



Kentucky Farm Profile

(A shared tool for CFA and KCARD to assist growing farm businesses.)

Help us get to know your farm!

As our staff get to know your farming operation better, we can help you identify funding opportunities, discover ways to increase profitability, explore potential markets for your products, and connect you with resources to help your farm meet your goals. All information collected here will be used to form a unique profile for your farm and will be held in confidence to CFA and KCARD staff for the purposes of direct, customized assistance that is just right for you, unless you give us permission to share your information.

Personal Information

(Section 1 of 7)

Farmer Name _____
First Name Last Name

Additional Farmer Name (if more than one principal operator) _____
First Name Last Name

Identifying minority status can open up funding opportunities and additional assistance. Please mark all that apply.

	Principal farmer	Additional Farmer
Black or African American		
Hispanic / Latino		
Asian		
Native American / Native Alaskan		
Native Hawaiian / Pacific Islander		
US Veteran		
Disabled		
Immigrant to US		
Woman		

Farm Name _____

Farm Address _____

County (or counties) in which farm is located: _____

If your mailing address is different than your farm address, please list your mailing address here:

Phone Number (including area code) _____

Email _____

Please circle your contact preference if we need to follow up with you: Phone Text Email

How did you learn farming? Do you come from a farming family?

Basic Farm Information

(Section 2 of 7)

Each Kentucky farm is a unique operation. Help us to understand yours.

Farm products – What are you raising, growing, and selling? And what do you have in development? (please mark at least one column for each product row)

	Producing for direct-to-consumer markets	Producing for wholesale markets	Producing for on farm or home use only – no sales	Product in development (not selling yet, but plan to later)	Nope
Vegetables					
Tree fruits (apples, pears, peaches, etc.)					
Small fruits (berries, etc.)					
Herbs (culinary/teas)					
Herbs (medicinal/ botanical)					
Mushrooms					
Nuts					
Cut flowers					
Nursery plants					
Fruit or vegetable preserves (jams/jellies/salsa/pickles/ tomato sauces)					
Maple syrup					
Sorghum					
Soaps and/or cosmetics					
Livestock, sold as live animals					
Meat (beef, chicken, pork, lamb, or goat)					
Raw, fluid cow's milk					
Processed dairy (cheese, ice cream, etc.)					
Eggs					
Honey					
Wool or furs					
Hay					
Hemp					
Tobacco					
Field corn, soybeans, or other commodities					

Are there important crops or farm products we've missed? Is there anything else we should know about what your farm is producing?

Do you have any agritourism or farm event income?

- You-pick harvests
- Workshops, classes, or camps
- Pumpkin patch, corn maze, or hayrides
- Farm to table dinners
- Animal petting
- Camping, Air B&B, or other accommodations
- Tours
- No agritourism
- Other _____

What portion of your income comes from farming?

- Farming is my only source of income
- Farming is an essential, but not only, source of income
- Farming provides supplemental income to my primary source of income
- Farming is a minimal source of income
- Farming costs me more money than I earn from it

How many years have you been operating your farm business?

- less than 2 years
- 2-5 years
- 5-10 years
- more than 10 years
- Other _____

Tell us about how much land you are farming and how much land you have access to.

	Less than 5 acres	5 - 15 acres	15 - 50 acres	50 - 100 acres	100 - 500 acres	More than 500 acres	None
How much land are you actively farming?							
How much workable land do you own?							
How much land are you leasing, renting, or borrowing?							

Do you have any of the following certifications or registrations? (currently – we'll ask about future plans later)

- Certified organic
- Certified naturally grown
- Certified humane
- GAP (with third party audit)
- Animal welfare approved
- Produce Safety Alliance grower training completed
- Homegrown by Heroes
- Home-based processor
- Home-based microprocessor
- Commercial food manufacturer
- Kentucky Proud
- Appalachia Proud
- Other: _____

Do you have a written business plan for your farm? (Circle your answer) Yes or No

Would you like assistance with developing a business plan? (Circle your answer) Yes or No

Production

(Section 3 of 7)

In this section, tell us about your growing practices and how much help you have.

How would you best describe your growing methods (select all that apply)?

- Conventional
- Certified organic
- Transitioning to organic
- Using organic methods, but not certified
- Other _____
- Regenerative
- Permaculture
- Pasture-raised livestock or poultry

Farm Labor – How many laborers work on your farm (aside from the principal operators)? Enter a number in each box. Enter '0' if none.

	Unpaid workers (family, helpful neighbors) who contribute regular labor	Full-time, year-round paid workers	Part-time, year-round paid workers	Seasonal paid workers
Number of workers *besides yourself and/or other principal operators*				

How do you plan production for the upcoming season?

How does your production vary over the seasons of the year? Do you grow and harvest only in the summer? Do you have different products in the winter?

What are your main production challenges? What keeps you from producing more?

What are your main production strengths and assets?

How has your farm been affected by climate variability and extreme weather events?
Please describe briefly in the table below.

Flooding	
Drought	
Heat	
Other	

Sales & Marketing

(Section 4 of 7)

How do your farm products get to buyers? How do you let people know what you have to sell?

Which sales outlets have you sold to/from?

Market Type	I've sold to this market	These are the specific markets I've sold to (e.g., Berea Farmers Market, Wrigley Taproom, Allen Co. Schools)
Farmers Markets		
Auctions/Stockyards		
Restaurants		
Schools		
Distributors		
Other Institutions		
Online Sales Platforms		
Retail Stores		

Do you operate a CSA or Farm Share program? Yes or No

If yes, tell us about it, including how many shareholders you serve.

Do you sell at a farm stand? Yes or No If yes, tell us about it.

By what other means have you sold your farm products?

Do you have a wholesale price list for sales to restaurants, distributors, etc.? Yes or No

Do you have enough sales to match your production level (are you able to sell as much as you produce)?

Yes

No

Other _____

Are you interested in finding new outlets for selling your farm products? Yes or No

If yes, which outlets are you interested in developing?

Farmers Markets

Farm Stand

Produce Auctions or Stockyard

CSA or Farm Share program

Restaurants

Schools

Wholesale Distributor Other institutions

Retail store (brick & mortar)

Online customers, through web-based platform

Other _____

What are your main barriers to selling your products?

How do you set your prices?

- I figure costs of production and add a profit margin
 - I use competitors' pricing
 - State or industry price reports
 - It seems good, so I went with it
 - The market I am selling to determines my prices
 - Other _____
-

Describe your farm's online presence (mark all that apply)

- Email newsletter
 - Website
 - Facebook page specific to farm (not a personal page)
 - Instagram specific to farm (not a personal account)
 - I use personal social media accounts to promote my farm
 - I have claimed and managed my farm's google listing
 - Help? I don't know anything about this.
 - My farm has no online presence and no plans to go there
 - Other _____
-

How else do you let people know what you have to sell and attract new customers? Mark all that apply.

- I pretty much show up at market or auction and hope that people will buy
 - I have signs or banners with the farm name
 - I use print materials (postcards, flyers, brochures, etc.)
 - I purchase print advertisements in local publications
 - I ask for referrals or request customers to recommend my farm to others
 - I offer samples
 - I use specials, sales, and discounts
 - I run ads on the radio
 - I offer prizes or giveaways
 - I host on-farm events
 - Other _____
-

Do you have a logo for your farm? Yes or No

What are your strengths in sales and marketing?

Record Keeping

(Section 5 of 7)

Farms vary widely in what records they keep and how they keep them.

Which of the following production records do you keep? (mark all that apply)

- Planting schedule/Calendar
- Planting map
- Yields
- Fertilizer applications
- Herbicide/Insecticide applications
- Other _____
- Equipment maintenance
- Equipment sanitation
- Breeding records
- Vaccinations and medications
- None

How do you keep records? (It's ok to be honest. And you're not the only one.)

	Informal notes or lists in a notebook	Computer spread sheet	Software program (e.g., Quick books)	Mobile App	Paper ledger, form, or log	Multiple scraps of paper, including pile of receipts	I don't keep records
Production records							
Sales records							
Expense records							

What were your gross sales from the previous three years (estimate, if necessary)?

	Gross Sales	No Sales in This Year
2019		
2018		
2017		

Do you know what your 2019 expenses were?

- Yes \$ _____
- No
- My farm was not yet in operation in 2019

Do you have assistance with financial records and bookkeeping?

	Unpaid friend or family member	Paid employee/ staff member	Paid professional accountant services	I do this myself	Not applicable
Payroll preparation					
Quarterly or annual tax preparation					
Recording sales and expenses					

If recordkeeping is an area where you could use assistance, what specific assistance would be helpful to you?

Future Goals

(Section 6 of 7)

We've looked at what you are doing now. Where are you headed? We'd like to help you get there.

What are your goals for your farm business? (check all that apply)

- Primary income
- Increased production
- Capacity
- Sustainable land use
- Supplementary income
- Ensure a healthy food supply to my community
- To keep farming because it's in my blood and I can't imagine doing anything else
- Other goal(s) _____

Would you like to gain any of the following certifications or registrations?

- Certified organic
- Certified humane
- Certified naturally grown
- Animal welfare approved
- GAP (3rd party audit)
- Produce Safety Alliance grower training
- Home-based processor
- Other _____
- Home-based microprocessor
- Commercial food manufacturer
- Kentucky Proud
- Appalachia Proud
- Homegrown by Heroes (growers who are veterans)
- No thanks

What are your limiting factors in growing your business?

- Land availability
- Access to equipment
- Funding
- Labor
- Finding buyers or selling products
- Other _____

Do you need on farm storage? Yes or No
 If yes, what kind do you need? (mark all that apply)

- Dry
- Refrigerated
- Freezer
- I have all the storage I need
- Other _____

Are there pieces of equipment, infrastructure, or facilities that you plan to add to your farm operation? If so, what are they?

Do you have a target annual income that you are working towards? If so, what is your target income?

Resources & Technical Assistance

(Section 7 of 7)

Kentucky is rich with so many opportunities to build up farm businesses.

Have you worked with resource providers in the state? What kinds of projects and opportunities have you worked on with them? Who has been helpful in building your farm business?

Resource Provider	What kind of assistance did you receive?	Staff person who assisted you	I have not worked with this resource provider
Kentucky Center for Agriculture and Rural Development (KCARD)			
Community Farm Alliance (CFA)			
Ky Department of Agriculture (KDA) & Kentucky Proud			
Kentucky State University			
University of Kentucky cooperative extension			
Governor's Office of Ag Policy (GOAP) or Ky Ag Development Fund (KADF)			

Resource Provider	What kind of assistance did you receive?	Staff person who assisted you	I have not worked with this resource provider
Kentucky Horticulture Council			
Grow Appalachia			
Black Soil			
County Ag Development Council			
Organic Association of Kentucky (OAK)			

Are there other state resource providers who assistance you have received? If so, who and what work have you done with them?

Have you applied for any of the following federal aid?

	Received	Denied	Did not apply
USDA value added producer grant (VAPG)			
FSA loan			
NRCS Conservation Program			
Crop insurance			
CFAP (1 or 2)			
EQIP			
USDA RD REAP (Rural Energy for America Program)			
Other USDA programs			

If you have ever been denied for federal aid, how did you receive communication that you were denied?

- Written letter
- Told in person
- I've never been denied
- Other _____

The following topics are areas Community Farm Alliance and partner organizations can provide technical assistance and support. Please check all you would like to learn more about and how you would prefer to learn. The first section is about production.

Production topics	Work one-on-one with an assistant	In-person group workshop or class	Interactive internet class or workshop	I'd watch a video	Hands on group training on a farm	I'd like to read about this	Not interested
Horticulture							
Production planning							
Beef production							
High tunnel production							
Irrigation set up and operation							
Soil health							
Food safety/ GAP certification/ FSMA							

Of these production topics, which would be of greatest benefit to you?

Here are some topics related to business, sales, and marketing. Please mark which ones would be of interest to you and how you would prefer to learn about them.

Business, sales, and marketing topics	Work one-on-one with an assistant	In-person group workshop or class	Interactive internet class or workshop	I'd watch a video	Hands on group training on a farm	I'd like to read about this	Not interested
Estate planning							
Heirs property							
How to engage in your local food system							
Farmers market selling							
Direct sales							
Business planning and development							
Marketing and communications							
Record keeping							
EBT/SNAP sales							
Farm taxes							
Agritourism							

Of these business, sales, and marketing topics, which would be most beneficial to you?

Here are some topics related to resources for building your business and network. Mark which ones would be of interest to you and how you would prefer to learn about them.

Resource topics	Work one-on-one with an assistant	In-person group workshop or class	Interactive internet class or workshop	I'd watch a video	Hands on group training on a farm	I'd like to read about this	Not interested
Who's who in KY ag resources							
USDA grants							
Kentucky Proud branding							
Crop insurance							
Opportunities through land grant universities							
Self-care							

Of these topics on resources, which would be of the greatest benefit to you?

Would you help us with reporting?

Frequently, our organizations are in a position to make a case for agricultural investment or policy, in which data and trends can be a powerful tool for bringing about much needed support for small scale farms. In such cases, we seek your permission to use the information you provide for collective reporting. We will never disclose individual farm information outside of our organizations without your explicit permission.

Signature

Date completed

If you have questions or need assistance with completing this profile, please contact:

Community Farm Alliance at 859-756-6378

Jennifer Weeber at jennifer@cfaky.org

Laurie White at laurie@cfaky.org

You can mail your completed form to:

Community Farm Alliance, PO Box 130, Berea, KY 40403

Thank you for taking the time to complete the Kentucky Farm Profile.