



CENTER FOR
CROP
DIVERSIFICATION



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CCD webinars help growers expand options

By Christy Cassady and Brett Wolff, Center for Crop Diversification

The Center for Crop Diversification (CCD) has been offering a series of webinars since the end of March to help growers expand their marketing options as they cope with restrictions resulting from COVID-19.

Upcoming webinars include [Promoting Your Products for Online Sales](#), scheduled for Tuesday, April 28th, at 10:30 a.m. EDT, and [Nice, Easy Graphics and Advertisements](#), scheduled for Tuesday, May 5th, also at 10:30 a.m. Speakers for the April 28th webinar will include Brett Wolff of the CCD, and Kati Bowman and Olivia Vogel of the Kentucky Center for Agriculture and Rural Development (KCARD). Wolff will be the speaker for the webinar on graphics.



The Promoting Your Products for Online Sales webinar will include a discussion of:

- Social media marketing
- Using shipping packaging to communicate your brand message
- Options and tips for building your email marketing approach
- Should you think about a website?

All webinars are recorded and are posted on the CCD website at

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Coming up

April 27 - Tools and Techniques for Managing COVID-19 Recovery Costs webinar, noon EDT. Free. Speaker: Mark O'Mara, who has 15 years experience developing and managing federal disaster grants. For details and to register, [click here](#).

April 29, May 6, May 13 - Sustain and Thrive in the COVID-19 Pandemic Special Webinar Series for Small Food Processors. Featuring specialists from from Purdue, Cornell, UC Davis, and the Ohio State University. For details and to register, [click here](#).

May 7 - Business Planning and Recordkeeping webinar, part of the 7 Secrets of Effective Farmers webinar series. Noon-1 p.m. EDT. [Click here](#) for details.

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Disabilities accommodated with prior notification.

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<https://www.uky.edu/ccd/content/recorded-webinars-now-available>, along with links to their associated PowerPoint presentations and other resources. They are also posted on the [CCD YouTube Channel](#).

Recorded webinars include the following:



In the first recorded webinar, Wolff outlined how to set up a very simple online store using [squarespace.com](https://www.squarespace.com). This focused on farmers market vendors, but the general principles are helpful to other kinds of businesses. If you are already selling online, this may be too simple for you. This was a very basic presentation to help you get started with online sales quickly. The webinar included information about WHY you might want an online store and HOW you might consider using it along with your other market channels. Access the recording and resources at https://www.uky.edu/ccd/onlinestore_webinarlinks.



In the Low-tech Preorder Options webinar, Wolff covered basic approaches for offering preorders, including analog and digital options on a scale from simple to intermediate including:

- Starting to accept credit cards
- Using Google Forms

- Options for sharing available items
- Using email, and more

Access the recording and resources at <https://www.uky.edu/ccd/preorder>.



The Pick-Up, Delivery & Shipping for Direct Marketers webinar covered the pros and cons plus some key considerations for a few distribution methods available to direct marketers, including:

- On-farm/home business pickup
- Non-farm/offsite pickup
- Delivery
- Shipping

Webinar speakers were Wolff, and Bowman and Vogel of KCARD. Access the recording at <https://www.uky.edu/ccd/direct-distribution-links>.



The Adding Your Business to Google Maps webinar featured the CCD's Josh Knight discussing how to create a free business profile to help customers find you and the products you sell. Knight talked about the pros and cons, plus some key considerations for creating a free business listing on [google.com](https://www.google.com). The webinar recording and additional resources are available at <https://www.uky.edu/ccd/content/adding-your-farm-business-google-maps>.

CCD resources update

New resources from the Center for Crop Diversification in April include the fact sheet [Social Distancing at Farmers Markets: Practical Tips for Managers and Vendors \(CCD-FS-16\)](#), developed in collaboration with The Food Connection at the University of Kentucky, and a COVID-19 and Farmers Markets - Best Practices for Managers, Vendors, and Patrons webinar, set for Thursday, April 30th, at 1 p.m. EDT. The webinar will feature speakers from The Food Connection, the CCD, Community Farm Alliance, and the Kentucky Department of Agriculture, who will cover practical tips and take your questions. To register, go to <https://www.uky.edu/ccd/FM-COVID-pt1>.

The CCD also has a new fact sheet on [High Tunnel Economics \(CCD-FS-15\)](#), as well as recently updated crop profiles on [Goldenseal \(CCD-CP-54\)](#) and [Chinese Chestnuts \(CCD-CP-66\)](#). Look for these and other resources on the [CCD website](#).

The collage features two fact sheets from the University of Kentucky's Center for Crop Diversification. The first, 'Social Distancing at Farmers Markets: Practical Tips for Managers and Vendors', includes an introduction, a list of suggestions for managers and vendors, and a section on how to be a good farmer market citizen. The second, 'High Tunnel Economics', discusses the benefits of high tunnels for crop production and includes a photograph of a high tunnel. Below the fact sheets is a poster for a webinar titled 'COVID-19 + FARMERS MARKETS: BEST PRACTICES FOR MANAGERS, VENDORS, AND PATRONS: WEBINAR' on 4/30 1PM EDT. The poster includes logos for The Food Connection, Center for Crop Diversification, and Kentucky Proud.

Looking for a local CSA? Virtual fair offers variety of options

From the Kentucky Virtual CSA Fair Facebook page

Community Supported Agriculture (CSA) offers you the chance to connect and subscribe to your local farms and farmers – so you can have incredibly fresh, healthy, seasonal food on a weekly, bi-weekly or monthly basis. CSA farms offer a variety of delivery and pickup options. Now more than ever a CSA share is the perfect way to find the freshest produce, meats and more in Kentucky. CSA is a membership that matters.

A [Virtual CSA Fair](#) will run from April 16th-30th and is hosted by the Organic Association of Kentucky (OAK), the Kentucky Department of Agriculture (KDA), Kentucky Proud, Edible Louisville, Bluegrass Farm to Table, Kentucky Farm Share Coalition, and the Kentucky Horticulture Council.

View the participating farm list at https://www.kyagr.com/marketing/documents/CSA_Facebook_Fair_Farm_Listing.pdf.



Upcoming Facebook Live Sessions include a CSA Cooking Demo with UK Food Connection - Monday, April 27th at 11 a.m.; and CSA Farms Serving Lexington - Wednesday, April 29th at 1 p.m.

As always, attendees can use the following directories/resources to search for farm fresh food near you:

- [KY Proud CSA Directory](#)
- [OAK Find-A-Farm Directory](#)
- [Bluegrass Farm to Table](#)
- [Edible Kentucky CSA Directory](#)

For more information, visit <http://www.kyproud.com/CSA/>.

Seasonal vegetable issues

By Rachel Rudolph, Ph.D.

UK Extension Vegetable Specialist

“What is wrong with my vegetable transplants?”

These transplants are exhibiting symptoms of phosphorus deficiency. In cole crops and tomatoes, as seen in the photos, purpling of the older (lower) leaves is a classic symptom. Phosphorus is important for cell division and growth. It is necessary for photosynthesis. A phosphorus deficiency will stunt growth of roots and the tops of plants.

In most agricultural soils in Kentucky, phosphorus is not deficient. However, vegetable growers should always conduct annual soil testing in order to know the nutrient status of their soil before planting. If soil test results indicate there is at least 80 lb/acre of phosphorus, no additional phosphate is needed. If phosphorus is needed, as indicated by a soil test, it should be applied and incorporated into the soil before planting.

Phosphorus deficiencies can occur in the early growing season when temperatures are lower than optimal and the soil is still cool. Phosphorus levels in the soil may be sufficient, but simply be unavailable to the plant. This is likely the case with the transplants shown in the photos. The phosphorus deficiency is likely due to the cold soil temperatures. If this is the case, it is temporary and once the soil temperatures increase, the purpling will disappear and plants will appear normal again. Planting into black plastic mulch or black landscape fabric can help increase soil temperatures earlier in the season.



Photo by Wayne Kirby



Above: Young tomato plant with symptoms of phosphorus deficiency.

Left: Broccoli transplant exhibiting symptoms of phosphorus deficiency.

Photo by Nat Colten

Consider these digital wallet options for credit card payments

From the KCARD website

The name of the game these days is social distance. So how do you accept payments from customers without getting closer than 6 feet or having to handle cash? Digital wallets are financial accounts that allow users to store funds, make transactions, and track payment histories by computer or phone. Here are some of the most popular options that will allow you to take payments without having to get a credit card reader (and some that connect with Square).

Venmo (<https://venmo.com/>)

A free digital wallet app that allows you to send or receive money easily. You link your bank account or debit or credit card to send or receive money. On the app you will create a username that your customers can use to find you. Once customers send money, Venmo will hold the money in your profile until you transfer the money into your bank account. Fees: \$0 if linked to your bank account, 3% if linked to your credit card.

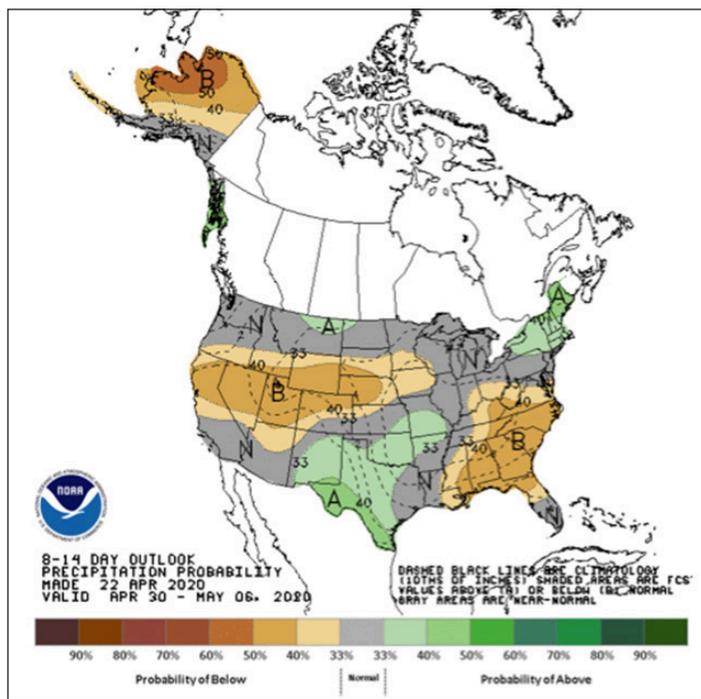
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Expect cooler, drier start to May

By Joshua Knight, Sr. Extension Associate, Horticulture

Overall, the forecast for May from the National Weather Service's Climate Prediction Center is calling for average temperatures with higher than average rates of precipitation compared to 30-year rolling averages. This picture is complicated by forecasts targeting the first week of May, which shows cooler than average temperatures for the entire Commonwealth, and drier than average weather conditions in central and eastern Kentucky.

Looking further ahead into the growing season, the current model for May, June and July is calling for warmer and wetter than average weather for Kentucky and the eastern U.S. overall.



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PayPal (<https://www.paypal.com/us/home>)

A secure way to send or receive payments. You can link bank accounts, debit cards, and credit cards to your PayPal account to transfer money. Using PayPal allows customers to pay with PayPal, Venmo, and major credit and debit cards. You can also track and send invoices through PayPal. Fees: 2.7% fee per card swipe sale, 3.5% + \$0.15 for keyed-in sale, 2.9% + \$0.30 fee per transaction for online payments.

Facebook Pay (<https://pay.facebook.com/>)

A way to make payments on Facebook. You enter your payment account information once and then use Facebook Pay. Simply link a PayPal account, credit or debit card to send and receive money. Facebook Pay is integrated with Facebook and Facebook Messenger. Fraud detection and personalized PIN for your device work together to prevent unauthorized transactions. Requires an active Facebook account. Fees: None.

Apple Pay (<https://www.apple.com/apple-pay/>)

Allows you to send and receive money with Apple users. Received money is kept in Apple Cash until transferring to your bank account or debit card associated with your account. Add a bank account, credit, or debit card to your Apple Wallet to choose from when making a payment. Apple Pay can also be used through Square software with the contactless payment method, meaning customers

can hold their device near the payment reader to pay. To accept these payments, you must have a contactless card reader, which can be purchased and used with [Square Software](#). Fees: 1% fee for instant transfer to a debit card.

Google Pay (<https://pay.google.com/about/>)

A way to pay online, in apps, and in stores using the cards saved to your associated Google Account. Google Pay may also be downloaded in the Apple App store, making it accessible for both Apple and Google phone users. Google Pay is also accepted in stores through the contactless payment method. To accept these payments, you must have a contactless card reader which can be purchased and used with [Square Software](#). Fees: None.

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

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/>

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