

BLUEGRASS FARM TO TABLE UPDATE

*Budget, Finance, & Economic Development Committee
October 26, 2021*



LEXINGTON

BACKGROUND

- Position established—June 2014
- Office of the Chief Development Officer
- Mission—promote the development of a more vibrant local food economy by supporting food-related agricultural development



B L U E G R A S S

F A R M - T O - T A B L E

Growing Our Local Food Economy

LOCAL FOOD SYSTEMS STAKEHOLDERS



KY LOCAL FOOD SYSTEMS SUMMIT

- Co-founded and co-hosted in partnership with UK Food Connection
- Other collaborators: Bluegrass Tomorrow, KY Proud, KCARD, KHC
- Day of workshops, networking, and conversation designed to bring together food systems professionals who work on the front lines of growing our local farm and food systems



2019

- 131 attendees
- 20 breakout sessions
- 36 speakers

2020

- 237 attendees
- 1 keynote + 30 breakout sessions
- 83 speakers

2021

- 263 attendees
- 1 keynote + 3 breakout sessions
- 10 speakers

MARKET DEVELOPMENT + COORDINATION

Connecting farmers with:

- Distributors
- Processors
- Restaurants
- Retailers
- Schools
- Institutions



What Chefs Want!®



IMPACT TO DATE

- 7+ years of work
- 90+ buyers
- Increased sales for 90+ farmers in 32+ counties
- Conservative estimate: **\$9M+** economic impact for KY farmers since June 2014



KENTUCKY DOUBLE DOLLARS

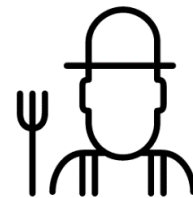
- Purpose: double federal nutrition assistance benefits to purchase KY grown farm products
- 2015 USDA Food Insecurity Nutrition Incentive (FINI) grant → **Bluegrass Double Dollars**
- 2016 Invited to testify before the House Agriculture Committees' Subcommittee on Nutrition in DC
- 2017 USDA FINI grant + KY Agricultural Development Board grant in partnership with Community Farm Alliance → **Kentucky Double Dollars**



KENTUCKY DOUBLE DOLLARS IMPACT

program	year	# sites	incentives redeemed	participants reached
BGDD pilot	2015-2016	5	\$47,000	
KDD	2017	41	\$72,000	9,500
KDD	2018	46	\$91,000	10,000
KDD	2019	52	\$115,000	12,000
KDD	2020	58	\$155,000	12,000+
Total			\$480,000	31,500+

2020 KENTUCKY DOUBLE DOLLARS



43 Farmers Markets



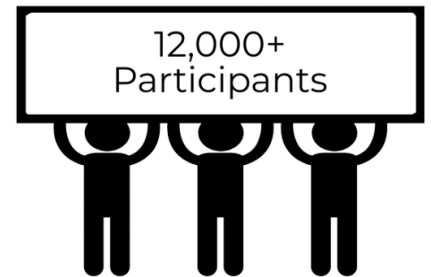
13 Fresh Stops



2 Retail Locations



\$155,000+ redeemed

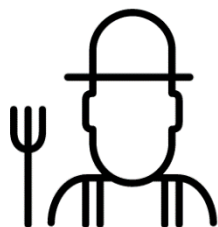




KENTUCKY DOUBLE DOLLARS

2021

KENTUCKY DOUBLE DOLLARS



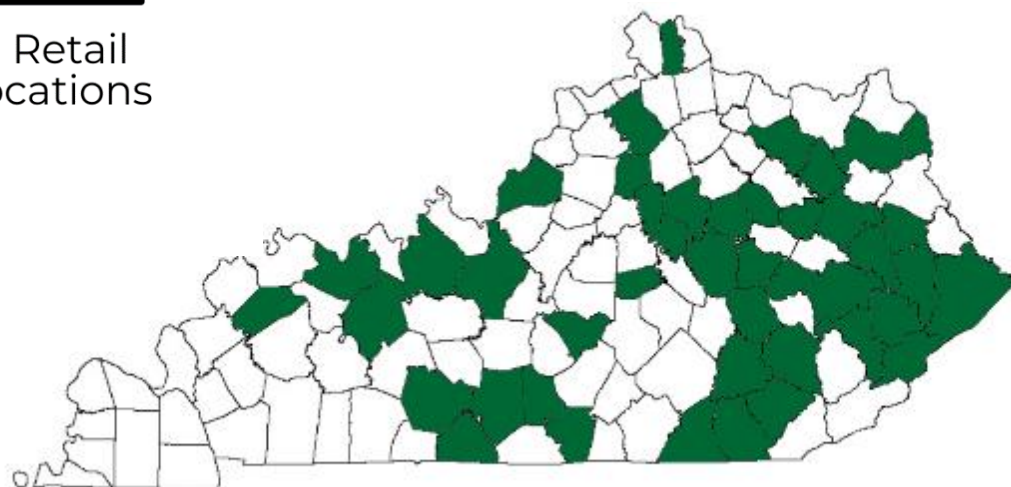
49 Farmers
Markets



19 Fresh Stop
& Community
Markets



5 Retail
Locations



LFUCG CSA FARM SHARE PROGRAM

- CSA=Community Supported Agriculture
- Piloted in 2017 based on UK model + research in partnership with the Kentucky Farm Share Coalition
- Produce subscription—weekly delivery of fresh, local produce for ~20 weeks (May-October)
- Option to pick up at the Government Center



FARM SHARE PARTICIPATION + IMPACT

year	# employees	LFUCG investment	KY farm impact
2017	101	\$20,200	\$50,000+
2018	152	\$30,400	\$76,000+
2019	148	\$29,600	\$74,000+
2020	133	\$26,600	\$67,000+
2021	138	\$27,600	\$74,000+
total		\$134,400	\$341,000+



PROGRAM EXPANSION FOR 2022

expanding partner farm
criteria + doubling
budget

August—partner farm
application period

September—partner
farm application review
+ follow-up

October—partner farm
visits

November/December—
MOAs + finalize plans
for January Lunch &
Learn + program launch

MAYOR'S AGTECH INITIATIVE

- **2019**
 - 2 Steering Committee Meetings (March, August)
 - Ag Innovation Summit (September)
 - Existing Businesses Roundtable (October)
- **2020**
 - Initiated strategic planning process with Shelman Group on in partnership with Dean Nancy Cox (College of Agriculture, Food, and Environment)
 - Mayor joined Governor's AgriTech Steering Committee
- **2021**
 - Exploring funding opportunities to implement recommendations from Shelman Group
 - Working with existing AgTech businesses to identify space for expansion + explore other business development opportunities



SAVE THE DATE

COUNCIL AG DAY

JOIN US FOR A TOUR OF FAYETTE COUNTY
FARMS AND AGRIBUSINESSES

WEDNESDAY SEPTEMBER 29TH 8:30AM-3:30PM

Tour will include: FoodChain, Coleman Crest Farm, Black Soil's
Fulfillment Center & The Recipe @ Julietta Market, Blue Gate Farm, and
Mill Ridge Farm

Agenda + Invitation to RSVP to come

CONTACT INFORMATION

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Questions?



LEXINGTON