



The Kentucky Department of Agriculture

Structure and Programs 2001

Billy Ray Smith, Commissioner (pictured) (502) 564-5126
Harvey W. Mitchell, Chief of Staff (502) 564-5126
Mark Farrow,
General Counsel / Legislative Liaison (502) 564-4696

The Kentucky Department of Agriculture (KDA) works to increase farm profits and opportunities, and to provide resources to benefit all who make a living from Kentucky agriculture. Commissioner Billy Ray Smith, serving his second elected term through 2003, is advised by the State Board of Agriculture appointed by the Governor.

Agriculture annually brings in about \$4 billion in cash receipts to the Commonwealth. Many Kentuckians make their living in agriculture; the rest owe countless daily comforts to Kentucky foods and farm products.

KDA also protects Kentucky consumers, manufacturers and businesses by regulating and inspecting areas you might not connect with agriculture, including gas pumps, grocery price scanners, amusement park rides, limestone, eggs, and measuring devices such as commercial scales.

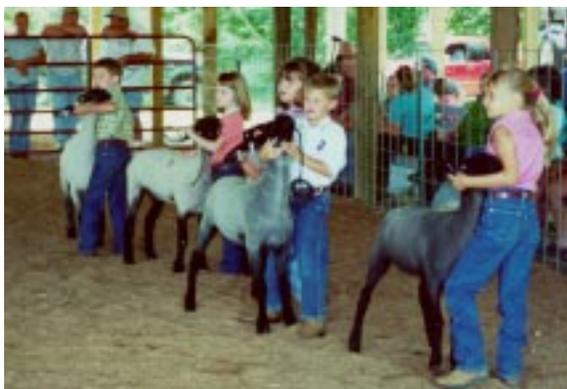
KDA most strongly impacts the farm economy by creating and developing markets for Kentucky farm products, so marketing programs are also vital to KDA's mission.

KDA is composed of five Offices and 17 Divisions.

Public Relations and Communications

Doug Thomas, Director (502) 564-4696

- Informs media and public of KDA programs, activities and policies. Schedules and moderates media events. Facilitates media contacts with KDA experts.



- Coordinates Farm and Home Safety Program activities, publications and educational events.
- With Kentucky Agricultural Statistics Service, publishes annual agriculture statistics. KASS conducts Census of Agriculture every five years.
- Produces KDA publications including quarterly Kentucky Agricultural News newspaper.

Office for Agricultural Marketing and Product Promotion

Terry Garmon, Executive Director (502) 564-4696

International Marketing

Tony Moreno, Director (502) 564-4696

- Works with beginning and established exporters to increase export sales, and helps plan approaches to international markets. Provides market research to assess demand for products outside the United States.
- Facilitates partnerships with the U.S. Department of Commerce, the U.S. Department of Agriculture, and the Southern United States Trade Association to provide federal assistance for Kentucky producers, co-ops and agri-business.
- Co-sponsors a Guadalajara, Mexico trade office jointly with the Kentucky Cabinet for Economic Development.



INTERNATIONAL MARKETING:

Commissioner Smith goes before the news cameras of Mexico to sign an agricultural alliance agreement with the governor of the Mexican State of Aguascalientes.

- Works with agricultural companies seeking economic development opportunities in Kentucky and abroad.
- Operates Linked Deposit Loan Program, making agricultural loans from surplus unclaimed deposits.
- Sends Field Service Veterinarians to work closely with producers, researchers, educators, and animal health associations to improve Kentucky animal agriculture.

Market Research

Gerald Dotson, Director (502) 564-6571

- Helps Kentucky food manufacturers, farmers, agri-businesses and commodity groups promote their products to existing and new markets.
- Licenses and regulates the state's ginseng trade.
- Administers the "Pride of Kentucky" logo program, recognizing quality Kentucky food products.

Show and Fair Promotion

Wendell Bruce, Director (502) 564-4983

- Sponsors regional, state and national livestock shows and sales for both youth and adults.
- Operates the Aid to Local Agricultural Fairs Program, helping fund over 100 county and local fairs.

SHOW AND FAIR PROMOTION: Livestock shows are frequently where Kentucky schoolchildren get their first lessons about achieving excellence through preparation for competition.