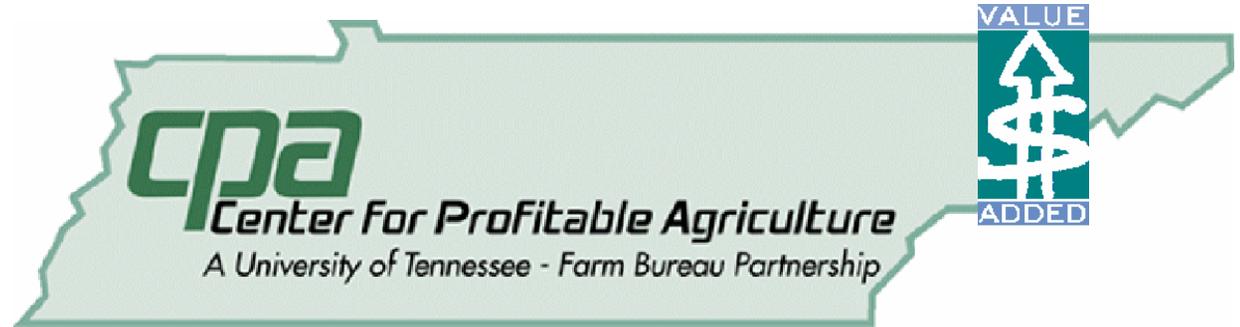


Adding Value to Tennessee Agriculture



Megan L. Bruch

Marketing Specialist

June 7, 2005

Lawrence County: A Salute to Agriculture

Overview



- What is value-added?
- Value-added Examples
- Why value-added?
- What does it take?
- Center for Profitable Agriculture



What is value-added?



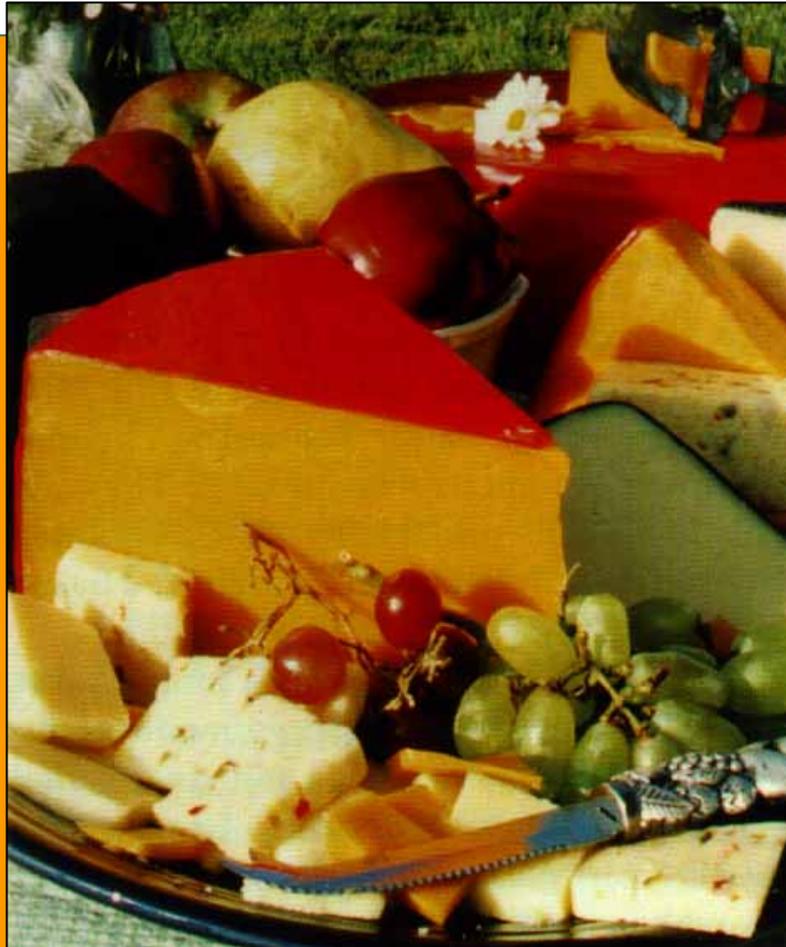
Commodity or product that has been changed, produced, or segregated such that a greater portion of the revenue derived from the value-added activity accrues to the producer.

Processing

Packaging

Marketing

Value-Added Product Example: Sweetwater Valley Cheese



Value-Added Product Examples: Jones Orchard Jams & Baked Goods



Value-Added Product Example: Valley Home Farm



Value-Added Product Example: R-GROW



Rollins Family Farm

Value-Added Product Example: Biodiesel



Value-Added Product Example: Pork



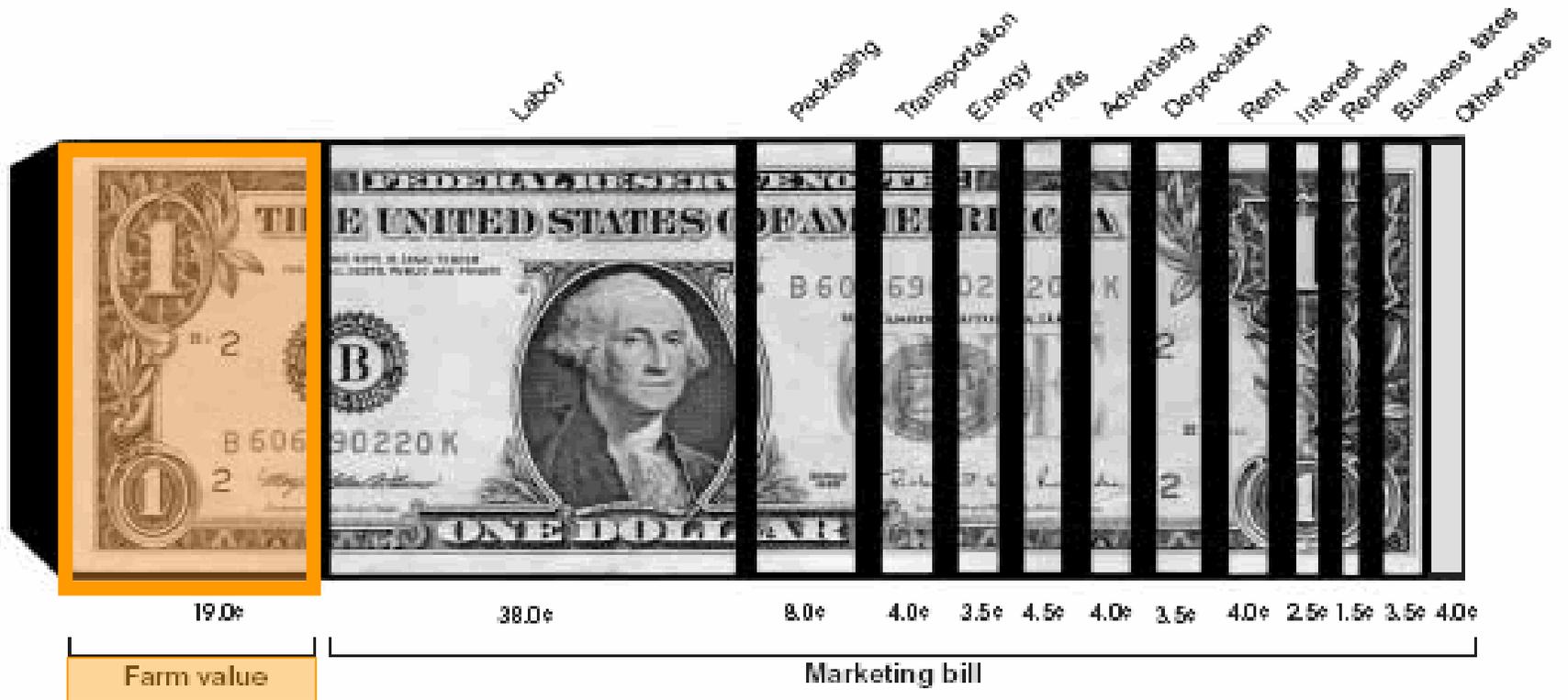
Value-Added Product Example: Lilies



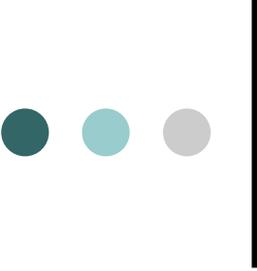
Value-Added Product Example: Agritourism



Why value-added?: Farm Value of Food Dollar

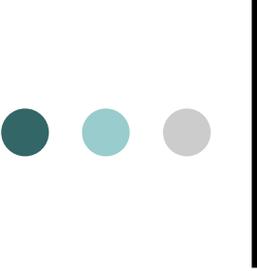


Source: USDA's Economic Research Service.



Some sobering statistics...

- 75% of small businesses fail within 1 year
- Only 13% make it beyond 5 years



What does it take to be successful?

- A unique combination of resources

What does it take?: Factors of Success

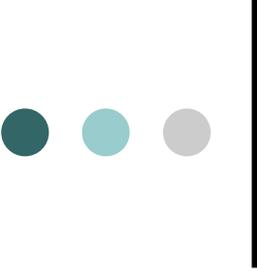
- Organizational management skills
- Strong financial position
- Commitment to the long-term
- People skills and marketing savvy
- Labor management skills
- Ability to manage and maintain cash flow



Center for Profitable Agriculture

- Department in the University of Tennessee Extension
- Partnership of Tennessee Farm Bureau Federation and University of Tennessee Extension
- Memorandum of Agreement with TDA, Market Development Division





Our Mission

Enhancing Tennessee agriculture, aquaculture, forestry and rural communities through evaluation and development of value-added enterprises and products



Our People



*Rob Holland
Feasibility
Specialist*



*Dan Wheeler
Director*



*Megan Bruch
Marketing
Specialist*



*Amanda Ziehl
Marketing Specialist*



*Peggy Hamlett
Area Specialist*



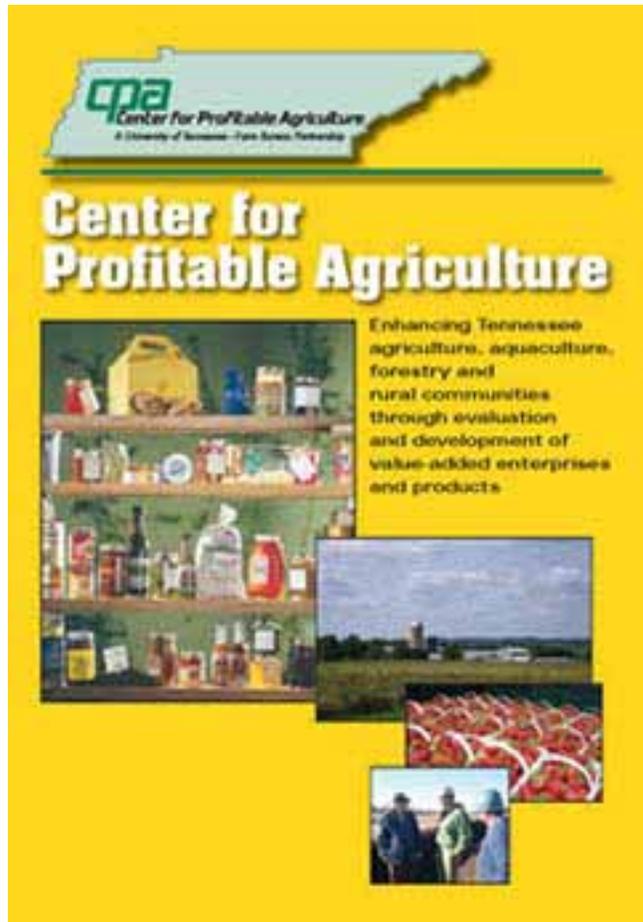
*Kim Martinez
Principle Secretary*

Activities

- Farmer-Initiated Projects
- Market Development Studies
- Educational Resources and Programs



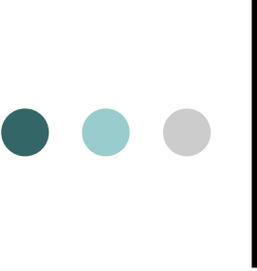
● ● ● | For more information...



Enhancing Tennessee agriculture, aquaculture, forestry and rural communities through evaluation and development of value-added enterprises and products



<http://cpa.utk.edu>



Contacting the Center

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