



Promoting Kentucky Products



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Kentucky Proud
keeps on growing**
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The expansion of the UK Livestock Disease Diagnostic Center will nearly double the existing facility's 38,000-square-foot size. The rendering below depicts the front elevation.



Construction Under Way

UK's Livestock Disease Diagnostic Center is being expanded to better protect consumers, Kentucky's agriculture industry

THE \$28.5 million expansion and renovation of the University of Kentucky's Livestock Disease Diagnostic Center (LDDC) will enable it to perform as many animal autopsies as any other laboratory in the nation.

"Livestock accounted for more than \$3 billion of farmgate receipts in 2007, so it's important for Kentucky's economy to have state-of-the-art diagnostic labs to keep our state's herds disease free," **Agriculture Commissioner Richie Farmer** said. "Our outstanding diagnostic labs assure con-

sumers and trading partners that they can buy Kentucky livestock and livestock products with confidence. That assurance enables Kentucky livestock producers to compete in a global market, which means money in their pockets."

New lab facilities are being added, almost doubling the current size of the 40-year-old, 38,000-square-foot facility located on the north side of Lexington at UK's Coldstream Research Campus. In the existing building, the air conditioning and heating systems, computer networking, electrical wiring, even the floors and walls are being replaced.

The project is expected to be finished in two years. "In spite of a lot of rainy days, we are currently on schedule," said **LDDC Director Dr. Craig Carter**.

LDDC helps protect the health of Kentuckians by diagnosing zoonotic diseases, which can spread from animals to humans, providing an early warning system for impending epidemics. The lab also performs tests to diagnose animal diseases and safeguard the health of Kentucky's animal population.

The expanded, renovated LDDC will switch to alkaline digestion as its main form of animal tissue disposal, which is

more cost-effective and environmentally friendly than other methods. The new method is the only process that kills all known infectious agents, making it safe to discharge the material into the environment and enabling the facility to meet current biosafety requirements.

"The current renovation and expansion will enable Kentucky to provide the diagnostic services that the animal agricultural industries need to deliver healthy and marketable food products, to preserve the human-animal bond and to protect the public from the threat of zoonotic diseases," Carter said.

"Every dollar invested in our veterinary diagnostic laboratory brings a minimum of \$7 back to Kentuckians," he added, meaning the current expansion and renovation should return nearly \$200 million.

LDDC already receives more animals for autopsy than any other lab in the country, performing an average of 5,000 per year. It handles one of the largest case loads in the nation, seeing an average of 60,000 animals.

"Our faculty and staff are to be applauded for managing one of the nation's heaviest veterinary diagnostic workloads in crowded and outdated quarters," said **Dr. Scott Smith**, dean of the UK College of Agriculture. "Enhancement of these facilities is absolutely essential if the college is to be able to fulfill its state-mandated missions for safeguarding animal health." ●



Renovation and expansion of the Livestock Disease Diagnostic Center is under way. This photo was taken in July 2009.



State and local dignitaries join together at the groundbreaking for the \$28.5 million expansion of the UK Livestock Disease Diagnostic Center at Coldstream Research Campus in Lexington in September 2008.



Commissioner Farmer, right, and Bill Day, an employee in the motor fuel lab, observe a special four-cylinder engine that enables technicians to measure octane in motor fuel.

New Lab Sets High Standards

KDA's Motor Fuel and Pesticide Testing Laboratory enables Department to safeguard Kentucky motorists

WHEN Kentucky motorists fill their fuel tanks, their engines are protected by the Kentucky Department of Agriculture's state-of-the-art Motor Fuel and Pesticide Testing Laboratory.

The new lab, near Frankfort, is setting the standard for fuel testing facilities in the United States.

"When I first conceived this project in 2005, gasoline quality and consumer protection were important issues," **Agriculture Commissioner Richie Farmer** said. "Since then, fuel quality, energy costs and renewable fuels have become topics of everyday conversation and a top priority for our country."

The facility, which became fully operational this summer, was constructed with a \$1.65 million appropriation from the General Assembly in 2006. "My vision had always been one of protecting the consumer and ensuring a quality supply of fuel for Kentucky's motorists," Commissioner Farmer said.

Before the lab was completed, KDA was spending \$130,000 a year to test 500 fuel samples at commercial labs outside the state – hardly representative of the 3.4 billion gallons sold annually in Kentucky. The lab is on track to test at least 20,000 fuel samples in its first full year of operation, for

which KDA would have been charged a minimum \$200 per test in the past, a commercial value in excess of \$4 million, Commissioner Farmer said.

The new lab ensures that fuels sold in

Kentucky meet motor fuel quality standards established by the American Society for Testing and Materials (ASTM), the international body responsible for legislating quality standards for motor fuel. State law requires that all motor fuel sold in the Commonwealth must meet these standards.

The added fuel testing protects motor vehicles from faulty gasoline, diesel, ethanol and biodiesel. The Department's fuel testing program helps safeguard Kentucky from becoming a dumping ground for lower-quality fuels and fuels containing banned additives. The Department takes samples at random from the approximately 3,500 fuel outlets in the state and also takes samples in response to consumer complaints.

The lab will help the state's fledgling renewable fuel producers produce quality fuels. The lab's steering committee of industry experts provides valuable input to help Kentucky biofuel producers from their earliest stages of production. "We see ourselves playing a key role in help-

ing evolve industry standards [for these new fuels]," Commissioner Farmer said. In the more distant future the lab will help shape standards for fuel sources such as lithium-ion batteries and hydrogen fuels. The KDA fuel testing programs are headed by **Dr. Vidya Dharmagadda**, a chemist, who is assisted by staff chemists and lab technicians. The lab has enough capacity to cover Kentucky's fuel-testing needs and offer contract services to other states. "I can see this lab being financially self-sufficient in the future – paying millions in dividends," Commissioner Farmer predicted. The environmental services section of the lab will support KDA's pesticide regulation functions and conduct monitoring operations in conjunction with the federal Environmental Protection Agency when it is completed, Commissioner Farmer said.

At Commissioner Farmer's direction, we studied the three states with the oldest programs and best reputations – California, Maryland and Missouri," said **Tom Bloemer**, administrative branch manager of the Department's Division of Regulation and Inspection. "When we designed our facility, we brought together the best features of their programs."

"Installation engineers from petroleum testing equipment manufacturers from across the country have stated that there is no other fuel testing lab that has what we have here in Kentucky," Bloemer said. "They called us the finest lab in the country." ●

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Dr. Vidya Dharmagadda, who heads the Kentucky Department of Agriculture's motor fuel and pesticide testing laboratory, shows a fuel sample that is fuel on top and water on the bottom.



Commissioner Farmer, right, and Tom Bloemer, manager of the Weights and Measures Inspection Branch, examine the recovery column of a gasoline and diesel distillation testing instrument at the new motor fuel testing laboratory in Frankfort.

Kentucky Proud Creates New Markets

The Commonwealth's official farm marketing program means millions of dollars in sales for Kentucky producers



Associated Press photo

Chef Bobby Flay of Mesa Grill and his wife, actress Stephanie March, at the 2009 Kentucky Derby. Chef Flay returns for the Kentucky Proud Incredible Food Show on October 3-4 at the Lexington Convention Center.

THE Kentucky Proud movement will reach another milestone this fall when **Chef Bobby Flay** returns to the commonwealth for The Kentucky Proud Incredible Food Show Oct. 3-4 at The Lexington Center.



Flay will give two presentations on Oct. 3. He hosts The Food Network's "Throwdown" and "Boy Meets Grill" and is one of the featured chefs on "Iron Chef America."

More than 120 exhibitors, including Kentucky Proud producers, will be on hand for The Incredible Food Show. Sullivan University's culinary school will offer cooking demonstrations and seminars by regional and local chefs.

"I am thrilled that Chef Bobby Flay is coming back to Kentucky for The Incredible Food Show," **Agriculture Commissioner Richie Farmer** said. "We will have one of the world's most famous chefs and fresh, healthy, delicious Kentucky Proud foods all under one roof. This will be the biggest event of the year for Kentucky food lovers."

To find out more about the show, go to lexingtoncenter.com.

Kentucky Proud is the Commonwealth's official state farm marketing program. Administered by the Kentucky Department of Agriculture, Kentucky Proud generates tens of millions of dollars in retail sales of Kentucky farm products every year. More than 1,300 producers, processors, retailers, restaurants, farmers' markets and state parks are members of Kentucky Proud.

Another highlight was commemorated in March when Commissioner Farmer cut the ribbon to officially open the Kentucky Proud Market at The Lexington Center. Owned by **Curtis Sigretto**, who also owns Elk Creek Vineyards in Owenton, the Kentucky Proud Market offers wines, meats, cheeses, sauces, spices, crafts and Kentucky Crafted merchandise. To find out more, or to order online, go to kentuckyproudmarket.com.

Members sing its praises

Kentucky Proud members agree that the program has generated exposure for their products.

Matt Jamie of Bourbon Barrel Foods in Louisville credits the Kentucky Proud

program with connecting him to Kentucky sorghum producers and helping him go international with his flavored sauces and sorghums.

Jamie's two major suppliers are Townsend Sorghum Mill in West Liberty and an Amish community in Columbia, Ky. **Alisha Morris**, Jamie's Kentucky Proud representative, linked Jamie with broker marketing for the Amish sorghum producers.

Jamie said **Jonathan Van Balen**, the Kentucky Department of Agriculture's international marketing specialist, displayed BBF's products at the national Food Expo East trade show, raising interest by a marketer from Taipei, Taiwan. Van Balen then was "extremely helpful in filling out the paperwork correctly and helping with shipping," Jamie said.

Jamie said the Kentucky Proud staff always keeps him posted about assistance with point-of-purchase displays and advertising supplement efforts. "Alisha really keeps me in the loop," Jamie said. KDA's marketing specialists, he said, "are passionate about their program. They always make me think I'm the only client they're trying to help."



Matt Jamie said Kentucky Proud helped his Bourbon Barrel Foods find Kentucky sorghum suppliers and market its products overseas.

Jamie said consumers value the Kentucky Proud logo. "It's helpful to have it on my products."

Beth Drennan, co-owner of Broadbent Hams in Lyon County, said Kentucky Proud "has helped us in all aspects of our business - wholesale, mail-order and retail." The Kentucky Department of Agriculture has helped Broadbent attend food shows, enabling Broadbent to expand its wholesale business, Drennan said. The Kentucky Proud Web site drives customers to Broadbent's site, where they can order products online, she said.

Broadbent sells more than 40 Kentucky Proud products in its retail store in addition to its own award-winning country ham, bacon and other products.

"First-time customers are so surprised to see the variety," Drennan said. "They act like they have fallen into a gold mine of gourmet goodies when they discover our store full of products made in Kentucky."

"Kentucky Proud gets the word out to consumers that it's really important that they buy local products to keep Kentucky's economy going," said **Susan Easley** of Chrisman Mill Vineyard near Nicholasville.

Chrisman Mill sells 15-20 Kentucky Proud products in its retail store in Lexington's Hamburg Place. The selection includes barbecue sauce, cheese, garlic jelly, banana pepper mustard, jellies, honey and popcorn. It also sells Kentucky Proud products at the vineyard and uses fresh vegetables from local growers for its Tuscan dinners, brunches and other events.

"We get a lot of out-of-state travelers," Easley said. "That impresses them



that the other products we sell here are from Kentucky."

Allen Mobley, owner of Kentucky Gentlemen Cigar Co. of Lawrenceburg, said Kentucky Proud was especially important to his business in its lean early years.

"Kentucky Proud helped us out a lot," Mobley said. "When we go to shows in Kentucky, we put up the Kentucky Proud sign. A lot of people who see it will try our product for the first time."

The Kentucky Proud logo is carved into some of the hand-carved Kentucky cedar boxes the company produces. Kentucky Gentlemen cigars are marketed in 24 states and 10 other countries.

[Agriculture Commissioner Richie Farmer \(center\) congratulates Ronny and Beth Drennan of Broadbent Hams in Kuttawa for producing and exhibiting the grand champion country ham at the 2008 Kentucky State Fair.](#)

Mobley's tobacco comes from a wide range of sources, but his local growers are experimenting with Cuban and Colombian tobaccos grown in Kentucky soils. He purchased dark-fired tobacco from a young State Fair tobacco contest exhibitor at the 2008 Kentucky State Fair; he is seeking to purchase the exhibitor's product again this year.

Billy Joe Williams of Bluegrass Dairy and Food said Kentucky Proud has helped his business enter the retail market.

Bluegrass Dairy's main product list consists of creamed, buttered, fluid or powdered dairy products sold to other food producers as added ingredients. But when Bluegrass Dairy joined Kentucky Proud, they saw the possibility of starting a retail line of cheeses bearing the Kentucky Proud logo.

"We started with a line of cheddar cheese, selling to wholesalers," Williams remembered. The line did so well that Kentucky Colby, Monterey Jack, Romano and Parmesan cheeses soon followed. Williams said Kentucky Proud helps promote the sale of the cheeses in Kentucky.

Bluegrass Dairy cheeses are available in Louisville and Lexington retail outlets,



The proprietors of Wholly Smokers in Georgetown sampled their sauces at the ribbon-cutting for the Kentucky Proud Market in March in Lexington. Pictured are, from left: front row - Stewart McIntyre, Sandra Young and Cheryl McIntyre; back row - Dale Young, Robert Poyntz and Dale Clark.



Jerri Patterson of London, Ky., (left) points out a Kentucky Proud item to Yoshiko Nakatani at the Kentucky Proud display outside the Capitol rotunda in Frankfort.

and an organic line is sold at Whole Foods, Williams said.

The Kentucky Proud logo also adds allure to the company's line of corporate and Web site gifts, Williams said. Bluegrass Dairy provides a turn-key gift shipping service, working from a company's mailing list, adding the gift cards and handling the delivery.

Bluegrass Dairy's milk is purchased through brokers from producers primarily in Barren, Monroe and Metcalfe counties, Williams said.

Kentucky Proud at special events

As the program has grown, Kentucky Proud products have appeared at many major events – even in Washington, D.C.

Visitors to the annual Kentucky Derby Breakfast in May at the state Capi-

tol enjoyed Kentucky Proud foods and had the opportunity to take some home with them. The breakfast included Penn's Country Ham, Purnell's Sausage and assorted muffins made with Weisenberger Mill flour. Kentucky Proud vendors offered sauces, sweets, cheeses, herbs, mushrooms and other products for sale during the annual event.

Every March, more than 40 vendors at Kentucky Crafted: The Market offer samples of meats, sauces, salsas, sweets, cheeses and jams at the Kentucky Proud Food Products Market Place. The Market was voted the leading art fair and festival in the country in one national online survey, and the Southeast Tourism Society has named the event one of its Top Twenty Events in the Southeast multiple times.

In January, each of the nearly 1,500 guests who arrived at the Bluegrass Ball, a black-tie inaugural gala in Washington, D.C., was greeted with a bag containing Kentucky Proud foods. Dignitaries at the ball included former heavyweight boxing champion **Muhammad Ali, Gov. Steve Beshear** and members of Kentucky's congressional delegation.

Queen Elizabeth II of Great Britain attended the Kentucky Derby in 2007

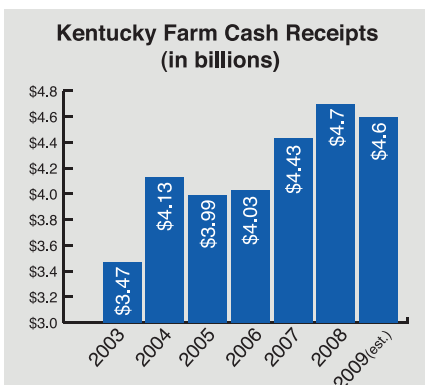
and enjoyed a Kentucky Proud meal made with ingredients hand-picked from numerous Kentucky farms.

Report: Kentucky Proud a success

A University of Kentucky report released in November 2008 said Kentucky Proud is one of the most successful programs of its kind in the nation, generating as much as \$4.70 for every \$1 invested.

"The Agricultural Development Board was extremely wise to invest in Kentucky Proud, and this report bears that out," Commissioner Farmer said. "But we've barely scratched the surface of this program's potential to open new markets for Kentucky farm products and raise awareness among consumers. A greater investment is needed to build on the momentum the Kentucky Proud movement has generated, and this report proves that the program is more than worthy."

To find out more about Kentucky Proud, or to find Kentucky Proud products near you, go to kyproud.com. ●



Kentucky Proud and New Fuel Testing Lab Provide Valuable Services for Citizens

IN this special report we are updating you about some of the Kentucky Department of Agriculture's outstanding achievements and about another essential service provided by our friends at the University of Kentucky.

The Kentucky Proud movement continues to pick up steam. Kentucky Proud foods – grown or made by your friends and neighbors – are available in stores, restaurants, farmers' markets, roadside markets and state parks all over the commonwealth.

Kentucky Proud will get a big boost this fall when Chef Bobby Flay comes back to Kentucky to headline The Incredible Food Show in Lexington. You can read more about that event and what producers have to say about what Kentucky Proud means to them.

As successful as Kentucky Proud has been, I still feel like we've just scratched the surface of what's possible. We must continue to invest in the Kentucky Proud program to help Kentucky's farmers and food producers find markets for their products and to enable Kentucky con-



sumers to find fresh, delicious, nutritious Kentucky Proud products.

The department's state-of-the-art motor fuel and pesticide testing laboratory is on a par with the best facilities of its kind in the nation. Kentucky used to send its fuel samples out of state to be tested, but the cost kept going up, which meant the number of samples the state could test went down. That didn't make sense to me, so I persuaded the General Assembly to appropriate \$1.65 million to build the new testing facility. The recent completion of the fuel lab achieves my goal of better protecting Kentucky motorists from buying fuel that contains impurities or banned substances.

The Department of Agriculture allocated \$400,000 to each of Kentucky's veterinary laboratories in FY 2009 to help them plug holes in their budgets, even as the KDA was struggling with its own budget cuts. I thought it was that important to maintain the labs' capability to safeguard Kentucky animals from disease and contain and eliminate outbreaks when they happen. In this section you can also read about the important work of the Livestock Disease Diagnostic Center and the expansion and renova-

[Agriculture Commissioner Richie Farmer addresses the members of the Kentucky Agribusiness Development Team in a ceremony July 6 in Frankfort. The unique National Guard unit was scheduled to deploy to Afghanistan in August.](#)

tion of this important facility at UK's Coldstream Research Park.

Kentucky's citizens have enough to worry about these days – layoffs, runaway health care costs, rising fuel prices and the like. They shouldn't have to worry about whether the gas they put in their cars is going to ruin their engines, or whether the price that shows up on a department store scanner is correct, or whether the eggs they serve their families are safe to eat. That's where the Kentucky Department of Agriculture comes in. The Department continues to provide valuable consumer services even though its budget is one-third lower than it was 10 years ago (adjusted for inflation), and even though it has more than 50 vacancies it cannot afford to fill. I couldn't be more proud of the men and women in the Kentucky Department of Agriculture and their spirit of public service.

—Agriculture Commissioner
Richie Farmer



[Agriculture Commissioner Richie Farmer \(left\) presented a University of Kentucky basketball to U.S. Agriculture Secretary Tom Vilsack at a rural community forum on May 27 at Anderson Circle Farm near Harrodsburg.](#)

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