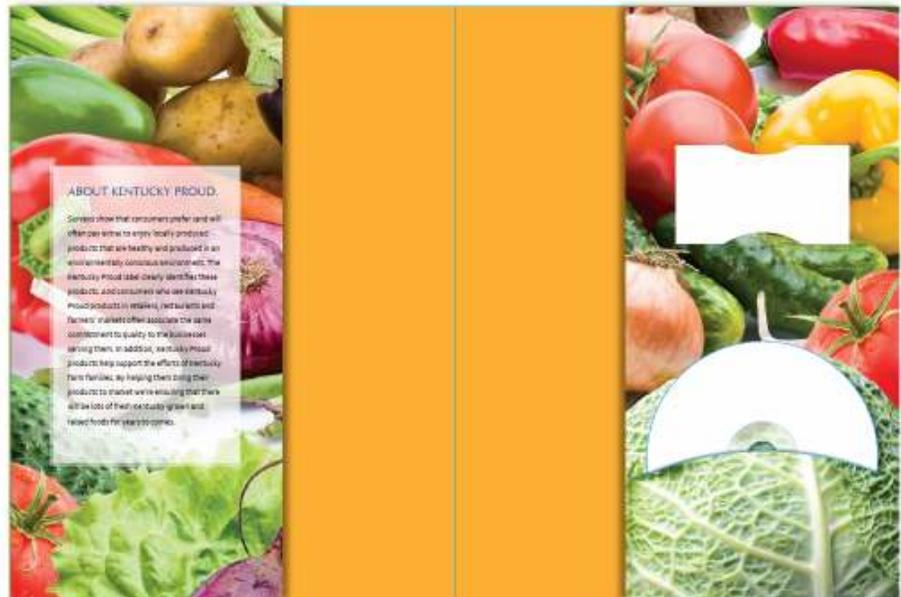
Chef Insert in Hospitality Kit



Hospitality Kit Outside Folder



Hospitality Kit Inside Folder



Project 4: Industry Associations and Tradeshow - \$25,000

1. Summary of Need

Wholesale buyers are looking for alternatives to fuel costs when it comes to freight charges for produce traveling from the West Coast. Kentucky can serve as a source of produce far beyond the state line. The University of Kentucky has invested millions of dollars in research to provide growers with information on the best varieties and season extension techniques.

There is also a need to showcase Kentucky's specialty crop industry on unique platforms that reach consumers, as well as potential buyers (restaurants, retail, etc.).

2. Approach

To maximize on the produce growers' ability to grow more product, KDA will travel the state and the nation to promote the ability of Kentucky Proud producers to service large wholesale contracts.

3. Goals and Outcomes

- The funds for this project were tagged to be used to attend the 2009 PMA Fresh Summit in Anaheim, California in October. The original plan for this portion of the grant was to have a Kentucky booth at PMA as well as send two staff members to operate the booth.
- Because of the dramatic and sudden availability of funds, KDA quickly developed a cost-share program for producers that were interested in attending PMA. Any producers or entities that could assist in the promotion of Kentucky specialty crops were solicited.
- KDA did send one staff person, which proved to be a great benefit to the specialty crop producers in Kentucky as the information brought back to them opened up some new opportunities for education and markets.
- KDA made connections with Dr. Bob Whitaker with the PMA Center for Produce Safety. KDA now utilizing the Center for new information on food safety and disseminates this information to Kentucky specialty crop producers.
- A connection was made with a major produce buyer who had never thought about buying from Kentucky. Talks are still ongoing with this company and it is promising that representatives will come to Kentucky to meet with producers this winter.
- A connection was made with a west coast company that is interested in utilizing Kentucky producers of lettuces and other greens in order to fulfill their east coast contracts. This company has already been put in touch with several Kentucky growers and one grower in particular has gotten far into discussions with them regarding contracting.
- Topics from the educational sessions were brought back and disseminated to proper personnel who have in turn relayed to producers. Relevant information included: company food safety plans; the inevitability of third party audits being required by retailers; the current status of the locally grown movement; the importance of utilizing digital communications and using it effectively; basic objectives of social media for producers; traceability and food safety in general as an industry perspective.
- Kentucky's fall specialty crops (gourds, pumpkins, etc.) were highly visible and promoted in the Kentucky Experience Courtyard at the World Equestrian Games. Over 500,000 people attended the Games; information on these producers was available at the Visitors' Center and agricultural information desk
- From the WEG exposure, two specific fall crop producers were contacted about additional sales opportunities by an internationally known gardener that was spotlighted at the Games.
- The promotion of these specialty crops also promoted guests at WEG to visit the farms during their downtime in Kentucky.
- The Grape and Wine industry were prominently featured in the Kentucky Experience at WEG which was the highlight of the non-event areas. Patrons were able to speak with the growers and winemakers themselves each day and had two eight-foot panels in which to learn about Kentucky's grape and wine history.

- The grant also paid for Kentucky's booth at PMA in Orlando in 2010. Again, this was an incredible opportunity for Kentucky to promote its specialty crop industry as a whole. It was also beneficial as KDA's staff was able to learn about the industry as a whole, future trends and needs, as well as networking with other states, producers and buyers.
- Kentucky fall crops were also promoted at the Incredible Food Show which featured Chef Giadi deLaurentis. The main entryway in which all attendees were funneled led them through an area which prominently featured Kentucky's fall crops. KDA personnel were in attendance to answer questions and direct patrons to specialty crop producers for direct sales.

4. Beneficiaries

- Kentucky's entire specialty crop industry benefited from KDA and producers' opportunities to attend, exhibit and showcase at these various tradeshow opportunities since the industry was represented as a whole.
- One major Kentucky producer group was able to directly benefit from contacts made at PMA; there are two to three producers that have more concrete opportunities that originated from this tradeshow.
- The Kentucky grape growers and wineries greatly benefited from the exposure received at the World Equestrian Games and the Incredible Food Show which featured Chef Giadi deLaurentis. Between 500,00-575,000 consumers passed through these events and had the opportunity to be exposed to Kentucky specialty crops.

5. Lessons Learned

- KDA had also solicited and confirmed an industry partner that would partner with KDA on the booth design and shipping costs. In June, this partner backed out of their plans to attend PMA as a co-exhibitor with KDA. At this time, KDA sought other potential partners for the booth, but did not have any entities that had the money, time or staff to commit to the trip. Because of the costs of the booth design, space and shipping costs from the east to west coast, it was cost-prohibitive for KDA to support booth space without any partnerships.
- Unfortunately, there were only two individuals that took advantage of the funding opportunity for the PMA Anaheim cost-share. Kentucky producers reported that the benefit of traveling to California for PMA did not outweigh the travel costs they would incur or the time spent away from their farm at a crucial time in their season.

6. Contact Person

- Kristen Branscum
KDA Project Coordinator

7. Additional Information



Incredible Food Show Display



Portion of outside courtyard at WEG featuring Kentucky fall specialty crops



Kentucky Grape & Wine Display at the Incredible Food Show (also at WEG)



PMA Kentucky Booth Display

Project 5: Informational Resources - \$40,000

1. Summary of Need

Today's food buyers are begging for information on how, where and when to buy local specialty crops. Since consumers are in some cases, several generations removed from the farm, the need is even greater for education on Kentucky specialty crop offerings. By creating informational materials that address each specific audience of food buyers, farmers are more easily contacted and more produce is purchased. Understanding the positive attributes of purchasing KY Proud produce will create more brand loyalty and help to establish unique partnerships with businesses, institutions, and industry organizations.

2. Approach

These availability guides and DVD will target all audiences to educate about where to find KY Proud produce and will tackle specifics like availability, location, growing method, and ordering methods, as well as producer resources.

Both resources will reach a tremendous amount of Kentucky consumers, chefs, buyers and others that have large purchasing authorities.

3. Goals and Outcomes

- The DVD, "A Taste Of Kentucky" was completed and widely distributed beginning in April 2009. "A Taste Of Kentucky" is an approximately seven minute DVD that highlights Kentucky's specialty crops and why consumers on all levels should purchase them. The DVD takes a look at several specialty crop producers, farmers' markets, consumers and chefs to entice all people to buy Kentucky produce.
- This DVD has been distributed to: extension agents; tourism offices; hospitality entities; food service directors; cafeteria managers; Kentucky Farm Bureau; and wholesale buyers. Specialty crop producers have also been given copies upon request which they have used at rotary club and other community meetings, as well as playing at their locations.
- An availability chart for specialty crops was developed in fall of 2009, which not only incorporates availability months, but also hits upon the nutritional benefits of Kentucky specialty crops. Distribution of this chart has been sent to all 120 extension offices, all registered farmers' markets each year, available at all tradeshow, utilized in school systems, sent to food service directors, used at various buy local and other events such as health fairs, etc.
- Approximately 100,000 of the availability guides have been distributed to date and over 100 of the DVDs.

4. Beneficiaries

- All Kentucky specialty crop producers
- Farmers' market vendors who received business because the consumers knew when the products were available
- Chefs and buyers that may not have been familiar with the wide array of Kentucky specialty crops and their growing season

5. Lessons Learned

- There is a need to continue to find new and inventive ways to promote specialty crop education to the population. Pieces get stale and new items such as the DVD and the availability guide are welcome and greatly utilized.
- Having a wide array of individuals featured on the DVD allowed for target segments to pay more attention to the message.
- By including nutritional buying information on the availability guide, interest and take aways increased over more traditional, plain guides.

6. Contact Person

- Kristen Branscum

7. **Additional Information**

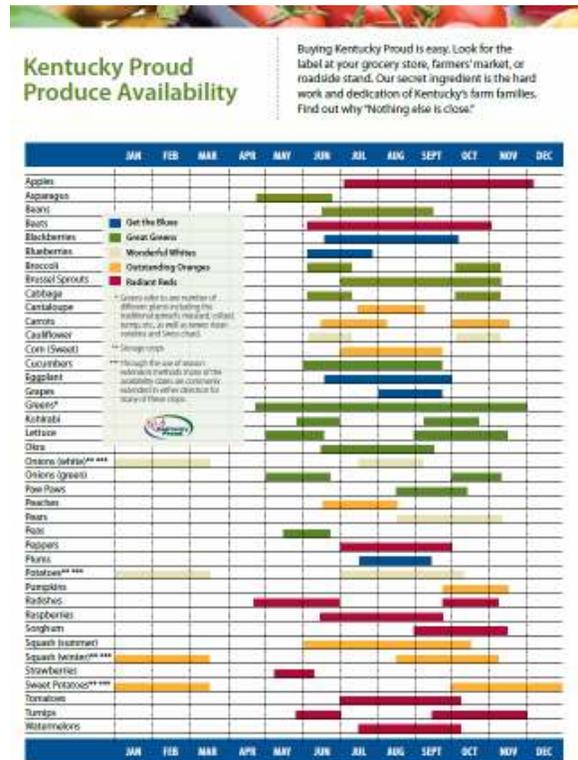
Enjoy the freshness, flavor and excellence of **Kentucky Proud Produce**

It really makes a difference when you purchase locally grown fruits and vegetables. You provide your family with garden fresh taste and quality, while also helping the community by keeping your food dollars close to home.

Colorful Eating Color-code your shopping and be on your way to better health. Each color group of produce offers different phytochemicals, antioxidants, and nutrients that help you stay healthy in a variety of ways.

Get the blues (and purples)	Great greens	Wonderful whites	Outstanding oranges (and yellows)	Radiant reds
<p>Blueberries help fight aging, urinary tract</p> <p>Fruits</p> <ul style="list-style-type: none"> Blackberries Blueberries Grapes Plums <p>Vegetables</p> <ul style="list-style-type: none"> Eggplant Kohlrabi Purple asparagus Purple cabbage Purple carrots Purple peppers 	<p>Alfalfa, beans, leek</p> <p>Fruits</p> <ul style="list-style-type: none"> Apples Grapes Pine (paw) Pears <p>Vegetables</p> <ul style="list-style-type: none"> Asparagus Beans Broccoli Brussels sprouts Cabbage Cauliflower Kohlrabi Okra Onions (green) Peas Spinach Zucchini 	<p>Alfalfa, mushroom, leafy cholesteral</p> <p>Fruits</p> <ul style="list-style-type: none"> Pears (Bosc) White peaches <p>Vegetables</p> <ul style="list-style-type: none"> Cauliflower Kohlrabi Onions Potatoes White corn 	<p>Alfalfa, tomato, leafy</p> <p>Fruits</p> <ul style="list-style-type: none"> Cantaloupe Peaches Yellow apples Yellow pears Yellow watermelon <p>Vegetables</p> <ul style="list-style-type: none"> Corn Golden potatoes Peppers Pumpkins Squash Sweet potatoes Yellow tomatoes 	<p>Heart, artery, leaf, brain, kidney</p> <p>Fruits</p> <ul style="list-style-type: none"> Apples Capes Pears Raspberries Strawberries Watermelons <p>Vegetables</p> <ul style="list-style-type: none"> Beets Radishes Red zucchini Sorghum Tomatoes Turkey

Produce Availability Guide Front



Produce Availability Guide Back



Taste Of Kentucky DVD Cover

Project 6: Healthy Habits Program - \$42,800

1. Summary of Need

The willingness to eat fresh fruits and vegetables may be increased by exposing children and adults to produce that is harvested at its peak ripeness. Only 13.2 percent of Kentucky youth eat fruits and vegetables five or more times a day. The national average is 21.4 percent.

In addition, as KDA works hard to establish Kentucky Proud, the statewide brand for Kentucky's food products, it is imperative to show students how fun and delicious it is to support their local food farmers.

The current and potential importance of specialty crops to Kentucky economy and Kentucky health is understood as a means to provide a source of local revenue and local access to fruits and vegetables. Families need to access nutritious fruits and vegetables to support healthy lifestyle choices. However, many families do not realize the local availability, nor have the skills to use fresh produce in their family meal preparation. Family and Consumer Sciences (FCS) Extension agents have the expertise and knowledge to teach consumers the skills to select, purchase, store, prepare, and preserve commodities that are locally grown.

The recipe card project pointed to the need for premium quality, tested specialty crop recipes that could be easily demonstrated and prepared to spur the interest of consumers. The Nutrition and Food Science faculty and students at University of Kentucky had the expertise to test and adapt specialty crop recipes that would meet these criteria. Kentucky Department of Agriculture (KDA) has the expertise to support and promote specialty crop resources for consumer interest. This project sought to use the expertise of the FCS agent, the NFS faculty and students, and KDA to develop recipes to promote locally grown specialty crops.

Providing a recipe card at point of purchase at farmer's markets, food preparation, and/or nutrition programs was key to encouraging consumers to take the skills they had learned to the marketplace to purchase Kentucky grown specialty crops and to their homes to prepare and store the produce. This project coincided with fall produce sales in Kentucky and recipe cards promoting fall specialty crops were chosen.

2. Approach

Two major components were a part of this project: 1.) Eat To Win program and (2.) Specialty Crop Recipe Card creation and distribution. Because these two parts were so crucial to the overall project, the following questions for the final report will address the Eat To Win program in italics and the Recipe Card program following with a start denoted by the asterisk.

After careful evaluation, KDA determined that the best way to achieve our goals with the target demographic was to develop a visual medium campaign featuring celebrity endorsements. Numerous studies regarding endorsement theory show that celebrity endorsements enhance credibility and recall association of the product being promoted, make the message more convincing, and garner more attention to the product and/or message. Studies on endorsement theory show these claims to be stronger when sports and entertainment celebrities are used, especially with our target demographic: youth.

* FCS agents across the state shared potential specialty crop recipes with NFS 304 faculty for student testing and adaptation. The students prepared the recipes for taste panel testing and then based upon the feedback re-adapted and re-tested the recipes for further modifications. Recipes were then tested by the agents in their communities for further consumer comparison. Three recipes were chosen to be printed and distributed statewide on recipe cards that featured multiple commodities. Demonstration guides and media scripts were also developed for use by FCS agents featuring the three recipes. FCS agents

demonstrated the recipes and distributed the recipe cards at farmer's markets, Extension programs, grocery stores, community activities, etc.

KDA provided support through seasonal commodity selection guides and linkage to website for recipe card distribution. FCS Extension provided guidance for the project and distribution of cards within local communities. NFS faculty and students tested and adapted the recipes to develop quality products that consumers would make to serve their families.

3. Goals and Outcomes

- *KDA garnered former University of Kentucky and USA Olympic Gold Medal winner and current NBA basketball star Tayshaun Prince and current LPGA golfer and Kentucky native Whitney Wade to join former University of Kentucky and Kentucky high school basketball legend Richie Farmer to be the "faces" of the Eat to Win campaign. Farmer is currently the Kentucky Commissioner of Agriculture, giving the campaign even more credibility.*
 - *Our first use of the photos was for our campaign layout, which was featured on multiple campaign materials. The first campaign material was the production of high-grade posters. Two poster sizes were produced in order for campaign participants to have choice as to which size best fit their display area. Our main target for the posters were Kentucky schools, and as reported all 120 Kentucky counties and the majority of their schools and/or boards of education received and displayed posters. Most reported displaying posters in school lunchrooms or gymnasiums, but some displayed multiple posters throughout the school.*
 - *The posters featured the campaign mantra: Great Success Begins With Good Nutrition. The mantra in conjunction with the celebrity endorsements served conceptually to associate fruit and vegetable consumption with multiple levels of success and achievement. Our long-chain logical inference for the concept of the campaign visual and message was: Kentucky K-12 school-age youth work everyday at school, at practice, at home, and the like, to become successful and achieve their goals and dreams. The three celebrities featured in the campaign are successful and have achieved their goals and dreams. Good nutrition, specifically consumption of fruits and vegetables, aided them in becoming successful and achieving their goals and dreams. Therefore, if Kentucky K-12 school-age youth want to be successful and achieve their goals and dreams in their respective fields of interest like the three celebrities, then they need to incorporate fruits and vegetables in their daily lives.*
 - *A kickoff event was held in Frankfort that focused on all of the middle schools in the county and was open to press from around the state to attend and learn about the Eat To Win program and the importance of eating specialty crops for good nutritional purposes. Five middle schools attended as well as the three program spokespersons and media outlets. The story was published in many outlets which drove consumers to the Eat To Win website for more information on the program and healthy eating via specialty crop production.*
 - *A small photo shoot was arranged to get photos of all varieties as possible of Kentucky apples. Apples, after much discussion with food service directors, are the easiest access point for specialty crops in the cafeterias. This photos from the shoot have been utilized by orchard operators to assist consumer, buyer and purveyors of the different varieties available in Kentucky, their nutritional benefits and what varieties are best to meet needs.*
- * The Recipe Card program achieved the following goals and outcomes:
- FCS agents solicited specialty crop recipes.
 - NFS faculty and staff adapted and tested recipes.
 - FCS Extension-led committee made final recommendations for project progression and recipe printing/distribution.

- Recipe cards were designed by graphic artist and printed.
- Demonstration guides and media scripts were designed by Extension agents and specialists to promote the specialty crop featured on the recipe cards with families.
- Recipe cards were printed and distributed (160 cards per 3 recipes per 126 agents = 60,480 cards) to local families.
- FCS agents demonstrated the recipes and taught selection, storage, preparation, and preservation of the featured specialty crops at various venues in the community to reach a broad consumer base.
- This project provided the springboard for a long term commitment to develop a bank of specialty crop recipes that can be used across the state during all harvest seasons to promote locally grown produce.

All goals were met:

1. To develop a specialty crop testing partnership between NFS faculty and FCS Extension.
2. To use finalized recipes in promoting Kentucky specialty crops.
3. To build a data base of specialty crop recipes that provides seasonal awareness for local availability of produce.
4. To use the FCS Extension network to reach local consumers/families with the knowledge of specialty crop availability and ease of preparation.

Goals accomplished:

1. Partnership was developed and recipe tests and adaptations were completed.
2. Three recipes were completed and printed.
3. Twelve recipes were being furthered tested for use in the data base.
4. FCS agents distributed 60,000+ recipe cards during the fall season to families to promote healthy produce choices.
5. The project has continued to flourish with two more cycles of recipe testing and recipe card development and distribution.

4. Beneficiaries

- *The students in the 120 counties that received the posters in their school that took the time to focus on the message of good nutritional habits via eating specialty crops.*
- *The parents and other consumers that picked up the promotional pieces to learn about good nutritional habits and to implement these practices.*
- *The specialty crop producers of Kentucky, present and future, that will benefit from youth being a driving force for buying via their parents now and themselves in the future.*

*

- The NFS students benefited through knowledge gained in their recipe testing assignments and through interactions with FCS agents. This increased their understanding of the value and potential of locally grown produce in the diets of their clientele.
- The FCS agents gained valuable resources that had been tested to use with their local clientele to promote specialty crops.
- Parents received valuable knowledge of availability, food preparation, selection, and storage of specialty crops through the demonstrations and recipe cards to prepare nutritious meals for their children.
- Local producers and farmer's markets received free publicity of the availability of specialty crops through FCS agent programs promoting the featured recipe cards.
- Eighteen recipes were tested.
- Three recipes were developed and disseminated via recipe cards.
- 60,000 recipe cards were distributed across the state during the duration of the project.

5. Lessons Learned

- *One of the delays we experienced was finding the appropriate partner and ultimately staff person to lead the way on this project. Once that was in place, the project took off quickly*

- *Scheduling of the talent for the photoshoots also delayed this project. It was very difficult to get everyone's schedule set since there were multiple layers to wade through (agents, spokesmen, team PR, holiday schedules, game schedules, etc.)*
 - *It is very difficult to sometimes choose and then acquire the right fit of "celebrity endorsements", although from this project we see that the system has worked and is successful when done appropriately and thoughtfully.*
- *
- The partnership between KDA, FCS Extension, and NFS Faculty and students was extremely fruitful in this endeavor. Each group and individual brought skills and talents to the table that enhanced the project. The coordination of the project ran smoothly because each group shouldered their responsibilities. The complexity of the project could have resulted in missed opportunities or timelines being compromised, however when issues arose the partners worked together to develop a solution. The recipe testing required more involvement by the FCS agents than anticipated in order to ensure a product that appeals to a Kentucky consumer. This was not a negative but did require more time on the "front end" of the project in recipe development than planned.
 - Consumer response to the cards has been positive according to FCS agents' informal feedback. Evaluation of the students', FCS agents', consumers', and producers' response to the resource materials needs to be undertaken to provide data to further assess potential project outreach. The project has continued potential because the processes were defined and developed to support a continuous partnership to expand resource materials that promote specialty crop purchase and use in family mealtime.
 - The positive response by all involved has been a major outcome of the project. This project set the stage for continued desire to solicit funds to follow the project protocol. The agents have begun to involve their local producers in discussion of recipe solicitation and dissemination of the recipe cards. A website has been developed to share all of the information with agents for easy access. All recipes that are developed are linked to the KDA website.

6. Contact Person

- Ben Shaffar, KDA Special Projects Coordinator
- Dr. Laura Stephenson, Agriculture Director Assistance, University of Kentucky
- Kristen Branscum
KDA Project Coordinator

7. Additional Information



Glazed Butternut Squash with Carrots and Turnips

1½ cups cubed butternut squash	½ teaspoon salt
1½ cups sliced carrots	¼ teaspoon pepper
1½ cups cubed peeled turnips	Cooking spray
4 teaspoons oil	2 tablespoons maple syrup

Preheat oven to 450 degrees. **Cut** vegetables into ½-inch pieces. **Coat** a 9 x 13-inch baking dish with cooking spray. **Combine** the first 6 ingredients. **Bake** for 10 minutes.

Stir in syrup and bake an additional 20 minutes. **Yield:** eight ½ cup servings

Nutritional Analysis: 60 calories, 2.5 g fat, 0g sat fat, 1 g protein, 9 g carbohydrate, 0 mg cholesterol, 170 mg sodium, 2 g fiber.

*Buying Kentucky Proud is easy. Look for the label at your grocery store, farmers' market, or roadside stand.



Kentucky Winter Squash

SEASON: August through October.

NUTRITION FACTS: Winter squash, which includes acorn squash, butternut squash, pumpkins, and other varieties, is low in fat and sodium and an excellent source of vitamin A and fiber.

SELECTION: Winter squash should be heavy for its size with a hard, tough rind that is free of blemishes or soft spots.

STORAGE: Store it in a cool, dry place and use it within 1 month.

PREPARATION: TO STEAM: Wash, peel, and remove seeds. Cut squash into 2-inch cubes or quarter, leaving rind on (it will remove easily after cooking). Bring 1 inch of water to a boil in a saucepan and place squash on a rack or basket in the pan. Do not immerse it in water. Cover the pan tightly and steam the squash 30–40 minutes or until tender.

TO MICROWAVE: Wash squash and cut it lengthwise.

Place it in a baking dish and cover the dish with plastic wrap. Microwave until tender, using these guidelines:

- acorn squash—½ squash, 5–8 minutes; 1 squash, 8½–1½ minutes.
- butternut squash—2 pieces, 3–4½ minutes.
- hubbard squash (½-pound pieces)—2 pieces, 4–6½ minutes.

TO BAKE: Wash squash and cut it lengthwise. Smaller squash can be cut in half; larger squash should be cut into portions. Remove seeds and place squash in a baking dish. Bake at 400°F for 1 hour or until tender. Seeds can be toasted at 350°F for 20 minutes.

Educational programs of Kentucky Cooperative Extension serve all people regardless of race, color, age, sex, religion, disability, or national origin. For more information, contact your county's Extension agent for Family and Consumer Sciences or visit www.ca.uky.edu/fcs.

SOURCE: USDA



Example of Front and Back of the recipe cards



Eat To Win Logo

Eat to Win Poster Artwork

Kick Off Event

