

Kentucky Proud®

2026-2027 AGRITOURISM MANUAL



A Message from Agriculture Commissioner Jonathan Shell



Dear Kentucky producer,

The Kentucky Agritourism Manual serves as a comprehensive resource for Kentucky Proud® member operations that bring visitors to enjoy the various attractions of Kentucky's farms.

Agritourism venues are key components of Kentucky's economy, providing additional income to help supplement existing operations.

Kentucky has more than 600 agritourism destinations, providing on-farm experiences for thousands of Kentuckians and visitors each year. They play host to wedding venues, educational events, and retreats. Included in those 600 agritourism destinations are the 178 registered farmers' markets with more than 3,000 vendors that can be found throughout our state. These markets provide unique opportunities to sell numerous Kentucky Proud products.

Kentucky's agritourism industry employs many people and contributes to our agriculture economy. I like to say, "agriculture is economic development." That's evident in the success of our agritourism destinations. Agritourism builds profitability in our community.

But it's more than just the economic benefit. These destinations educate people about the basics of how food gets from the farm gate to the dinner plate. The various kid-friendly destinations also introduce the younger generation to agriculture in a way they may have never experienced. Positive exposure keeps the future of agriculture alive and influences the next generation to follow an agricultural path.

Today, many Kentuckians, even those living in our rural communities, have no direct connection to farm life. But agritourism gives people that opportunity to better understand the skills and hard work that go into producing the abundant food and fiber that we all enjoy.

Best wishes on a successful year, and if my staff or I can ever be of service to you, please do not hesitate to ask.

Sincerely,

A handwritten signature in black ink that reads "Jonathan Shell". The signature is written in a cursive, flowing style.

Jonathan Shell
Kentucky Agriculture Commissioner

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Revised Date: 03/03/2026

Introduction

What is Agritourism?

If you've ever toured a horse farm, picked fruit straight from the field, or spent a day at a local farmer market, you've taken part in agritourism. Agritourism invites visitors onto working farms to learn about agriculture and participate in meaningful, hands-on experiences. According to KRS 247.801, agritourism is "the act of visiting a farm or ranch or any agricultural, horticultural, or agribusiness operation for the purpose of enjoyment, education, or active involvement in the activities of the farm, ranch, or operation."

Agritourism encompasses a wide variety of activities. KRS 247.801 defines an agritourism activity as "any activity that: (a) Is carried out on a farm, ranch, agricultural operation, horticultural operation, or agribusiness operation; and (b) Allows or invites participants to view or participate in activities for recreational, entertainment, or educational purposes. Qualifying activities may include farming, ranching, historic, cultural, civic, or ceremonial activities, including but not limited to weddings and ancillary events; harvest-your-own operations; farmers' markets; or natural resource-based activities. The activities may qualify as agritourism activities whether a participant pays to view or to participate in the activity." Other popular agritourism activities include on-farm markets and direct sales; farm tours; U-pick fruits, vegetables, and flowers; corn mazes and hayrides; farm playgrounds and children's activity areas; horse farm tours and other equine experiences; petting zoos and animal encounters; Christmas tree farms; wineries and vineyards; farm stays and overnight lodging; outdoor recreation such as hunting, hiking, or fishing; seasonal festivals and special events; on-farm dining or farm-to-table meals; live music or small entertainment events; and hands-on workshops that highlight farm skills and agricultural education. Kentucky farms offer all these experiences and more!

Agritourism is growing!

Consumers are increasingly seeking out these kinds of experiences for themselves and their families because:

- People want meaningful, high-quality experiences that help them connect with family, friends, and the natural world.
- Consumers are increasingly interested in where their food comes from and how it is produced.
- A day trip to the farm is an affordable and accessible alternative to traditional travel.
- Many travelers now prefer outdoor, open-air activities that support health, wellness, and time in nature.
- Visitors are looking for authentic, locally rooted experiences that highlight agriculture, culture, and rural heritage in a hands-on way.

Consumers love to be out on the farm and are seeking out experiences such as:

- Walking through orchards, pumpkin patches, or flower fields and picking produce or flowers to take home.
- Exploring farms through tours, horseback riding, or hands-on animal encounters.
- Staying overnight in farm lodging to enjoy quiet, rural surroundings.
- Celebrating milestones with farm weddings, special events, or seasonal festivals.
- Participating in workshops, photo sessions, or small group retreats that highlight agriculture, nature, and local traditions.

Benefits of Agritourism

Agritourism can provide farms with an important source of supplemental income while helping visitors understand where their food and fiber come from. Many consumers today have little firsthand experience with farming, and agritourism activities offer enjoyable educational opportunities that help bridge this gap and strengthen public appreciation for agriculture. These operations can support long-term farm viability by diversifying income and creating new ways for families to remain involved in the business. Many farms engage younger family members in planning and hosting agritourism activities, helping build the next generation's skills and interest in agriculture.

According to the 2022 USDA Census of Agriculture, approximately 28,600 farms nationwide reported income from agritourism and on-farm recreation, representing about 1.5 percent of all U.S. farms. These farms generated \$1.26 billion in gross agritourism and recreation receipts, an increase from 2017 that reflects steady consumer demand for on-farm experiences. More than half of U.S. counties—57 percent—recorded some level of agritourism activity, demonstrating how widespread and economically meaningful these enterprises have become.

For many Kentucky farms, agritourism also offers practical lifestyle benefits. Producers often note that these enterprises allow for more flexible scheduling, more opportunities to involve family members, and more ways to share the story of their farm with the public while generating reliable seasonal income.

Is Agritourism Right for Me?

Agritourism is a great opportunity to create profit for your operation and to educate consumers. However, it requires careful planning, consideration, and execution to be successful. Here are some questions to ask yourself to determine if you are ready to start your agritourism business.

Do you or someone in your family love to interact with people? In an agritourism operation, you are going to be interacting with visitors on a regular basis and become the face of your family business. Consumers will want to talk with you and learn what it takes to own and operate your farm. Many different people will visit your agritourism location, including visitors from urban areas, out of state, or other countries, and you will

need to be enthusiastic, accepting, and welcoming of all. You will also interact with customers online through social media messages and reviews, so comfort with digital communication is helpful.

Are you willing to give up your privacy? When you transition to an agritourism operation, you are opening your farm to the public. Your location will be public knowledge through your website, social media page, and other marketing you will need to do to be successful. Consider the location of your home and your proposed agritourism activities, and if you are willing to accept some potential loss of privacy.

Are you able to manage the downsides of having the public on your property? Are you able to manage the downsides of having the public on your property? People are unpredictable. You will need to be prepared for challenging situations with the public, such as damage to products, littering, and potential lack of respect or disagreements with you, your farm, or your employees. These situations will likely be infrequent but are an important consideration when deciding if agritourism is right for you. It is also helpful to think about how you will handle inappropriate behavior, negative online comments, or other issues that may require clear communication and firm policies.

How much time are you going to commit to this new business in your operation? Starting a new aspect of your business takes considerable commitment. Consider your availability and ability to dedicate the time necessary to launch a new operation.

Do you have the ability to invest financially in a new business? Any new business requires resources, and unexpected costs and challenges can arise during the planning process. Consider the financial requirements of launching an agritourism operation, including permits, building costs, and personnel, carefully before diving in.

Does the rest of your family or business partners want to be a part of this business? It is challenging to run a new business by yourself, so consult with your family or business partners to ensure everyone is on board with a new business plan. Discussing potential challenges openly and planning for them as a team is an important step.

Does agritourism sound right for you and your family? This handbook provides the basics for getting started with your agritourism business. Launching an agritourism operation is a big undertaking. Start small and grow your business one step at a time. For example, if you want to start direct to consumer sales, begin with a small roadside stand. If you want to plant a corn maze, start with limited hours and increase availability as you market your business. Evaluate your progress and growth and adjust accordingly. It is important to be flexible, pay attention to your markets, and discover what works for consumers. As your business grows, you will be able to add or expand your activities. And be sure to consider what you enjoy. What is the intersection between what you like to do and what consumers want? This is where you will find the most success.

Starting an agritourism operation can sound daunting, but you may need fewer resources than you think to get off the ground. For example, for a roadside stand, you don't necessarily need a permanent structure right away. A temporary, seasonal stand or tent is a great way to make a lower investment and evaluate if a roadside market

will work for you. You can also have limited hours and public spaces on your farm to start. Try opening for a few weekends during peak season and evaluate the response.

There are lots of ways to get started with your agritourism operation. This handbook provides some of the initial information that you will need to launch your business, as well as helpful resources, such as technical assistance providers and producer associations.

Getting Started

Creating a Business Plan

Starting a new business can be overwhelming. The first step is to create a business plan.

A cohesive, detailed business plan provides a solid foundation for your operation. Basic sections of a business plan can include a detailed description of your proposed business; management, personnel, and business operation structures; financial plans and management; and marketing and evaluation strategies. The business plan should answer the questions:

- What do you want to do?
- How do you want to manage it?
- What requirements and permits are needed?
- How will you pay for it?
- How will you make it successful?

Each section of your business plan is important and necessary for a successful operation. Your plan should be thorough, well researched, and as specific as possible. The plan should be a very clear and detailed illustration of what you would like to accomplish with your agritourism location. Throughout the entire business development process, you should also establish realistic deadlines to keep yourself on track. Creating a sensible and achievable timeline can help you stay on track and complete tasks successfully.

Your business plan should also be considered a living document. You may have new ideas as you start the business development process, or you may need to pivot from your original plan as you research and learn. You may have to make significant changes after you launch your agritourism operation. Your business plan will grow and evolve with your business, so take time to evaluate your plan frequently to make sure you are meeting your business goals and to address challenges as they occur. A clear, up-to-date business plan is also important because lenders, grant programs, and potential investors may request or require one when you pursue funding or financial assistance.

This handbook will provide additional information and resources about aspects of your business plan. There are also many resources available to assist you with drafting and finalizing your business plan, as well as additional business development and management information:

- Kentucky Center for Agriculture and Rural Development: <https://www.kcard.info/start-business>
- Kentucky Small Business Development Center: <https://kentuckysbdc.com/>
- Blueprint Kentucky (formerly CEDIK – Community & Economic Development Initiative of Kentucky): <https://blueprintkentucky.mgcafe.uky.edu/>
- UK, Kentucky Farm Business Management Program: <https://kfbm.mgcafe.uky.edu/>
- Kentucky Business One Stop: <https://onestop.ky.gov/Pages/default.aspx>

Grants and Financial Resources

One of the biggest challenges to launching an agritourism business is often funding. Depending on your agritourism goals, you may need a small investment, or you may be seeking a sizable grant or loan to get started. Multiple financial opportunities exist locally, state-wide, and nationally for agritourism and agricultural education. Financial assistance can be in the form of loans, grants, or investments from banks, organizations, agencies, or individuals.

A financial statement and plan for your business plays a crucial role in acquiring financial assistance. A thoughtful and thorough financial plan should illustrate exact or anticipated costs and profits of your business. Funders are more willing to assist you when they can see exactly what you would like to do, how much the project will cost, where the money will be spent, and how it will benefit the community.

Grants and loans can help start or expand your operation. Be sure to review the following resources for more information about funding opportunities:

- Kentucky Center for Agriculture and Rural Development: <https://www.kcard.info/find-funding>
- Kentucky Office of Agricultural Policy: <https://www.kyagr.com/agpolicy>
- Appalachia Regional Food Business Center: <https://www.appalachiarfbc.org/>
- Southern Sustainable Agriculture Research & Education (SARE): <https://southern.sare.org/grants/>
- Kentucky State University, College of Agriculture and Land Grant Program: <https://www.kysu.edu/academics/college-ahnr/school-of-anr/co-op/small-scale-farm-grant-program.php>
- USDA Rural Development: <https://www.rd.usda.gov/>

Kentucky Business and Sales and Use Tax Information

Make sure you understand federal, state, and local business taxes, including sales and use tax requirements that may apply to your operation. The following resources can help you get started:

- Kentucky Business One Stop: <https://onestop.ky.gov/start/Pages/default.aspx>
- Kentucky Department of Revenue: <https://revenue.ky.gov/Business/Pages/default.aspx> or 502-564-5170.

Planning and Zoning

Every county is different when it comes to zoning and building permits. One of your first steps before you begin any new venture should be to check your local zoning and building permit requirements. These local regulations will impact decisions, such as locations of buildings on your property, parking areas, lodging, and types of activities offered. For example, some towns do not include “event” in their definition of “agriculture.” However, farmers may be able to seek a “conditional use permit” which would make exceptions to the zoning bylaws. Zoning commissions also regulate the use and development of the land by issuing permits for new construction and by adopting and enforcing zoning regulations.

Zoning ordinances are the primary implementation tool of a comprehensive community plan. They are in place to help support the community by regulating land use, the intensity of land use, and development standards such as parking, screening, and signage. It is important to be aware of zoning ordinances and requirements for your agritourism operation.

Contact your local county clerk, city clerk, or planning/zoning office for information on zoning and the building codes in your area. Remember, zoning is a local issue, and the requirements can vary substantially in different locations.

- Contact information for County Clerks: <https://kentuckycountyclerks.com/>
- Information about City Clerks: <https://www.klc.org/>

Safety, Emergency Management, and Accessibility

In addition to complying with all rules and regulations in your area regarding zoning and building permits, safety should also be a top priority for your business. As an agritourism operation, you will host the public on your property, and many visitors may not understand how dangerous a working farm can be. As the business owner, it is important to ensure the health and safety of your guests as they enjoy your farm and agritourism activities.

Two national resources provide practical tools to help agritourism operators improve safety:

- Safe Agritourism (<https://safeagritourism.org/>): Offers free checklists, walk-through assessments, signage templates, and emergency-planning tools tailored specifically to agritourism operations.
- Cultivate Safety (<https://cultivatesafety.org/>): Provides evidence-based guidelines for protecting children who live, work, or visit farms, along with age-appropriate task charts, safety design recommendations, and resources helpful for family-oriented agritourism sites.

You can use these resources, along with the guidelines listed below, to evaluate your operation, address potential risks, and create a safer environment for visitors and employees.

Buildings and Bathrooms

- Make sure you are aware and in compliance with all the building codes that apply to the property.
- Provide lighting for public areas for night activities.
- Keep bathrooms clean and well-stocked or ensure portable restrooms are regularly maintained and placed in a cool, dry area.
- Inspect and ensure handwashing stations are properly functioning.
- Follow visitor capacity limits that have been set for attractions and buildings.
- See minimum fixture requirements in 815 KAR 20:191-
<https://apps.legislature.ky.gov/law/kar/titles/815/020/191/>

Environmental and Property Safety

- Make sure you are aware of and in compliance with any environmental permits, such as for septic systems.
- Put up barriers or fences to any part of your property that you do not want open to the public and install signs warning customers to keep out of certain areas.
- Inspect your land and property for potential hazards, such as old wells, and take action to protect customers from them.
- Put warning signs around open bodies of water.
- Inspect farm equipment that will be used regularly, such as tractors and trailers for hayrides.
- If you have child play areas, inspect the equipment daily for any damage and take appropriate action if the equipment is unsafe. Make sure only trained employees operate and inspect the equipment.

- Include signs around play areas instructing parents and adults about equipment use, age requirements, associated hazards, and supervisory responsibility.
- In accordance with KRS 247.809, post liability warning signs at the location's main entrance and at the location of each agritourism activity. Consider asking visitors to sign a waiver or release form. Consult an attorney to discuss liability and review the liability and insurance section below for more information.

Farm Animal Safety

- If animals and visitors come into contact on your farm, make sure animals are clean and monitored daily for any health problems.
- Keep animals up to date on vaccinations and maintain detailed health records.
- Decide on the level of contact between guests and animals and reinforce guidelines with appropriate signage. If you use horses to pull a wagon, hitch them before people enter the wagon.
- Inform visitors (visually and verbally) about animal behavior and ask them to wash hands (or use alcohol-based hand sanitizer) after touching the animals. Provide a hand-washing station for visitors to use after touching the animals.
- Make sure that food and drink are prohibited in animal areas and that any eating/drinking areas are well separated from the animals.
- Closely supervise all visitors' interactions with animals.

Fire Prevention

- Regularly inspect and maintain working smoke detectors in buildings.
- Properly store flammable and combustible materials.
- Place fire extinguishers strategically throughout the farm.
- Be sure staff are trained to use a fire extinguisher.
- Enforce a strict no-smoking policy.
- Post "In Case of Emergency" signs with contact person, emergency phone numbers, farm address and farm phone number.
- Make sure emergency vehicles have access to your property.
- Arrange a farm walk-through with Fire/EMS personnel.
- Properly dry all hay before storing it.

For more information visit: <https://www.osha.gov/sites/default/files/2019-03/fireprotection.pdf>.

Parking

- Make sure driveways and entrances are visible from either direction on the road.
- Develop an adequate number of parking spaces for your peak number of visitors.
- Designate areas for overflow parking.
- Place signage for parking areas so they are easily identifiable for guests.
- Make sure internal farm traffic lanes are wide enough to accommodate visitor vehicles.
- If needed, have areas for bus drop-off and pick-up.
- Create a plan for parking enforcement and traffic management at peak times. Make sure your plan includes ways to keep your staff safe, such as providing reflective vests or clothing.
- Consider having a separate entrance and exit to ease traffic flow.

Emergency Management Services

- Create an Emergency Response Plan to prepare for emergency scenarios.
- Provide training in emergency management for all staff members.
- Arrange a farm walk-through with Fire/EMS personnel.
- Make sure your staff knows the address of your farm or can provide directions in case an emergency occurs.
- Create plans for inclement weather situations to ensure safety of staff and visitors.
- To locate your county emergency management director(s) contact your local county government.

Food Safety

There are multiple health department regulations for food permits, safety, and sales, so it is important to understand and comply with them if you are selling food. Your local health department sanitarian can assist as you plan your operation. See the "Food Safety, Permits, and Sales" section in the Resources section in this handbook for more information.

- For a listing of the local County Health Departments, visit:
<https://www.chfs.ky.gov/agencies/dph/dafm/Pages/lhd.aspx>.

Americans with Disabilities Act (ADA) Accessibility

The Americans with Disabilities Act (ADA) requires that businesses open to the public—including farms and agritourism venues—take steps to improve accessibility and remove architectural barriers such as inaccessible entrances, restrooms, walkways, parking areas, and seating. Kentucky businesses can use the Kentucky Accessibility Checklist to evaluate their facilities

(<https://www.chfs.ky.gov/agencies/dail/Documents/accessibilitychecklist2012.pdf>).

Additional guidance is available from the U.S. Department of Justice, which provides ADA Standards for Accessible Design and small-business resources, and from the Southeast ADA Center, which offers technical assistance to Kentucky operators.

Additional ADA information is available from the U.S. Department of Justice and the [Southeast ADA Center](#).

Playgrounds and Mechanical Rides

Many agritourism operations now offer farm attractions including slides, bounce houses, jump pads, or mechanical rides. In many cases, these need to be registered and inspected by the Kentucky Department of Agriculture Division of Regulation and Inspection. If your attraction needs to be inspected, you will be required to submit an annual application, insurance, itinerary, and payment for a permit in order to operate your business and comply with state laws. Visit

<https://www.kyagr.com/consumer/amusement-rides.html> for more information, or contact Allen Hinkle at allen.hinkle@ky.gov to discuss the requirements for your business.

Liability and Insurance

Liability

As an agritourism business owner, you assume responsibility for the safety of your visitors and guests while they are on your property. It is important to protect yourself and your farm with the proper understanding of these responsibilities and prepare with adequate insurance coverage.

Liability means that you are legally responsible for your actions or inactions that could or do harm to others. If what you did or did not do leads to harm in a predictable manner, then you may be found negligent. Liability is determined by establishing the proper duty of care for the property owner and deciding if the duty of care was breached, if the breach was the proximate cause of injury, and if the breach resulted in injury to person or property.

Kentucky state law (KRS 247.809) provides Kentucky agritourism destinations with limited liability protection. According to the statute, an agritourism professional is not liable for injury to or death of a participant resulting exclusively from the inherent risks of agritourism activities as long as the warning contained in KRS 247.8091 is posted (see

below) or the participant has signed a release indicating that they have received written notice of the warning. No participant can maintain an action against an agritourism professional for injury, loss, damage, or death resulting exclusively from the **inherent risks** of the agritourism activities. "Inherent risks" may include the possibility that a domestic or wild animal may behave in an unpredictable manner and result in injury; natural hazards of land, vegetation, and water; and ordinary dangers of farm equipment and structures. **Consult your attorney about the statute to ensure complete understanding of the law and how it applies to your operation.**

However, if the agritourism operator commits an act or omission that constitutes negligence or willful or wanton disregard for the safety of the participant or has knowledge or should have known about dangerous conditions or animals, then the above protection does not prevent or limit liability. Please review the full language of the statute below with your lawyer.

247.809 Liability of agritourism professionals -- Protection -- Defenses -- Damages.

(1) Except as provided in subsection (2) of this section:

(a) An agritourism professional is not liable for injury to or death of a participant resulting exclusively from the inherent risks of agritourism activities, so long as:

- 1. The warning contained in KRS 247.8091 is posted as required; or*
- 2. The agritourism professional has a signed release from the participant indicating that the participant has received written notice of the warning contained in KRS 247.8091; and*

(b) No participant or participant's representative can maintain an action against or recover from an agritourism professional for injury, loss, damage, or death of the participant resulting exclusively from any of the inherent risks of agritourism activities. In any action for damages against an agritourism professional for agritourism activities, the agritourism professional shall plead the affirmative defense of assumption of the risk of agritourism activities by the participant.

(2) Nothing in subsection (1) of this section prevents or limits the liability of an agritourism professional if the agritourism professional:

(a) Commits an act or omission that constitutes negligence or willful or wanton disregard for the safety of the participant, and that act or omission proximately causes injury, loss, damage, or death to the participant; or

(b) Has actual knowledge or reasonably should have known of:

- 1. A dangerous condition on the land, facilities, or equipment used in the activity; or*
- 2. The dangerous propensity of a particular animal used in the activity; and does not make the danger known to the participant, and the danger proximately causes injury, loss, damage, or death to the participant.*

(3) Any limitation on legal liability afforded by this section to an agritourism

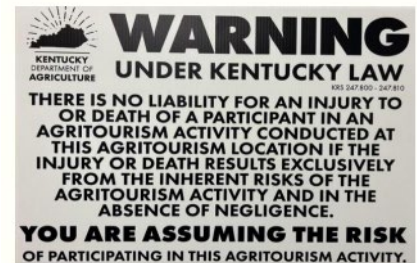
professional is in addition to any other limitations of legal liability otherwise provided by law.

Effective: July 12, 2012 History: Created 2012 Ky. Acts ch. 100, sec. 2, effective July 12, 2012.

Kentucky law requires agritourism venues to warn visitors that they are assuming the risk of participating in the activities of the operation. According to KRS 247.8091, every agritourism professional must post written warnings about the assumption of risk by the participants. The signs must include the following language written in black letters with each letter at least one inch in height:

“WARNING

Under Kentucky law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if the injury or death results exclusively from the inherent risks of the agritourism activity and in the absence of negligence. You are assuming the risk of participating in this agritourism activity.”



The Kentucky Department of Agriculture sells these warning signs at-cost, pictured to the right. The order form is located here:

https://www.kyagr.com/marketing/documents/AT_LLWarningSign.pdf

Please see the full language of the associated statute below:

247.8091 Warning notices to be posted where agritourism activities are conducted.

(1) Every agritourism professional shall post and maintain signs that contain the warning notice specified in subsection (2) of this section. The signs shall be placed in a clearly visible location at the entrance to the agritourism location and at the site of the agritourism activity. The warning notice shall consist of a sign in black letters, with each letter to be a minimum of one (1) inch in height. Every written contract entered into by an agritourism professional for the provision of professional services, instruction, or the rental of equipment to a participant, whether or not the contract involves agritourism activities on or off the location or at the site of the agritourism activity, shall contain in clearly readable print the warning notice specified in subsection (2) of this section.

(2) The signs and contracts described in subsection (1) of this section shall contain the following notice of warning:

"WARNING Under Kentucky law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if the injury or death results exclusively from the inherent risks of the agritourism activity and in the absence of negligence. You are assuming the risk of participating in this agritourism activity."

(3) Failure to comply with the requirements concerning warning signs and notices provided in this section shall prevent an agritourism professional from invoking the privileges of immunity provided by KRS 247.809.

Effective: July 12, 2012 History: Created 2012 Ky. Acts ch. 100, sec. 3, effective July 12, 2012.

Insurance

The limited liability statute above will not necessarily keep a participant from suing if injury or harm occurs. Therefore, it is important to consider insurance coverage to protect yourself and your farm.

There are a few protections to discuss with your insurance agent:

- Product Liability
- Premises Liability
- Property Liability

Your insurance agent can assist you in determining the necessary coverages for your businesses. Keep your insurer informed about any changes you make to your business to ensure your coverage remains accurate and adequate. Let them know about every activity you offer on your farm, including specific play equipment and all activities – even innocuous ones such as face painting. You may also want to consider inviting your insurance agent to your farm so they can assess any possible risks. And make sure to factor the costs of insurance into your financial planning.

Additionally, consider your business structure as you assess your liability. If your business is a sole proprietorship, your personal finances and belongings may be at risk in a potential lawsuit. Separating your agritourism business from the rest of your farm as a Limited Liability Company may be beneficial. **Consult your attorney and tax professionals when you make your decisions.**

Finding insurance can be daunting. Consider reaching out to your county extension agent and other agritourism businesses for resources and recommendations.

For more information and resources about liability insurance, visit:

- Safe Agritourism: <https://safeagritourism.org/insurance/>
- National Agricultural Law Center: <https://nationalaglawcenter.org/overview/agritourism/>
- Agricultural Marketing Resource Center: <https://www.agmrc.org/foodsystems/agritourism/safety-liability-and-risk-management>

Labor and Staffing

When you launch your agritourism operation, you may not need to hire outside staff. However, as your business grows, you will likely have to consider adding more staff to

accommodate the growing number of visitors.

Managing staff is one of the most important aspects of your business. Your staff will be the face of your business as they interact with visitors and manage your activities. You want to have responsible, reliable, and well-trained staff. Before you start the hiring process, make sure you are aware of state and federal labor laws. The Kentucky Education and Labor Cabinet can provide information on workplace standards, safety, and regulations: <https://elc.ky.gov/workplace-standards/Pages/Wages-and-Hours.aspx>.

Recruitment

Think about how you want to advertise for positions. Some options include your farm's website, social media pages, or online job boards. You can also use widely used hiring platforms such as Indeed, Handshake (for college students), or Kentucky Career Center postings through local workforce development boards. If your positions are seasonal or temporary, consider connecting with counselors or career centers at local colleges, universities, high schools, or Extension programs to reach students looking for part-time or summer work.

Hiring

Think about the key skills you need in your staff positions. Make sure the position description matches the desired competencies and ask questions during the interview process that seek more information about those skills. Pay attention to those "soft" skills as well. Is the applicant's resume and application information well-written? Does he or she communicate clearly? Are they eager to learn? These are just as important as previous relevant experience. Keep this in mind particularly if you are hiring teenagers or young adults who may not have any work experience.

Training and Management

Providing thorough staff training is a big commitment, but it will pay off in the long run. Well-trained staff who have been shown proper procedures will be competent and confident in their position. Creating open lines of communication with your staff will allow them to feel comfortable asking questions as well as sharing possible ideas for improvement. New staff with fresh eyes may help you find ways to make your operation even better. Staff who feel confident in their training and relationship with you may be more likely to stick around or recommend other potential new staff.

Create an employee handbook for your staff with information about your business, payroll, benefits, safety procedures, and expectations as an employee. Review the handbook regularly and make any necessary changes or updates, and make sure every employee has a copy to reference. You can find examples of employee handbooks and templates online.

- U.S. Chamber of Commerce: <https://www.uschamber.com/co/run/human-resources/how-to-create-an-employee-handbook>

For more information about managing employees, visit the Kentucky Business One Stop: <https://onestop.ky.gov/manage/Pages/employees.aspx>.

Marketing

Marketing will play a key role in the success of your business. From brand new operations to ones that have been in business for generations, marketing is an important aspect of business management and success. Your marketing strategy should continuously be evaluated and adjusted to reach your desired customer markets.

Through marketing, you can establish a reputation that can set your business apart to draw people to your farm. There are multiple marketing strategies you can use, from paid print or web ads, brochures and flyers, billboards and road signage, and websites and social media. Here are a few questions to get you started on your marketing plan:

- **What are your goals for your business?** Use your business plan to guide you in your marketing strategy. Do you want to increase the number of visitors? Do you want to increase sales of a product? Do you want to add new activities to your farm? Center your marketing around your business goals.
- **How much do you want to invest in marketing?** Marketing will cost time and money, but it is essential for a successful business. Consider your financial plan and select a strategy that works within your budget. Social media remains one of the most effective low-cost options, especially platforms that prioritize short-form video such as TikTok, Instagram Reels, and YouTube Shorts. Strategically placed flyers and brochures can also be an inexpensive way to reach local customers. Print ads and other paid advertising, such as commercials or online ads, will require a larger investment. Also consider whether you want to manage marketing yourself or hire outside help through a dedicated staff member, contractor, or marketing agency.
- **Who is your intended audience?** Think about your agritourism business and who you want to reach. Are your activities well suited for young families with children? Do you want to book your business for weddings or other private events? Where is your target audience located? Determining who your target audience is will help you invest in a streamlined marketing strategy that meets your goals.
- **What is your message?** Consider your brand and how you want your business to be perceived. Are you the destination for family fun? Do you want to focus on educational experiences and make sure your visitors understand what you do on the farm? Do you want visitors to relax and unwind? Think about your “voice” and how to make it consistent across marketing platforms.
- **How will you measure success?** It can be challenging to know if your marketing efforts are paying off. Ask new customers how they heard about your business to

see which marketing channels are performing well. You can also track engagement with social media posts, website traffic, and sales data. If you use online ticketing or reservations, review those reports to see which events or time slots are most popular. Email newsletter open rates and click-through rates can also help you understand what information your customers find most valuable.

Again, marketing is so important for the success of your business. The questions above are just to get you started. Your marketing strategy should be a considerable portion of your business plan. There are a lot of different programs in Kentucky that can assist you in marketing your farm, attractions, and products. And be sure to contact your local tourism commission to discuss your business. Find your local tourism office here: <https://www.kentuckytourism.com/trip-planning/travel-tools/welcome-centers>.

- Kentucky Proud Marketing Programs and Grants <https://www.kyagr.com/marketing/grants.html> or www.kyproud.com
- Kentucky Center for Agriculture and Rural Development: <https://www.kcard.info/start-business>
- Kentucky Tourism: <https://www.kentuckytourism.com/>
- Kentucky Farm Bureau Certified Farm Market Program: <https://www.kyfb.com/federation/programs/certified-farm-markets/>
- University of Kentucky Center for Crop Diversification: <https://ccd.uky.edu/>
- Cabinet for Economic Development: <https://ced.ky.gov/>
- Southeast Kentucky Economic Development Office: <https://skedcorp.com>
- Kentucky Small Business Development Center: <https://kentuckysbdc.com/>

Road Signs

One important marketing tool is roadway signs. Helping your customers find your farm can be a challenge, but one good place to start is contacting the Kentucky Transportation Cabinet or your local county road superintendent to learn about your options. Also make sure you consider the roads to get to your farm's entry point and potential challenges such as narrow bridges, weight limits, or unpaved roads that your customers need to be aware of.

Limited Supplemental Guide Signs

The Kentucky Transportation Cabinet Signage Program can provide Limited Supplemental Guide Signs (LSGS) for eligible attractions. The signs are the large brown signs installed on freeways and expressways across Kentucky and help relay information to motorists about tourist attractions accessible from a nearby interchange.

There are several criteria that must be met by the attraction to qualify for a limited supplemental guide sign. There must also be available space for an additional sign on

the highway facility in advance of the interchange that motorists would take to get to the destination. The current policy limits the number of limited supplemental guide signs to two per direction of travel per interchange, with up to two separate destinations per sign assembly, for a total of four limited supplemental guide sign destinations per direction, per interchange. If an interchange has already met the maximum number of limited supplemental guide signs in any given direction, or interchange geometrics would prevent installing any additional signs, Kentucky Transportation Cabinet would be unable to honor any additional signing request.

Eligible attractions must be:

- Cultural
- Historical
- Recreational
- Agricultural
- Educational
- Entertainment

If the space for a sign is available, an attraction must also be able to show an average annual attendance of 10,000 visitors for rural areas or 75,000 visitors for urban areas. The attraction must also be within 50 miles of the interchange from where motorists would access the attraction. At least 1/3 of the income or 1/3 of the visitors to the attraction must come from visitors not residing within 20 miles of the attraction. Additionally, the attraction must be open to the public at regular and reasonable hours, not by appointment or reservation only. See the statutory requirements under KRS 177.077 at <https://apps.legislature.ky.gov/law/statutes/statute.aspx?id=5264>.

If the attraction can show that it satisfies the minimum attendance requirement, space is available, and the attraction is within the required distance from the interchange, attractions must fill out an application for an LSGS assembly and include it with the below information.

- Application Form: <https://transportation.ky.gov/Organizational-Resources/Forms/TC%2072-112.pdf>
- Letters of support for signing from the local government agencies where the signs will be installed (i.e. County Judge/Executive, mayor, local tourism, etc.)
- Proof showing annual visitation numbers to the attraction (i.e. ticket sales verification, visitor logs, etc.)
- Photos of the attraction

Once all documents are received, the application and all the supporting documents will then be forwarded through the Transportation Cabinet/District office for review and approval, then the application will be forwarded to the Cabinet for Tourism, Arts and Heritage Cabinet for review and approval. If the application is approved by both

Cabinets, the application will then be sent to the Secretary of Transportation, who gives final approval for all Limited Supplemental Guide Sign requests.

If approved, the Transportation Cabinet will then be able to provide an estimate for the cost of fabrication and installation of the signage.

Please note that a typical LSGS sign assembly, with two large panel signs in advance of the interchange and directional signage on the ramps, can cost around \$15,000 - \$40,000 (or more) depending on site specific conditions.

Community Wayfinding Guide Signs

Community Wayfinding Guide Signs direct visitors to civic, cultural, visitor, and recreational attractions and destinations within a city or downtown area. They are available on conventional routes and have a common color or theme within an overall way-finding guide sign plan for an area. The program is handled by your local Kentucky Transportation Cabinet District Office. You can find the list of district offices here:

<https://transportation.ky.gov/TrafficOperations/Pages/District-Traffic-Contacts.aspx>.

Blue LOGO Signs

Blue LOGO signs are the blue signs before an interstate exit with logos of businesses available at the exit. Attractions must have a regional significance with adequate parking accommodation and a maximum distance of service of 15 miles. For more information, visit the Kentucky Logos website:

<https://kentucky.interstatelogos.com/state/>.

Blue Tourist Oriented Directional Signing (TODS)

Blue Tourist Oriented Directional Signing (TODS) are the smaller blue sheeting signs on conventional routes. These are generally used when a community does not have a wayfinding signing program in place to direct motorists to area attractions. To be eligible for a blue TODS sign, the attraction must be open 8 hours per day, 5 days per week, one of which must be a weekend, have adequate parking with at least 15 spaces, and a maximum distance of service of 15 miles. Information on the TODS program, including pricing and an application, can be found here:

<https://kentuckytods.interstatelogos.com/state/>.

For information or questions, please visit the Kentucky Transportation Cabinet Sign Programs and Standards website:

<https://transportation.ky.gov/TrafficOperations/Pages/Sign-Programs-and-Standards.aspx>.

Evaluating Your Business

You have launched your agritourism operation and visitors are taking part in your farm's activities. Now it's time to evaluate your business and learn how you can make your operation even better. Ask for feedback early and often from visitors. You can ask

questions such as:

- How did you like the activities?
- How was the customer service?
- How can we improve your experience on our farm?
- Are there other activities you would be interested in?
- How did you hear about us?

These questions can help you pinpoint improvements, such as staff training, the effectiveness of your marketing, and other opportunities to strengthen your operation. Customers appreciate being asked for their input.

You can provide comment cards at check-out points or create a short online survey that can be accessed with a QR code. Free or low-cost tools such as Google Forms or similar survey platforms make it easy to collect and organize responses. Many agritourism operations also integrate surveys into email follow-up messages or online ticketing systems, which can automatically send customers a quick evaluation after their visit. Keep surveys simple and easy to complete—numerical ratings or brief open-ended questions work well. Review all feedback regularly to ensure any issues or concerns are addressed promptly.

Finally, keep tabs on online review platforms such as Google, TripAdvisor, Yelp, and Facebook, as well as comments and messages on your social media pages. Develop a simple online review response policy—for example, thank visitors for positive reviews, provide brief and professional responses to concerns, and avoid getting into arguments online. A calm, timely, and courteous reply shows potential customers that you are attentive and committed to improving their experience.

Resources

Kentucky Proud and Other Kentucky Department of Agriculture Programs

Kentucky Proud®

For generations, Kentucky farmers have bred the best racehorses, grown grains and corn to make the world's greatest bourbon, and kept families fed here at home and across the country. Farming isn't easy, but it is essential. Here at Kentucky Proud, we're all about the continued promotion of agricultural products sourced from Kentucky farms.



Introduced by the Kentucky Department of Agriculture in 2002, the Kentucky Proud brand (which was originally launched as Kentucky Fresh) was created as a central platform to raise awareness of the Commonwealth's ever-expanding agricultural efforts and to promote Kentucky's farmers, farm families and farm impact products. In 2008, Kentucky Proud officially became the Commonwealth of Kentucky's agricultural marketing brand by legislative action, and the rest, as they say, is history!

The Kentucky Proud Program is funded through the generosity of the Kentucky Agricultural Development Fund. Directed by the Kentucky Agricultural Development Board and administered by the Kentucky Office of Agricultural Policy, the fund is a product of the 1998 Master Tobacco Settlement between cigarette manufacturers and 46 states, including Kentucky.

Kentucky Proud promotes locally grown food, farmers' markets, farm stands, agritourism sites and many other products and destinations with roots in Kentucky soil.

Kentucky Proud products are raised, grown, or processed in Kentucky by Kentuckians. You can serve Kentucky Proud foods or purchase Kentucky Proud products with the confidence that they came from your friends and neighbors just down the road, not from thousands of miles away.

Kentucky Proud offers seasonal promotions, grants, marketing assistance, and so much more. If you own a business and are interested in becoming a Kentucky Proud member, apply for membership now! Visit the Kentucky Proud website to sign up as a member, www.kyproud.com.

Kentucky Proud membership comes with tons of great resources and benefits to help you grow your farm or agri-business, including:

- Increased market visibility through your affiliation with a well-established and widely recognized brand.
- Assistance from the Kentucky Department of Agriculture's team of agricultural marketing specialists.
- Grant opportunities are available exclusively to Kentucky Proud members.

- Ready-to-use apparel, stickers, bags and banners are available at cost.
- Additional premiums for animals enrolled in the Kentucky Proud Livestock Tag Program.
- Listing of Kentucky Proud website search tool and campaign pages.
- Participation in various promotions from the Kentucky Department of Agriculture.
- Media campaigns promote Kentucky Proud products and businesses.
- Export and trade assistance.
- USDA meat grading services at approved facilities.

BECOME A PART OF KENTUCKY PROUD



VISIT KYPROUD.COM

Scan the QR code with your mobile device camera or go to kyproud.com/register to get started.



CREATE YOUR ONLINE ACCOUNT

Enter your email address, choose a password, then click **"register."** A confirmation link will be sent to your inbox. Open the email and click the link to finish setting up your account.



LOGIN TO YOUR NEW ACCOUNT

Your account is ready! Click the **"log in"** button on the confirmation page to go back to the login page. Enter your email and password to access your user homepage.



COMPLETE THE APPLICATION & SUBMIT

Click **"Add New Membership"** to open the form and begin answering questions. Answer all questions and click **"Submit"** on the final page. We'll reach out to let you know if you are eligible!



Kentucky Proud® Appalachia Proud

Introduced in 2014, Appalachia Proud is a special designation within Kentucky Proud that highlights Kentucky's Appalachian region. Appalachia Proud members can use the exclusive Appalachia Proud logo to let potential customers know that they're buying a product from the Appalachian Region.

Appalachia Proud is open to any Kentucky Proud member with a physical address located in one of the 54 counties recognized as the Appalachia Proud Region. When applying for Kentucky Proud, applicants in any of the following counties will be automatically enrolled upon approval.



Counties: Adair, Bath, Bell, Boyd, Breathitt, Carter, Casey, Clark, Clay, Clinton, Cumberland, Edmonson, Elliott, Estill, Fleming, Floyd, Garrard, Green, Greenup, Harlan, Hart, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lewis, Lincoln, Madison, Magoffin, Martin, Menifee, Metcalfe, McCreary, Monroe, Montgomery, Morgan, Nicholas, Owsley, Perry, Pike, Powell, Pulaski, Robertson, Rockcastle, Rowan, Russell, Wayne, Whitley, Wolfe.

Kentucky Proud® Homegrown by Heroes

The Homegrown By Heroes marketing initiative affords farmers and/or agricultural producers located within the Commonwealth of Kentucky who are serving or have served in any of the branches of the United States Military (U.S. Air Force, Army, Marine Corps, Navy and Coast Guard) the ability to use the Homegrown By Heroes logo on their agribusiness signage and/or agriculture products. This distinctive logo serves as identification to prospective consumers that the products were locally grown or raised by active military personnel, reservists, National Guard members or veterans. From the grocery shelf to the farmers' market to on-line retail, this label serves as an extra incentive to consumers when making a purchase decision. For more information, visit the Homegrown by Heroes website www.kyagr.com/marketing/homegrown-by-heroes.html.



Goals for Homegrown by Heroes:

- Provide Kentucky farmers who serve or have served in the military distinctive marketing/branding power to their locally grown and raised agriculture products at the point of sale.
- Afford consumers the opportunity to identify agriculture products produced by Kentucky Proud military-farmers at the point of sale.

Eligibility Requirements

- Any veteran of the United States Military, regardless of when, where, or how they

served, and who has a farming operation or agribusiness located within the Commonwealth of Kentucky, is eligible to participate in the Homegrown by Heroes program.

- To participate in the Homegrown by Heroes program: A. The individual must be a member of the Kentucky Proud program. B. The individual must provide documentation verifying their active duty, reservists, National Guard or veteran status. For veterans, this is done by providing a copy of their DD Form 214 (Report of Separation).
- The Homegrown by Heroes logo can be used on the military-farmer's/agricultural producer's Kentucky Proud products and on any signage, websites, social media outlets, etc. where these products are promoted.
- Any current Kentucky Proud program member (i.e. restaurants, food service institutions, schools, retailers, etc.) that purchases products from military-farmer/agricultural producer who is a member of the Kentucky Proud program is also eligible to participate in the Homegrown by Heroes program. In this instance, the Kentucky Proud program member can use the Homegrown by Heroes logo to identify only the products which were obtained from a military farmer/agricultural producer who is a member of the Kentucky Proud program.

Kentucky Proud® Promotional Grant Program

The Kentucky Proud Promotional Grant Program, also known as the Point of Purchase (POP) grant, provides Kentucky Proud members who have direct Kentucky farm impact with the opportunity to receive up to 50 percent reimbursement for eligible advertising and marketing expenses that incorporate the Kentucky Proud logo.

Direct Kentucky farm impact is defined as the dollar value of agricultural products bought, sold, grown, raised, produced, and sourced from Kentucky farms. There are minimum size requirements for the Kentucky Proud logo which must be met for an eligible expense to be reimbursed.

Matching funds awarded in a calendar year cannot exceed 10 percent of the applicant's reported direct Kentucky farm impact. The maximum award per calendar year is \$8,000, with a lifetime cap of \$36,000. Applicants have six months from the date of their application's approval to be reimbursed 50 percent of their eligible expenses. The application is available online at www.kyproud.com under Membership.

Kentucky Office of Agricultural Policy

The Kentucky Office of Agricultural Policy (KOAP) provides a direct link between the Commonwealth of Kentucky and one of the state's most important industries, agriculture. The office provides staff support to the Kentucky Agricultural Development Board (KADB) and the Kentucky Agricultural Finance Corporation (KAFC).



\$8,933,055 in state and county Kentucky Agricultural Development Funds (KADF) have

been invested in farmers' markets in 79 counties across the Commonwealth to date. Funding opportunities are available to markets and to individual farmers through KADF.

For information on grant and loan opportunities through the KADF and KAFC, contact the Kentucky Office of Agricultural Policy at (502) 573-0282 or visit their website at www.kyagr.com/agpolicy.

Kentucky Proud® Farm to Fork Program

The Kentucky Proud® Farm to Fork program increases the awareness of the local food movement by collaborating with organizations to benefit a 501c3 charity in their community. These organizations can host dinners that will highlight local farms, farmers, producers and promote the Kentucky Proud® program and products. These events can also provide educational and promotional opportunities for local Agritourism businesses and a connection with locally produced foods and products.



For additional information, please visit www.kyproud.com/programs/farm-to-fork

Kentucky Proud® At-Cost Promotional Program

Due to a statute establishing a special promotional fund (KRS 246.245), the Kentucky Department of Agriculture can purchase in volume promotional and marketing items. These items are then offered for sale to Kentucky Proud members at cost.

Kentucky Proud At-Cost Items can be purchased through the online At-Cost platform available here <https://secure2.kentucky.gov/InventoryServices/AGR/KentuckyProud>. Accepted forms of payment include ACH/Electronic Check or Credit Card. Orders can be shipped by mail or by scheduling a pickup at our Marketing Office in Frankfort (Appointment Encouraged). For pick-up orders, please call Michelle Hansford at (502)-782-4136 to schedule an appointment. Appointments are necessary to ensure someone is available to assist you and that your products(s) are available upon your arrival.

KENTUCKY DEPARTMENT OF AGRICULTURE RESOURCES

<u>KDA Staff</u>	<u>Email</u>	<u>Phone Number</u>	<u>Specialty Area(s)</u>
Angela Caporelli	angela.caporelli@ky.gov	502-782-4104	Aquaculture Specialist, FM Cooking Demonstrations
Russ Chadwell	russ.chadwell@ky.gov	502-782-9203	Weights and Measures – Market Scales
Lori Durham	lori.durham@ky.gov	502-782-9211	Egg Regulations
DeAnne Elmore	deanne.elmore@ky.gov	502-782-4124	Farm to Retail Liaison
Alex Floyd	alex.floyd@ky.gov	502-782-4129	KY Proud Membership
Jesse Frye	jesse.frye@ky.gov	502-382-7458(c)	Senior FM Nutrition Program (SFMNP)
Tina Garland	tina.garland@ky.gov	502-782-9212(o) 502-382-7505(c)	Farm to School Program, KY Junior Chef and Chefs in School Program and Senior FM Nutrition Program (SFMNP)
Doris Hamilton	doris.hamilton@ky.gov	502-782-4113	Director of Plant Division Row Crop Related Projects, FSMA Produce Safety Program, Organic Certification Program, Horticulture, Ginseng, Hay and Forage, Hemp Licensing Program, and the Specialty Crop Block Grant.
Michelle Hansford	michelle.hansford@ky.gov	502-782-4136	Farm Name Registration Program, KY Proud At-Cost orders
Anne Harney	anne.harney@ky.gov	502-782-4102(o) 502-401-7000 (c)	Specialty Crop Block Grant Program Coordinator
Pamela Holbrook	pamela.holbrook@ky.gov	502-782-4110	Buy Local Program
Angel Hughes	angel.hughes@ky.gov	502-782-7816	Produce Safety Program Manager
Dr. Beth Johnson	bethc.johnson@ky.gov	502-782-5917(o) 502-545-6373(c)	Director of Regulatory Field Services, Office of the State Vet
Pam McNabb	pamela.mcnabb@ky.gov	502-782-4118	PBPT Certificates
Brett McQueary	brett.mcqueary@ky.gov	502-782-4114	Organic Program Manger
Alisha Morris	alisha.morris@ky.gov	502-782-4119	Farm to Fork Program
MacKenzie Preece	mackenzie.preece@ky.gov	502-782-4121	Community Supported Agriculture (CSAs), Farmers' Market and Farmers' Market Sampling Program
Alexis Smith	alexis.smith@ky.gov	502-782-9251	Director of Promotion and Development, Kentucky Proud
Sharon Spencer	sharon.spencer@ky.gov	502-782-4127	Director, Direct Farm Marketing: Agritourism, CSAs, FMs, Homegrown by Heroes
Jonathan Van Balen	jonathan.vanbalen@ky.gov	502-782-4132	KY Proud Promotional Grant Program Coordinator Import/Export Advisor

Additional Information and details regarding KDA Staff and Programs:

Angela Caporelli: Aquaculture Coordinator and Marketing Specialist

Email: angela.caporelli@ky.gov

Office Phone: 502-782-4104

Angela Caporelli is the Aquaculture Coordinator and Marketing specialist with the KDA. She works with several of the fish farmers in the state and has helped them create HACCP plans to process and sell Kentucky grown fish products direct to consumers. Angela has extensive food safety training and conducts cooking and sampling demonstrations at Farmers' Markets throughout the state to help promote products available at the markets and promote the necessary protocols for sampling at the markets.

Russ Chadwell: Administrative Branch Manager - Division of Regulation and Inspection, Weights and Measures - Scales

Email: Russ.Chadwell@ky.gov

Office Phone: 502-782-9203

The KDA regulates weights and measures across the state. All scales used for commercial sales, including farmers' markets, must be legal for trade and accurate.

Lori Durham: Division of Regulation and Inspection – Eggs

Email: lori.durham@ky.gov

Office Phone: 502-782-9211

The KDA Division of Regulation and Inspection regulates the sale of eggs within the Commonwealth. Lori can work with you to make sure you meet all the requirements for selling eggs on a retail/wholesale level.

DeAnne Elmore: Farm to Retail Liaison

Email: deanne.elmore@ky.gov

Office Phone: 502-782-4124

As the Retail Liaison for the Kentucky Proud Program, DeAnne works with retail outlets of all sizes who are selling and seeking wholesale Kentucky Proud items. She further assists producers who sell to those outlets. She has experience in package design, promotion, public relations, and advertising to assist on both sides of the equation.

Alex Floyd: Kentucky Proud Membership Coordinator

Email: alex.floyd@ky.gov

Office Phone: 502-782-4129

Alex manages Kentucky Proud applications and membership data. Alex can assist you with membership questions, updating your member profile, renewing or re-activating your membership, troubleshooting online services, and resetting account passwords. Alex can also connect you with other Kentucky Proud team members or resources.

Jesse Frye: Program Coordinator, Senior Farmers' Market Nutrition Program (SFMNP)

Email: jesse.frye@ky.gov

Cell Phone: 502-382-7458

The KDA Division of Food Distribution serves as the lead agency for the Senior Farmers Market

Nutrition Program. Jesse Frye coordinates the program along with Tina Garland. They assist with market access for farmers as well as improving nutrition for low-income senior families by providing them with better access to fresh fruits and vegetables. Funding for the SFMNP program comes from federal and state resources. The eligible low-income seniors are provided with \$50 applied on a debit card type or device application to purchase fresh, unprocessed, locally grown fruits, honey, vegetables, and cooking herbs at State-approved Kentucky Proud farmers' markets.

Tina Garland: Administrative Branch Manager - Farm to School Program and Senior Farmers' Market Nutrition Program (SFMNP), Farm to School Chefs in Schools and Junior Chef Coordinator

Email: tina.garland@ky.gov

Cell Phone: 502-382-7505

The KDA's Farm to School program is housed within the Division of Food Distribution. Tina Garland is the Administrative Branch Manager who aids in creating a non-traditional market for Kentucky Producers. She connects local producers to local School Food Service Authorities enabling them to purchase fresh local products and integrate them into their school menus for our students to enjoy.

Doris Hamilton: Division Director, Plant Division, Office of Agricultural Marketing

Email: Doris.Hamilton@ky.gov

Office Phone: 502-782-4113

As the Director of the Plant Division, Doris oversees row crop related projects and the FSMA Produce Safety Program, Organic Certification Program, horticulture, ginseng, hay and forage, Hemp Licensing Program and the Specialty Crop Block Grant.

Michelle Hansford: Administrative Specialist

Email: michelle.hansford@ky.gov

Office Phone: 502-782-4136

Michelle helps our Kentucky Proud members with any Kentucky Proud At-Cost orders either for mailouts or office pickup. We do ask for any orders to be picked up, please schedule in advance. Michelle is also the coordinator for the Farm Name Registration Program.

Anne Harney: Specialty Crop Block Grant Program Coordinator

Email: anne.harney@ky.gov

Office Phone: 502-782-4102

KDA administers funding received from the Specialty Crop Block Grant Program (SCBGP) each year. The amount of funding received by KDA is based on specialty crop acreage and production value on an annual basis. Projects must enhance the competitiveness of specialty crops in either domestic or foreign markets and must provide a benefit to more than just the applicant. Specialty crops include fruits, vegetables, culinary herbs, tree nuts, Christmas trees, dried fruits, horticulture and nursery crops (including floriculture). Projects will be evaluated on how well they enhance the competitiveness of Kentucky's specialty crops, soundness of plan, measurable outcomes, and return on investment. Projects may include but are not limited to:

- Pest and disease control

- Enhancing food safety
- Developing new and improved seed varieties
- Increasing consumption of specialty crops
- Market development
- Developing good agricultural handling and manufacturing practices

"Specialty crops" are defined in law as "fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture." Specialty crops are plants that are intensively cultivated. There are many plants that are specialty crops when cultivated but can also be found in wild populations. Wild plants are not considered specialty crops, even though they may be used for the same purpose as cultivated plants. Please note that hemp is not considered a "specialty crop." For additional information, please reach out to Anne.

Pamela Holbrook: Buy Local Program

Email: pamela.holbrook@ky.gov

Office Phone: 502-782-4110

Pamela oversees the KY Proud Buy Local (previously Restaurant Rewards) program. It offers reimbursement to restaurants and other food service businesses that use Kentucky Proud farm fresh ingredients to further enhance their menu offerings. Pamela can assist with Buy Local enrollment and guidelines, as well as assist producers who wish to sell these entities with program eligibility questions.

Angel Hughes: Produce Safety Program

Email: angel.hughes@ky.gov

Office Phone: 502-782-7816

The Produce Safety Program, housed in the Office of Agricultural Marketing, is a regulatory program at the Kentucky Department of Agriculture. Angel is the Program Manager and oversees The Produce Safety Team. Her team collaborates with produce growers across Kentucky to ensure that they have the education and resources needed to comply with the Produce Safety Rule. The Produce Safety team aims to help Kentucky producers minimize their risk of foodborne illness outbreaks on their farms. The program also handles Produce Safety Alliance grower training courses in conjunction with the University of Kentucky, conducts on-farm educational visits, provides technical assistance, and completes regulatory inspections.

For additional information, visit our website at: <https://www.kyagr.com/marketing/produce-safety.html>

Dr. Beth Johnson: Director of Regulatory Field Services, Office of State Veterinarian

Email: bethc.johnson@ky.gov

Office Phone: 502-782-5917

The Office of State Veterinarian protects the health and welfare of Kentucky livestock, poultry and agricultural industries. The office promotes an environment that enhances the economic and recreational opportunities and prosperity of Kentucky agriculture. For any questions concerning animal health permits or the sale of live animals at markets, please contact Dr. Johnson.

Pam McNabb: PBPT Diplomas

Email: pamela.mcnabb@ky.gov

Office Phone: 502-782-4118

Once your name is submitted to KDA after attending the PBPT class, Pam updates the database, processes and mails PBPT Diplomas. If you need a duplicate diploma, please email Pam.

Brett McQueary: Organic Program Manager

Email: Brett.McQueary@ky.gov

Office Phone: 502-782-4114

The Organic Program provides certification services to producers who wish to offer all types of certified organic products. For additional information, please refer to the Organic section in this manual.

Alisha Morris: Program Coordinator – Farm to Fork Program

Email: Alisha.morris@ky.gov

Office Phone: 502-782-4119

The Kentucky Proud Farm to Fork program partners with local organizations to increase awareness of Kentucky Proud foods and benefit a charity in their community. Under the program, participating organizations host dinners that serve dishes made with local foods to highlight local farms, farmers, producers, and Kentucky Proud products. Alisha can help with sourcing Kentucky Proud products for the events.

MacKenzie Preece: Program Coordinator in the Direct Farm Marketing Division

Email: mackenzie.preece@ky.gov

Office Phone: 502-782-4121

MacKenzie works very closely with the farmers' markets and the Community Supported Agriculture (CSA) programs. MacKenzie provides support and assistance for educational training, market development, research, planning and promotional activities for our active farmers' markets. MacKenzie is also over the farmers' market sampling program and issues certificates for anyone interested, offering a sample at an approved location with KDA.

MacKenzie is a valuable resource to provide guidance for potential markets, managers, vendors and for new and existing CSA members.

Alexis Smith: Director of Promotion and Development in the Office of Agricultural Marketing

Email: alexis.smith@ky.gov

Office Phone: 502-782-4117

Alexis oversees the Kentucky Proud program, the state's official marketing initiative for agricultural products. She administers strategic promotions, brand development, and statewide campaigns that connect Kentucky's farm families with consumers, retailers, and institutions, helping grow markets for local agriculture and strengthen Kentucky's food economy.

Sharon Spencer: Division Director, Direct Farm Marketing

Email: sharon.spencer@ky.gov

Office Phone: 502-782-4127

Direct Farm Marketing is all about connecting consumers to Kentucky agricultural producers. Through Farmers' Markets and Community Supported Agriculture (CSA), producers can maximize profits while offering consumers a direct path to procure the freshest local products.

Agritourism offers the opportunity to build relationships between the agricultural community and the local tourism industry by incorporating education and enjoyable activities on working farms or agribusiness operations. Sharon is here to assist existing markets as well as working with new groups.

Jonathan Van Balen: Kentucky Proud Promotional Grant Program Coordinator and Import/Export Advisor

Email: jonathan.vanbalen@ky.gov

Office Phone: 502-782-4132

Jonathan administers and oversees the Kentucky Proud Promotional Grant Program also known as the Point of Purchase or POP Grant. He can assist with application questions, review design proofs of proposed advertisements, marketing materials, and promotional items, and answer questions about the reimbursement process or any other questions you may have regarding the Promotional Grant Program.

Kentucky Department of Agriculture Contacts

If you would like more information about any of the above programs or have any questions, visit the Kentucky Department of Agriculture website at kyagr.com. You can also give us a call at (502) 573-0282.

ADDITIONAL KENTUCKY RESOURCES

KY Cabinet for Health and Family Services/Department for Public Health, Food Safety Branch

The KY Department for Public Health Food Safety Branch is a major partner with the KY Department of Agriculture in KY's farmers' market program. The Food Safety Branch is responsible for ensuring the safety and wholesomeness of all food products marketed in Kentucky and permitting home-based microprocessors and home-based processors.

For questions regarding the home-based microprocessor and home-based processor programs as well as permit status, please contact the Department for Public Health, Food Safety Branch in Frankfort at 502-564-7181. More information can also be found at <https://chfs.ky.gov/agencies/dph/dphps/fsb/Pages/default.aspx>.

Any questions regarding on-site food preparation should be directed to the local health department in your county or the county where the market is held. This includes questions about the requirements for temporary food vendors and mobile retail sales permits. A complete listing of local county health departments is located on this site: <https://www.chfs.ky.gov/agencies/dph/dafm/LHDInfo/HealthDepartmenthoursofopera>

[tion.pdf](#)

University of Kentucky, Martin-Gatton College of Agriculture Food and Environment, Cooperative Extension Service

The UK Martin-Gatton College of Agriculture, Food and Environment, Cooperative Extension Service maintains an office in each county in KY where one may obtain useful and valuable information on marketing and production. Local agents and specialists at the University of Kentucky can connect the public with the latest research. To locate a UK Extension Office in each Kentucky County, please visit:

<https://extension.ca.uky.edu/county>

University of Kentucky Martin-Gatton College of Agriculture Resources

Name	Email	Phone Number	Specialty Area(s)
Brent Arnoldussen	Brent.Arnoldussen@uky.edu	859-257-4721	Assistant Extension Professor, Fruit
Courtney Bartlett	Courtney.Bartlett@uky.edu	859-200-2926	Extension Associate, Third Party Food Safety Audits, Wholesale Readiness Support
Brandi Button-Johnson	brandi.buttonjohnson@uky.edu	270-670-6913	West Kentucky Value Chain Coordinator, UK Food Connection
Daniel Becker	Daniel.becker@uky.edu	859-562-1305	Fruit and Vegetable Extension Associate UKREC, Princeton
Ric Bessin	rbessin@uky.edu	859-257-7456	Extension Entomologist, Pesticide Education
Bryan Brady	bryan.brady@uky.edu	859-323-0417	Senior Extension Associate, Third Party Food Safety Audits, Wholesale Readiness Support
Kelly Bryant	Kelly.bryant@uky.edu		Extension Associate, Controlled Environment Agriculture
Gabriel Cassone	Gabe.Cassone@uky.edu	859-257-7270	Value Added Dairy, MarketReady, Center for Crop Diversification
Tad Campbell	mcampbel@uky.edu	859-257-5107	Pesticide Safety Education Program (PSEP)
Savannah Columbia	Savannah.columbia@uky.edu	859-218-4383	Small Farm Marketing & Economics, Center for Crop Diversification, MarketReady
Shari Dutton	sdutton@uky.edu	859-257-4209	Extension Associate, Beginning Farmers
Cindy Finneseth	cindy.finneseth@uky.edu	859-257-3320	Assistant Professor, Community Horticulture
Nicole Gauthier	ngauthier@uky.edu	859-218-0720	Extension Specialist for Plant Pathology (fruit, vegetables, ornamentals, and hemp)

Alan Harrison	alan.harrison@uky.edu	859-257-5887	Feed Program Director– pet treats
Bo Milburn	Bo.Milburn@uky.edu		Central Kentucky Value Chain Coordinator, UK Food Connection
Paul Priyesh	Paul.v@uky.edu	859-257-1546	Food Biosciences/Food Safety Specialist
Gregg Rentfrow	gkrent2@uky.edu	859-257-7550	Extension Meat Marketing Specialist and Extension Professor
Rachel Rudolph	Rachel.rudolph@uky.edu	859-257-3374	Extension Vegetable Specialist, Coordinator KY Fruit and Vegetable Conference
Arundathi Sharma	Arundathi.Sharma@uky.edu	859-257-8605	Extension Associate, Floriculture & Controlled Environment Horticulture
Alexis Sheffield	alexis.sheffield@uky.edu	859-257-5635	Co-Director, Center for Crop Diversification
Emily Spencer	Emilyspencer@uky.edu	859-218-5212	Center for Crop Diversification, Direct Marketing
Matthew Springer	mattspringer@uky.edu	859-257-7597	Extension Wildlife Specialist
Elayna Stirn	elayna.stirn@uky.edu	859-257-0599	Extension Associate, Fruit
Tara Vaughn	Tara.Watkins@uky.edu	859-257-0037	Extension Associate, Cut Flowers and Christmas Trees
Kandice Williams	fsic@uky.edu	859-218-4387	Food Systems Innovation Center (FSIC) Coordinator Nutritional Labeling Assistance
Patsy Wilson	patsy.wilson@uky.edu	859-257-1332	Extension Viticulture Specialist
Brett Wolff	Brett.wolff@uky.edu	859-218-4384	Co-Director, Center for Crop Diversification & KY SARE
Tim Woods	tim.woods@uky.edu	859-257-7270	Extension Marketing and Agribusiness Specialist
Shawn Wright	shawn.wright@uky.edu	859-218-9296	Small fruit, vegetables, hops, medicinal and ginseng crops
Qinglu Ying	qyi226@uky.edu	859-257-1737	Assistant Extension Professor, Controlled Environment Agriculture

The University of Kentucky Center for Crop Diversification

The CCD is a specialty crop cooperative extension outreach group at the University of Kentucky. The Center works with partners throughout the state and region to produce resources for specialty crop growers like:

- farmers' market and produce auction price reports



- more than 200 Crop and Market profile publications
- small- and large-scale crop enterprise budgets (2023 updates)
- produce food safety resources
- in-person and online production or marketing training
- monthly newsletter

Check out our award-winning marketing training Marketing for All. More information on all of this is available at www.uky.edu/ccd.

University of Kentucky – MarketReady Producer Training Program

What is MarketReady?

- MarketReady is a training program that helps growers and producers get ready to sell to bigger markets like restaurants, schools, grocery stores, and distributors.
- Buyers in these markets have different needs and expectations than direct-to-consumer shoppers. We help you understand those needs and succeed in larger markets.
- The training is based on what real buyers say they need from local food suppliers.
- It helps producers of fruits and vegetables, dairy, meat, value-added foods, and build a strong business plan.

What Does the MarketReady Training Cover?

- We go through key business topics step-by-step.
- We explain what different buyers—restaurants, schools, stores, and distributors—look for when purchasing products.
- We cover market development, managing risk, and building strong relationships with buyers.
- MarketReady gives you practical marketing skills to help grow your farm business.
- MarketReady also has additional learning opportunities, such as regional buyer tours and grower-buyer meetups.

Is MarketReady for Me?

- MarketReady is for any grower or producer interested in selling to larger-volume markets.
- It is for people just starting to explore these markets and for those already selling to larger-market buyers.
- The training is free, so all Kentucky producers can participate.

For more information, visit <https://marketready.uky.edu/> or email Savannah Columbia at savannah.columbia@uky.edu

Kentucky Center for Agriculture and Rural Development

The Kentucky Center for Agriculture and Rural Development is a nonprofit organization that provides technical assistance to Kentucky producers and agribusinesses with business planning, marketing, educational resources, and evaluation of new opportunities. It is funded in part by the Kentucky Agricultural Development Board and the US Department of Agriculture. In addition to its work with individual businesses and cooperatives, KCARD also works with several farmers' markets around the state to help them organize, address issues that may arise, and provide business and marketing plan assistance. KCARD also offers training for a market's board of directors to help them work more effectively, understanding the critical role that each person plays in the organization, and how good boards can lead to good markets for producers. For more information, check out www.kcard.info or call 859-550-3972.



Kentucky Farm Bureau Certified Farm Market Program

Kentucky Farm Bureau is a grassroots organization dedicated to serving our membership family and their communities. As the Voice of Agriculture, we identify problems, develop solutions, promote economic success, and enhance the quality of life for all. For over one hundred years, the Kentucky Farm Bureau has represented the interests of agricultural producers and rural communities. The Kentucky Farm Bureau Certified Farm Market Program was launched in 1996 to help farmers directly market to consumers across the Commonwealth.



The program proudly supports farm market operations that are committed to providing customers with locally grown quality products and services. Markets in our program include the following: greenhouses, landscape nurseries, fruit and vegetable markets, orchards, u-pick/u-cut, organic, grapes/wine, sorghum, maple syrup, Christmas trees, Kentucky meats and cheeses, and a variety of agritourism destinations.

Markets certified through this program have a reputation for meeting the highest standards of quality, freshness and market appeal. Look for the Certified Farm Market logo for our participating market members.

Benefits of being a member of the Certified Farm Market Program include credibility, advertisements, discounts, a member network, resources, visibility and advocacy on their behalf. Requirements to participate in the program include current Kentucky Farm Bureau membership; a permanent structure for the market; quality products at a fair price, a clean and safe market; support and promote the Certified Farm Market Program; prominently display our Certified Farm Market sign and promotional materials

in their market; be farm-oriented with locally grown products and/or agritourism activities; and sell a majority of items that are grown, produced or raised by the owner.

The program focuses on farm direct markets and does not include farmers' markets. Many of our Certified Farm Market members participate in farmers' markets as well as selling directly off the farm. For more information, contact Kentucky Farm Bureau Federation at (502) 495-5000 or visit their website at <http://www.kyfb.com/certified>.

Kentucky Office of the State Entomologist

The Kentucky Office of the State Entomologist requires that every resident nursery or dealer selling nursery stock in the state obtain a nursery license through the State Entomologist office (KRS Chapter 249). Information on how to obtain a nursery license or for additional information, please contact the State Entomologist office at 859-257-5838 or visit their website at <https://ose.uky.edu>. A Class A permit would be required for anyone selling trees (including fruit trees), shrubs, roses, perennial flowers or perennial herbs. Contact Joe Collins for information regarding permits or questions on products sold. Mr. Collins can be reached at 859-218-3341 or by email at joe.collins@uky.edu.

Kentucky State University Small Farms Program

Kentucky State University supports small farms across the Commonwealth through education, research, and hands-on assistance. The Cooperative Extension Program offers personalized guidance from agents and small farm or horticulture assistants who work directly with producers to enhance productivity and promote sustainable practices.

A cornerstone of the program is the **Third Thursday Thing**, a long-running and highly regarded series of free sustainable agriculture workshops. Held on the third Thursday of each month from January through November, these sessions cover topics such as small ruminants, aquaculture, horticulture, and organic production.

For the last 27 years, KSU has been the host for the KSU Small Farmers Conference. This conference brings together farmers, educators, researchers, and community partners to share practical knowledge and resources.

To learn more about the educational and learning workshops or to join their mailing list at KSU, please contact Savanna Frye at savanna.frye1@kysu.edu.

Kentucky State University's Center for Sustainability of Farms and Families also offers funding through the Small-Scale Farm Grant Program. For details, contact Joni Nelson, Manager of the Center, at 502-783-6814 or joni.nelson@kysu.edu. Grant information and application materials are available at www.kysu.edu/ssfg



United States Department of Agriculture, Rural Development

USDA offers a wide variety of loans, grants, and technical assistance to assist rural areas.

Visit the website at <https://www.rd.usda.gov/ky> for information and contact information.

Food Safety, Permits, and Sales

Although the sales and marketing of whole, fresh, uncut fruits and vegetables generally do not require a permit to operate, the sales and/or marketing of processed food products in Kentucky typically require some variation of a permit (or permits) to operate. When does a product become “processed?” Whenever you take a knife to a raw agricultural product, change its temperature and/or combine ingredients, it is a “processed” product. Packaged food products are also typically considered processed products.

Even though a product may be permissible or permitted by the state or local health department, the market may choose to not allow the sale of a particular product or products. In short, markets may make their own rules regarding what can and can't be sold at the market if the rules do not conflict with federal, state and local food safety rules.

You should always check with both your market and appropriate state/local food safety authorities before you plan to process and sell any of your products. Producers should be aware that processing a product, even minimally, increases the level of liability risk (and often food safety risk) undertaken by the producer.

It is important to remember that, depending on the circumstances surrounding a product's manufacturing, storage, and distribution, separate permits may be required for:

- The location where the food product is manufactured (permit to manufacture or process food).
- The physical location where processed food products are stored, if stored in a separate location from the manufacturing site (food storage warehouse permit)
- The location where customer sales occur (prepackaged retail market permit).

For these reasons, it is important that you make every effort to communicate your manufacturing and sales plans to state and local health department officials well in advance of actual manufacture and promotion of the food product.

Farmers' market vendors have four general options for offering processed products:

- Marketing of Home-based Processor Foods: refer to this specific section on the following pages.
- Marketing Home-based Microprocessor Foods: refer to this specific section on the following pages.

Marketing of Commercially Processed Foods that the farmer manufactures under a “commercial” food manufacturing permit. The KY Food Safety Branch has prepared a document to help potential manufacturers understand the regulations relating to food

manufacturing. "Commercial Food Manufacturing in Kentucky-A Starter Guide" brochure is available on the official KY Food Safety Branch website at <https://www.chfs.ky.gov/agencies/dph/dphps/fsb/fsdocs/manufacturingstarterguide.pdf>

For a listing of commercial kitchens to rent, please visit <https://www.chfs.ky.gov/agencies/dph/dphps/fsb/FSDocs/commkitchens2024.pdf>

Note that this option also requires a Pre-Packaged Retail Sales Permit from the local health department to sell at the farmers' market.

Marketing of Commercially Processed Foods that were manufactured by someone else. "Commercial" production by another entity is often referred to as "private label", "co-packer" or "third-party" manufacturing. There are companies that will process your product for you, using your supplied recipe and label, thus eliminating the need for you to buy lots of expensive equipment. Particularly with regards to "high risk" manufactured foods, third-party manufacturing can also eliminate the need for you to complete Better Process Control School training. Contact your processor early to give yourself time to adjust your recipe, work on your label, and straighten out other details. This option typically requires a Pre-Packaged Retail Sales Permit from the local health department to sell at the farmers' market.

Pre-packaged Retail Sales Permits

Depending upon the exact circumstances of the operation and the food items being marketed, vendors marketing pre-packaged food items at a farmers' market location, or their on-farm market may qualify for a "mobile retail sales" permit. Some local health departments also refer to this as a "prepackaged retail market" permit too. This permit is available from your local health department; it is accepted statewide and is issued on a yearly basis.

The following are some examples of when this permit is needed. If you are selling meat that has been processed at a USDA inspected facility either at a farmers' market or directly from your farm, you would need this permit. Another example is if you have your salsa processed and jarred by a co-packer, then this permit would be required to sell your product.

Farmers are bringing new and different products to the markets every season. The list that follows is not all-inclusive. It is intended to give some guidance on some more common products. If you have questions about a particular food, feel free to contact the Kentucky Department for Public Health, Food Safety Branch at 502-564-7181 and ask about requirements.

Informational charts

Developed by the University of Kentucky, these charts will provide an overview of the Home-based Processor and Home-based Microprocessor programs. On the pages following the chart are detailed sections for each program.

Kentucky Food Permits Flow Chart

KENTUCKY FOOD PERMITS FLOW CHART

Home-based Permit

Food Safety Branch

Processing (HBP)

No workshop or training required

Annual sales less than \$60,000/year

- Dried or freeze dried fruits and vegetables
- Fruit jams, jellies, and preserves (this does not include low-and/or no-sugar varieties and pepper jellies)
- Fruit butters
- Sweet sorghum syrup
- Maple syrup
- Bread
- Cookies
- Cakes
- Candy (no alcohol)
- fruit pies
- Pecan pies
- Dried herbs and spices
- Dried grains
- Nuts
- Granola
- Trail or snack mix
- Popcorn with or without added seasonings

Microprocessing (HBM)

Must complete workshop through University of Kentucky Cooperative Extension Service)

Annual sales less than \$60,000/year

- Acidified foods**
 - Canned tomatoes
 - Tomato juice
 - Pickled fruits and vegetables
 - Salsa
 - Barbecue sauce
 - Pepper or herb jellies
 - Flavored vinegars
 - Low or no-sugar jams and jellies

Low-acid canned foods

- Canned vegetables

Commercial Manufacturing Permit

Must be conducted in a commercial or certified kitchen (list available)

Food Safety Branch

- CBD, Hemo, and Delta-8 products
- HBP and HBM annual sales over \$60,000/year and wholesale
- Tinctures
- Wholesale sales

Local Health Department

- Catering
- Direct-to-consumer sales
- Food trucks
- Grocery stores (retail food establishment)
- HBP and HBM annual sales over \$60,000/year and direct-to-consumer sales
- Restaurants
- Temporary permits (fairs, festivals, farmers markets)

Cosmetics (lotion, lip balm, etc.)

- Cosmetic Manufacturing Permit- Food Safety Branch

Eggs

- No permit- Less than 60 dozen/week
- KDA Permit- More than 60 dozen/week

Extracts

- Commercial Manufacturing Permit
 - Local Health Department if direct-to-consumer sales
 - Food Safety Branch if wholesale

Honey (includes creamed honey)

- No permit- Less than 500 gallons/year
- Commercial Manufacturing Permit
 - Local Health Department if direct-to-consumer sales, infused or more than 500 gallons/year
 - Food Safety Branch if wholesale, infused, or more than 500 gallons/year

Hot Sauce

- Commercial Manufacturing Permit
 - Local Health Department if direct-to-consumer sales
 - Food Safety Branch if wholesale

Jerky and Tallow/Lard (from USDA-inspected meat)

- Commercial Manufacturing Permit
 - Local Health Department if direct-to-consumer sales
 - USDA if wholesale

Meat and Poultry Processing

- Commercial Manufacturing Permit
 - Food Safety Branch or USDA depending on species

Milk

- Commercial Manufacturing Permit- Milk Safety Branch

Nutrition Facts Panel

- University of Kentucky- Food Systems Innovation Center

Packaged Meat

- Mobile Retail Sales Permit- Local Health Department

Pet Treats and Animal Feed

- University of Kentucky- Division of Regulatory Services

Soaps and Detergents

- No Permit

Want to sell certified organic?

- Kentucky Department of Agriculture (KDA)

Washed and Ready-to-Eat Produce

- Register with Kentucky's Produce Safety Program- KDA
- Commercial Manufacturing Permit
 - Local Health Department if direct-to-consumer sales
 - Food Safety Branch if wholesale

Whole Fresh Produce

- Register with Kentucky's Produce Safety Program- KDA
- No permit- from farm, direct-to-consumers, or restaurants
- Sampling certificate for cooked and/or raw samples- KDA

Contact Information

Kentucky Food Safety Branch, 502-564-7181

Kentucky Milk Safety Branch, 502-564-3340

chfs.ky.gov/agencies/dph/dphps/msbl/Pages/default.aspx

KDA (Kentucky Department of Agriculture), 502-573-0282

<https://www.kyagr.com/>

Egg Marketing & Licensing, 502-782-9211

[kyagr.com/consumer/eggs-marketing-and-licensing.html](https://www.kyagr.com/consumer/eggs-marketing-and-licensing.html)

Organic, 502-782-4114 and 502-782-4112

<https://www.kyagr.com/marketing/organic-marketing.html>

Produce Safety Program, 502-782-7816

<https://www.kyagr.com/marketing/produce-safety.html>

USDA (United States Department of Agriculture) Food Safety

fsis.usda.gov/

University of Kentucky

Cooperative Extension Service, 859-257-1812

<https://fcs.mgcafe.uky.edu/areas-focus/nutrition-food-safety-quality-and-availability/homebased-processing-and-microprocessing>

Division of Regulatory Services, 859-257-2785

<https://bce.mgcafe.uky.edu/services/regulatory-services-feed-seed-fertilizer-and-milk-testing>

Food Systems Innovation Center (FSIC), 859-218-4387

<https://fsic.mgcafe.uky.edu/>

Kentucky Alcoholic Beverage Control (ABC), 502-564-4850

Home-Based Processors VS. Home-Based Microprocessors - Know the Difference

	PROCESSORS	MICROPROCESSORS
Kentucky resident	YES	YES
Grow an ingredient	NO	YES
Approved water source	NO	YES
Attend training	NO	YES – UK's HBM Workshop or Better Process Control School (BPCS)
Recipe Approval	NO	YES- \$5 per recipe
Sell from a KY Registered Farmers' Market	YES	YES
Sell from a KY Farm Bureau Certified Farm Market	YES	YES
Sell from their home/farm	YES	YES
Sell from fairs, festivals, and community events	YES	NO
Sell products online (pick-up or delivery only)	YES	NO
Sell products to restaurants and grocery stores	NO	NO
Sell products outside of Kentucky	NO	NO
Refrigerated products	NO	NO
Permit required	YES, annual registration \$50 to KY Food Safety Branch	YES, annual certification \$50 to KY Food Safety Branch

Home-based Microprocessor

On March 10, 2003, House Bill 391 was enacted allowing farmers who qualify to process, in their home kitchen, some value-added food products containing home grown horticulture ingredients. Products produced under this program may be marketed at the following three locations: farmers' markets listed with the Kentucky Department of Agriculture, Kentucky Farm Bureau Certified Farm Market or from the processor's farm. It is important to note that food produced under this program may not be marketed or sold outside these three restricted locations. Farmers or individuals who wish to process foods to sell or market to other locations, such as restaurants and grocery stores, will need to obtain a "commercial" food manufacturing permit from either the local health department or the Kentucky Food Safety Branch to operate.

To qualify, each product must contain a primary or predominant ingredient that has been grown, harvested, and processed by the farmer. Meat, poultry, dairy and/or egg products do not qualify as a primary or predominant ingredient.

Home-based Microprocessors are allowed to produce non-fruit (vegetable or herb) and sugarless jams/jellies in addition to acid foods, acidified food products, and low acid canned foods. This includes, but is not limited to, tomatoes, green beans, salsa, barbeque sauce, pickles, chutney and similar products. The farmer may not have an annual gross income of more than \$60,000 from the sale of the product.

You may process qualifying foods under the Home-based Microprocessor program from your home kitchen once certified by the Food Safety Branch. To become certified the farmer must:

<https://www.chfs.ky.gov/agencies/dph/dphps/fsb/FSDocs/permitflowchart.pdf>

- Have an approved water source.
- Successfully complete the Home-based Microprocessor Workshop offered by the University of Kentucky Cooperative Extension Service (or an FDA-approved Better Process Control School).
- \$50 for initial educational workshop
- \$10 renewal fee for every (3) years
- Have each recipe reviewed and approved by the University of Kentucky, at a cost of \$5.00 per recipe.
- Apply for and receive an annual certification through the Kentucky Department for Public Health – Food Safety Branch.
- \$50 fee for annual certification

Labeling Requirements for Home-Based Microprocessor

- The following information shall be included on the label of each food product:

- The common or usual name of the food product.
- The name and address of the Home-based Microprocessor operation, including the street address, city, state, and zip code.
- The ingredients of the food product. Ingredients shall be listed in descending order of predominance by weight.
- The net weight or volume of the food product by standard measure or numerical count.
- The following statement in 10-point type: "This product is home-produced and processed."
- The date the product was processed.
- Allergen identification for ingredients that contain any of the Major Food Allergens known as The Big 9 Allergens: milk, eggs, wheat, soybean (soy), peanuts, tree nuts, fish, shellfish and sesame.

Example of Home-based Microprocessor Label Requirements



Home-based Microprocessor labels are required to be attached to the approved recipe for each product and included with your application. For labeling questions, contact the Food Safety Branch at 502-564-7181 or food.safety@ky.gov Attn: Labeling

Water Source

Water source approval is also a prerequisite for Home-based Microprocessors. If you are connected to a municipal water source, you will need to include a copy of your water bill in your application packet. If your kitchen is not connected to public water, it will be necessary to submit verification of water source approval from the Kentucky Division of Water (DOW) with your application. Typically, DOW requires that samples

from private water sources be analyzed for Secondary Contaminants (15 parameters), Nitrates, and Nitrites. This analysis must be conducted by a Certified Lab. Usually a chlorinator and retention tank are required for approval of the source.

Verification of water source approval must include: (1) DOW Plan Approval letter, and (2) a certification letter, which attests that facilities have been installed to DOW specifications. The Drinking Water Branch can assist you with this at 502-564-3410. For additional information for Home-based Microprocessor Program, please visit <https://eec.ky.gov/environmental-protection/water/drinking/pages/homebased-microprocessors.aspx>

Home-based Processor

On March 27th, 2019, House Bill 468 was enacted allowing Kentucky residents to process in their home kitchen some non-potentially hazardous foods, including but not limited to dried herbs, spices, nuts, candy, dried grains, whole fruit and vegetables, mixed-greens, jams, jellies, sweet sorghum syrup, preserves, fruit butter, bread, fruit pies, cakes, or cookies. Home-based processors are also allowed to produce dried or freeze-dried whole fruits or vegetables, candy (that does not contain alcohol and no bare hand contact), maple syrup, pecan pies, granola that may be made with dried grains, trail or snack mix that may be made with dried fruit, nuts, or seeds and popcorn (plain or with added seasoning). Because of special processing concerns, low-sugar, non-sugar (sugarless) or vegetable jams and jellies (for example, hot pepper or garlic jelly) are NOT allowed at this level.

Home-based Processors do not have to grow any ingredients in their products. Home-based Processors must register each year with Kentucky Department for Public Health – Food Safety Branch. The registration period runs from April 1 through March 31 every year. There is a \$50 registration fee. Additional information and application forms are available from the Food Safety Branch, 502-564-7181.

Home-based processed food items may be sold directly to consumers within this state, including from the home-based processor's home by pick-up or delivery in person by the processor, at a market, a farm market, and community event or online. All home-based processor items can be sold on-line but delivery is required in person from the processor. No home-based processor items may be shipped to customers. Home-based Processors may not sell products to restaurants, grocery stores, convenience stores or other retail shops. Home-based processors may not have an annual gross income of more than \$60,000 from the sale of the product.

Labeling Requirements for Home-based Processors

- The following information shall be included on the label of each food product:
- The common or usual name of the food product.
- The name and address of the home-based processing operation, including the street address, city, state, and zip code.
- The ingredients of the food product. Ingredients shall be listed in descending

order of predominance by weight.

- The net weight or volume of the food product by standard measure or numerical count.
- The following statement in 10-point type: "This product is home-produced and processed."
- The date the product was processed.
- Allergen identification for all ingredients that contain any of the Major Food Allergens known as The Big 9 Allergens: milk, eggs, wheat, soybean (soy), peanuts, tree nuts, fish, shellfish and sesame.

Example of Home-based Processor Label Requirements



The following foods are prohibited from both the Home-based Processor and Home-based Microprocessor categories:

- Baby foods (pureed)
- Cheesecake
- Crème-filled pies
- Crème, custard and meringue pastries
- Custard
- Custard pies
- Extracts
- Foods containing meat and poultry
- Foods requiring refrigeration
- Foods vacuum packaged in containers other than mason type jars
- Garlic-in-oil mixtures
- Kimchi
- Kombucha
- Pies with meringue
- Processed juices (excluding tomato)
- Raw seed sprouts
- Vinegar based hot sauce and fermented hot sauce
- Other foods as designated by the

Food Safety Branch or the UK

This chart is provided for your quick reference. It is NOT intended to be the final say on what is allowed or not allowed. The KY Food Safety Branch has final authority on allowed products.

Commodity - Specific Processing Options				
Product	Home-based Processor	Home-based Microprocessor	Commercial Manufacturer	No Permit Required
Baked Goods	✓		✓	
Beans, canned		✓	✓	
Beans, dried	✓		✓	
Beans, snapped				✓
Candy, (including freeze dried)	✓		✓	
Corn, canned		✓	✓	
Corn, milled	✓		✓	
Corn, shucked				✓
Fudge	✓		✓	
Fruit, canned			✓	
Fruit, dehydrated or freeze dried	✓		✓	
Fruit, fried pies	✓		✓	
Fruit, frozen			✓	
Fruit, whole				✓
Grains, milled	✓		✓	
Granola	✓		✓	
Greens, Micro				✓
Greens, mixed	✓		✓	
Greens, whole				✓
Herbs, dried or blended	✓		✓	
Herbs, fresh				✓
Jams/Jellies, fruit	✓		✓	
Jams/Jellies, herb or veggie		✓	✓	
Jams/Jellies, no/low sugar		✓	✓	
Mushrooms (cultivated), dried/powdered	✓		✓	
Mushrooms (cultivated), fresh				✓
Pies, fruit	✓		✓	
Pies, pecan	✓		✓	
Popcorn, whole kernel	✓		✓	
Popcorn, popped	✓		✓	
Relish		✓	✓	
Salsa		✓	✓	
Sauces (BBQ and Hot)		✓	✓	
Sorghum	✓		✓	
Sprouts			✓	
Syrup, maple	✓		✓	
Tea, dry herb mix			✓	
Tomatoes, canned		✓	✓	
Tomatoes, dried	✓		✓	
Tomatoes, juice		✓	✓	
Trail Mix	✓		✓	
Vegetables, canned		✓	✓	
Vegetables, dehydrated or freeze dried	✓		✓	
Vegetables, frozen			✓	
Vegetables, whole				✓

Products manufactured commercially may only be sold with an additional Mobile Retail Sales permit from the Local Health Department. Home-based products DO NOT require this additional permit.

Only cultivated mushrooms of recognized safe species may be marketed. Foraged mushrooms that have been gathered in the wild may not be sold in any form.

Candy cannot contain alcohol or be made using bare hands.

Product Specific Requirements

Cheese and Beer Cheese

The Home-based Processor/Microprocessor rules do not apply to dairy products such as cheese and beer cheese. Consequently, all dairy products offered at a farmers' market must be manufactured under a "commercial" permit. Please contact the local health department or the Kentucky Food Safety Branch at 502-564-7181, for information regarding the manufacture and labeling of beer cheese and other cheese spreads such as pimento cheese and flavored cream cheese spreads. Depending on the cheese product, there may be special labeling requirements before the product can be sold. You are advised to contact Kentucky's Milk Safety Branch 502-564-3340, for more information regarding the manufacture of cheese and other dairy products that are intended to be marketed to the public at farmers' markets and other locations.

Eggs

Farmers may sell up to 60 dozen eggs per week directly to consumers without a license. Eggs shall be kept refrigerated at a temperature of 45 degrees Fahrenheit during transport and storage.

If you are selling in ways other than directly to the consumer (i.e., retail store, restaurant, bakery or another distributor), you are required to have a wholesale license. The application for a wholesale license is available on our website at <https://www.kyagr.com/consumer/eggs-marketing-and-licensing.html>. On the home page click on Forms and then on Egg Marketing Program then click application for Wholesale Egg Handler License. To apply you will need to download, print and fill out the application, the fee will depend on how many eggs you sell per week; please see the fee schedule to determine the fee you need to mail in with the application.

If you are a farmers' market that sells eggs on behalf of the farmer/producer, you are required to have the Retail License to Handle Eggs. It is also available on our website at <https://www.kyagr.com/consumer/eggs-marketing-and-licensing.html> and click Forms, download, print, fill out and mail the retail application in with a \$20 fee. If you do not have access to the internet, you may contact the Kentucky Department of Agriculture, Egg Marketing Program at (502) 782-9211. For additional information and regulations, refer to the section on Eggs in this manual.

Greens (Leafy Greens, Salad Mix)

These items are allowed if they are sold in an open bag or vented clam shell and are labeled "wash before eating."

Greens (Microgreens)

Microgreens are considered a raw agricultural product. As a Raw Agricultural Product, when harvesting microgreens, the initial cut (where you serve the product from its root system) is allowed without a permit. The product may be washed in potable water, dried and stored in an open box, or open bag. The product should be marked "wash before use". If the product is manipulated more (chopped or diced), then a food manufacturing permit would be required. Because no permit is necessary to sell raw agricultural products, labeling may be limited to the product name, and we strongly recommend you include the farm location where it was harvested from.

If you are growing microgreens in flats and in a greenhouse, then many factors that could lead to possible product contamination are controlled. The FDA is concerned about the following factors regarding produce:

- Water quality- potable water use
- Biological Soil Amendments (raw manure vs compost, etc.)
- Exclusion of wild and domesticated animals
- Worker health and hygiene
- Equipment, tools and buildings

For post-harvest questions, please contact the Food Safety Branch at (502) 564-7181.

Ice Cream

The Home-based Processor and Home-based Microprocessor rules do not apply to dairy products, such as ice cream. Consequently, all dairy products offered at a farmers' market must be manufactured under a "commercial" permit. You are advised to contact Kentucky's Milk Safety Branch (502-564-3340) for more information regarding the manufacture of ice cream and other dairy products that are intended to be marketed to the public at farmers' markets and other locations.

You may purchase "commercially" manufactured ice cream for resale at a farmers' market. The marketing of these products will require proper frozen storage at the market. This can be provided by a cooler with adequate provision for drainage. However, a powered freezer unit is recommended for adequate storage of this product. The vendor will need to contact the local health department about obtaining a retail sales permit to sell this product at the market.

Jerky

The processing of jerky (and other meat products) cannot be conducted under the Home-based Processor or Home-based Microprocessor rules. All jerky products must be processed in an approved “commercial” kitchen or under USDA inspection.

If your plans are to sell wholesale (to other retailers such as convenience stores or supermarkets) or to distribute your products out-of-state via Internet or through a shipping company such as United Parcel Service, the USDA would be the lead agency in assisting you with your plans as well as conducting inspections and permitting the operation. See the section on meat sales in this manual.

In the event your plans involve the manufacture of jerky from USDA-inspected meat and exclusive direct-to-consumer (retail) sales at a farmers’ market, a Retail Food Store Processing permit would be required at the point of manufacture. The local health department in the county where the product is processed would issue this permit. As for all commercially prepared items, a prepackaged retail market permit is required to sell jerky at a farmers’ market. This permit can be obtained through the local health department. As a reminder, the jerky must be made from USDA-inspected and approved meat.

Melons, Cut

Fruits and vegetables that are cut onsite at a farmers’ market and are offered in an uncooked, ready-to-eat form can pose several food safety concerns. For instance, harmful pathogens found in the soil where these items are grown can be introduced into the “meat” of the product at the time the product is cut. Since the product is not cooked, there is no “kill step” to rid the product of these pathogens. Washing these products under potable, pressurized water is the key to reducing the numbers of harmful pathogens that may be present. Pathogen removal by washing is particularly difficult for some fruits and vegetables containing rough surfaces, such as cantaloupes with netted rinds. This concern is compounded by the general lack of water under pressure at many temporary farmers’ market sites across the state. Because of these concerns, producers are generally restricted from selling melons cut on-site at a farmers’ market unless they have obtained a “farmers’ market temporary food service establishment” permit to operate.

Another option to consider is to market melons that are thoroughly washed and cut in a “commercially” permitted kitchen and sold under refrigeration. This option would require a commercial food manufacturing permit from either the local health department if sales are direct to the end consumer, or the Food Safety Branch if sales are wholesale.

Sandwiches/Prepared Meals

Please refer to the section in this manual on “Cooking and Preparing Food at the Farmers’ Market”

Seafood (Including Prawn)

Seafood, such as fish or prawn, cannot be home-processed. All processed seafood

products such as fish fillets, steaks and prawn tails must be processed in an approved, state-inspected “commercial” facility or kitchen. The Mobile Processing Unit for Small Livestock Species (MPU), operated by Kentucky State University in partnership with Partners for Family Farms, the Kentucky Department of Agriculture and the Kentucky Department for Public Health — Food Safety Branch, may be an option for some entities to comply with the “approved source” requirements for seafood processors. For more information about this unit, contact Steve Skelton of the Kentucky State University (KSU) Research Farm at (502) 597-7501.

In short, the processing of seafood, including fish and prawn, cannot be conducted under either Homebased Processor or Homebased Microprocessor rules. Additionally, the sales or marketing of processed seafood products at farmers' markets will require a mobile retail sales permit, obtained through the local health department.

Sprouts

Sprouts (such as alfalfa and bean) have been implicated in several foodborne outbreaks in recent years, including Salmonellosis and E. coli O157:H7. Kentucky's Home-based Processor and Home-based Microprocessor rules do not recognize sprouts as an “approved” food for production in the home. Therefore, the production, sales and marketing of seed sprouts will require a “commercial” permit to operate. For more information contact the Kentucky Food Safety Branch at (502) 564-7181.

Additional Comments

The above list is intended to serve as general guidance regarding the rules/regulations for manufactured food sales at farmers' markets. The above guidelines are not intended to replace official laws and regulations which govern the manufacture and sales of the above-noted products. Consequently, there may be instances when a particular product or specific method or manufacturing process cannot be approved.

Additionally, the manufacture and marketing of food products at a farmers' market or other location is not approved until the manufacturer and/or vendor obtains all necessary permits and inspections relative to the product being manufactured and marketed.

Remember, all food sold or marketed at a farmers' market must be from an approved source. For this reason, prior to the manufacture and marketing of these products, all prospective vendors are advised to contact pertinent federal, state or local health department personnel to obtain all required permits, registrations and certifications. Market managers or market boards should also be consulted prior to the marketing of processed food products at a farmers' market to make sure the product is allowed to be sold at the market.

Small Producer's Guidelines for Handling and Selling Eggs

Eggs are listed on the hazardous food list by the United States Food and Drug Administration. You should exercise caution when handling and/or selling eggs that you

produce. Regardless of operational size, careful egg handling and proper sanitation are essential. The purpose of proper cleaning of eggs is to remove bacteria, which might otherwise enter through the shell, multiply in the egg and result in sour or rotten eggs. The egg is obviously a balanced source of nutrients for the growth of many organisms. Thus, a cleaning procedure must be adopted to remove, destroy or inhibit growth of a wide range of bacteria.

Another reason that eggs are cleaned or washed is the value or price per dozen is higher for clean eggs than for dirty eggs. When eggs are laid, very few bacteria are present on the eggshells and essentially none inside the eggs. After the eggs have been laid, they enter an environment full of bacteria, from wire cages, body or hen's feet, gathering equipment, hands of a worker or air. Although many types of microorganisms are present on the shell, some have no economic or health significance while others, especially pseudomonas, are instrumental in egg spoilage resulting in rotten eggs.

With all these microorganisms present, it is incredible that more eggs do not spoil, especially when held for several weeks before consumption. The egg, however, has an amazing number of built-in antimicrobial agents that were probably designed to protect the developing embryo. These are both physical and chemical. These mechanisms will protect most eggs; however, when too many microorganisms are present, or when the eggs are improperly handled, the bacteria enter the eggs and may multiply rapidly. To assist you in safeguarding potential retail consumers and your family, we have provided the following guidelines that should be followed to help prevent illness.

- Do not come into contact with eggs if you have a communicable illness.
- Wear clean clothing.
- Practice correct hygiene.
- Do not smoke in the processing area because eggs may absorb these odors.
- Wash your hands at least every 2 hours, or as needed to maintain cleanliness, if you candle or handle eggs.
- Gather eggs frequently and wash them as soon as possible after collection. Remove badly soiled and cracked eggs before they are washed and before they are candled. Eggs should be candled after they are washed.
- Eggs should be below 90°F before washing as they can contract wash water. The suggested wash water temperatures are between 110°F and 120°F. Never let the temperature fall below 110°F. Never use water to wash eggs that is more than 50°F above the temperature of the egg as this will cause excess breakage. Change wash water every 4 hours, or more often if necessary.
- Use only potable water having an iron content of not more than 2 ppm to prevent the growth of bacteria.
- Use a good quality detergent, but do not use household detergents — they may cause discoloration and/or undesirable flavors in the eggs.

- Eggs should not be immersed longer than is necessary to clean them. Because egg contents are damaged by prolonged exposure to high water temperatures, a timing device should be used to avoid leaving eggs for more than 3 minutes. No more than two to five baskets of eggs should be washed before replacing the solution.
- Rinse eggs with water at 20°F warmer than the detergent solution. It is suggested that the eggs should be dipped in a sanitizer solution containing 200 ppm chlorine 20°F warmer than the detergent solution.
- Never expose the eggs to temperatures greater than 128°F during the cleaning process.
- Never put wet eggs into cartons or boxes because the wet eggs can pick up bacteria very easily.
- Gather eggs frequently.
- Clean, dry, candle, package, and refrigerate immediately upon gathering.
- If you are offering your eggs for sale at a farmers' market and you choose to use a chest type cooler that is maintained with wet ice, there must be a divider between the eggs and the area that holds the ice. The space between the ice and the eggs should be a minimum of three inches. At no time should the eggs/egg cartons that are kept in chest coolers come into contact with the ice or water from the melted ice. This exposes the eggs to bacteria, rendering them inedible. The space allowance between the eggs and the ice should also prevent eggs from freezing.
- Clean and sanitize all equipment each time it is used to prevent the build-up of bacteria and calcium deposits.
- If your eggs are being sold, egg cartons used for packaging the eggs must be blank cartons with the nutritional labeling, refrigeration requirements, and safe handling requirements on the cartons. You may not use cartons or cases which are labeled by other businesses, and the cartons may not be re-used. All cartons or cases are subject to the packaging and labeling requirements as specified in KRS 260.630. If you sell your eggs at the retail or wholesale level, you must license per KRS 260.600.
- If you sell more than 60 dozen eggs weekly, you must purchase a retail license. If you sell your eggs to a retail store to be resold or to a distributor that will further distribute them, you must have a distributor's license.

For additional information on Selling Eggs at a Farmers' Market, please visit the University of Kentucky's informational publication ASC-218: Proper Handling and Transportation of Eggs for Sale at Kentucky Farmers Markets

If you need further information or have questions, please contact the Division of Regulations and Inspection, Egg Regulations office with the Kentucky Department of Agriculture at 502-782-9211.

Selling Honey

Regulations for selling honey at Kentucky farmers' markets are the same as for selling honey anywhere in the state. People selling less than 500 gallons of pure and unadulterated honey in a year that he or she produced in KY are not required to process the honey in a certified honey house or food processing establishment, nor required to obtain a permit. Most beekeepers in KY are smaller producers and fall under this exemption. However, legal labels are required on all containers of honey that are sold (see below).



If the beekeeper sells 500 gallons or more of honey per year, this honey must be processed in an inspected and permitted food processing facility. Regulations and permits that cover this type of facility are administered by the Kentucky Department for Public Health, Food Safety Branch. Beekeepers needing information on certification of food processing facilities should contact the Food Safety Branch in Frankfort at (502) 564-7181.

Sampling is a great way to market your products because customers get to taste them before they buy. To sample your products, please see the section in this manual for Food Sampling, Guidelines and Procedures and visit the KDA website at <https://www.kyagr.com/marketing/farmers-market.html> for a sampling application and instructions. The only requirement for sampling honey would be to submit a completed application and answer all questions correctly. Once the application is approved, a "Cooked/Processed" Sampling Certificate will be issued.

Legal honey labels

Because honey is a single-ingredient product, and because most honey containers are not of unusual shape or size, the requirements for honey labels are relatively simple. Here is an outline of the regulations.

Identification of the product

- HONEY
- If a flavoring is added to the honey, the flavoring ingredient must be identified on the label. For example, if creamed honey has cinnamon blended into it, that flavor MUST be on the label; otherwise, the beekeeper is in violation of federal FDA laws.
- If any ingredients are added to the honey, then the use of a commercial kitchen with a food establishment permit is necessary. For details on food manufacturing permitting, contact an Area Food Manufacturing Inspector:
<https://www.chfs.ky.gov/agencies/dph/dphps/fsb/FSDocs/Kentucky%20County%20Map%20Food%20Mftg%20Rev%20June%202025.pdf>

Quantity of Contents

- Because honey is heavier than water, labels need to list weight in ounces and grams, not pounds and volume. One exception: You may state pounds if over 16 ounces.
- A one-pound honey jar label should state "Net Wt. 16 oz (454-g)" or "Net Wt. 1 lb. (454-g)."
- A two-pound jar should say "Net Wt. 32 oz (908-g)" or "Net Wt. 2 lb. (908-g)."
- A one-pint jar should say "Net Wt. 22 oz (624-g)" or "Net Wt. 1.38 lbs. (624-g)."
- A one-quart jar should say "Net Wt. 44 oz (1.2 kg)" or "Net Wt. 2.75 lb. (1.2-kg)."

Name of manufacturer, packer, or distributor

This is your name or your company if you use a company name (example: "Cumberland River Honey Farm"). From a marketing standpoint, it is also good business to always put your name on the label. If you're selling a local product, people may know your name, but not your company's name.

Address of manufacturer, packer, or distributor

You must list your address, including street address, city, state, and zip code. However, if your name (or company name) is listed in the local telephone directory, the street address may be omitted. However, the city, state and zip code must still be listed on the label. From a marketing standpoint, it's a good idea to give your address and phone number. If someone eats some of your honey at one of your customers' homes (and likes it!), it is in your best interest to make it obvious that it's YOUR honey, and to make it easy for he/she to contact you to purchase some.

Please reconsider using the terms "raw," "natural," and "pure" on honey labels. These terms are considered misleading. Instead, consider using adjectives that give the consumer information about the season and if you have had the honey analyzed, information about the type of honey varietal (example, clover honey). Please note the honey must contain at least 46% of one floral pollen to be able to have a Monofloral honey label.

The beekeeper should be able to provide documentation on their product. Please remember the following:

- To convert ounces to grams multiply by 28.4 and round down to a whole number in grams. To convert pounds to grams, multiply by 454.
- Don't make health claims on a food label. Health claims are subject to special nutritional labeling.
- All labeling must be truthful and accurate. Food standards must not be violated.
- Infant botulism spores can be acquired in two ways: through soil or honey. Kentucky is still an agrarian state, and infants have a chance to get spores through either of these two points of contact. Although a product liability label is

not required, beekeepers are strongly encouraged to have a product liability sticker on their honey products, reminding customers, "do not feed honey to infants less than one year old."

Label Review

Labels are to be reviewed by the KY Department for Public Health, Food Safety Branch. To contact the Food Labeling Compliance Specialist with any questions, please send an e-mail to food.safety@ky.gov and write "attention labeling" in the subject line.

Format your labels as a PDF (preferred) Word document or image file and send as an email attachment directly to: food.safety@ky.gov. Please use subject line "Attention: Labeling".

If mailing the labels, use the following address:

Food Labeling Compliance Specialist
KY DPH Food Safety Branch
275 East Main Street, Mail Stop: HS1E-A
Frankfort, KY 40621

Meat Sales

All meat and poultry being marketed to the public must be obtained from an approved source. This means that all amenable meat products such as beef, pork, goat, lamb, poultry and catfish must be produced and packaged in an establishment under the federal (USDA) inspection program. Packaged meat products must:

- 1) be protected from contamination through proper packaging,
 - 2) be stored frozen or under proper refrigeration (41°F or below).
- Additionally, meat and poultry products shall carry safe handling information on the package. Anyone engaged in the sale, processing, transportation of meat or poultry MUST maintain records which include purchasing, sales receipts, etc. Records may be requested and viewed by USDA at any time.

Home-processed or custom-processed meat and poultry, including wild game, may not be marketed or sold at farmers' markets.

Custom Exempt meat or poultry can never be sold in commerce.

In general, the United States Department of Agriculture (USDA) has jurisdiction over red meat and poultry items. USDA inspection requirements, exemptions, and areas of jurisdiction are often complex. For this reason, producers should first consult with the Kentucky Food Safety Branch prior to any processing. Cuts of meat (including beef, pork, goat, lamb, etc.) and poultry (including turkey, chicken, duck, etc.) from species

which are considered “amenable” by USDA must be processed in a USDA inspected facility and bear the mark of USDA inspection. Although USDA has some exemptions for small poultry processors who raise, slaughter, and sell their own poultry product, the Kentucky Food Safety Branch still requires USDA poultry exempt processors to comply with state requirements as well as federal if these products are intended to be marketed to restaurants, grocery stores, or at farmers' markets. Please see the following link if looking for a listing of USDA inspected processing plants in Kentucky.

www.fsis.usda.gov/inspection/establishments/meat-poultry-and-egg-product-inspection-directory

Other animal species, such as rabbits or quail, are considered non-amenable and fall under the FDA jurisdiction unless processed under the USDA Voluntary Inspection. A vendor who wishes to process and market cuts from non-amenable species must ensure that: (1) the products were processed under USDA voluntary inspection protocols and bear the mark of USDA inspection; or (2) the products were processed in a permitted, state-inspected and approved facility. Vendors who market product under option number two (2) above shall carry to the farmers' market invoices and a copy of the processing facility's state permit — and be ready to provide this information upon request.

Kentucky State University built the Mobile Processing Unit (MPU) with the intention of providing market access to all small farmers in Kentucky while also ensuring that all consumers received a safe product. The Mobile Processing Unit can be used to process rabbits, quail and all types of poultry (except waterfowl), aquaculture species prawn, paddlefish, caviar and all finfish with proper documentation.

Prior to the operation of the MPU, the small farmers who wish to use the MPU must successfully complete MPU training. Once they complete MPU training, Kentucky State University will recognize those small farmers as “Facility Managers.”

Facility Managers who wish to use the MPU must contact Kentucky State University's MPU Coordinator to schedule a time to reserve the MPU. Facility Managers may contact the MPU Coordinator Steven Skelton by Phone (502) 597-6103 or by email: Steven.Skelton@kysu.edu

To reserve that scheduled time, the Facility Manager must then mail a refundable deposit of \$75.00 in the form of a check or money order made payable to Kentucky State University and mail to:

Kentucky State University
Harold R. Benson Research and Demonstration Farm
1525 Mills Lane
Frankfort, Kentucky 40601

The MPU Coordinator must receive this refundable deposit before the scheduled time.

After arriving at the scheduled time, the Facility Manager will need to do the following things:

1. Present proof of National Poultry Improvement Program (NPIP) Certification.
2. Execute a User Agreement.
3. Execute a Waiver and Release
4. Pay all required processing fees (less the refundable deposit) set forth on the MPU Fee Schedule.

If the Facility Manager must cancel the reservation process, the Facility Manager must do so within 24 hours of the scheduled time to receive a full refund of the deposit.

Inspectional jurisdiction over seafood, including fish and prawn, is retained by the Food and Drug Administration (FDA) and the agency's state counterpart, in this case the Kentucky Food Safety Branch. However, catfish (*Siluriformes*) must be processed under USDA-FSIS and must be processed under USDA inspection. All processed seafood marketed at farmers' markets must come from a permitted, state-inspected and approved facility. Vendors shall carry to the farmers' market pertinent documentation which can be used to verify that the product was obtained from an approved source. As addressed above, such documentation includes invoices as well as a copy of the processing facility's state permit.

Vendors selling meat, poultry, seafood and other commercially packaged processed foods should contact their local health department with regard to obtaining a mobile, prepackaged retail sales permit. The yearly permit is \$60 and allows you to sell other commercially processed products as well as meat and poultry. The permit is issued on an annual basis and expires on December 31.

Until you are ready to transport your meat and poultry products to the market, they must be stored in an approved manner, at safe refrigerated or frozen storage temperatures. If products are stored at home, they must be stored in a dedicated refrigerator or freezer, separate from personal use foods. Products must be stored at 0°F, if frozen, or 41°F (or colder) if refrigerated. The product must be transported and maintained at these temperatures at the market. This can be accomplished by either a freezer or an ice chest/cooler. All units holding frozen or refrigerated products should contain a calibrated thermometer to always monitor the temperature of the product.

While a freezer is generally preferred, a heavy-duty ice chest/cooler may also be used provided sufficient ice is available to maintain safe product temperatures. Styrofoam coolers are not approved. If you use an ice chest, the meat should not be stored in direct contact with the ice. You will also need to have provisions for melted ice to drain away from the product. The meat should NEVER be sitting or floating in ice water. Additionally, vendors should ensure that juices from one species (i.e., chicken) do not drip onto and contaminate another species (beef). Storing products in dedicated species-specific coolers or freezers is typically required to reduce the risk of cross-contamination from one species to another.



Selling at the market requires you to have a tent, large umbrella or covered trailer to protect your product from weather conditions. At all times, the product should be protected from human and environmental contamination, including insects and dust. Most activities involving the handling of meat and poultry, including packaged products, can cause your hands to become soiled. Consequently, the health department will typically require that each vendor provide a suitable portable hand-washing station. A simple, health department-approved set up could consist of an elevated 5-gallon container of potable water that is equipped with a turn-spout dispenser or drain, with a catch bucket placed below the container. Liquid soap and disposable towels should also be provided at the hand-washing station.

Risk

All producers should consider the added risk of selling retail. The potential for loss could be great. Consult your insurance professional to discuss product liability insurance. You may also consider legally organizing the meat sales part of your farm business separately to protect your farm.

Displays and Marketing Tips

Meat is hard to display while maintaining correct temperature and storage requirements. Customers are accustomed to looking through meat packages to choose the one with the right marbling, size, thickness, etc. that they want. Good displays of most products at a farmers' market start with techniques that let the customer see and choose their selections. Meat in a freezer doesn't allow for such merchandizing. Therefore, you must give your customers something else to draw them to your booth and select your product.

People love purchasing meat at their local farmers' market because it's fresher than going to the grocery store, and they get to feel good about supporting small farmers who care for their animals. Come prepared to talk about what life is like on the farm

and engage customers with photos of your animals. Describe your product to the customer. Tell them how thick the steaks are cut, describe the marbling, etc. Tell them why your product is different. If it is raised by your family on a nearby farm, tell them. If your product is grass fed, pasture raised, organic, etc., tell them, but also tell them why it is important to you and why it is important to them.

Make sure to clearly display prices. If your chicken is \$3 per pound and most chickens weigh between 4-5 pounds, explain this. If ground beef is packaged in 2-pound packs, make this clear.

Customers like to have new ways of cooking and recipes are a great selling tool. Give a customer the answer to what they are cooking for dinner that night and they will be a steady customer. Offer "goes with" ideas as well to complete the meal. Feature seasonal fruits and vegetables as your "goes with" suggestions. Ask your fellow market members what recipes they have and use those. Cooperatively sell the makings for an entire meal with fellow vendors. For example,

Many folks don't know how to cut up a chicken. If you are selling whole chickens, you should get a printed guide on how to do this and pass out copies. Another angle is to supply recipes for roasting or grilling whole chickens.

Make sure you have the meat arranged in the ice chest or freezer to facilitate getting to a certain cut to limit the time you spend in the container. This will help you maintain the correct temperature. You may want to consider keeping a thermometer in your cooler to monitor your temperatures. Vacuum packed products will get air leaks in the package if pushed around too often. Also, it is nice to reach in and get a couple of packages for the customer to choose between.

Always carry business cards and a personalized price list with you to the market. The customer may not be interested on that day but giving them a list of products and pricing personalized to your farm operation may result in future sales. Always make sure to list your contact information, website or Facebook page.

Cuts

Some producers report that only their higher end cuts sell. Some report success from offering package deals on their product that include the cuts that are slow sellers.

Price

There are essentially two types of farmers' markets. There are price markets and specialty markets. At a price market, usually in smaller towns and rural areas away from urban areas, meat sales at a profit will be difficult. Customers are looking for a bargain. This type of market typically sets their prices to beat a large retailer in their area. Except for a few customers, most will not spend more than what they can get the meat for at the local grocery store. If you can produce for this price and make a decent profit, then it may be a good market for you. Customers at these markets may still want to buy a quarter, half, or whole beef share if they perceive this as cost savings.

The other markets, the specialty markets, bring higher prices. They are usually in larger

urban areas or communities that surround urban areas where customers are seeking a certain quality of product. In these markets a producer will get higher prices for higher quality or niche products. They are usually the markets where there will be the most competition as well.

Though these generalizations do not hold true in every market, it is worthwhile for a producer to investigate the strength of the potential marketplace as part of his or her decision to offer retail meat sales.

Selling Nursery Products

The Kentucky Office of the State Entomologist requires that every resident nursery or dealer selling nursery stock in the state obtain a nursery license through the State Entomologist office (KRS Chapter 249).

If the plants being sold can be placed outdoors, survive through the winter, and then start growing the following spring, a nursery or nursery dealer license is required. Plants will be subject to inspection by an agent of the state entomologist once a year to check for presence of insect or disease pests. The agent may collect plant material for further identification of plant pests.

Licenses are not required if the seller is only selling annual flowers or annual herbs, annuals, cut flowers, garden mums or vegetable transplants. Any person soliciting orders for or delivering trees or plants in the state must carry a copy of their license to show prospective buyers, county officials, or state entomologist inspection agents on demand.

Trees, plants, or parts of plants, whether nursery-grown or not, that are sold, shipped, or transported into Kentucky from another state must bear a copy of a certificate of inspection from a state or United States government inspector.

To obtain a nursery license or if you have further questions, please call the State Entomologist office at 859-257-5838 or visit <https://ose.uky.edu>. Class A permits would be required for anyone selling trees (including fruit trees), shrubs, roses, perennial flowers or perennial herbs. Contact Joe Collins for information regarding permits or questions on products sold. Mr. Collins can be reached at 859-218-3341 or by email at joe.collins@uky.edu.

Selling Pet Foods and Pet Treats

Though Kentucky's Food Safety Branch does not regulate dog biscuits and other specialty pet foods, the Kentucky Commercial Feed Law requires that all commercial animal feeds be labeled for distribution. This program is administered by the Division of Regulatory Services in the College of Agriculture at the University of Kentucky.



Consequently, individuals who wish to manufacture dog biscuits and other specialty pet treats are required to register with the Division of Regulatory Services as well as meet specific labeling requirements of the law.

For more information regarding the manufacture of pet treats, contact the University of Kentucky, Division of Regulatory Services at 859-257-6528. You may also reach out to Alan Harrison at 859-257-5887 or by email at alan.harrison@uky.edu. Additional information may be obtained by visiting their web page at www.rs.uky.edu/regulatory/feed/petlabeling.php.

Pet treats such as dog biscuits should be clearly labeled for pets. Many specialty dog biscuits look good enough to eat, particularly to a small child.

Soaps, Balms, and Cosmetics Sales

Soaps

Kentucky law exempts the manufacture of soaps from regulations provided that the label does not make any medical claims or advertise intended uses other than cleansing. A few examples of medical claims might be:

- treats acne
- prevents psoriasis
- eliminates rashes

Soaps that DO make a medical claim would fall under FDA jurisdiction and must be manufactured as a drug according to federal regulation.

Examples of prohibited intended use advertising for exempt soap includes, but are not limited to:

- Moisturizing
- Deodorizing
- Softening



To be considered soap, it must meet three conditions:

- Be composed mainly of the “alkali salts of fatty acids,” that is, the material you get when you combine fats or oils with an alkali, such as lye.
- Alkali salts of fatty acids must be the only material that results in the products cleaning agent. If the product contains synthetic detergents, it is a cosmetic, not a soap; and,
- It must be labeled and marketed only as soap.

Bath Bombs, Lip Balms, Lotions, Scrubs and Cosmetics

The Kentucky Food, Drug and Cosmetic Act define “cosmetics” as articles intended to be rubbed, poured, sprinkled, sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance.

Bath bombs, lip balms, lotions, sugar/salt scrubs and any other products applied to the body (cosmetics) may only be manufactured by a permitted facility. Cosmetic labels cannot make any claims that the product is used to cure, treat, or prevent disease, or to affect the structure or function of the body. Examples listed above under soaps.

Cosmetic manufactures are permitted by the Kentucky Food Safety Branch and are subject to the same Rules and Regulations as any other food manufacturer. This includes having a commercial grade kitchen and a label review by the Food Safety Branch. The Food Safety Branch can be reached at 502-564-7181, option 2 for further information.

Alcohol Sales

Kentucky licensed small farm wineries, microbreweries and distilleries may participate in fairs, festivals, and other similar types of events under KRS 243.155(2)(e), KRS 243.157(3)(b)(2), KRS 243.157(3)(c)(2) and KRS 243.0305(9). The Kentucky Office of Alcoholic Beverage Control (ABC) recognizes registered farmers' markets within the definition of fairs, festivals, and other similar types of events.

A small farm winery license shall authorize the licensee to sell by the drink or by the package, at fairs, festivals, and other

similar types of events, wine produced by it or by another licensed small farm winery, at retail to consumers if all sales occur in a wet territory, without having to obtain separate licenses.

A microbrewery license shall authorize the licensee to sell unlimited amounts of malt beverage by the drink and not more than one case of packaged malt beverages



produced on the premises of the microbrewery to consumers at fairs, festivals, and other similar types of events located in a wet territory if they meet the licensing and distribution requirements.

A distiller may sell alcoholic beverages by the drink, containing spirits distilled or bottled on the premises of the distillery, to consumers at fairs, festivals, and other similar types of events located in a wet territory.

Contact your local ABC office to verify adherence to all local laws:

Department of Alcoholic Beverage Control
500 Mero Street
Frankfort, Kentucky 40601
Office Phone: 502-564-4850

For additional information, please visit: www.abc.ky.gov

Associations and Producer Groups

Many Kentucky agriculture industries receive vital support from various associations and groups locally and nationally. These groups provide extra resources on specific topics, educational training, marketing materials, and special marketing assistance, as well as research.

American Beefalo Association

American Beefalo Association, Inc is a member-driven organization that has as its primary objective that registration, improvement, and promotion of the Beefalo breed. The organization was formed in November 2008 when American Beefalo International and American Beefalo World Registry joined to form a single organization go back well over 25 years and members of the ABA were fundamental in the creation of the earliest Beefalo registries.

For more information, visit the website at: <http://americanbeefaloassociation.com/>.

Kentucky Dairy Development Council

The Kentucky Dairy Development Council is a producer organization made up of dairy farmers, allied industry members, and professional advisory supporters working together to sustain and grow Kentucky's dairy industry. The mission of the Council is to educate, promote, and represent dairy producers and foster an environment for growth of the Kentucky dairy industry. Its goals are to increase producer profitability, improve dairy farmers' competitiveness, enhance dairy farm families quality of life, and assist in the viability of Kentucky's dairy industry.

For more information, visit the website at: <https://www.kydairy.org/>.

The Dairy Alliance

The Dairy Alliance is a nonprofit funded by dairy farm families of the Southeast. They work diligently with dairy farmers, schools, sports teams, health professionals, local organizations, state leaders, the media, and the public to promote dairy foods and knowledge about the dairy industry. Their efforts center in eight states: Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia.

Dairy foods contain 13 essential nutrients important for building strong bones and healthy bodies. To that end, The Dairy Alliance works with consumers of all ages to provide them with nutritional information, dairy industry news, research and recipes for a healthy lifestyle that includes three servings of milk, cheese, or yogurt each day.

For more information, visit the website at: <https://thedairyalliance.com/>.

Dairy Farmers of America

Dairy Farmers of America (DFA), formed in 1998, is a national dairy cooperative dedicated to supporting its member farmers and preserving their agricultural legacy. DFA provides a wide range of unique member services, business-enhancing programs, and innovative product strategies designed to help farmers actively shape their futures and strengthen the dairy industry as a whole.

The DFA mark symbolizes the wholesomeness of milk and the enjoyment found in dairy products—from cheese to ice cream—while representing the diverse community of family farmers who help bring fresh dairy to consumers across the country.

For more information, visit: www.dfamilk.com.

The Kentucky Agricultural Council

The KAC is an umbrella group representing all sectors of Kentucky Agriculture. Its 70 plus members include nonprofit organizations, trade associations, commodity groups, state and federal agencies, and institutions of higher education — all interested in the advancement and development of Kentucky agriculture. KAC works to plan programs for its members and disseminate information that creates an understanding and appreciation of Kentucky agriculture. KAC also serves as a liaison between private and public agricultural organizations, the Commissioner of Agriculture, the Governor, and the legislature to develop and effectively fully utilize our agricultural resources.

For more information, visit the website at: <https://kyagcouncil.wildapricot.org/>

Kentucky Alpaca Association

The Kentucky Alpaca Association originated from two of the first alpaca farms in the state who had come together to discuss the possibility of hosting an alpaca show. The proceeds of this first show would fund the start-up costs of a state organization. At that time, only as few as six to eight farms were involved, but a successful show was organized and held at Lakeside Arena in Frankfort, KY.

The show, held in 2001, was much larger than anticipated and was supported by the national AOBA organization (now known as the Alpaca Owners Association). In fact, the first Kentucky Classic Alpaca Show was the first show ever sanctioned by AOBA. The success of the show provided the necessary funding for the start-up of the Kentucky Alpaca Association, and the organization became incorporated, by-laws written, and officers elected. The Kentucky Classic has been known as a well-planned and carefully executed show that's main goal is to emphasize Kentucky hospitality, cooperative efforts of Kentucky alpaca farms, and emphasis on the Kentucky alpaca industry.

While the association no longer hosts alpaca shows, it continues to support Kentucky alpaca owners and fiber enthusiasts through events which promote member farms, alpacas, fiber, and products and increase public awareness of alpacas and alpaca fiber; education; youth programs, such as 4-H; and access to resources, including state and national programs.

For more information, visit the website at: www.kentuckyalpacaassociation.org.

Kentucky Association of Fairs and Horse Shows

The Kentucky Association of Fairs and Horse shows serves as a link to all fair-related events. From pageants to livestock shows to horses of the Bluegrass, the KAFHS is a valuable link to entry forms and participation.

For more information, visit the website at: www.kafs.net.

Kentucky Beef Council

The Kentucky Beef Council (KBC) works on behalf of Kentucky cattle producers to promote beef, support education, and fund research. These efforts are supported by the Beef Checkoff, a \$2-per-head assessment collected on all cattle sold in Kentucky. Of each Checkoff dollar, \$0.50 goes to the Cattlemen's Beef Board in Colorado for national programs, while \$1.50 remains in Kentucky for state-level initiatives.

KBC's office operates in Lexington alongside the Kentucky Cattlemen's Association (KCA), which serves as the certified state beef council responsible for collecting Checkoff funds. KBC coordinates its promotional and educational activities with 45 other states' beef councils, the Cattlemen's Beef Board, and the National Cattlemen's Beef Association.

Program areas include promotion, consumer information, producer communications, industry information, and research.

For more information, visit: www.kybeef.com

Kentucky Cattlemen's Association

As the largest cattle producing state east of the Mississippi River, Kentucky is home to more 1.1 million beef cows and ranks 5th nationally in total number of farms. The Kentucky Cattlemen's Association, a grassroots organization with 99 chapters in 120 counties, works to protect, advance, and be a strong voice for the state's 38,000 plus cattle producers.

KCA's mission is to provide a strong proactive voice for all of Kentucky's beef farm families, serve as a resource for information and education for producers, consumers, and the industry and be a catalyst for enhancing producer sustainability.

For more information, visit the website at: www.kycattle.org.

Kentucky Certified Crop Advisors

KCCA assists farmers across the state with agronomic practices and meeting the standings of the program. Certified Crop Advisors demonstrate commitment, education, and expertise to help make a difference in growers' lives. Becoming a Certified Crop Advisor provides opportunities for individuals while aiding growers.

For more information, visit the website at: www.kycca.org.

Kentucky Christmas Tree Association

The Kentucky Christmas Tree Association (KCTA) has always appreciated Kentucky's rich agricultural history and is doing everything it can to pass that torch on to the next generation of growers. For many families, an outing to the nearest Christmas tree farm marks the official start of the Christmas season. Friends gather. Meals are shared. Decorations are brought down from the attic. Traditions are revisited. KCTA is honored to be a part of that.

For more information, visit the website at: <http://kychristmastreefarms.com/>.

Kentucky Corn Growers Association

The Kentucky Corn Growers Association was founded in 1982 and represents the interests of more than 6,000 corn farmers in the Commonwealth. Its mission and vision are to develop and enhance a sustainable environment for Kentucky corn growers and sustainably feed and fuel a growing world.

The Kentucky Corn Growers Association works to improve markets and demand, strengthen consumer trust for products and practices, invest in research for economically and environmentally sustainable production, and advance leadership and membership to provide a voice for Kentucky corn farmers.

For more information, visit the website at: www.kycorn.org.

The Kentucky Distillers Association

The mission of the Kentucky Distillers Association is to passionately and responsibly promote, protect, and elevate Kentucky's signature bourbon and distilled spirits industry. The Kentucky Distillers' Association traces its roots back to 1880, when 32 distillers met at the Galt House in Louisville and organized to protect Kentucky's signature spirit from "needless and obstructive laws and regulations." A lot has changed in 130 years, but one thing remains is distillers and the spirits they make tell Kentucky's greatest story, and all play a part in sharing it with the world.

For more information, visit the website at: <https://kybourbon.com/>.

Kentucky Forest Industries Association

The Kentucky Forest Industries Association (KFIA) represents the wood products industry, landowners, and forestry interests in Kentucky. The Association promotes the economic welfare and interests of the wood products industry through several programs and work with regulatory agencies advocating for forestry in the legislative process at the state and national level.

For more information, visit the website at: www.kfia.org.

The Kentucky Guild of Brewers

The Kentucky Guild of Brewers (KGB) exists to pursue the following objectives: to act as a singular voice and advocate for the Kentucky brewing industry in all pertinent matters of legislation and governmental administration; to evenly promote all member breweries through the organization of events and publication of media; and to amalgamate the knowledge and economic sway of member breweries. The Guild is organized and operated exclusively for nonprofit purposes.

For more information, visit the website at: <http://www.kygbrewers.org/>.

The Kentucky Horticulture Council

The Kentucky Horticulture Council (KHC) is a coalition of member organizations that provides a unified voice for the respective horticulture industry segments of Kentucky. KHC's purpose is to support the state horticulture industry and be a resource for

information and education for growers, business owners, and the public to promote a thriving industry. KHC organizes educational programs, coordinates research initiatives, promotes development of markets, and influences policy to benefit new and existing specialty crop growers and green industry business owners in Kentucky.

Visit its website at <https://kyhortcouncil.org/> for more information.

Kentucky Nursery and Landscape Association

Founded in 1926, KNLA's primary goal as a network of professional nursery growers, landscapers, garden centers, and others interested in horticulture, is to provide educational opportunities to members, as well as support in terms of public knowledge of what they do. From their inception KNLA has been dedicated to promoting the professional standards of their industry and continues to be a recognizable symbol of quality to colleagues and the consumers they serve.

For more information, visit the website at: www.knla.org.

Kentucky Petroleum Marketers Association

The Kentucky Petroleum Marketers Association (KPMA) is a statewide, nonprofit trade association founded in 1926. It is made up of representatives of all segments of the petroleum industry to promote the interest and goodwill of everyone engaged in the marketing and distribution of petroleum products in Kentucky.

It currently represents 200 members. Its market and convenience store members own or supply more than 2,300 retail fueling facilities.

For more information, visit the website at: www.kpma.org.

Kentucky Pork Producers Association

The Kentucky Pork Producers is a producer-led organization representing all pork producers throughout the Commonwealth of Kentucky. It serves the interests of Kentucky swine producers through federally collected Pork Checkoff funds. These funds are put toward educating consumers and producers, funding industry research, the promotion of pork and pork products, and supporting the overall efforts of Kentucky swine farm families.

For more information, visit the website at: www.kypork.org.

Kentucky Poultry Federation

The Kentucky Poultry Federation was organized in 1957 as a civic and educational nonprofit corporation. The federation exists for the purpose of fostering, promoting, and encouraging the improvement of production and marketing of all types of poultry, poultry products, eggs, and egg products in Kentucky. The Kentucky Egg Council coordinates all promotional activities of eggs and egg products. The Federation acts as the industry liaison with the University of Kentucky, the Kentucky Department of Agriculture, the Kentucky State Legislature, the American Egg Board, the National Chicken Council, and the U.S. Poultry & Egg Association.

For more information, visit the website at: www.kypoultry.org.

Kentucky Retail Federation

The Kentucky Retail Federation (KRF) is a nonprofit trade association dedicated to improving the business climate for retailers across the Commonwealth. Its membership spans a wide range of retail sectors—from department stores and pharmacies to hardware, apparel, and building supply businesses. KRF advocates for retailers' interests, provides industry resources, and supports policies that strengthen Kentucky's retail economy.

For more information, visit: <https://www.kyretail.com/>

Kentucky Sheep and Goat Development Office

The Kentucky Sheep and Goat Development Office is a producer-oriented 501 (c) (5) entity under the oversight of the Kentucky Sheep and Wool Producers Association and the Kentucky Goat Producers Association, funded in part by a grant from the Kentucky Agricultural Development Board. The office provides professional support to all aspects of the Commonwealth's sheep and goat industries, and its goal is to maintain Kentucky's leadership in the production and marketing of small ruminants.

For more information, visit the website at: www.kysheepandgoat.org.

Kentucky Small Grain Growers Association

A group of small grain producers, university personnel, and industry representatives first met in 1988 to establish an organization that would support Kentucky's small grain farmers. In 1989, the group incorporated as the Kentucky Small Grain Growers Association and set several objectives:

- Identify and develop specialized market opportunities for small grain producers;
- Provide continuing education through seminars, workshops, and training programs;
- Support research aimed at increasing the profitability of small grain production;
- Represent Kentucky's small grain producers at the national level through membership in the National Association of Wheat Growers.

In 1991, farmers approved a small grain referendum directing voluntary checkoff funds (0.25% of sales) to the Kentucky Small Grain Utilization Committee to support utilization research, market development, and educational programming. Over \$4 million has been invested in research and education, with no-till and intensive wheat management serving as cornerstone initiatives for improving profitability.

For more information, visit: www.kysmallgrains.org.

Kentucky Soybean Association

The Kentucky Soybean Association leads a dynamic industry by producing, protecting, and promoting soybeans to the fullest potential. The mission for the association is to

work for members through advocacy, policy, and education to increase soybean profitability.

For more information, visit the website at: www.kysoy.org.

Kentucky State Beekeepers Association

The Kentucky State Beekeepers Association (KSBA) is a volunteer led, nonprofit organization dedicated to apiculture in Kentucky and border states. KSBA represents backyard, hobby, and commercial beekeepers. Its objective is to promote legislation, education, and training for members and to inform the public about the importance and contribution of honeybees. It welcomes anyone interested in beekeeping regardless of knowledge and experience.

For more information, visit the website at: <https://kybees.org/>

Kentucky State Horticultural Society

Founded in 1856, the Kentucky State Horticultural Society (KSHS) is the oldest agricultural organization in the state and serves as a professional association for fruit growers. KSHS brings together growers, researchers, and individuals interested in fruit production, and works toward several key goals:

- Educating growers and the public about fruit production practices;
- Promoting Kentucky-grown produce;
- Supporting research efforts at the University of Kentucky;
- Encouraging youth to pursue careers in the fruit industry;
- Providing a unified voice for the Kentucky fruit industry.

KSHS is a co-host of the annual Kentucky Fruit and Vegetable Conference.

For more information, visit: www.kyhort.org

Kentucky State University Aquaculture Department

The KSU Aquaculture Department serves as a valuable resource for aquaculture across the state, providing producers with educational materials, classes, and links to research and extension. KSU is eager to hear from farmers who want to know more about fish or shrimp farming.

For more information, visit the website at: www.ksuaquaculture.org.

Kentucky Thoroughbred Association

The Kentucky Thoroughbred Association and Kentucky Thoroughbred Owners and Breeders are trade organizations consisting of owners, breeders, trainers, and associate members. They are committed to their members and encourage and thrive on their participation. The Kentucky Thoroughbred Association believes that united members can succeed in working for the betterment of the industry.

As associations increase in membership, they broaden their support base and increase

their visibility on issues that impact the Thoroughbred industry on local, state, and national levels, while continuing to promote the Kentucky Thoroughbred racing and breeding industry here at home and around the world.

For more information, visit the website at: www.kentuckybred.org.

Kentucky Vegetable Growers Association

The Kentucky Vegetable Growers Association (KVGA) is a state-wide professional member organization for produce growers. KVGA was established in 1970 as a nonprofit organization to bring together individuals interested in vegetable production. KVGA's mission is to:

- Promote Kentucky-grown produce;
- Support research activities at Kentucky universities;
- Encourage young people to work in the vegetable industry; and
- Present a unified voice for Kentucky vegetable growers.

KVGA is a co-host of the annual Kentucky Fruit and Vegetable Conference.

For more information, visit the website at: www.kyvga.com.

Kentucky Veterinary Medical Association

The mission of the Kentucky Veterinary Medical Association is to protect and improve the welfare of the veterinary profession and the animal industry in Kentucky. It cooperates with agricultural and conservation organizations in obtaining the enactment and enforcement of laws in Kentucky that will promote the health and well-being of all animals including pets, poultry, and wildlife. Additionally, it works with federal, state, county, and municipal officials and the inter-professional medical organizations in obtaining the enactment and enforcement of laws in Kentucky designed to protect public health. Finally, it disseminates information among animal owners that will encourage the application of scientific veterinary service.

For more information, visit the website at: www.kvma.org.

Kentucky Wineries Association

The Kentucky Wineries Association is a nonprofit trade association of Kentucky wineries who cooperate to create a unique experience for wine lovers by hand crafting wines of distinction and offering events along the wine trails of Kentucky. It works to build its collective brand that represents the finest quality wines, southern hospitality, and a genuine Kentucky experience each time you visit one of its member wineries. The Kentucky Wineries Association was founded and chartered in 2007 by 10 Kentucky Wineries. Today there are more than 34 members.

For more information, visit the website at:

<https://kentuckywineriesassociation732600260.wordpress.com/>

Kentucky Women in Agriculture

Kentucky Women in Agriculture is a nonprofit organization made up of a diverse group of individuals with ties to the agriculture industry in the Commonwealth. The objectives of KWA are:

- Provide and promote educational opportunities that advance the interests and welfare of KWA members;
- Serve and educate KWA members on policy, legislative processes, and issues that are of concern to agriculture;
- Serve as a liaison between KWA members and entities interested in the sustainability of agriculture; and
- Prepare KWA members for leadership roles in agriculture at the county, state, and national levels.

KWA is guided by the principles of promoting the involvement of women in agriculture; developing leadership as spokespersons to articulate the value of Kentucky agriculture; creating a cooperative network with producers and consumers to promote agriculture products and services; and making a positive difference in the agriculture industry in the Commonwealth.

For more information, visit the website at: <https://kywomeninag.squarespace.com/>.

Kentucky Woodland Owners Association

The Kentucky Woodland Owners Association's mission is to bring people and woodland sustainability together. Its members are interested in resource conservation, sustainable timber production, fish and wildlife management, and recreation. Woodland ownership ranges from those with several acres to those with more than a thousand. Membership includes those who reside on their woodland property as well as absentee owners and associate/business members.

Its "Sister" organization is the Kentucky Woodland Owners Foundation (KWOFF), a 501 (c) 3 charitable organization to further its mission with annual scholarship to University of Kentucky forestry students; annual recognition to an Outstanding Service Forester; and financial assistance for various programs such as: Woodland Owner Short Courses, Leopold Conservation Awards, and Kentucky Forest Leadership – Youth Program. It partners with various organizations to further its mission by providing members access to proven resources and successful programs.

For more information, visit the website at: www.kwoa.net.

National Association of Wheat Growers

The mission of the National Association of Wheat Growers is uniting wheat farmers to promote policy efforts that create an environment that is conducive to the success of wheat farming in the United States through advocacy, alliances, and innovation.

For more information, visit the website at: www.wheatworld.org.

National Cattlemen's Beef Association

Initiated in 1898, the National Cattlemen's Beef Association is the marketing organization and trade association for America's one million cattle farmers and ranchers. With offices in Denver and Washington, D.C., NCBA is a consumer-focused, producer-directed organization representing the largest segment of the nation's food and fiber industry. Its mission is to serve the beef industry by improving the business climate and growing global beef demand by being the trusted leader and definitive voice of the beef industry.

For more information, visit the website at: www.beefusa.org.

North American Farmers Direct Marketing Association

The North American Farmers' Direct Marketing Association, Inc. (NAFDMA) was founded in 1986. It is a membership-based nonprofit association made up of entrepreneurial farm families who invite customers to visit their farms and experience the food and the fun created in their effort to sustain their land and livelihood. Membership is made up of innovative, resilient, and creative farmers, extension agents, industry suppliers, researchers, farmers' market participants, government officials, and other professionals who are part of the thriving farm direct marketing and agritourism industry in North America.

The organization advances agritourism, on-farm retail, pick your own, consumer-supported agriculture, direct delivery, farm markets, and other direct farm-to-consumer channels offering food, fiber, flora, fuel, and fun. NAFDMA also facilitates events, resources, communications, and peer-to-peer exchanges that bring new relationships, opportunities, growth, and success to those who participate.

For more information, visit the website at: www.nafdma.com.

Organic Association of Kentucky

The Organic Association of Kentucky (OAK) is a membership nonprofit organization that promotes organic agriculture among farmers and consumers. OAK works to provide resources, tools and training to farmers through its annual conference, year-round field days and organic transition consultation. OAK provides "transition trainers," one-on-one advisors, who can assist farmers in becoming certified organic. Transition trainers help with paperwork, farm planning, resources, and marketing.

For more information about OAK's programs visit: www.oak-ky.org or email at: info@oak-ky.org.

Southeast Center for Agricultural Health and Injury Prevention

The Southeast Center for Agricultural Health and Injury Prevention (SCAHIP), founded in 1992, is located at the University of Kentucky (UK), a land-grant campus that houses the Colleges of Agriculture, Medicine, Nursing, Public Health and Arts and Sciences among others all on one campus.

Its unique situation allows it to focus on multidisciplinary collaboration from agriculture,

public health, epidemiology, biology, engineering, education, forestry, communications, nursing, medicine, and Cooperative Extension within UK, as well as across universities in the Southeast including Auburn, East Carolina University, North Carolina State University, North Carolina A&T, West Virginia University. SCAHIP's theme, "Multidisciplinary partnerships to improve agricultural safety and health in the Southeast," places emphasis on serving vulnerable farm populations, while addressing persistent and emerging agricultural/forestry and fishing safety concerns unique to 10 southeastern states: Kentucky, Tennessee, Alabama, Mississippi, North Carolina, South Carolina, Florida, Georgia, West Virginia, and Virginia. Contact Joan Mazur, PhD, Professor and SCAHIP Deputy Director by email at jmazur@uky.edu.

For more information, visit the website at: <https://uknowledge.uky.edu/scahip/>

County Resources

A listing of county resources can be found on the Kentucky Department of Agriculture website at www.kyagr.com/marketing/documents/AT_Agritourism_Resources.pdf.



KENTUCKY
DEPARTMENT OF
AGRICULTURE
Jonathan Shell, Commissioner

