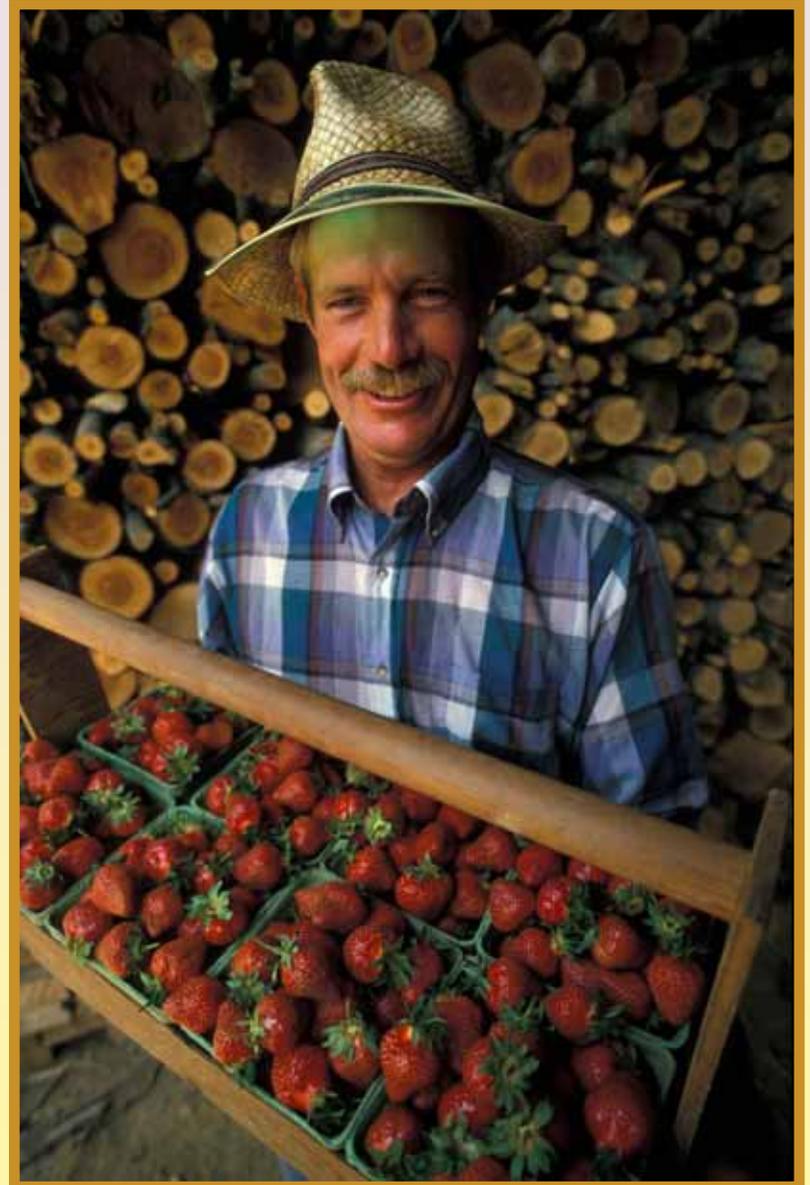
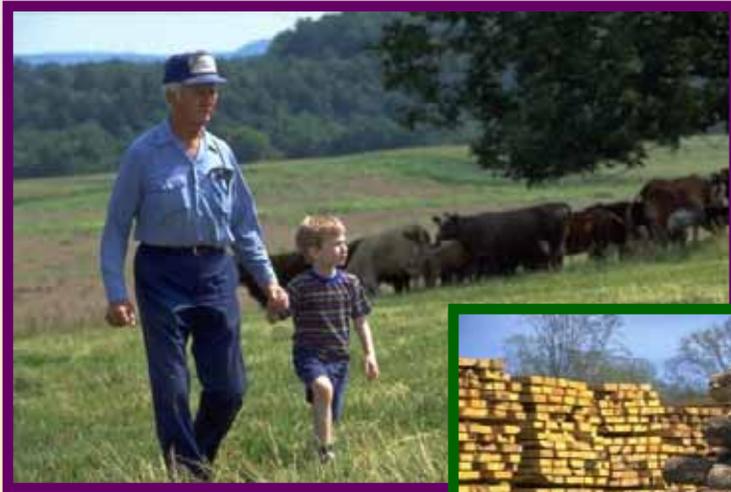


Tennessee Agri-Tourism:

“Another Opportunity
for Tennessee’s Small
Farms”



Agriculture is Big Business in Tennessee...



\$ 32.7 billion directly to Tennessee's economy each year



food, fiber and forestry systems



A few facts about ... Tennessee Agriculture

Number of Farms	87,460
Average Size	134 acres
Land in Farms	11,700,000
Land in Forest	11,800,000
Average Sales	\$30,000



Tennessee's Top Ten Over Time

1970

1. Cattle and Calves
2. Dairy Products
3. Tobacco
4. Soybeans
5. Hogs
6. Cotton
7. Eggs
8. Broilers
9. Greenhouse/Nursey
10. Wheat

1985

1. Cattle and Calves
2. Dairy Products
3. Soybeans
4. Tobacco
5. Hogs
6. Corn
7. Greenhouse/Nursery
8. Cotton
9. Broilers
10. Sorghum Grain

2002

1. Cattle and Calves
2. Broilers
3. Nursery/Floriculture
4. Soybeans
5. Cotton
6. Dairy Products
7. Corn
8. Tobacco
9. Tomatoes
10. Wheat

Issues

Facing Tennessee Agriculture:



- Loss of Traditional Crops
- Low Commodity Prices
- Urban Encroachment
- Acceptance of Alternatives
- Age of Farmers
- Profitability of Farming

The Tennessee Department of Agriculture...

- Forestry
- Regulatory Services
- Market Development



Tennessee Department of Agriculture Market Development Programs...

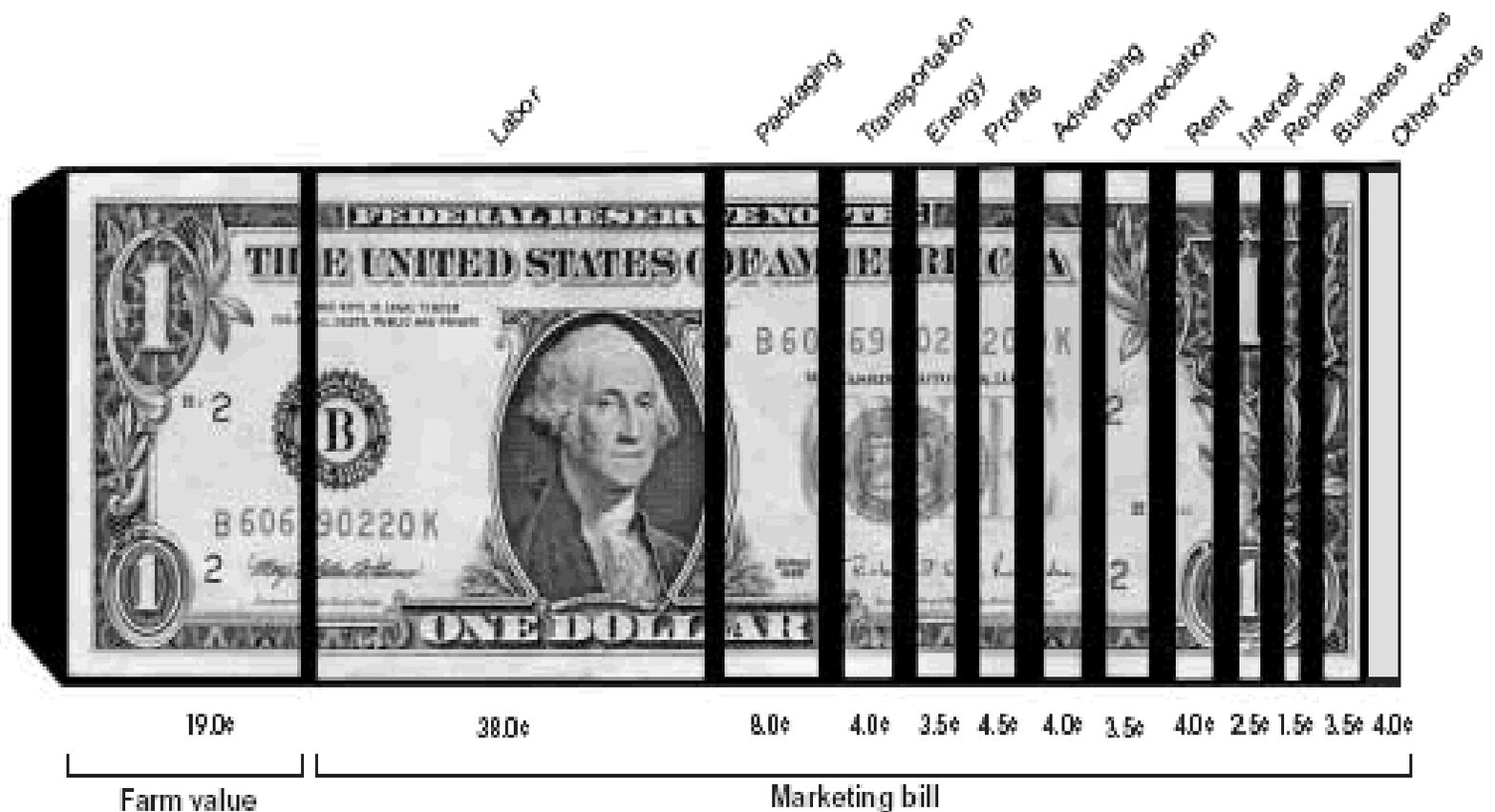
Build Farm Income



- Agri-business Recruiting
- International Marketing
- Domestic/Non-traditional Marketing
- “Pick Tennessee Products”
- Alternative Crops
- Livestock Grading
- Agricultural Development Fund (The “Tennessee Ag Tag”)

How do some farmers seek to build farm income?

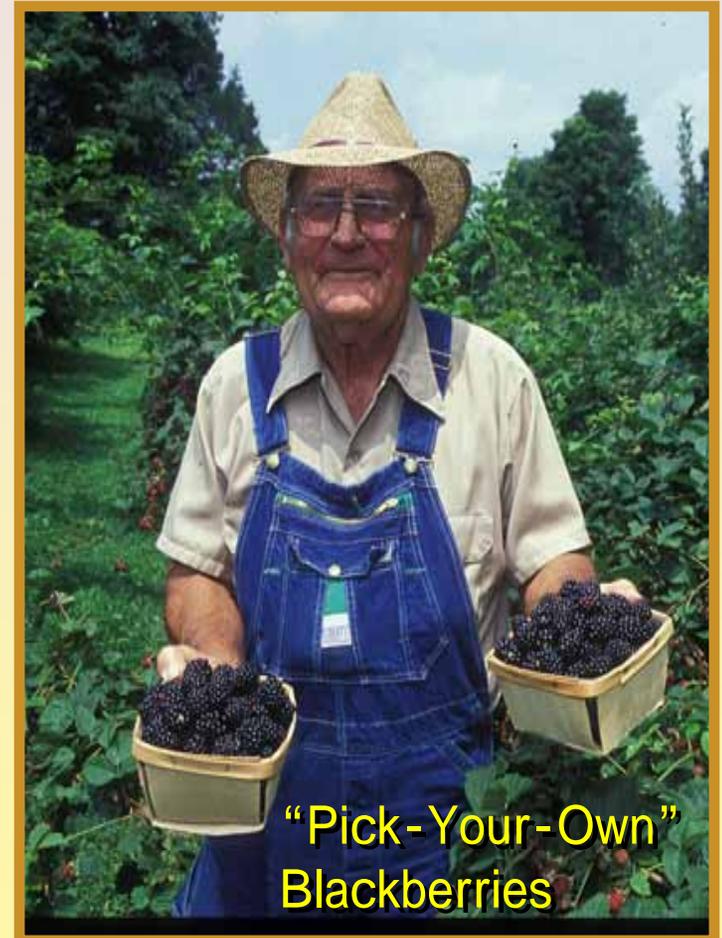
By Adopting Value-Added Agriculture



Source: USDA's Economic Research Service.

Adding Value = Commodity or products changed, produced or segregated such that a greater portion of the revenue derived from the value-added activity accrues to the producer

- Packaging
- Marketing
- Preparation
- Appeal
- Processing



Domestic Marketing Focus on Value-Added and Non-Traditional Products



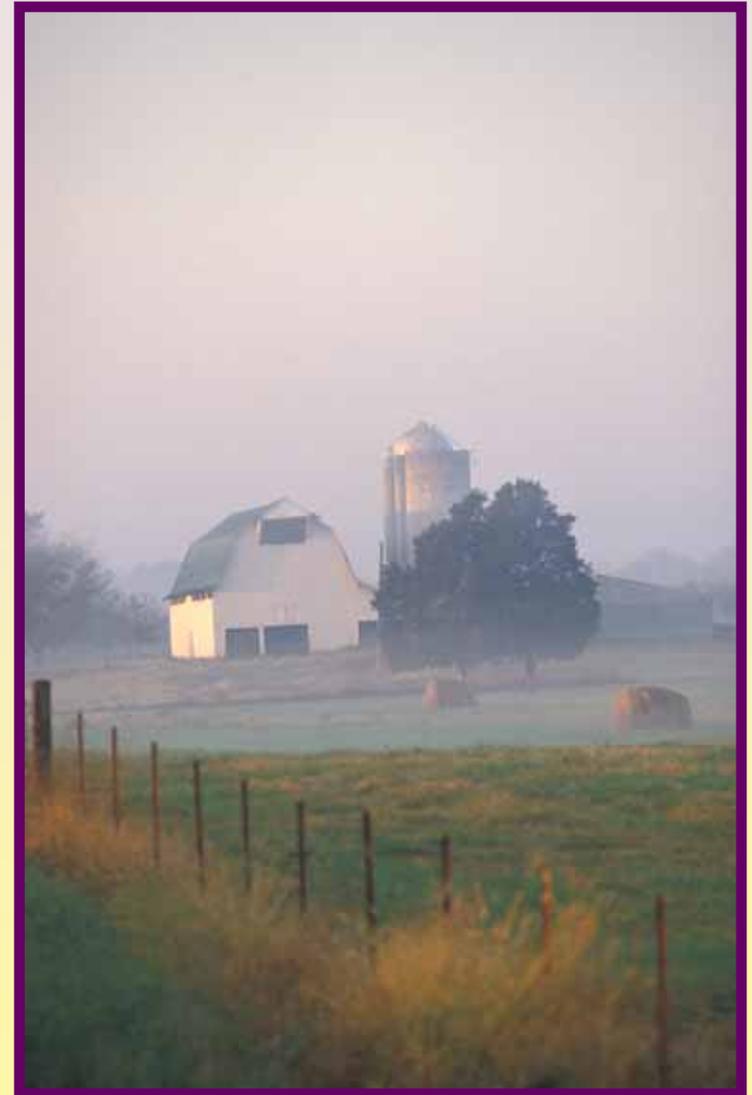
Economic Impact from the Travel Industry:

- 38 Million Visitors Generated Each Year
- \$10.4 Billion in Revenues
- 179,000 Tourism Jobs
- More than \$817 Million in State and Local Taxes



What Entices Tourists to Heritage and Cultural Sites?

- Desire for peace and tranquility
- Interests in the natural environment
- Nostalgia for rural heritage
- Rural recreation
- Inexpensive getaway
- Curiosity about the farming industry and lifestyle



Agri-Tourism

Some Tennessee Farms have a Big Opportunity to...



- add value to their products,
- maximize potential of their land, products and other resources,
- create new income and
- increase income for related businesses and their communities.

Could Agri-tourism Work for You?

Some important questions to ask about yourself...

- Do you enjoy meeting people?
- How do you feel about opening up your farm to strangers?
- Are you a leader and self-starter?
- Do you enjoy large groups of children?
- Are you comfortable making decisions?
- How good is your health?

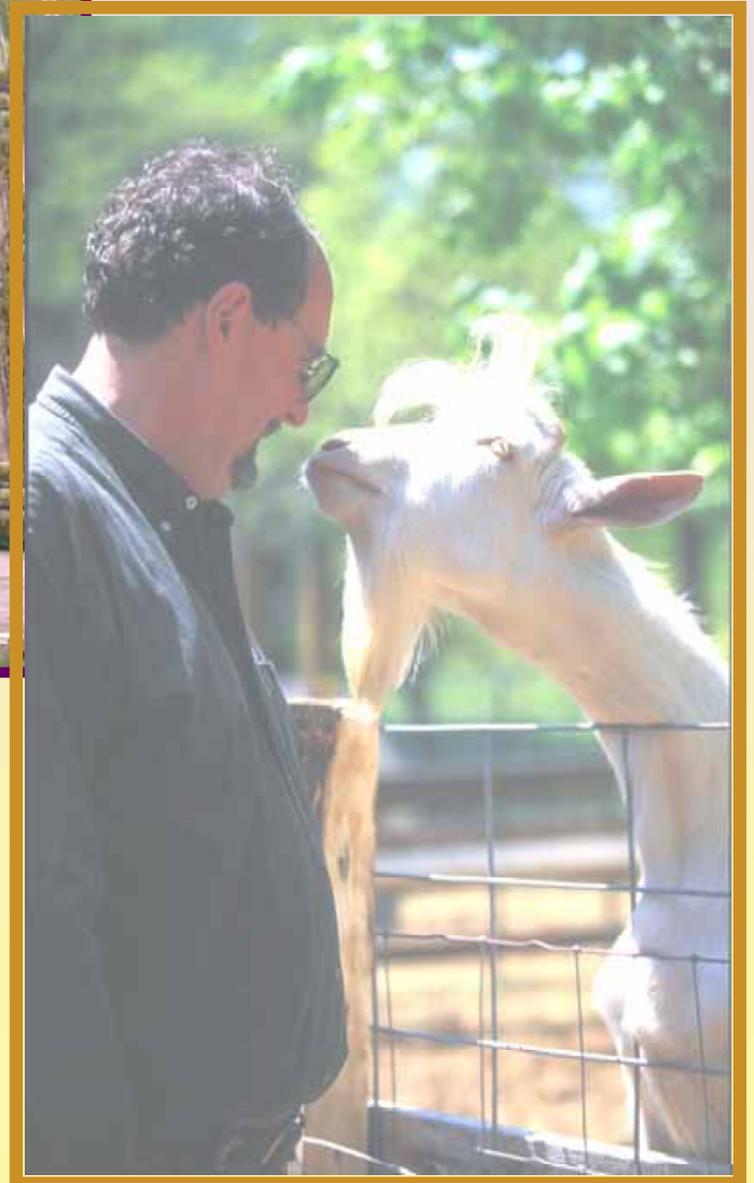
...and your property.

- How much land do I own or have access to?
- How could my property be used?
- Does my property or business have any unique characteristics?

What *is* Agri-tourism?

“An activity, enterprise or business which combines primary elements and characteristics of Tennessee agriculture and tourism and provides an experience for visitors which stimulates economic activity and impacts both farm and community income.”





A Few Agri-tourism Activities...

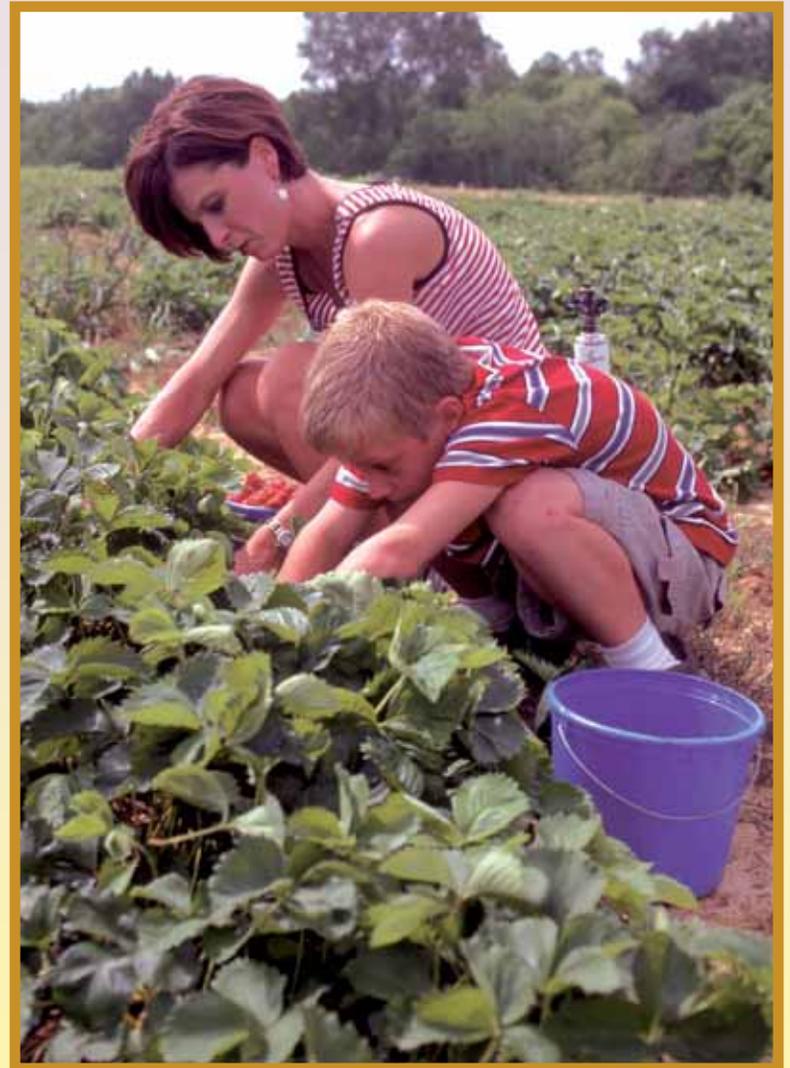
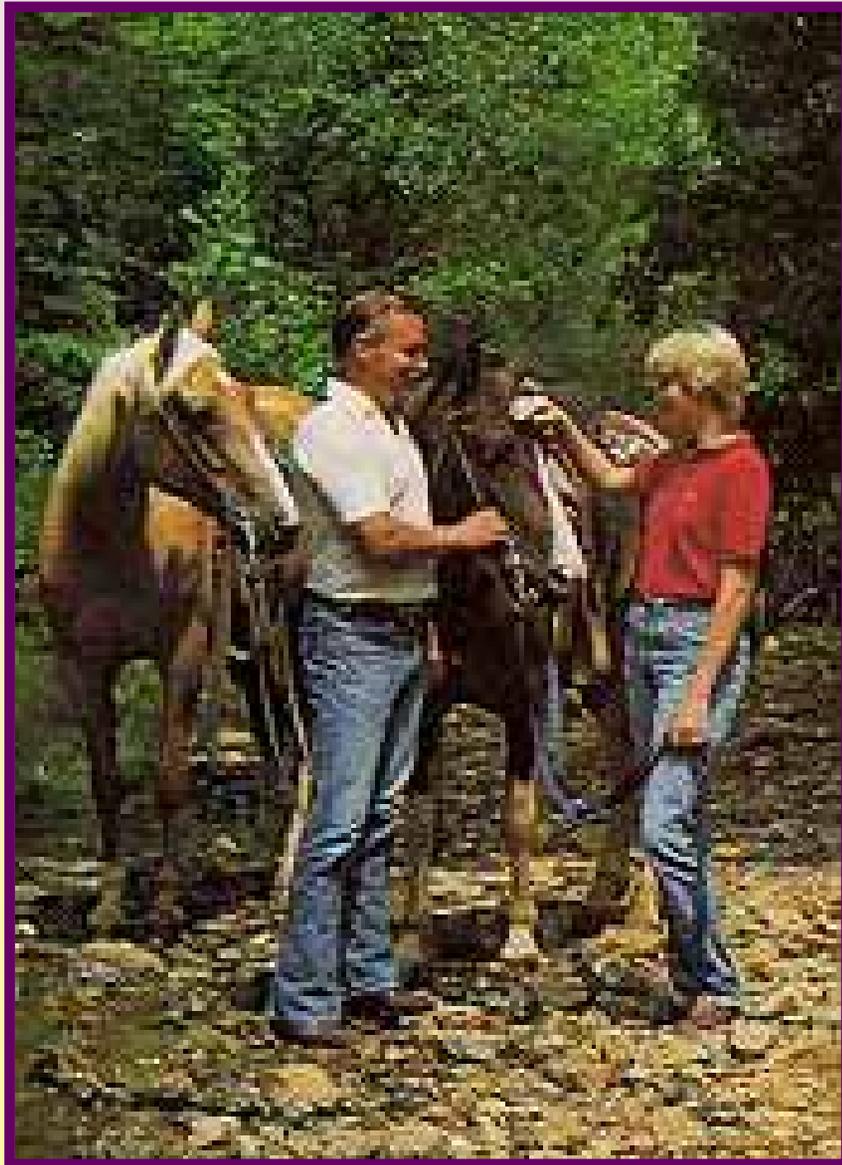
More activities...



On-Farm Tours



More Activities...





More Activities...





Agri-tourism includes...

- Agriculture-related museums
- Agriculture-related Festivals and fairs
- “Century” farms
- Corn maze enterprises
- Farmers markets
- On-farm tours
- On-farm retail markets
- On-farm vacations
- On-farm festivals, fairs
- On-farm petting zoos
- On-farm fee-fishing
- On-farm horseback riding
- On-farm bed and breakfasts
- Pick-your-own farms
- Wineries
- Heritage Trails



Agricultural Museums

Tennessee's Agri-tourism Initiative

- Build farm income through agri-tourism
- Expand tourist income within rural communities
- Establish sustainable, long-term program



Partners Facilitating New Farm Industry in Tennessee :

- Tennessee Department of Agriculture
- Tennessee Department of Tourist Development
- Tennessee Department of Economic and Community Development
- University of Tennessee Agricultural Extension Service
- Tennessee Farm Bureau Federation

“To increase farm income and make a positive impact on rural communities.”

Initiative supported with \$100,000 grant from USDA Rural Development.



The Most Important Partner:

UT Ag Extension Agents

Chambers of
Commerce

Convention
and Visitors
Bureaus

The
Farmer



Three Phases of Agri-tourism Initiative:

Phase I

Completed comprehensive inventory and assessment.

Phase II

Training, technical assistance and development underway.

Phase III

Promotions, advertising and marketing underway.



Phase I: Inventory and Analyses

- 600+ Identified
- 225 Officially listed
- Others can be added
- Identified key issues

Phase II: Training and Development

Training

- 2004 Workshops
- 2005 Statewide Conferences
- 2005 Workshops

Development

- Training Manual
- TDOT Revisions
- Farmer Assistance

2004 Training Workshops

February 12 - Jackson

February 19 - Franklin

February 25 - Morristown

March/April-TBA - Crossville

Morning

- Initiative Overview
- Agri-tourism Promotion Efforts
- Agri-tourism Success Stories
- Farm Safety

Afternoon Breakout Sessions

- Farm Liability
- Sign Programs
- Marketing
- Tourism Resources

Fee Hunting



Training Manual



- Assessing Your Resources
- Regulations
- Liability and Insurance
- Business Planning and Financing
- Marketing and Merchandising
- Visitor Relations
- Visitor Safety
- Resource Assessment Tool for Enterprise Consideration

Tourist Oriented Direction Signs (TODS) Tennessee Department of Transportation



Agri-tourism Assistance Teams

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U.T. Agricultural Extension Service
931-526-4561
E-mail: agallow2@utk.edu
- **Alice Rhea**
U.T. Agricultural Extension Service
865-982-6430 or 865-982-5250
E-mail: arhea@utk.edu



Other Experts as Needed

Phase III: Statewide/Regional Promotions

- Regional Brochures
- Seasonal Press Releases

and...



TENNESSEE COOPERATOR
Volume 40 June 1999 Number 6

June is Dairy Month!
See these and other stories inside:

- **Show honors keep tradition alive**
The Jack Caffey family of Readyville is accustomed to winning, and their herd of prize Jerseys continue to shine in the show ring. **Page 6**
- **Focus on forages**
An experimental plot near Whiteville provides valuable data for Co-op livestock and agronomy specialists to use in making feeding recommendations to beef and dairy producers. **Page 10**
- **Nash's dairy farm becomes classroom**
In a fitting June Dairy Month event, Albert and Rowena Nash invite students and adults alike to see how things are done at their Baxter farm. **Page 16**

John Harrison, who owns Sweetwater Valley Farm, is mixing modern dairy techniques with the age-old art of cheesemaking at his dairy near Loudon. The family farm is home to John and Celia, a physician at Sweetwater Hospital, and their four children, from left, John William, 3; Mary Lyndal, 7; Charles Allen, 1; and Sally Anna, 4. See story on page 14. — Photo by Glen Lford

The Harrison Family, Dairy Farmers and Makers of Sweetwater Valley Cheese

Press Releases

2004 Tennessee Vacation Guide

The only way to
See the beauty of the vineyard —
Hear the jazz
 floating across the lawn on a breezy summer evening —
Discover
 how Tennessee wines are made —
Experience all that
 Tennessee Wine Country has to offer — is to
Be there.

Sunset at an East Tennessee Winery



Jazz on the Lawn at Beachman Winery

Take Your Time in
 Tennessee Wine Country.

Visit www.picktnproducts.org or www.tennesseewines.com
 For a free brochure, call the Tennessee Department of Agriculture at 615.837.5555.



*Get close to your
 Country.*

You live in a great country ...
 And in Tennessee, the country is as close as any winding backroad. From hayrides to horserides, from festivals to farmers markets, from orchards to antique farm equipment, there's fun worth finding just about every day.

Find out what's going on right now in your part of the country!

www.TNVacation.com/agritourism
www.picktnproducts.org

Tennessee Department of Agriculture Market Development
 P.O. Box 40627, Nashville, TN 37204

Activities shown in the collage include: Festivals, Wineries, Hayrides, Petting Zoos, Tennessee's Amber Maze of Grain, Corn Mazes, Orchards, Trail Riding, Farm Tours, Farm Fishing, Fairs, Farm-Made Products, Pumpkin Patches, Museums, and ICE CREAM.

Other text in the collage includes: "Pick Your Own Farms" and "World Class Equestrian Events".

TNVacation.com/agritourism

or picktnproducts.org

Address <http://www.tnvacation.com/explore/agritourism/>

The State of Tennessee's Official Travel Planning Website.

Memphis' Farmers Market

Nashville Farmers Market

Tennessee

◀ Main |

- Explore Tennessee
- African American Guide
- Nature & Outdoor
- History & Culture
- Agri-Tourism
- Family & Kids
- Attractions
- Regions
- Music

Memphis' Farmers Market

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[Farm Fresh Produce](#)
[Farm Tours & Festivals](#)

Agri-Tourism

Agriculture has helped form every aspect of life in Tennessee—its culture, its music, its communities, its history, scenery and recreation. The term “agri-tourism”

Search Site

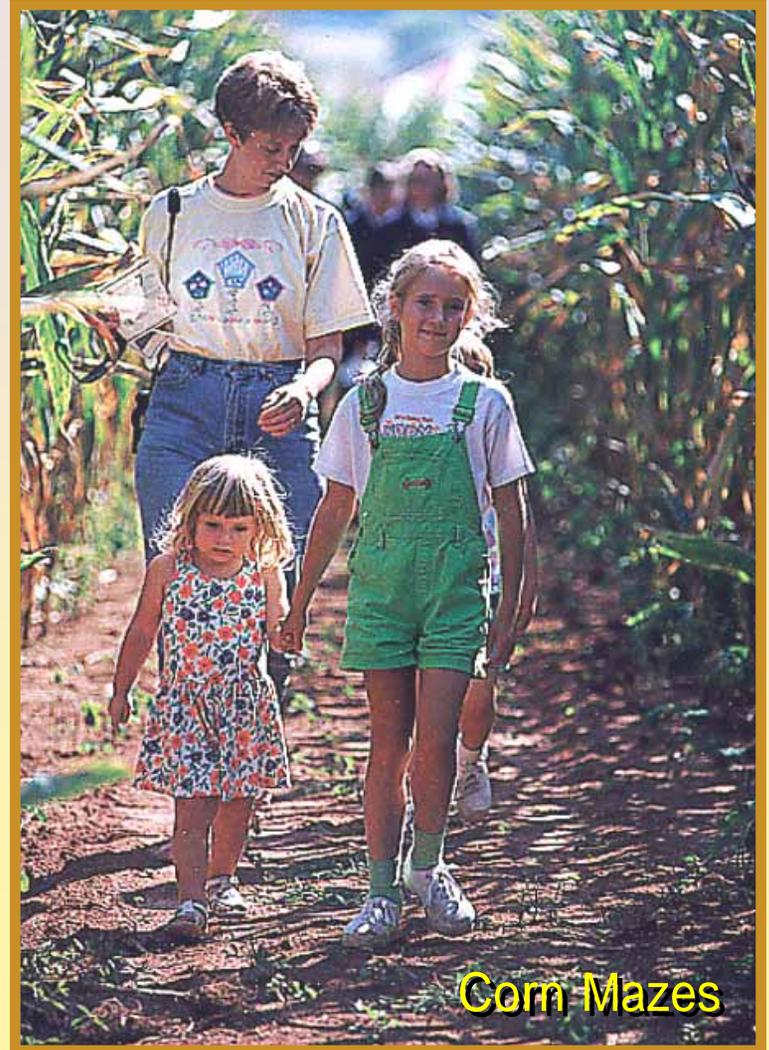
Order a Free Vacation Guide

Send a Virtual Postcard

Internet

With assistance from USDA Rural Development, ongoing programs have been put in place to...

- Assist
- Inventory
- Train
- Problem Solve
- Promote
- Measure and Evaluate



Could Agri-tourism help
You
Build Farm Income?

