



Kentucky Agriculture Council

Summary of Issue Survey Results

May 30, 2012



Summary of Process

- February 2012 the first KAC Task Force meeting was held with over 70 participants
- An initial discussion among TASK Force members identified critical issues that will challenge Kentucky's agricultural sector in the coming years
- A survey was distributed at that time with a request for these to be completed by the end of April
- 43 completed surveys were returned

Survey Results

Those responses with more than
15 participants stating “very important.”



How important are each of the following as challenges that will affect the future vitality of agriculture in Kentucky?

- Increasing encroachment of active farms urban development
- Access to affordable health insurance
- Cost and income levels limiting the number of young people owning or operating a farm
- Cost of land for young people trying to enter farming
- Cost of environmental regulations

To what extent do you see the following situations providing opportunities to improve the vitality of Kentucky's agricultural sector?

- Research on improving yields with fewer environmental inputs
- Developing stronger ties with consumers
- Agricultural education in high schools developing new agricultural owners and operators

Indicate the importance of the following policies or actions that might be taken to enhance the vitality of Kentucky's agriculture.

- Agricultural industry organizations joining forces to give agriculture more political strength
- A statewide health insurance pool for farmers and their families and employees
- Competitive small grants for to help beginning farmers
- Immigration policies to ease labor shortage

Results of open ended questions



Challenges and opportunities

- New market development/expansion of existing markets
- Enhancing public understanding of agriculture as a business, a driver of economic growth, and a way of life
- Assuring the next generation of farm operators and farm labor
- Realistic and supportive government policies and regulations

Task Force Discussion

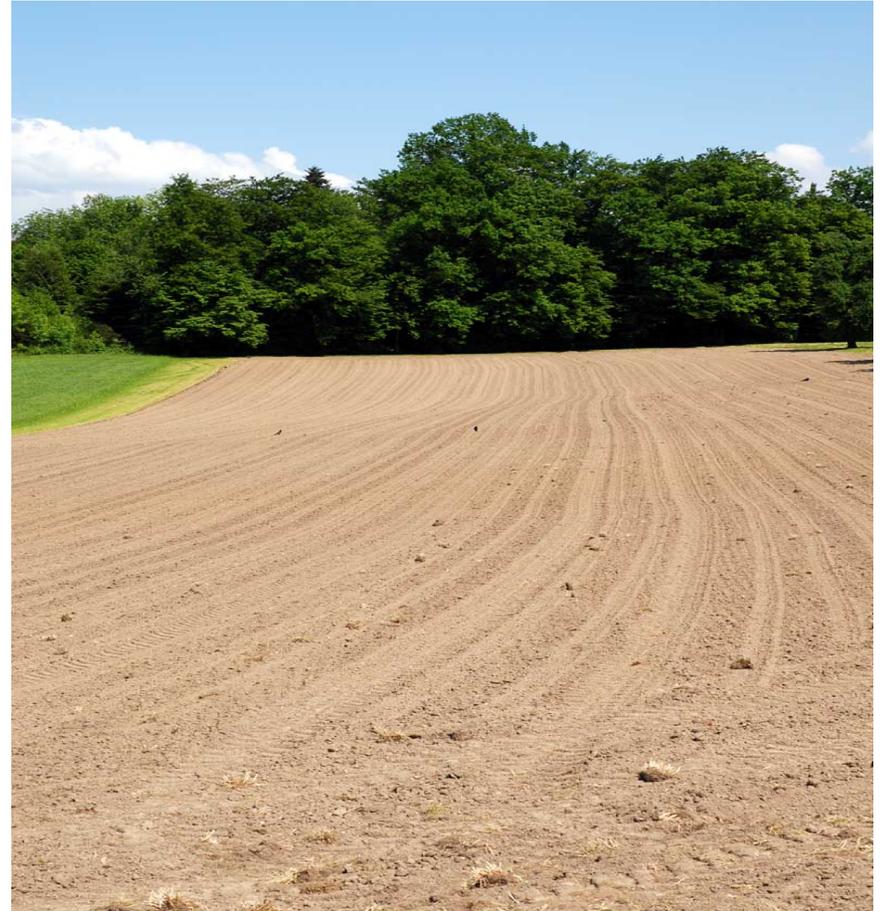
February, 2012



Opportunities and challenges

- Education of the non-farm community about agriculture's role in feeding their families and growing their economies
- Identify and capture market opportunities so as to enhance farm revenues
- Assure generational transition of Kentucky's farms to sustain agriculture as the basis for economic growth
- Access to labor

What can KAC do realistically?



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- Marketing campaign to establish a single voice that promotes the importance of agriculture to consumers and policy-makers
 - Identify core components of the message directed at particular audiences
 - Provide financial and organizational support to develop the core content and the means to effectively deliver it

What can KAC do realistically?

- Legislative Task Force to meet with policy-makers to advocate for ways to capture emerging opportunities and to assure the future of Kentucky's agriculture
 - Help state and local policy-makers understand the impact of their decisions on agriculture and Kentucky's farm families
 - Encourage policies and incentives that move Kentucky agriculture and rural communities forward

What can KAC do realistically?

- Support continued research and development to increase Kentucky agriculture's competitiveness
 - Research is needed to “to identify the right crops and practices while recruiting end users.”
 - Identify and then advocate for the infrastructure to move new market commodities from the farm gate to the end user