



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

## Press Release

Contact: Megan Bruch  
Phone: (931) 486-2777

FOR IMMEDIATE RELEASE  
August 16, 2005

### **Conference to Assist Farmers in Cultivating Agritourism Revenue**

A statewide conference for agritourism entrepreneurs, and those thinking about opening an agritourism business, has been scheduled for November 7-9, 2005, in Franklin, Tennessee.

The conference, "Agritourism: Cultivating Farm Revenue," will include educational sessions, a trade show and opportunities to network with other entrepreneurs. Entrepreneurs will learn what is going on in agritourism around North America in a special keynote presentation from Darren "The Pizza Farmer" Schmall called "Cows, Crops, Kids and Cash!"

The conference will feature several general sessions and 12 breakout sessions to allow participants to choose among topics of interest. "Educational sessions developed for potential agritourism entrepreneurs will help them evaluate whether agritourism is right for them and assist them in analyzing and developing their agritourism idea and plan," explained Megan Bruch, a University of Tennessee Extension specialist with the Center for Profitable Agriculture.

"Also, educational sessions planned for current entrepreneurs will help them to take their business to the next level by making the most of their marketing efforts and improving customer service and safety," Bruch said.

The conference is among the efforts sponsored by Tennessee Agritourism Initiative partners to build farm income in the state. Initiative partners include the state's departments of Agriculture, Tourist Development and Economic and Community Development; the Tennessee Farm Bureau Federation; and UT Extension, including the Center for Profitable Agriculture. Funding for the initiative has come, in part, from USDA Rural Development.

Conference information and registration materials are available online at the Center for Profitable Agriculture Web site (<http://cpa.utk.edu>) or by contacting Dan Strasser at the Tennessee Department of Agriculture at (615) 837-5160.

Early registration is encouraged as space is limited.

*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)