

Horticulture BizQuiz

“I just bought 10 acres—what should I do?”

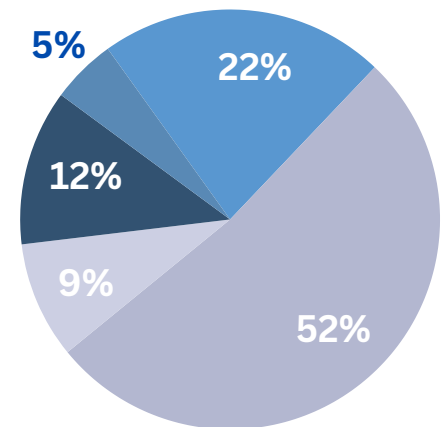
Since 2018, the CCD’s interactive Horticulture BizQuiz has helped 1059 growers answer this question by assessing their access to land, labor, and capital. The tool identifies several crops to consider and directs the grower to their Extension Agent for more help.

LAND, LABOR, & CAPITAL



High tunnels and greenhouses require considerable up front capital, can be labor intensive, but don’t require much land. Field growing a crop like watermelon is land-intensive, but generally requires less labor and capital than other ventures. Cut flowers require lots of labor, but can be grown on relatively little land with not much starting capital. The BizQuiz helps producers think about their assets and choose crops and operations based on them.

Kentucky Respondents:
How much money do you have to contribute to this operation?



- More than \$15,000
- \$10,001 - \$15,000
- \$5,001 - \$10,000
- \$1 - \$5,000
- None



“The Hort Biz Quiz has been super helpful for me as an Agent, particularly with all the new growers in my area of KY. Regularly I receive the question “We just bought a farm, now what?” With the Biz Quiz I’m able to guide those people towards appropriate crops for them to raise based on their labor, time and finances, then guide them towards appropriate resources to get them on the right track.

-Jessica Bessin, Mercer County Agent for Horticulture