

Kentucky Farms, Kentucky Flavor

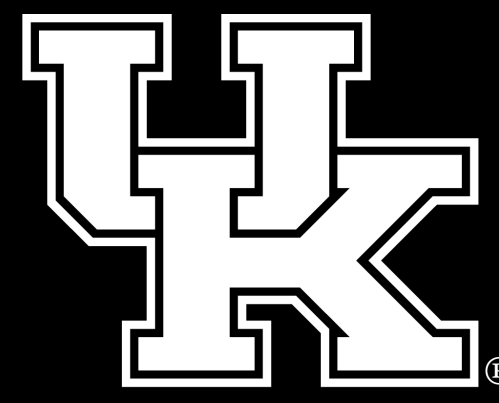
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Objective/Goals:

- Increase farm profitability through increased sales at the farmers market and on the farm.
- Provide recipes & food demonstrations for each specialty crop.
- Increase consumption of specialty crops.
- Boost the local food economy in South Central Kentucky.



College of Agriculture,
Food and Environment
Cooperative Extension Service



Introduction:

KYF2 is two great award-winning shows in one: Kentucky Farms, Kentucky Flavor! The show first highlights the Kentucky farmer growing a seasonal specialty crop and then adds the flavor with a nutritional recipe utilizing the featured specialty crop. Consumers gain a better understanding of how the crop is grown on the farm and have the confidence to prepare dishes at home using fresh local produce. The ultimate goal of the project is to connect the farmer with the consumer, boost farm sales, and increase profitability. In 2018, a third season of Kentucky Farms, Kentucky Flavor (KYF2) aired thanks to funding from the USDA Specialty Crop Grant in partnership with SOKY Marketplace in Bowling Green, KY.

Educational Methods:



Farm Video Creations

- 6 educational videos were developed to highlight Kentucky farmers growing a seasonal specialty crop during the months of May—October.
- Video footage captured the farmer's story, how the specialty crop was grown, and where to access the crop when in peak season.



Flavor Video Recipes & Cooking Classes

- After the farm video, Extension agents prepared a nutritional recipe utilizing the featured specialty crop for the flavor side of the project.
- Recipes featured were Very Berry Salsa, Beef Confetti Taco Salad, Jalapeno Pepper Poppers, Apple Spinach Salad, Fresh Corn Salad, and Tex Mex Spaghetti Squash Casserole.
- Grow, Cook, Eat cooking classes were taught monthly by Warren County SNAP Educators at the SOKY Marketplace Community Kitchen.
- Hands-on cooking classes demonstrated to low income families on how to select, store, and utilize specialty crops to create healthy meals at home.



Promotion & Outreach

- Finalized videos were shown during the highlighted month on several marketing platforms in the South Central Kentucky area. Listed below are the platforms used and their viewership and following for each:



KYF2 Facebook: 997 Likes



KYF2 YouTube: 180 Subscribers



WBKO, 2 Farm and Home Shows & Mid-Day Live:
47,000 Combined Viewership
Spectrum Cable Television, Country Cottage Show:
5,000 Viewership



WKCT 104.1 FM, Ag Connections: 2500 Listeners

Results & Conclusion

- 100% of all producers increased sales and awareness of their specialty crop
- Each farm received \$2500 worth of earned media from marketing promotion
- Increased traffic on the farm led to a 10-15% increase in sales
- Gained new social media followers
- Brought new customers to the market

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