



University of Tennessee Extension
Center for Profitable Agriculture
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Products Available Direct from Tennessee Farmers

The number of Tennessee farmers participating in direct farm sales to consumers has increased in recent years, and so have the value of their products.

“From 1997 to 2002, 698 more Tennessee farmers were involved in value-added agriculture through direct marketing” said Rob Holland, University of Tennessee Extension specialist with the *UT Center for Profitable Agriculture*.

“During the same period of time, the value of agricultural products sold by Tennessee farmers direct to consumers increased from \$8.3 million to \$11.2 million,” Holland added.

“In recent years, more Tennessee farmers have been interested in considering new enterprises, activities and products to generate income” added Amanda Ziehl, a UT Extension marketing specialist with the Center.

Tennessee farmers sell a variety of farm products directly to consumers. Tennessee’s diverse agriculture production contributes to a variety of fruits, vegetables, wines, jams, jellies, candies, cookies, snack-foods, honey, sauces, sweet sorghum and relishes.

While the number of Tennessee farmers marketing directly to consumers has increased in recent years, not every farm operation can be successful at it.

“Even though direct marketing allows farmers to obtain a larger portion of consumer expenditures, more than just a commodity is needed to be a successful value-added enterprise” said Ziehl. “We, in the Center, have found that developing a marketable product is essential for value-added enterprises – but not sufficient enough to be the lone contributor to success.”

The Center offers would-be entrepreneurs and those already trying to direct-market their products assistance with business planning and product evaluation. For more information contact the Center at (931) 486-2777 or visit them online at <http://cpa.utk.edu/>

A list of many producers selling directly to the public is also available on line at <http://www.picktnproducts.org/>

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