



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

FOR IMMEDIATE RELEASE  
August 10, 2005

### Assessing Market Potential for Value-Added Products

Have you developed a new apple butter recipe? Bottled a new wine?

The University of Tennessee *Center for Profitable Agriculture* has developed a tool that helps plan and evaluate the success-potential for a value-added product.

According to UT Extension Specialist Rob Holland, "More than 30,000 new food products are pushed onto grocery store shelves every year, and 60 to 80 percent of these new products fail within their first year on the market. Therefore, it is important for farmers and agri-entrepreneurs to evaluate the potential for market success of a value-added product before extensive time, effort and financial investments are made to launch the product into the marketplace."

The interactive, market assessment tool can be accessed on-line through the Center's Web site at <http://cpa.utk.edu/Tools/Marketing.htm>.

The tool is designed for use by farmers who have a specific product identified, have a complete marketing plan for the specific product and want an assessment of the likelihood of this product succeeding in the market. The assessment will not be as accurate if "just any" value-added product, rather than a specific product, is considered. The result of the analysis is a numerical score and an explanation indicating the likelihood of a product's success in the market.

Holland says marketing is an important part of any business and the product produced by that business. "Completing the on-line evaluation does not replace the need to complete business and marketing plans. It is difficult, if not impossible, for a business to succeed if any of the details for marketing the product are neglected." Regardless of the greatness of a product, success will be limited, unless consumers know about the product, are convinced of its greatness and can obtain it.

The *Center for Profitable Agriculture* has launched a new initiative in 19 counties in Tennessee to provide assistance to farmers and value-added entrepreneurs considering or already developing a rural business. Businesses participating in the initiative may involve manufacturing or retail sales (on-line or on-farm). The program, Developing Rural Businesses, is funded in part by part by the United States Department of Agriculture, Office of Rural Development.

The *Center for Profitable Agriculture* is a partnership between The University of Tennessee Extension and the Tennessee Farm Bureau Federation. The *Center* is headquartered at the Middle Tennessee Experiment Station in Spring Hill, Tennessee.

For additional information contact your local extension agent or the *Center for Profitable Agriculture* at (931)486-2777 or on the web at [cpa.utk.edu](http://cpa.utk.edu).

*Center for Profitable Agriculture*  
P.O. Box 1819  
Spring Hill, TN 37174

Phone: 931-486-2777  
Fax: 931-486-0141  
E-mail: [cpa@utk.edu](mailto:cpa@utk.edu)