

COOPERATIVE
EXTENSION
SERVICE



College of Agriculture,
Food and Environment

When you support Extension, consumers experience healthy recipes using Kentucky farm products, increasing sales at farmer's markets that strengthen the local food systems and economy.



Family and Consumer Sciences
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EXTENDING KNOWLEDGE *Changing Lives*



UK Dietetics and Human Nutrition students participate in service learning as they discover Kentucky commodities, adapt recipes, and prepare to impact the health of people in their communities.

Plate It Up! Kentucky Proud – Stimulating Sales at Kentucky Farmer's Markets

Extension provides recipes and product samples at farmer's markets introducing shoppers to a variety of locally grown fruits, vegetable and herbs and demonstrating that cooking at home is less expensive than eating out.



Plate It Up! Kentucky Proud is good for consumers and good for farmers! It is a social marketing campaign developed by University of Kentucky Cooperative Extension in partnership with Kentucky Department of Agriculture.

Plate It Up! Kentucky Proud begins as a grassroots project in which county Extension agents suggest recipe ideas. The focus is on locally grown fruits, vegetables, and herbs that are economical and available in supermarkets and convenience stores in all parts of the state. Recipes are adapted by **dietetic and human nutrition students in UK College of Agriculture, Food and Environment**; to reduce calories, sugars, saturated fat, and salt while increasing fiber, vitamins, and minerals. The recipes selected are determined by the *Plate It Up! Kentucky Proud* state committee.

County Extension staff prepares and distributes samples of recipes at local farmer's markets, health fairs, food pantries and special interest programs. Recipes and educational information is published in local newspapers and state magazines. County agents conduct television demonstrations and radio interviews as well as posting information on social media. The recipes are posted on the Kentucky Department of Agriculture (KDA) webpage and demonstrated on a KDA public education television program.

Fruit and vegetable producers use *Plate It Up! Kentucky Proud* recipe cards at the farmer's markets and in community supported agriculture (CSA) baskets. The recipe cards help to initiate conversation with potential customers and serves as a good point of sale resource. Producers indicated that sampling increased sales. In addition, small food businesses are promoting locally produced foods on their menus and utilizing the *Plate It Up! Kentucky Proud* recipes.

Plate It Up! Kentucky Proud benefits producers and consumers as Kentucky Extension and their community partners work to improve the health of residents and maintain a strong agricultural economy.



Extension staff distributes product samples, recipe cards, and other nutrition education materials to shoppers at the Bath County Farmer's Market.

Sixty percent of farmer's market customers surveyed reported that receiving a recipe card influenced their decision to buy fruits and/or vegetables.

(Kentucky Extension Reporting System)



Extension agents demonstrate recipes on cable stations and local network affiliates, as well as social media.