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Press Release

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FOR IMMEDIATE RELEASE
October 25, 2005

Positioning Food Products for Grocery Stores

Want to get your value-added product on the grocery store shelf? The University of Tennessee *Center for Profitable Agriculture* has developed two educational resources to assist in the development, positioning and promotion of value-added products for grocery stores.

“Farmers and agri-entrepreneurs who develop value-added food products often envision market success by selling their products through grocery stores,” says Rob Holland, a specialist with the *Center for Profitable Agriculture*. “More than 30,000 new food products are pushed onto the shelves of grocery stores each year. Unfortunately, 60 to 80 percent of these new products fail to remain on the shelves for more than a year,” he said.

Holland says entrepreneurs who read the publication, *How to Get Value-Added Products Into Local Grocery Stores*, should be more successful when marketing their products.

The publication presents the results of a survey of grocery store managers. Managers were asked about requirements, criteria and preferences for the selection of food products sold in their stores. This publication (numbered PB 1719) is available from county UT Extension offices or from the Center’s Web site at <http://cpa.utk.edu>.

Holland suggest that entrepreneurs try an on-line interactive tool that helps identify the likelihood of a value-added product obtaining space in a grocery store. This tool is located on the Center’s Web site at <http://cpa.utk.edu/Tools/Grocery.htm>.

The assessment is based on responses to a variety of statements about a specific product and the application of certain market preparation steps. Holland says the results do not replace the need for a complete marketing plan nor will they serve as a direct road map for getting products on the shelf of a specific grocery store. Rather, Holland says the results will indicate the likelihood of a value-added product getting into a grocery store.

The *Center for Profitable Agriculture* has launched an initiative in 19 counties in Tennessee to provide assistance to farmers and value-added entrepreneurs considering or already developing a rural business. The program, Developing Rural Businesses, is funded in part by the USDA Office of Rural Development.

For additional information contact your local UT Extension agent or the *Center for Profitable Agriculture* at (931) 486-2777 or visit their Web site: <http://cpa.utk.edu>.

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