KVGA Newsletter

December 2020

Vol. 1. No. 4



Fall greetings to everyone and I hope that you have had a successful growing and marketing season this year.

This year has been difficult for almost everyone but I'm encouraged by the resilience the farming community has shown this year. With restrictions and social distancing being enforced, we are adapting the best we can and in most cases still being able to interact and sell our products in a face-to-face fashion.

I invite you all to attend the Annual Fruit and Vegetable Conference in January. This meeting is important to Kentucky produce growers and has something for everyone. The meeting will be online every Tuesday in January and the planning committee is working to make it as interactive as possible. The agenda is in this newsletter. Talks will be recorded and available online all year to everyone who registers for the meeting. If you attended the Conference in 2020, you should have received a program in the mail.

Who knows what the future holds. I do have confidence that we will figure out what it takes to be successful. I'm actually in south Florida as I write this, visiting with some farmers and they are fighting weather issues plus a lack of demand at the moment. I've seen hundreds of acres of beans that were under water for 3 plus days due to the hurricane that came through here the first of November. These farmers sell 98% of their product wholesale so they need the demand to pick up and the weather to improve.

I want to encourage everyone to keep their spirits up and do the best you can and we will get through this hopefully sooner rather than later. My motto about farming has always been "*Maybe next year*". Let's try our best to keep the food on the table for our customers and friends.

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KVGA Group Health Insurance Benefit

Farm to School Webinar: Enterprise Budgets

2021 KY Proud Virtual CSA Fair

Upcoming Events

The KVGA Board will meet on Monday, January 4 and the annual KVGA Business Meeting will be at noon on Tuesday, January 26. If you are interested in volunteering for the board or want to nominate someone, please let me or another board member know.

Good luck and have a safe winter.

Joel Wilson

President, Kentucky Vegetable Growers Association

Conference Webpage: <u>https://</u> <u>kyhortcouncil.org/2021-ky-fruit-vegetable-</u> <u>conference/</u>

Registration Link: <u>https://www.eventbrite.com/</u> e/2021-ky-fruit-vegetable-conference-tickets-<u>127221931221</u>

KVGA Officers

President

Joel Wilson Wilson's Cedar Point Farm (Nancy) 606-305-8762

cedarpointfarm@aol.com

<u>Vice President</u> Kirby Overman Overman's Bluegrass Fruits and Vegetables (Lancaster) 571-264-5256

i.kirbyoverman@gmail.com

<u>Secretary</u> Nathan Truesdell Circle T Farms (Maysville) 606-584-1401

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<u>Treasurer</u> Ron McMaine McMaine's Riverhaven Farm (Salvisa) 859-533-3768

<u>rmcmaine@gmail.com</u>

KVGA Board Members

Zeldon Angel, Angel Farms (Winchester) Jonathan Berkshire, Berkshire Farms (Glencoe) Sandi Deutsch, Deutsch Farm (Taylorsville) Nathan Howell, Need More Acres (Scottsville) Annette Meyer-Heisdorffer, Daviess Co Extension (Owensboro) Susan Miller, Miller's Farm (Stanford) David Neville, Capstone Produce Auction (Campbellsburg) Brad Reid, Reid's Orchard (Owensboro) Shubin Saha, Kentucky Fresh Harvest (Stanford) Jacob Sharpe, Homegrown Direct (Georgetown) Ben Wilson, Dragonfly Hollow Farm (Richmond)

KVGA Advisors

Ryan Burnette, Kentucky Department of Ag (Frankfort) Dr. Cindy Finneseth, Kentucky Horticulture Council (Lexington) Dr. Rachel Rudolph, UK Department of Horticulture (Lexington) Dr. John Strang, UK Department of Horticulture (Lexington) Dr. Shawn Wright, UK Department of Horticulture (Jackson)

2021 KY Fruit & Vegetable Conference Program Summary

Tuesday, January 5

General Session 9:00 am — 12:00 pm Educational Sessions Protected Agriculture Production Technologies 1:00 pm — 3:00 pm Educational Sessions

Tuesday, January 12

Organic Production 9:00 am — 12:00 pm Educational Sessions Vegetable Production for New Growers 1:00 pm — 3:00 pm Educational Sessions

Tuesday, January 19

Fruit Production for Experienced Growers 9:00 am — 12:00 pm Educational Sessions 12:00 — KSHS Annual Meeting Business Management 1:00 pm — 3:00 pm Educational Sessions

Tuesday, January 26

Vegetable Production for Experienced Growers 9:00 am — 12:00 pm Educational Sessions 12:00 — KVGA Annual Meeting Fruit Production for New Growers 1:00 pm — 3:00 pm Educational Sessions

2021 Kentucky Fruit & Vegetable Virtual Conference Educational Sessions

GENERAL SESSION

TUESDAY, JANUARY 5

- 8:55 am Welcome Joel Wilson, KVGA President
- 9:00 Grower Profile: the Pandemic Pivot
- 9:20 Using Enterprise Budgets to Frame Your Seasonal Plan — Brett Wolff
- 9:40 Expanding Your Local Food Markets Olivia Vogel
- 10:00 Break
- 10:20 Three Ways Maps Can Help Your Farm —Joshua Knight
- 10:40 AppHarvest: Growing Appalachia's AgTech Landscape Dave Nichols
- 11:00 Protected Agriculture: how data-driven farming can support a growing world — Shubin Saha
- 11:20 Overview of Grape & Wine Industry in Kentucky Patsy Wilson
- 11:40 Food Safety Modernization Act Produce Safety Rule (FSMA PSR) Updates — Mark Reed and Paul Vijayakumar

PROTECTED AGRICULTURE PRODUCTION

TUESDAY, JANUARY 5

- 1:00 pm The Ins and Outs of Row Cover Use Rachel Rudolph
- 1:20 Choosing the Correct Winter Production and Protection Technologies for Growing Produce — Nathan Howell
- 1:40 Nutritional Monitoring of Vegetable Transplants — Garrett Owen
- 2:00 Break
- 2:20 Grafted Tomato Plants: Are They a Good Option for Your Farm? — Rachel Rudolph
- 2:40 Grower Perspective on Grafted Tomatoes — Paul Dengel and Cortney Moses
- 3:00 Wrap-up

ORGANIC PRODUCTION

TUESDAY, JANUARY 12

- 9:00 am If You Plant It Will They Come? Jonathan Larson
- 9:20 Organic Strawberries: Propagation to Market — Bryce Baumann
- 9:40 How to Ace your Organic Application and Inspection — Ryan Burnette
- 10:00 Break
- 10:20 Rotations, Rest and Livestock Integration to Build Soil Fertility — John Bell
- 10:40 Sustaining Soil Health in Your High Tunnel — Krista Jacobsen
- 11:00 Growing Asparagus: a Farmer's Perspective — Laila Alizadeh
- 11:20 Sustainable Suppression of Weeds through Ecological Use of Cover Crops — Shawn Lucas
- 11:40 Successful Cool Season Greens in the High Tunnel — Tony Silvernail

VEGETABLE PRODUCTION (Beginner)

TUESDAY, JANUARY 12

- 1:00 pm Know Your Insecticides: They Aren't All Interchangeable — Ric Bessin
- 1:20 Developing Vegetable Disease Management Strategies Based on Fungicide Modes of Action — Erica Fealko
- 1:40 Optimizing Row Cover Systems for Cucurbits in Kentucky — Katie Fiske
- 2:00 Break
- 2:20 Making Your Crops Last: Tips and Tricks for Cooling and Storing Produce — Annette Wszelaki
- 3:00 Wrap up

FRUIT PRODUCTION (Advanced)

TUESDAY, JANUARY 19

- 9:00 am Gummosis in Peach: Bacteria versus Fungal Cankers — Nicole Gauthier
- 9:20 Midwest Apple Improvement Varieties for the 21st Century — David Doud
- 9:40 Honeycrisp Fertility and Unique Management Considerations — Dave Lockwood
- 10:20 Update on Intelligent Sprayer use on Apples Dave Lockwood
- 10:40 Kentucky Apple Orchard Soil and Foliar Analyses — John Strang
- 11:00 New Herbicide and Growth Regulator Updates for Fruit Crops — Shawn Wright
- 11:20 Major Changes to Fruit Pesticide Recommendations — Ric Bessin
- 11:40 Apple Varieties for Hard Cider Jeff Wheeler
- 12:00 Kentucky State Horticultural Society (KSHS) Annual Business Meeting — Jonathan Price

VEGETABLE PRODUCTION (Advanced)

TUESDAY, JANUARY 26

- 9:00 am Management of the Brown Marmorated Stink Bug in Sweet Corn Using Attract and Kill Methods — Lauren Fann
- 9:20 Spring Cover Crops for the Suppression of Spring and Summer Weeds for Sweet Corn — Oliver Freeman
- 9:40 Three Decades of Sweet Corn Production — Meghan Edwards
- 10:20 Managing Manure and Compost Nutrients — Josh McGrath (40 minutes)
- 11:00 Weed Management in Pumpkins Brandon Bell
- 11:20 Mini Pumpkin Varieties for Kentucky Daniel Becker
- 11:40 New Pie Pumpkin Cultivars for Kentucky — Chris Smigell
- 12:00 Kentucky Vegetable Growers Association (KVGA) Annual Business Meeting — Joel Wilson

BUSINESS MANAGEMENT

TUESDAY, JANUARY 19

- 1:00 pm Managing through Crisis Brent Lackey
- 1:20 Using the HortBiz Quiz Christy Cassady
- 1:40 Is Adding Cut Flowers a Good Idea for Your Farm? — Val Schirmer
- 2:20 Pricing for Direct Marketers: looking forward and backward — Brett Wolff
- 2:40 On-line Ordering Case Study: Franklin County Farmers Market — McKenzie Fox
- 3:00 Wrap-up

FRUIT PRODUCTION (Beginner)

TUESDAY, JANUARY 26

- 1:00 pm Sanitation for Disease Management Nicole Gauthier
- 1:20 Glyphosate Use in Fruit Crops John Strang
- 1:40 Fall Bearing Raspberry Management for Spotted Wing Drosophila and the African Fig Fly — Ryan Kuesel
- 2:20 Plasticulture Strawberry Production Joel Wilson
- 2:40 Strawberry Anthracnose Diseases and the Fungi that Cause Them — Nicole Gauthier
- 3:00 Wrap up

KY AgVets Program is Recruiting Mentor Farms



Do you have at least 7 years of production experience and willing to share your expertise with veterans interested in getting started with small-scale vegetable production?

The Kentucky AgVets — Connecting Kentucky Veterans to Agriculture — project is currently recruiting growers who would be willing to mentor new growers who are participating in the program. To serve as a mentor farmer you must have a minimum of seven years of farming experience, be located in the state of Kentucky, and have the interest and ability to host a veteran participant on your operation. Mentorships will start at 9 months and have the flexibility to last longer if the desired enterprise requires it or both mentor and veteran request more time.

This project is a partnership between the KY Center for

Ag and Rural Development (KCARD), KY Department of Ag (KDA), KY Horticulture Council (KHC), and the KY Sheep and Goat Development Office. Through this program, veterans will have educational opportunities, hands-on training, and access to funding resources. The main goal is to make sure veterans and active duty servicemembers have access to the training, education, and funding resources needed for their current or future operations.



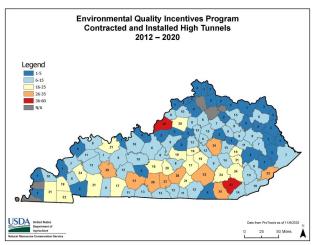
KCARD has developed a resource page where you can volunteer to be a mentor farm, enroll in the program if you are a veteran, or simply learn a bit more about the Connecting Kentucky Veterans to Agriculture Opportunities program: <u>https://www.kcard.info/kentucky-agvets</u>

High Tunnel Production in Kentucky

The University of Kentucky Center for Crop Diversification (UK CCD) just released a study on high tunnel production in Kentucky. More than 1,200 high tunnels have been funded through USDA NRCS EQIP, with over 2.8 million square feet of production capacity. Many of the growers (67%) use the structures for year-round production and more than 90% of growers expect production to increase based on demand for locally-grown food. The full report is available online: <u>https://www.uky.edu/ccd/sites/www.uky.edu.ccd/files/</u><u>HTsurvey.pdf</u> or you can request a copy from your local Extension Office.



Knox County has the highest number—53—of high tunnels funded through USDA NRCS EQIP



PSA -FSMA Grower Training Course Online Session

January 21, 2021 Time: 8:00 a.m. - 5 p.m. Location: Zoom link will be shared to all the participants



Who Should Attend: Fruit and vegetable growers and others interested in learning about produce safety, Good Agricultural Practices (GAPs), comanagement, and the proposed FDA's Food Safety Modernization Act (FSMA)

Produce Safety Rule (PSR). Remember that the FSMA PSR states: *At least one supervisor from the farm must complete food safety training at least equivalent to the standardized curriculum recognized by the FDA.*

What Should Attendees Expect From the PSA Grower Training Course? Trainers will spend about seven hours of instruction time to cover the content contained in these modules:

- Introduction to Produce Safety
- Worker Health, Hygiene, and Training
- Soil Amendments
- Wildlife, Domestic Animals, and Land Use
- Agricultural Water
- Postharvest Handling and Sanitation
- How to Develop a Farm Food Safety Plan

This training is FREE for Kentucky growers

Parts of the proposed FSMA Produce Safety Rule requirements are outlined within the modules. There will be time for questions and discussion, so participants should come prepared to share their experiences and produce safety questions they have.

Benefits of Attending the Course: The course provides a foundation of GAPs, proposed FSMA PSR standards, and details on how to develop a farm food safety plan. Individuals who participate in this course are expected to gain a basic understanding of:

- Microorganisms relevant to produce safety and where they may be found on the farm
- How to identify microbial risks, practices that reduce risks, and how to begin implementing produce safety practices on the farm
- Parts of a farm food safety plan and how to begin writing one
- Expectations proposed in the FSMA PSR and how to meet them.

Attendees receive a certificate from the Association of Food and Drug Officials (AFDO) verifying completion of the FSMA PSR requirement.

Registration for the training: Click the link and submit the required information.

https://uky.az1.qualtrics.com/jfe/form/SV_0GqBxuZ2ioX8FKZ

Questions? Contact

Badrinath Jagannathan (badrivj@uky.edu)

Paul Priyesh Vijayakumar (paul.v@uky.edu)

859-257-1546

Registrants must:

- have a valid email id
- have a computer (mic, speaker, and camera) with reliable internet access
- be available throughout the training. (missing a chapter results in cancellation of the registrant from the training and no certificate will be provided)
 Registration is limited to 25 people on a first-come-first-serve basis
 Last day to register for the training is Monday, December 18, 2020
 Non-Kentucky resident cost: \$100 per person

2020 National Farmers Market Managers Survey



National Farmers Market Managers

In August, the USDA National Agricultural Statistics Service (NASS) NASS published the 2019 National Farmers Market Manager Survey Report. Some interesting highlights:

• 8,140 farmers markets operate in the US

- On average, markets had 25 vendors in the peak season, with 9 selling fruits and vegetables
- On average, 916 households shopped on market days, and spent \$14,547 per farmers market
- 37% of markets saw an increase in vendors between 2018-2019
- Just over 21% of all US farmers markets are year-round, in urban, suburban, and rural areas
- Seasonal markets are open mostly June— September
- More than half (52.4%) of markets are open on Saturday
- Almost all (99.3%) of markets sell fresh vegetables and most sell fresh fruit (95.3%), condiments and sauces (94.1%), bread and baked goods (90.9%), fresh/dried herbs (79.6%), and plants (86.5%)
- 84.7% of vendors label products as local
- 36% of markets have a permanent building or pavilion for the market

How does your local market compare to these national figures?



Mount Sterling Farmers Market, September, 2020. Photo Credit: Bethany Prekopa, Kentucky Horticulture Council

If you are interested in reading the full report, it is available online: <u>https://downloads.usda.library.cornell.edu/</u>usda-esmis/files/pz50hd694/gx41n598k/jd473j98z/nfar0820.pdf

2021 Farmers Market Short Course



The 2021 Farmers Market Short Course is a free event that is part of the 2021 Kentucky Fruit and Vegetable Conference. It will be Sunday, January 24, from 4:00 pm to 6:00 pm.

Come learn how to grow your market and grow your individual sales. Sessions will include updates from the KY Department of Ag, informative sessions, and an open round table where you can ask questions and learn from others.

A Zoom link will be emailed to registrants approximately 24 hours before the event.

Registration (for Short Course only): <u>https://</u> www.eventbrite.com/e/kentucky-farmers-market-shortcourse-tickets-127321767835?aff=ebdssbeac

Note: *if you register for the 2021 Fruit & Vegetable Conference, you will automatically receive the meeting link for the Short Course.*

Kentucky Small Fruits Initiative

Are you interested in adding small fruit crops — blackberries, blueberries, or strawberries, for example — to your vegetable operation? The Kentucky Horticulture Council is accepting applications for the Kentucky Small Fruits Initiative. Program details: <u>https://</u> kyhortcouncil.org/kentucky-small-fruitsinitiative/



Social Media Marketing: Twitter

Twitter is a free social networking site that provides another method to connect with current and potential customers. If this marketing platform seems interesting to you, give it a try!



Basics: posts are called 'Tweets' and have a 280-character limit.

Check out these Twitter facts:

- ⇒ Over 300 million active users log in at least once a month
- \Rightarrow 71% of Twitter users say they use the network to get their news
- \Rightarrow 85% of small and medium businesses use Twitter to provide customer service

Approximately 350,000 Tweets are posted every minute, so how do you stand out?

- Pick the right handle, photo and header image
- Complete your profile
- Tweet early & often (but not too much)
- Schedule tweets for optimal post times
- Keep hashtag use to a minimum

Group Health Insurance for Specialty Crop Growers

Do you offer health insurance benefits to your employees and want to see if you are getting the best price and coverage possible? KVGA is a member of the Kentucky Horticulture Council (KHC), which joined the KY Ag Health Care Trust and through this relationship, eligible vegetable producers can access 21 different Anthem health insurance plans. If you have a horticulture-related business, have at least two employees (this can include yourself), and are a member of KVGA, you are most likely eligible. This is a great benefit for small businesses that are currently offering or thinking about offering health benefits to employees. Joining the Plan gives you the purchasing power of a large group and this often results in access to better plans and better pricing.

Where do I start?

- Make sure your KVGA membership is up-to-date.
- Contact Melissa Hinton (The Hinton Agency; 859-351-6559) to fill out the paperwork to get started on a quote. Note: you will need to provide some specific details about your business and each employee.
- Review and analyze quote to determine if this is a good option for your business.
- Complete paperwork and join KHC as an employer-member.

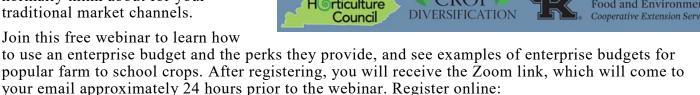
Several frequently asked questions are listed on the KHC website: <u>https://kyhortcouncil.org/khc-ag-health-care</u>_<u>-trust/</u>. Other questions can be submitted to <u>info@kyhortcouncil.org</u>.

Farm to School

Enterprise Budget Webinar

Making and using an enterprise budget is an important step to ensuring your business is profitable, and there are different pieces of the budget you must think about for Farm to School that you might not normally think about for your traditional market channels.

Join this free webinar to learn how



https://www.eventbrite.com/e/farm-to-school-enterprise-budgets-webinar-tickets-131083306699?aff=ebdssbonlinesearch

This webinar is intended for growers interested in Farm to School, but all Kentucky growers interested in learning more about enterprise budgets are welcome to join. This webinar will include presentations by the UK Center for Crop Diversification and UK Department of Agricultural Economics.

Questions? Contact McKenzie Fox at mckenzie@kyhortcouncil.org.

Will you be offering a Farm Share or CSA Program in 2021?

Many Kentucky produce growers were very successful with farm share or CSA programs in 2020. If you plan to offer one in 2021, be sure to check out the CSA Virtual Fair Event and sign up to be a featured farm.

This event will be free for consumers to attend and free for CSA farms to participate in. If you want to be a featured farm, use the online sign-up form and register by

December 15th: https://formfaca.de/sm/wcHOkVCqQ

Several Kentucky organizations — Kentucky Department of Ag, Kentucky Proud, Bluegrass Farm to Table, Edible Kentucky, Kentucky Horticulture Council, and the Organic Association of Kentucky — are partnering to host the 2nd annual online Kentucky Proud CSA Fair between February 22-26, 2021. This Facebook event will highlight farms and encourage customers to sign up for farm shares.



The promotional event is expected to reach at least 500,000 Kentuckians who are interested in buying local food. Farm photos or pre-recorded videos will be used to spread the word about your farm's CSA offerings. There will also be an opportunity for attendees to join live on Zoom for farmer sessions organized by geographic areas.

If you have any questions about the farm sign-up or questions about the event in general, contact Katie Harvey, OAK's CSA program coordinator at katie@oak-ky.org.



Upcoming Industry Events

12/11 — USDA CFAP2 Application Deadline

12/15 – Registration deadline for CSA farms to be featured in KY Proud Virtual CSA Fair

- 12/18 Enterprise Budget Webinar
- 12/18 Registration deadline for 1/21/21 FSMA training
- 1/21 FSMA Produce Safety Alliance Training (online)
- 1/24 Farmers Market Short Course

Do you have a question about production, marketing or another veggie-



related topic? Send in your question and you may see it answered in a future newsletter!

Info@KyVGA.org

Register Now

2021 Kentucky Fruit & Vegetable Conference Jan. 5 — General/Production Technologies Jan. 12 — Organic Production / Beginning Vegetable Jan. 19 — Advanced Fruit / Business Management Jan. 12 — Advanced Vegetable / Beginning Fruit

