



Agricultural Extension Service
The University of Tennessee 

P.O. Box 1819
Spring Hill, TN 37174-1819
(931) 486-2777

"Increasing the value of Tennessee's economy through new, expanded and improved processing and marketing of agricultural, aquacultural and forestry products as well as home-based industries"

Progress Report 20

April 2003

Teamwork Pays Off . . . "Statewide Journey" Great Success: Despite the threat of major snow storms, the long-awaited statewide journey training program was implemented in good order on February 25, 26 and 27. Fifty-seven tour delegates and 18 guests received various levels of training throughout the three-day journey. The "Statewide Journey" project provided a great launching pad for needed and useful training in value-added and sustainable agriculture for Extension agents, agriculture leaders, farmers and communities across Tennessee. The training project combined the documented success stories from actual enterprises with on-site tours, seminar-style sessions, web-based resources and mass media. Seventeen authors contributed to 16 articles in the training manual and 21 other publications were featured during the journey. Twenty-six presenters and farm hosts provided training through on-site visits, tours and presentations. Twelve hosts provided specific orientation and local media coverage at nine locations. Additional training programs are being planned under the "statewide journey" concept and a complete program evaluation is being developed.

Search Continues . . . Interviews Scheduled:

The Center is still searching to fill two Marketing Specialist positions. Interviews are scheduled with four candidates during the week of April 7. As part of the interview process, candidates will present a seminar at the Tennessee Farm Bureau headquarters in Columbia and on the UT Agricultural Campus in Knoxville. Candidates slated to be interviewed represent education backgrounds from Colorado State, Purdue, Alabama A&M and UT Martin. If you are interested in attending any of the seminars, please contact us for information regarding the seminar schedule.

Board of Directors Meet: The Center's "Board of Directors" convened for their first meeting on February 19 in Columbia. All of the board's members were in attendance. The board consists of Flavius Barker, Julius Johnson, Lacy Upchurch, Jack Britt, Tim Cross and Charles Norman. Tim Cross was elected chairman of the board. The board heard presentations from Director Dan Wheeler and Feasibility Specialist Rob Holland and conducted a thorough review of the Center's draft business plan. The board also participated in spirited discussions of the Center's mission and objectives, long-term and short-term goals and benchmarks that will drive the evaluation of the Center's effectiveness. The board will convene again in the near future.



Director of CPA, Dan Wheeler (far right) is standing with the Board of Directors (top left to right) Tim Cross, Julius Johnson, Charles Norman, Lacy Upchurch (bottom left to right) Jack Britt, Flavius Barker.

continued on back - - - ->

CPA “On The Road” . . . Featured and Teaching: The winter months once again have proven to be good opportunities for teaching in our rural communities. The Center was featured on the program of 14 venues in 12 counties across the state. Approximately 330 individuals participated in these seminars, workshops and meetings. On-farm visits with Center projects and potential projects were conducted in four counties.

New Training Manual Available On-Line and for Workshops: If you have not yet visited the new web site for the *Center for Profitable Agriculture* we hope you will soon plan to do so at <http://cpa.utk.edu>. While at the site, please take a look at the on-line version of the training manual that was utilized during the statewide journey. The manual is titled “Hands-On Training” and documents each presentation summary and case study for each on-site visit made during the tour. In addition to serving as a great tour guide and training manual, the publication works well in workshops and seminars involving value-added and sustainable agriculture issues. Feel free to contact the Center for additional printed copies of the manual. While at the website, you will also be able to access the Center’s on-line application, numerous publication fact sheets and information on project activities.

Looking Ahead . . . Programs on the Horizon: Many programs are planned in the coming months. Center faculty will continue cooperating with partners in the USDA Rural Development program and will serve as a co-host in a Rural Development seminar in the central district. Preparation will also continue on the “Agricultural Innovation Center” program and the states “Agri-tourism Initiative.” Center faculty will also continue to provide cooperative leadership to the “J-6 Waiver Working Group,” the states new “Coop Legislation,” educational programs with the “Appalachian Spring Cooperative,” the “Southern Sustainable Agriculture Working Group” and the “Pick-Tennessee-Products” trade show. In addition, presentations and meetings regarding value-added agriculture are also planned in Davidson, Van Buren, Polk, Giles, Jefferson, Hancock, Rutherford and Maury Counties.

Grant Updates: Currently, the Center has four grant-funded projects(\$144,000) that are active, two others are pending (\$15,000) and three others are being proposed(\$57,000). Active projects include the development of two new publications, an on-line market assessment tool, teaching tool summaries and impact assessments. Pending and proposed projects include unique market assessment surveying, development of new web-based market development tools and strategic alliances for value-added farm projects.

Project Updates: The Center currently has 6 projects in progress and 4 projects under review. Projects in progress include the evaluation of milk processing and bottling, livestock slaughtering and meat processing, value-added aquaculture activities, bio-diesel production and poultry waste marketing. Projects under review include direct farm marketing, bio-diesel marketing, value-added goat products and colored mulch marketing.

Special Thanks to Our Recent Cooperating Partners: During recent months, representatives from the following organizations have been cooperatively involved with the activities and mission of the Center: Tennessee Department of Agriculture, Tennessee Farm Bureau Federation, USDA Rural Development, Tennessee Farmers Cooperative, Tennessee Agricultural Statistics Service, Tennessee Land Stewardship Association, Tennessee Cattlemen’s Association, Tennessee Organic Growers Association, Southern Sustainable Agriculture Working Group, UT Department of Agricultural Economics, UT Department of Plant Science and Landscape Systems, UT Department of Food Science and Technology, UT Department of Biosystems Engineering, The University of Tennessee Martin and Numerous Cooperating Farm Families.