



Cultivating Tennessee Agritourism

The Tennessee Agritourism Initiative

**Governor's Forum on
Colorado Agriculture**

February 28, 2008



Megan L. Bruch
Marketing Specialist



Cultivating Tennessee Agritourism



- The Vision
- The Team
- The Plan
- Execution
- Outcomes and Impacts
- Factors of Success





The Vision



- Increase farm income and stimulate rural economies in Tennessee through agritourism





The Team

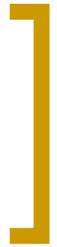


- The Tennessee Agritourism Initiative Partners
 - Tennessee State Departments
 - Agriculture
 - Tourist Development
 - Economic and Community Development
 - University of Tennessee Extension
 - Center for Profitable Agriculture
 - MANAGE – Area Farm Management Specialists
 - Tennessee Farm Bureau Federation
 - USDA Rural Development
- Later additions
 - Tennessee Department of Transportation
 - Tennessee Agritourism Association





The Plan



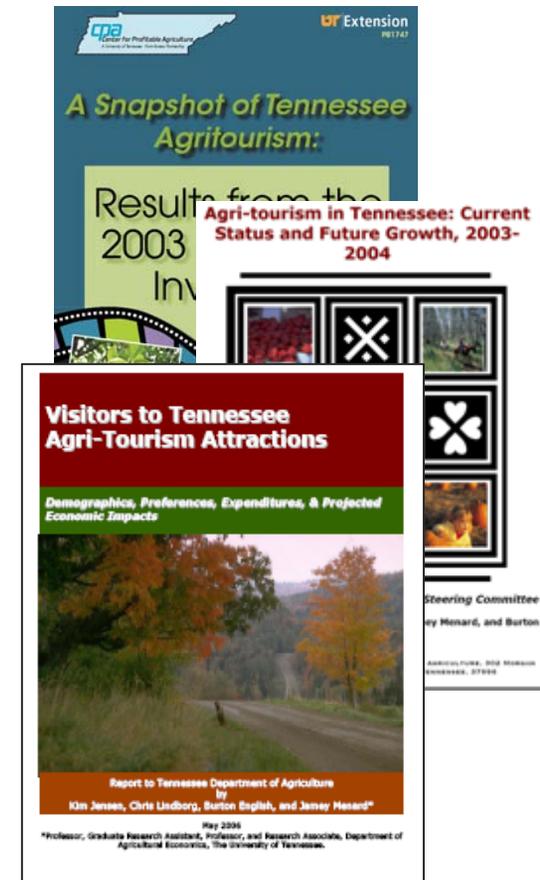
- Core team established and trained
 - Agritourism Coordinator – Dept. of Ag.
 - Extension – Value-Added State Specialist + 4 Area Farm Management Specialists
- 3-pronged approach
 - Research
 - Education
 - Promotion





Execution of Research

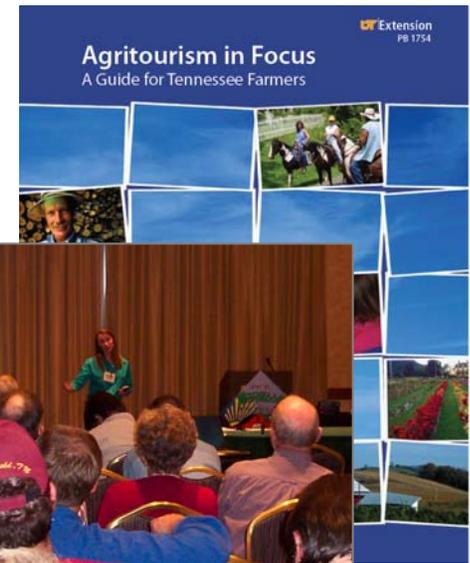
- Studies conducted on enterprises and visitors
 - Snapshot of the industry
 - Obstacles faced





Execution of Education

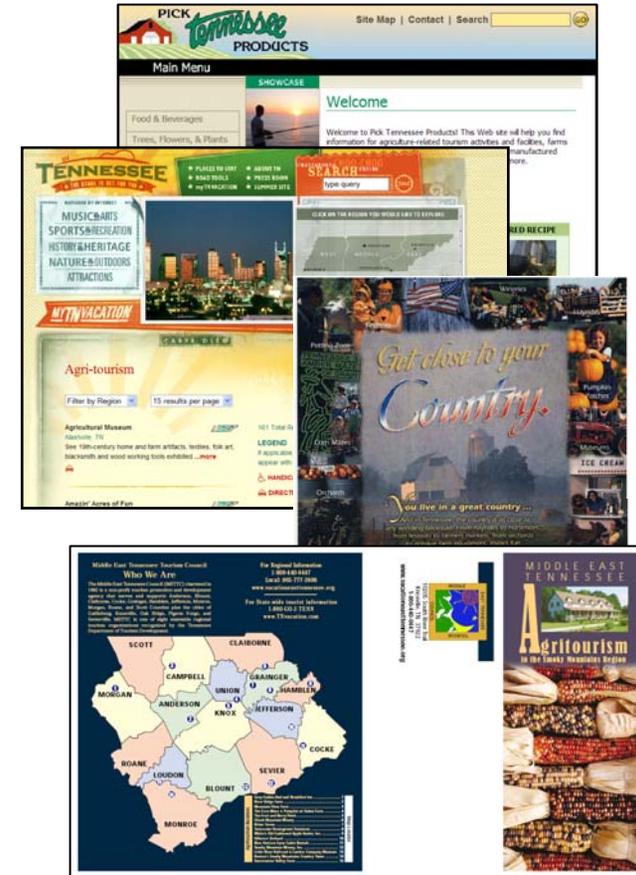
- Develop educational materials
- Regional workshops
- Statewide conferences
- One-on-one consultations and project analyses
- Extension agent in-services





Execution of Promotion

- Add agritourism components to Agriculture and Tourism marketing efforts
 - Web site listings for enterprises
 - Vacation guide listings for enterprises
 - Ads in vacation guide
 - Media push (press releases, radio spots, NPR sponsorships, etc.)
 - Grants to regional tourism organizations for agritourism brochure development





Outcomes and Impacts

- Greater understanding of industry
- Legislative change affecting liability
- More readily available and less expensive liability insurance
- Policy changes on Department of Transportation signage programs
- Focus on agritourism for Department of Agriculture cost-share program



Outcomes and Impacts

- Formation of Tennessee Agritourism Association
- Formation of Southeast Region Agritourism Forum





Outcomes and Impacts

- Increasing farm income and stimulating rural economies
 - Increased knowledge and skills of entrepreneurs
 - Increased awareness and support by community leaders
 - Increasing customer awareness of agritourism
 - Growing existing enterprises
 - New enterprises in development and consideration



Outcomes and Impacts

- Example impacts for one entrepreneur
(participates in workshops, conferences, project consultations and promotions)
 - Visitor number increased from 3,500 in 2004 to 25,000 in 2007
 - Number of part-time employees increased to 40
 - Increased price of admission
 - Added sales through on-farm market and concessions
 - Developing partnerships and sponsorship relationships
 - Continuing to add and improve attractions and offerings



Factors of Success

A unique combination of resources

- Interest from farmers and entrepreneurs
- Consumer trends
- Funding availability for the initiative
- Interest from community leaders, tourism organization leaders and others
- Interest and support of Governor Bredesen
- **Willingness and ability of the initiative partners to coordinate efforts**



Cultivating Tennessee Agritourism



- The Vision
- The Team
- The Plan
- Execution
- Outcomes and Impacts
- Factors of Success





Contact Information

Megan L. Bruch
Marketing Specialist
Center for Profitable Agriculture
P.O. Box 1819
Spring Hill, TN 37174
(931)486-2777

mlbruch@utk.edu

<http://cpa.utk.edu>

