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Brett Wolff, Editor
 Christy Cassady, Editor/Designer

Biz Quiz analysis: Land access among potential horticulture growers in KY

By Joshua Knight, Senior Extension Associate, Horticulture, and Brett Wolff, Extension Specialist, Agricultural Economics

Though many horticultural crops can be grown in commercial quantities on smaller plots of land than typical agronomic crops like corn and soybeans, land is still a critical resource for horticulture growers to access. Once again, the response categories (for access to capital, land acreage, etc.) were chosen based on economic and production considerations from the Center for Crop Diversification crop profiles. If we look at the combined data, we see a picture showing almost half of all KY respondents having 5 or more acres to put into horticultural crop production.

What's inside

- KSU Conference 3
- Freeze-date tool 4
- Weather update 5

Coming up

Nov. 1 -Digging in to CSA Planning, Recordkeeping and Marketing webinar. 10-11:30 a.m. Eastern Time. From the Organic Association of KY. [Click here](#) for details.

Nov. 5 - Kentucky Maple School, virtual, 9 a.m.-noon Eastern Time. For details and to register, [click here](#).

Nov. 10 - Grower Buyer MeetUp, Daviess County Extension Office, Owensboro, KY. 9:30 a.m.-noon CST. For details, see **Page 4**.

Nov. 12-13 - Thinking Inside the Box, Growing CSAs Across the Tri-state Region Conference. Purdue Fort Wayne, Fort Wayne, IN. For details, see **Page 5**, or [click here](#).

Nov. 21 - Cut Flower Short Course, Learning Lisianthus webinar. See **Page 6**.

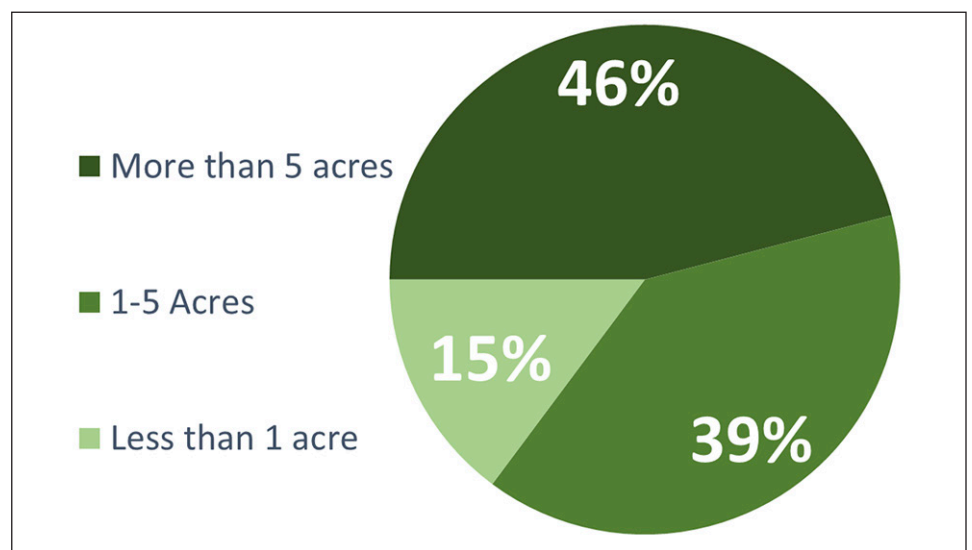


Figure 1. n = 135

Continued on Page 2

Continued from Page 1

With over a third of respondents having between 1 and 5 acres available, this means 85% of respondents have at least 1 acre to put into horticultural production.

Further analysis can show us the breakdown of land availability among groups with different amounts of available capital. The graphs below show land availability among those with at least \$5,000 in capital to contribute to the operation (Figure 2) and land access among those with less than \$5,000 available (Figure 3).

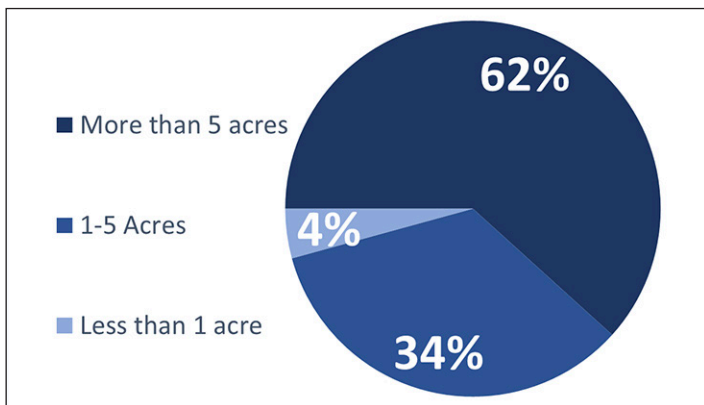


Figure 2. Among respondents with at least \$5,000 to invest in horticulture. (n = 47)

We can see here almost two-thirds of the respondents with access to at least \$5,000 in capital also have the land to start a larger acreage horticulture

enterprise. Ninety-six percent of respondents with capital access have at least 1 acre. Note that the group with at least \$5,000 is about half the size of the group with less capital available.

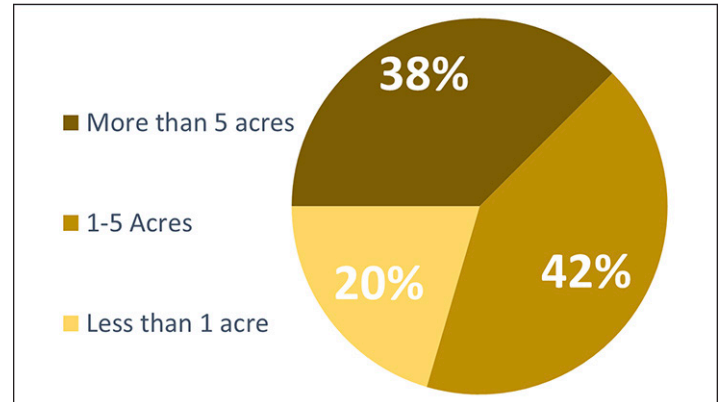
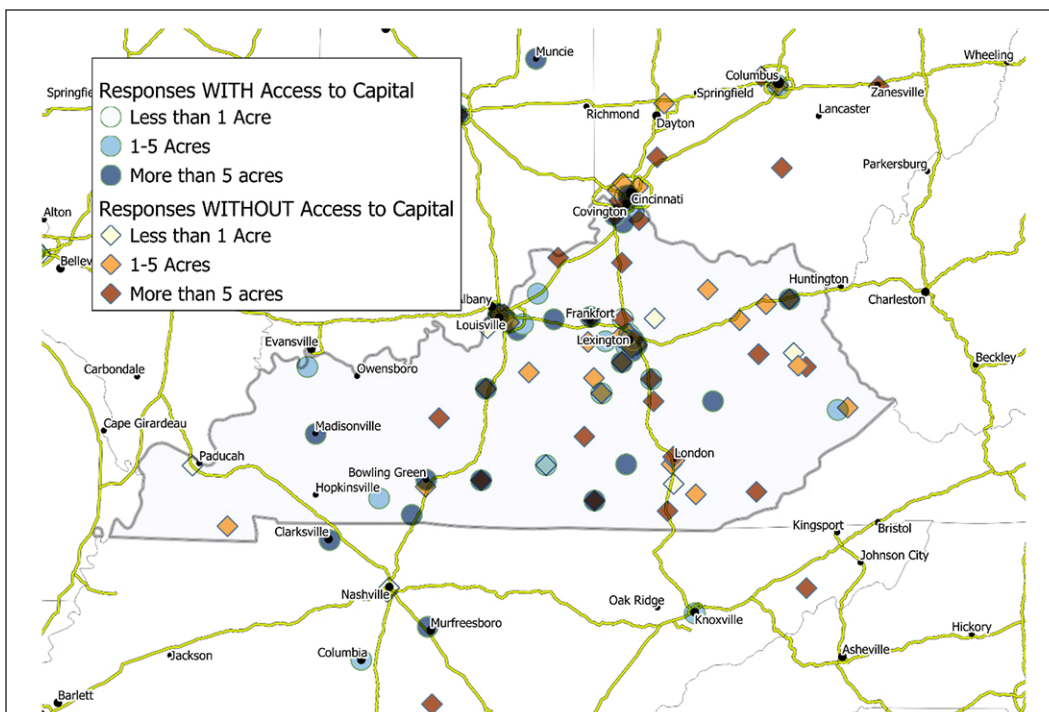


Figure 3. Among respondents with less than \$5,000 to invest. (n = 88)

Looking at the larger portion of respondents, with less than \$5,000 to invest in a horticulture enterprise, 80% have at least 1 acre and over one-third have at least 5 acres.

The geographic distribution is somewhat complicated to visualize, as it has many respondents who do not conform to expectations. We may expect potential growers in rural areas to have less access to capital and/or more access to land, but we can see many exceptions to this assumption in the statewide map.



The broad conclusions we can draw here are that respondents who had more capital also tended to have more land available and that there are a considerable number of all producers who have at least 5 acres to use in their operation. There is still a need for small-scale, lower-cost options for those who are land and resource constrained, but overall land constraint seems to be less of an issue than capital constraints based on these data.

MarketReady Producer Training opportunities coming up in Nov.

By Savannah Columbia,
Extension Associate,
Agricultural Economics

The MarketReady Producer Training Program is an educational program for growers, farmers, producers, county extension agents, technical assistance personnel, etc. who are interested in selling their products (fresh fruit and vegetables, dairy, meat, value-added items, etc.) and/or assisting growers, farmers, and producers in selling their products to restaurants, schools, grocery and retail markets, wholesalers and/or distributors, and/or other markets. This training is for individuals of all experience levels and is free to attend! We do ask you to please RSVP at marketready.uky.edu/events.



**MARKETREADY
PRODUCER
TRAINING**

MarketReady educates producers interested in expanding their business & products into wholesale, retail, & restaurant markets.

This training is free, but space is limited. Register today!

We are offering 3 virtual training opportunities*

Training Dates:

Monday, Nov. 7th 6PM EST
Wed., Nov. 9th 11:30AM EST
Friday, Nov. 11th 11:30AM EST

*all 3 trainings cover the same material

REGISTER AT: MARKETREADY.UKY.EDU/EVENTS

KSU Small Farm Conference scheduled for November 15th-17th

From Kentucky State University

Join us in person for Kentucky State University's 24th Annual Small, Limited-Resource, Minority Farmers Conference in Frankfort. This year's theme is "Plowing and Planting: New Strategies for the New Norm."

The conference provides a forum for underserved farmers to interact with USDA, state, research, extension, and other professionals, to learn about their programs and opportunities and how to assess these programs and opportunities. A strong part of the conference is for underserved farmers to gain trust and confidence in these opportunities and professionals and to know how to access them.

It also provides an opportunity for farmers across Kentucky to meet each other and to network across the state. Because of this, the conference has become the largest gathering of African American farmers in Kentucky. The conference offers education for small, limited-resource, minority, and underserved farmers on numerous topics related to production, economics, health, and land stewardship.

For more information, call (502) 597-6566.

For details and to register, visit <https://www.eventbrite.com/e/kentucky-small-limited-resource-minority-farmers-conference-tickets-416069012617>.

WKY GROWER BUYER MEETUP

Daviess Co. Extension Office, Owensboro

9:30 am - noon CST

Pre-Registration Required



NOVEMBER 10, 2022

<https://2022WKYGrowerBuyerMeetUp.eventbrite.com>

Purdue, USDA release online freeze-date tool for growers in 25 states

From the Purdue University Agriculture News Page

WEST LAFAYETTE, Ind. — A [new interactive online tool](#) for visualizing and exploring freeze-date trends and other climate patterns is now available, thanks to a partnership between Purdue University's [Midwestern Regional Climate Center](#) and the U.S. Department of Agriculture's [Midwest Climate Hub](#). The tool covers 25 states in the upper Midwest, the Northeast and Appalachia, including Kentucky.

"This tool isn't itself tracking what's happening in the current season. But it helps you put into perspective what has been happening in the past," said Melissa Widhalm, associate director of the climate center.

Climate change has affected agriculture, noted Dennis Todey, director of the climate hub. Among those changes are first fall freezes coming later and final spring freezes happening earlier.

"We talk about that, but we didn't have any graphics, easily accessible data or visualizations to show people at a local level. And agricultural producers like to see something more local," Todey said.

The tool may interest producers of tree fruits, grapes and row crops such as corn and soybeans to help them take advantage of longer growing seasons.

Agricultural advisors, weather forecasters, university extension staffers and state climatologists also have expressed interest in the tool.

The tool, which will be updated annually, draws upon Applied Climate Information System (ACIS) data from 1950 to 2021. Weather stations across the U.S. feed data to the ACIS, but there are gaps in the network.

"When you think about freeze, you immediately think 32 degrees. But when it comes to agricultural applications, you might be interested in values that are colder or warmer," Widhalm said.

Corn and soybeans, for example, can survive 28 degrees, while fruit trees are more sensitive to freezing or near-freezing temperatures. And the freeze-date tool allows users to query their desired temperatures.

To read the entire article, [click here](#).

CFAES



Thinking Inside the Box



Growing CSA's across the Tri-State Region

Are you interested in starting a CSA?
Are you looking to grow your existing CSA?

Registration now open!

What: The 2nd Tri-State CSA Conference

When: November 12 and November 13, 2022

Where: Purdue Fort Wayne in Fort Wayne, Indiana.

Hear directly from industry leaders and learn ways to make your CSA more successful. More details will be released at a later date.

Please visit go.osu.edu/csa for conference details, agenda, speakers, and registration information as it becomes available.

—We Sustain Life—



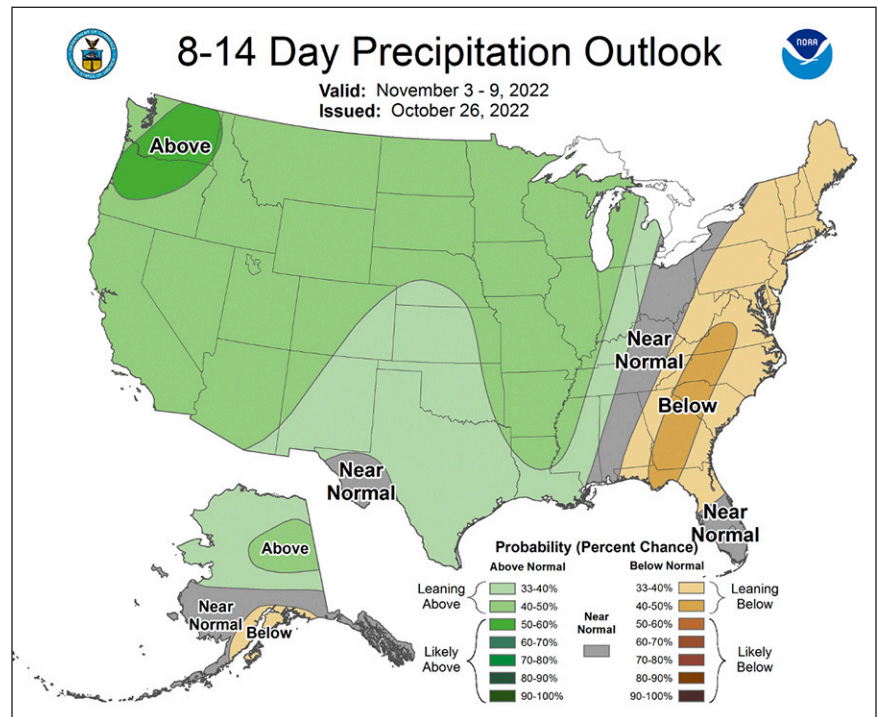
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Expect a warmer and drier than average start to November in KY

By Joshua Knight, Senior Extension Associate, Horticulture

The NOAA's Climate Prediction Center is forecasting the first days of November as more likely to be drier than average for most of the Commonwealth. Kentucky is at the boundary between two systems: wetter-than-average to the west and drier-than-average conditions dominating to the east. Moving further into the month will see that boundary shift to the east as seen in the graphic. The NOAA's U.S. Seasonal Drought Outlook predicts the likely removal of drought conditions that have impacted central and western parts of Kentucky as we move toward winter.



The picture for temperature forecasting is simpler: above average probabilities of warmer than average temperatures are predicted for the

first half of November. Moving into the second half of November, the picture is forecasting near normal temperatures.



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

LEARNING LISIANTHUS

WITH

Farmer Bailey



NOVEMBER 21, 2022
6:30PM EST / 5:30PM CT

REGISTER AT
[HTTPS://BIT.LY/3FFFCSGY](https://bit.ly/3FFFCSGY)



CCD resources update

New publication outlines ecommerce platforms in Kentucky

A new marketing profile, [Ecommerce platforms in Kentucky \(CCD-MP-25\)](#), compares common and uncommon platforms being used in on-farm retail markets and farm markets. It provides feedback from Kentucky users on matters such as online payments, online store development, data reports, and time commitments. Written by Katie Fortney, who completed an internship with the CCD in 2022, the new profile is now available on the [CCD website](#), along with many other resources.

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

Center for Crop Diversification
Marketing Profile
CCD-MP-25

Ecommerce Platforms in Kentucky

Katie Fortney*

Introduction
The COVID pandemic introduced ecommerce platforms into many on-farm retail markets and farm market retailers. As detailed in these respective reports, many retailers are using multiple, often the same platforms, to market their products and services online. The benefits of these platforms are numerous, including increased sales, reduced overhead, and the ability to reach a wider audience. However, the benefits of these platforms are not universal. Some retailers may find it difficult to navigate the various options available, and some may find the time and cost of these platforms to be prohibitive. This profile will compare common and uncommon platforms being used in on-farm retail markets and farm markets alike. The article will provide an overview of the most common platforms, including their features, benefits, and costs. The article will also discuss the pros and cons of each platform, and provide recommendations for retailers based on their needs and resources. The article will be available on the CCD website in November 2022.

Assessment Factors
This profile will evaluate the most common and uncommon ecommerce platforms being used in on-farm retail markets and farm markets. The assessment factors will include: ease of use, cost, time commitment, data reports, and customer service. The article will provide a comparison of these factors for each platform, and provide recommendations for retailers based on their needs and resources.

Popular Ecommerce Platforms in KY
The following will outline the most common and uncommon ecommerce platforms being used in on-farm retail markets and farm markets. The assessment factors will include: ease of use, cost, time commitment, data reports, and customer service. The article will provide a comparison of these factors for each platform, and provide recommendations for retailers based on their needs and resources.

Keywords: ecommerce, on-farm retail, farm market, marketing, technology, COVID-19, digital marketing, online sales, customer service, data reports, time commitment, cost, ease of use, accessibility, user experience, mobile optimization, social media integration, analytics, SEO, content marketing, email marketing, retargeting, conversion optimization, A/B testing, personalization, chatbots, live chat, video marketing, influencer marketing, affiliate marketing, referral marketing, loyalty programs, subscription services, dropshipping, print on demand, digital products, virtual reality, augmented reality, artificial intelligence, machine learning, blockchain, cryptocurrency, NFTs, metaverse, Web3, decentralized finance, Web3, decentralized finance, Web3, decentralized finance.

*Katie Fortney completed an internship with the Center for Crop Diversification in summer 2022. She is currently a graduate student at the University of Kentucky, where she is studying for her Master's degree in Horticulture. She is also a member of the National Horticultural Society and the American Horticultural Society.

Kentucky Fruit & Vegetable Conference

2023

January 3-4
Bowling Green, KY



Save the date!

Kentucky Fruit & Vegetable Conference returns to Bowling Green in 2023

From the Kentucky Horticulture Council website

The annual Kentucky Fruit and Vegetable Conference is the premier educational program for produce growers and value-added producers in Kentucky. The conference returns to the Sloan Convention Center in Bowling Green on January 3rd-4th, 2023.

The room rate for the Kentucky Fruit & Vegeta-

ble Conference for a single or double is \$103.95, including two breakfast vouchers per room per night. When booking, please make sure you tell the hotel that you want the meeting rate with block code FVG so your reservation is included in the meeting block. The hotel reservation number is 1-800-HOLIDAY or you can use the [group booking link](#). To register for the conference, [click here](#). For more details about the conference, [click here](#).

EQIP deadline is November 4th

From the Somerset USDA Service Center

USDA is accepting applications from agricultural producers and forest landowners from Kentucky for the Environmental Quality Incentives Program (EQIP). While USDA's Natural Resources Conservation Service (NRCS) accepts EQIP applications year-round, Kentucky producers and landowners should apply by 11/4/2022 to be considered for funding in the current cycle. [Click here](#) for eligible practices in Kentucky and practice payment amounts. To apply for EQIP, contact NRCS at your [local USDA Service Center](#).

Thanks for reading!

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Christy Cassady

Christy Cassady, Extension Specialist

