



Presentation Guide

Center for Profitable Agriculture, September 2005

We are pleased to offer this reference guide of presentations from the *Center for Profitable Agriculture*. These presentations are suitable for producer meetings, seminars, educational meetings, or any pertinent venue. The *Center for Profitable Agriculture* can provide 1) a CPA specialist to present the material, or 2) slides and appropriate material for use by other Extension personnel.

In using this guide, please bear several factors in mind:

- The *Center for Profitable Agriculture* continually develops new presentations. Upon request, we are glad to develop sessions other than those listed below.
- The topics below can be tailored (changed, altered, or combined) upon request.
- The time reference for each presentation is variable and can often be adapted to a given situation.
- Time is dependent on the level of discussion and interaction from the audience.

For simplicity, the topics below are grouped into six topical categories: *Value-Added Agriculture, Marketing, Cooperative Development, Agritourism, Alternative Agriculture, and Other*.

Please contact Ben Sanders or Rob Holland at the *Center for Profitable Agriculture* if we can be of service or if you have questions pertaining to our presentations. We are glad to provide specialists and/or educational material upon request. Contact information can be found at the end of this guide.

Value-Added Agriculture

Adding Value to Farm Products Through Commercial Food Processing

45 - 60 minutes

This session includes a brief overview of the Center for Profitable Agriculture and examples of value-added enterprises. Also included are typical questions/hurdles faced by commercial food businesses. This presentation uses UT Extension Publication PB1710, "Adding Value to Tennessee Agriculture Through Commercial Food-Processing Enterprises" as a basis for evaluating a value-added commercial food venture.

Considerations for a Value-Added Farm Business

45 - 60 minutes

Provides a very broad introduction to the industry of farm-based value-added agriculture. A general discussion of value-added enterprises and the CPA is followed by some specific "lessons learned" by Tennessee value-added enterprises. Also included are references to specific resource publications available to assist in the evaluation and development of value-added farm enterprises.

Value-Added Enterprise Examples: Learning from the Experiences of Others

30 - 60 minutes

Provides more than 60 digital photos from various value-added and alternative farm enterprises. This presentation is well-suited for a group of folks looking for "ideas" and interested in hearing about enterprises developed by others.



- How to Get Value-Added Products Into Local Grocery Stores **20 - 25 minutes**
Provides results of a survey of grocery store managers who were asked how value-added products could better be prepared for successful sales to grocery stores.
- Getting a Bigger Slice of the Pie: Adding Value to Tennessee Agriculture **45 - 60 minutes**
Provides a broad introduction to many "value-added" terms, concepts and examples. A thorough break-even analysis is used to apply technical, marketing, and financial business planning concepts.
- Increased Farm Income: Value-Added Enterprises and the CPA **30 minutes**
Provides an overview of the Center for Profitable Agriculture and a discussion of value-added concepts and definitions.
- Living Salad Bowls **15 minutes**
Value-added variety to direct marketing salad mixes. Includes how-to, costs, and potential profits.
- Launching Successful Value-Added Ventures: Keeping the Value at Home **20 - 30 minutes**
Highlights the drivers of change in the food industry, and explains why value-added ventures can be successful opportunities for innovative farmers.
- Produce a New Commodity or Add Value: Consider the Differences **30 - 45 minutes**
This session is a good first step for those trying to identify a new farm enterprise. It defines "commodity" and "value-added" enterprises, gives some product examples and discusses the importance of matching enterprise characteristics with crucial resources. It also provides information on consumer trends, the importance of management, marketing, and entrepreneurial skills.

Marketing

- Advertising and Promotion Strategies **60 minutes**
This session assists the audience in understanding basic marketing fundamentals and gives a more in-depth look at advertising and promotion. The role of advertising and promotions in an overall marketing plan is discussed along with keys to developing successful strategies. The presentation includes a comparison of different advertising and promotion strategies and the advantages and disadvantages of each.
- Smart Marketing **20 minutes**
Knowing your market - the most challenging part of a business plan.
- Grassfed Beef: A Value-added Market Avenue **40 minutes**
One in-depth example of using grassfed beef as a value-added endeavor to increase producer profit.
- The New Farmers Market **30 minutes**
Conventional farmers markets get a facelift with unconventional methods.
- Direct Marketing **15 - 30 minutes**
This presentation defines direct marketing, gives some trends and statistics, and discusses importance of marketing and entrepreneurship. Included are case studies for characteristics of successful direct marketers in Tennessee.



- Meat Goat Marketing** **30 - 45 minutes**
This presentation defines “marketing” and discusses: differences in marketing and selling, product options (breeds, harvest techniques), pricing considerations (live vs. meat), marketing channels for live animals and meat, and promotion ideas.
- Preferences of Hispanic Consumers: Opportunities for Tennessee Farmers** **30 - 45 minutes**
This presentation reviews demographic trends in the Hispanic community in Tennessee. Included are an overview of Hispanic tastes and preferences, discussions of behavioral characteristics, and marketing tips.
- Marketing Farm-raised Beef** **45 - 60 minutes**
This presentation defines marketing and its importance, summarizes elements of a marketing plan, and provides tips on marketing beef to consumers. Also included are an overview of consumer tastes and preferences and trends in the market. Product, packaging, pricing, and promotion considerations are also discussed.
- The Role of Marketing in Value-Added Success** **30 minutes**
This session assists the audience in developing an understanding the marketing role in value-added enterprises. The session discusses basic marketing fundamentals and provides steps to get participants started with their own marketing plan.
- Marketing Value-Added Agricultural Products** **45 - 60 minutes**
This session defines value-added agriculture and provides examples. Also discussed is the importance of marketing and the elements of a marketing plan. Tips are provided on marketing value-added products to certain customers.
- Why Finish Beef on Your Farm** **60 – 75 minutes**
This presentation defines conventional commodity beef vs. niche beef and discusses what attributes consumers prefer. Also provided is a summary of risks of alternative marketing, a case study of a natural beef producer group, and a summary of final recommendations and considerations for this type of enterprise.
- Marketing Value-Added Specialty Products in Tennessee** **30 minutes**
This session introduces the audience to the concepts of "value-added," "specialty products," "marketing" and "market planning." Key concepts of specialty product marketing are discussed- including customer values, target markets, marketing tactics and budgeting.
- Marketing Strategies for Tennessee's Farmers Markets** **45 minutes**
This presentation introduces the audience to fundamental marketing concepts and relates them to the farmers market scenario. Strategies to identify target customers, attract those customers to the market, entice customers to spend, and create a desire in those customers to return are discussed.
- Niche Marketing for Beef: Why It Works . . . Sometimes** **45 - 60 minutes**
This session provides a detailed investigation into value-added meat marketing and provides a sobering discussion of the realities and challenges of developing niche markets for niche products.
- Marketing for the Value-Added Agriculture Enterprise** **20 - 25 minutes**
This workshop provides a broad introduction to important terms and concepts related to marketing value-added products. The presentation also includes introduction to a marketing plan for value-added products.



Considerations for Developing a Farmers Market

45 - 60 minutes

This provides a comprehensive discussion of the pros and cons of considering, planning, starting and operating a farmers market in a community. This presentation is not intended for those considering "on-farm" marketing, rather it is directed to those considering multi-grower, community farmers markets. The presentation provides a hard look at the many challenges facing the success of farmers markets and aims to assist farmers and community leaders in the ultimate decision-making process regarding a farmers market.

Cooperative Development

Tennessee Processing Cooperative Law: Overview, Comparison & Applications

30 minutes

This presentation provides a brief discussion of cooperatives as a legal form of business organization in Tennessee and compares traditional cooperatives with the new Tennessee Processing Cooperative structure which was authorized in 2004 under TCD 43-38.

Agritourism

Marketing for the Agritourism Enterprise

20 minutes

This presentation introduces the audience to the three goals of marketing for agritourism enterprises. Methods to achieve these goals are discussed through examples from existing agritourism enterprises.

Target Market Identification and Promotion Strategies for Agritourism

60 minutes

This presentation introduces the audience to the science and art of identifying a target market for their agritourism enterprise and developing promotional strategies to attract these potential customers to their enterprise.

Promotion Strategies for Agritourism: Unlocking Your Potential

30 minutes

This session provides the audience with an overview of promotion strategies for agritourism enterprises. The concept of "promotion" is defined and three keys to successful promotion are discussed. Example case studies are used to reinforce the concepts.

A Snapshot of Tennessee Agritourism

60 minutes

This presentation provides the audience with an introduction to agritourism and an overview of Tennessee's agritourism industry. Findings from a 2003 agritourism enterprise inventory are discussed.

Adding Value to Agriculture . . . Through On-Farm Agri-Tourism Enterprises

60 - 90 minutes

This session provides a broad and specific look into the development of an on-farm, agri-tourism venture. The definition of agri-tourism is followed by discussion of various enterprise development steps that should be considered. A break-even analysis is developed and explained. A step-by-step approach to targeting school groups is explained and a specific agri-tourism "case study" at the Valley Home Farm is presented (using digital photos from the farm) and discussed.

Alternative Agriculture

Expanding Markets with Organic and Natural Agricultural Enterprises

30 minutes

This session explains an alternative/niche market option for family farming.

Community Supported Agriculture

20 minutes

This provides an introduction to an alternative food production and marketing concept.



Introduction to Organic Agriculture **30 minutes**
This presentation discusses certification, myths, integrity of organic, nutritional comparison, markets, crop and livestock standards.

Transitioning to Organic Agriculture **30 minutes**
This session presents opportunities in organic agriculture and discusses major principles of organic marketing.

Tennessee Organic Growers Association **20 minutes**
This presentation gives an overview of the organization promoting organic agriculture and products. The demand for organic (and locally grown) food is growing faster than the few suppliers can accommodate.

Other

Developing a Business Plan Specifically for Meat Goats **20 - 30 minutes**
This session discusses objectives, expected investments, and tasks to consider.

Financing Your Enterprise: The Secrets to Grants and Loans **60 - 75 minutes**
This addresses the reality about availability and requirements of grant and loan programs. It also introduces important terminology, provides information on matching and reimbursement requirements, discusses several myths about grants, explains the importance of a sound business plan, and gives an overview of technical resources available

Business Planning and Management **60 - 75 minutes**
This presentation gives the audience an overview of the business plan and its parts and discusses the importance of record keeping and monitoring the plan. Also provided is an overview of successful and non-successful enterprises and a discussion of entrepreneurship and management. Keys to success, flags of caution, importance of a vision, and the importance of innovation are discussed.

Economic Development and the CPA **30 minutes**
This presentation highlights the importance of agriculture to an area's economy and discusses the role of the Center for Profitable Agriculture in economic development. The session begins by highlighting the importance of agriculture to the area's economy by reviewing area-specific agricultural statistics which is followed by an overview of the Center.

A Review of USDA-Inspected Livestock Slaughtering Facilities in Tennessee **20 minutes**
This provides the results of a survey of 10 USDA-inspected livestock slaughtering facilities in Tennessee. The presentation discusses the difference in USDA and state inspection and identifies the location of the USDA-inspected facilities and various requirements and service costs.

Opportunities for Tennessee's Grape & Wine Industry **20 - 25 minutes**
This session provides a summary of a research study conducted in 2003. The study evaluated the types and quantities of fruit and juice that were requested to be purchased from outside Tennessee by wineries. The presentation identifies possible production potential for various products that could be targeted for sale to Tennessee wineries.

Agriculture Grants 101 **20 to 45 minutes**
This presentation discusses grant opportunities, the difference in a grant and a project proposal, how to best understand the objectives of grant programs, how to prepare to identify grant opportunities, and how to prepare to develop a grant proposal.



About the *Center for Profitable Agriculture*

Adding value to food and fiber products through processing, packaging and marketing offers many opportunities to improve farm income. The mission of the *Center for Profitable Agriculture*, put simply, is to assist farm families in the successful and profitable pursuit of these opportunities.

The Center's efforts are focused in three general areas:

- Work with farm families and entrepreneurs to analyze value-added agriculture enterprises
- Conduct educational programs for Tennessee farmers and agricultural leaders
- Conduct market development studies and analyses to guide the development of value added agricultural enterprises

Center for Profitable Agriculture
University of Tennessee Extension
P.O. Box 1819
Spring Hill, TN 37174-1819
Phone: 931-486-2777
Fax: 931-486-0141
cpa@utk.edu

Visit us on the Web at <http://cpa.utk.edu>