



Volume 3, Issue 3
Summer 2009



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SUMMER TOUR REGISTRATION DEADLINE

JULY 8, 2009

Space is Limited!

*Registrations accepted
on a first-come, first-
served basis, call today!*

Did you know?

- There are **92** Certified Roadside Farm Markets
- **51** counties have a Certified Roadside Farm Market
- **14** current markets are charter members
- **20** markets have been members for **10** or more years
- **60%** are on the Kentucky Farms Are Fun website

Summer Tour

It's that time of year again; it's time for the Roadside Farm Market Summer Tour. So mark your calendars and pack your bags for a four-day tour through the majestic Appalachian mountains to visit markets in Kentucky, West Virginia, and Virginia.

The tour will depart from Lexington on Tuesday, July 28 at 9:00 a.m. EDT and return Friday, July 31 at 6:30 p.m.

This year's tour will visit both rural and urban markets, providing the opportunity to learn different types of marketing strategies and obtain other information that may help improve your net farm income.

Each member market will receive up to two discounted registrations for the tour (a \$60 value). Additional participants will be at regular price. Registration includes bus transportation, hotel room, group meals,

and snacks. Incidentals are on your own. Each hotel provides a complimentary breakfast for you to enjoy at your convenience.

Registrations will be accepted, beginning June 22 on a first-come, first-served basis. The registration deadline is **July 8**.

Tentative Schedule

Day 1 will include a tour and lunch at Imel's Greenhouse in Greenup. Imel's is a charter member of the Roadside program, joining in 1996. There will also be a tour of the Capital Market in Charleston, WV.

Day 2 will center around Charlottesville, VA. It will start with a tour of Thomas Jefferson's Monticello. The afternoon will include a tour of Carter Orchard and a greenhouse tour.

Day 3 will cover three farm markets in Virginia: Lovingson Winery, Mountain Run Farm, and



The vegetable garden at Monticello showcases Jefferson's love for agriculture and experimentation in the field.

another farm market. The evening will be on-your-own in Roanoke.

Day 4 will start with a tour of the Roanoke Farmers' Market. Lunch will be in Beckley, WV with a presentation from WV Agritourism. After a tour of the Halfway Market in Milton, the tour will head back to the Bluegrass.

For more information, call (502) 495-5106 or send an e-mail to roadside@kyfb.com.

Fiber Works for Malloys

Shawn and Lori Malloy can't remember the last time they were bored. That seldom occurs when you are caring for 37 alpacas, nine Angora rabbits, two llamas, two donkeys that protect the alpacas and llamas from coyotes, four dogs and numerous cats roaming the 30-acre farm outside Springfield that they've owned since September.

"We were bored one weekend, so we went to an alpaca farm that was having an open house," Lori said. "Instantly, I was smitten. I told Shawn, 'I want alpacas.' He said, 'Come up with a five-year business plan.'"

Lori did, and their lives have been different ever since.

Sunshine Alpacas of Kentucky

deals in Suri breeding stock. The breed, distinguished by its long, flowing locks, makes up only 10 percent of alpacas in the U.S. "We had only six acres in Maine," Lori said. "Needless to say, they [alpacas] are very happy here on 30 acres."

Flaggy Meadow Fiber Works, a Kentucky Proud business

(Continued on page 2)



Roadside Rewards Notes

Get 'em while they're hot!

The next reward in our Roadside Rewards collector's series is the **Louisville Stoneware pie plate**.

A limited number will be available, so encourage your customers to fill up their rewards card and send it in quickly. The reward is first-come, first-served.



If you would like a photo of the pie plate to post in your market please call (502) 495-5106.

Customer Forms

If you have any completed customer enrollment forms, then please mail them to our office. There are over 500 customers currently in the database. This information will be used to target advertising/promotion to our customers.



Member Services

Health & Wellness

In addition to insurance, our flagship member service, Kentucky Farm Bureau provides an array of other member services.

America Hearing Benefits

Discounts on Starkley Labs hearing instruments. For details visit ahbbenefits.com or call 866-924-1287.

Amerisight

Provides members a network of board certified ophthalmologists who spe-

cialize in LASIK. Save 40-50% off the national average for LASIK by calling 877-50SIGHT or visit amerisight.us/fb.html.

Beltone Hearing Aids

Receive 15% off regular price of a hearing aid. Call 800-BELTONE for location nearest you.

Bio Scrip

Prescription discounts at participating pharmacies. For details, call 888-299-5383 or visit your county Farm Bureau office.

Coast to Coast Vision

10-60% discount off regular prices on eyeglasses or contact lenses. Call 800-800-EYES; use code 111.

Florida Citrus

Purchase tree-ripened fresh fruit directly from Florida. Orders placed through county Farm Bureau offices in October with delivery in December.

2009 New Markets

- Back Home Farms Greensburg
- Black Barn Produce River
- Caswell Farms Carlisle
- Cates Farm Henderson
- Croppers Greenhouse & Nursery, May's Lick
- D&F Farms Somerset
- Elk Creek Vineyards Owenton
- Fannin's Vegetables West Liberty
- Farm Haven Union
- Fisherville Farms Fisherville
- Flaggy Meadow Fiber Works Springfield
- Foxhollow Farm Market Crestwood
- Hettmansperger Farm Science Hill
- Metcalfe Landscaping Madisonville
- Poore's Nursery & Farms Russellville
- River View Greenhouses Hebron
- Scott Hams Greenville
- Sherwood Acres Beef LaGrange
- St. Catharine Farm St. Catharine
- Stephens' Nursery & Fresh Produce, Russell Springs
- Stone Hill Honey Country Store, Spottsville
- Sunny Acres Farm Jeffersonton
- Wonder of Life Farm Lancaster

Fiber Works (cont.)

Continued from page 1

(named after the road the Malloys lived on in Maine), cleans and processes and spins fiber sheared from their alpaca herd and about 150 other farms across the nation, including about 20 in Kentucky.

The Malloys' alpacas produce six to eight pounds of fiber per year per animal. Shawn and Lori also get about four pounds of fiber annually from each of their Angora rabbits.

The Malloys helped shear about 250 alpacas this spring at four Kentucky farms, and most of them plan to send fiber to the mill to be processed. During their first four months in Kentucky, they processed more than 80 pounds of fiber from 10 to 12 Kentucky farms. Most of their local business has come by word of mouth through members of the Kentucky Alpaca Association.

The Malloys have 250 custom-

ers that buy their fiber processing services each year, and despite a sluggish economy, their business is growing 10 percent per year.

"We want to create Kentucky Proud products," Shawn said, noting that he researched relocating the mill and found Kentucky was a great place to own a farm-related business, even though it was 1,200 miles from his native New England.



Find Them On-line @

sunshinealpacas.com

flaggy MeadowFiberWorks.com

Government Brief



Labor Signs, USDA Secretary Visits, Home Processing

Wednesday, June 24 marked the end of a special session of the **Kentucky General Assembly**.

To see what bills passed during this special session, visit the legislative Web pages at rc.ky.gov.

Labor Signs

If you hire employees for your market, then make sure that you have all required state and federal labor posters. However, be aware that these required posters are available to you free of charge and won't be solicited through the mail.

Kentucky Labor Cabinet's Division of Employment Standards has a link where market owners can go to download and print all MANDATORY labor posters re-

quired by the state. Go to labor.ky.gov. In the lower right hand corner there is a link to the mandatory posters: Safety and Health on the Job & Wage and Hour posters.

To find out the MANDATORY federal posters required for your operation or to obtain posters, you may contact the U.S. Department of Labor by telephone at 1-888-9-SBREFEA, or by email at Contact-OSBP@dol.gov.

Rural Community Forum

U.S. Secretary of Agriculture Tom Vilsack stopped at Anderson Circle Farm in Harrodsburg in late May as a part of his Strengthening American Communities Rural Tour.

Speaking to over 300

Kentucky farmers and agriculture leaders, Vilsack discussed how the USDA provides leadership on food, agriculture and natural resources and touches the life of every American.

Home Processing Regs

If you are interested in adding value to some of your produce to sell at your market or at the farmers' market, then contact either Mark Reed (extension 3677) or Christine Atkinson (extension 3718) at (502) 564-7181. They will be able to answer any questions pertaining to the home processing rules, the registration process for home-based processors or the certification process for home-based microprocessors, as well as good agricultural practices.



Three Roadside market members participated in the Governor's Derby Celebration Farmers' Market at the capitol: **Boyd Orchards, Evans Orchard & Cider Mill, Flaggy Meadow Fiber Works.**

"Life's greatest accomplishments are those that at first seem impossible."

- Unknown

Money Matters



Grant/Loan Opportunities

Energy Grant/Loan

The **REAP Renewable Energy Systems/Energy Efficiency Improvement Program** provide grants for energy audits and renewable energy development assistance. It also provides funds to agricultural producers and rural small businesses to purchase and install renewable energy systems and make energy efficiency improvements.

The grants are awarded on a competitive basis and can be up to 25% of total

eligible project costs. Grants are limited to \$500,000 for renewable energy systems and \$250,000 for energy efficiency improvements. Grant requests as low as \$2,500 for renewable energy systems and \$1,500 for energy efficiency improvements will be considered.

All agricultural producers, including farmers and ranchers, who gain 50% or more of their gross income from the agricultural operations are eligible. Small businesses that are located in a

rural area can also apply. Rural electric cooperatives may also be eligible to apply.

Most rural projects that reduce energy use and result in savings for the agricultural producer or small business are eligible as energy efficiency projects.

For more information, visit rurdev.usda.gov or contact the Kentucky Rural Development Office:

Scott Maas, USDA Rural Development
771 Corporate Drive, Suite 200
Lexington, KY 40503
(859) 224-7435
scott.maas@ky.usda.gov



Begonias in bloom at Imel's Greenhouse in Greenup County. Join us on the summer tour to see more.

Kentucky Farm Bureau



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Our Mission

Kentucky Farm Bureau is a voluntary organization of farm families and their allies dedicated to serving as the voice of agriculture by identifying problems, developing solutions and taking actions which will improve net farm income, achieve better economic opportunities and enhance the quality of life for all.

Road Signs is a quarterly publication for members of Kentucky Farm Bureau's Certified Roadside Farm Market program. The purpose of this newsletter is to provide helpful information to Roadside members in the development of their markets.

Visit us on the web!

kyfb.com

Roadside Market Summer Events

July 17, 2009

Elk Creek Vineyard concert
Darius Rucker from Hootie
and the Blowfish

July 18, 2009

Evans Orchard Sweet Corn
Festival

July 18, 2009

Hinton's Orchard 2nd Annual
Peachapooza

July 28-31, 2009

KFB Roadside Farm Market
Summer Tour

August 15, 2009

Elk Creek Vineyard concert
Kentucky Symphony

September 12, 2009

Hinton's Orchard 2nd Annual
Apple Festival

September 19-20, 2009

Boyd's Orchard Apple Days
Festival

September 26-27, 2009

Boyd's Orchard Scarecrow
Festival



Roadside Market News

Announcements & Events

Another year for the Roadside Farm Market program is off to a great start. Bags, new market signs, and other materials have been delivered. If you haven't received something or you're running out, then please let us know. Below is the information for purchasing additional bags for your market.

Yellow Bags: The yellow bags are a staple of the Certified Roadside Market Program and the one thing every market member can't wait to get. You have received 500 bags for the season; these bags are included in your 2009 membership. If you like the bags and would like to purchase more, the cost will be \$60 for a box of 500 large bags or \$55 for a box of 500 small bags. This price does not include shipping to your market.

Blue Bags: This year Kentucky Farm Bureau has jumped on the green bandwagon with the blue reusable market bag. These large sturdy grocery bags were handed out during the 2008 Kentucky Farm Bureau annual meeting and were a hit among the members. Each member market is receiving 10 of these one-of-a-kind Farm Bureau blue bags for resale. We recommend a price point of \$2.00 per bag, so that we have a standard rate across the state. If you are interested in purchasing additional bags to sell at your market they can be purchased in quantities of 10 at \$1.50 per bag. This price does not include shipping. Please order 45-60 days in advance.

Events

As you plan any new events for 2009, please let us know, so we can update our web listing to promote your event. We'll also forward your event to be distributed on the Governor's Office of Agriculture Policy's **EVENTS IN AGRICULTURE** listing and the Kentucky

Farms Are Fun listing.

On the Radio

Visit the radio/television webpage at kyfb.com to hear Roadside Market program coordinator, Kara Keeton, and owners interview with Mike Feldhaus for "Across Kentucky".

July 2 - Leon Burton, **Burton's Nurs-**

ery & Garden Center (Taylor Co.)

June 30 - Paul Dennison, **Dennison's Roadside Market** (Hart Co.)

April 8 - Scotty Lee, **Lee's Garden Center** (LaRue Co.)

March 17 - Kara Keeton, program coordinator

March 13 - Kenny Imel, **Imel's Greenhouse** (Greenup Co.)

roadside@kyfb.com

