

# Kentucky Department of Agriculture

## KY Proud Marketing Program

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# KY Proud

- History-
  - 1998 Tobacco buy out- 84,000 KY farm families looking for alternative crops/income.
  - 2000 Legislative action to establish KY Proud marketing program.  
Became law July 14, 2000

Official marketing program of Kentucky Department of Agriculture-  
BUT...  
with different logos and different perceptions



## KY Proud

**2000 Law ....**

- **2003- KY Proud  became one logo with one message...**
  - **Grown in KY or Produced in KY**
  - **By Kentuckians ....WITH.....Direct KY farm impact - our focus is on direct farm impact!!**
- **Today - More than 2,100 members**
- **Goal of \$200 million in annual retail sales**



## KY Proud Awareness

- **Multi level- We needed to reach and educate all levels within agriculture and the community...**
    - **Growers**
    - **Foodservice/Retailers/Wholesalers**
    - **Consumers**
- With one message:**
- Quality, Locally Grown, Community Support and Pride in Kentucky Agriculture**

## KY Proud Awareness

- Reach and educate all levels
  - **Growers**
    - Farmers Markets and Nursery/Greenhouses-  
Educate more growers and general public
      - Farmers markets and Nursery vendors work one on one with customers and are a great voice for the message
        - » Both with Suppliers and Consumers

KY Proud Assisted with Cost share grants for advertising and promotion activities.

## Assisted with Cost share grants for advertising and promotion activities



Kentucky's nursery and greenhouse industry uses the Kentucky Proud logo to help their customers choose hardy Kentucky grown plants

# KY Proud Assisted with Cost share grants for advertising and promotion activities



Farmers' markets benefit from customers looking for a wide variety Kentucky Proud products at more than 140 markets across the state

# Farmers' Markets at the Capital



Got the First Lady, Mrs. Beshear to support a market at the Capital!

## KY Proud Assisted with Cost share grants for advertising and promotion activities

- Farmers' Market
- Display/Packaging
- Cooking Demos

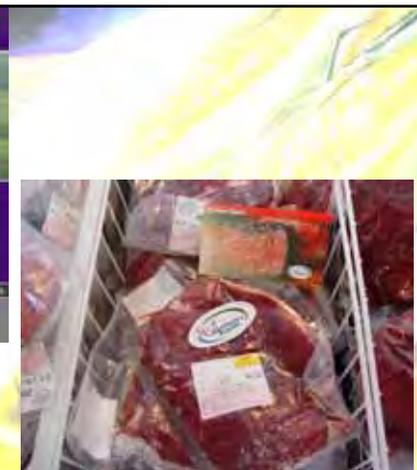


## KY Proud Awareness for Growers

- KY Proud 
  - Assists in growers attending the PMA show
  - Assists in growers/producers attending the Fancy Food Show, KY Crafted, Nursery Greenhouse shows, SYSCO, and many others
  - To Promote and sell their products
  - To assist in networking with potential buyers and suppliers!

## KY Proud Assisted with Cost share grants for advertising and promotion also At Cost Program

- Members can purchase:
  - stickers, labels, hats, cooler bags, tote bags, tree tags, plant stakes, grocery bags, and other promotional materials at the cost KDA gets them at!



Locally produced wines, meats, poultry and seafood are a year round part of the Kentucky Proud program

## KY Proud Assisted with promotion and educational activities

- Cook off
- State Parks and Governors Mansion meals



## KY Proud at Tradeshows and Events



Legislative Dinners



SYSCO



Great American Seafood Cook Off, LA



Woman in Agriculture

## KY Proud Awareness Food Service

- Multi level- needed to reach and educate all levels
  - Growers
  - **Foodservice/** Retailers/Wholesalers
  - Consumers

With one message:

**Quality, Locally Grown, Locally Produced,  
Community Support and Pride in Kentucky  
Agriculture**

## KY Proud Awareness: Food Service

### Restaurant Show and Foodservice events



## KY Proud Awareness: Food Service

- KY Proud
  - Sponsor of The Great KY and American Seafood Cook Off and others like “Secret Chefs of Louisville”, “The Big World of Food” with John Varanese
    - Exposing chefs to KY Products
    - Educate culinary students who will enter the foodservice industry looking for locally grown high quality products.



## KY Proud Assisted with Cost share grants for advertising and promotion activities

- Secret Chefs of Louisville
- The Big World of Food
- Many others...



All things food™... and the people, places and farms where it all begins.  
The distance from farm to table just got shorter.™

## Restaurant Rewards

- 2005-2007: 10-16 Restaurants
- 2008: 56 Restaurants received \$126,000
- 2010: 120 Restaurants
- In 2010 we reimbursed a total of \$129,788.60 with a direct farm gate value of \$1,931,228.00 equating to a 300% increase in farm gate value



## KY Proud Awareness

- Multi level- needed to reach and educate all levels
  - Growers
  - Foodservice/Retailers/Wholesalers
  - Consumers

With one message:

**Quality, Locally Grown, Community Support  
and Pride in Kentucky Agriculture**

# KY Proud Awareness

- Retailers/Wholesalers

- POP grants
  - Taste Demos
  - Point of Purchase information
    - Signage/slides....
  - Retail ready assistance
    - Labeling assistance/UPC codes.....



# KY Proud Assisted with Cost share grants for advertising and promotion activities

- Advertising
- Kroger
- Liquor Barn
- Remkes
- ValuMarket
- Save-a-lot



Advertising Cost Share

# KY Proud Awareness: Retail



**Field Fresh Produce!**  
ValuMarket brings you only the freshest produce, much of it fresh picked, straight from local farmers here in Kentucky.

**Support your Community. Buy Kentucky Proud.**  
Buying food with the Kentucky Proud label is a good way to support your community while giving your family the best you can buy. Items bearing the Kentucky Proud label are produced right here in Kentucky, meaning your dollars stay in the Commonwealth, supporting the local farms.



# KY Proud Awareness: Retail



Point of Purchase grants

## KY Proud Awareness: Retail



Point of Purchase grants

## KY Proud Awareness

- Multi level- needed to reach and educate all levels

- Growers
- Foodservice/Retailers/Wholesalers
- **Consumers**

With one message:

**Quality, Locally Grown, Community Support and Pride**

## KY Proud Awareness: Consumers

Consumers need to be inundated with the KY Proud Logo



Advertising and promotions :

Sport facilities and family activities

Agra-tourism activities

Vineyards

Universities

General population

## KY Proud Awareness: Consumers

Sport facilities and family activities

Commissioner Farmer's "Unforgettable" Teamwork:

Free TV, radio, print production.

Commissioner Richie Farmer, far left, united his former UK teammates for 2008 promos.



## KY Proud Awareness: Consumers

Sport facilities and family activities



## KY Proud Awareness: Consumers

Agra-tourism



## KY Proud Awareness: Consumers

Vineyards



## KY Proud Awareness: Consumers



On-farm markets proudly display the logo on their signs. KDA promotes the use of the logo at these markets through an advertising cost share program

# KY Proud Awareness: Consumers

Universities, Colleges,  
Schools



...Technical Colleges



...future consumers

# KY Proud Awareness

General Population:  
Local Restaurants,  
Kentucky Derby; Farmers'  
Markets



Chef John Varanese and Chef Jeremy Asby met more than 30 Kentucky farm families and purchased more in Kentucky Proud products for their restaurants. Also planning on hosting a Farmers Market on site to get more KY Proud Awareness

Chef Varanese catches a paddlefish at a Jefferson Co. fish farm.

# KY Proud Awareness

General Population and future consumers



Youth receive higher premiums if they purchase or raise and exhibit animals from Kentucky producers

# KY Proud.... education

University of KY purchases \$1,500/ month in local milk.



State Parks serve KY Proud products in the resort dining service and a KY Proud Coffee is in every room.

**There are 10 Great Reasons to buy Rebekah Grace Milk...**  
 (Wife, Edna and five eight children)

Rebekah Grace milk is all natural, and comes straight from the udder on White Sulphur's family farm in Russellville, Kentucky.

The Sulphur's milk is pasteurized at a low temperature of 145 degrees, and then quick cooled to preserve the natural flavor of milk. This milk is not homogenized, so homogenization breaks milk lipid and serum. The Sulphur's cows are free to roam on green pastures of chemical free grass. The Sulphur's cows are also never given any synthetic hormones or antibiotics.

**The Sulphur Family**  
 of Russellville, KY provides delicious, wholesome milk under the Rebekah Grace Family name.

Support your Community. Buy Kentucky Proud. Buy Greenly Proud. Every cup of the finest milk you'll find is a good one. It means you're supporting the local economy and the health of the land.

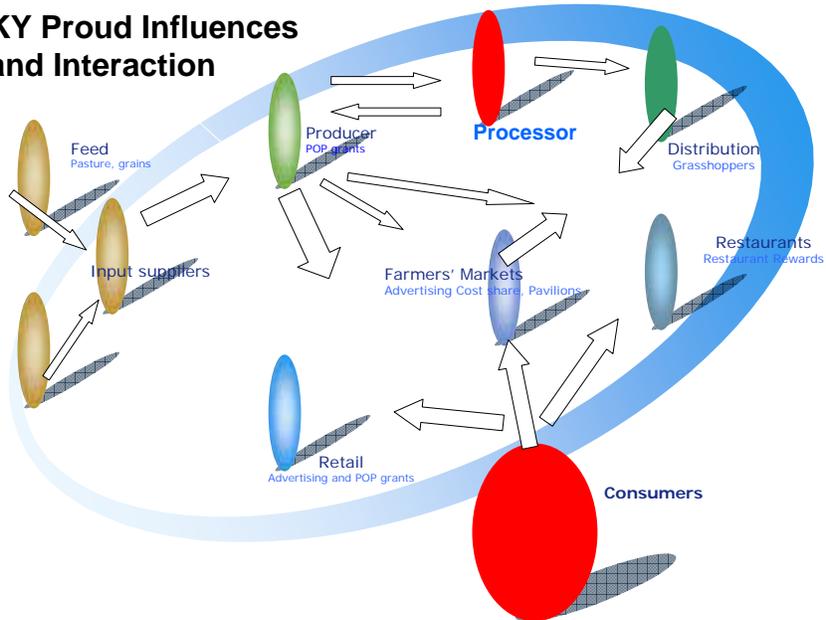
Working the farm has passed down through the generations and it's a tradition that we're proud to continue. We're proud to provide you with the finest milk in the world.

## KY Proud and education

Governor's Mansion serves KY Proud meals every week and has chosen a KY Proud wine to serve to visiting dignitaries and guests.



### KY Proud Influences and Interaction



## Education and Collaboration



- **The mission of the Food Systems Innovation Center**
- Develop strong food businesses
- Facilitate the profitable production, processing and marketing of local, healthful foods
- Integrating research, education and extension programs.
- Work closely with the Kentucky Department of Agriculture, the Kentucky Proud Program, Farmer's markets and Cooperative,
- Assists the efforts of farms transitioning from tobacco dependence to value added food production.

## FSIC...a fee based Service

### **MarketReady Spring 2011**

**February 16, 2011—  
Pulaski County Extension  
Office—9 am until 3 pm**

**February 23, 2011—  
Elk Creek Vineyard, Owen  
County—9 am until 3pm**

**February 24, 2011—  
Warren County Extension  
Office—9 am until 3 pm**

- **FSICs technical Services include:**
  - Process validation studies,
  - Sensory Panel,
  - Shelf life evaluation,
  - pH and other chemical analyses.
  - Market studies, sensory and demand studies
  - HACCP and food defense training
  - MarketReady training for producers that want to sell to restaurants, distribution chains and retailers.

## FSIC....a fee based Service

- FSICs technical Services include:
  - Consulting to asses product readiness
    - Refrigerated sauces
    - Dry Meat products
    - Snack mixes
    - Frozen dinners
    - Specialty products
    - Pet food
  - Process Authority- KY Health Dept.
    - Acid foods and FDA requirements
  - Product Analysis
    - Shelf life and Validations studies
- Market Research
  - Research, willingness to pay...
- Product development
  - Complete service
- Sensory Studies
  - New product formulations
  - Existing foods entering into markets
  - Market entry strategy
- Nutrition Facts Labeling
  - Nutritional labeling calculations and data

## KY Proud How did we do it?

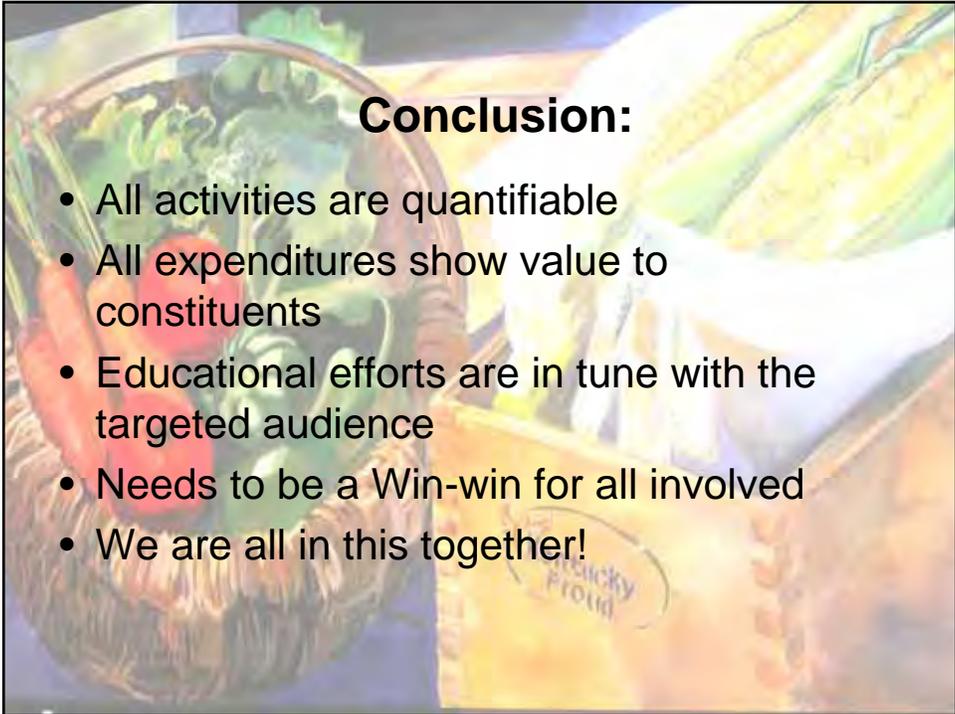
- Brought the right players together
- Proved the impact to growers
- Proved the impact to the economy
- Showed the benefits of a unified marketing program to the Legislature, Farmers and the Consumers
- Showed the intricate relationships of state funding to the KY Proud marketing and the benefits received





## KY Proud

- What it means to KY farmers...
    - Farmers' Market value \$1.9 million.... ~\$9,000,000 to the farmers (and we feel very under reported)
    - Retail sales of KY Proud products....\$500 thousand invested~ \$200,000,000 with direct sales and farm impact
    - Restaurant Rewards...\$126,000 invested ~\$1,980,000 direct farm impact
    - OTHER!!!!
- Overall about \$1:\$4.7 dollar for dollar impact**



## Conclusion:

- All activities are quantifiable
- All expenditures show value to constituents
- Educational efforts are in tune with the targeted audience
- Needs to be a Win-win for all involved
- We are all in this together!



**What is next?.....**



**We need to stay on our  
toes and ready for the  
next challenges and  
opportunity!**