

Kentucky Restaurant Rewards Program

Program Overview

The Kentucky Department of Agriculture (KDA) is providing an incentive to local restaurants to purchase eligible Kentucky Proud products. The Kentucky Restaurant Rewards Program reimburses participating restaurants and caterers with a percentage of the purchase cost of qualifying products.

This program benefits growers by opening up additional local marketing opportunities. It is a way for farmers with competitively priced products to enter the restaurant market. In turn, the Restaurant Rewards Program helps compensate participating restaurants for the higher costs that can be incurred in buying local products, thus enabling them to maintain their usual food costs. Additionally, the restaurants benefit from being able to incorporate fresh, locally grown products into their menu items. This program is also a means of promoting KY Proud products to consumers.

Any foodservice located in Kentucky may participate in this program, including Kentucky's State Resort Park restaurants and other state-operated foodservices. The restaurant is required to sign an agreement with the KDA and to promote Kentucky Proud brand products or farms in their establishment and on their menus. Participants could also be subject to an audit by the KDA.

The actual amount of reward earned is determined by how



well the foodservice meets KDA expectations in the following categories: direct Kentucky farmer impact, promotion of Kentucky Proud, memberships in professional organizations, sources of purchases, menu development, purchasing power, and past support. The points earned in each category are combined to establish an overall score upon which the reimbursement percentage is based. The maximum reward is 20% and the total compensation cannot exceed \$12,000 over a 12-month period. Scores are open for recalculation every 6 months, at which time the reimbursement percentage can be adjusted.

Growers interested in marketing to state-run foodservices should contact the appropriate park or cafeteria business office to complete the necessary paperwork connected with the program. Each foodservice makes its own purchases, usually at the request of the chef. The actual purchasing agent may either be the business manager or the chef. Purchase prices are based on the monthly price list sent to each restaurant/cafeteria by the State Parks Department. Producers can obtain this pricing information

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by contacting the purchasing agent for the individual park.

Eligible products include Kentucky-grown and/or -raised fruits, vegetables, meat, fish, dairy products, and eggs. Meat from animals raised in Kentucky but finished and/or processed out-of-state may qualify; however, some restrictions apply. Value-added items will meet program requirements if at least 90% of the product ingredients were grown or produced in Kentucky; however, products for re-sale do not qualify. Kentucky bottled water, beer, and spirits are not eligible; however, wines do qualify if more than 75% of their juice contents come from Kentucky-grown grapes.

All products must be purchased from a Kentucky Proud member and conform to the KDA eligibility guidelines. Growers who follow Good Agricultural Practices (GAP) and have obtained the KDA GAP certificate could have a marketing advantage with the buyer. Post-harvest handling and packaging will be important considerations in selling to restaurants.

Growers and foodservice businesses interested in any aspect of the Kentucky Restaurant Rewards Program should contact the KDA regarding eligibility requirements and for more program details. Producers who are located near a State Resort Park or state restaurant may want to take advantage of this marketing opportunity. The following contact information may prove useful to these growers. This staff listing was current as of February 6, 2012.

Contact Information

STATE RESORT PARK RESTAURANTS

Barren River Lake State Resort Park

Barren County

1149 State Park Road, Lucas, KY 42156-9709

Business manager: Pam Short

Chef: Michael Wells

Phone: 270-646-2151 Fax: 270-646-3645

Toll Free: 1-800-325-0057

Blue Licks Battlefield State Resort Park

Robertson County

PO Box 66, Mt. Olivet, KY 41064-0066

10299 Maysville Road, Carlisle, KY 40311

Business Manager: Erik Unthank

Chef: Horace Moore

Phone: 859-289-5507 Fax: 859-289-5409

Toll free: 1-800-443-7008

Buckhorn Lake State Resort Park

Perry County

4441 KY Highway 1833, Buckhorn, KY 41721

Business Manager: Joe Mounce

Chef: Chris Fugate

Phone: 606-398-7510 Fax: 606-398-7077

Toll Free: 1-800-325-0058

Carter Caves State Resort Park

Carter County

344 Caveland Drive, Olive Hill, KY 41164

Business Manager: Barney Phillips

Chef: Terry Poppelwell

Phone: 606-286-4411 Fax: 606-286-8165

Toll Free: 1-800-325-0059

Cumberland Falls State Resort Park

Whitley and McCreary Counties

7351 Highway 90, Corbin, KY 40701-8857

Business Manager: Donna Loudermilk

Chef: Rick Lenoir

Phone: 606 528-4121 Fax: 606-528-0704

Toll Free: 1-800-325-0063

Dale Hollow Lake State Resort Park

Clinton and Cumberland Counties

6371 State Park Road, Burkesville, KY 42717

Business Manager: Denise Long

Chef: vacant

Phone: 270-433-7431 Fax: 270-433-7453

Toll Free: 1-800-325-2282

General Butler State Resort Park

Carroll County

Box 325, 1608 Hwy 227, Carrollton, KY 41008

Business Manager: Scott Hadley

Chef: Eric Clippert

Phone: 502-732-4384 Fax: 502-732-4270

Toll Free: 1-866-462-8853

Greenbo Lake State Resort Park
Greenup County
965 Lodge Road, Greenup, KY 41144-9517
Business Manager: Tom Clay
Food Manager: William Cunningham
Phone: 606-473-7324 Fax: 606-473-7741
Toll Free: 1-800-325-0083

Jenny Wiley State Resort Park
Floyd County
75 Theatre Court, Prestonsburg, KY 41653
Business Manager: Mike McKinney
Chef: Jessica Butcher
Phone: 606-886-2711 Fax: 606-886-8052
Toll Free: 1-800-325-0142

Kenlake State Resort Park
Marshall and Calloway Counties
542 Kenlake Road, Hardin, KY 42048-9737
Business Manager: vacant
Chef: Bob Engleman
Phone: 270-474-2211 Fax: 270-474-2018
Toll Free: 1-800-325-0143

Kentucky Dam Village State Resort Park
Marshall and Livingston Counties
PO Box 69, Gilbertsville, KY 42044-0069
Business Manager: Tonya Tingle
Chef: Kelly Staples
Phone: 270-362-0711 Fax: 270-362-8747
Toll Free: 1-800-325-0146

Lake Barkley State Resort Park
Trigg County
3500 State Park Rd. Hwy 68, Cadiz, KY 42211
Business Manager: Pam Witty
Chef: Hattie Cheatham
Phone: 270-924-1131 Fax: 270-924-0013
Toll Free: 1-800-325-1708

Lake Cumberland State Resort Park
Russell County
5465 State Park Road, Jamestown, KY 42629
Business Manager: Robert Habig
Chef: Bill Ware
Phone: 270-343-3111 Fax: 270-343-5510
Toll Free: 1-800-325-1709

Natural Bridge State Resort Park
Powell County
2135 Natural Bridge Road, Slade, KY 40376
Business Manager: Roberta Frazier
Chef: Paul Fish
Phone: 606-663-2214 Fax: 606-663-5037
Toll Free: 1-800-325-1710

Pennyrile Forest State Resort Park
Christian and Hopkins Counties
20781 Pennyrile Lodge Road
Dawson Springs, KY 42408-9212
Business Manager: LJ Oliver
Chef: Charles Underwood
Phone: 270-797-3421 Fax: 270-797-3413
Toll Free: 1-800-325-1711

Pine Mountain State Resort Park
Bell County
1050 State Park Road, Pineville, KY 40977
Business Manager: Rita Jackson
Chef: James Messamore
Phone: 606-337-3066 Fax: 606-337-7250
Toll Free: 1-800-325-1712

Rough River Dam State Resort Park
Grayson and Breckinridge Counties
450 Lodge Road, Falls of Rough, KY 40119
Business Manager: Michael Ricks
Chef: Steve Connell
Phone: 270-257-2311 Fax: 270-257-8682
Toll Free: 1-800-325-1713

OTHER STATE-OPERATED FOODSERVICES

Capital Annex Cafeteria
702 Capitol Ave., Rm. 48, Frankfort, KY 40601
Manager: Dan Salvato
Phone: 502-564-3142

Cabinet for Health and Family Services Cafeteria
275 East Main Street, Frankfort, KY 40601
Manager: Mike Vaughn
Phone: 502-564-9186

Department of Transportation Cafeteria
200 Mero Street, Frankfort, KY 40601
Manager: Eddie Hunt Phone: 502-564-9597

Kentucky Artisan Center at Berea
975 Walnut Meadow Rd., Berea, KY 40403
Director: Victoria Faoro
Assistant Director: Debby Giannini
Chef: Deborah Tate
Phone: 859-985-5448

Selected Resources

- Food Systems Innovation Center (University of Kentucky)
<http://www.uky.edu/fsic/>
- Kentucky Good Agricultural Practices (GAP) Program (Kentucky Department of Agriculture)
<http://www.kyagr.com/marketing/GAP.htm>
- Kentucky MarketMaker
<http://www.marketmakerky.com>
- Kentucky Proud Member Information (Kentucky Department of Agriculture)
<http://www.kyproud.com/Members/index.htm>

- Kentucky Restaurant Produce Buyer Survey (University of Kentucky, 2006)
<http://www.uky.edu/Ag/cdbrec/restaurantsurvey.pdf>
- Kentucky Restaurant Rewards (Kentucky Department of Agriculture)
<http://www.kyagr.com/marketing/restrewards/index.htm>
- Marketing Fresh Produce to Restaurants (University of Kentucky, 2011)
<http://www.uky.edu/Ag/cdbrec/marketing/restaurants.pdf>
- MarketReady (University of Kentucky)
<http://www.uky.edu/fsic/marketready/index.php>
- Selling to Restaurants (ATTRA, 2004)
<https://attra.ncat.org/attra-pub/summaries/summary.php?pub=266>

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<http://www.ca.uky.edu/agecon/index.php> (Issued 2005)*

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