

KCARD: Agribusiness Development in Kentucky

*Kentucky Center for Agriculture & Rural
Development (KCARD)*



KCARD Organization

- 501(c)3 Non-Profit
- Annual operating budget of approximately \$400,000
- Funding sources
 - USDA Rural Business and Cooperative Services
 - Kentucky Agricultural Development Board
 - KCARD Service Fees
 - In-kind contributions – UK, KDA
- Staff
 - Larry Snell, Executive Director
 - Brent Lackey, Business Development Specialist
 - Nathan Routt, Business Development Specialist
 - Rich Laing, Business Development Specialist
 - Thelma Davis – Administrative Assistant



KCARD Partnerships

- Represented on the Board of Directors:
 - Kentucky Department of Agriculture
 - University of Kentucky
 - Kentucky Farm Bureau
 - Burley Tobacco Growers Cooperative
 - Kentucky Council of Cooperatives
 - Governor's Office of Agricultural Policy
 - Co-Bank, Louisville Office
 - Kentucky Association of Rural Electric Cooperatives
 - Directors from: Lexington Farmers' Market, Chaney's Dairy Barn, Kentucky West Nursery, LLC



KCARD Mission Statement

“KCARD fosters business success and growth by delivering ‘hands on’ technical assistance and business support services to agricultural and rural businesses seeking to enhance their economic opportunities in and around the Commonwealth of Kentucky.”



KCARD Services

- **Business Development**
 - Feasibility Study Assistance
 - Business Plan Development
 - Capitalization Strategy Development Assistance
 - Drafting Articles of Incorporation, Bylaws, and Policies
- **Business Maintenance & Support**
 - Business Management and Opportunities Analysis
 - Strategic Planning and Business Plan Updates
 - Board/Manager Training
 - Audit & Legal Cost-Share
 - Recordkeeping Development
 - Operational Efficiency and Business Activity Cost Analysis
 - On-Site Business Consultations and Coaching
- **Educational Opportunities**
 - Cooperative/Business Internship Program
 - QuickBooks Training



Annual KCARD Performance Measures

- Average Number of Businesses/Cooperatives Assisted: **28**
- Average Number of Groups who are not Legal Entities Assisted: **5**
- Average Number of Businesses/Cooperatives Incorporated: **2.5**
- Average Number of Jobs Created: **40**
- Average Number of Jobs Saved: **275**
- Average Number of Farmers Impacted: **over 400**
- Business Success Rate (still operating): **73%**



Examples of Businesses/Groups Assisted since 2006

- **Cooperatives:** Lexington Farmers' Market, Marshall County Co-op, Mid-South Pork, Green Market, Cumberland Farm Products, Burley Tobacco Growers, KPAA, Green River Produce, KY West Nursery, West KY Growers, Central KY Growers
- **Agritourism:** Chaney's Dairy Barn, FEAT, Kuegel's Dairy Barn
- **Meat Processing & Marketing:** Boone's, Foothills Country Meats, Webb's Butcher Block, John's Custom Meats, SS Enterprises, Green River Cattle Company, Bluegrass Lamb & Goat, Shuckman's Fish Company & Smokery, Pond River Sheep
- **Greenhouse:** Heartland Hydroponics, Rose Hill Greenhouses



Examples of Businesses/Groups Assisted since 2006 (cont'd)

- **Value-Added Grain Marketing:** Lake Cumberland Milling, Kentucky Specialty Grains, Northwest Agri-Energy
- **Farmers' Markets:** Hardin County Farmers Market, Bourbon County Farmers Market, Kentucky Association of Farmers Markets, Bardstown Road Farmers Market
- **Produce Distribution:** Grasshoppers, Honest Farm, The Produce Hut
- **Dairy:** On-Tapp Creamery, Burton Livestock, Stone Cross Farms, Kenny's Farmhouse Cheese
- **Other:** Flegles, Inc., Kentucky Ag Finance Corporation, KHI Foods, Waterworks Farms, Pure Kentucky Foods



Challenges

- Growing Demand for Services
- Limited Staff and Capacity
- Time for Follow-up is Difficult to Find
- ‘Free Money’ Mentality
- Business on ‘Life Support’ before Contact Us

