

Program: Commercial Horticulture Logic Model

Situation: According to the 2017 USDA Ag Census, the number of farms and acres for commercial horticulture continues to grow. Consumer preference for affordable, local fresh food can be measured by the 160 farmers markets in 110 counties with over 2,700 vendors. In addition, growers are marketing through community supported agriculture, produce auctions, and direct marketing to restaurants, schools, and institutions. (Source: KDA <https://www.kyagr.com/marketing/farmers-market.html> and USDA https://www.nass.usda.gov/Publications/AgCensus/2017/Full_Report/Volume_1,_Chapter_1_State_Level/Kentucky/st21_1_0001_0001.pdf)

