

Investment Area Guidelines: VALUE-ADDED & MARKETING



*Value-Added Products, Agritourism, Certified Kitchens,
Marketing & Promotion*

Questions concerning these guidelines should be directed to the Governor's Office of Agricultural Policy at (502) 564-4627. Applications to administer CAIP must be directed through the local County Agricultural Development Council(s).

Funded participants shall adhere to all local, state, and federal rules and regulations.

A. Value-Added

Eligible Cost-share Items:

Includes adding value, on-farm, to food and fiber

1. **Packaging:** Jars, boxes, containers, labels and other packaging for transport and sales
2. **Beeswax candle making supplies**, including wax melter, molds, wicks
3. **Cider presses** and other juice extracting equipment
4. **Dairy** pasteurization and processing equipment
5. **Egg** processing and packaging equipment
6. **Wool/hair processing** – carding, spinning, knitting, felting, weaving equipment, dyes and dyeing supplies
7. Other equipment essential to provide on-farm value-added processing
8. Refrigerated and non-refrigerated equipment for transporting product (excluding motorized vehicles)
9. Third party Good Agricultural Practice (GAP)/Good Handling Practice (GHP) Audit and sorting, grading, washing and sales-preparation equipment and facilities, in accordance with the GAP standards

Exclusions:

- Self-propelled vehicles/equipment are not eligible for cost-share, including but not limited to tractors, trucks, all terrain vehicles, skid steers, etc.

B. Agritourism Development

Eligible Cost-share Items:

1. Site preparation for items that ensure consumer safety - including parking areas, grading, traffic flow, sidewalks, and establishing walkways.
2. One time cost-share on 50% of the cost of liability insurance for new agri-tourism ventures.

C. Certified/Commercial Kitchen Construction or Renovation

Eligible Cost-share Items:

1. Renovation of existing farm structures into appropriate facilities for certified/commercial kitchen
2. Construction, including site preparation, of new on-farm facilities for certified/commercial kitchen
3. Construction materials to install the appropriate grade of washable ceiling tiles, flooring, and wall covering
4. Materials for the installation of water lines, gas lines, and drainage lines from existing lines
5. Materials to install any necessary hand or mop sinks
6. Materials to install appropriate lighting
7. Equipment necessary to add value to fruit and vegetable crops or to produce baked items in compliance with KRS 217.136, including, but not limited to, stoves, refrigerators/freezers, preparatory equipment, canners, stainless steel tables, storage facilities/equipment.
8. One-half the cost of attending a training program required by the Cabinet for Health and Family Services under KRS 217.136 for home processing and micro-processing of food products or training required to become a commercial processor. (GAP training is eligible)

Exclusions:

- Construction or improvements to buildings serving primarily as residences are not eligible.

D. Marketing and Promotion

Prerequisites:

- Applicant shall provide an acknowledgement in any publications, brochures, articles, advertising, or promotional projects and activities, which indicate that a portion of the funding was provided by the Kentucky Agricultural Development Fund. Logo available on-line at <http://agpolicy.ky.gov>.

Eligible Cost-share Items:

1. Promotional and advertising materials in an amount not to exceed \$1,000, excludes products or services provided by the KY Department of Agriculture or other state programs.
2. Signage for promoting/selling products
3. On-farm direct-to-consumer sales:
 - a. Construction of new permanent structures or conversion of existing structures to be used for retail sale of product.
 - b. Site preparation including on-site utility extensions and officially permitted on-site waste treatment facilities
 - c. Refrigerated and non-refrigerated equipment for storing product

(D. Marketing & Promotion, cont.)

- d. Display equipment, including refrigerated equipment, to assist in selling of product
4. Business Plan Development and/or Feasibility Study

Exclusions / Limitations:

- Self-propelled vehicles/equipment are not eligible for cost-share, including but not limited to tractors, trucks, all terrain vehicles, skid steers, etc.
- Meeting rooms, exposition centers, education facilities or construction to buildings serving primarily as residences are not eligible improvements.