



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  
September 12, 2006

### **Dictionary Officially Recognizes Agritourism**

Along with terms such as “ringtone,” “unibrow” and “mouse potato,” the word “agritourism” is one of fewer than 100 new words added to the 2006 update of Merriam-Webster's Collegiate® Dictionary, Eleventh Edition.

“Agritourism is being recognized internationally as a source of education, entertainment and farm-fresh products for the public as well as a source of revenue for farmers,” says Megan Bruch, marketing specialist for the University of Tennessee Extension Center for Profitable Agriculture. “The addition of agritourism to the dictionary shows just how integrated the industry is becoming into our society.”

Agritourism combines aspects of both agriculture and tourism industries. The dictionary entry defines agritourism as a noun meaning “the practice of touring agricultural areas to see farms and often to participate in farm activities.”

Tennessee has more than 335 agritourism enterprises across the state, according to UT studies conducted in 2003 and 2004. These enterprises offer attractions including corn mazes, pumpkin patches, pick-your-own produce, fee-fishing, cut-your-own Christmas trees, wineries, on-farm retail markets, farm tours and much more.

Agritourism enterprises in Tennessee are listed on the Web sites <http://www.tnvacation.com/agritourism> and <http://www.picktnproducts.org>.

Farmers interested in learning more about agritourism as an enterprise can access educational materials online at the Center for Profitable Agriculture's Web site <http://cpa.utk.edu> or can contact Center specialists at (931) 486-2777 or by e-mail at [cpa@utk.edu](mailto:cpa@utk.edu).

The Center for Profitable Agriculture is a partnership between the University of Tennessee and the Tennessee Farm Bureau Federation. The Center provides assistance to farmers seeking to add value to their farm products or resources.

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Contact: Megan Bruch, UT Center for Profitable Agriculture, (931) 486-2777

*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)