

The only soil I want to see  
washed away is under my  
fingernails

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Kentucky's Marketing Efforts  
Around Agriculture Water Quality Plans

# Kentucky's Ag Water Quality Act

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- Passed in 1994
- The statewide plan includes all the BMPs that the Ag Water Quality Authority have approved (silviculture, pesticides and fertilizers, farmstead, crops, livestock, and streams and other waters)
- Requires every landowner with 10 or more acres used in agriculture or silviculture to implement an individual plan



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- Grant from EPA given to states in the Hypoxia Task Force
  - \$100,000 for 2 years
  - Also some funding for volunteer monitoring and equipment

**IMPROVE OUR  
Water Ways.**  
*Develop an ag water quality plan.*



# New Online Tool

- User friendly
- Landowners are able to complete on their own
- Able to make changes as land practices change
- Links to fact pages about each BMP
- Save as PDF or print

## AG. WATER QUALITY ACT








Photo courtesy of Creative Commons
Photo courtesy of Creative Commons
Photo courtesy of USDA ARS

TECHNICAL ASSISTANCE
PENDING ASSISTANCE
IMPORTANT CONSIDERATIONS

### STORAGE OF DRY BULK FERTILIZER

#### PESTICIDE & FERTILIZER BMP #1




Photo courtesy of Creative Commons

**Description:**  
Store dry bulk fertilizer in a way that protects water quality by maintaining minimum distances from water resources.

**AFOA Minimum Requirements:**  
Locate new storage facilities 100 feet minimum away from on-site wells and sinkholes, 200 feet from private domestic wells, 500 feet from springs, cisterns, and 400 feet from open-throated sinkholes and perennial streams. Sinkholes are defined in 501 KAR 5-020, which states sinkholes are "a naturally occurring topographic depression in a karst area, its drainage is subterranean and serves as a recharge source for groundwater. It is formed by the collapse of a conduit or the solution of bedrock." An open-throated sinkhole is a sinkhole with an internal opening or drain, including a cave, proto-cave, conduit, sub-conduit, or fissure, leading into the subsurface through which water and other materials can pass from the sinkhole into underlying solution voids and conduits. Open throats may be air-filled or water-filled. Store fertilizers and pesticides separately from one another and away from feedstuffs and feed. Check storage areas frequently for leaks and spills. Clean up spills immediately.

Technical References	Funding Assistance Options	Important Considerations
<p>Crop Protection Reference, Chemical &amp; Pharmaceutical Press, Inc. 866 Seventh Avenue, 28th Floor, New York, NY 10108, (212)651-4600.</p> <p>Design Manual: <a href="#">Designing Facilities for Pesticide and Fertilizer Containment</a> Midwest Plan Service, Ag and Biosystems Engineering Department, 122 Davidson Hall, Iowa State University, Ames, IA 50011-3040.</p> <p><a href="#">Kentucky Certified Crop Advisor Training Manual</a> University of Kentucky College of Agriculture in association with the Kentucky Certified Crop Administration Board.</p> <p>Kentucky Department of Agriculture, Division of Environmental Services <b>REPORT A PROBLEM IMMEDIATELY</b> to the Kentucky Energy &amp; Environment Cabinet at 502-584-2380 or 800-928-2380.</p>	<p><b>State Cost Share</b></p> <ul style="list-style-type: none"> <li>No cost share assistance is currently available for this practice.</li> </ul> <p><b>Kentucky Ag. Development Fund (KADAF)</b></p> <ul style="list-style-type: none"> <li>Select from available program options <a href="#">here</a>.</li> </ul> <p><b>NRCS Environmental Quality Incentives Program (EQIP)</b></p> <ul style="list-style-type: none"> <li>Select from available program options <a href="#">here</a>.</li> </ul>	<p><b>Water Quality Benefit:</b> (4-0000) (4) (KEY) (0-good, 0000-best see <a href="#">ETPL Model</a>)</p>

# Advertising and Marketing

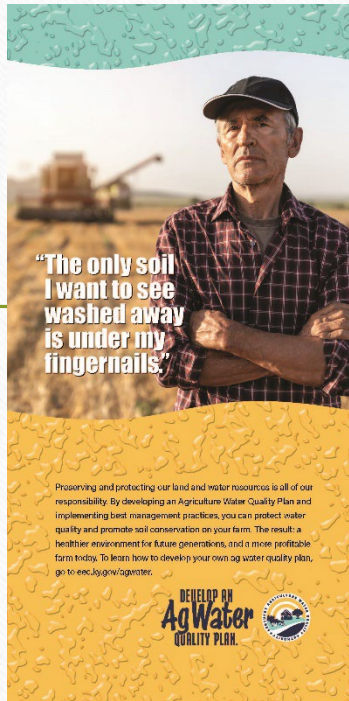
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- Establish a theme and brand identity
- Appeal to rural values, integrity, stewardship and Kentucky pride
- Be authentic, earnest, believable and compelling

DEVELOP AN  
**Ag Water**  
QUALITY PLAN.



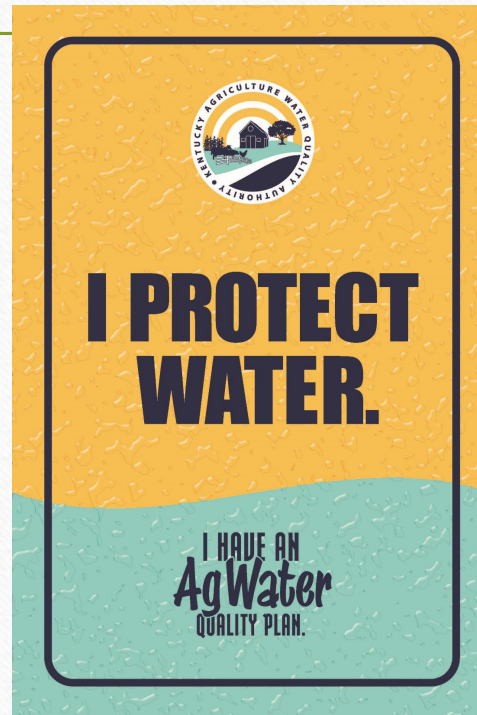
# Physical Media



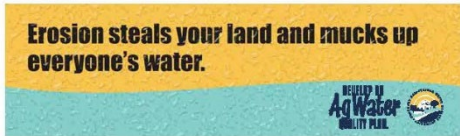
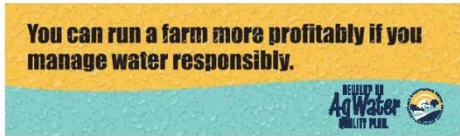
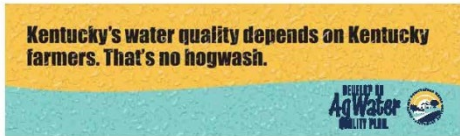
Rack Cards



Magazine Ads



Fence Signs



Bookmarks

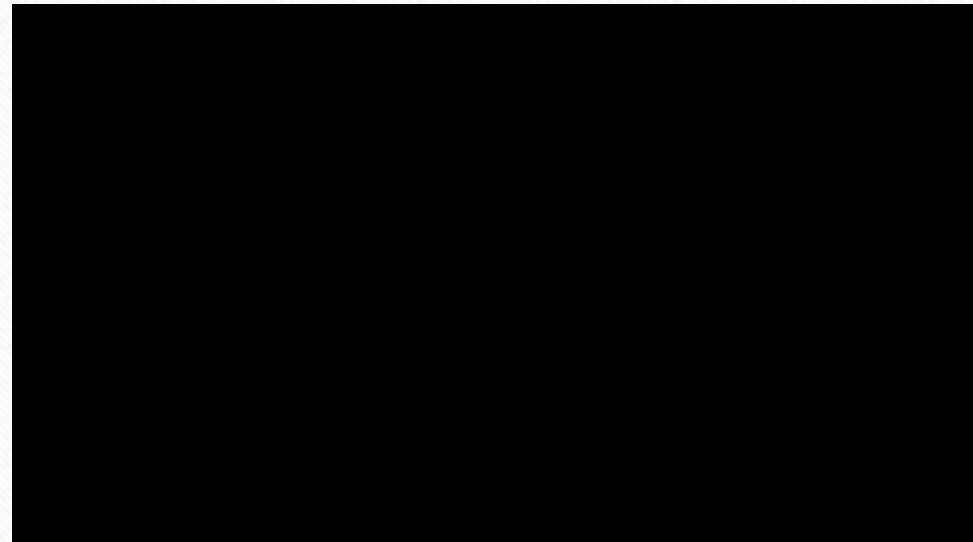
# Audio Visual

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- Radio Ads

- 30 second commercials
- Play during morning drive time with the crop report
- Stations across Kentucky

- Video for Social Media



# [eec.ky.gov/AgWater](http://eec.ky.gov/AgWater)

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- 1,400% increase in visits to webpage
- Plans completed increasing every day





# Next Steps

