



University of Tennessee Extension
Center for Profitable Agriculture
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Press Release

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Input Needed From Farmers and Agritourism Operators

Do you sell goods or vegetables from your farm directly to the public? Do you operate an agritourism business? Answering yes to either question makes your knowledge and expertise valuable to everyone operating in related industries.

“Very little information about the farm direct marketing and agritourism industries is available,” says Megan Bruch, a marketing specialist with the *Center for Profitable Agriculture*. The CPA is a cooperative effort of the University of Tennessee Extension and Tennessee Farm Bureau Federation.

“A study just getting underway will provide a unique opportunity to learn about these industries on regional and national levels,” Bruch said. “The information should give a realistic analysis of the importance of farm direct marketing and agritourism and be valuable to farmers, educators and policy makers.”

Bruch encourages Tennessee farm direct marketers and agritourism operators to participate. “It is important that Tennessee direct marketers and agritourism operators are represented in the study,” she said. “The status of Tennessee’s industry and needs of our producers need to be made known.”

To participate, direct marketers and agritourism entrepreneurs should complete an online survey available at <http://www.farmmarketresearch.com>. Participants will need to register by providing an e-mail, zip code and operation name. This information, however, will be kept separate from survey answers.

If you have questions about the study, contact the study coordinator, Dr. Ed Mahoney of Michigan State University, at rirc@msu.edu or (517) 432-0285.

For information on the UT Center for Profitable Agriculture, visit <http://cpa.utk.edu> .
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