



KENTUCKY AGRITOURISM MANUAL

2025



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 174 farmers' markets 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 agriculture community.

But it's more than just the economic benefit, these destinations help educate people about the basics of how food gets from the farm gate to the dinner plate. The various kid-friendly agritourism 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,

Jonathan Shell
Commissioner of Agriculture

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Introduction

What is Agritourism?

If you have ever strolled through a pumpkin patch, enjoyed a hayride, or visited a petting zoo, you have participated in agritourism! Simply put, agritourism is the connection between agriculture and tourism, where the public can visit farms and participate in agricultural activities. 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 or not a participant pays to view or to participate in the activity.” Other popular agritourism activities include on-farm direct sales at a farm stand or store; farm tours; U-pick produce and flowers; corn mazes and hayrides; farm playgrounds and play areas; horse farm tours and other equine experiences; petting zoos; Christmas tree farms; wineries; farm stays and overnight lodging; and outdoor recreation, such as hunting, hiking, or fishing. 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 are seeking high-quality experiences that encourage connection with their family, friends, and the natural world.
- Consumers are interested in where their food comes from.
- Busy schedules and high costs of travel can limit family vacations, but a day trip to the farm is more accessible financially.
- Agritourism allows urban families to take a trip to the country to learn and connect with each other.

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

- Walking through rows of apples, pumpkins, or flowers and picking the perfect ones to take home.
- Finding the ultimate Christmas tree.
- Navigating their way through a corn maze.
- Experiencing the Horse Capital of the World up close through horse farm tours or horseback riding.
- Staying the night in a farmhouse to get away from the city.
- Interacting with farm animals through a farm tour or petting zoo.

- Having a wedding on the farm with those perfect country views for the big day.

Benefits of Agritourism

Agritourism can help farms generate additional income while providing opportunities for consumers to learn about the sources of their food, fuel, and fiber. The average consumer is often disconnected from the hard work that goes into agricultural production because of urbanization and increasingly busy lifestyles. Agritourism activities offer fun and educational opportunities for visitors to make those connections and generate knowledge, understanding, and respect for farming and agriculture. With additional and diversified sources of income from these ventures, farmers can also ensure their farm flourishes for future generations. Young family members and future farmers can be involved in the planning and execution of agritourism activities, allowing multiple generations to work together while encouraging the growth of agriculture. The United States Department of Agriculture reports that agritourism revenues grew by 33 percent from 2017 to 2022, which suggests a strong and growing demand for these services. Finally, agritourism activities may allow farmers to create a more flexible schedule and allow more time with family.

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 other people and become the face of your family business. Consumers will want to interact with you and hear about what it takes to own and operate your farm. Many different people will visit your agritourism location, including people from urban areas, out-of-state, or different countries, and you will need to be enthusiastic, accepting, and welcoming of all visitors coming to your farm.
- **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?** 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 and disagreements with you, your farm, and your employees. These situations will likely be infrequent but are an important consideration when dealing with the public and deciding if agritourism is right for you.

- **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.

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/>
- UK, Community & Economic Development Initiative of KY (CEDIK): <https://cedik.ca.uky.edu/>
- UK, Kentucky Farm Business Management Program: <https://kfbm.ca.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-acs/school-of-ace/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 and sales and use tax requirements for your business. Below are a few resources to 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. Often, people 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. Below are some safety considerations for your business. You can also visit <https://safeagritourism.org/> for checklists, resources, and important information about agritourism safety.

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 Port-O-Lets 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 using 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 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 visit:
<https://kyem.ky.gov/Who%20We%20Are/Pages/County-Directors.aspx>

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>.

American with Disabilities Act (ADA) Accessibility

The Americans with Disabilities Act (ADA) requires that businesses improve accessibility and/or eliminate or compensate for architectural barriers (such as doorways, stairs, water fountains, restrooms/bathrooms, eating accommodations, seating, curbs, sidewalks, parking, etc.) to the disabled in all commercial and public buildings and transportation systems. The Office of the Kentucky ADA Coordinator has an [ADA Accessibility Checklist](#). 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

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 bring harm to others. If what you did or did not do leads to harm in a predictable manner, then 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.

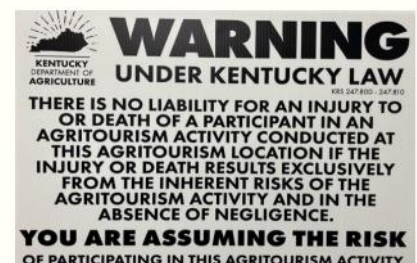
Effective: July 12, 2012 History: Created 2012 Ky. Acts ch. 100, sec. 2, effective July 12, 2012.

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 he or she 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 Corporation 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 on your website, social media, or through an online job board. You may also consider connecting with counselors or career centers at local colleges or high schools if your positions are seasonal or temporary.

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? Is he or she 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 access 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 is a great way to reach a large audience with a small investment. Strategically placed flyers and brochures can also be a lower cost way to reach new customers. Print ads and other paid advertising, such as commercials, will likely be a larger investment. Also consider if you want to do the marketing yourself or hire outside help through either a dedicated staff member or an 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 if a certain channel is performing well. You can also track engagement with posts on social media, website traffic, and sales data to help determine successful marketing strategies.

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> 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 with 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 these within an overall wayfinding 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 accommodations 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, effectiveness of your marketing, and more. Customers will appreciate the opportunity to provide feedback.

You can also provide comment cards and pens at check-out points for customers to fill out or create a short online survey that can be accessed with a QR code. Make the survey quick and easy to fill out. One option is to use numerical rankings to quickly assess customer feedback for your operation (e.g. "Please rank the food/activity/lodging on a scale from 1-5, with 1 being very poor and 5 being excellent."). Review the completed comment cards or surveys regularly to make sure any issues or concerns do not go unresolved.

Finally, keep tabs on online review websites, such as Trip Advisor, Google, and Yelp, as well as your social media pages. Make sure to respond to feedback and avoid getting into online arguments.

Resources

Kentucky Proud and Other KDA 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's free 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 available exclusively to Kentucky Proud members.
- Ready-to-use apparel, stickers, bags and banners 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 to promote Kentucky Proud products and businesses.
- Export and trade assistance.
- USDA meat grading services at approved facilities.

Kentucky Proud® Homegrown by Heroes

They have gone from military service to farmers and became our homegrown heroes. They are Kentucky's soldier farmers, and we believe they deserve to be recognized. So, that's just what we did. Look for the distinctive Homegrown by Heroes logo on labels wherever you shop. From the grocery shelf to farmers' markets to online retail, purchasing products with the easy-to-recognize Homegrown by Heroes label means you are supporting Kentucky Proud veterans and active-duty farmers.



Homegrown by Heroes was founded by the Kentucky Department of Agriculture in partnership with the Farmer Veteran Coalition in January 2013. The new marketing initiative aimed to highlight farmers and agricultural producers in the Commonwealth who serve or have served in any of the branches of the United States Military.

The program proved so popular that on Veterans Day of the very same year, it was announced that the Farmer Veteran Coalition would administer Homegrown by Heroes nationally. Since then, the program has expanded to include more than 2,000 members in all 50 states plus Puerto Rico. Homegrown by Heroes is the official farmer veteran branding program of America and it all started right here in Kentucky.

Who is eligible to join? Any veteran or active-duty soldier of the United States Military in good standing, regardless of when, where, or how they served who has a farming operation or agribusiness in the Commonwealth of Kentucky, is eligible to participate in the Homegrown by Heroes program.

To participate in the Homegrown by Heroes program you must be a Kentucky Proud member and provide documentation verifying your active duty, reservists, National Guard or veteran status. For veterans, this is done by providing a copy of your DD214.

For more information, please visit www.kyproud.com/programs/homegrown-by-heroes.

Kentucky Proud® Appalachia Proud

First introduced by Kentucky Proud in 2014, the Appalachia Program brand celebrates the innovation and entrepreneurial spirit of Kentucky's Appalachian farmers, while honoring the region's rich agricultural traditions.

Historically, the unique landscape of this region required different approaches to agricultural practices compared to other areas of the state. Unlike the horse farms dotting the gently rolling hills of the Bluegrass Region or the larger farms laid out across the rich river flatlands of Western Kentucky, the mountainous terrain that makes up much of the Appalachian region in Kentucky has traditionally facilitated smaller scale production with a focus on a large variety of crops and animals. In other words, grow and raise as much as you can in the space provided.



For generations, coal has been the lifeline to much of Eastern Kentucky. While coal continues to be an impactful industry, significant efforts have been made in recent years to introduce new job opportunities and promote a diversification of industries to Kentucky's Appalachian region. We think there is no better way to look to the future than to build from the past. Appalachia Proud promotes agricultural efforts and quality farm products from a region steeped in history with Mountains of Potential.

To be eligible for Appalachia Proud, an applicant must be in any of the following 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

For more information, please visit www.kyproud.com/programs/appalachia-proud.

Kentucky Proud® Buy Local Program

Restaurants and other foodservice operations in Kentucky are a great venue to sell your products. Many restaurants are striving to increase the amount of locally grown or raised products and have shown interest in promoting individual farmers and products.



The Kentucky Department of Agriculture administers a program that offers incentives to restaurants and food service entities that purchase products sourced directly from Kentucky farms to further enhance their menus. The Buy Local program offers a reimbursement to enrolled food service entities of 15 percent of the value of their qualifying Kentucky grown or raised food purchases, up to \$8,000 per year.

To view program details, please visit: www.kyproud.com/buylocal.

Kentucky Proud® Promotional Grant Program

The Point of Purchase (POP) grant provides Kentucky Proud members who have direct Kentucky farm impact the opportunity to receive up to 50 percent reimbursement for eligible advertising and marketing expenses.

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.

Grants for matching funds 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 their application's approval to be reimbursed 50 percent of their eligible expenses. The application is available online at www.kyproud.com.

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 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 assist and provide educational and promotion opportunities for local agritourism businesses and a connection for 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 large volumes of promotional and marketing items. These items are then offered for sale to Kentucky Proud members at cost.

There are two ways to order Kentucky Proud At-Cost Items - by mail or scheduling a pickup at our Marketing Office in Frankfort **(Appointment Required)**. For mail orders, please make sure to visit our website at the time of your order as the prices can vary. The order should be mailed to Michelle Hansford with a check or money order payable to the

"Kentucky State Treasurer." If orders are to be mailed, please make sure to include shipping expenses. For pick-up orders, 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 product(s) are ready upon your arrival.

To view the available items and a price listing, please visit our website at www.kyagr.com, click "Promotional Programs" and then select "Kentucky Proud At-Cost Information."



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). By providing financial assistance through grants and loans, KADB and KAFC help farmers explore new opportunities, diversify operations, and strengthen businesses.



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 Department of Agriculture's Organic Certification Program

What is Organic Agriculture?

Organic agriculture is a system that integrates cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance and conserve biodiversity. The USDA National Organic Program (NOP) sets the standards and regulations that must be followed for agriculture products to be labeled and sold as certified organic.

What is CERTIFIED ORGANIC?

Agricultural products can only be labeled CERTIFIED ORGANIC after the operation becomes certified through the USDA NOP by an accredited certifier, such as the Kentucky Department of Agriculture. A certifier will require an applicant to submit an application and Organic System Plan (OSP) of his or her operation, followed by an inspection of all aspects of the operation to determine if the production methods and inputs are allowed for organic production.



What is unique about CERTIFIED ORGANIC production?

Generally speaking, synthetic fertilizers, synthetic pesticides, and any other synthetic products, sewage sludge, irradiation, and genetic engineering (GMO) can NOT be used to produce organic products.

Why be Certified?

Many consumers specifically look to purchase certified organic products. Once certified, a producer can use the USDA Organic seal and market products as organic. In some markets this might allow a producer to charge a premium for the product over a conventional product of equal quality.

Certified organic products can be viewed with confidence as the standards are codified into federal law and adherence to the regulations is monitored by a third-party USDA accredited certifier such as KDA. Other labeling terms, such as "All Natural," "Naturally Grown," etc. may not have formal standards or an independent verification process to protect the consumer. The USDA accredited certifier is monitored and audited to verify it is correctly applying the regulations by the USDA National Organic Program.

Who needs to be certified?

Producers who sell at least \$5,000 (gross receipts) of organic products are required to be certified. Producers selling less than \$5,000 worth of product are not required to be certified but are required to register with the Kentucky Department of Agriculture (KDA) Organic Certification Program in order to label their products as “organic” (must not say “certified”). There is no charge for registration of organic producers selling less than \$5,000. Registered producers also must adhere to the NOP guidelines for production, the same as certified producers.

When do I become certified if I wish to sell certified organic products?

Certification must be obtained before selling any CERTIFIED ORGANIC products, or when you expect to exceed \$5,000 in gross sales. The certification process typically takes a few months, so contact the KDA Organic Certification Program well in advance of your needed certification. Each year in late winter, applications are available and the earlier we receive the application the sooner we can begin the process.

How do I become certified?

1. **Select a certifier** - KDA is the only accredited certifier in Kentucky, but you can choose to use another certifier.
2. **Complete the application process** – For those wishing to apply for certification with the KDA, Applications and Organic System Plan templates can be obtained from the KDA organic website and can also be mailed to interested parties. These materials must be completed when submitted to KDA or delays may occur in the process.
3. **Pass an inspection** – If all necessary materials are received in the application process an inspector is assigned. The inspector will conduct an on-farm inspection of facilities, growing crops, all fields, etc. to collect information regarding compliance with the regulations.
4. **Be granted certification** – After the completion of the inspection another member of the organic program will review the information and determine eligibility for certification and an official “Organic Certification Certificate” will be mailed to you if you are deemed in compliance with the organic regulations.
5. **Recertify annually** – Steps 2 through 4 are repeated annually for all certified organic operations.

What is included in the application?

An application and Organic System Plan include: a detailed description of the operation, a history of substances applied to the land in the previous three years, a list of products to be sold, and many details pertaining to production.

What products can be certified?

Any agriculture product can be certified. The four areas of certification are: Crop, Wild Crop, Livestock, and Handling/Processing. Any producer who is raising fruits, vegetables and other plants would complete a Crop Application. If that same producer also wanted to raise certified organic livestock, that would require both a Crop Application and a Livestock Application as livestock must be raised on certified organic ground.

How much does it cost?

If you select the Kentucky Department of Agriculture (KDA) as your certifier, the prices are as follows: \$250 for the first Scope (crop, livestock, wild crop, or handling/processing), plus another \$125 for each additional scope.

There are additional fees for handling/processing if certified organic product sales exceed \$100,000.

Producers are also able to participate in the National Organic Certification Cost Share Program (NOCCSP). KDA will reimburse the applicant for 75 percent of the cost of each certification category, up to a maximum of \$750 for each certification category. So, a crop producer would receive a reimbursement of \$187.50 and a Livestock producer would receive a reimbursement of \$281.25.

Examples of KDA certification costs:

- \$250 for Crops only (including fruits, vegetables and all crops/plants grown)
- \$375 for Crops and Livestock combined (\$250 crops + \$125 livestock)
- \$375 for Crops and Handling/Processing (\$250 crops + \$125 handling/processing)

Where can I market my CERTIFIED ORGANIC products?

Anywhere. Most certified organic producers in Kentucky market direct to the consumers through farmers' markets, CSAs, or on-farm markets.

Wholesale opportunities also exist.

Does KDA assist with marketing?

KDA promotes all agriculture products through Kentucky Proud.

What do these labels mean?

- 100% Organic - All ingredients certified organic except water and salt which cannot be certified.
- Organic - 95% of the product must be certified organic ingredients. The remaining 5% cannot have prohibited substances or GMOs.
- Made with Organic Ingredients - 70% of the product must be certified organic and major certified organic ingredients must be identified in the ingredients statement.
- This USDA Organic Seal can only be used by Certified Organic producers on products that are 100% Organic or Organic.

Where can I learn more about organic agriculture production and organic certification?

For more information about organic agriculture and KDA's Organic Certification Program visit our website at www.kyagr.com/marketing/organic-marketing.html On the website you will find links to applications, the fee schedule, and other resources. You may also contact the Organic Program by calling Brett McQueary (502) 782-4114. You may also email the program at organic@ky.gov.

Kentucky Department of Agriculture Produce Safety Program and FDA's Produce Safety Rule

What is the FSMA Produce Safety Rule?

As part of the Food and Drug Administration's Food Safety Modernization Act (FSMA), federal requirements known as the Produce Safety Rule were established for non-exempt farms which grow, harvest, pack, or hold on a farm produce that is covered by the rules. More information on the Produce Safety Rule can be found by clicking here: <https://www.fda.gov/food/food-safety-modernization-act-fsma/fsma-final-rule-produce-safety>.

In 2020, through state legislation/regulation, the Kentucky Department of Agriculture became the lead state agency for administering these rules. Though there are some exemptions, all Kentucky produce growers need to be aware of the rules as there are some Kentucky-specific requirements that apply to all growers.

What types of produce are covered under the Produce Safety Rule?

Commodities covered under the rule include produce that is commonly consumed raw. This includes all of the following:

Fruits and vegetables such as almonds, apples, apricots, apriums, Artichokes-globe-type, Asian pears, avocados, babacos, bananas, Belgian endive, blackberries, blueberries, boysenberries, brazil nuts, broad beans, broccoli, Brussels sprouts, burdock, cabbages, Chinese cabbages (Bok Choy, mustard, and Napa), cantaloupes, carambolas, carrots, cauliflower, celeriac, celery, chayote fruit, cherries (sweet), chestnuts, chicory (roots and tops), citrus (such as clementine, grapefruit, lemons, limes, mandarin, oranges, tangerines, tangors, and uniq fruit), cowpea beans, cress-garden, cucumbers, curly endive, currants, dandelion leaves, fennel-Florence, garlic, genip, gooseberries, grapes, green beans, guavas, herbs (such as basil, chives, cilantro, oregano, and parsley), honeydew, huckleberries, Jerusalem artichokes, kale, kiwifruit, kohlrabi, kumquats, leek, lettuce, lychees, macadamia nuts, mangos, other melons (such as Canary, Crenshaw and Persian), mulberries, mushrooms, mustard greens, nectarines, onions, papayas, parsnips, passion fruit, peaches, pears, peas, peas-pigeon, peppers (such as bell and hot), pine nuts, pineapples, plantains, plums, plumcots, quince, radishes, raspberries, rhubarb, rutabagas, scallions, shallots, snow peas, soursop, spinach, sprouts (such as alfalfa and mung bean), strawberries, summer squash (such as patty pan, yellow and zucchini), sweetsop, Swiss chard, taro, tomatoes, turmeric, turnips (roots and tops), walnuts, watercress, watermelons, and yams; and mixes of intact fruits and vegetables (such as fruit baskets).

Are there any exemptions?

The rule does not apply to the following produce commodities that FDA has identified as rarely consumed raw, including the following:

- Asparagus; black beans, great Northern beans, kidney beans, lima beans, navy beans, and pinto beans; garden beets (roots and tops) and sugar beets; cashews; sour cherries; chickpeas; cocoa beans; coffee beans; collards; sweet corn; cranberries; dates; dill (seeds and weed); eggplants; figs; ginger; horseradish; hazelnuts; lentils;

okra; peanuts; pecans; peppermint; potatoes; pumpkins; winter squash; sweet potatoes; and water chestnuts

- Food grains, including barley, dent- or flint-corn, sorghum, oats, rice, rye, wheat, amaranth, quinoa, buckwheat, and oilseeds (e.g. cotton seed, flax seed, rapeseed, soybean, and sunflower seed)

Produce used for personal or on-farm consumption is considered exempt from the rule.

Additionally, farms that have an average annual value of produce sold during the previous three-year period of \$25,000 (adjusted for inflation) or less are considered exempt.

What agency will implement the rule? Are there any training requirements?

The KDA is responsible for implementing federal Produce Safety Rule requirements in Kentucky. One Kentucky-specific requirement is that every farm that has an average annual value of \$25,000 or more in produce sales is required to have at least one person attend a Grower Training course provided by the Produce Safety Alliance (PSA). Grower training focuses on the following key provisions of the rule:

- Agriculture water
- Biological soil amendments
- Domesticated and wild animals
- Worker training and health and hygiene
- Equipment, tools, and buildings
- Sprouts

Currently, the Kentucky Department of Agriculture is partnering with the University of Kentucky to make this training available at no cost to Kentucky growers across the state. More information regarding this training, including dates for remote (virtual) and in-person courses can be found by visiting the KDA Produce Safety Program website at <https://www.kyagr.com/marketing/produce-safety.html>.

Additionally, completion of the PSA Grower Training can be used to satisfy the requirements for Produce Best Practices Training (PBPT) for farmers' markets vendors conducting sampling activities.

How can KDA provide assistance to growers?

The KDA Produce Safety Program also conducts no-cost On-Farm Readiness Reviews (OFRR), upon request. During an OFRR, KDA staff will visit a farm; assess the farm's produce production, harvest, and handling operations; and make recommendations to help the farm comply with the Produce Safety Rule.

Additionally, KDA staff are available to provide in-person presentations regarding the new rules to stakeholders, including grower associations and farmers' markets. For more information or to schedule a presentation, contact the Produce Safety Program at (502) 782-7815.

How do I know if my farm operation is subject to the federal/state rule?

The first step in determining whether your farm is covered and subject to inspection is to complete the online Produce Farm Inventory Survey.

- Completion of the Produce Farm Inventory Survey is a requirement of Kentucky's Produce Safety Regulation (302 KAR 60:010).
- This Kentucky-specific requirement pertains to all produce farms, regardless of farm size and/or sales volume.
- Completion of the Produce Farm Inventory Survey does not mean that your farm will be inspected. In fact, many Kentucky farms who have completed the survey fall into the exempt category because of sales and/or produce distribution. The KDA Produce Safety Program issues exemption certificates to all growers that meet exemption guidelines.
- There are no registration, permit, or inspection fees associated with the completion of this survey.
- Only one survey is required per farm.

This eight-question survey should take less than five minutes to complete. The image below contains all of the survey questions.

If you have not already submitted this information to the KDA Produce Safety Program, please take a moment to do so while you are on this page. You can complete the survey on KDA's online portal by clicking here: <https://www.kyagr.com/marketing/plant/fsma-survey.aspx>.

KENTUCKY PRODUCE FARM SURVEY

Farm Name:												
Contact Name:												
Mailing Address:												
City:								State:		ZIP:		
Email:								Phone: ()				
1. Do you grow, pack, harvest or hold produce? (Check all that apply.)												
<input type="checkbox"/> Grow <input type="checkbox"/> Pack <input type="checkbox"/> Harvest <input type="checkbox"/> Hold (e.g., cooler, warehouse)												
2. List crops grown, packed, harvested or held on your farm.												
3. What are your average annual produce sales? (Average previous 3 years.)												
<input type="checkbox"/> Less than \$25K/year <input type="checkbox"/> \$25K–\$250K/year <input type="checkbox"/> \$250K–\$500K/year <input type="checkbox"/> More than \$500K/year												
4. What is your produce harvest season? (Circle all that apply.)												
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
5. Where do you sell your produce? (Check all that apply.)												
<input type="checkbox"/> Farmers' Market/Roadside Stand				<input type="checkbox"/> Broker/Wholesaler				<input type="checkbox"/> Directly to a Restaurant				
<input type="checkbox"/> U-Pick/On-Farm Store				<input type="checkbox"/> Retail Distribution Center				<input type="checkbox"/> Directly to a Grocery Store				
<input type="checkbox"/> Produce Auction				<input type="checkbox"/> Commercial Processor				<input type="checkbox"/> Other:				
6. Which practices are utilized on your farm? (Check all that apply.)												
<input type="checkbox"/> Greenhouse/High Tunnel				<input type="checkbox"/> Drip Irrigation				<input type="checkbox"/> Irrigate From Lake/Pond				
<input type="checkbox"/> Compost/Manure				<input type="checkbox"/> Overhead Irrigation				<input type="checkbox"/> Third-Party Audits (e.g., GAP)				
7. Has someone on your farm completed the 8-hour Produce Safety Alliance (PSA) Grower Training?												
<input type="checkbox"/> Yes <input type="checkbox"/> No												
8. Would you be interested in scheduling an OFRR (On-Farm Readiness Review) with KDA?												
<input type="checkbox"/> Yes <input type="checkbox"/> No												

Where can I learn more about the Produce Safety Rule?

For more information on KDA's Produce Safety Program, FDA's Produce Safety Rule, the PSA Grower Training course, or OFRRs, visit the KDA Produce Safety website at

<https://www.kyagr.com/marketing/produce-safety.html> or contact the KDA Produce Safety Program at (502) 782-7815.

Market Scales

The Kentucky Department of Agriculture inspects scales used for commercial sales in the Weights and Measures Division. Scales must be for legal trade and made for commercial use. A legal-for-trade scale will be marked with:

- A serial number
- A model number
- Class III designation on the identification plate or seal

All scales put into service in Kentucky after July 1, 2003, must have an NTEP (National Type Evaluation Program) certificate of conformance. Scales that were in use prior to July 1, 2003, are exempt from this regulation.

Scales marked "Not Legal for Trade" are not acceptable. Baby scales or kitchen scales are two types of scales that are not legal.

Hanging scales are allowed if they meet all of the criteria. Vendors selling scales should be able to inform the purchaser that a scale is Handbook 44 compliant. There are some hanging scales that do not meet these criteria, so get the assurance from the vendor in writing.

It is the responsibility of the scale owner to have the device inspected and maintain the accuracy of the scale. Scales should be inspected annually. Farm stands and markets should contact the Weights and Measures Manager with the Kentucky Department of Agriculture at (502) 782-9233 to schedule an inspection of their scales. There is no charge for this service.

It is illegal to conduct business in the state on an unapproved scale. Inspectors from KDA's Division of Regulation and Inspection are charged with ensuring that this law is enforced. These inspectors can and will shut a vendor down for the use of illegal scales.

MARKETING TIPS: Approved scales are becoming more affordable nowadays. A quick search on the internet will give you many options, but always verify it is a legal-for-trade scale. You may also sell by volume rather than weight; that is, sell by the box, bag, or count.

Some growers report increased sales by using digital scales. With these scales they get an exact price instead of rounding down the price to the closest weight. This way you don't lose sales through "nickel and dime" losses.

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.

Technical Assistance Providers and Other Resources

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

The Kentucky Department for Public Health Food Safety Branch is a major partner with the Kentucky Department of Agriculture. 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 more information on food permits and sales, see the Food Permits and Sales section of this manual.

For questions regarding the home-based microprocessor and home-based processor programs, as well as permit status, 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. 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://chfs.ky.gov/agencies/dph/dafm/LHDInfo/AlphaLHDListing.pdf>.

UK College of Agriculture, Food and Environment Cooperative Extension Service

The University of Kentucky College of Agriculture, Food and Environment, Cooperative Extension Service maintains an office in each county in Kentucky and offers valuable information on marketing and agricultural 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, visit: <https://extension.ca.uky.edu/county>.



The chart below will provide you with valuable resources for the University of Kentucky, College of Agriculture.

Name	Email	Phone Number	Specialty Area(s)
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
Savannah Columbia	Savannah.columbia@uky.edu	(859) 218-4383	Market Ready Program
Camille Dant	Camille.dant@uky.edu	(859) 257-3482	Value Added Dairy, MarketReady, Center for Crop Diversification
Nicole Gauthier	nicole.ward@uky.edu	(859) 218-0720	Extension Specialist for Plant Pathology (fruit, ornamentals and hemp)
Heather Graham	heather.graham@uky.edu	(606) 495-1026	East Kentucky Value Chain Coordinator, UK Food Connection
Alan Harrison	alan.harrison@uky.edu	(859) 257-5887	Feed Program Coordinator – pet treats
Joshua Knight	joshua.knight@uky.edu	(859) 257-1273	Center for Crop Diversification, Horticulture
Faye Kuosman	Faye.Kuosman@uky.edu	(859) 608-7978	Central Kentucky Value Chain Coordinator, UK Food Connection
Annhall Norris	annhall.norris@uky.edu	(859) 257-1812	Home-based Processing and Home- based Micro-processing Food Preservation Extension Specialist
Gregg Rentfrow	gkrent2@uky.edu	(859) 257-7550	Extension Meat Marketing Specialist and Associate Professor
Rachel Rudolph	Rachel.rudolph@uky.edu	(859) 257-3374	Extension Vegetable Specialist, Coordinator KY Fruit and Vegetable Conference
Delia Scott	delia.scott@uky.edu	(859) 257-8605	Extension Associate, Beginning Farmers, Fruit and Vegetable Production
Arundathi Sharma	Arundathi.Sharma@uky.edu	(859) 257-8605	Extension Associate, Floriculture & Controlled Environment Horticulture
Emily Spencer	Emily.spencer@uky.edu	(859) 218-5212	Center for Crop Diversification, Direct Marketing
Matthew Springer	mattspringer@uky.edu	(859) 257-7597	Extension Wildlife Specialist
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	Center for Crop Diversification, SARE
Paul Vijayakumar	Paul.v@uky.edu	(859) 257-1546	Extension Food Science/Safety Specialist Process Authority
Tim Woods	tim.woods@uky.edu	(859) 257-7270	Extension Marketing and Agribusiness Specialist

Shawn Wright	shawn.wright@uky.edu	(606) 666-2438 ext. 234	Small fruit, vegetables, hops, medicinal and ginseng crops
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UK 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
- produce food safety resources
- in-person and online production or marketing trainings
- monthly newsletter



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

UK Food Systems Innovation Center (FSIC)

The FSIC provides technical and business development services to facilitate the profitable production, processing, and marketing of locally produced and processed food by Kentucky-based enterprises and entrepreneurs. The FSIC offers:

- Food chemistry testing
- Nutrition labeling
- Microbiological testing
- Sensory evaluation
- Analytical services



Visit www.uky.edu/fsic/ for more information.

UK MarketReady Training Program

What is MarketReady?

MarketReady is a training program that helps growers and producers prepare themselves to sell in larger markets, such as restaurants, schools, grocery and retail outlets, and wholesale distribution. It is important for growers and producers to be prepared to meet the needs of these large volume buyers because their needs and requirements can differ from the direct-to-consumer marketplace. Buyers in these markets need their suppliers to manage their own food safety, insurance, product quality, traceability, and much, much more. MarketReady addresses these needs and seeks to educate Kentucky's growers and producers about how to succeed in these types of marketplaces.

Our training is based on the *best business practices* identified by buyers in these market channels who are actively seeking to engage local food suppliers. MarketReady helps growers and producers selling fruits and vegetables, dairy products, meat cuts, value-added products, and more create a successful business strategy and explore these types of marketplaces.

What Does the MarketReady Training Cover?

During the MarketReady Training Program, we work our way through key *business functions*. We discuss the differing needs and requirements of restaurants, schools, grocery and retail stores, wholesale distributors, and other larger-scale business outlets. The MarketReady Training Program also addresses the market development, risks, and relationships growers and producers must manage as they seek to develop relationships with these types of local food buyers. MarketReady will provide you with professional marketing education to take the next step in your farm's business plan.

Is MarketReady for Me?

The MarketReady Training Program is for growers and producers interested in selling to larger volume markets, such as restaurants, schools, grocery and retail outlets, and wholesale distribution. Our program can be beneficial to those who are just thinking about the idea and to those who are already establishing relationships with buyers in these marketplaces. Our training is provided free of charge so we can be accessible to all the growers and producers in Kentucky.

For more information and to check out our upcoming events and educational resources, visit <https://marketready.uky.edu/> or email Savannah Columbia at savannah.columbia@uky.edu.

Feeding Kentucky

Feeding Kentucky's Farms to Food Banks program is a statewide program that provides fresh, healthy produce to Kentuckians in need while reducing losses for Kentucky farmers. The program connects local producers to area food banks, giving them an additional market opportunity for their surplus and Number 2 grade produce (perfectly edible but not saleable on the retail market). For additional information, visit www.feedingky.org and look under "Programs" for the "Farms to Food Banks" tab.



How it works:

- Any Kentucky farmer who grows the 28 crops included in the program may participate.
- Maximum prices per unit are set each growing season in consultation with specialists from the University of Kentucky. The goal of the price caps is to help farmers recover losses while also providing as much healthy food as possible to struggling Kentuckians.
- Produce auction and cooperative managers arrange for the purchase of Kentucky-grown produce from farmers and cover its delivery to food banks.

- Kentucky farmers can make direct sales to Feeding Kentucky and will be responsible for delivering their products to the closest food bank warehouse.
- Foodbank warehouse staff will forward the Bill of Lading (invoice) provided by the farmer with the delivery to the Feeding Kentucky. Feeding Kentucky will process payment to the farmer within two weeks.

For more information, visit <https://feedingky.org/farms-to-food-banks/> or contact Sarah Vaughn, Programs Director (502) 699-2656 x 103 by phone or sarah@feedingky.org by email.

Grow Appalachia Berea College

Grow Appalachia partners with organizations, communities, and families in Appalachia to create healthy, resilient, and economically viable food systems. Grow Appalachia offers:



Beginning Farmer Series

- Free educational food opportunity for producers with 0-9 years of farming experience
- Mentorship opportunities on Kentucky farms
- Beginner and intermediate tracks
- Serves Lexington, Louisville, and Eastern KY
- Course Topics: Whole Farm Planning, Production Planning, Crop and Livestock Management, Protected Agriculture, Harvesting Techniques, Marketing, Resource Development

Free Technical Assistance for Eastern Kentucky Farmers

- Available for any farmer generating revenue in an “Appalachian Proud” county designated by Kentucky Proud
- Free soil tests
- On-farm consultation and advising
- Production planning
- Connection to other agencies offering financial, business, and agricultural support
- Funding opportunities for equipment and installation support

Free Technical Assistance for Recipients of NRCS High Tunnel Funding

- On farm one-on-one technical support and assessment of practices
- Recommendations for improving high tunnel soil health
- Assistance with site selection and design
- Installation support for high tunnels, accompanying water catchment and drip irrigation systems

NRCS Conservation Plans for Organic Transition for Kentucky Farmers

- Development of a Conservation Activity Plan for your farm
- Soil testing and detailed analysis
- Guidance through the development of your Organic System Plan (OSP)

For more information, visit www.growappalachia.berea.edu or you may reach out to the Grow Appalachia staff for more information on these programs.

- Mark Walden, Associate Director of Production Programming, waldenm@bera.edu
- Chris McKenzie, Farmer Development Coordinator, mckenziec@bera.edu
- Storey Slone, Small Farm Production Advisor, slones@bera.edu
- Kayla Preston, Social Enterprise Manager, prestonk@bera.edu
- Steph Hamborsky, Program Support Specialist, hamborskys@bera.edu

Kentucky Center for Agriculture and Rural Development (KCARD)

The Kentucky Center for Agriculture and Rural Development is a nonprofit organization that provides technical assistance to Kentucky producers and agribusinesses with business planning, finding and applying for grants, marketing, educational resources, and evaluation of new opportunities. It is funded in part by the Kentucky Agricultural Development Board and the United States 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 Federation Certified Farm Market Program

Kentucky Farm Bureau is a grassroots organization dedicated to serving its membership family and their communities. As the Voice of Agriculture, they identify problems, develop solutions, promote economic success, and enhance the quality of life for all. For over 100 years, the Kentucky Farm Bureau has represented the interests of agricultural producers and rural communities. 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 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 carrying a current Kentucky Farm Bureau Federation membership; having a permanent structure for the market; offering quality products at a fair price; maintaining a clean and safe market; supporting and promoting the Certified Farm Market Program; prominently displaying the Certified Farm Market sign and promotional materials in the market; being farm-oriented with locally grown products and/or agritourism activities; and selling 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 the Certified Farm Market members participate in farmers' markets as well as sell directly off the farm. For more information, contact Kentucky Farm Bureau Federation at (502) 495-5000 or visit its 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). For information on how to obtain a nursery license or for additional information, contact the State Entomologist office at (859) 257-5838 or visit its 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. He can be reached at (859) 257-5838 x 2 or by email at joe.collins@uky.edu.

Kentucky State University Small Farms Program

Kentucky State University offers excellent services to small farms through educational opportunities and research. Kentucky State Cooperative Extension provides one-on-one education through agents and small farm or horticulture assistants. A well-received effort is Third Thursday Thing. Held on the third Thursday of each month (January through November), these free sustainable agriculture workshops cover topics, such as small ruminants, aquaculture, horticulture, and organics. Another well-received effort is the annual Small, Limited-Resource, Minority Farmers Conference, held in the third week of November. To find out more about Third Thursday Thing or other opportunities at KSU, contact Savanna Frye at savanna.frye1@kysu.edu or sign up for the Small Farms Email List at <https://bit.ly/kysuemail>.



Kentucky State University's Center for Sustainability of Farms and Families has grant funding opportunities for producers through the Small-Scale Farm Grant Program. For additional information, contact Joni Nelson, Manager of the Center for Sustainability of Farms and Families, at (502) 597-6831 or joni.nelson@kysu.edu. The grant application can be found at www.kysu.edu/ssfg.

United States Department of Agriculture, Rural Development

The United States Department of Agriculture (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.

Supplemental Nutrition Assistance Program (SNAP)

The Supplemental Nutrition Assistance Program (SNAP) is the Nation's largest nutritional assistance program and the cornerstone of Federal Government efforts to alleviate hunger in the United States and its territories. SNAP benefits are funded by the United States Department of Agriculture's Food and Nutrition Service (FNS).

Farm stores and stands are great sources of fresh fruits, vegetables, and other healthy foods. FNS is committed to expanding access to these foods by SNAP recipients while supporting economic opportunities for farmers and producers.

Farm stores and farm stands *may* be eligible to participate in the SNAP program as a regular retailer. FNS has [certain criteria](#) for retailers for staple food inventory and sales. If your store is eligible, you can apply online to be a SNAP retailer at no cost. The application generally takes 15 minutes. Once approved by USDA FNS office, you then need to use Electronic Benefits Transfer (EBT) equipment and transaction services to start accepting SNAP payments. You may need Point of Sale (POS) equipment or existing equipment may be able to be programmed to accept EBT.

When a Direct Marketing Farmer accepts SNAP benefits, it becomes a win-win for everyone. The markets and/or producers are building their customer base, which will generate more sales and customers in the communities will be able to access fresh fruits, vegetables, and other healthy foods.

To access the online application and get approval for a FNS Account with USDA, visit:

<https://www.fns.usda.gov/snap/apply-to-accept> and follow the directions.

For additional information and instructions for the SNAP program, contact Sharon Spencer with the Kentucky Department of Agriculture at (502) 782-4127 or by email sharon.spencer@ky.gov.



Food Safety, Permits, and Sales

Although the sales and marketing of whole, fresh, and uncut fruits and vegetables generally do not require a permit to operate, the sales and/or marketing of processed food products in Kentucky typically requires some variation of a permit (or permits) to operate. When does a product become “processed”? Generally speaking, 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.

You should always check with the 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 actually 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); and
- 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.

Farm markets have four general options for offering processed products:

1. Marketing of Home-based Processed Foods: refer to this specific section on the following pages.
2. Marketing Home-based Microprocessor Foods: refer to this specific section on the following pages.
3. 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>
Note that this option also requires a Pre-Packaged Retail Sales Permit from the local health department. For a listing of commercial kitchens for rent, visit https://fsic.ca.uky.edu/files/commercial_kitchens_in_ky_9-5-23.pdf
4. 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 make adjustments to 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.

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 may qualify for a “mobile retail sales” permit. Some local health departments also refer to this as a “prepackaged retail market” permit. This permit, available from your local health department, is accepted statewide and issued on a yearly basis.

Examples of when this permit is needed include selling meat processed at a USDA inspected facility either at a farmers’ market or directly from your farm, or selling salsa processed and jarred by a co-packer.

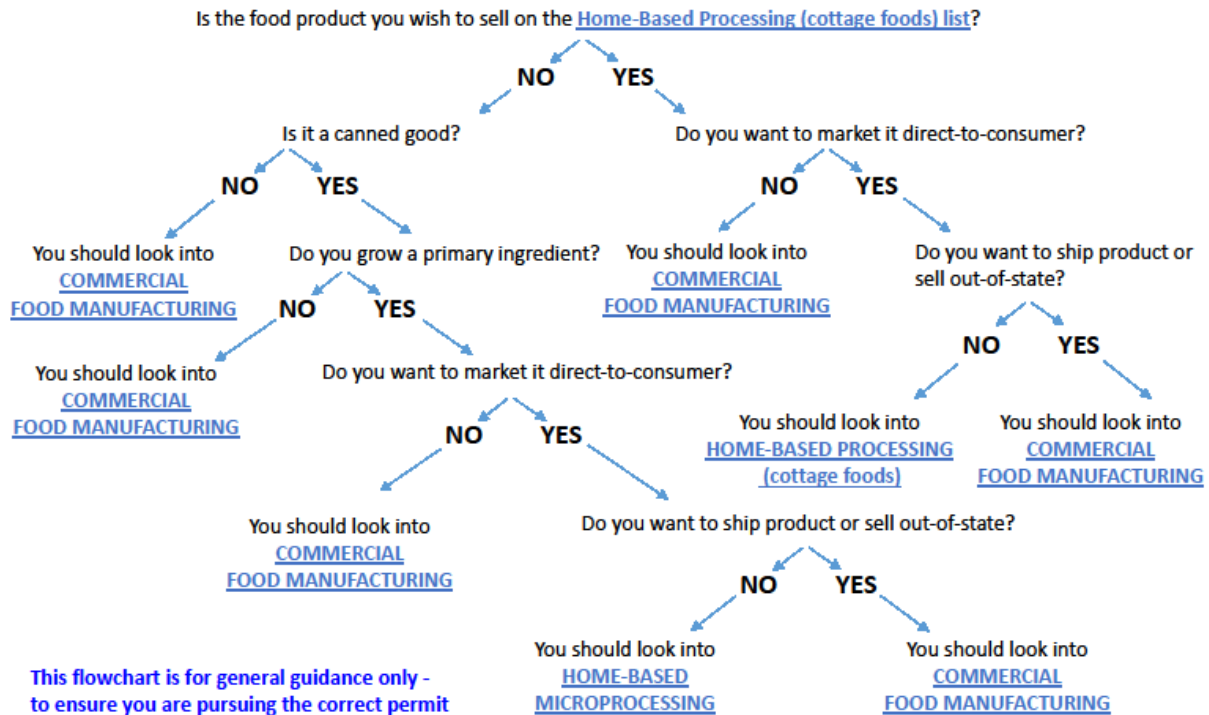
Farmers bring new and different products to market every season. The list that follows is not all-inclusive. It is intended to give some guidance on some more common products. If you have questions about a particular food, feel free to contact the Kentucky Department of Public Health, Food Safety Branch 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
- Home-based Processors vs. Home-based Microprocessors “Know the Difference”

Which Food Safety Branch Permit Do I Need?



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

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 -Home-based Microprocessor Workshop
Recipe approval	NO	YES- \$5 per recipe
Sell from a KY Registered Farmer's 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

Extensional programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, physical or mental disability or reprisal or retaliation for prior civil rights activity. Reasonable accommodation of disability may be available with prior notice. Program information may be made available in languages other than English. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.

MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

Cooperative Extension Service | Agriculture and Natural Resources | Family and Consumer Sciences | 4-H Youth Development | Community and Economic Development

KENTUCKY FOOD PERMITS FLOW CHART

<p>Home-based Processing (HBP) State Permit—Food Safety Branch Annual sales less than \$60,000/year</p> <ul style="list-style-type: none"> Dried or freeze dried fruits and vegetables Mixed greens 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 	<p>State Permits: KY Department for Public Health, Food Safety Branch Must be produced in a commercial/certified kitchen (list available).</p> <ul style="list-style-type: none"> Wholesale Sales Home-based Processing Home-based Microprocessing Bottled water Cosmetics (lotion, lip balm, etc.) CBD products HBP and HBM annual sales over \$60,000/year and wholesale
<p>Home-based Microprocessing (HBM) State Permit—Food Safety Branch Must complete workshop through University of Kentucky Cooperative Extension Service. Annual sales less than \$60,000/year</p> <p>Acidified foods:</p> <ul style="list-style-type: none"> Canned Tomatoes Tomato juice Pickled fruits and vegetables Salsa Barbecue sauce Pepper or herb jellies Flavored vinegars Low or no sugar jams and jellies <p>Low acid canned foods:</p> <ul style="list-style-type: none"> Canned vegetables 	<p>Local Permits: County Health Department</p> <ul style="list-style-type: none"> Direct to consumer sales Restaurants Food Trucks Grocery Stores (Retail Food Establishment) Temporary Permits (Fairs, Festivals, Farmer's Markets) Catering HBP and HBM annual sales over \$60,000/year and direct to consumer <p>Additional Requirements Necessary:</p> <ul style="list-style-type: none"> Acidified foods (Better Process Control School Certification Required) Low acid canned foods (Better Process Control School Certification Required) Juice (Juice HACCP Certification Required) Fish/Seafood (Seafood HACCP Certification Required)
<p>Whole Fresh Produce</p> <ul style="list-style-type: none"> 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 <p>Washed and Ready to Eat Produce</p> <ul style="list-style-type: none"> Register with Kentucky's Produce Safety Program—KDA Local Permit if direct to consumer sales State Permit if wholesale 	<p>Pet Treats and Animal Feed</p> <ul style="list-style-type: none"> University of KY—Department of Regulatory Services <p>Want to sell certified organic?</p> <ul style="list-style-type: none"> KDA <p>Cosmetics (lotion, lip balm, etc.)</p> <ul style="list-style-type: none"> State permit. <p>Soaps</p> <ul style="list-style-type: none"> No permit.
<p>Meat and Poultry</p> <ul style="list-style-type: none"> State Permit or USDA (United States Department of Agriculture) <p>Jerky</p> <ul style="list-style-type: none"> Local Permit if direct to consumer sales USDA if wholesale 	<p>CBD</p> <ul style="list-style-type: none"> State Permit <p>Tinctures</p> <ul style="list-style-type: none"> Contact the Food Safety Branch
<p>Fresh Eggs</p> <ul style="list-style-type: none"> No Permit—Less than 60 dozen/week KDA Permit—More than 60 dozen/week 	<p>Extracts</p> <ul style="list-style-type: none"> Local Permit if direct to consumer sales State Permit if wholesale
<p>Milk and dairy products</p> <ul style="list-style-type: none"> State Permit—Milk Safety Branch 	<p>Honey</p> <ul style="list-style-type: none"> No Permit—Less than 150 gallons/year Local Permit— over 150 gallons/year or infused and direct to consumer sales State Permit—over 150 gallons/year or infused and wholesale

Contact Information

Kentucky Department for Public Health
Food Safety Branch, 502-564-7181
Milk Safety Branch, 502-564-3340
chfs.ky.gov/agencies/dph/dphps/msb/Pages/default.aspx
Kentucky Department of Agriculture (KDA), 502-573-0282
kyagr.com/
Egg Marketing & Licensing, 502-782-9211
kyagr.com/consumer/eggs-marketing-and-licensing.html
Organic, 502-782-4112 and 502-782-4121
kyagr.com/marketing/organic-marketing.html
Produce Safety Program 502-782-7809
kyagr.com/marketing/produce-safety.html

United States Department of Agriculture (USDA), 801-899-4889
fsis.usda.gov/
University of Kentucky
Cooperative Extension Service, 859-257-1812
fcs-hes.ca.uky.edu/homebased_processing_microprocessing
Division of Regulatory Services, 859-257-2785
<http://www.uky.edu/regulatory/food/>
Food Systems Innovation Center (FSIC), 859-218-4387
Shelf-life studies and nutrition facts labels.
fsic.ca.uky.edu/

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MARTIN-GATTON COLLEGE OF AGRICULTURE, FOOD AND ENVIRONMENT

Cooperative Extension Service | Agriculture and Natural Resources | Family and Consumer Sciences | 4-H Youth Development | Community and Economic Development

Home-based Microprocessor

House Bill 391 allows 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 foods 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 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:

- 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 Annhall Norris with the University of Kentucky, at a cost of \$5 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 Lewis Ramsey with the Food Safety Branch at (502) 564-7181 or lewis.ramsey@ky.gov

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 performed by a Certified Lab. Visit this website for locations near you, <https://eec.ky.gov/environmental-protection/water/gw/documents/2022%20KY%20Certified%20DW%20Laboratory%20List.pdf>

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, visit <https://eec.ky.gov/environmental-protection/water/drinking/pages/homebased-microprocessors.aspx>

Home-based Processor

House Bill 468 allows 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.

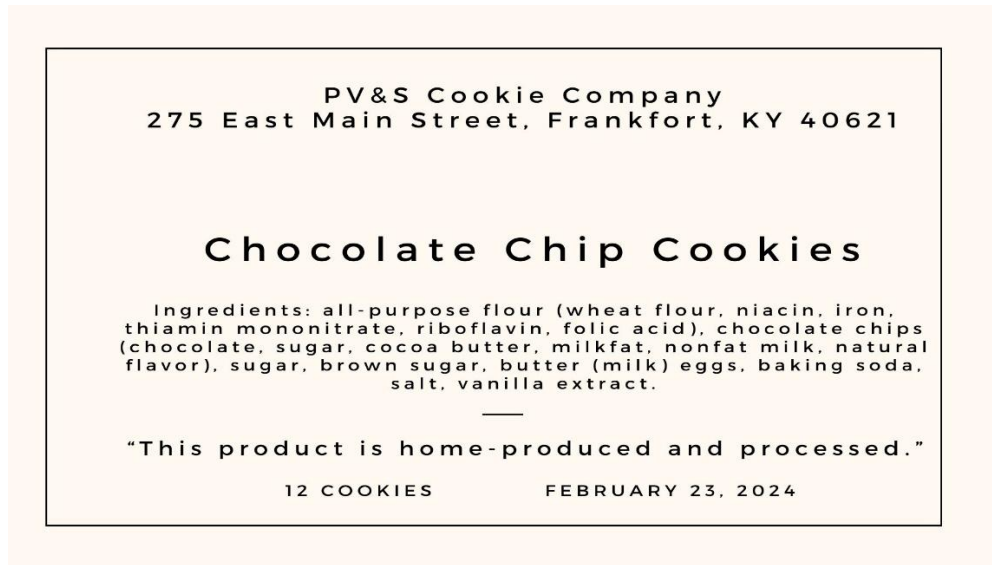
Labeling Requirements for Home-based Processors

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
- Creme-filled pies
- Creme, 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
- Other foods as designated by the Food Safety Branch or the University of Kentucky

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 ¹	No Permit Required
Baked Goods	x		x	
Beans, canned		x	x	
Beans, dried	x		x	
Beans, snapped				x
Candy, (including freeze dried)	x		x	
Corn, canned		x	x	
Corn, milled	x		x	
Corn, shucked				x
Fudge	x		x	
Fruit, canned			x	
Fruit, dehydrated or freeze dried	x		x	
Fruit, fried pies	x		x	
Fruit, frozen			x	
Fruit, whole				x
Grains, milled	x		x	
Granola	x		x	
Greens, Micro				x
Greens, mixed	x		x	
Greens, whole				x
Herbs, dried or blended	x		x	
Herbs, fresh				x
Jams/Jellies, fruit	x		x	
Jams/Jellies, herb or veggie		x	x	
Jams/Jellies, no/low sugar		x	x	
Mushrooms (cultivated), dried/powdered	x		x	
Mushrooms (cultivated), fresh				x
Pies, fruit	x		x	
Pies, pecan	x		x	
Popcorn, whole kernel	x		x	
Popcorn, popped	x		x	
Relish		x	x	
Salsa		x	x	
Sauces (BBQ and Hot)		x	x	
Sorghum	x		x	
Sprouts			x	
Syrup, maple	x		x	
Tea, dry herb mix			x	
Tomatoes, canned		x	x	
Tomatoes, dried	x		x	
Tomatoes, juice		x	x	
Trail Mix	x		x	
Vegetables, canned		x	x	
Vegetables, dehydrated or freeze dried	x		x	
Vegetables, frozen			x	
Vegetables, whole				x

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 made using bare hands for home-based processors.

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 must be manufactured under a “commercial” permit. Contact the local health department or the Kentucky Food Safety Branch, (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 www.kyagr.com. On the home page click on Regulatory, then on Egg Licensing, and then click Application for Wholesale Egg Handler License on the right side of the page. 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; see the fee schedule to determine the fee you need to mail in with the application.

If you are selling 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 www.kyagr.com. Click on Regulatory, then Egg Licensing, and then Application for Retail License to Handle Eggs. Mail the completed retail application in with a \$20 fee. If you do not have access to the internet, 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 have not been washed, 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. If you want to add more information, you could include the farm location where it was harvested.

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 more information on growing conditions, contact the Kentucky Department of Agriculture’s Produce Safety Program at (502) 782-7815. KDA can provide additional information related to Good Agricultural Practices (GAP), Produce Safety Alliance training and completion of the Kentucky Produce Farm Inventory Survey.

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 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 manufacturing of ice cream and other dairy products intended to be marketed to the public at farmers’ markets and other locations.

You may also 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

Jerky, as with all meat products, cannot be home processed. The processing of jerky cannot be conducted under the Home-based Processing or Home-based Microprocessor. 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, 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 market. This permit has also been 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 and offered in an uncooked, ready-to-eat form can pose a number of 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.

One 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 to sell wholesale from the Food Safety Branch or a permit to sell direct to the end consumer from the local health department.

Seafood (Including Prawn)

Seafood, such as fish or prawn, cannot be home-processed. All processed seafood products, such as fish fillets, steaks or pieces 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. Contact your local health department to learn about additional permits for the marketing and sales of processed seafood products.

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 non-commercial marketing. 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.

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.

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, the hen's body or 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 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. Wash water should not be 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.
- Spray 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 your equipment each time it is used to prevent the build-up of bacteria and calcium deposits.

- If your eggs are 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 obtain a license under 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.

If you need further information or have questions, 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 are the same as for selling honey anywhere in the state. Starting on June 27, 2025, beekeepers who produce fewer than 500 gallons of honey a year are exempt from regulations that require honey to be processed (extracted and bottled) in a certified food processing establishment, or from being required to obtain a permit from the state health department (KRS 217.187). Most beekeepers in Kentucky 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.

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
 - 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://chfs.ky.gov/agencies/dph/dphps/fsb/fsdocs/mapmanufacturing.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.
- One-pound honey label: "Net Wt. 16 oz (454-g)" or "Net Wt. 1 lb. (454-g)."
- Two-pound honey label: "Net Wt. 32 oz (908-g)" or "Net Wt. 2 lb. (908-g)."
- One-pint honey label: "Net Wt. 22 oz (624-g)" or "Net Wt. 1.38 lbs. (624-g)."
- One-quart honey label: "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"). However, 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.

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 percent 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

All packaged food 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, call (502) 564-7181.

Format your labels as a PDF (preferred) Word document or image file and send as an email attachment directly to: foodsafety@ky.gov. 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: HS 1C-F
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, and 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 markets or retailers.

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. See the following links if looking for a listing of USDA inspected processing plants in Kentucky.

- https://www.kyagr.com/marketing/documents/AM_DMM_Processors_Directory.pdf
- https://www.kyagr.com/marketing/documents/AM_DMM_Processors_Map.pdf
- www.fsis.usda.gov/inspection/establishments/meat-poultry-and-egg-product-inspection-directory

Other animal species, such as rabbit 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 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; and
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 to 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 regarding 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 Dec. 31.

Meat 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 monitor the temperature of the product at all times.

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 meat requires you 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 start with

techniques that let the customer see and choose their selections. Store meat in freezers in a way that allows customers to see the product and various cuts clearly.

People love purchasing meat from the farm 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. For example, many people don't know how to cut up a chicken. If you are selling whole chickens, you should get a printed guide to doing 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.

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.

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, call the State Entomologist office at (859) 257-5838 or visit <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. He can be reached at (859) 257-5838 x 2 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. Additional information may be obtained by visit 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. A few examples of 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.

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 defines “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 for further information.

Alcohol Sales and Sampling

Offering alcohol sales on your farm can attract new audiences to your agritourism operation. Carefully consider your business plan and future business development to decide if this is the next step you want to take for your farm.

The Department of Alcoholic Beverage Control can assist you with complying with all laws and licensing requirements.

Department of Alcoholic Beverage Control

500 Mero Street 2NE33

Frankfort, Kentucky 40601

Office Phone: (502) 564-4850

For additional information, 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

For Dairy Farmers of America was formed in 1998, it all starts at the farm, which is why they support and invest so much into preserving farmers' legacies and ensuring their futures. This is why Dairy Farmers of America offer unique member services, business-enhancing programs,

and innovative product strategies — to give farmers an active role in their futures and the future of dairy.

The Dairy Farmers of America mark represents the wholesomeness of milk, the delight in every bowl of ice cream and anything and everything that has to do with cheese. Their mark is special because it represents the diverse community of family farmers who bring fresh dairy and happiness to families like yours.

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

The Kentucky Agricultural Council

The KAC is an umbrella group representing all sectors of Kentucky Agriculture. Its 70 plus members include non-profit 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 is an organization working for the cattle producers of Kentucky in areas of promotion, education, and research. The Beef Checkoff funds these programs.

The Checkoff is a \$2per head collection, placed on all Kentucky cattle when they are sold. Fifty cents out of every Checkoff dollar collected goes to the Cattlemen's Beef Board in Centennial, CO., which oversees Checkoff programs. The remaining \$1.50 stays in Kentucky to fund state coordinated activities.

The Kentucky Beef Council office is in Lexington, in the same building as the Kentucky Cattlemen's Association (the membership division of Kentucky's beef industry). The Kentucky Cattlemen's Association serves as the "certified state beef council," collecting the checkoff funds and placing them in the KBC's account to be used for promotion, research, consumer information, producer communications, and industry information.

The Kentucky Beef Council is one of 46 state beef councils. Beef promotion, information, and research programs are coordinated between the state beef councils, the Cattlemen's Beef Board, and the National Cattlemen's Beef Association. KBC's program areas include promotion, consumer information, producer communications, industry information, and research.

For more information, visit the website at: 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 marketer 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 non-profit 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 KRF is a non-profit trade association created to improve the retail business climate in Kentucky, its members come from across the Commonwealth of Kentucky and are as diverse as the products they sell, from department and drug stores to hardware, apparel, and building supply retailers.

For more information, visit the website at: <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 conducted its first meeting in 1988 to develop an organization which would work to help small grain producers in Kentucky. By the following year, the group incorporated as the Kentucky Small Grown Growers Association and identified its objectives:

- Identify and develop specialized market opportunities for small grain producers.
- Provide continuing education opportunities, such as seminars led by wheat specialists, workshops on personnel management and machinery maintenance, economic pesticide application and training, etc.
- Support research directed toward increasing the profitability of small grain production.
- Provide representation for Kentucky's small grain producers at the national level by joining the National Association of Wheat Growers.

In 1991, the small grain referendum was signed to direct farmers' voluntary small grain checkoff (0.25 percent of sales) to the Kentucky Small Grain Utilization Committee for the

purpose of promoting and stimulating markets through utilization research, market maintenance and expansion, and education. To date, more than \$4 million has been directed to small grain research and education programs to grow small grain grower profitability. No-till and intensive wheat management have been cornerstone programs in achieving that mission.

For more information, visit the website at: 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, non-profit 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

The Kentucky State Horticultural Society (KSHS) is the oldest agricultural organization in Kentucky and is a state-wide professional member group for produce growers. KSHS was organized in 1856 as a non-profit organization to bring together growers, researchers, and individuals across the state who are interested in fruit production. The goals of KSHS are to:

- Educate growers and individuals in fruit production practices;
- Help promote Kentucky-grown produce;
- Support and direct research activities at the University of Kentucky;
- Educate and encourage young people to work in the fruit industry; and
- Present 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 the website at: 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 non-profit 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 non-profit 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 (KWOF), 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, farmers 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 trainings 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

Thank you for supporting Kentucky Agritourism!