

Agritourism **INNOVATION** in Tennessee



Illinois Specialty Crop and
Agritourism Conference
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Outline



- Tennessee Agritourism Statistics & Trends
- Innovative Tennessee Enterprises
- Agritourism Resources

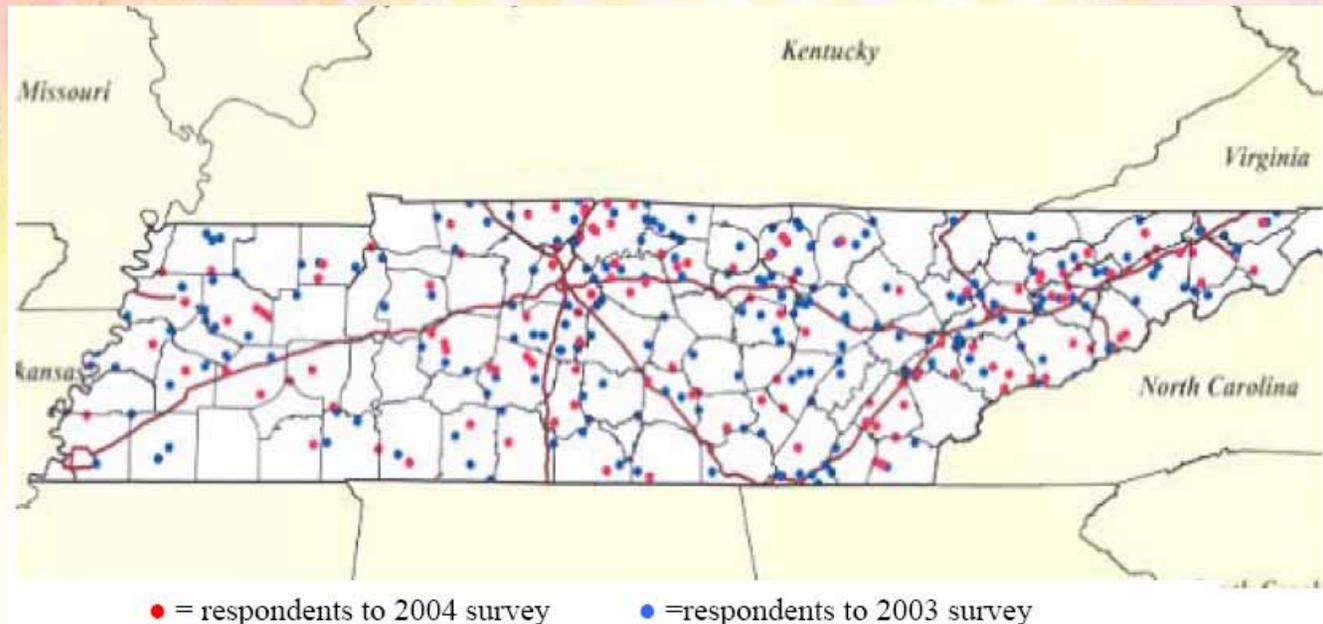
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Tennessee Agritourism Statistics & Trends

Tennessee Agritourism

- 2003 and 2004 studies
- 335 enterprises inventoried



Attractions

Attractions	Percent of Enterprises
On-farm retail market	48%
On-farm restaurant/ concessions	43%
On-farm tour	35%
Pick-your-own	26%
Pumpkin patch	19%
Petting zoo	16%

Gross Sales

- 18% had gross sales less than \$2,500
- 20% had gross sales of \$10,000-\$25,000
- 15% had gross sales greater than \$100,000

- Total for 273 enterprises estimated at more than \$21 million

- 60 percent planned to expand in future

Emerging Trends - Enterprises

- Increase in concessions and retail offerings
- Increase in haunted attractions
- Desire to extend seasons
- Desire to build partnerships (marketing, sponsorships, events)
- Working to improve amenities (parking, restrooms, pavilions, etc.)

Emerging Trends - Enterprises

- Increased involvement with tourism organizations/chambers of commerce
- Desire for improved signage ordinances and programs
- Continued concerns over liability and insurance

Emerging Trends - Visitors

- Survey of 464 visitors
- Important characteristics/amenities
 - Freshness of products
 - On-site restrooms
 - Adequate parking
 - Learning about how products are grown or made
 - Easy transportation access

Emerging Trends - Visitors

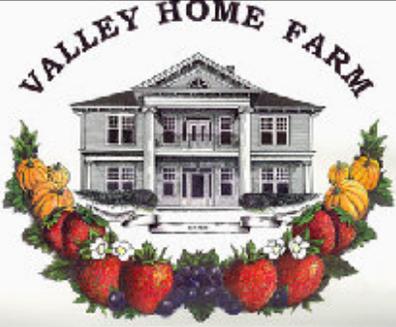
- More than half of respondents were repeat visitors
- Repeat visitors place greater emphasis on freshness of products and pricing/admission than first-time visitors
- School groups continue to be significant
- Almost half of visitors were from local county

(Jensen, et al., 2006) Full report available on <http://cpa.utk.edu>.

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Innovative TN Enterprises



Valley Home Farm

- PYO Strawberries
- Value-added Products
 - Jams
 - Baked Goods
 - Strawberry Pops
- Special Events





Flippens Fruit Farm

- PYO and retail
 - peaches, pears, apples & nectarines
- Fried pies
 - Retail, wholesale, Web sales...
- Other value-added products
 - Apple butter, preserves...
- Restaurant – Flippens Hungry Hillbilly
- www.flippenhillbillybarn.com





Myers Pumpkin Patch & Corn Maze

- Quilt trail stop
- School tours
- Pumpkin patch
- Corn maze
- Haunted corn maze
- Retail store



www.myerspumpkinpatch.com



Myers Pumpkin Patch & Corn Maze

- Unique retail items from the farm
 - Mini-straw bales
 - Indian corn
 - Squirrel corn
 - Painted gourds
 - Corn cob dolls
 - Homemade pumpkin pie





Myers Pumpkin Patch & Corn Maze

- Teacher In-services
 - Offers several day-long in-services in June/July
 - Cleared by principals or central offices for event to count as in-service
 - Fun, entertaining, interactive activities
 - Partners (Project Learning Tree, Keep America Beautiful, Ag in the Classroom)
- Ag in the Classroom
 - Presents to future teacher class every semester at nearby college



Arcy Acres

- Choose & Cut, Pre-cut, Ball & Burlap Christmas Trees
- Wreaths, Centerpieces & Swags
- Retail Shop





Arcy Acres

- Spring School Tours
- Tree Swap
 - Trades trees of different varieties with farmers in other parts of the state
- Christmas Tree Swimming Pool
 - To extend quality of trees
 - 1 of 2 in TN



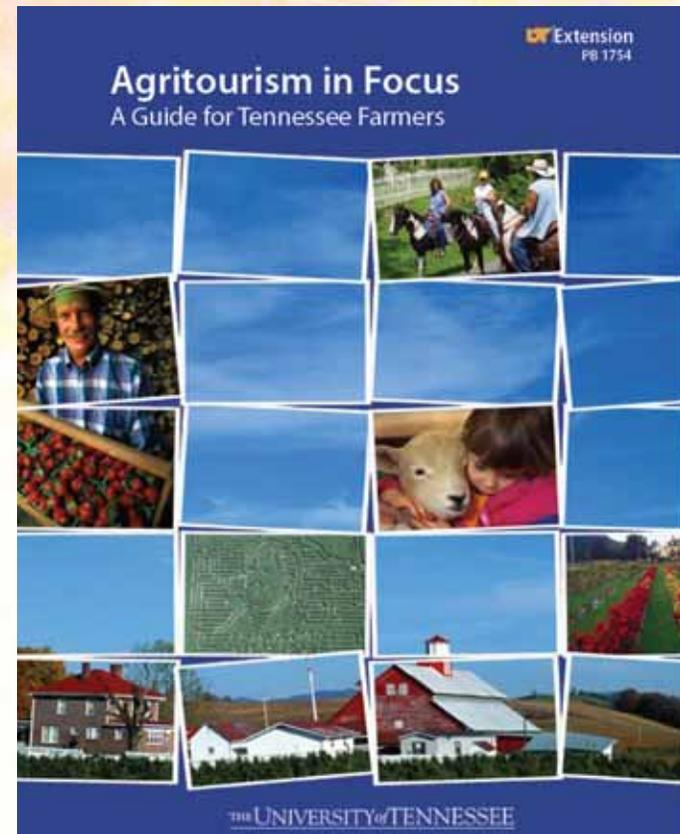
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Agritourism Resources

Agritourism in Focus

- 10 chapters of information for agritourism operators
- Available on-line at <http://cpa.utk.edu>



Tennessee Agritourism Today

Tennessee Agritourism Today 

An electronic newsletter dedicated to educating and informing agritourism industry partners

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Welcome to Tennessee Agritourism Today

Exciting things are happening in Tennessee agritourism as evidenced by the overwhelming participation of the Agritourism: Cultivating Farm Revenue conference in November.

It was incredible to watch more than 280 attendees soak up experience and expertise shared by 25 presenters and network with entrepreneurs and professionals from across Tennessee and 10 other states. The responses to the conference and other Tennessee Agritourism initiative activities are evidence of the dedication and ambition of agritourism entrepreneurs to learn and

build their businesses and the importance of the industry to rural communities.

While more educational programs are being planned for the future, I thought it may be useful to develop a method to communicate with agritourism industry partners periodically throughout the year. Thus, the idea for Tennessee Agritourism Today was born.

Tennessee Agritourism Today is an electronic newsletter designed to educate and inform agritourism operators and professionals who work toward enhancing the

industry. It will include information about available resources and opportunities, market trends, fundamental business concepts and other topics of potential interest. It may also provide a method to gain feedback from you about specific topics or issues.

I hope you enjoy the first issue of Tennessee Agritourism Today, and I look forward to trying out this new method of communication over the next few months.

Megan L. Bruch
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Agriculture

- To educate and inform agritourism industry partners
- Available on-line at <http://cpa.utk.edu>
- To subscribe to notification, send request and e-mail address to cpa@utk.edu

Agritourism: Cultivating Farm Revenue Conference

- January 22-23, 2007
- Pigeon Forge, TN
- \$75 registration fee
- Registration closes January 17
- More info at <http://cpa.utk.edu>

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