Growing excitement in Eastern Kentucky

By Brett Wolff, Senior Extension Associate

An excited crowd of more than 40 gathered in late February to learn about grafting fruit trees at the Robinson Center for Appalachian Resource Sustainability in Jackson, KY. When Breathitt County Ag Agent Ty Back asked who was attending this grafting workshop for the first time, more than half of the hands went up. As Dr. John Strang gave an overview of grafting and demonstrated some of the techniques, the engaged group took turns asking dozens of questions. Dr. Shawn Wright, the horticulture specialist at RCARS, already has three more horticulture events planned for the spring, with more to come. Upcoming events include a strawberry growers association meeting this Saturday March 19th, a small-scale sweet potato slip production demonstration on April 18th, and a plasticulture strawberry workshop on April 23rd. The CCD shares these events, but you can find out about them directly, by visiting and “liking” the UK RCARS Horticulture facebook page.

Farther east, we see more excitement about specialty crops, horticulture, and local food and farming. On April 2nd, Pikeville is hosting the annual Appalachian Seed Swap with a wide variety of heirloom seeds available for sale or trade. This is a volunteer-run event, partially funded and staffed by Pike County Extension. In addition to seed selling, trading and swapping, there will be classes and demonstrations on seed saving as well as book signings by local and national seed-saving celebrities. Event organizers are anticipating 600-plus participants this year, and they hope to carry that excitement into the growing season as the Pikeville Farmers Market breaks ground on a new market site this spring. This year, the CCD is
welcoming the Pikeville Market into our team of price reporters, and as the number of markets continues to grow, we can really see the wide spectrum and variability of direct market prices across the state. Producers, consumers, researchers, and extension folks all benefit from this collaboration.

The success of these events highlights the vibrant and exciting past, present and future of food and farming in Eastern Kentucky. It complements the great work that extension offices and community organizations in Eastern Kentucky and across the state are doing every day. Regardless of your state or region, consider reaching out to your local office, community organizations, or market group to see what they have going on this year.

Left: A crowd of about 40 people attended a grafting workshop at the University of Kentucky’s Robinson Center in Jackson last month. Below left: Dr. John Strang gave an overview of grafting at the workshop.

Below: A crowd of 40 people attended a grafting workshop at the University of Kentucky’s Robinson Center in Jackson last month.

Fourth Annual Appalachian Seed Swap Buy--Sell--Trade

Along with the swap there will be classes, demonstrations, gardening tips, and much more! Guests include Joseph Simcox "The Botanical Explorer", State Bee Apiarist Tammy Horn, and KSU Mobile Canning Unit! Follow the event on FaceBook (Appalachian Seed Swap Pikeville KY) for updates on the excitement!

Pike Central High School
100 Winners Circle Drive
Pikeville Ky, 41501

Saturday
April 2, 2016
9am until 3pm

Please call (606) 432-2534 for more details and/or FaceBook Neil Hunt for more information.

Last year’s swap include over 300 gardeners and thousands of seed varieties!
Data-Byte: How different are Millennials from their parents?

If you sell a product, you know that understanding how your consumers act and think is crucial. Food purchasing is particularly interesting as we can often see stark differences across age, income, race, and gender lines. Below is a table summarizing results from a recent University of Kentucky study comparing Millenial shoppers to older adults. The numbers in the first two columns indicate how many times per month each group engages in each activity. The third column tells us how confident the researchers are that the difference between groups isn’t just statistical coincidence (more stars means more confidence).

Check back next month when we explore more results from this study that may help explain why these groups are different.

### Comparing the Monthly Frequency of Food Behaviors of Millenials and Older Adults

<table>
<thead>
<tr>
<th>Food Related Activity</th>
<th>Millennials†</th>
<th>Older Adults‡</th>
<th>t-test§</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast at restaurant</td>
<td>1.6</td>
<td>1.4</td>
<td></td>
</tr>
<tr>
<td>Dinner at restaurant</td>
<td>3.8</td>
<td>3.1</td>
<td>***</td>
</tr>
<tr>
<td>Eating in the car</td>
<td>2.9</td>
<td>2.1</td>
<td>***</td>
</tr>
<tr>
<td>Eat processed snack foods</td>
<td>6.1</td>
<td>5.2</td>
<td>***</td>
</tr>
<tr>
<td>Eat processed food for meals</td>
<td>5.9</td>
<td>5</td>
<td>***</td>
</tr>
<tr>
<td>Read nutrition labels</td>
<td>7</td>
<td>6</td>
<td>***</td>
</tr>
<tr>
<td>Eat salads</td>
<td>5.2</td>
<td>5.7</td>
<td>*</td>
</tr>
<tr>
<td>Discuss nutrition with friends and colleagues</td>
<td>3.8</td>
<td>2.6</td>
<td>***</td>
</tr>
<tr>
<td>Buy organic foods</td>
<td>3.1</td>
<td>2.3</td>
<td>***</td>
</tr>
<tr>
<td>Buy food marketed as locally produced</td>
<td>4</td>
<td>3.8</td>
<td></td>
</tr>
<tr>
<td>Prepare dinner at home</td>
<td>15.8</td>
<td>17.2</td>
<td>*</td>
</tr>
<tr>
<td>Preserve food by freezing</td>
<td>7.1</td>
<td>6.6</td>
<td></td>
</tr>
<tr>
<td>Preserve food by canning</td>
<td>2.3</td>
<td>2.1</td>
<td></td>
</tr>
<tr>
<td>Visit a farm</td>
<td>2.1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Buy food directly from farmers or farmers market</td>
<td>3.6</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Fruit and vegetable intake (servings per day)</td>
<td>4.1</td>
<td>5</td>
<td>**</td>
</tr>
</tbody>
</table>

† Values indicate average times per month group members engaged in the activity.
‡ t-test statistical significance between mean group responses reported at 90% (*), 95% (**) and 99% (*** ) confidence levels. Millennials reported here as participants born after 1980.
Source: T. Woods & J. Rossi, 2015 Kentucky Food Consumer Survey; N=502

Symposium designed to elevate conversation about campus food

From the Tracy Farmer Institute for Sustainability and the Environment website

The University of Kentucky will host a Food Systems Studies Symposium - a special event focused on elevating the conversation about food on campus - on April 7th at the E.S. Good Barn. The event will cross disciplines, and bring together scholars, food community members, and students for a university-level conversation about sustainable food systems scholarship, research, and curriculum.

The symposium, entitled “Building a Campus-wide, Multi-stakeholder Initiative/Program on Sustainability and Food Systems Studies: Learning from Our Leaders in the Field,” will run from 3:30 to 6:30 p.m., and will include a panel discussion followed by a reception. Invited speakers will be Peggy Barlett, faculty liaison to the Office of Sustainability Initiatives, Department of Anthropology, Emory University; Tom Kelly, founding executive director, Sustainability Institute, University of New Hampshire; and Jane Kolodinsky, former chair, University Food System Initiative Steering Committee and chair, Department of Community Development and...
Applied Economics, University of Vermont.

The symposium, which is free and open to the public, is a collaboration between the Tracy Farmer Institute for Sustainability and the Environment Food Systems Initiative and UK Food Connection. It is co-sponsored by the UK Sustainability Challenge Grant.

For more information, visit http://www.tfise.uky.edu/node/387, or follow the event on facebook.

Spring is in the air - so don’t miss these pubs!

The growing season is ramping up, so be sure to take advantage of the variety of resources available through the Center for Crop Diversification website. Don’t miss ID-36, Vegetable Production Guide for Commercial Growers, and ID-128, Home Vegetable Gardening in Kentucky. Both are available on the CCD’s General Production page at http://www.uky.edu/ccd/production/general-resources. Also take advantage of our numerous crop profiles, which include vegetables, fruit, herbs, nursery and ornamental crops, etc., and our system profiles, which include publications on such topics as organic production and high tunnel and greenhouse production, among others. Crop profiles are available at http://www.uky.edu/ccd/production/crop-resources, and system-specific profiles can be accessed from http://www.uky.edu/ccd/production/system-resources.

KY produce auctions gearing up

We are in the process of posting 2016 schedules from Kentucky produce auctions, and their price reports will begin before you know it. Visit http://www.uky.edu/ccd/pricereports/KYPA to find links to produce auctions around Kentucky. Each auction’s page will soon give you access to its schedule, as well as its 2016 and archived price reports.

Also be aware that we have price reports from Arthur Produce Auction in Illinois and Mt. Hope Produce Auction in Ohio. You can access their respective pages from our main Price Reports page at http://www.uky.edu/ccd/pricereports.

Ginseng Webinar is March 23rd

The Center for Crop Diversification will host a Ginseng Webinar featuring Anna Lucio of the Kentucky Department of Agriculture on Wednesday, March 23rd, from 2 to 3:15 p.m. EDT.

This free webinar will feature information on:

- Folklore and history
- Products and usage
- Where it grows
- Policy: international, U.S., states’ programs, Kentucky
- Stewardship and reasons for policies
- Commercial production versus Kentucky woods production
- Ginseng from seedling to maturity
- Ginseng marketing
- Good harvest, washing, drying
- Harvest pressures (other than man)

To register, contact Christy Cassady at cgcass0@uky.edu.

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