



September 2022

Brett Wolff, Editor
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Coming up

Oct. 12 - Blackberry Production Field Day, Garrett Farms, Paducah, KY. 10 a.m.-3:30 p.m. CDT. For details, see **Page 3**.

Oct. 13 - Integrated Pest Management Field Day, University of Kentucky Horticulture Research Farm, Lexington. In-person and virtual. 11 a.m.-2 p.m. Eastern Time. For more information see **Page 3**.

Oct. 27 - Christmas Trees 101 Webinar, 9 a.m.-1 p.m. Eastern Time. For details, see **Page 5**.

Nov. 1 - Digging into CSA Planning, Recordkeeping, and Marketing. Organic Association of KY Field Day. 10 a.m.-11:30 a.m. ET. For details, [click here](#).

Nov. 10 - Grower-Buyer MeetUp - West Kentucky, 9:30 a.m.-noon CST. For details, see **Page 4**.

Biz Quiz response analysis: Capital, market identification and horticultural knowledge

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

Continuing our ongoing analysis from the HorticultureBiz Quiz responses over the last four years, this month we look more into the data collected about horticulture growers' access to capital, market identification, and overall self-reported horticultural knowledge.

Starting with the access to capital, we can see most respondents have less than \$5,000 to contribute to a new horticultural enterprise.

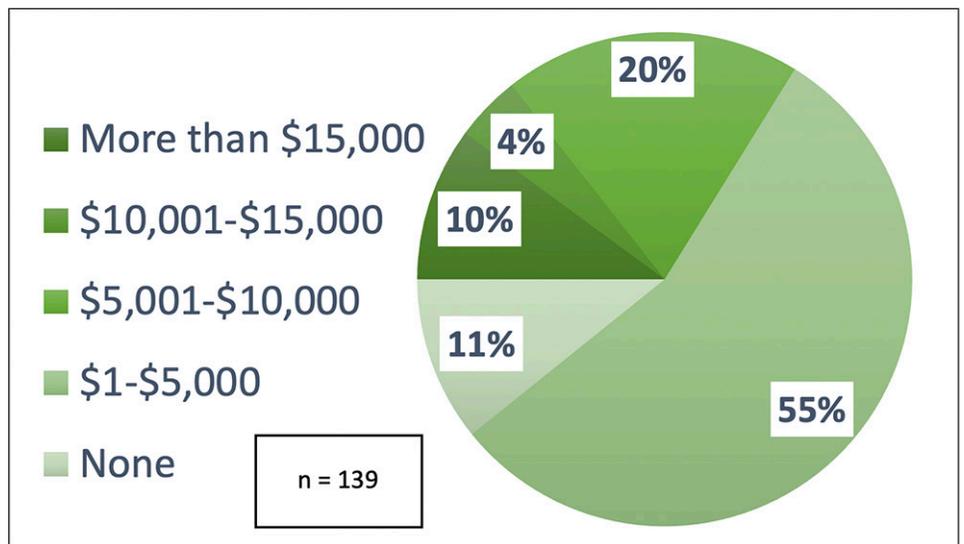


Figure 1. Responses to question: "How much capital (money) do you have to commit to this enterprise?"

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If we map this data, we can see reduced access to capital in rural areas and areas with limited access to infrastructure. However, many potential growers closer to urban markets and significant transportation infrastructure (interstates are shown on the map along with named places with census population over 1,000) also lack access to capital. Additionally, there are several operations in rural areas with significant access to capital complicating what one might expect to be a simple picture.

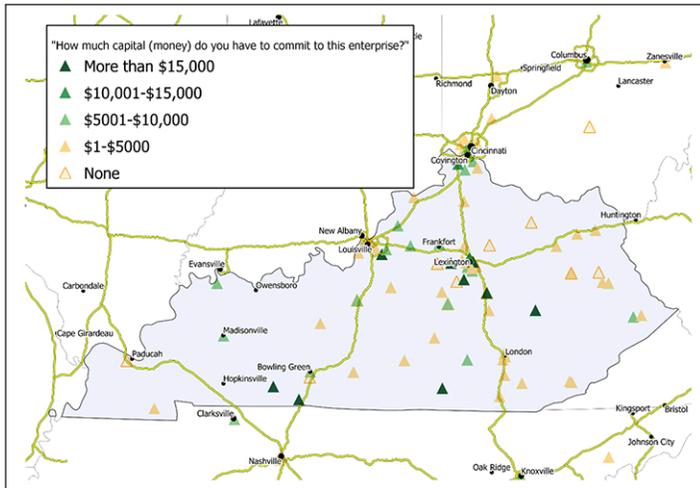


Figure 2. Geographic distribution of responses to: “How much capital (money) do you have to commit to this enterprise?”

Within the HortBiz Quiz, we asked the question: “Do you have a specific market in mind?” to get a picture of how confident respondents felt about accessing markets. This could be a farmers market, a roadside stand, a restaurant, a grocery store, a produce auction, or some larger institutional market.

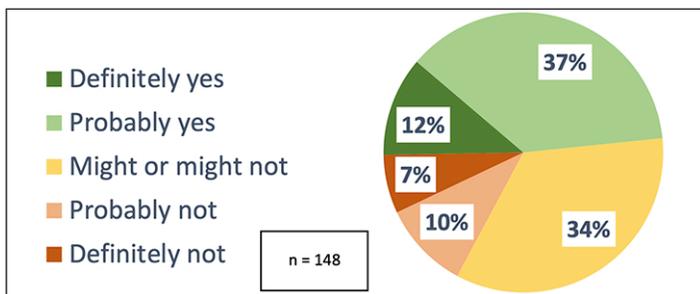


Figure 3. Responses to question: “Do you have a specific market in mind?”

We can see from the responses that almost half of the respondents feel positive about a specific market where they want to sell. A little over a third are unsure of their market, and less than a

fifth self-report as not having a market in mind.

We tend to associate urbanized areas with markets, and more heavily urbanized places with larger markets. We might assume respondents closer to populated places and transportation infrastructure are more likely to have a specific market in mind.

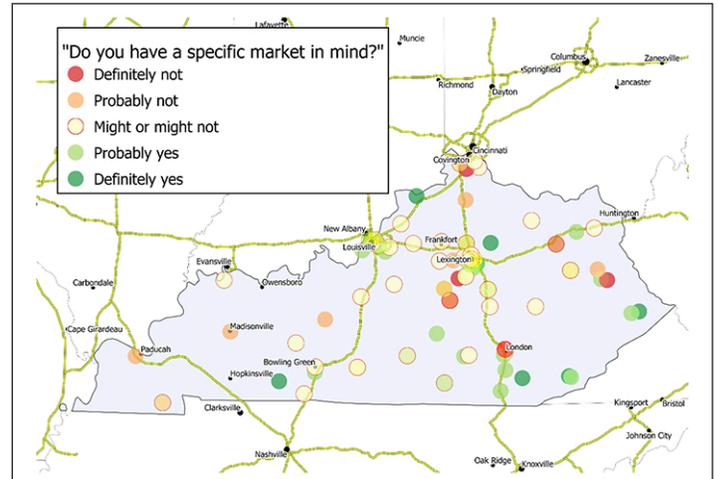


Figure 4. Geographic responses to: “Do you have a specific market in mind?”

We can see from Figure 4 that the picture is somewhat more complicated. There are many respondents in and around urbanized areas less likely to report having a specific market in mind, while some of the more rural respondents are confident. While there are more eaters and markets in highly populated places, identification of and access to markets might be perceived as more complicated.

In the final question we will be examining in this month’s analysis, we look at responses to the question “How would you rate your current knowledge of growing horticultural crops?”

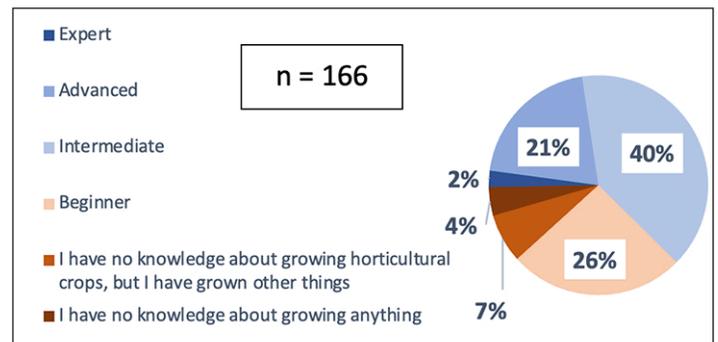


Figure 5. Responses to question: “How would you rate your current knowledge of growing horticultural crops?”

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CCD resources update

Beekeeping and Honey Production crop profile gets 2022 overhaul

The Center for Crop Diversification's (CCD) Beekeeping and Honey Production (CCD-CP-78) crop profile has been updated with new production and economic details.



It is now available on the CCD website at <https://www.uky.edu/ccd/sites/www.uky.edu/ccd/files/honey.pdf>.

For additional crop profiles, marketing profiles, price reports from farmers markets and produce auctions, and much more, be sure to visit the CCD website at www.uky.edu/ccd/.

Integrated Pest Management Field Day

October 13, 2022
11 am – 2 pm (Eastern Time)

In-Person at the University of Kentucky Horticulture Research Farm & Live Stream Via Zoom

Join University of Kentucky Extension Vegetable Specialists at the UKY Horticulture Research Farm (South Farm) for a field day. Learn about ongoing research and how the information gained from these projects can be applied to your operation. Can't attend in-person? Sessions also be broadcast live from the research farm via Zoom.

Register at: https://uky.azure.qualtrics.com/jfe/form/SV_bgbzgdqj0LGEho

Directions for in-person participation or Zoom link for virtual option will be provided once registration is complete

JOIN US FOR A BLACKBERRY PRODUCTION FIELD DAY

Tour of blackberry production fields with discussions on planting, management practices (including trellising, pruning and training on T-trellis vs RCA trellis), insects and management (emphasis on Spotted Wing Drosophila (SWD)), diseases and management, and food safety considerations

Wednesday, October 12, 2022
10:00 am - 3:30 pm Central
Registration begins at 9:00 am

Register: <https://BlackberryTourOct12.eventbrite.com>

Garrett Farms
3800 Hardmoney Road
Paducah, KY

University of Kentucky College of Agriculture, Food and Environment
Kentucky Horticulture Council

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Almost two-thirds of respondents self-report as having intermediate-or-better knowledge of growing horticultural crops, with almost one-fourth identifying themselves as “advanced” or “expert.”

In the map of responses, we can see strong representation of intermediate-or-better horticultural expertise in very rural areas, as well as among respondents within and close to highly urbanized areas.

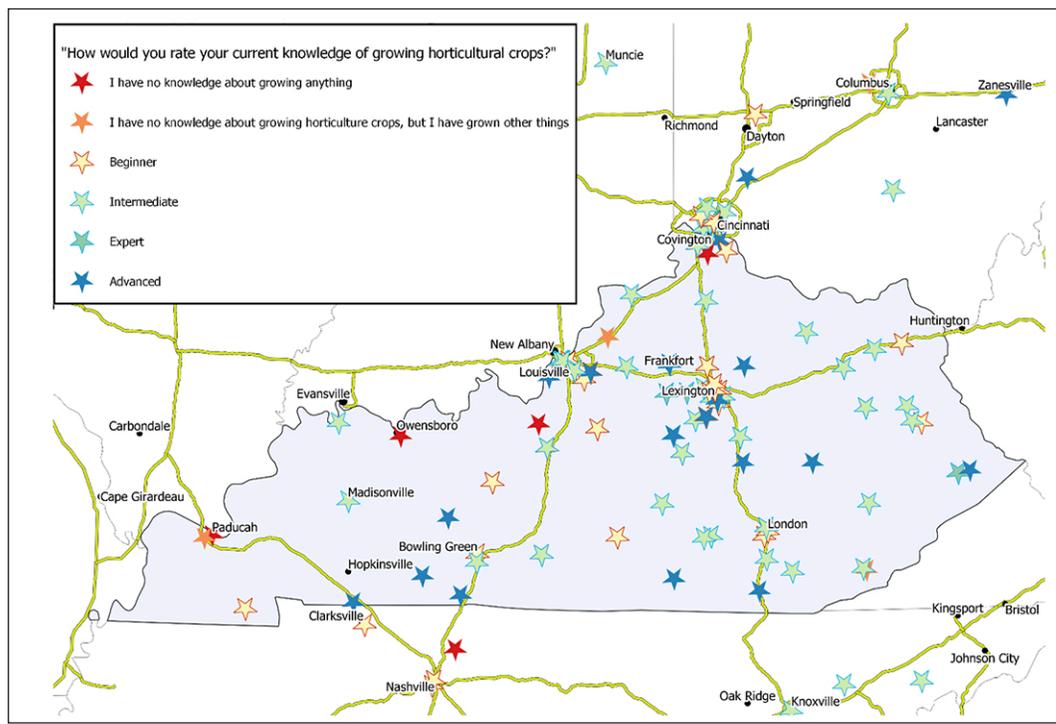


Figure 6. Geographic distribution of responses to question: “How would you rate your current knowledge of growing horticultural crops?”

WKY GROWER BUYER MEETUP

Daviess Co. Extension Office, Owensboro

9:30 am - noon CST

Pre-Registration Required

NOVEMBER 10, 2022



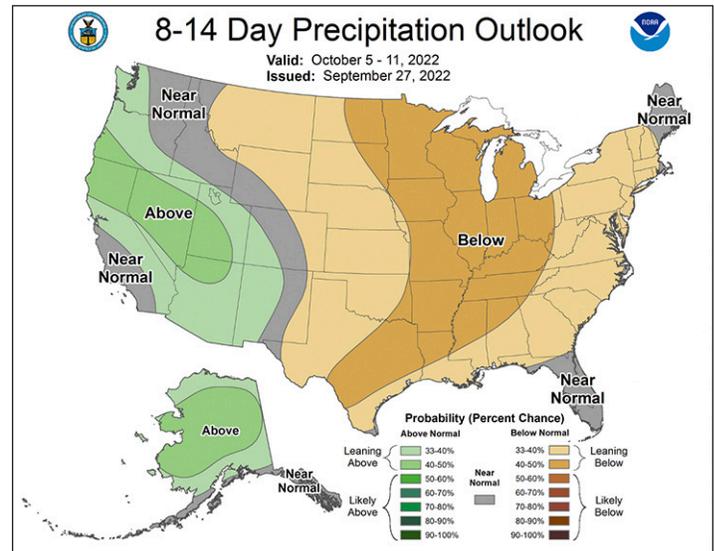
<https://2022WKYGrowerBuyerMeetUp.eventbrite.com>

Warmer and drier than average October predicted for Kentucky

By Joshua Knight, Sr. Extension Associate, Horticulture

The NOAA's Climate Prediction Center is forecasting an equal chance of warmer than average and cooler than average conditions for the first week of October. After that, the general forecast for the rest of the month is clearly for warmer than average conditions. A large weather pattern associated with these warmer conditions is steadily moving across the U.S. from west to east and should arrive in Kentucky between the first and second week of October.

For precipitation, the picture is much simpler: drier than average conditions are forecast for Kentucky as well as most of the Midwest and the Eastern U.S. This pattern of drier than average conditions



is expected to persist throughout October.

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

Christmas Trees 101 WEBINAR



THURSDAY
OCT. 27, 2022



9 AM - 1 PM EASTERN
8 AM - 12 PM CENTRAL



Scan the code
with your phone
to register!

INTERESTED IN LEARNING MORE ABOUT
CHRISTMAS TREE PRODUCTION IN KENTUCKY?

Join us for a discussion on
site selection, planting,
fertility management,
pruning and marketing
your crop

Register now:

<https://KYChristmasTrees101.eventbrite.com>

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