



University of Tennessee Extension
Center for Profitable Agriculture
P.O. Box 1819
Spring Hill, TN 37174

Press Release

Contact: Rob Holland
Phone: (931) 486-2777

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UT Center for Profitable Agriculture Helps Value-Added Businesses Get Started

Are you a farmer or an agri-entrepreneur who would like to start a value-added enterprise?

The University *Center for Profitable Agriculture* may be able to help.

The *Center* is a partnership between UT Extension and the Tennessee Farm Bureau Federation dedicated to helping the state's agricultural entrepreneurs. The Center focuses its efforts in three general areas:

1. Working with farm families and entrepreneurs to analyze value-added agriculture enterprises
2. Conducting educational programs (workshops, conferences, seminars and classes) for Tennessee farmers and agricultural leaders
3. Conducting market development studies and analyses to guide the development of value-added agricultural enterprises

“We develop a variety of educational resources to use in our teaching, training and outreach efforts,” said Rob Holland, UT Extension specialist with the *Center*. “These vary from printed publications to Web-based resources and include some interactive tools to help entrepreneurs evaluate their business potential. Many of our publications are available at each county's UT Extension office. They can also be found in the “educational materials” section of the CPA Web site where they can be downloaded or printed free of charge,” Holland added.

For more information visit the *Center for Profitable Agriculture's* Web site at <http://cpa.utk.edu>.

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Phone: 931-486-2777
Fax: 931-486-0141
E-mail: cpa@utk.edu