

# AGLAND: Commodities galore at the state fair



Photo courtesy of Kentucky Venues Communication Department

AgLand at the Kentucky State Fair exhibits several commodity groups from Kentucky.

AgLand brings back more than an acre of agriculture exhibits at the Kentucky State Fair this year. Several commodity groups are geared up to be featured in South Wing A, where the state's farm and field heritage are highlighted at the Kentucky Expo Center, including the future of agribusiness through 4-H and FFA exhibits. Groups like corn, wheat and small grain growers associations will be on hand, including Kentucky soybean and pork producers partnering up to get their messages out.

Becky Kinder has been with the Kentucky Soybean Board for almost two decades now.

"It'll be 19 years, next week," Kinder said, and all those years she's been education director.

So, she's particularly excited about some new offerings the association organization will have in AgLand at the state fair. Some favorites from last year are also returning.

"This is the second year we will have the 'Pork N Beans – together we're makin' bacon' theme," Kinder said about soy partnering up with the Kentucky Pork Producers.

She said collaborating with pork makes an easy connection with consumers and farmers alike.

"The majority of people like bacon, and soybeans are mostly known for animal feed, but it's used quite often in our food, too," Kinder said, so this tie-in works out great. "They can learn about both commodities this way, so it works for all of us."

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### KSU program offers much needed water testing

Kentucky State University provides a much-needed water testing service to Kentucky's fruit and vegetable farmers as these producers work to successfully meet the water quality standards set in the Food Safety Modernization Act.

The FMSA sets specific vegetable and fruit production standards, and water usage is a crucial component. Up until the passage of the FMSA in 2015, producers were encouraged to follow voluntary FDA guidelines. The Kentucky Department of Agriculture is legislated as the regulatory agent for the FMSA. There are two water quality standards for agricultural water within the FMSA, water that touches the surface of produce or where the surface might become wet is considered agricultural water. Agricultural water then falls into two categories: production and post-harvest.

Production water is used to grow and care for plants and includes any water with direct contact with the produce before harvest. This includes irrigation, fertilizing, pest and chemical sprays, and even water that protects plants from freezing.

Post-harvest is just as its name indicates: water used to wash the produce after picking.

To comply, a grower must know where their agricultural water comes from to test the amount of generic Escherichia coli (E. coli) and document those results in a water quality profile. The amount of E. Coli indicates the sanitary quality of the water. There are four primary sources of production water:

•Groundwater (wells)

•Surface water (ponds and streams)

SEE KSU, PAGE 3

# AGLAND: Commodities galore at the state fair

#### FROM PAGE 1

They are also bringing back Pork N Beango, where Kinder said cards can be found at both organizations' booths. "And we have the answers to the questions at each booth, so if they go around they can get all the answers and form a bingo, then turn those in for a prize." Prizes include things like barbecue rub packets and basting brushes, all branded with the Pork'N Beans logo.

"And something brand new we're doing – a new activity book featuring Buddy the Bean, our mascot," Kinder said. It contains activities for kids pre-K through sixth grade.

"There's a variety of activities in it, in relation to soy. They can do anything from making animal puppets to puzzles, word searches, to animal agriculture and activities about biodiesel."

On the back of the grain bin at their booth, Kinder said they will have mag-



KyCorn and KDA to will once again be handing out Kentucky Proud popcorn to thousands of visitors at the Kentucky State Fair.

netic photo frames attached, with a banner for the Kentucky Livestock Coa-

lition, which includes an array of farm groups.

"So around that in the frames, we have Kentucky farm families featured, from various livestock and grain operations."

Kinder said they asked the member organizations to submit photos, and they obliged.

"It really works out well. People take the time to stop and look through them, and most of them are like, 'Hey, I know them."

Rae Wagoner, communication director for KySoy, said that interestingly enough, the Kentucky Livestock Coalition is run through soy's office.

"And since the coalition is made up of organizations that – most of them – are already exhibiting at AgLand, we wanted to use the space on our grain bin to spotlight some of the outstanding Kentucky farm families that are raising your food, your food's food, and the

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# KSU program offers much needed water testing to farmers

#### FROM PAGE 1

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Compliance with FMSA is based on a sliding income scale. Growers who have income of over \$250,000 currently must be in compliance. Those from \$25,000-\$250,000 must comply in 2024.

Getting their water tested is a major stumbling block for farmers in this income category. Kelly Jackson, Christian County Extension Agent for Horticulture, said local produce farmers want to have their water tested to ensure their products are safe. Jackson said securing a testing source was very difficult. The Christian County Health Department declined to test the samples, while the Todd County Health Department did test but was overwhelmed with the number of samples submitted.

Dr. Avinash Tope, associate professor for academic affairs in the Kentucky State University College of Agriculture, Community and the Sciences, recognized the critical need for water testing. In 2017, Tope, who specializes in chronic disease prevention and food safety, began work on a water testing program, focusing on Kentucky's produce farmers who have income in the \$25,000 to \$250,000 range and those with less than \$25,000. Tope wanted to include those producers with less than \$25,000 income, even though they are exempt from the testing requirement, because of their commitment to ensuring their products are safe.

"I knew that Kentucky is a state of small farmers, and we had a critical mass of farmers that needed help to ensure that they could put their produce in the market, and I worked on a program to make water testing easy and available to the small farmers of the state," Tope said.

As a land grant university, Tope knew

KSU was a logical fit to receive a USDA grant for research proposals and ideas, especially for small farmers and the needed water quality testing, and said no other entity was willing to offer the required service.

The 2017-18 research project tested water samples and found that 17-18 percent were "too hot," meaning the samples' E. Coli levels were too high.

"This data helped us a lot in making an argument when it came to applying for the farmers' market promotional program," Tope noted. He said this data helped back their claim that there was a need for statewide testing, and he believed it was a big start in getting the 2020 proposal funded.

The program received nearly \$350,000 from a 2021 USDA grant to provide water testing labs across the state.

Currently, there are four statewide water testing labs: Frankfort, Whitesburg, Bowling Green and Hodgenville, making labs accessible to the entire

The first lab opened in Whitesburg just in time to provide testing after the devastating eastern Kentucky floods.

state.

Tope provides farmers with a detailed brochure outlining the exact procedures for collecting water samples. Currently, there is no limit to the number of tests the labs can do.

Tope is obviously excited about the how the water testing program will contribute to a safe food source. But he is even more excited about the willingness of produce farmers to have their water tested; no arm twisting is needed. He said farmers are more than forward-thinking, they are proactive, have assessed their needs, and their willingness is the driving force for the water testing labs and the work that Tope and his team is doing.

Tope quickly gives credit to the several partners providing funding and

SEE KSU, PAGE 7



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### The history of FFA is strong



KENTUCKY FFA FOUNDATION EXECUTIVE DIRECTOR

#### Sheldon McKinney

They turned off the machines during a milking, a first, to sit down for a moment and celebrate their grandson. Yve been thinking about storytelling. We are overwhelmed with information, nearly everywhere we turn. How do we cut through the noise and tell a memorable story that leaves a lasting impact on a person?

I recently wrote a grant for the Kentucky FFA Foundation that required a 90-second video, "Telling our story." It was a real challenge trying to communicate nearly 100 years of history, our influence on hundreds of thousands of alumni, and the collective difference FFA has made in the lives of members, communities and agriculture.

Each FFA member zipping up a blue corduroy jacket has a story to tell and it is a duty of the Kentucky FFA Foundation to share their stories in hopes of inspiring others and sharing the impact that our donors have in the lives of students through their contributions. Our donors also have stories worthy of sharing, about how FFA impacted their lives, their career and what compels them to give back.

Clearly, trying to tell the story of FFA in 90 seconds was a daunting task.

There wasn't time to tell about students like our Kentucky FFA State Star Farmer, Taylor County FFA member Jeffrey Sprowles. He was raised on a multi-generation family farm that is still milking cows. His love and passion for being a farmer on the same land his family has been on for over 100 years couldn't fit in any video! His agriculture teacher told me that each of his grandfathers were miking during our State FFA Convention and they live-streamed the State Star Farmer ceremony on YouTube. One asked the other, "Did he win??" He confirmed, "He won." They turned off the machines during a milking, a first, to sit down for a moment and celebrate their grandson.

I didn't have enough time to tell about the thousands of students entering our programs who haven't grown up on a farm, but they are finding a passion for the agriculture industry in their classrooms and starting Supervised Agriculture Experience projects. I could have mentioned dozens of projects we have awarded grants to that have allowed students to start apiaries, lawn mowing businesses, establish gardens, open a dog grooming studio, purchase laying hens and so much more. Our students collectively earned over million \$13.2 last year through SAE Projects.

There was no way I could tell our Forever Blue donor stories and the reasons they support Kentucky FFA.

For example, how in the early 1950s, Lyon County agri-SEE **THE**, PAGE 5

# War is expensive both on and off the battlefield

hen asked to describe war, Union General William T. Sherman noted that "War is cruelty, and you cannot refine it." Later, in a speech, Sherman did refine his easily forgettable dictum to the much shorter, impossible-to-forget: "War is hell."

Others thought war to be "...politics by other means," (Clausewitz) or "...a wanton waste of projectiles," (Twain.)

However you describe it, war is expensive. World War II, in 2020 dollars, cost \$4 trillion and devoured 40 percent of U.S. GDP in 1945. To date, estimates of the total U.S. military, financial, and humanitarian aid to Ukraine since its February 2022 invasion by Russia range from \$75-110 billion.

It's extremely profitable, too. In 2023, Brown University estimated that the almost generation-long war in Afghanistan cost U.S. tax-payers \$14 trillion, "with one-third to one-half of that total going to military contractors."

Shooting wars aren't the only type of warfare that's costly, deadly, and often without a winner. In January 2022, the International Monetary Fund estimated the total cost of the Covid-19 pandemic would be at least \$12.5 trillion.

The human side of that coin is just as large. On Aug. 2, the United Nations World Health Organization estimated total Covid-19 deaths worldwide now stand at 7 million.

Covid has other, less visible victims. In 2021 alone, the UN calculated the pandemic more than doubled the number of "people experiencing acute food insecurity" around the world from 135 million to 345 million.

Then, with global food aid programs already reeling under Covid, the Russian invasion of Ukraine struck another blow. U.S. wheat futures prices rocketed nearly 50 percent higher, from \$7.50 per bu. to \$11 per bu., as shipping and boycott threats ricocheted through global markets.

But even after the invasion-shaken markets settled into a less volatile, more predictable pattern, the number of food-threatened nations remained high and access to supplies continued to be threatened.

However, throughout the pandemic and Russian-Ukrainian war, one area of the global food system remained–and remains–well-fed and fat. According to a Greenpeace International February 2023 report, "The world's biggest agribusiness corporations made more in billion-dollar profits since 2020 than the amount that the UN SEE WAR. PAGE 6



### FOOD & FARM FILE

Alan Guebert

The human side of that coin is just as large.

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### **OPINION** THE FARMER'S PRIDE

### KDA seeks input on identifying needs of ag community for USDA grant



KENTUCKY DEPARTMENT OF AGRICULTURE COMMISSIONER

#### Ryan Quarles

Infrastructure grant applicants can apply for a minimum of \$100,000 and a maximum of \$3 million. A U.S. Department of Agriculture grant could mean big things for some Kentucky agricultural producers.

Recently, the Kentucky Department of Agriculture was awarded \$8.6 million through the USDA's Resilient Food Systems Infrastructure program. The money, which will be provided through a competitive grant process, is part of an overall \$420 million the USDA committed to states to build resilience in the middle of the supply chain and strengthen local and regional food systems by creating new revenue streams for producers.

Eligible projects include those that expand capacity for aggregation, processing, manufacturing, storing, transporting, wholesaling, and distribution of food products, for specialty crops, dairy, grains for consumption, aquaculture, and other food products, excluding meat and poultry.

In the near future, KDA will finalize its state plan for the RFSI program and submit it to USDA for approval. As we work to complete the plan, I welcome farmer and industry input to assist us in identifying the needs and priorities in the commonwealth. I encourage you to email your thoughts and ideas to us by Aug. 31, at Ag.Web@ky.gov.

The funds for RFSI come out of the American Rescue Plan for states and territories via formula funding. To award its share, KDA will work in partnership with USDA to make competitive sub-awards to support infrastructure and equipment grants.

Infrastructure grant applicants can apply for a minimum of \$100,000 and a maximum of \$3 million. Recipients are required to contribute 50 percent of the total proposed project cost as a match to the federal funding. Some historically underserved farmers and other business may be eligible for a reduced match of 25 percent.

Individual producers will have an opportunity to apply for Equipment-Only Projects. These projects will be eligible for grants between \$10,000 and \$100,000 for equipment purchases, with no match required.

Some of the identified areas the RFSI will focus funding toward are:

• Expanding capacity for processing, aggregation and distribution of agricultural products to create more and better markets for producers;

• Modernizing manufacturing, tracking, storage, and information technology systems;

• Enhancing worker safety through adoption of new technologies or investment in equipment or facility improvements;

• Improving the capacity of entities to comply with federal, state, and local food safety requirements;

• Improving operations through training opportunities;

• Supporting construction of a new facility;

• Modernizing or expand an existing facility (including expansion and modifications to existing buildings and/ or construction of new buildings at existing facilities);

• Construction of wastewater management structures, etc.;

• Modernizing processing and manufacturing equipment; and

• Developing, customizing, or installing equipment that reduces greenhouse gas emissions, increases efficiency in water use, improves air and/or water quality, and/or meets one or more of USDA's climate action goals.

I look forward to hearing your input on the development of our state plan and providing information on the application process later this fall. Until then, my staff and I are always ready to listen and gain your input on providing opportunities for Kentucky's farm families.

Visit the RFSI website for additional information and resources at: www.ams.usda.gov/ rfsi.

DR. RYAN QUARLES is the Kentucky Commissioner of Agriculture.

# The history of FFA is strong

culture teacher Stanley DeBoe drove Mr. Joe McCarty and his father to Lexington for their very first time to help Joe enroll in college. Mr. McCarty has given \$50,000 in honor of the influence his agriculture teacher had on his life. I could have shared how the Kentucky FFA Foundation Board Chairman, Nick Carter, who rang the bell on Wall Street as CEO of a publicly traded company, took a moment to himself to reflect on how he got from Hustonville to the NY Stock Exchange..... he credits his FFA experience.

There's no way I could explain in 90 seconds the confidence that comes to a student after they recite the FFA Creed for the first time, or the thrill of getting to see the state winning Livestock Judging team called during the Kentucky State Fair. You can't explain in 90 seconds the camaraderie that comes from singing, "Lean On Me" during the last night of FFA Camp or the sheer joy from agriculture teachers when we announced a recent gift of new mattresses from Tempur Sealy for all the beds at FFA Camp!

So how do you explain what FFA is in 90 seconds? I decided to begin with, "We are growing the next generation of leaders that will change the world." We will never be able to tell each member's story, but we will do our best to tell some. To remind folks that though many things change, our mission is the same and we are doing good work in the world. If FFA is part of your story, I invite you to make a gift at www.kyffa.org to celebrate.

SHELDON MCKINNEY is the Executive Director the Kentucky FFA Foundation.

### Letters to the Editor

Letters to the editor are welcomed. Letters must include the author's name, address and phone number for verification purposes. Letters should be no longer than 500 words and will be edited for clarity. Send letters to P.O. Box 159, Columbia, Ky., 42728 or toni@farmlandpub.com

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## War is expensive both on and off the battlefield

#### FROM PAGE 4

estimates could cover the basic needs of the world's most vulnerable..."

That math, Greenpeace explains, shows that "The 20 corporations-the biggest in the sectors of grain, fertilizer, meat and dairy-delivered \$53.5 billion to shareholders in the financial years 2020 and 2021, while the UN estimates a smaller figure, \$51.5 billion, would be enough to provide food, shelter and lifesaving support for the world's 230 million most vulnerable people."

Recent financial reports from three of the biggest of the bigs–Cargill, Bunge, and Archer-Daniels-Midland–show the trend not only continues, but it's getting even more profitable. For example, on Aug. 3, Reuters reported, "Global commodities trader Cargill Inc. reported... its fiscal year 2023 revenue increased 7% from a year earlier to \$177 billion, the highest ever for the 158-year-old company."

Since Cargill is a privately-held company, it doesn't share all its financial data such as quarterly or annual profit. Competitors like ADM and Bunge, however, are publicly held so they must post their financial results. "Both," says Reuters, have "reported solid earnings..." and have "raised their profit outlooks for 2023."

The key reason for the increased profits is as old as war itself: "Global supply disruptions, such as the ongoing war in Ukraine... have generated increased profit margins for grain merchants" and, no surprise, "concurrently opened up opportunities for firms like Cargill to step in..." explained BNN, an online global news service, Aug. 3.

Equally unsurprising, prices for ag imports and services have also soared during Covid/Ukrainian war years. According to a November 2022 report by the Institute of Agriculture & Trade Policy, the world's 20 most industrialized nations "paid almost twice as much for key fertilizer imports in 2021 compared to 2020 and (were) on course to spend three times as much in 2022..."

So, yes, war is a cruel, unrefined hell where everyone, even the winners, are losers.

ALAN GUEBERT publishes a weekly column Farm and Food File through the U.S. and Canada. Past columns, events and contact information are posted at farmandfoodfile.com. Contact Alan Guebert by email at agcomm@farmandfoodfile.com.



# KSU program offers much needed water testing to farmers

#### FROM PAGE 3

expertise who helped make the water testing program a reality.

He noted Cindy Finneseth with the Kentucky Horticulture Council who helped identify farmers to participate in the initial research student. which led to the final grant funding as well as KCARD's help with the proposal development with the USDA funding. He singled out CANE Kitchen in Whitesburg, which stepped up and provided a location for the first lab in Whitesburg. "It was like being on the journey all by himself but picked up friends along the way, just like a Middle Eastern caravan," he concluded.

That caravan provides a much needed avenue for a predictable safe food source from the many Kentucky fruit and vegetable farmers.

By Toni Riley Field Reporter



Dr. Avinash Tope and John Thomas demonstrate how to correctly take water samples at a recent farm tour near Fairview.

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### HOMELINE THE FARMER'S PRIDE

### Stuffed Zucchini Boats

4 medium zucchini
1 pound chicken breast
½ cup chopped onion
1 egg, beaten

¾ cup marinara sauce
¼ cup bread crumbs
1 teaspoon garlic powder
½ teaspoon black pepper

**1½ cups** shredded cheddar cheese Olive oil, optional

**Cut** zucchini in half lengthwise. **Cut** a thin slice from the bottom of each with a sharp knife to allow the zucchini to sit flat. **Scoop** out the pulp, leaving ¼-inch shells. (Optional, lightly brush the shells with olive oil.) **Preheat** the oven to 350° F. **Cut** chicken breast into 1 inch cubes. In a large skillet, **cook** chicken and onion over medium heat until meat is no longer pink; **drain. Remove** from the heat; **stir** in the egg, marinara sauce, bread crumbs, garlic powder, black pepper and 1 cup cheese. **Spoon** about ¼ cup into each

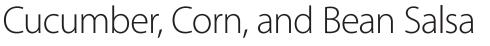


zucchini shell. **Place** each filled shell onto a non-greased cooking sheet and place into the oven and **bake** for 15 minutes. **Remove** boats from oven and **sprinkle** on the remaining cheese. **Bake** boats for an additional 5 minutes or until the cheese melts.

Yield: 4 servings

Nutritional Analysis: 420 calories, 20 g fat, 9 g saturated fat, 170 mg cholesterol, 700 mg sodium, 19 g carbohydrate, 4 g fiber, 9 g sugar, 40 g protein.

Buying Kentucky Proud is easy. Look for the label at your grocery store, farmers' market, or roadside stand.



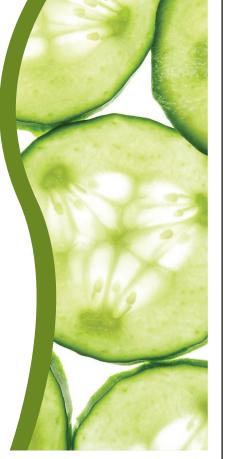
<ul> <li>2-3 large cucumbers</li> <li>2 tomatoes</li> <li>1 yellow bell pepper</li> <li>1 small red onion</li> <li>¼ cup chopped fresh cilantro</li> <li>½ cup black beans</li> </ul>	<ul> <li>½ cup fresh whole kernel corn, cooked</li> <li>1 ounce package dry ranch dressing mix</li> <li>½ cup cider vinegar</li> <li>2 tablespoons sugar, optional</li> </ul>
Wash all vegetables. Finely chop	dressing packet, vinegar, and sugar.
cucumbers, tomatoes, pepper,	<b>Pour</b> dressing over vegetables and
and onion. Combine in a large	mix well. <b>Serve</b> immediately or
mixing bowl with chopped cilantro.	refrigerate until chilled.
Drain and rinse beans and add to	<b>Yield:</b> Makes 20, ½ cup servings.
chopped vegetables. Add corn. If	<b>Nutrition Analysis:</b> 50 calories, 0 g
using canned corn instead of fresh,	fat, 130 mg sodium, 7 g carbohydrates,

using canned corn instead of fresh, **drain** off liquid prior to adding to vegetables.

In a small bowl, mix together ranch

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### When we ask why

"I love you, Kendell. I have been proiine for you."

Those were the precious letters written in pencil on a piece of green craft paper by a little boy letting his newborn sister know he is praying for her.

His sister, born prematurely, has not yet made it home from the hospital, but the bond between the siblings is already there.

His mother shared the note with me because I had tried to encourage her after doctors said it would take some time for her daughter's lungs to mature.

It seems when people tell me they want to ask God, "why?" I always feel the need to respond.

The Bible says there is a thief who seeks to kill, steal and destroy. I don't promise to know why bad things happen, but I do know the name of the author.

Faith is complicated. We believe God is love, and we believe he cares about us. But we also believe he has the ability to fix everything that is broken, and sometimes he just doesn't.

So we ask why. Truth is, I have no idea why. But I do know that life would be even more complicated if God just went around fixing every problem and taking control of every situation. Free will would be gone. The ability to learn from our mistakes would be gone. The growth that comes through perseverance would be non-existent. I imagine a bunch of spoiled, arrogant children who never grow up because they have never gone and survived a difficult time.

We see life as it begins and ends on this planet of ours, but God sees eternity. I imagine that view makes him much wiser than me. So all I can really do is have faith, knowing that he has given us an instruction manual and his written his word on our hearts.

The Bible tells us to have faith like a child. It seems like a really loving way to live and a blessed way to grow up. s/Sharon

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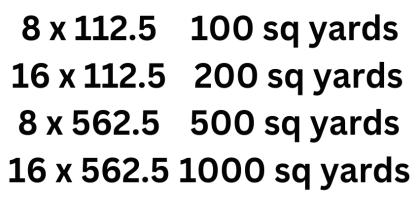
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## Five reasons why rotational grazing is for you



Two strands of electrified polytape fencing and some tread-in posts created a rotational grazing scheme for this horse farm. Simple improvements in grazing management can pay big dividends.

We have talked so much this year about hay, it is easy to forget that grazing makes up 75% or more of the feed that goes into our livestock. The management gurus will tell you that to get more rocks in a box, you put the big rocks in first. I will argue that rotational grazing is the biggest rock of all.

First let's define rotational grazing. Rotational grazing is a system of allocating pasture such that livestock are only given access to limited areas and the remainder is allowed to rest. Forage agronomists like me can get a little nerdy about rotational grazing. Heck, we even come up with a half dozen different names for it, like leader-follower, creep grazing, mob grazing, flash grazing. You get the picture.

The message I want to leave with you in

this article is that rotational grazing does not have to be complicated. Take a horse farm that just reseeded a critical pasture field this spring with novel tall fescue and orchardgrass. Spring seedings of our cool season grasses need to be carefully managed during the first growing season because the seedlings are not fully established. In this case, they had good enough growth and moderate temperatures that grazing the field during this first season was doable. And the farm really needed the extra pasture acres.

The problem was that there were no subdivisions in the pasture. And only one water source. Letting horses have access to the full pasture would produce some very overgrazed areas and waste of a lot of for-



age. The solution? You got it – subdivide the field and do some simple rotation.

The farm had never used temporary electrified fencing before, so this was a big leap. They used plastic tread-in posts and ½ inch wide poly-tape to divide the field into two parts. And they added one more stock tank so each section had water.

The good thing about rotational grazing is that small steps can have big rewards. In this case, the farm was able to protect their investment in new grass while utilizing these new pastures. They watched the horses closely so that when they began to graze below four or five inches they moved them to the other half. These were slow rotations,



10 days or more per subdivision. But it allowed them to utilize the pasture and rest half of it at the same time.

The horses acclimated to the fence easily even though they had never been exposed before. After one bad experience with touching the fence, they never bothered it again. The horses did not go through

SEE FIVE, PAGE 15



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# **AGLAND:** Commodities galore at the state fair

#### FROM PAGE 2

fuel and fiber we need," Wagoner said. Kinder said aside from advocating for and educating about soy, and making sure people know where their food comes from, it's also important to pull children into the cause at a young age.

"They are the next generation, and one of our priorities is education. Making sure consumers know where their food comes from, what farmers are doing day-in and day-out to provide for us all. Soy provides food for animals, sure, but also for us. And fuel for vehicles, materials for crayons."

Another new addition will be Hempwood Flooring, Kinder said, which will be set up at the soy association booth. Headquartered in Murray, the company uses materials grown within 100 miles of its factory there, including soy.

"That's something else that's new and recently came out, so we're excited they'll be with us," Kinder said. She said including innovators like Hempwood helps to further educate and pull in more consumers. "We want to pull all types in," she said. "We're all consumers, and with soy, it's involved in a wide variety of things."

Jennifer Elwell, executive director of the Kentucky Agriculture and Environment in the Classroom, said among many others, the state's wheat industry will also be on display in AgLand.

"In addition to general wheat facts, the Kentucky Small Grain Growers will feature several baked good recipes that visitors can take home and try," Elwell said, who is also executive secretary for the Kentucky Agricultural Council.

Elwell also shared information from the Kentucky Corn Growers Association, including a new display sharing environmental improvement statements from the National Corn Growers' Sustainability Report. "Corn facts" will also be served with roasted sweet corn in the Great Kentucky Proud Cookout Tent, and KyCorn teamed up again with the Kentucky Department of Agriculture to hand out Kentucky Proud popcorn to thousands. "All About Careers in Agriculture" is



The Kentucky Livestock Coalition Wall of Farm will be on display again this year at the Kentucky State Fair.

another new offering in AgLand, Elwell said, with KAEC teaming up with the Ag Council on the Kentucky Agriculture Works display and interactive career finder. She said visitors can complete a digital career quiz, provided by National FFA Ag Explorer, and professionals will help point them in the right direction to prepare.

The Kentucky State Fair runs Aug. 17-27 at the Kentucky Expo Center in Louisville. To find out more about exhibitions in AgLand, visit kystatefair. org/agriculture/agland.

By Bobbie Curd Field reporter



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THE FARMER'S PRIDE

# Celebrating Kentucky's farmers' markets

SIMPSONVILLE, Ky. – Under the Wiche Pavillion, business is brisk at the Simpsonville Farmers' Market, even at 11 a.m.

Local musicians serenade the crowd as the 25 vendors provide a generous selection of meat, baked goods, crafts, ice cream, and even vinyl records for the 700 customers who visit the market on Saturday and then again on Wednesday night.

This scene is being replicated every week throughout the state, from large markets with juried vendor selection to a few tents around the courthouse. But all have the same goal - building customer relationships and providing locally sourced products.

During the week of August 6-12, Kentucky and celebrated these markets, which reflect the fabric of local communities. Agriculture Commissioner Ryan Quarles said in recognition of the Farmers' Market Week.

"Farmers' markets provide the freshest and healthiest foods direct from Kentucky's farms, and Farmers' markets remain a vital resource to provide a direct pathway for farm fresh foods for consumers." Not only do farmers' markets provide a variety of products for customers, but they also grow the economies of local communities.

More than 2400 vendors are at 170 Kentucky farmers' markets, providing an economic boost to 115 counties. Many communities plan days around their farmers market, which bring additional customers to the venues, which are often in the downtown business district.

A study by the University of California Davis discovered, "for every dollar of sales, direct marketers - Kentucky farm families generate twice as much economic activity within the region." Kentucky's farmers' markets reported more than \$15 million in sales in 2022.

The Simpsonville Farmers' Market provides just such a business opportunity for sisters Keren Mendez Henestrosa and Gethsy Mendez Phillips. The new vendors sell 130 sweet empanadas each week at their Blooming Flour Bakery. The sisters love making desserts that reflect their Mexican heritage. Without the security of the customer base of the farmers' market, the sisters would not have taken the step to open their business.

Gethsy laughed when she noted that Keren is the baker and shy. She, however, is a people person. They make a great team and enjoy meeting people, and hope to expand their business with more selections than the four fresh fruit flavors of empanadas.

Danielle Keating is the manager of the

Simpsonville Farmers' Market, completing her second year as manager, being a vendor in the previous three. Her work in the garment district of New York City made her well-versed in marketing. Her goal as manager is to make sure there is a variety of vendors who attract a diverse crowd of customers and to make sure the community is involved in market events. In other words, the vendors have customers, and the customers have vendors.

as Simpsonville recognize that diverse vendors bring in additional customers.

During the off-season, she spends time sourcing new vendors.

"We didn't have baked goods, and I found bakers; we didn't have dairy, I found dairy." Currently, there are three bakers, each with different products and not in competition with each other. New vendors have the chance to come once a month - to sort of "get their feet wet" to see if they can commit to an entire season of the twice-weekly market days.

"Coming once a month has opened the doors for people who have had doors closed to them," Keating said. The vendor's contract allows for only one vacation week - to ensure product consistency; vendors can't just come when they want to; they have to commit to the weekly market days.

Sisters Gentsy and Keren offer empanadas to customers at the Simpsonville Farmers' Market. Successful farmers' markets such

She acknowledged her Black Paws Farms was the only vegetable vendor; and grew pensive.

"Yes, we lost three vegetable vendors mid-season" Sadly, she added some small farmers have not been able to make it financially with farmers' market sales and have had to go to off-farm jobs.

Her goal is to have no more than 20 percent non-farm vendors. When asked about the vinyl record booth, she laughed. "He has a following, and people come to him and then visit other booths."

Keating noted that vendors must innovate and "work the crowd" from their booth. They must stand up, be ready to talk and interact with customers, answer questions, and have samples. They have to push their products; they create their customers. Gone are the days of vendors just sitting at their booths and waiting for customers to come to them.

She initiated the "On the Green" program held the first Saturday of the month. The event allows community organizations to participate in the market and set up educational booths. It brings people to the organizations and the vendors - a win-win situation. She manages the very attractive and informative Simpsonville Farmers' Market Facebook page. Each week the page promotes a vendor and upcoming events. Under her management, market attendance has increased from 200 to 700, and at "On the Green," over 1000.

Her goal is to have 1200 regular customers and 35 booths, which means more work this off-season.

"But when you're passionate about something, it's really easy.", she concluded.



# Parr named dean at Murray State Hutson School of Ag

MURRAY, Ky. – Murray State University named Dr. Brian Parr dean of the Hutson School of Agriculture at the University's Board of Regents meeting on June 2. Parr had served as the interim dean of the school since Jan. 1.

In his role, Parr will continue to oversee academic programs within the Hutson School of Agriculture that serve over 1,200 students while coordinating research and education efforts on Murray State's five school farms. Academically, the school offers programs ranging from the Racer Academy dual-credit program for high school students to various bachelor and master degree programs, including online programs for students throughout the world to earn a degree from Murray State.

Parr received his Ph.D. from Oklahoma State University and his master's and bachelor's degrees from the University of Tennessee. He joined the Murray State faculty in 2015 as Professor and Head of the Department of Agricultural Science. He



Dr. Brian Parr

served as assistant dean from July 1, 2017 to December 31, 2022.

In 2022, Parr was recognized by the Oklahoma State University Department of Agricultural Education, Communications and Leadership as a recipient of its Distinguished Alumnus Award.

Parr's research has been featured in multiple scholarly journals, publications and presentations. He has been a member of the Kentucky Agriculture Council since 2015 and holds memberships in multiple professional organizations, including the American Association of Agricultural Educators and the Kentucky Association for Career and Technical Education.

"It is my pleasure to be allowed to continue to serve the students in the Hutson School of Agriculture! Our school has a rich history in student-centered education with a focus on our regional agricultural community as well as the international agricultural industry," said Parr. "I am committed to honoring our rich heritage while moving forward with the advancements of our industry for the benefit of our students and faculty. I am excited about the direction that the Hutson School of Agriculture is headed!"

Parr is married to Murray State faculty

member Dr. Kemaly Parr and they have five children, Blaine, Kelly, Kendrick, Wade and Alena.

About Murray State University: Since 1922, Murray State University has provided a collaborative, opportunity-rich living and learning community that fosters personal growth and professional success through a high-quality college experience. Students receive support from inspiring faculty and staff and will join a distinctive campus community - the Racer Family. With nearly 10,000 students, Murray State prepares the next generation of leaders to join more than 80,000 successful alumni who make a difference in their community, across the country and around the world. We are Racers. The University's main campus is located in Murray, Kentucky, and includes five regional campuses in Ft. Campbell, Henderson, Hopkinsville, Madisonville and Paducah.

To learn more about Murray State University, visit murraystate.edu.

# Five reasons why rotational grazing is for you

#### FROM PAGE 11

the fence even during some of the stormy weather of late July.

Let me remind you of the other benefits of rotational grazing.

1. More grass. By leaving four inches or more and resting the pasture, the grass stays in the rapid growth phase. Grazing pastures can actually be measured to produce more yield than those that are never grazed.

2. Less forage is wasted. When forage is grown but not grazed, as in continuously stocked pastures, significant forage is lost due to leaves dying before being harvested. Rotational will generally keep the grass in a vegetative and actively growing stage and will lessen losses due to shading and senescence.

3. Forage quality is maintained. When grasses are kept in an actively growing stage, the grazable forage tends to be mainly new, green leaves, which are very high in quality. Brown, dead leaves are provide little nutrition, especially to growing, lactating or active livestock like horses in

#### training.

4. High quality species remain in the stand. Grazing livestock will seek out their preferred forages. Left unchecked, they repeatedly graze these which ultimately will eliminate them from the pasture. Rotation keeps species like novel tall fescues, orchardgrass and other highly palatable species in stands longer.

5. Nutrient cycling. Grazing animals remove little nitrogen, phosphorus or potassium from a pasture. Ten percent or less, in fact. In large pastures, grazing animals consume the forage and its nutrients and then will deposit their manure and urine close to shade or water. Animals on subdivided pastures will deposit more of their manure and urine out in the pasture, keeping those nutrients cycling and growing forage.

I have no doubt that this list could be expanded to 20 or more reasons to rotationally graze. For sure, rotational grazing is a powerful tool that can pay big dividends. But you don't have to have 50 subdivisions to start cashing in. Happy foraging.



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### Alice Baesler, co-founder of Women in Agriculture, dies

Alice Baesler, a co-founder of Kentucky Women in Agriculture whose career influenced many issues and programs in Kentucky Agriculture, died on Aug. 7 at the age of 82.

Baesler, a Lexington native and the wife of former Congressman Scotty Baesler, received her degree in home economics from the University of Kentucky in 1963. In the spring of 2018 she was inducted into the College of Agriculture, Food and Environment Hall of Distinguished Alumni, the highest honor the college confers.

She started her career as a teacher in Fayette County and served as a

4-H leader and long time supporter of Kentucky 4-H programs in the state. In addition, she served as chair of the Bluegrass Area Extension and was instrumental in the building of the Fayette County Extension Services offices. She joined the Kentucky Department of Agriculture where she led the Kentucky Agriculture in the Classroom program.

For over 40 years she was an active partner in the Baesler tobacco farm operation and continued to farm until her death. She was also part of the state's hemp research efforts. She was one of the first if not the first woman

who was granted a hemp license to grow and process hemp oil in Kentucky's hemp program.

She served on many task forces including the Kentucky Consortium for Hispanics/Latinos, the Migrant Network Coalition, and the Kentucky Farm Workers Program.

Baesler, along with her friend Bonnie Tanner, founded the organization Women in Agriculture, which is now over 20 years old and continues to emphasize the importance of women in Kentucky agriculture.

She later worked in the Kentucky Department of Agriculture where she had the opportunity to travel to Cuba, encouraging sales of Kentucky products.

She is survived by her husband of 60 years, Henry Scott "Scotty" Baesler, her son Dudley Scott Baesler (Shelley) of Ponte Vedra, FL, her daughter Ashley Woods Baesler of Grand Junction, CO, her sister Margaret Reed Woods and her brother Robert Dudley Woods II, MD (Judy) both of Lexington. She is also survived by her grandchildren Fritts Youngman Baesler of Denver, CO, Adeline Woods Baesler of Nashville, TN and Presley Scout Baesler of Ponte Vedra, FL and a niece, Kelly Woods Shirley MD (Drew), a great niece Audrey Eleanor Shirley and a great nephew Samuel David Shirley, all of Lexington and brother-in-law Ronnie Baesler (Elaine) of Lexington.

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#### THE FARMER'S PRIDE

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# News from the Kentucky Corn Growers Association and Kentucky Corn Promotion Council

# Kentucky leaders discuss farm bill priorities on Capitol Hill

Kentucky corn grower leaders and staff were in Washington D.C. for National Corn Growers Association's Corn Congress last month. Action teams met to tackle important issues, and growers participated in Hill visits. The week of meetings wrapped up with the Corn Congress delegate session where growers discussed NCGA policy resolutions and elected Corn Board members. Delegates were association President Josh Lancaster and Secretary Micah Lester. Mark Roberts, Brandon Hunt, and Bob McIndoo, and Richard Preston also participated.

Kentucky growers were able to meet with several members of our congressional delegation, and they had positive discussions on legislative priorities. Kentucky members underlined the importance of passing the Farm Bill, emphasizing funding for a strong crop insurance program, conservation and export programs. We also had productive conversations about ethanol to allow year-round E15 sales, and passage of the important Next Generation Fuels Act that



Left to right: Josh Lancaster, Micah Lester, Mark Roberts, Brandon Hunt, and Bob McIndoo. Below: Richard Preston, serving as Vice-Chair of the Risk Mgmt & Transportation Action Team.

paves the way for low-carbon engines utilizing higher ethanol blends.

#### **Action Team Meetings**

Action Teams are grower-led committees that guide NCGA programs and help implement association priorities. Kentucky members on action teams are Richard Preston, Vice Chair of the Risk Management and Transportation Action Team and Resolutions Committee, and Mark Roberts, Production Technology Access Action Team.



Thank you to everyone who serves our Kentucky corn growers!

### **Corn Farmers Anticipating Second Largest Crop in US and Kentucky**



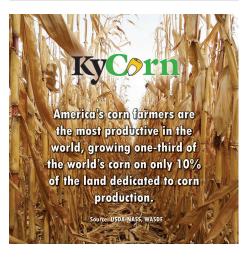
USDA-NASS recently released its crop production report from the August Agricultural Yield Survey. Based on August 1 conditions, the report showed Kentucky corn production will be 28% above last year. Corn production in Kentucky is forecast at 270 million bushels with an estimated yield of 186 bushels per acre, up 30 bushels from the 2022 level. Acres for harvest as grain were estimated at 1.45 million acres, up 100,000 acres from 2022. U.S. corn production is forecast at 15.1 billion bushels, up 10% from 2022. Yields are expected to average 175.1 bushels per acre, up 1.8 bushels from 2022. According to the August WASDE, total U.S. corn use and exports for 2023/24 were cut to 14.4 billion. With supply declining more than use, however, ending stocks were lowered 60 million bushels to 2.2 billion. The estimated season-average corn price received by producers was raised 10 cents to \$4.90 per bushel.



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Josh Lancaster KyCGA President

Ray Allan Mackey -Promotion Council Chair



### KyCorn Shares Corn Facts at the Kentucky State Fair

AgLand at the Kentucky State Fair is wonderful place to share facts about one of Kentucky's top crops. KyCorn invested checkoff dollars in a new display that shares general corn information and environmental improvement statements from the National Corn Growers' Sustainability Report. If you attend, be sure to stop by and check it out in South Wing A.

Corn facts will also be served with roasted sweet corn in the Great Kentucky Proud Cookout Tent.

