

An Update of Activities and Accomplishments of the



Presentation to the
Tennessee Farm Bureau Federation
Board of Directors
May 22, 2006

Outline

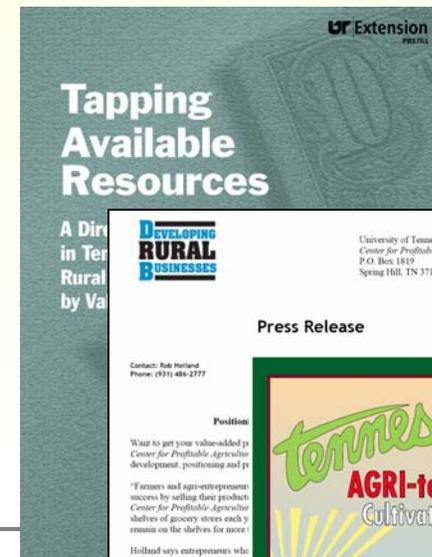


- 2005 Program Activities
- Current Program & Project Activities
- Funding
- Q&A



2005 Program Activities

- Farmer Projects & Consultations
 - 29 on-farm visits
 - 6 project analyses
 - 296 other farmer consultations
- Publications & Teaching Tools
 - 17 news releases
 - 5 video/radio programs
 - 18 fact sheets
 - 13 newsletters, project reports & special reports
 - 3 Extension publications
 - 37 workshop presentations



Contact: Rob Holland
Phone: (931) 486-2777

Position:

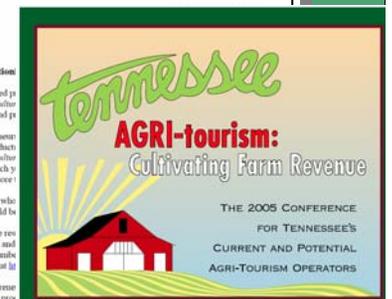
Want to get your value-added products on the shelves of grocery stores each year? Farmers and agri-entrepreneurs can succeed by selling their products through grocery stores each year.

"Farmers and agri-entrepreneurs can succeed by selling their products through grocery stores each year. This publication (available from the Center's Web site at <http://www.cpa.uctn.edu>)

Holland says entrepreneurs who sell their products through grocery stores should be successful.

The publication presents the requirements, criteria and steps. This publication (available from the Center's Web site at <http://www.cpa.uctn.edu>)

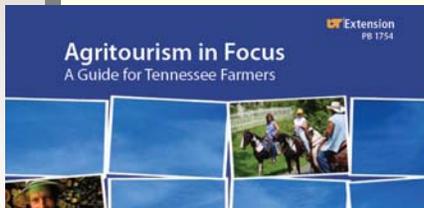
Holland suggests that entrepreneurs should be successful if they have a value-added product.



2005 Program Activities



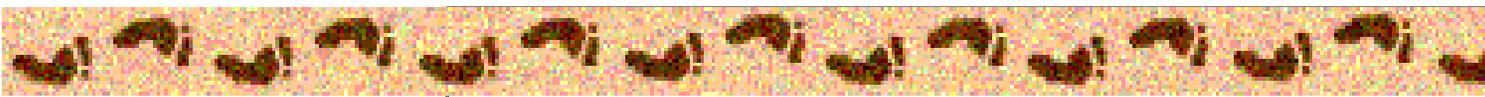
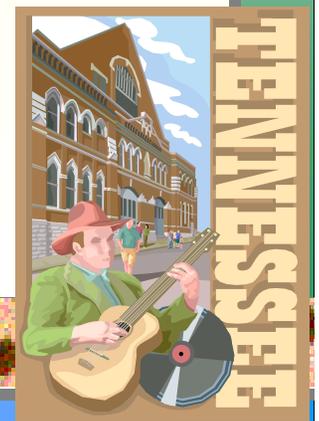
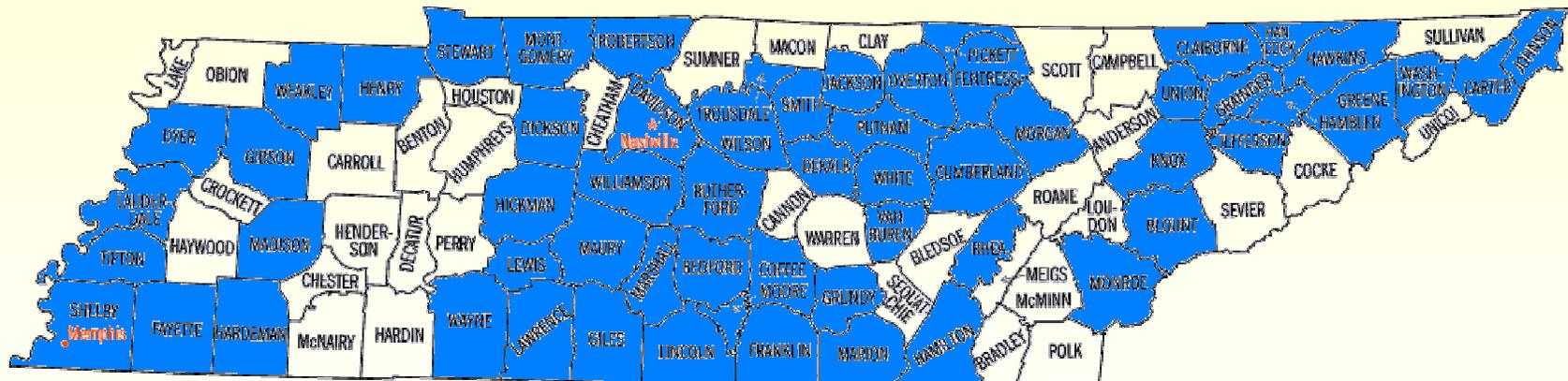
- Outreach & Teaching
 - 75 events in 29 counties to an audience of 2,934
 - 9 trade shows
 - 77 information packets
- Agritourism
 - 11 workshops conducted
 - 2 Web site development workshops with 27 participants
 - 3-day Educational Conference, 284 participants from 11 states
 - PB 1754 -- "Agritourism in Focus"



2005 Program Activities

- Developing Rural Businesses
 - 11 informational meetings in 8 counties with 177 people
 - 3 educational workshops conducted
 - 2 large-group program launch meetings
 - one-on-one assistance with 19 farms sheets
- Cooperative Development
 - 12 teaching sessions with 243 participants
 - Information packets to 200 people
 - PB 1759 -- "Initial Steps for Developing A Cooperative Venture"

Farm Visits, Workshops & Consultations



Expanding Our Knowledge and Network



Partnering with Others

- **Farm Bureau**
 - Agritourism
 - Presidents' Conference
 - Annual Convention
 - Commodity Conference
 - Legislative Kick-Off
 - Legislative Issues
 - YF&R (Young Leaders Conference)
 - TN Livestock Producers
 - Ag in the Classroom
- **TSU**
 - Master Goat Producer
 - Alternatives for Small Farms
 - Small Farmer of the Year
- **TN Dept. of Agriculture**
 - Agritourism
 - Farmers' Markets
 - Cooperative Development
 - Grape/Wine Development
 - Ag Tag & Ag Enhancement Funds
 - Pick Tennessee Products
 - Regulatory
- **USDA Rural Development**
 - Developing Rural Businesses
 - Agritourism
 - Ag Opportunities Seminar
 - Rural Development Conference

Agritourism

- *Tennessee Agritourism*
Today electronic newsletter
- Regional workshops
- Statewide conference
- Southeast Region Agritourism Forum
- Farmer projects and consultations



Agritourism Consultations



- New enterprise considerations
- Identifying target audiences
- Determining marketing strategies
- Developing marketing materials
- Regulatory considerations
- Safety considerations
- Liability and insurance considerations

Farmers' Markets

Partnership with Tennessee Department of Agriculture

- Develop "Guide to Evaluating and Operating a Farmers' Market in Tennessee"

Proposal to USDA, Agricultural Marketing Service

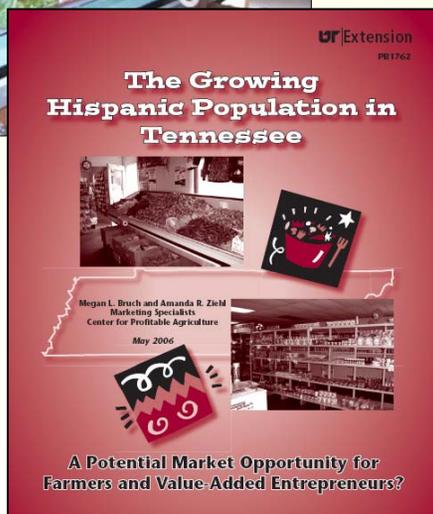
- Develop 2 additional publications
- Conduct training programs for farmers' market leaders, vendors and Extension agents



Hispanic Market Development

Study to evaluate and identify potential market opportunities for value-added agriculture producers as a result of the growing Hispanic population in Tennessee

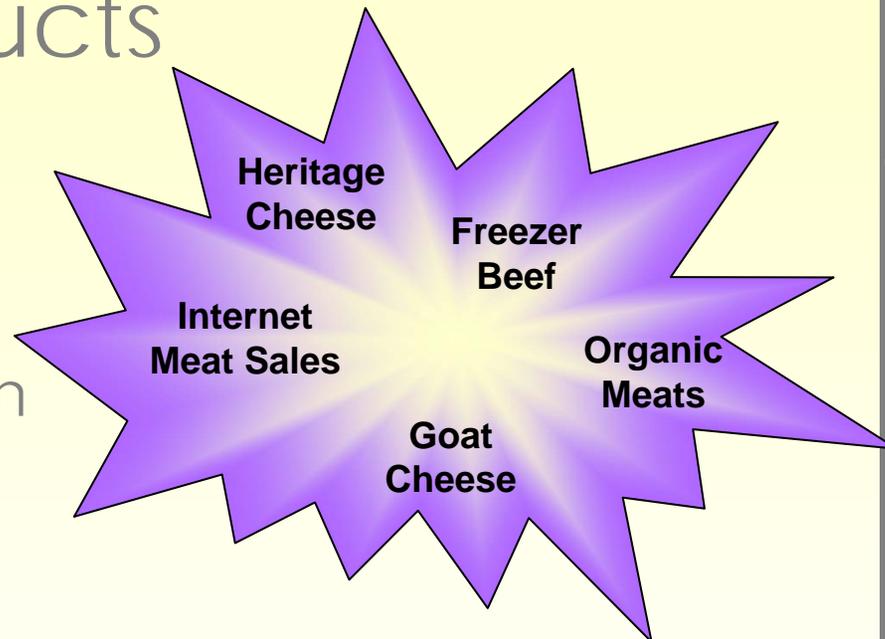
- ❖ Conducted agent in-service training
 - Introduced varieties of food, toured Hispanic retail markets, discussed difficulties and opportunities
 - Developed the publication titled, *The Growing Hispanic Population in Tennessee*



Direct Marketing Meat and Livestock Products

Farm Consultations

- Business planning
- Advertising strategies
- Regulatory information
- Market planning
- Branding strategies



Contract with Tennessee Beef Industry Council to perform initial analysis of Veal industry

Publication on Meat Regulations

Master Meat Goat Producer Manual

DEVELOPING RURAL BUSINESSES

Program

- A value-added training and outreach initiative assisting farmers and value-added entrepreneurs
- Focused in a 19-county, upper-Cumberland region
- A 2-year program funded, in part, through USDA Rural Development

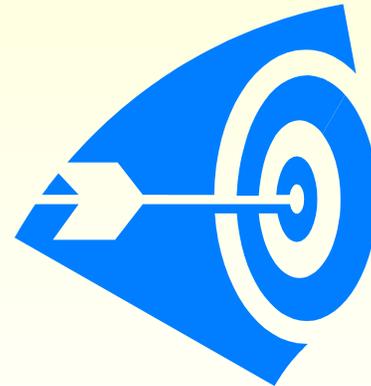


DEVELOPING RURAL BUSINESSES

Program

Overall Goals

1. Provide specific educational assistance to farmers and agricultural entrepreneurs
2. Increase awareness of the services offered by the Center for Profitable Agriculture
3. Increase the profitability of Tennessee's agricultural industry



DEVELOPING RURAL BUSINESSES

Program

Future Directions

- Continue and expand informational sessions, educational workshops and technical assistance
- Plan and host March 7, 2007 Value-Added Agriculture Conference
- Identify new opportunities for serving farmers and agri-entrepreneurs

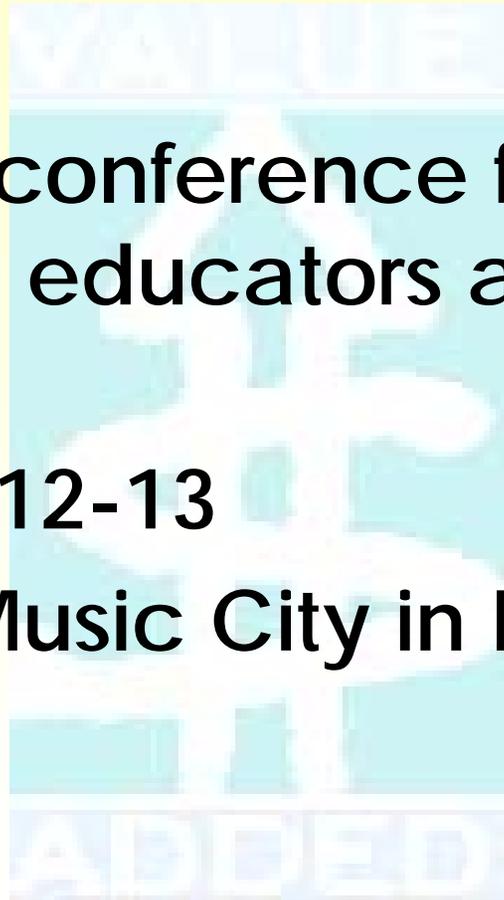


2006 National Value-Added Agriculture Conference

**8th annual conference for value-added
agriculture educators and service
providers**

Held June 12-13

Sheraton Music City in Nashville



Funding

Grants & Contracts Active in 2005 = \$410,000

CD & TDA	Cooperative Development	\$25,000
A	Agritourism (Phase I & II)	\$65,000
DA, AMS	Hispanic Market Development	\$21,000
DA, RD	Developing Rural Businesses	\$261,000
orma Economics	Enterprise Evaluation at Ames Plantation	\$13,000
palachian Spring operative	Self-Sustainability	\$10,000
her contracts		\$15,000

Funding

Funded in 2006 = \$40,000

Tennessee Beef Council	Veal Study	\$5,000
DA	Farmers' Markets and Agritourism	\$30,000
Other contracts		\$5,000

Pending/Submitted in 2006 = \$162,000

U	Alternative Enterprises for Small Farmers	\$62,000
SDA, AMS	Farmers' Markets	\$75,000
Other Contracts		\$25,000

Summary



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- Current Program & Project Activities
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Questions & Answers

