

Specialty Crop Opportunities



Specialty Crop Growth Summary

- ▶ Challenges Identified
 - ▶ Available resources and education
 - ▶ Industry association
 - ▶ Environment
 - ▶ Marketing, Education and Advocacy
 - ▶ Industry Development
 - ▶ Kansas Specialty Crop Survey results available on KDA website



Funding Mechanisms

- ▶ Organic Certification Cost Share program
 - ▶ Reimbursement of up to 75% of certification expenses, not to exceed \$750 per certification (4 scopes: crops, livestock, wild crops, handling)
 - ▶ Apply through your local FSA office or through KDA by Dec. 15th for expenses incurred Oct. 1, 2016 through Sept. 30, 2017
- ▶ EQIP Seasonal High Tunnel System Initiative
 - ▶ NRCS helps producers implement high tunnel structures that extend growing seasons for high value crops
 - ▶ Statewide deadline: Nov. 17 for this application period.
 - ▶ Apply at your local NRCS field office



Kansas Produce Growers Inventory

- ▶ FSMA, passed by Congress in 2011 included the Produce Safety Rule
- ▶ Covered farms and businesses will be required to become compliant
- ▶ Complete the online survey and explore the Produce Safety Rule Decision Chart on KDA website
- ▶ KSRE will hold Grower Trainings
 - ▶ Feb. 23 Olathe
 - ▶ Mar. 9 Wichita
- ▶ Earn \$100 through On Farm Produce Safety Assessments
 - ▶ KSU is looking for volunteers to complete on-farm assessments before and after training workshops.
 - ▶ Results will NOT be shared with regulatory entities

Regional Farmers' Market Workshops

- ▶ Feb. 2 Great Bend
- ▶ Feb. 3 Wichita
- ▶ Feb. 9 Olathe
- ▶ Feb. 10 Chanute
- ▶ Date TBD Colby
 - ▶ Topics to vary by region, but will all include Food Safety, Marketing and Scale Certification
 - ▶ Other topics include mushroom identification, high tunnel production, organic weed and disease management, beekeeping, specialty crop growing research and producer presentations



Farm to School Initiative

- ▶ Effort to connect K-12 schools with regional or local farms to serve healthy meals using local foods
- ▶ Only open to unprocessed products
- ▶ Visit www.kn-eat.org for more information, tips for success, and best practices



Kansas Department of Agriculture



**Specialty Crop Block Grant Program
(SCBGP)**

Definition of “Specialty Crop”

- Fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).
- The purpose of the Specialty Crop Block Grant Program (SCBGP) is to solely enhance the competitiveness of specialty crops.

History of SCBGP

- Program of USDA-AMS (Agricultural Marketing Service)
- Originally authorized by Section 101 of the Specialty Crops Competitiveness Act of 2004. Amended by Section 10109 of the Food, Conservation, and Energy Act of 2008 (the Farm Bill).
- First year of funding was in FY2006.

Historical Funding Amounts - KS

- 2006- \$102,197.15 / 7 Projects
- 2007- \$102,197.15 / 6 Projects
- 2008- \$104,504.80 / 5 Projects
- 2009- \$214,055.68 / 8 Projects
- 2010- \$282,828.14 / 5 Projects
- 2011- \$273,998.65 / 4 Projects
- 2012- \$258,514.27 / 7 Projects
- 2013- \$239,566.58 / 7 Projects
- 2014- \$314,370.38 / 8 Projects
- 2015- \$319,419.76 / 7 Projects
- 2016- \$283,597.28 / 6 Projects
- 2017- \$296,405.62 / 5 Projects

Total Funding
of
\$2,791,655.47

**75 Total
Projects**

Eligible Crops

- Fruit and Tree Nuts such as almond, apple, banana, peach, and walnut
- Vegetables such as peas, beans, cultivated mushrooms, melons, lettuce, and tomato
- Culinary Herbs and Spices such as cloves, dill, parsley, and cilantro
- Medicinal Herbs such as foxglove, ginseng, lavender, and stevia
- Horticulture such as honey, turfgrass, and hops
- Annual Bedding Plants such as begonia, impatiens, and petunia

Eligible Crops, continued

- Potted Flowering Plants such as azalea, hydrangea, and rose
- Potted Herbaceous Perennials such as delphinium, hosta, ivy, and vinca
- Cut Flowers such as iris, orchid, tulip, and rose
- Foliage Plants such as cacti, ficus, palm, fern, and ivy
- Christmas Trees such as Balsam Fir, Douglas Fir, and White Pine
- Deciduous Flowering Trees, Broadleaf Evergreens, Deciduous Shade Trees, Landscape Conifers, and Deciduous Shrubs such as crabapple, dogwood, boxwood, ash, elm, oak, pine, spruce, barberry, and spirea

Ineligible Crops

- Alfalfa
- Barley
- Canola
- Clover
- Cotton
- Field Corn
- Fish
- Flax
- Hay
- Hemp
- Millet
- Oats
- Peanuts
- Quinoa
- Rice
- Rye
- Sorghum
- Sugar beets
- Sugarcane
- Tobacco
- Triticale
- Wheat
- Rice
- Oils (canola, cottonseed, peanut, soybean, sunflower, etc.)
- Many, many others

Prior Awarded Grants

Just a sample of some of our prior awarded grants and success...

Prior Awarded Grants

Highland Community College Viticulture & Enology Program

- FY08 Grant to establish a teaching vineyard
- FY14 Grant to help the Kansas grape and wine industry through educational workshops, a wine evaluation event, and supporting internships
- FY16 Wine Business Incubator Project



Prior Awarded Grants

Kansas Rural Center

- FY06 Grant to assist farmers' markets with business plan development to promote markets and specialty crops
- FY10 Grant to assist farmers' markets in developing electronic benefit transfer (EBT) capacity
- FY13 Grant to produce a research polytunnel comparison and resource guide



Prior Awarded Grants

Kansas Grape Growers and Winemakers Association



- FY07 Grant to print tri-fold brochures to advertise the locations of wineries and vineyards across the state
- FY13 Grant to help expand Kansas wine grape vineyards and increase Kansas wine grape grower knowledge

Prior Awarded Grants

K-State Research and Extension



- FY09 Grant to extend information relating to high tunnel technology
- FY14 Grant to improve the efficiency of storage and distribution of specialty crops by providing growers with access to coolers
- FY14 Grant to develop and test a survey instrument that assesses the economic impact of specialty crop growers in Kansas

Prior Awarded Grants

Kansas Foundation for Ag in the Classroom

- FY09 Grant to create lesson plans with factual information about Kansas specialty crops, which will increase student knowledge and consumption of local fruits and vegetables



Prior Awarded Grants

Salina Downtown Inc.

- FY11 Grant to develop a shared-use commercial kitchen incubator and a small retail market within the incubator for specialty crop producers, which will provide education in value-added food products, marketing, business management, and good agricultural practices



Prior Awarded Grants



Cultivate Kansas City

- FY12 Grant to increase the sale and awareness of specialty crops by strategically increasing the number of urban farms, community gardens, school gardens, and home gardens in Kansas City, Kansas

CULTIVATE
Kansas City

Prior Awarded Grants

Kansas Department of Agriculture



- FY12 Grant to collaborate with the Kansas Rural Center to integrate the Our Local Food branding program into the Kansas Department of Ag's trademark program
- FY14 Grant to produce a statewide beverage brochure supporting Kansas farm wineries
- FY15 Grant to complete and print "Savor the Season" recipe cards featuring specialty crop items

And a host of other partners....

- Douglas County Extension
- Flint Hills Technical School
- National Agricultural Statistics Service (NASS)
- Kansas Farm Bureau
- Glacial Hills RC&D
- Kansas Association for Conservation & Environmental Education (KACEE)
- Brown County Healthy Foods Coalition
- Rawlins County Extension Council
- Stafford County Economic Development
- Sunflower RC&D
- Seward County Community College (SCCC)
- Western Prairie RC&D

And Announcing our FY17 Awards

- Kansas Department of Agriculture -
Meet Me at the Market
- Kansas 4-H Foundation -
Rock Springs Specialty Crop Learning Center
- Kansas State University -
Effective Packing Practices
- Kansas Rural Center -
Linking Specialty Crop Farmers
- Greater Northwest Kansas Community Foundation -
Expanding Vegetable Production in Western Kansas

Comments

- Specialty Crop Block Grant funds are not to be utilized by a single organization. Funds will not be awarded for projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual.
- Single organizations, institutions, and individuals are encouraged to participate as project partners.

Performance Measures

SCBG Projects must include one of the eight following performance measures:

- 1) Enhance the competitiveness of specialty crops through increased sales
- 2) Enhance the competitiveness of specialty crops through increased consumption
- 3) Enhance the competitiveness of specialty crops through increased access and awareness
- 4) Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources

Performance Measures (cont.)

SCBG Projects must include one of the eight following performance measures:

- 5) Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- 6) Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- 7) Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources
- 8) Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

Encouraged Applications

- FSMA / Enhancing Food Safety
- Specialty crop research, including conservation and environmental
- New and improved seed varieties and crops
- Pest and disease control
- Increasing child and adult nutrition knowledge and consumption
- Improving efficiency and reducing costs of distribution systems
- Sustainability

Questions?

Contact:

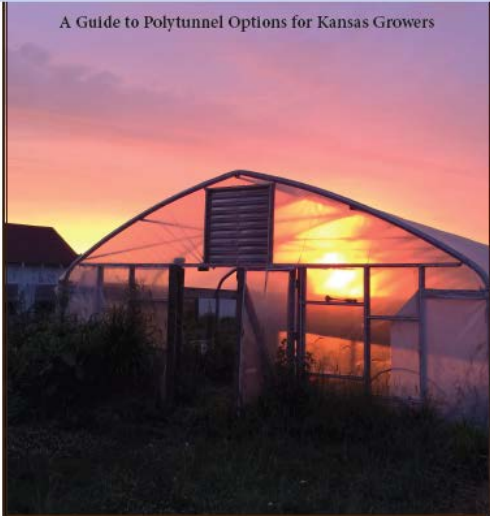
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Growing Under Cover

A Guide to Polytunnel Options for Kansas Growers



 SURVEY OF SPECIALTY CROP PRODUCTION

SPECIALTY CROPS GROWN HERE



VITICULTURE & ENOLOGY
HIGHLAND
COMMUNITY COLLEGE

Highland Community College's Viticulture and Enology program began in the spring of 2009 with the planting of the Research and Instructional Vineyard just a few miles north of the Wanegoy Center. In 2010, the program was approved to offer Technical Certificates in both Viticulture (grape growing) and Enology (winemaking). The program has since taken a leadership role in the Kansas grape and wine industry, accepting grants and extension service duties from the Kansas Department of Agriculture. In partnership with Kansas State University Research and Extension, HCC personnel have conducted over twenty workshops across Kansas in 2011-2012, as well as over 50 vineyard and winery site visits. In just four short years, Highland Community College has become THE source for information on Viticulture and Enology in Kansas.

