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Food and Environment
Cooperative Extension Service

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Coming up

April 8 - Organic Association of Kentucky (OAK) Northern Kentucky In-person Conference, Burlington. For more information, go to **Page 4**.

April 12 - Kentucky Horticulture Council Crop Insurance Lunch and Learn, 12:30 p.m. Eastern Time. Topic: Grower Panel. To register, [click here](#).

April 19 - OAK Farmer Field Day, Building a Successful Market Farm w/ Low Capital, Minimal Infrastructure, and Leased Land. 1-4 p.m. EDT. For more information and to register, visit <https://oak.wildapricot.org/event-4666117>.

June 22-23 - Kentucky Green Industry Conference Summer Summit at the Holiday Inn East in Louisville. For more information, see **Page 6**.

CCD Farmers Market reports among tools to help with pricing

By Brett Wolff, Center for Crop Diversification

It can be difficult for producers to set prices for specialty crops in retail markets like farmers markets. The products they are selling are locally produced and marketed, the varieties they grow and how they grow them can provide a unique value proposition for customers, and there are quality and handling differences (think freshness, and ripeness when picked, flavor, etc.) that can help justify a premium price. They are special products that may command a special price from the right customer. The pricing challenges related to differentiation are the norm for local direct marketers. The decidedly “abnormal” last three years have added even more challenges to setting the right price.

If you followed the CCD Farmers Market Price Reports over the last few years, you know that prices in 2020 — particularly the early season — were generally higher than usual. Check out the graphs on Page 2 (particularly strawberries) to see just how much higher prices were. 2021 saw some return back to something closer to “normal” for most crops. As we head into the 2022 season, it’s a good time to reevaluate your prices. Looking back through last year’s archived reports (<https://www.uky.edu/ccd/pricereports/KYFM>) is one good way to look at where prices were in 2021. We’ll be publishing a 3-year average price report in the coming weeks for 2019-2021 as well, so stay tuned to our social media and website. In the meantime, the price graphs below for small fruits at Kentucky Farmers

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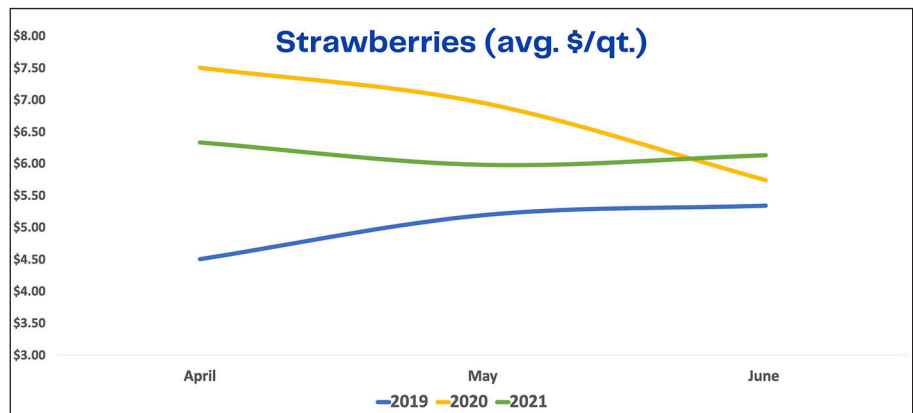
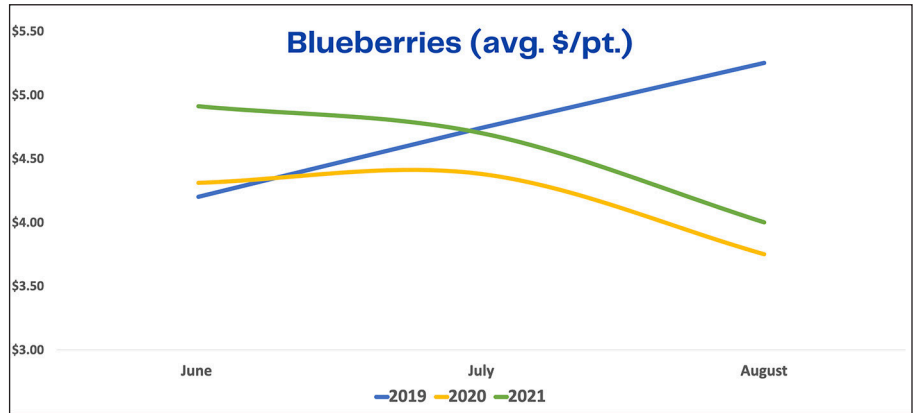
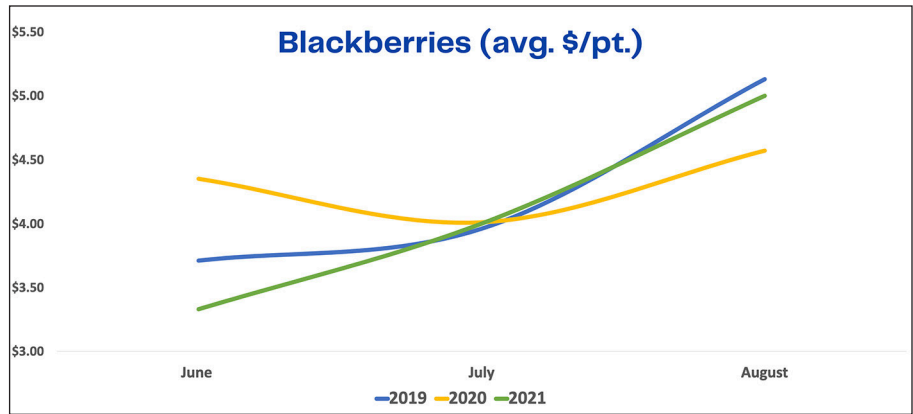
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Markets show some notable price shifts over the last few years. These graphs were generated as part of a project with the Kentucky Horticulture Council on small fruits last year.

Given recent inflation and spikes in input and fuel prices, it's also important to maintain some sense of food prices in more mainstream food markets as well. Even in more typical years those prices may be higher than you'd expect. The USDA Agricultural Marketing Service offers weekly reports on Specialty Crop (and other crop prices) in different markets including retail. You can see some regional price breakdowns on specialty crops at <https://www.ams.usda.gov/market-news/fruits-vegetables>.

If you've ever heard my Marketing for All presentation on pricing products, you know that understanding the "going price" for your products is only part of the calculus of price-setting. The much less fun, but equally important code to crack is how much producing and marketing your products costs. Regardless of what has happened with prices over the last few years, starting with a clear and accurate (as possible) assessment of costs is always a good way to start thinking about prices. Spring is usually a good time to set some cost-accounting "resolutions" since that's when specialty crop producers incur their biggest bills — seed, fertilizer, equipment maintenance from the winter, etc. If you don't have documents or a system in place, you can always start with the [CCD enterprise budgets](#) to help make sure you're accounting for everything.

Weighing costs against the "going price" for the products you sell is the best way to boost your odds of profitability. Most plans change over time,



but knowing that you are starting on fiscal solid ground in your production and marketing plan will set you up to identify what's going right and what's going wrong in your business. In my experience with Kentucky growers and markets over the last decade it has been rare to find producers charging too much for their products. It's much more common to find them undercharging for their valuable local products. While I am not cheering you on to gouge your neighbors and community members, you should also understand the worth of your labor and your products and charge accordingly.



2022 Agriculture Direct Marketing Summit

April 4-6, 2022, 6:00PM EST

This 3-evening event is for all agriculture producers selling directly to consumers.

Topics covered include

- Pricing Your Product: How to Determine Your Costs and Pricing Tool Resources
- Photography Tips for Social Media
- Tackling Employee Challenges
- Direct Marketing Legal Issues & Liabilities
- And More!

Scan the QR code above to learn more & purchase your ticket!

Presented by:



New fact sheet, updated profiles available through the CCD

The Center for Crop Diversification (CCD) recently published a new fact sheet, [Soil Salinity in High Tunnel Production \(CCD-FS-24\)](#), from the University of Kentucky Department of Horticulture. Authors are Dr. Rachel Rudolph, research analyst Ryan Lark, and Dr. Krista Jacobsen.

The CCD has recently updated crop profiles on [Catnip \(CCD-CP-50\)](#) and [Dry Beans \(CCD-CP-29\)](#), as well as the marketing profile [Adding Value to Plant Production - A Summary of Kentucky Products \(CCD-MP-16\)](#). Look for these and other resources on the CCD website at www.uky.edu/ccd/.



OAK offers in-person conference in Boone County

By Jenny Howard Owen, Education Coordinator
Organic Association of Kentucky (OAK)

We hope that you can join us for an upcoming farming education event, on Friday, April 8th, at the Boone County Extension Enrichment Center in Burlington. Find [all the details on our website](#), share the [Facebook event](#) and [register today!](#)

OAK's 11th Annual Farming Conference comes to northern Kentucky from 8 a.m.-5 p.m. ET, with a day of networking, resource-sharing and learning with others in the organic and regenerative agriculture community. Keynote speaker Lindsay Rebhan will offer a presentation and short course on building regenerative farming systems and restoring landscapes to healthy, thriving environments. Based in years of ecological design in urban and rural lands, Lindsay will offer tools and resources to better understand the land and make design decisions for resiliency and farmer/landowner goals.

The agenda also includes an organic farm tour and educational sessions from regional speakers, including ...

- growing for restaurants and working with chefs,
- walk-behind tractors for small-scale agriculture,

- simple and economical organic methods for small plots and gardens,
- pollinator habitats for a thriving ecosystem,
- urban farming for profit, and
- cooperatives in local food system development.

Open to anyone interested in farming, food systems, and land stewardship, the event includes a trade show with allied exhibitors and a boxed lunch. Pre-registration at oak-ky.org/registration is encouraged, and free and reduced payment options are available. Continuing education credits for agriculture professionals are available from the Kentucky Department of Agriculture and the UK Cooperative Extension Service. Find all the details at oak-ky.org/conference-agenda-northern.

Please reach out (502-517-9629) if you have any questions about this event, our farmer education efforts, our annual conference or any possibilities for partnerships.

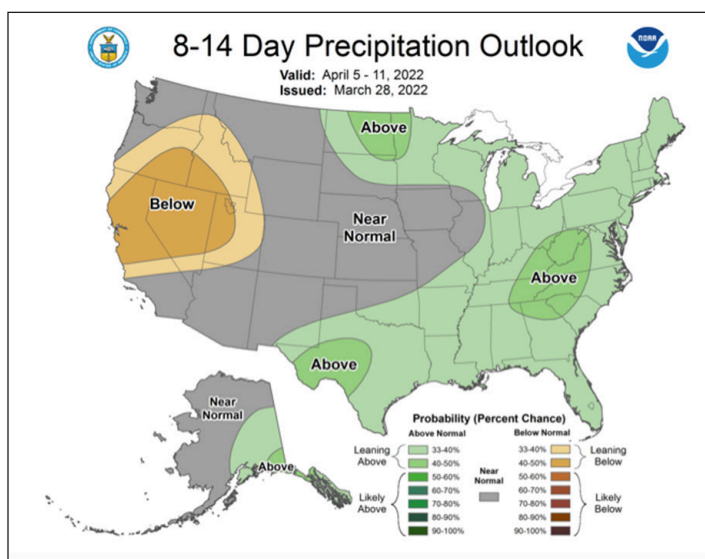
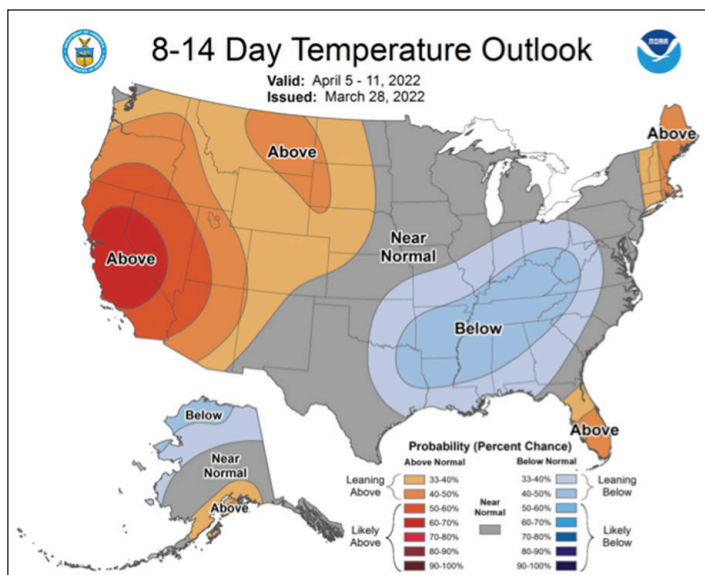
Did you miss OAK's Virtual Conference? You can still register now at <https://oak.wildapricot.org/page-1849865> and watch ALL the recordings! Get access to four days of rich virtual content plus all of the engagement tools on Whova, OAK's Virtual Conference platform. Cost is \$10 for members and \$15 for non-members.

April should start out cooler than average, will be wetter overall

By Joshua Knight, Senior Extension Associate, Horticulture

The National Oceanic and Atmospheric Administration's Climate Prediction Center (CPC) is predicting above average probability for cooler than normal conditions across the Commonwealth for the first two weeks of April. For reference, normal conditions are based on 1991-2020 averages (called "30-year normals"). Moving further into April, the pattern of cooler weather in the southeastern United States interior becomes less clear and gives way to a general pattern of warmer than average temperatures across the entire southern U.S.

The forecast for precipitation is simpler. Overall for the month of April, the CPC is projecting above average rates of precipitation for the eastern U.S. and the Great Lakes area down into the Ohio River Valley. The growing season is just about here, but getting into the field for tillage may be tricky to schedule with all this extra water.



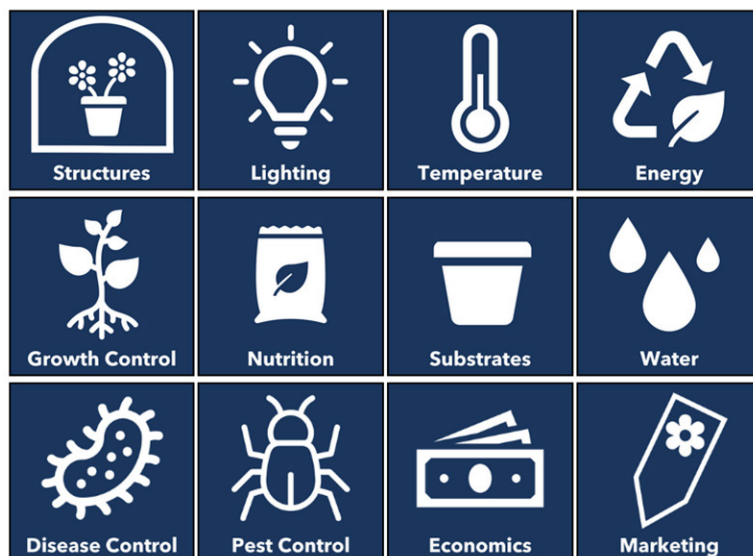
Check out new UK Controlled Environment Horticulture website

By Delia Scott, Extension Associate, Horticulture

University of Kentucky Controlled Environment Horticulture has a new website! Check out <https://greenhousehort.ca.uky.edu/> for highlights of past and current controlled environment horticulture research.



Led by Dr. W. Garrett Owen, Assistant Extension Professor of Greenhouse and Controlled Environment Horticulture, the website includes links to grower resources on topics such as temperature, lighting, growth control, nutrition, substrates, and more. Extension fact sheets and publications like the new "[Controlled-Environment Horticulture](#)



(CEH-01-FS)" can also be found on the website.

KY Green Industry Conference Summer Summit set for June

By Tara Watkins, Extension Associate, Horticulture

We want YOU to save the date! The Kentucky Nursery and Landscape Association (KNLA) is hosting the Kentucky Green Industry Conference Summer Summit at the Holiday Inn East in Louisville on June 22nd-23rd.

Day one will feature bus tours that will visit Louisville area green industry businesses, followed by an evening dinner with a guest speaker at the beautiful Yew Dell Botanical Gardens. Day two will consist of a wonderful lineup of guest speakers covering many topics on pest management and various aspects of design in our industry.

This is going to be a great event that you don't want to miss! Questions or want more information? Please contact info@knla.org or (502) 330-8300.

SAVE the DATE

June 22-23, 2022
Registration Opens April 1st

Kentucky Green
INDUSTRY CONFERENCE


SUMMER
Summit

presented by **KNLA**

June 22
NEW Bus Tours featuring stops at Louisville area green industry businesses. The Bus Tour will be divided into 3 focused tracks for specific stops on the bus tour.
Evening Reception at Yew Dell Botanical Gardens featuring a special guest speaker.

June 23
Guest speakers at a local hotel.

Networking with Exhibitors to learn about new products and trends.
Sponsorship opportunities available to showcase your products or services.

For questions, please contact
KNLA at info@knla.org or 502.330.8300

Renew your 2022 KNLA Membership TODAY! Join at www.knla.org

Registration opens April 1. To stay up to date, follow the KNLA Summer Summit [event page on Facebook](#), visit the [KNLA website](#), and check back for more detailed info in April's issue of the Kentucky Nursery Bulletin at <http://nursery-crop-extension.ca.uky.edu/listserv>.

Reminder! KHC, UK request KY nursery grower input for survey

By Tara Watkins, Extension Associate, Horticulture

Reminder!

The Kentucky Horticulture Council (KHC) and the University of Kentucky (UK) are seeking the input of all Kentucky nursery growers, including operations producing containerized and in-ground trees, woody ornamentals, and herbaceous perennials for the wholesale market. The purpose of this survey is to identify and assess the Kentucky nursery industry's current needs and preferences. The survey will cover items such as top business and production concerns, preferences for how you receive educational materials, and more. Conducting this needs assessment survey allows us to direct our efforts to serve you in the best way we can in the coming years, and we greatly appreciate your consideration in participating.



Please take a few minutes to complete this quick grower survey. There are two easy ways to access the survey. Please click the following link to be taken directly to the survey <https://www.surveymonkey.com/r/2022KYNursery> or you can scan

the QR code with the camera on your smart phone. The survey is 10-15 minutes in length. All individual responses will be kept confidential. If you have any problems, questions, or concerns, please reach out to Tara Watkins at tara.watkins@uky.edu or at (859) 257-0037.

We sincerely thank you for your participation. Your input is greatly valued!

Thanks for reading!

If you know someone who would enjoy our newsletter, or you're not subscribed yet yourself, visit www.uky.edu/ccd/newsletter and click "Subscribe Now." Or call Brett Wolff at 859-218-4384, or Christy Cassady at 859-257-1477. Stay up to date with the Center on Facebook at <https://www.facebook.com/ccduky/>

Christy Cassady

Christy Cassady, Extension Specialist

