

EKY GROWER-BUYER MEETUP

Connecting Growers and Buyers in Kentucky

Jenny Wiley State Park, Prestonsburg

10 am - noon

check-in starts at 9:30 am

Pre-Registration Required

February 25, 2022

KCARD = Agricultural Business Development

- Established in 2001
- Nonprofit, independent organization
- Work with new individual farmers to processors to farmers markets to local food buyers
- Key is viability



Kentucky Center for Agriculture and Rural Development

What do we do?

- Assist businesses plan
- Assist businesses market
- Analyze feasibility of new ventures, new ideas
- Help businesses figure out what loans and grants are good fits
- Answer questions
- Evaluate financials
- ARC-GiS, tech/website questions, employee issues, management questions...

KCARD Program: Kentucky Local Food Expansion Initiative

- A state-wide initiative to increase partnerships between local food producers and buyers in Kentucky. The initiative is matching local food producers and buyers such as retail grocers, chefs, schools, and institutions with producers
- Initiative Partners: University of Kentucky, Kentucky Horticulture Council, Community Farm Alliance, Kentucky Department of Agriculture, Bluegrass Farm to Table, Feeding Kentucky, Commonwealth Ag Strategies

Olivia Vogel, Local Food Project Coordinator, ovogel@kcard.info
(859) 813-0658
www.kcard.info



KCARD Program: Agvets

- Working with key organizations throughout Kentucky to provide educational opportunities, hands-on training and access to funding resources. Our 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.
- Program Partners: University of Kentucky's CEDIK, Kentucky Department of Agriculture, Kentucky Sheep and Goat Development Office, Kentucky Horticulture Council, Kentucky Farm Bureau Federation, Community and Technical Colleges

Kellie Padgett, kpadgett@kcard.info
(859) 550-3972
www.kcard.info





Kentucky Proud® Program Contacts

Kentucky Department of Agriculture
Office of Agricultural Marketing

01

Kentucky Proud Program

Kentucky Proud® is the official marketing brand for agricultural products that are grown, raised, processed, or manufactured in the Commonwealth.

02

Purpose

The main purpose of the Kentucky Proud Program is to increase farm gate impact for Kentucky farmers and producers.

03

Membership

There are currently **11,210** members and counting. Membership in the Kentucky Proud Program is free. Please www.kyproud.com visit to enroll.



Buy Local Program

Buy Local is a program for restaurants, caterers, schools, and other foodservice participants that source from and support local farms. The program rewards participants with a reimbursement of up to 15% for enhancing their menus with locally sourced Kentucky farm ingredients.

How to Enroll

First, confirm that you are an active member of the Kentucky Proud® Program or sign up at www.kyproud.com.

Second, complete and submit your Buy Local application.



MADE
FRESH
IN KENTUCKY.



Promotional Grant Program



This program is a 50% cost-share reimbursement program where eligible Kentucky Proud members may be reimburse for eligible advertising and marketing expenses that incorporate the Kentucky Proud logo.

Active Kentucky Proud members (excluding producers and/or processors of wild caught Asian carp species, paddlefish, or sturgeon) who are able to demonstrate **direct Kentucky farm impact** are eligible to participate in the Promotional Grant Program.



Kentucky Proud Program Contacts



FACEBOOK

facebook.com/kentuckyproud



TWITTER

[@kyproudoofficial](https://twitter.com/kyproudoofficial)



INSTAGRAM

[@kentuckyproud](https://instagram.com/kentuckyproud)



WEBSITE

kyproud.com

Retail Liaison

[DeAnne Elmore](#)

DeAnne.Elmore@ky.gov

502-782-4124

Buy Local Program

Grace Ragain

Grace.Ragain@ky.gov

502-782-4110

Promotional Grant Program

Jonathan Van Balen

Jonathan.VanBalen@ky.gov

502-782-4132



KHC strengthens the Horticulture Value Chain in Kentucky by supporting:

Entrepreneurs interested in entering the industry

Emerging farmers and agribusiness owners

Experienced farmers and agribusiness owners



Kentucky Ag Health Care Trust

**Members of KHC
Member Organizations
can access the KY Ag
Health Care Trust**

**21 different Anthem
plans**








Get affordable health care for your business


You could save on an Anthem plan just for being a member of the Kentucky Horticulture Council

Choose from 21 different Anthem health insurance plans and additional benefits offered through Anthem and Delta Dental

Employers can offer comprehensive benefit plans with a minimum group size of 2. Call today for more information about eligibility and participation requirements.

Association Advantage Insurance Group
Cassie Grigsby
502-395-3390


We've Got Your Members Covered!

The Hinton Agency
Melissa Hinton
859-351-6559

ASG Bring the Benefits of an Association Health Plan to Your Business






How an Association Health Plan Can Save You Money

Stability
Historically stable rate increases and carrier rate discounts

Risk Rating
Ability to rate employees based on claims experience compared to modified community rating required by the Affordable Care Act

Power
Small employers who choose qualified association health plans have the purchasing power of a large group and can negotiate for better plan design and better prices

How an Association Health Plan Benefits Your Employees

Employers can offer comprehensive benefit plans with a minimum group size of 2.

How an Association Health Plan Can Save You Time

When your Association Health Plan works in partnership with **Administrative Services Group**, a third party administrator with 40+ years of experience administering Association and Trust business, you have the option of many time saving services including:


- ✓ COBRA Administration
- ✓ Section 125 Premium Only Plan/Cafeteria Plan Administration
- ✓ Consolidation of multiple carriers into one bill. Remit one check for multiple carrier premium payments
- ✓ Eligibility services for multiple carriers sent to one place.
- ✓ Compliance and audit coordination for Department of Labor, Department of Insurance and ERISA
- ✓ Summary Plan Description distribution
- ✓ Personal and local customer service for billing and eligibility questions. All administrative staff located in Kentucky.


How an Association Health Plan Benefits Your Industry

By supporting your association and enrolling in the Association Health Care Program, your business is helping your Trade Association.


Growth and Retention **Offer Better Services Back to Your Business** **Attract New Members**

Contact your insurance agent for a quote today


Association Advantage Insurance Group
Cassie Grigsby
502-395-3390


The Hinton Agency
Melissa Hinton
859-351-6559

ASG Administrative Services Group, a division of UMR
333 West Vine Street Suite 500 • Lexington, KY 40507
1-888-999-7728 • administrativeservicesgroup@umr.com



KY Horticulture Council Social Channels



@KYHorticulture



@KentuckyHorticultureCouncil



www.kyhortcouncil.org

GAP Certification Support Program

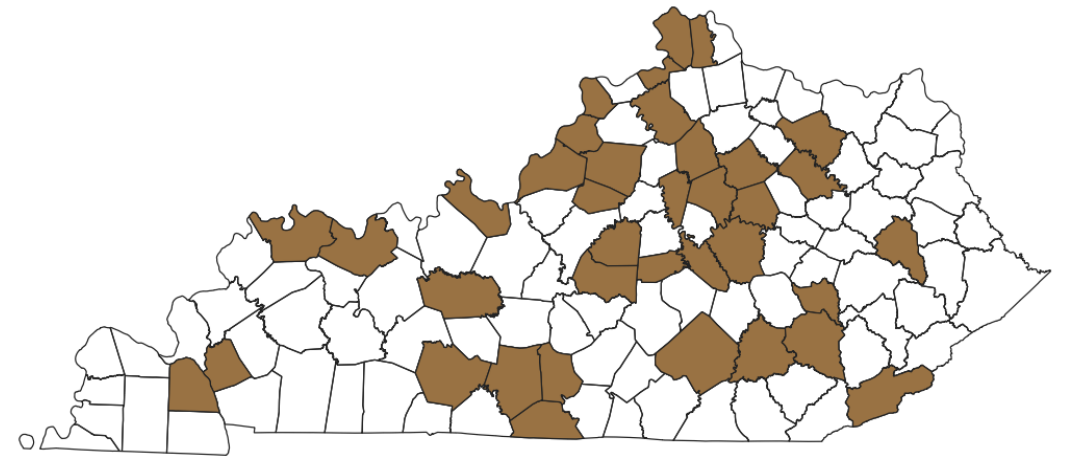
Third-Party Food Safety Verification Audit Prep

Farm Food Safety Plans

Third-Party Audit Cost Share

75% of audit cost up to \$1,250

Cultivate Kentucky Partnership



In 2021, KY had 75+ GAP-audited growers

Organic Association of Kentucky

www.oak-ky.org



The Organic Association of Kentucky (OAK) is advancing organic regenerative agriculture, to improve the health of the environment and our communities. Growing ecological resilience, economic viability and socially just futures for Kentucky farmers through educational, technical and market resources.

Kentucky State Horticultural Society

<http://kyhort.org/>



The Kentucky State Horticultural Society (KSHS) is the oldest agricultural organization in Kentucky. It was organized in 1856 and later incorporated in 1920 as a non-profit organization to bring together growers, researchers, and individuals across the state who are interested in fruit production.

Cultivate Kentucky



Are you interested in a third-party GAP audit? Contact Cultivate Kentucky to learn about preparing for an audit and assistance with developing a farm food safety plan.

Bryan Brady

Bryan.Brady@uky.edu

(757) 651-6692

Kentucky Vegetable Growers Association

<http://kyvga.org/>

The Kentucky Vegetable Grower Association (KVGA) was established in 1970 as a non-profit organization to bring together individuals interested in vegetable production.

The organization provides opportunities for members to learn the latest production techniques, network with university extension specialists, equipment and supplies dealers, and other growers.





MarketReady Producer Training Program

Dr. Tim Woods
University of Kentucky



United States Department of Agriculture
National Institute of Food and Agriculture



COOPERATIVE EXTENSION





MarketReady Advanced Topic Training



Deeper dive into MarketReady business functions.
Virtual, 90-minute lunch hour sessions.

uky.edu/marketready

facebook.com/marketreadytraining