



Promoting Kentucky Products



Cookin' In The Bluegrass

Kentucky chefs will take center stage with celebrity chefs during the World Equestrian Games



Commissioner Richie Farmer:
KDA Helps Kentucky Businesses
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Lexington-area chefs who will participate in Cookin' in the Bluegrass: A Celebrity Chef Dinner Series during the 2010 Alltech FEI World Equestrian Games this fall are photographed in front of The Farmhouse – the venue of the dining series at The Kentucky Horse Park. Pictured in the photo at left (L-R), **Andrew Myers**, Bellini's; **Dave Cupolo**, Malone's of Lexington; **Justin Thompson**, Jean Farris Winery & Bistro; **Paul Weckman** and **Molly Thompson**, Otto's; **Jeremy Ashby**, Azur Restaurant & Patio; **Ouita Michel**, Holly Hill Inn; **Eric Fowler**, Dudley's on Short; **Jeffrey Newman**, Boone Tavern Hotel & Restaurant; **Jonathan Lundy**, Jonathan's Restaurant.

Cover and left photos by Shaun Ring

restaurants, farmers' markets, Kentucky state parks and Kentucky Farm Bureau roadside markets are members of Kentucky Proud.

The Alltech FEI 2010 World Equestrian Games in Kentucky will represent the largest equine sporting event ever held in the United States. The 2010 Games are comprised of the world championships for eight equestrian sports – show jumping, dressage, eventing, driving, endurance, vaulting, reining and paraequestrian.

For a complete list of Kentucky chefs and James Beard guest chefs, go to alltechfeigames.com/content.aspx?id=3776.

The FEI World Equestrian Games are held every four years, two years prior to the Olympic Games and are governed by the Fédération Equestre Internationale (FEI). The FEI is the international governing body of equestrian sport recognized by the International Olympic Committee. It establishes rules and regulations for the conduct of international equestrian events. Today the FEI has more than 130 member countries. ●

Agriculture Commissioner Richie Farmer, left, chats with some of the Kentucky chefs who will participate in Cookin' in the Bluegrass: A Celebrity Chef Dinner Series.

Hail to the Chefs

Celebrity kitchen kings and prominent Kentucky-based chefs team up for a series of gourmet dinners during the games

SOME of Kentucky's top chefs will join forces with great culinary minds from throughout the nation this fall for Cookin' in the Bluegrass: A Celebrity Chef Dinner Series. The dinner series will be held at the Kentucky Horse Park in Lexington during the 2010 Alltech FEI World Equestrian Games from Sept. 25 to Oct. 10. The series is a partnership of the Games, the James Beard Foundation and the Kentucky Horse Park Foundation.

The dinners will feature celebrity chefs, many of whom are James Beard House Award winners, and local or Kentucky-based chefs cooking side-by-side.

The Kentucky Horse Park, one of the world's leading equestrian facilities, will open its charming Farmhouse to host the nightly dinners for the duration of the Games. Each night, 80 guests will enjoy dining experiences that replicate the sumptuous dinners held at the prestigious James Beard House in New York City.

Sponsors include the Kentucky Proud Program (funded in part by the Kentucky Agricultural Development Fund and administered by the Kentucky Department of Agriculture), dedicated to marketing Kentucky-made or -grown food products.

From local farms to brewers, distillers, growers and cheesemakers, Kentucky Proud represents an array of products distributed locally, throughout the United States and around the globe. Kentucky Proud will facilitate the use of fresh,

locally-grown ingredients each night of Cookin' in the Bluegrass.

"The James Beard Foundation is honored to be part of an event that combines a diverse group of chefs and sustainable ingredients," said **Susan Ungaro**, president of the James Beard Foundation. "The Cookin' in the Bluegrass dinners will match the best local and visiting chefs in America's great southern region, where we celebrate so many of our nation's deepest culinary roots."

Kentucky Proud is Kentucky's official state farm marketing program. Kentucky Proud is dedicated to opening markets for Kentucky producers and helping consumers find Kentucky Proud products. Nearly 2,000 farmers, processors, retailers,





Eventing – one of eight world championship events – could be termed an equestrian triathlon. The three phases of the event are dressage, cross-country, and show jumping.

ined and treated for external parasites; and have their temperature, respiration and pulse monitored.

Other horses will be quarantined at the Miami Animal Import Center and Los Angeles International Airport.

Any imported horse presenting evidence or suspicion of illness will be held in quarantine and not permitted to travel to the horse park until the concern is resolved.

Horses from North America will be transported to the horse park by truck. Prior to entering the park, all horses will be required to pass a KDA inspection and have their health status verified in order to be admitted to the stable area. All horses on the park grounds will be continuously monitored and evaluated daily by KDA, FEI and WEG personnel.

The OSV's goals are to provide a safe and healthy environment for the horses coming to the games and prepare to detect early, respond to and resolve any potential disease threat.

“With so many horses coming from all over the world, we have spent considerable time and resources to better familiarize ourselves with and understand a much broader spectrum of equine disease than what we have dealt with on a day-to-day basis our entire careers,” Ford said. “We are confident that, with the preparations we have done, and with our daily presence and readiness during the WEG, there will be no safer place than the Kentucky Horse Park to host an event of this magnitude.” ●

KDA On Guard

State Veterinarian's Office is coordinating the importation of horses for this fall's 2010 FEI World Equestrian Games

THE Kentucky State Veterinarian's Office has the yeoman's responsibility to regulate and manage the importation of an estimated 800 horses representing 62 countries that are scheduled to participate in the 2010 Alltech FEI World Equestrian Games Sept. 25-Oct. 10 at the Kentucky Horse Park near Lexington.

An agency of the Kentucky Department of Agriculture (KDA), the Office of the State Veterinarian is responsible for preparing for, detecting and responding to potential illnesses and mitigating risk of disease transmission. The OSV has similar responsibilities at two large events held annually in Kentucky – the North American International Livestock Exposition each November and the Kentucky State Fair every August. But **E.S. “Rusty” Ford**, who manages the KDA's Equine Program, said those events don't come close to comparing to the preparation required to host the World Equestrian Games (WEG).

“I'm literally spending all my time from now until a month after dedicated specifically to the World Equestrian Games,” Ford said in mid-June. “Prior to that, there was a gradual increase of resources since I had my first meeting regarding the games in December of 2001. That's how long we've been in preparation.”

Planning and preparation to make Kentucky a viable option began long before Kentucky was selected to host the 2010 Games.

“There was work that had to be done before Kentucky could even bid for the games,” Ford said. “When you're allowing horses from all over world to be imported to Kentucky, you have to mitigate all potential risks. And we're confident that we've done that.”

Five KDA equine inspectors currently conduct inspections at the horse park, averaging 130 inspection hours per week. The OSV is working to ensure that the horse park's resident equine meet the health requirements of the equestrian sport's governing body, the Fédération Equestre Internationale (FEI).

On Sept. 16, the largest airlift of horses to a single event in history will begin arriving in the U.S. Three-quarters of them will land at the Cincinnati/Northern Kentucky International Airport.

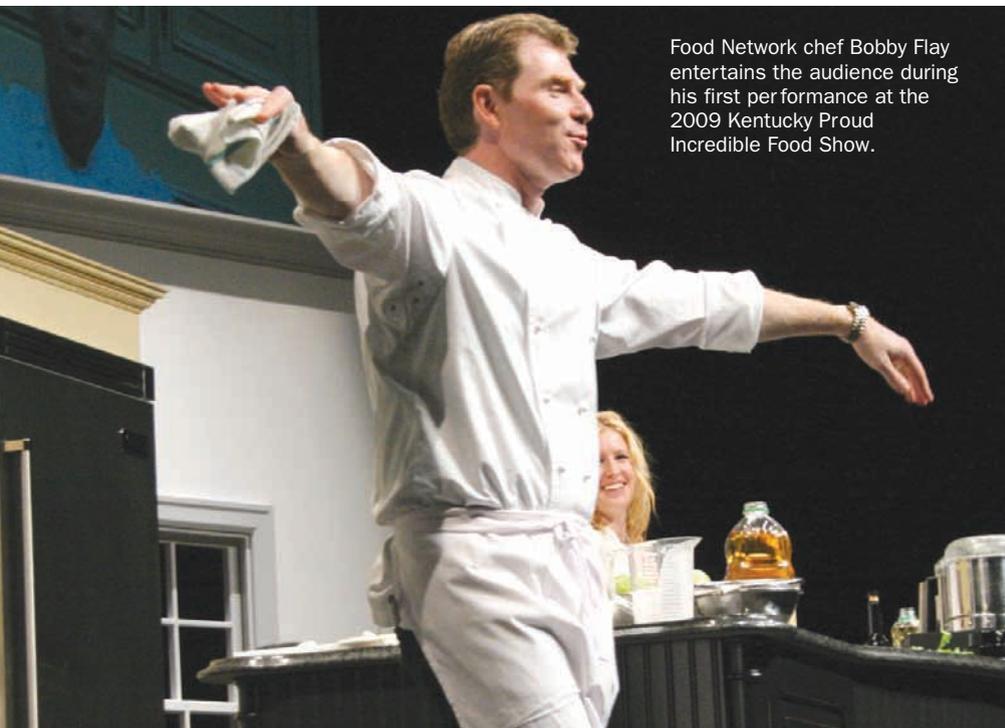
The horses will spend their first 42 hours in Kentucky in stalls inside the barns at the recently constructed Northern Kentucky Temporary Quarantine. The horses will be tested for dourine, glanders, piroplasmiasis and infectious anemia; be exam-



The reining championship shows the athletic ability of ranch-type horses.

Incredible!

Some 4,000 people saw celebrity chef Bobby Flay and Kentucky Proud vendors at the October 2009 Incredible Food Show at the Lexington Convention Center



Food Network chef Bobby Flay entertains the audience during his first performance at the 2009 Kentucky Proud Incredible Food Show.



Vito's Authentic Old World Italian Sausage has distribution throughout Kentucky.



Above: An ice sculptor uses an electric chain saw to create an ice sculpture on the Sullivan University Stage.

Left: Representatives from Sullivan University – a major sponsor of The Incredible Food Show



Mary Halbleib (L) and JoAnn Griffin of Highbridge Water



Representatives of the Kentucky Beef Council at The Incredible Food Show



Susan Miller, center, and Mary Kindred, right, chat with a customer at the Bleugrass Chevr booth at the Kentucky Proud Incredible Food Show in October 2009 in Lexington.

Proud and Profitable

Kentucky Proud marketing program boosts business and expands markets for commonwealth's food producers

THE Kentucky Proud movement is on course to reach new milestones by the end of 2010. The program has grown from modest beginnings to become the established brand for nutritious, high-quality Kentucky food products.

The state's official farm marketing program is approaching 2,000 members and is expected to generate \$200 million in retail sales of Kentucky farm products through member retailers for the year.

"Kentucky Proud has saved family farms, generated economic activity and created jobs all over the commonwealth," Agriculture Commissioner **Richie Farmer** said. "Kentucky Proud also enables consumers to buy foods they can serve to their families with confidence."

A string of successes in 2009 and early 2010 raised the profile of Kentucky Proud and its members.

An estimated 4,000 people flooded the Lexington Convention Center to see Food Network star Bobby Flay and representatives of dozens of Kentucky Proud food businesses at the first Incredible Food Show in October 2009. The 2010 Incredible Food Show will feature another Food Network celebrity chef, **Giada De Laurentiis**, on Oct. 23-24 in Lexington.

Three family-owned Kentucky food distributors – Critchfield Meats of Lexington, Brown Foodservice of Louisa and Southern Foods of Bowling Green – launched a network in late 2009 to dis-

tribute Kentucky Proud beef to retailers through most of the Commonwealth. "This network addresses a long-standing challenge in the growth of Kentucky Proud," Commissioner Farmer said. "I'm grateful to these three Kentucky-based distributors for making it possible for Kentucky producers to find markets for their products."

Kentucky Proud producers made it to the national stage in 2010. In April, Satori d'Italia of Nicholasville and Kenny's Farmhouse Cheese of Barren

County sent some of their crafted cheese products to Augusta, Ga., for The Masters golf tournament. In June, Bourbon Barrel Foods appeared on the Discovery Channel program "How It's Made." Wallace Station near Midway was featured on the Food Network show "Diners, Drive-ins and Dives" in June 2010.

"Vintage Kentucky: The Vine to Wine Experience," a documentary about the history and resurgence of Kentucky's grape and wine industry, was released in November 2009. The Kentucky Grape and Wine Council launched an enhanced Web site with an interactive winery and vineyard map and other features.

Kentucky Proud helps producers find markets for their products while helping consumers identify products that were made, grown or raised in Kentucky by Kentuckians. Kentucky Proud's members range from farmers' market vendors and artisan cheese makers to large businesses that process raw products from Kentucky producers into value-added foods.

"Kentucky Proud has succeeded beyond our wildest expectations," Commissioner Farmer said. "But I think we've just scratched the surface. The best is yet to come."

Kentucky Proud is administered by the Kentucky Department of Agriculture and funded by the Kentucky Agricultural Development Fund. The Department provides marketing assistance, advertising cost-share funds, point-of-sale promotional items and many other services to Kentucky Proud members. ●



Commissioner Farmer greets Kenny and Beverly Mattingly of Kenny's Farmhouse Cheese as he looks over the selection from the Barren County gourmet cheese producer at Kentucky Crafted: The Market in March 2010 in Louisville.



Paul Schaumburg, Graves County Schools photo

Matt Wyatt of Kentucky Hydro Farm delivers a box of hydroponically grown Kentucky Proud lettuce to Graves County Middle School cafeteria manager Erica Davis.

Farm to Students

Kentucky Agriculture Department program promotes more locally-grown fresh fruits, vegetables and foods in schools

THE numbers are sobering: Only 13.2 percent of Kentucky's youth eat fruits and vegetables five or more times a day, compared with the national average of 21.4 percent;

- 40.5 percent of Kentucky students drink one or more soft drinks per day, compared with the national average of 33.8 percent;
- 59 percent of American high school students skip breakfast three or more times a week; and
- 37 percent of Kentucky youth are either obese or overweight.

"It's more important than ever to teach our children the value of a healthy lifestyle," Agriculture Commissioner **Richie Farmer** said. "An important part

of a healthy lifestyle is eating fresh, nutritious Kentucky Proud foods."

Commissioner Farmer launched a campaign in April to encourage Kentucky students to adopt healthy eating habits. Eat to Win is an educational program aimed at teaching children about the advantages of eating fresh fruits and vegetables and buying locally produced Kentucky Proud food while maintaining a healthy weight and being physically active.



Former University of Kentucky basketball star and current NBA player **Tayshaun Prince** and professional golfer **Whitney Wade**, a native of Glasgow, joined Commissioner Farmer to promote the program. Posters picturing the three were posted in schools throughout the commonwealth.

In an effort to bring Kentucky Proud products into more school cafeterias, the Kentucky Department of Agriculture joined with the Kentucky Department of Education, University of Kentucky Cooperative Extension Service and U.S. Departments of Agriculture and Defense in the Farm to School program. Farm to School helps Kentucky's youth to grow into healthier adults while educating them about local food production and exposing them to local products. Schools in more than 40 Kentucky counties participate in Farm to School.

Commissioner Farmer and **Dr. Janey Thornton**, deputy under secretary of the U.S. Department of Agriculture's Food and Nutrition Service (and a Kentucky native), presented Camargo, Mapleton and Mount Sterling elementary schools in Montgomery County with National HealthierUS Gold Awards in October 2009. Montgomery County is the first school district in the state to join the Kentucky Proud movement. Seventy-six Kentucky schools have achieved gold status.

"Montgomery County and JCPS [Jefferson County Public Schools] were chosen as the only two sites in the Southeastern region for the USDA Farm to School task force to visit and interview," said **Tina Garland**, coordinator of the Kentucky Department of Agriculture's Farm to School program.

Seven Western Kentucky public school districts served lunches containing Kentucky Proud lettuce in the spring of 2010. Kentucky Hydro Farm in Marshall County supplied hydroponically grown lettuce to county schools in Calloway, Christian, Graves, Marshall and McCracken counties, and city schools in Paducah and Mayfield.

Graves County replaced half of its school system's iceberg lettuce, about 3,000 heads per month, with locally grown varieties from Kentucky Hydro Farm.

At Mercer County High, a group of health sciences students initiated a project to give their fellow students a choice of more fresh vegetables and fruits. A Students Taking Charge (STC) grant, one of 11 awarded across the country, enabled them to create a salad bar in the cafeteria.

For information about the need for fruits and vegetables in the everyday diet; the importance of buying fresh, local Kentucky Proud foods; nutritional tips, and much more, visit the Eat to Win Web site at www.eattowin.com. ●

The Kentucky Department of Agriculture is On the Job for Kentucky Businesses

KENTUCKY businesses benefit every day from the work of the Kentucky Department of Agriculture. Kentucky Proud, the Office of the State Veterinarian and the Department's regulatory units all add value to products and services sold in Kentucky.

Elsewhere in this section you will read about the amazing growth of the Kentucky Proud movement. We expect Kentucky Proud to generate \$200 million in retail sales through member retailers by the end of 2010. That means producers are selling more of their products, farmers are making the money they need to stay on the farm, retailers are increasing sales, and consumers are getting the delicious, high-quality, local food products that they want.

The growth of Kentucky Proud has been driven by the hard work of the Kentucky Department of Agriculture's marketing office. Our marketing specialists have worked tirelessly to recruit new members, forge partnerships among members, get Kentucky Proud products on store shelves and promote the brand.

The state veterinarian's office protects Kentucky's livestock herds from disease. That assures our domestic customers and foreign trading partners that they can buy from Kentucky producers with confidence. Livestock sales account for about \$3 billion in farm cash receipts in Kentucky in a normal year, so it's crucial that we maintain a robust animal disease surveillance system.

The Kentucky Department of Agriculture's state-of-the-art motor fuel and pesticide testing laboratory protects motorists from buying fuel that contains impurities or banned substances. The Department's fuel pump and price scanner inspection programs make sure Kentucky consumers get what they pay for, but they also provide valuable services to Kentucky businesses – for example, making them aware of fuel pumps that are dispensing too much



Agriculture Commissioner Richie Farmer, right, chats with Food Network celebrity chef Bobby Flay after Flay's first performance at the Kentucky Proud Incredible Food Show in October 2009 in Lexington.

product and costing them money. The KDA's metrology laboratory calibrates commercial measuring devices, assuring businesses and consumers alike that those devices are fair and accurate.

The Department inspects eggs, tests limestone, checks amusement rides, regulates the grain and pesticide industries in Kentucky and performs numerous other services that protect consumers and give them confidence when they deal with Kentucky businesses.

I would like to use the rest of this space to commend our men and women in uniform serving with courage and honor in Afghanistan, and to talk specifically about the Kentucky National Guard's Agribusiness Development Teams. The second ADT, which just recently deployed, consists of 64 soldiers

and airmen from Army National Guard and Air National Guard units from throughout Kentucky as well as some Army Reservists and Virginia National Guardsmen. Their mission is to help Afghan farmers become self-sufficient and raise their standard of living in the hope that they will become less likely to support insurgents and terrorists. I salute the members of the Agribusiness Development Teams for enduring hardship and great personal sacrifice to carry out this noble mission. ●



*Richie Farmer
Commissioner
Kentucky Department
of Agriculture*

THE

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Kentucky Proud is funded in part by the Kentucky Agricultural Development Fund.