

The Honorable Richie Farmer

Commissioner
Kentucky Department of Agriculture
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Base Grant: \$500,000
Specialty Crop Grant: \$60,000
Total Grant: \$560,000

Vegetable Grading Services:

Kentucky Department of Agriculture, \$48,000.

Kentucky Department of Agriculture formed personal service contracts with graders to supply vegetable grading services at the newly formed produce cooperatives. Kentucky vegetable cooperatives that have recently been established do not currently have the operating cash to pay for USDA graders. This funding was used to offset that cost so that we could assist with market access by having a better/more uniform product while giving growers some sense of understanding/confidence in their product and its value.

“Kentucky Fresh” Marketing Campaign:

Kentucky Department of Agriculture, \$150,000.

The Kentucky Fresh promotional campaign is a consumer targeted promotional effort. The goal is to increase the demand for Kentucky products using a pull through model that targets the consumer. The project includes TV, radio and print advertising. The Kentucky Fresh logo and promotional program has proven to be a tremendous success for the limited amount of resources channeled to the project.

Tradeshow Marketing:

Kentucky Department of Agriculture, \$20,310.

Funds were used to supply a 50:50 cost-share program to offset tradeshow booth expenses for food companies that participate in the Kentucky Fresh logo program. This year's shows included the National Association of Specialty Food, Trade and Food Show in New York and Chicago as well as the International Gift and Home Furnishing Market in Atlanta.

Organic Certification Training:

Kentucky Department of Agriculture, \$6,150.

The funds were used to host an organic inspectors certification training for Kentucky staff and others in this region of the country who wished to participate. By Kentucky law, KDA is the agency responsible for inspection and these funds gave us the opportunity to get some of our staff cross-trained to handle inspections.

Freshwater Prawn Promotion:

Kentucky Department of Agriculture, \$17,363.

This project was a targeted promotional effort to assist the fresh water prawn industry in heightening the awareness of product availability and to gain some market interest surrounding harvest.

International Marketing Project:

Kentucky Department of Agriculture, \$7,850.

Funds were used to support a reverse trade mission for the horse industry in Kentucky. The project involved a delegation of racing officials from Russia and has opened a new market opportunity for thoroughbred markets.

Partnership in Education:

Kentucky Department of Agriculture and
Kentucky State Farm Bureau, \$5,000.

This project is a cooperative project with Farm Bureau, and several commodity groups to find an 18-page educational resource series on agriculture. The material is being developed and distributed by the Commonwealth's second largest newspaper and will be distributed to 150,000 households. Additionally, the materials will be available and hopefully used as a resource in many school classrooms across the state.

