

FOR IMMEDIATE RELEASE

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## ACENTER FOR PROFITABLE AG@ WELCOMES NEW MARKETING SPECIALIST

Spring Hill - - Director of UT's *Center for Profitable Agriculture* Dan Wheeler recently announced the addition of Amanda Ziehl as Marketing Specialist in the Center. Ziehl is a native of Casper, Wyoming where she was an active member of 4-H and FFA. She has extensive experience in livestock judging at the 4-H, junior college and collegiate level. She holds a MS degree in Agricultural and Resource Economics and a BS degree in Agricultural Business and Animal Science from Colorado State University. Ziehl has participated in the development of an Extension curriculum in niche beef marketing.

AAmanda's strong educational background in agricultural economics as well as some practical experience with value-added Extension programs at Colorado State will serve our Center well@ Wheeler said. AShe will serve as the Center's lead specialist in market development for value-added projects and will assist in the analysis of numerous farmer projects evaluated by our Center.@

AShe's been here less than a month and already gotten a taste of Tennessee's diverse agriculture by traveling in each of the three grand divisions@ Wheeler said. AAmanda will be an asset to the educational programs of our Center and a great resource to the farmers of Tennessee.@

The *Center for Profitable Agriculture* is a partnership educational outreach program between the UT Extension and the Tennessee Farm Bureau Federation. The Center is the state's flagship program for value-added agriculture. The Center conducts feasibility and marketing analysis for value-added agriculture ideas, develops educational and training programs across the state and assists in the evaluation and development of new and innovative agriculture business ventures.

The Center is located on the grounds of the Middle Tennessee Agricultural Experiment Station in Spring Hill. The Center's web site is <http://cpa.utk.edu>

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