



University of Tennessee Extension
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Press Release

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Agritourism Offers Income Opportunity for Farmers

Do you want to produce extra income from your farm or farming operation?

Do you enjoy working with people?

If so, agritourism could provide an opportunity to increase farm income. Agritourism is an enterprise that combines elements of both agriculture and tourism. Some examples of agritourism attractions include:

- * Corn mazes
- * Pumpkin patches
- * Farm Tours
- * On-farm retail shops
- * Pick-your-own fruit or vegetable operation
- * School tours
- * Wilderness trails

Agritourism requires a unique set of resources for success and should thus be carefully evaluated. Agritourism operators must have marketing skills and be comfortable dealing with people.

The UT Center for Profitable Agriculture assists producers in the evaluation and development of value-added and agritourism endeavors. "The University of Tennessee has directed significant resources towards the development of agritourism and value-added endeavors," says Benjamin Sanders, Extension specialist at the Center.

"Educational materials and resources are available on-line at the Center's Web site at <http://cpa.utk.edu/>. Interested producers can also contact our specialists for assistance," Sanders said.

For more information, please contact the UT Center for Profitable Agriculture at (931) 486-2777 or by e-mail at cpa@utk.edu.

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