

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

Kentucky's Marketing Efforts
Around Agriculture Water Quality Plans

Kentucky's Ag Water Quality Act

- 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

From University of Kentucky Extension

TECHNICAL ASSISTANCE **FUNDING ASSISTANCE** **IMPORTANT CONSIDERATIONS**

STORAGE OF DRY BULK FERTILIZER

PESTICIDE & FERTILIZER BMP #1

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

AWQA Minimum Requirements:
Locate new storage facilities 100 feet minimum away from on-site wells and sinkholes, 200 feet from private domestic wells, 300 feet from springs, streams, and 400 feet from open-charged sinkholes and perennial streams. Sinkholes are defined in 501 KAR 200.010, which states sinkholes are "a naturally occurring topographic depression in a hard area. Its discharge is subterranean and serves as a recharge route for groundwater. It is formed by the collapse of a confining or the solution of bedrock." An open-charged 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 natural voids and conduits. Open drains 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
Crop Protection Reference, Chemical & Pharmaceutical Prods, Inc. 558 Seventh Avenue, 20th Floor, New York, NY 10106, (212)621-4600.
Design Manual: [Designing Practices for Fertilizer and Pesticide Containment](#)
Madison Plan Service, Ag and Biosystems Engineering Department 123 Davidson Hall, Iowa State University, Ames, IA 50011-0940.
[University Certified Crop Advisor Training Manual](#)
University of Kentucky College of Agriculture is associated with the Kentucky Certified Crop Administration Board.
Kentucky Department of Agriculture, [Division of Agricultural Services](#)
[Report a Pesticide Incident](#) to the Kentucky Energy & Environment Cabinet at 800-694-2380 or 800-625-2380.

Funding Assistance Options
State Cost Share
• No cost share assistance is currently available for this practice.
Kentucky Ag. Development Fund (KADFAC)
• Select from available program options [here](#).
NRCS Environmental Quality Incentives Program (EQIP)
• Select from available program options [here](#).

Important Considerations
Water Quality Benefit: 4-4444 (4)
(0.01 4-point, 0.0000-foot, one (0.0000) inch)

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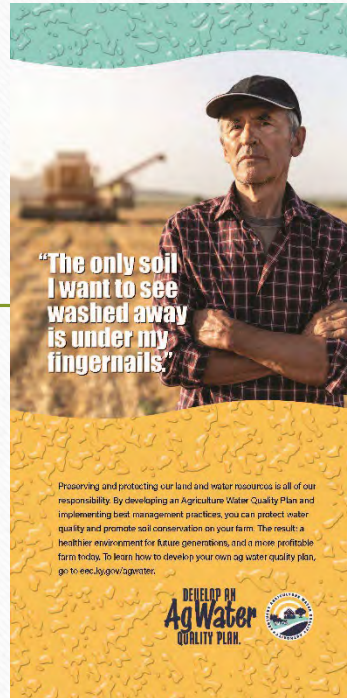
Advertising and Marketing

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

DEVELOP AN
AgWater
QUALITY PLAN.



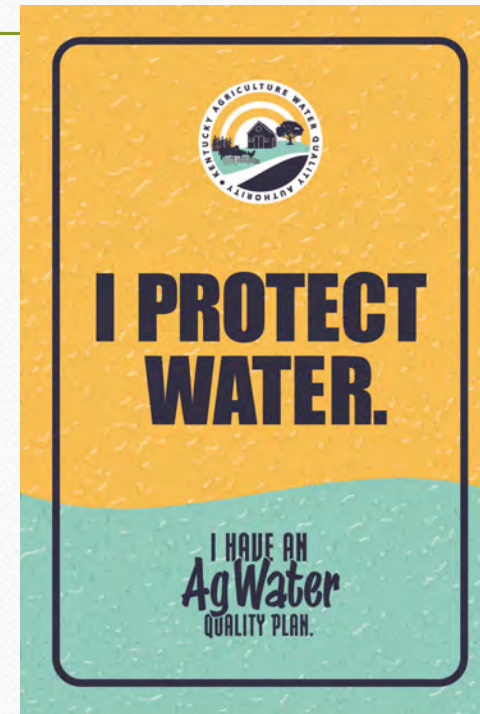
Physical Media



Rack Cards



Magazine Ads



Fence Signs

Kentucky's water quality depends on Kentucky farmers. That's no hogwash.



You can run a farm more profitably if you manage water responsibly.



Erosion steals your land and mucks up everyone's water.



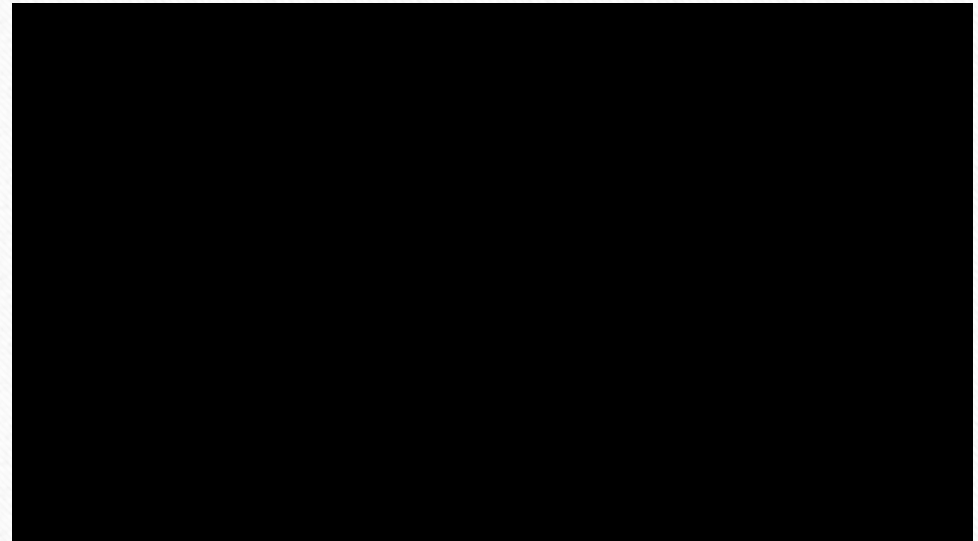
Bookmarks

Audio Visual

- 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

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



Next Steps

