



## Introduction to Conference and Materials

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**cpa**

Center For Profitable Agriculture

A University of Tennessee - Farm Bureau Partnership

# Session Snapshot



1. **Seeds for Success –**  
Get the Most of Your Conference Experience



2. **Tools of the Trade –**  
*Conference Notebook*  
*Agritourism Guide*

3. **Fodder for the Future–**  
Overview of Conference Activities





# Seeds for Success Get the Most From Your Conference Experience

*Tennessee*  
**AGRI-tourism:**  
Cultivating Farm Revenue

THE 2005 CONFERENCE  
FOR TENNESSEE'S  
CURRENT AND POTENTIAL  
AGRI-TOURISM OPERATORS

(Adapted from Jacknis, 2005)

# *Get the Most From Your Conference Experience*

1. Determine what you would like to learn from sessions before attending
2. Be present
  - Turn off cell phones
  - Be open to new ideas
  - Interact/participate
  - Ask questions



# *Get the Most From Your Conference Experience*

3. Identify 3 or more ideas from each session that may cultivate revenue for your operation
4. Take notes during sessions and write down ideas for your operation



# *Get the Most From Your Conference Experience*

5. Network with other participants
  - Try to meet at least 2 new people in each session/activity and begin to build relationships
  
6. Visit trade show exhibits to learn about products and services available



# *Get the Most From Your Conference Experience*

7. At the end of the conference, summarize your ideas and prioritize goals, objectives, plan of action, and method of evaluation
8. Implement plan and measure results



# Tools of the Trade



**Tennessee**  
**AGRI-tourism:**  
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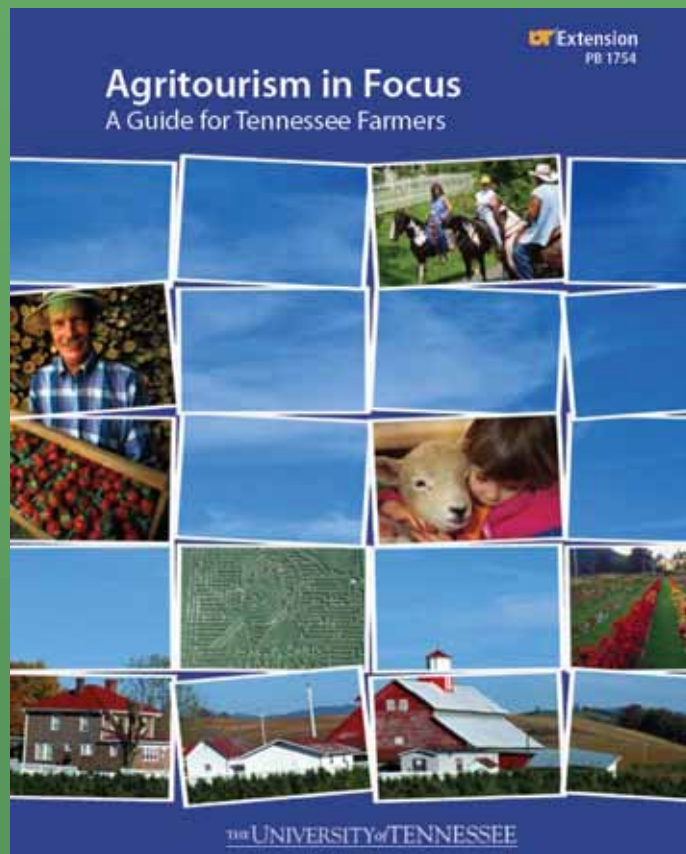
THE 2005 CONFERENCE  
FOR TENNESSEE'S  
CURRENT AND POTENTIAL  
AGRI-TOURISM OPERATORS

**November 7-9, 2005**  
**Embassy Suites Hotel**  
**Franklin, Tennessee**

Sponsored by the Tennessee Agri-tourism Initiative Partners:  
Tennessee Department of Agriculture  
UT Extension, Center for Profitable Agriculture  
Tennessee Department of Tourist Development  
Tennessee Department of Economic and Community Development  
Tennessee Farm Bureau Federation  
USDA Rural Development



# Tools of the Trade

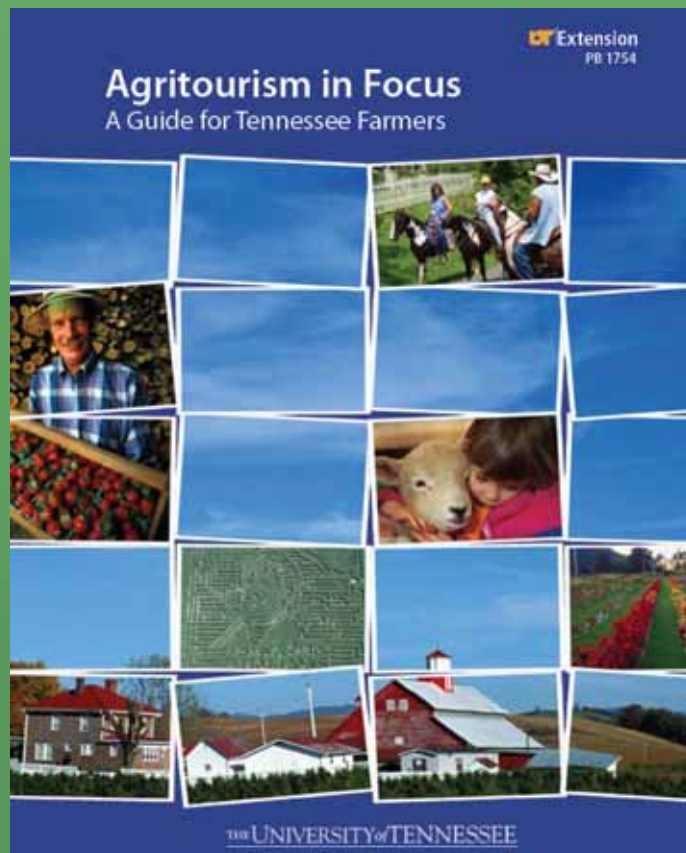


- *Agritourism in Focus*  
*A Guide for Tennessee Farmers*
- Available on-line at <http://cpa.utk.edu> or from UT Extension



# *Agritourism in Focus*

## *A Guide for Tennessee Farmers*



- Developed as part of the Tennessee Agritourism Initiative
- Coordinated by the UT Center for Profitable Agriculture
- Funded, in part, by USDA Rural Development



# *Agritourism in Focus*

## *A Guide for Tennessee Farmers*



- Developed to assist farmers with
  - Evaluating agritourism enterprise opportunities
  - Planning agritourism enterprises
  - Dealing with issues and obstacles faced by existing agritourism enterprises

# *Agritourism in Focus*

## *A Guide for Tennessee Farmers*

- Contains 10 chapters
- Topics critical to success of operations
  1. An Introduction to Agritourism
  2. Preliminary Evaluation: A Snapshot of Your Potential
  3. Business Planning
  4. Marketing
  5. Customer Service
  6. Risk Assessment and Management
  7. Safety Considerations
  8. Regulations
  9. Agritourism Resources
  10. Personal Evaluation II: A Snapshot of Your Progress



# *Agritourism in Focus*

## *A Guide for Tennessee Farmers*

- Presents fundamental information relevant to agritourism entrepreneurs
- Provides interactive exercises to allow you to relate information to your situation



# *Agritourism in Focus*

## *A Guide for Tennessee Farmers*



- Use it well!
- Winter often provides time to analyze ideas, evaluate results and plan for the next season.
- “Failing to plan is planning to fail.”



# Fodder for the Future Overview of Conference Activities



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# *Today:*

## *Concurrent Sessions*

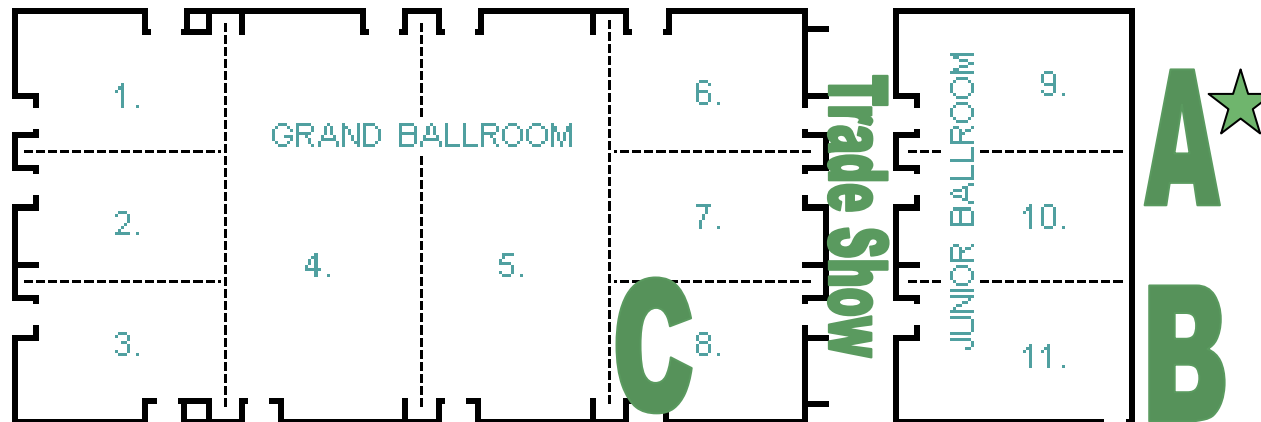
- 12 sessions offered
- Choose 1 of 3 offered in each of 4 time slots
- Conference notebook includes
  - Session descriptions
  - Speaker bios/contact information
  - Session slides/handouts



# EMBASSY SUITES HOTEL NASHVILLE SOUTH - MAIN LEVEL

**Lunch**

**Trade Show**



1. POPLAR SECTION
2. REDBUD SECTION
3. SYCAMORE SECTION
4. CHESTNUT SECTION
5. BIRCH SECTION
6. HICKORY SECTION
7. MAPLE SECTION
8. OAK SECTION

9. AZALEA SECTION
10. IRIS SECTION
11. MAGNOLIA SECTION
12. COOL SPRINGS BOARDROOM

# *Trade Show*

- Today (Tuesday) only
- 16 trade show exhibitors
- Opportunities to visit during morning and afternoon breaks and lunch
- Sign up for door prizes to be drawn at afternoon break



# Refuel with Food and Fun at Ellington Agricultural Center

- Relax, kick back and enjoy food, fun and fellowship!
- Buses will depart from hotel lobby beginning at 5:30 pm
- Dinner event begins at 6:00 pm



# Tomorrow: General Sessions

- *The Tennessee Tourism News Bureau:  
An Agritourism Marketing Tool*
- *Update on Tennessee Liability Laws*
- *An Agritourism Success Story: Vollmer  
Farm*
- Drawing for those who complete  
evaluation forms



# Please Help Us

## Conference Evaluation

- Return completed evaluation form to the conference registration desk or at designated areas during Wednesday's general sessions
- Receive ticket for entry in drawing for a Pick Tennessee Products Gift Basket



Concurrent Session I begins at 8:45am



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The banner features a red barn with a sunburst behind it on the left. The text is arranged in a stylized layout with 'Tennessee' in a green script font, 'AGRI-tourism:' in a bold red font, and 'Cultivating Farm Revenue' in a blue outlined font. The right side of the banner contains the conference details in a simple black font.



# References

- Tips on getting the most of the conference experience adapted from:

Marty Jacknis, Calico Cottage, Inc. 20<sup>th</sup> Annual North American Farmers' Direct Marketing Conference Digest. February 2005.

