



# MEDIA RELEASE

TENNESSEE DEPARTMENT OF AGRICULTURE  
MARKET DEVELOPMENT DIVISION

FOR IMMEDIATE RELEASE  
AUGUST 16, 2005

CONTACT: Dan Strasser  
(615) 837-5160  
[Dan.Strasser@state.tn.us](mailto:Dan.Strasser@state.tn.us)

## November Conference Aims to Cultivate Farm Income Through Quality "Agri-tourism"

NASHVILLE, Tenn. – A statewide conference for current and potential agri-tourism entrepreneurs has been scheduled for Nov. 7-9 in Franklin.

The "Agri-tourism: Cultivating Farm Revenue" conference will include educational sessions for both beginning and established farm fun operators; a trade show featuring the types of products and services necessary to successful agri-tourism operations; and opportunities to network with other entrepreneurs. Entrepreneurs will learn about what is going on in agri-tourism throughout North America in a special keynote presentation from successful agri-tourism operator Darren Schmall, also known nationally as "The Pizza Farmer."

Agri-tourism is a relatively new term used to describe a wide variety of farm-related activities, products and services meant to attract visitors to farms. Typical Tennessee agri-tourism activities include "pick-your-own" farms, corn mazes, pumpkin patches, farm tours, on-farm gift shops and wineries that use Tennessee grown products.

Dan Strasser, TDA Agri-tourism coordinator, says that "such an excellent opportunity for Tennessee farmers to learn direct marketing techniques doesn't come along every day, and in fact has never come along before right here in Tennessee. Informative general sessions like 'Marketing for the Marketing-Impaired' will be accompanied by educational breakout sessions like 'Good to Go! - Getting to Yes with Agri-Tourism.' The educational sessions will offer separate topics for both experienced and beginner agri-tourism operators. Anyone considering agri-tourism as a way to increase farm income should attend this conference."

The conference is part of efforts by the Tennessee Agri-Tourism Initiative partners to build farm income in the state. The initiative is a cooperative effort among the departments of Agriculture, Tourist Development, Economic and Community Development, the Tennessee Farm Bureau Federation and the University of Tennessee Extension, including the Center for Profitable Agriculture. The initiative has received major support from the USDA Rural Development program.

Conference information and registration materials are available online at [www.picktnproducts.org](http://www.picktnproducts.org) or by contacting the Tennessee Department of Agriculture at (615) 837-5160. Early registration is encouraged as space is limited.

For more information, contact Dan Strasser at (615) 837-5160 or [Dan.Strasser@state.tn.us](mailto:Dan.Strasser@state.tn.us).

###

ELLINGTON AGRICULTURAL CENTER  
BOX 40627, NASHVILLE, TN 37204  
[PickTNProducts.org](http://PickTNProducts.org)