



HOW KDA IS WORKING TO BENEFIT KENTUCKY FARMERS

**Developing New Markets, New Products, New Technology,
And New Distribution Channels for the New Century**

International markets hold promise

KDA's Office for Agricultural Marketing and Product Promotion sells Kentucky agricultural projects and services around the world.

Beginning and established exporters increase export sales as KDA representatives help them plan approaches to international markets, and help assess the demand for their products outside the United States.

We introduce Kentucky producers to potential customers, distributors, or partners, and support service providers who can assist in developing profitable international transactions.

KDA will provide free counseling for manufacturers, producers, and agribusiness companies interested in marketing agricultural products overseas. Other marketing services include:

Office for Agricultural Marketing & Product Promotion

Trade Shows: We participate in trade shows and missions around the world to provide Kentucky companies high visibility and to allow Kentucky companies the opportunity to analyze the local market and observe competition.

Foreign Buyer Missions: We meet with foreign buyers and delegations to locate potential business partners.

Trade Leads: The Department of Agriculture can forward leads to interested parties at no charge to venders.

Seminars and conferences: The Kentucky office coordinates seminars and conferences designed to provide the latest up-to-date information in export trends, issues and product opportunities in key markets.



COMMISSIONER BILLY RAY SMITH (right) presents an award to Mexican cattlemen during a 1999 visit.

Trade Policy: KDA provides information on market access requirements and works with agricultural exporters to identify and overcome trade barriers.

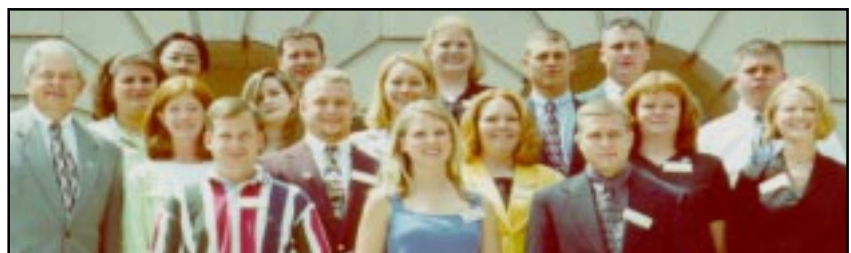
Database: This office manages a Kentucky International Trade and Export Directory listing all of Kentucky's export ready farm, food and agricultural products. The division also publishes a free quarterly "Marketing Matters" newsletter.

College students gain valuable experience as KDA interns

March 1 deadline for Summer 2001 Program

Upperclass college students can turn their agriculture classroom learning into practical experience by serving as a **Summer Intern** in many KDA programs.

Interns work and learn first-hand about agriculture education, communications, information technology, animal health, marketing, or inspections.



THE INTERN CLASS of the Summer of 2000.

Interns are selected after evaluation of a written essay, the application materials, and personal interviews with Department personnel.

Annual applications, with essays, transcripts and recommendation letters, are due each March 1 in the KDA Personnel Division.



THIS AGRICULTURAL APPLICATOR'S business will be affected by recent changes in pesticide law, but KDA's pesticide experts will help the business comply smoothly.

KDA helps pesticide handlers cope with recent law updates

The first major changes in Kentucky pesticides law in 25 years went into effect in 2000.

KDA Division of Pesticides officials are meeting with golf course managers, agricultural pesticide applicators, and other professionals most affected by these law changes to guide them through proper compliance.

Division of Pesticides

The Pesticides Division assists in the purchase, handling and safe storage and disposal of pesticides. KDA provides recycling programs and training on how to safely use chemicals.

In 1999, the division collected 50,836 pounds of chemicals from 202 participants, and helped 104 counties recycle over 93,000 pounds of plastic.

KDA performs product registration and certification of all pest control companies and individuals performing work in Kentucky.

We develop programs to help farmers with Best Management Practices and provide training on how to protect well and ground water and other natural resources.

KDA programs improve hay quality

KDA's Hay Testing Program inspects and tests samples of forage to be fed to Kentucky livestock.

This program promotes the sale, development and improvement of hay produced in Kentucky.

Hay & Grain Branch

On its Web site, the Department maintains a list of hay producers and buyers to help farmers market their products.



KDA also sponsors a mobile hay-testing unit that travels to all counties in the state.

KENTUCKY DEPARTMENT OF AGRICULTURE

OFFICE OF THE COMMISSIONER: Establishes policy for the daily operation of the Department, provides liaison between agricultural producers and state and federal government, and serves on national committees on behalf of agriculture.

BILLY RAY SMITH, Commissioner (502) 564-5126

Chief of Staff / General Counsel

Mark Farrow (502) 564-4696

OFFICE OF AGRICULTURAL MARKETING AND PRODUCT

PROMOTION: Responsible for foreign and domestic market expansion or development for agricultural products produced or processed in Kentucky, market news and agricultural statistics, and licensing of produce dealers. Sponsors livestock shows and agricultural fairs.

TERRY GARMON, Executive Director (502) 564-4696

Division of Market Research

Gerald Dotson, Director (502) 564-6571

Division of Show and Fair Promotion

Wendell Bruce, Director (502) 564-4983

Division of Value-Added Horticulture and Aquaculture

Jim Mansfield, Director (502) 564-4696

Division of Value-Added Livestock, Poultry and Forage

Mark Straw, Director (502) 564-4896

Division of Value-Added Wood Promotion

John Cotten, Director (502) 564-4696

OFFICE OF CONSUMER AND PUBLIC SERVICE: Oversees the Consumer Protection Program which inspects scales, gas pumps, amusement rides, limestone, eggs and poultry. Coordinates efforts of the Teen and Tobacco Program. Coordinates distribution of USDA surplus commodities to schools, non-profit institutions and the needy.

MIKE STIVERS, Executive Director (502) 564-5126

Division of Regulation and Inspection

Larry Hatfield, Director (502) 564-4870

Division of Food Distribution

Sarah Castanis, Director (502) 564-4387

Hay and Grain Branch

Allen Johnson, Branch Manager (502) 564-3068

HAY TESTING: (800) 248-4628

OFFICE OF STRATEGIC PLANNING AND ADMINISTRATION:

Manages budget preparation and administration. Oversees personnel, staff development and technology. Coordinates internal and external public relations and communications.

EDDIE DUVAL, Executive Director (502) 564-4696

Division of Fiscal and Intergovernmental Management

Eddie Duvall, Director (502) 564-4696

Division of Information Technology

Scott Willett, Director (502) 564-4696

Division of Personnel and Staff Development

Harold Nally, Director (502) 564-4696

Division of Public Relations and Communications

Doug Thomas, Director (502) 564-4696

OFFICE OF THE STATE VETERINARIAN: Responsible for monitoring the health and welfare of the state's livestock. Enforces state livestock sanitation and health standards, and protects the state's livestock industry from the spread of disease.

DR. DON NOTTER, State Veterinarian (502) 564-3956

Division of Animal Health

Cecil Goodlett, Director (502) 564-3956

OFFICE OF ENVIRONMENTAL OUTREACH: Assists farmers and agribusinesses in addressing environmental concerns. Regulates licensing, labeling and use of pesticides. Provides assistance to local governments in control of noxious weeds and pests. Directs the educational activities of the Department.

BILL BURNETTE, Executive Director (502) 564-4696

Division of Pesticides

John McCauley, Director (502) 564-7274

Division of Pest & Weed

Bill Fraser, Director (270) 575-7162

Division of Agriculture & Environmental Education

Rayetta Boone, Director (502) 564-4696

BOWLING GREEN OFFICE (270) 746-7030

PADUCAH OFFICE (270) 575-7162

Education division enlightens about farmers, food and land

Preserving the high esteem the public has traditionally held for the farmer is a long-term goal of KDA's educational efforts. This division provides classroom materials that promote understanding and appreciation of the system that provides our food and fiber.

Division of Agriculture & Environmental Education

state and national curriculum material about agriculture, natural resources and conservation.

KDA maintains a Web site and provides a biannual newsletter to exposes teachers to new techniques. The Division provides lesson planning materials on agricultural and environmental themes.

A traveling KDA educational resource trailer offers on-site information for teachers and classroom presentations for students.

The annual Ag Day Poster and Essay Contest during National Agriculture



TEACHERS LEARN FROM FARMERS during a KDA field workshop.

KDA provides high quality educational material and workshops for teachers and distributes

“There are two spiritual dangers in not owning a farm. One is the danger of supposing that breakfast comes from the grocery, and the other that heat comes from the furnace.”

Aldo Leopold (1886 - 1948), "A Sand County Almanac", 1949.

Week in March provides Kentucky students with the opportunity to promote Kentucky agriculture and environmental literacy.

KDA distributes millions of pounds of food for schools and needy

The Division of Food Distribution helps provide food for school lunches, non-profit charities and families in need. This year, Kentucky school systems received 458,000 cases (15.4 million pounds) of commodity food valued at \$12.2 million dollars.

Through the Commodity Program, Kentucky school systems

Division of Food Distribution

purchase \$1.5 million dollars of fresh fruits and vegetables annually. Schools receive 15 cents in USDA Commodities for each reimbursable meal served.

The Commodity Supplement Food Program serves about 5,500 participants monthly, issuing 1.9 million pounds of food annually. Each month approximately 24,200 food baskets and 184,000 meals are provided.

The Emergency Food Assistance Program annually distributes five million pounds of USDA commodities through food pantries and soup kitchens.

Training tomorrow's champions

The Division of Show & Fair Promotion administers the Kentucky State Aid to Local Agricultural Fairs Program, which helps over 100 Kentucky

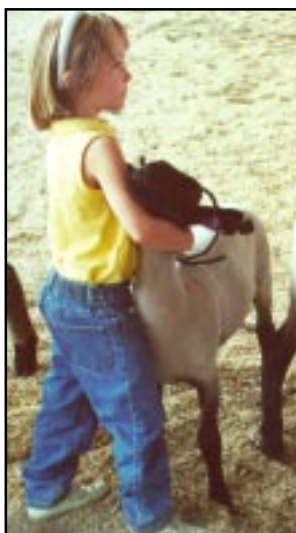
Division of Show & Fair Promotion

county fairs promote youth interest in agriculture and livestock.

The division supports a vigorous schedule of livestock shows across Kentucky every year, including the Kentucky Junior Livestock Expositions East and West, and national beef and dairy shows and sales.

The division administers the Commissioner's Scholarship Awards, 20 annual scholarships presented to 4-H and FFA youth exhibitors in state-sponsored livestock shows. Also in partnership with 4-H and FFA, the division sponsors 50 District 4-H/FFA Livestock Shows (beef cattle, dairy cattle, horses, sheep and swine).

At the Kentucky State Fair, the Division also presents the Commissioner's Showmanship Awards to 4-H and FFA exhibitors.



A CHILD'S FIRST LIVESTOCK SHOW: Often a treasured memory, and the possible foundation of a career in agriculture.



KDA IS CHARGED WITH REGULATING EGGS, as well as some things you sometimes might not connect with agriculture, including gas pumps, scale accuracy, amusement park rides, limestone, and price scanners.



KDA ALSO MEANS PROTECTION

Department of Agriculture's Regulatory Function Keeps Consumers, Manufacturers and Businesses Safe

KDA provides services that promote safety, accurate measurements, and equitable services to the citizens and industry of the Commonwealth.

Division of Regulation & Inspection

The division protects consumers, businesses and manufacturers from unfair practices.

Division inspectors issue permits and enforce regulations on amusement park and carnival rides. Other inspectors license and regulate egg handlers to ensure consumer safety.

We test and regulate retail gasoline pumps for accuracy and quality of gasoline, and verify that measuring devices such as scales and scanning equipment

are accurate and dispensers are safe.

KDA certifies individuals who inspect, test, regulate or sell scales, scanners and other measuring devices, and also calibrate and certify weights and measuring devices.

We maintain information about hay producers and buyers to help farmers market their forage. The Division inspects and tests hay samples, and we sponsor a mobile hay-testing unit which travels statewide.

KDA inspects, licenses and regulates grain dealers and grain warehouses, and tobacco warehouses. The Division also tests

limestone samples.

We ensure compliance with laws mandating "NO SALE" of tobacco products to minors, and conduct the "Teens and Tobacco" program to remind minors and retailers not to attempt to transact tobacco purchases.

Quality control for state's ginseng crop

Kentucky ginseng is highly regarded for its quality by ginseng producers around the world. KDA's Ginseng Program works to certify quality standards and to license ginseng dealers in Kentucky, helping protect the product's quality reputation.

Ginseng Program

Protecting the health of Kentucky animals

KDA provides help controlling and eradicate contagious, infectious and communicable animal diseases. Animal Health officials regulate the health of horses, cattle, swine/hogs, sheep and goats, poultry, Camelids (llamas, etc.), Cervidae (deer and elk), and other exotics.

Division of Animal Health

We also regulate the sale and exhibition of animals and breeding shed regulations, importation and animal testing and treatment requirements.

KDA is your source for legal information, guidelines, statistics and animal health related news.

