

SERA 45

Crop diversification opportunities to enhance the viability of small farms

Annual Meeting (Times EDT) Lexington, KY September 27, 2019 Agenda

8:30–9 a.m.: Arrive at University of Kentucky Horticulture Research Farm. Coffee & light snacks.

9–9:30: Primer

Brett Wolff, Center for Crop Diversification

- Review of agenda, discussion of meeting goals and proposal objectives
- Self-introductions

9:30–10:30: Tour of UK Horticulture Research Farm (Dr. Krista Jacobsen) and informal discussion time

10:30–Noon: Discussion of crop diversification activities in the participating states

Noon–1: Lunch catered by Stella's Kentucky Deli, and wine tasting with Jeff Wheeler, UK Enology Extension Specialist

1–1:45: Guest speaker - Dr. Lilian Brislen, Executive Director of The Food Connection @ UK

1:45–3:15: Discussion of specific needs and opportunities for collaboration in the participating states as they relate to the project objectives:

- 1) Develop research-based production information about crops, systems and production practices that have the potential to be profitable for small farms
- 2) Coordinate research and extension activities among participants
- 3) Build on price reporting already taking place in Kentucky, Indiana, Illinois and Tennessee
- 4) Continue market research in the participating states on consumer preferences and marketing channels that are most effective and profitable for small farms

3:15–3:30: Select chair and vice-chair for the group; discuss future annual meetings/sites

Research Farm, Hotel Information

UK Horticulture Research Farm

- 4320 Emmert Farm Lane, Lexington
- Map: <https://goo.gl/maps/JNLffTxw9uuyZgV89>

Hotel Options

- **TownePlace Suites**, 980 Midnight Pass. Located approximately 5 miles from the research farm. Corporate rate is \$114 per night. To book this rate, visit www.marriott.com/lextw, choose Corporate/Promo/SET# from the Special Rates dropdown menu, and put UKY in the Enter Code field.
- **Embassy Suites by Hilton Lexington Green**, 245 Lexington Green Circle. Located approximately 2.7 miles from the research farm. Government rate is \$112. Visit <https://embassysuites3.hilton.com/en/hotels/kentucky/embassy-suites-by-hilton-lexington-green-LEXLGES/index.html>. Click on "Add special rate codes" and choose Government/Military Rates. You will need to show your university ID and specify you will be attending a business meeting when you check in to get that rate.