

LEARN
GROW
PROFIT



Martin-Gatton
College of Agriculture,
Food and Environment

**Center for Crop
Diversification**

For 25 years, the University of Kentucky's Center for Crop Diversification (CCD) has been a trusted hub of resources, training, and tools to help farmers and food entrepreneurs learn, grow, and profit. From enterprise budgets and marketing curricula to cover crop calculators and community-supported agriculture (CSA) research, the CCD has consistently developed practical, research-based tools that meet producers where they are. Our efforts have helped farmers make sound financial decisions, explore new production and marketing opportunities, and access critical price data through our well-established reporting systems. Alongside these tools, we have fostered collaboration among growers, Extension agents, technical assistance providers, and partner organizations across Kentucky and beyond.

The highlights shared here show the impact of the CCD's work, including resources like the Horticulture BizQuiz, which has guided more than a thousand new growers in identifying crops suited to their resources; the Marketing for All program, which has trained hundreds of producers in strategic marketing; and national leadership in projects such as SERA-45, advancing specialty crop research and outreach across multiple states. Each program, publication, and tool reflects our mission to strengthen Kentucky's specialty crop sector while contributing to resilient local food systems regionally and nationally.

We are proud to share this impact and are grateful for all the people, communities, and organizations that have been part of our first 25 years. We look forward to the next 25 years of service, creativity, and collaboration.

The CCD Team





THE CCD TEAM LAUNCHED A BRAND NEW AND IMPROVED SITE IN 2025

Data from 2016-2025 website analytics

1.4 MILLION PAGE VIEWS

350,000+ UNIQUE USERS

1.5 MILLION DOWNLOADS

THE MOST UTILIZED
RESOURCES ON THE
CCD WEBSITE ARE THE
PRICE REPORTS.

MEETING KENTUCKY'S NEEDS

The CCD website has evolved over the years to meet the needs of Kentucky growers, Extension agents, and technical assistance providers. The website hosts all CCD training and publication materials in various formats including enterprise budget templates, maps, price reports, marketing material, and more.



CCD is a one-stop shop for almost all commercial horticulture topics.

The information is more useful than ever. The CCD team clearly knows what agents and growers, both experienced and new, need or find useful. I also value the team's synergistic collaborations with other groups and organizations to make the website and information within it more relevant.

–Beth Wilson, Pulaski County Horticulture Agent

FARMERS MARKET PRICE REPORTING

The CCD collects and shares prices from Kentucky Farmers Markets each week during the season.

108,442

FARMERS MARKET PRICE REPORTS DOWNLOADED FROM THE CCD WEBSITE FROM 2016-2025.

This difficult-to-collect price information helps farmers and businesses to make informed pricing decisions to maximize the return to their operations, farms, and families. We have helped start reporting systems in 6 states, and post prices from Tennessee on our website.

42,392

3-YEAR AVERAGE FARMERS MARKET PRICE PUBLICATIONS DOWNLOADED FROM CCD WEBSITE.

From 2016-2025, a total of **25 different markets** from across the state have participated in reporting prices through the CCD Farmers Market Price Report.

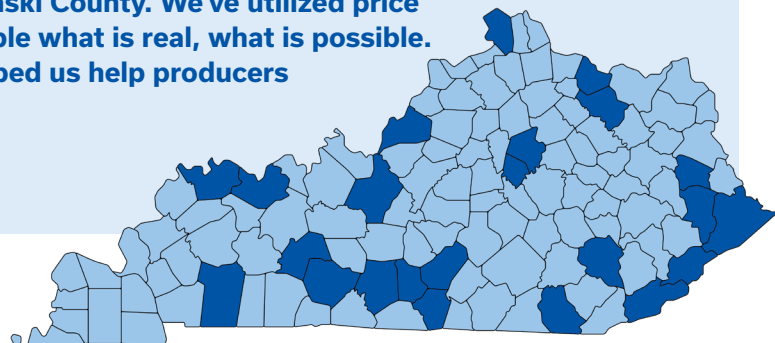
- Adair County
- Barren County
- Boone County
- Butler County
- Christian County
- Clay County
- Cumberland County
- Daviess County
- Fayette Co. (Bluegrass FM)
- Fayette County (Lex. FM)
- Fleming County
- Floyd County
- Hardin County
- Harlan County
- Henderson County
- Jefferson County
- Jessamine Co.
- Johnson County
- Letcher County
- Mason County
- Metcalfe County
- Pike County
- Warren County
- Whitley County



Producers can utilize price reports for pricing their products to figure out what they can truly expect.

In some cases they recognize that they can get more for their product even though they live in a rural area. With the reports, they have a better chance to get as much as they possibly can for a dozen ears of sweet corn in Lexington compared to what they might in rural counties like Clay or Pulaski County. We've utilized price reports in business plans to help show people what is real, what is possible. I think it's also those price reports have helped us help producers access either grant or loan funds.

—Brent Lackey, Executive Director KCARD



FOLLOW US:



@CCDUKY

145

YOUTUBE VIDEOS

79

INSTAGRAM
SPECIFIC VIDEOS

>150,000

VIEWS ACROSS
PLATFORMS

+ COLLABORATIONS
WITH DOZENS OF FARMS,
KENTUCKY HORTICULTURE
COUNCIL, AND MULTIPLE
UK DEPARTMENTS



VIDEO CONTENT

THE CCD HAS PRODUCED VIDEO CONTENT FOR NEARLY TWO
DECADES ON VARIOUS HORTICULTURE AND ECONOMIC TOPICS.

2017: We created our official Youtube channel and we produced videos extensively through the pandemic.

2019: CCD collaborated with agents Macy Fawns and Philip Konopka to deliver a video & audio production training for agents. Trainees produced high quality content through the pandemic.

2023: Through an Extension Innovation Grant, we were able to upgrade our equipment and produce over 100 long and short form videos. These videos serve as accessible training and education tools for producers and agents around the state and region.

PRODUCER VOICES

Elevating the experience & wisdom of our specialty crop community.

SHORT-FORM VIDEO

We offer different formats from production tips, how-to's, and more.

COLLABORATION

We work with lots of farms and partners to produce relevant content.

TIMELY VIDEO

Lots of requests for a hands on online sales video? We'll make one!

WEBINAR ARCHIVE

View past webinars on everything from marketing to pest management to irrigation.

ENTERPRISE BUDGETS

Enterprise budgets are essential tools for lenders, business managers, and producers that provide a detailed financial breakdown of the costs and revenues associated with a specific agricultural enterprise.

SAY IT WITH US: LEARN. GROW. PROFIT.

The CCD provides large-scale and small-scale versions of 18 enterprise budgets for various crops to help meet the varied needs of the producer community in Kentucky.

BUDGETS ARE AVAILABLE FOR 27 CROPS:

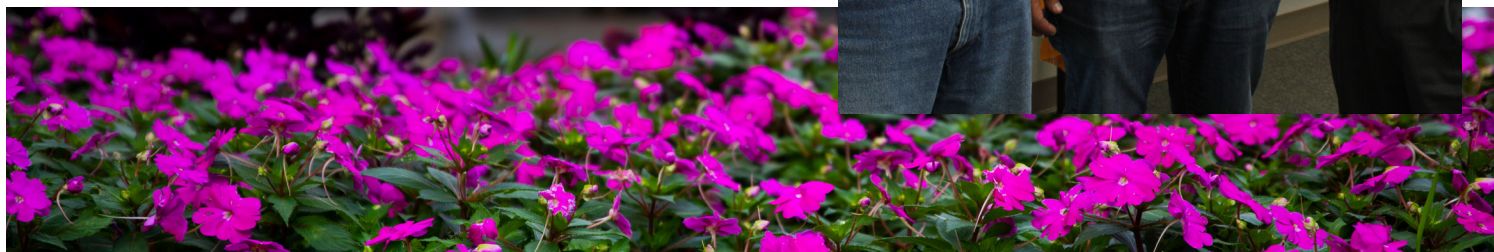
- Asparagus
- Apples
- Beans, Green
- Blackberries
- Blueberries
- Broccoli
- Cabbage
- Cantaloupe
- Cucumber
- Eggplant
- Gourds
- Grapes
- Okra
- Peaches
- Pepper, Bell
- Pepper, Jalapeno
- Potato
- Pumpkin
- Squash, Summer
- Squash, Winter
- Strawberries
- Sweet Corn
- Sweet Potato
- Tomato
- Tomato, Cherry
- Watermelon, Seeded
- Watermelon, Seedless



I rarely make a set of financial assumptions without using CCD budgets for specialty crop farmers.

When we calculate the producer's break even costs for a crop, it's a quick check of CCD price reports to see if the producer can make money selling the crop at the farmers market prices listed. It may kill dreams, but KCARD's use of CCD material may have saved multiple thousands of dollars in expenses that could not have been recouped based on where the market was.

–Spencer Guinn, KCARD



PRODUCE AUCTION PRICE REPORTS



This information allows me to better plan and schedule my buying trips, anticipate pricing, and predict my marketing goals on social media.

Since the auction does not have their own website, they utilize the CCD page to post their yearly sales calendar and their itemized weekly sales list. I have referred to this page numerous times over the years since it provides me a weekly look at what and when items are available at the market.

—Rosemarie Wurth-Grace,
Owner of Briar Rose Gardens

SERVING KENTUCKY PRODUCERS & BUYERS

The produce auctions in Kentucky serve growers as a market to sell large quantities of crops while serving buyers as a place to purchase fresh, local products in bulk.

The CCD website houses the yearly calendar and market reports from each auction in Kentucky, allowing growers and buyers to:

- **View the schedule** to identify sale dates and times (including specials sales, such as consignment equipment or a Mother's Day plant sale)
- **Observe quantity and price** of the items sold at the auction
- **Understand how the auction's prices compare** to prices available from other market outlets
- **Plan purchasing** outlets for crops throughout the year
- **Observe degrees and benefits of various quality premiums** (ex. #1 and #2 Grade tomatoes vs. small and canning tomatoes) for different crops
- **Price products** for wholesale or bulk sales and as identify price minimums.
- **Determine whether selling at an auction fits** their operation and market interests



350,000+
DOWNLOADS FROM
2016-2024



EST. 2004
THE CCD HAS
BEEN COLLECTING
AUCTION DATA

Since 2014, the CCD has provided leadership to SERA 45, a collaborative of talented and diverse researchers and Extension personnel from: **Horticulture** (fruit, vegetable, & nursery crops), **Agricultural Economics, Sustainable Agriculture**, and **Organic Production**.

The states participating in this project are home to **533,620 small farms**.

(Alabama, Delaware, Illinois, Indiana, Iowa, Kentucky, Minnesota, North Carolina, Ohio, Tennessee, Utah, Washington and West Virginia)

The CCD Team has leveraged SERA-45 participation to lead development of a variety of multi-state specialty crop publications including:

- **Extended Season Lettuce Production** (CCD-WVU-FS-1)
- **Growing, Harvesting, Preserving Appalachian Heirloom Beans** (CCD-WVU-FS-2)
- **Culinary Herb Production in Tennessee** (CCD-CPA-P-1)
- **Garden Mum Production in Tennessee** (CCD-CPA-CP-2)
- **Cut Flower Production in Tennessee** (CCD-CPA-CP-3)
- **Cider Apples in Tennessee: Basic Considerations** (CCDCPA-CP-4)
- **Growing and Marketing Mushrooms in Tennessee: Basic Considerations** (CCD-CPA-CP-5)
- **Commercial Production of Elderberry** (CCD-CPA-CP-6)
- **High Tunnel Overview** (CCD-CPA-SP-1)
- **Garlic** (Tennessee, Delaware, North Carolina) (CCD-P-141)



From its beginning I utilized the CCD Specialists and resources in my Extension programs.

The up-to-date, relevant, and accessible research-based information, publications, price reports, videos, and specialty crop budgets available from the CCD related to the Appalachian area and clientele I served.

–Brad Bergefurd, Technical Agronomist & Former Ohio State University Extension Professor

THE CCD IS A REGIONAL AND NATIONAL LEADER IN THE DEVELOPMENT OF LOCAL MARKET PRICE REPORTING SYSTEMS.

We have advised and supported development of systems in:

- Tennessee (active)
- Illinois
- West Virginia
- Nebraska
- Indiana
- Ohio



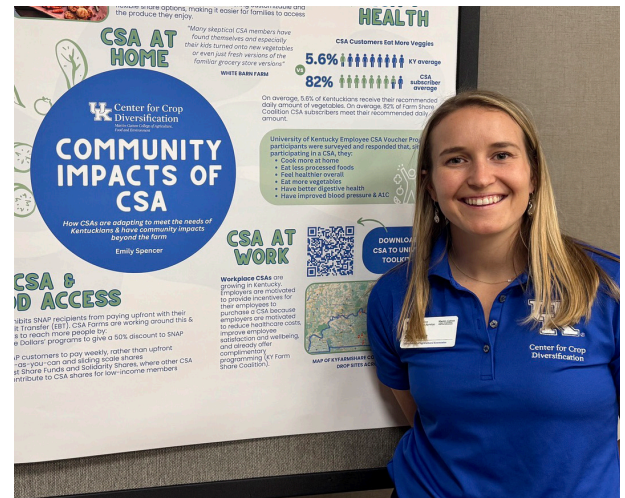
CSA SUPPORT



Without this research, to be honest, we probably would not have been able to make this an employee benefit.

The research the CCD has been able to provide to us regarding the initial health impacts and the secondary medical cost savings program have really been able to establish [CSA Vouchers] as a benefit to employees. Without Tim and the CCD, this program would not have come to fruition at all. We had a vested interest in the health of employees and CCD had goals to grow farm impact, so this was really a perfect opportunity for collaboration.

–Jody Ensman, UK Health & Wellness



The CCD has worked to grow and expand access to Community Supported Agriculture (CSA) networks across Kentucky and nationally through research, event coordination, grower support, and innovative programming.

THE CCD TEAM MEMBERS HAVE CONTRIBUTED TO RESOURCES FOR CSA SUPPORT INCLUDING:

- CSA to University toolkit
- National CSA Week coordination
- Kentucky Proud CSA Week coordination
- The CSA Innovation Network founding member
- CSA peer promotion programming
- 1:1 grower support for CSA marketing
- Kentucky Direct Marketing Summit
- Group Marketing training for Kentucky growers

THE CCD CONTRIBUTED RESEARCH TO SUPPORT THE CREATION OF AN EMPLOYEE CSA VOUCHER PROGRAM AT UK, WHICH HAS GROWN FROM 90 EMPLOYEE VOUCHERS IN 2015 TO

OVER 1000 ANNUAL VOUCHERS

AS OF 2023

HORTICULTURE BIZQUIZ

“I JUST BOUGHT 10 ACRES— WHAT SHOULD I DO?”

Since 2018, the CCD's interactive Horticulture BizQuiz has helped 1,059 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.



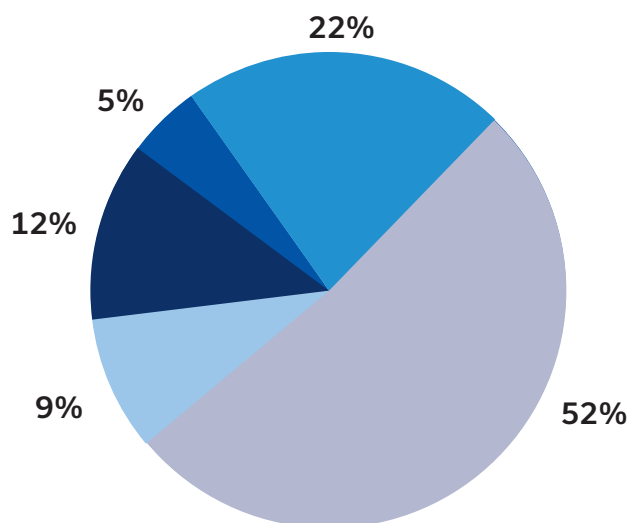
The Hort Biz Quiz has been super helpful for me as an Agent, particularly with all the new growers in my area of KY.

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

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

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.

MARKETING FOR ALL

The CCD's Marketing For All Program (MFA) is an innovative marketing curriculum that has empowered small-scale farmers and food entrepreneurs since 2017 by helping them strategically reach more consumers, enhance product visibility, and increase revenue.

MFA STRENGTHENS LOCAL FOOD SYSTEMS AND ECONOMIES BY HELPING GROWERS CONNECT WITH MORE CUSTOMERS.

684 PRODUCERS

PRODUCERS TRAINED
IN BASIC MARKETING
PRINCIPLES.

98.4% INDICATED THEY LEARNED AT LEAST ONE PRACTICE THEY WOULD IMPLEMENT IN THEIR BUSINESS.

98.2% INDICATED THAT THE TRAINING WOULD EITHER PROBABLY OR DEFINITELY BE USEFUL TO THEIR BUSINESS.

97.4% SAID THAT THEY WOULD EITHER PROBABLY OR DEFINITELY RECOMMEND THE MFA PROGRAM TO A FRIEND OR COLLEAGUE.



MARKETING FOR ALL

SINCE 2017, THE MFA PROGRAM
HAS BROUGHT IN

**\$172,425 IN
COMPETITIVE
GRANT FUNDING.**



**I've seen firsthand how the
MFA initiative has positively
impacted the local horticulture
economy.**

**Witnessing the growth and
enthusiasm of the participants
has been incredibly rewarding, as
they've improved their operations
and connected more deeply with the
communities they feed.**

–Ray Tackett, Bourbon County Agent
for Horticulture

2017 MFA 1.0

MFA 1.0 Through Specialty Crop Block Grant (SCBG) funding, the CCD develops an innovative beginners marketing curriculum with a menu of modular trainings

2021 MFA 2.0

More SCBG funding allows CCD Team to build on first efforts by offering resources for a digital post-COVID marketplace.

2024 MFA 3.0

Another grant-funded proposal will allow the CCD team to adapt existing materials into intensive, workshopdriven programming focusing on deeper impact







UNIVERSITY OF KENTUCKY
CENTER FOR CROP DIVERSIFICATION

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