

## PROGRAM SUCCESS

### The ADC in West Tennessee: A Trio of Commercial Food Products

*Approximately 55 percent of the value-added projects evaluated and analyzed by the(ADC) have been food related. Many farmers and agri-entrepreneurs add value to agricultural commodities by processing, packaging and marketing products in ways that enhance the profitability of their operations. ADC specialists have been especially busy in West Tennessee evaluating, analyzing and developing value-added farm ventures which involve food processing in on-farm commercial kitchens and direct-from-the-farm sales. ADC involvement in these projects has exhausted the spectrum of marketing, technical and feasibility analysis and training. Three of the successes are presented here.*



**Jones Orchard in Shelby County** - - Located just 12 miles north of Memphis, Lee and Juanita Jones of must be creative to sell all of the production from their 200-acre orchard. Creative includes a combination of a commercial food-processing kitchen, two retail store-fronts, pick-your-own stands, jams, jellies, preserves, salsa, relishes and numerous flavors of fresh-baked cookies and breads. Specialists from the ADC have had a workout with the many opportunities the Jones have available. From simple retailing tactics to direct-mail promotions, Internet sales, product-line diversification, better processing control methods, break-even analysis, cost-of-production evaluation, product-pricing evaluations and development of marketing materials, the Jones and various ADC specialists have transformed the concept of seasonally harvesting peaches to an art of providing mouth-watering delicacies year round.



**Legacy Acres Grain Meal in Gibson County** - - For many years, the Davis family has traveled to numerous festivals, field days and heritage day events with their turn-of-the-century grist mill. The Davis family has also developed a portion of their farm into *Legacy Acres*, a complete educational farm which hosts groups throughout the year and provides a complete hands-on experience of agriculture as a heritage worth remembering. Recently, ADC specialists teamed-up with the Davis' grist mill and *Legacy Acres* projects to evaluate and develop packaged multi-grain meal, bread mixes and muffin/pancake pastries derived from Tennessee-grown grains ground by the old grist mill. ADC specialists assisted in the development of the commercial kitchen facility and developed a complete marketing analysis.



**Dotta Sue's Bake Shop in Henry County** - - Jimmy and Wanda McClure are diversifying their farming operation through their barn-based commercial kitchen— literally, barn-based. They converted the old barn on Wanda's family farm into a commercially-inspected food processing facility and use it as the base of operation for "Dotta Sue's Original Bake Shop." The McClures and ADC food science and economics specialists have teamed up to develop a broad line of shelf-stable, individually-packaged, homemade favorite sweet treats that tout the "Dotta Sue" label and the "Pick Tennessee Products" logo. Production test trials, consumer sampling and in-depth market investigations have led to several varieties of quality products that are marketed direct from the farm, through regional convenient stores and to local school systems.

