

# KENTUCKY-GROWN VEGETABLE INCENTIVE PROGRAM



## What is K-VIP?

The Kentucky-Grown Fruit and Vegetable Incentive Program, also known as K-VIP, was established in 2018 to increase locally-grown fruit and vegetables in the Summer Food Service Program (SFSP) and the CACFP At-Risk (afterschool meals program).

Feeding Kentucky covers half the cost of produce purchased directly from a Kentucky farm.

Reimbursements can be used to purchase more produce, buy equipment, pay staff wages, help purchase vehicles for mobile meals, etc.

K-VIP is funded by the Kentucky Agriculture Development Board and administered by Feeding Kentucky in partnership with the Kentucky Department of Agriculture and Kentucky Department of Education.



## Who can participate in K-VIP?

Sponsors who participate in the Summer Food Service Program (SFSP) and the CACFP at-risk program (after school meals program) to serve free healthy meals to children and teens in low-income areas during the summer months may participate.

## Who can be a Sponsor?

The following types of organizations can be sponsors:

- Public or private nonprofit schools.
- Units of local, municipal, count, tribal, or State government.
- Private nonprofit organizations.
- Public or private nonprofit camps.
- Public or private nonprofit universities or colleges.

Read testimonials from various sponsor types on page 4.

## How does this program work?

Both the SFSP and the CACFP at-risk program reimburse approved sponsors for serving meals that meet federal nutritional guidelines. Sponsors receive payments from USDA through the Department of Education based on the number of meals they serve. All meals are served free to eligible children.

## How to use K-VIP Funds?

K-VIP grant funding is given to sponsors after they have spent dollars at Kentucky farms.

Funding can be used for the purchase of additional Kentucky-Grown produce, but also aide in the growth in other areas outside of the purchase of food. Sponsors may use their K-VIP grant funding: to support the growth of their mobile meals program, staffing and administrative costs, outreach, enrichment programs, and/or summer meal kick offs.

## Steps of the K-VIP Process At a Glance:

### Step 1

- Complete K-VIP application and gain approval from the Department of Education, Department of Agriculture, and Feeding Kentucky.
- K-VIP application.

- Approved K-VIP sponsors will receive: award letter, program agreement, and instructions for receipt return process.
- Return paperwork to Feeding Kentucky.

### Step 2

### Step 3

- Begin development of partnership with local farms.
- Refer to the Department of Agriculture for aid with connecting with your local farms.
- Farms must be located in Kentucky to be eligible for K-VIP.

- Begin buying Kentucky-grown vegetables and fruits.
- Track expenditures and send copies of monthly expenditures forms to Feeding Kentucky and the Department of Agriculture.
- Submit receipt form by last day of each month.

### Step 4

### Step 5

- Receive K-VIP funds from Feeding Kentucky.
- Continue buying Kentucky-grown produce until final day, October 31.

## Kentucky-Grown Vegetable Incentive Program Testimonials

“ I met Rich Meadors and his family at the Knox County Farmers Market last year. His farm is cultivated manually with a team of mules and his sons play a huge part in the farm's daily operation. The Meadors children participate in Summer Feeding and are proud that our agency purchases their fruit and vegetables and serves them at the Farmers Market feeding site.

Brendia Moses  
**KCEOC Community Action**



Cowan Community Action Group has been doing summer meals for four years and this is the first time that we did not end with a deficit. USDA gives a fair reimbursement price for the meals, but when we purchase products from local growers it does not cover that entire expense. It was a blessing to have K-VIP as a resource for our program at CANE Kitchen in Whitesburg. It made a world of difference. ”



Valerie Horn  
**Cowan Community Action Group**

“ In August, FoodChain was super excited to have a community filled, fun day that really speaks to all the amazing networks that local food can make in our state. It started with one of the graduates from our program wanting to make chili dogs. When that was requested, we started thinking about all the ways a chili dog could incorporate local food. First, we already knew we had a farmer growing green peppers and onions, as well as starting to get in all the summer tomatoes from nearby. Our chili even had secret eggplant and secret butternut squash! During lunch we got to have an amazing friend and community member come with her sons and paint the kids (and employees) faces! It really brought together so many elements of what is possible with creative thinking around KY grown products.

Leandra Forman  
**FoodChain**

## Resources for more information:

### KY Kids Eat - Feeding Kentucky

KyKidsEat@feedingky.org  
502-699-2656  
FeedingKy.org

### United States Department of Agriculture

Contact Tina Garland for Kentucky Growers to connect with summer feeding site sponsors in their area.  
tina.garland@ky.gov

### Kentucky Department of Education

Contact Cathy Gallagher to become an approved summer feeding site sponsor.  
cathy.gallagher@education.ky.gov

