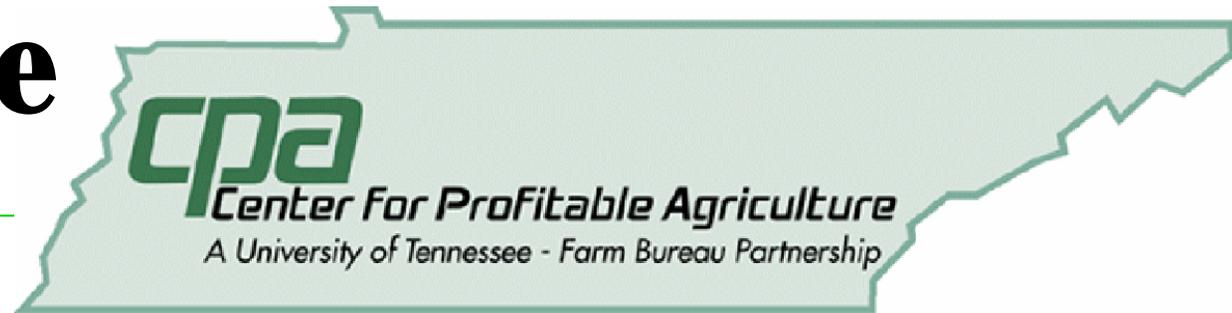


Economic Development and the

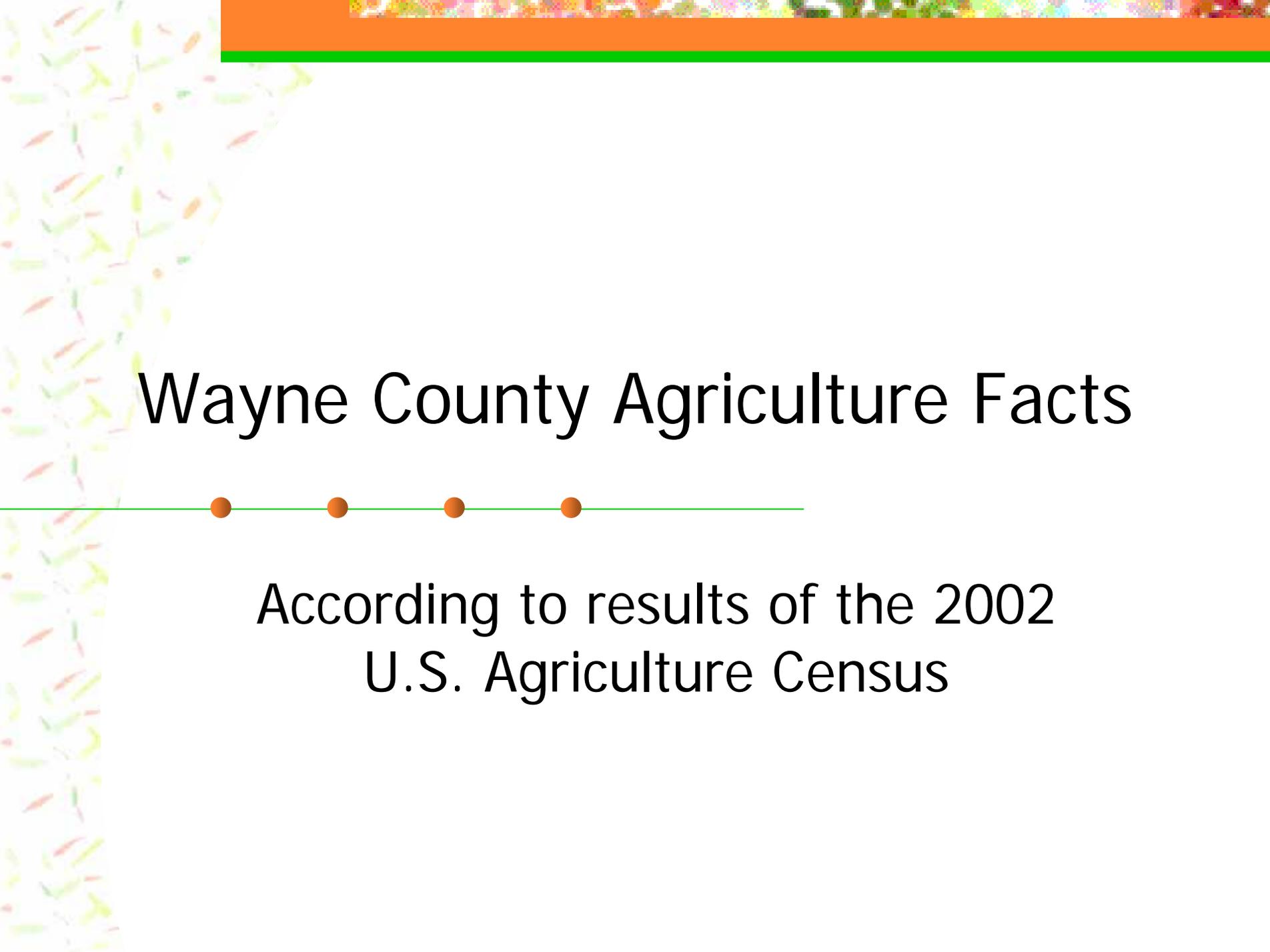


Leadership Wayne

April 6, 2005

Megan L. Bruch

Marketing Specialist



Wayne County Agriculture Facts

According to results of the 2002
U.S. Agriculture Census

Number of Farms

713

Land in Farms



124,977 acres

Market Value of Ag Products Sold

- \$9,796,000 Total
- \$13,740 Average per Farm
- \$1,330,000 Crops
- \$8,467,000 Livestock, Poultry & products

Total Farm Production Expenses

- \$8,414,000 Total
- \$11,751 Average per Farm

Principle Commodities

- Cattle and Calves
- Hogs and Pigs
- Layers
- Corn
- Wheat
- Soybeans
- Hay

Ag Products Sold Directly to Individuals

- 17 Farms
- \$31,000 in Sales

Center for Profitable Agriculture

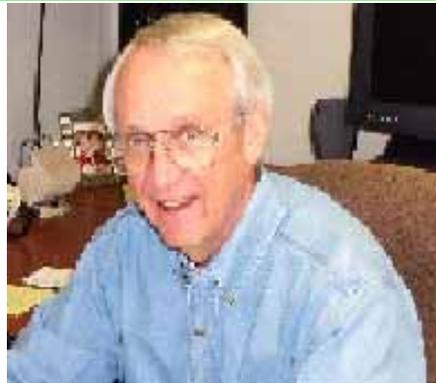
- Department in the University of Tennessee Extension
- Partnership of Tennessee Farm Bureau Federation and University of Tennessee Extension
- Memorandum of Agreement with TDA, Market Development Division



Our People



Rob Holland
***Feasibility
Specialist***



Dan Wheeler
Director



Megan Bruch
***Marketing
Specialist***



Amanda Ziehl
***Marketing
Specialist***



Peggy Hamlett
Area Specialist



Kim Martinez
***Principle
Secretary***

Mission

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



Definition of 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 Examples

• Commodity

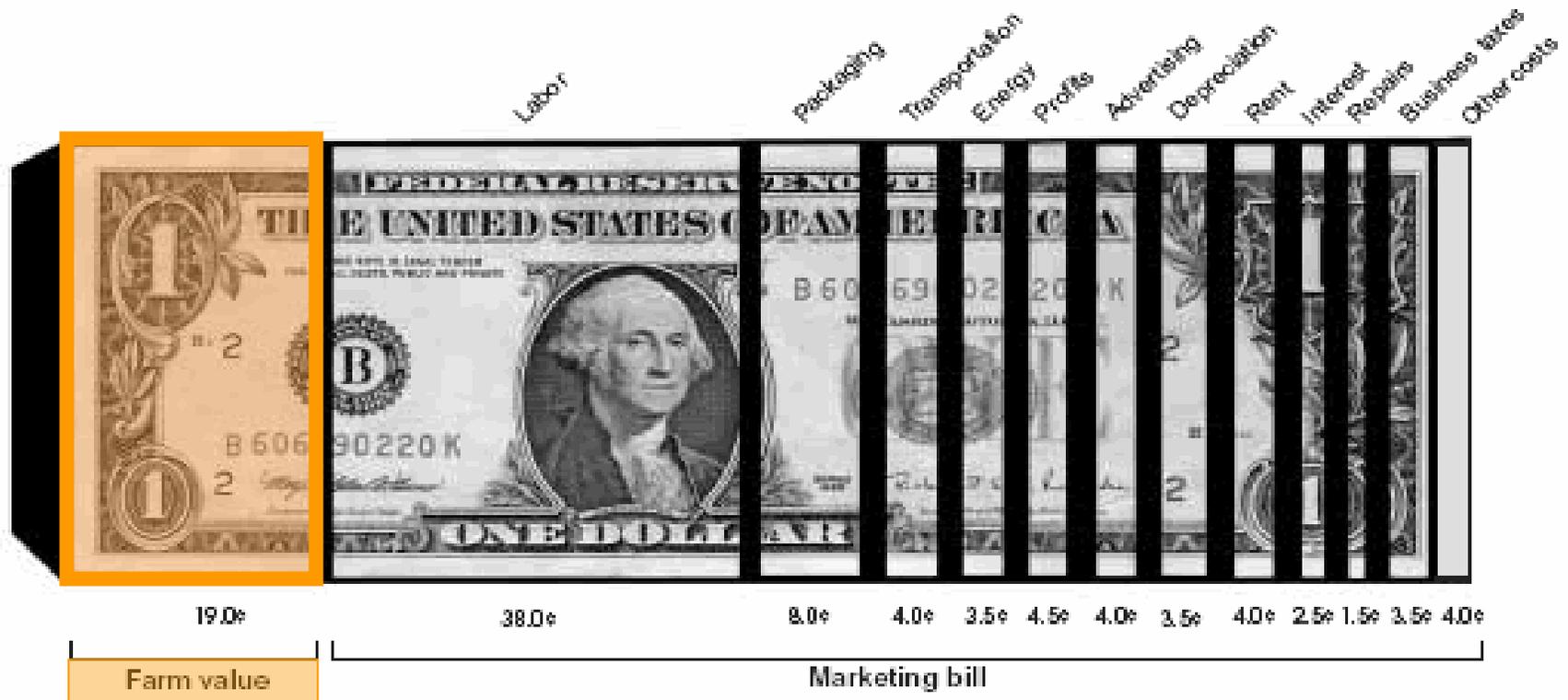
- Soybeans
- Milk
- Strawberries
- Composted Farm Wastes
- Tomatoes/Peppers
- Farm
- Timber



• Value-added Product

- Biodiesel Fuel
- Bottled Milk/Cheese/
Ice Cream
- Strawberry Preserves
- Packaged Soil
Conditioner
- Hot Sauce/Salsa
- Agri-Tourism/
Agritainment
- Flooring & Moulding

Farm Value of Food Dollar



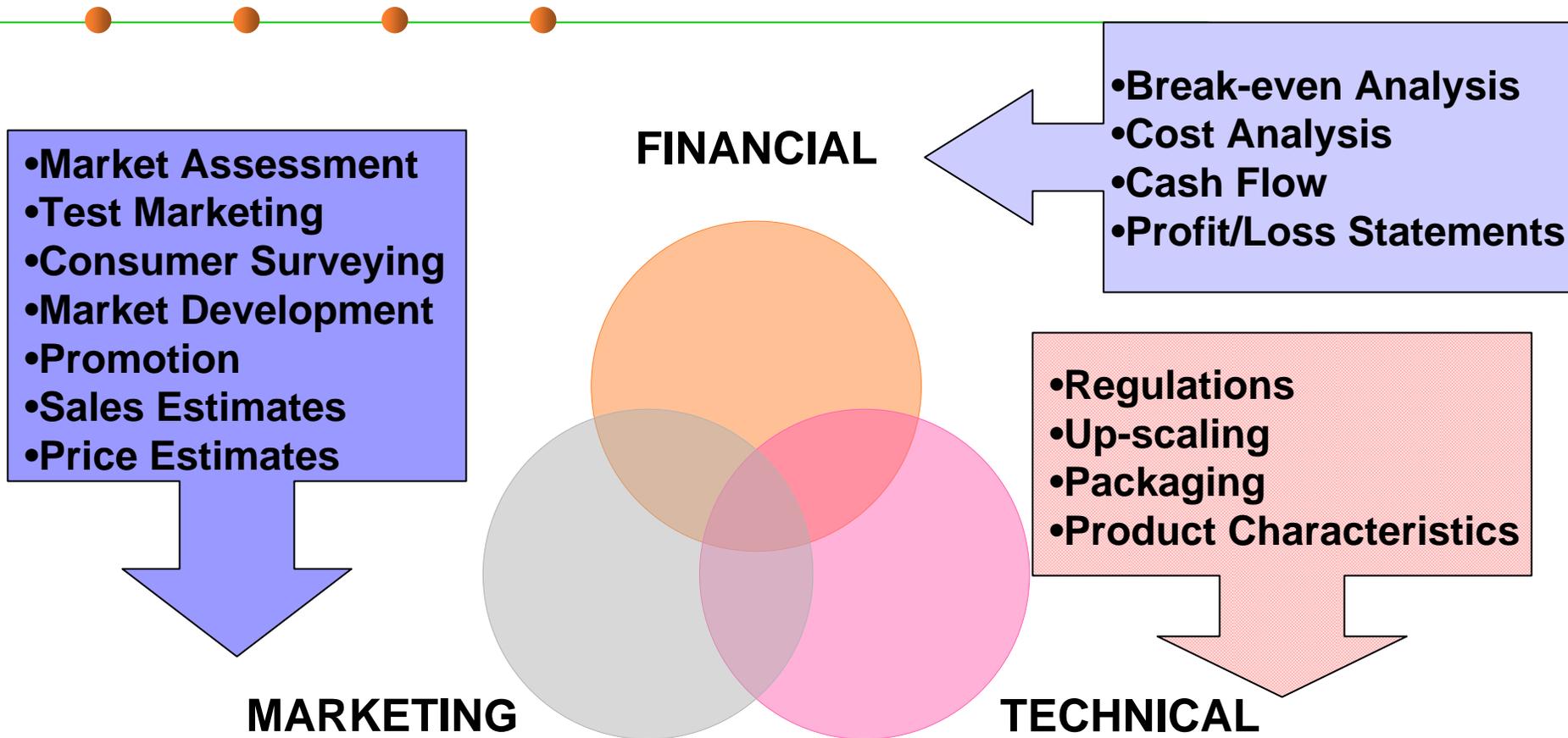
Source: USDA's Economic Research Service.

Need for Center's Services



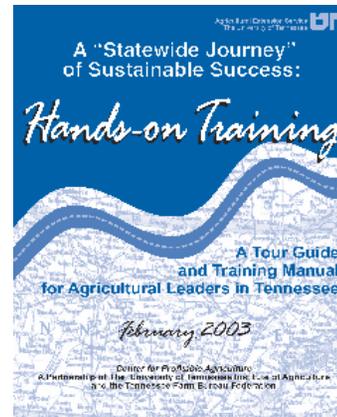
- 75% of small businesses fail within 1 year
- Only 13% make it beyond 5 years

Integrated Approach



Activities

- Farmer-Initiated Projects
- Educational Resources
- Market Development Surveys
- Proactive Project Leadership
- External Funding
- Cooperating Partners



Current Activities

- Tennessee Agritourism Initiative
- Hispanic Market Development Project
- Developing Rural Businesses Program



Tennessee Agritourism Initiative

In partnership with

- Department of Agriculture
- Department of Tourist Development
- Department of Economic and Community Development
- Farm Bureau
- USDA Rural Development



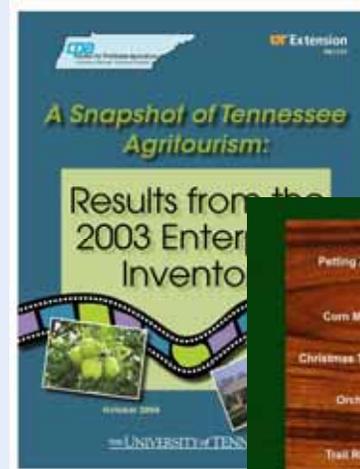


Objectives

1. Build farm income through agritourism
 2. Expand tourism income within rural communities
 3. Establish a sustainable, long-term program
- 
- 

Initiative Activities

- Research and investigations
- Promotions
- Teaching and outreach activities/events



Future Educational Efforts

- Producer Guide
 - Summer 2005
- State Conference
 - November 7-9, 2005
 - Franklin, TN



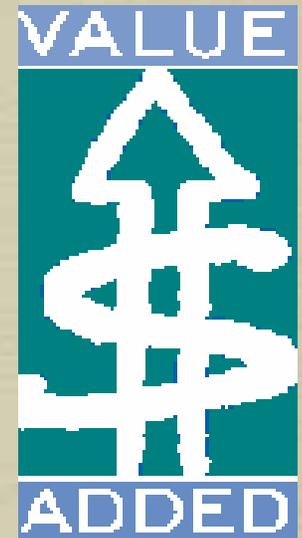
A close-up photograph of a dartboard with a single dart hitting the bullseye. The dartboard has a standard color scheme of yellow, red, and green segments. The dart has a silver barrel and a white feather fletching. The background is a light, textured surface.

Hispanic Market Development Project

**In partnership with the Tennessee
Department of Agriculture and
USDA Agricultural Marketing
Service (FSMIP Program)**

Purpose

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



Scope

- Consumer Demographic and Psychographic Analysis
- Retail Market Analysis
- Outreach Efforts



Developing Rural Businesses

In partnership with USDA Rural
Development

Target Area

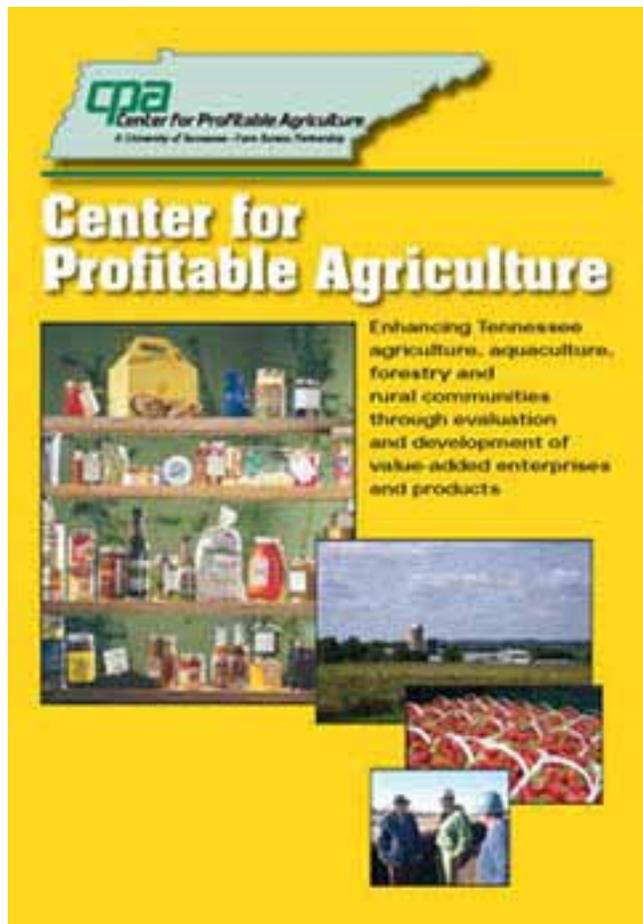


- Average unemployment rate = 45% above state (4/2004)
- Average median household income = 76% of the state (US Census-2000)
- 18% of all people in poverty (1999)
- 1/3 of state's tobacco production (2002)
- Production dropped 29% more than state between 1999 and 2002

Program Objectives

1. Provide technical assistance to small and emerging agribusinesses
2. Identify, assemble and disseminate information on resources that are available to assist, foster and develop value-added small business enterprises
3. Coordinate training opportunities that supplement technical assistance

For more information...



<http://cpa.utk.edu>

Contacting the Center

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