

The

Tennessee Agri-Tourism Initiative:

“Big Opportunities for Tennessee’s
Small Farms”

Agriculture is Big Business in Tennessee...

\$ 56.7 billion annually to Tennessee's
economy

food, fiber and forestry systems

A few facts about ... Tennessee Agriculture

Number of Farms	77,000
Average Size	145 acres
Land in Farms	11,000,000
Average Age of Farmers	55.4 years
Average Sales	\$28,000

Tennessee's Leading Commodities (2002)

	<u>% of total</u>
1. Cattle and calves	17.2
2. Broilers	13.4
3. Nursery/Floriculture	9.8
4. Soybeans	9.1
5. Cotton	9.0
6. Dairy products	8.6
7. Corn	8.1
8. Tobacco	6.7
9. Tomatoes	2.2
10. Wheat	2.3

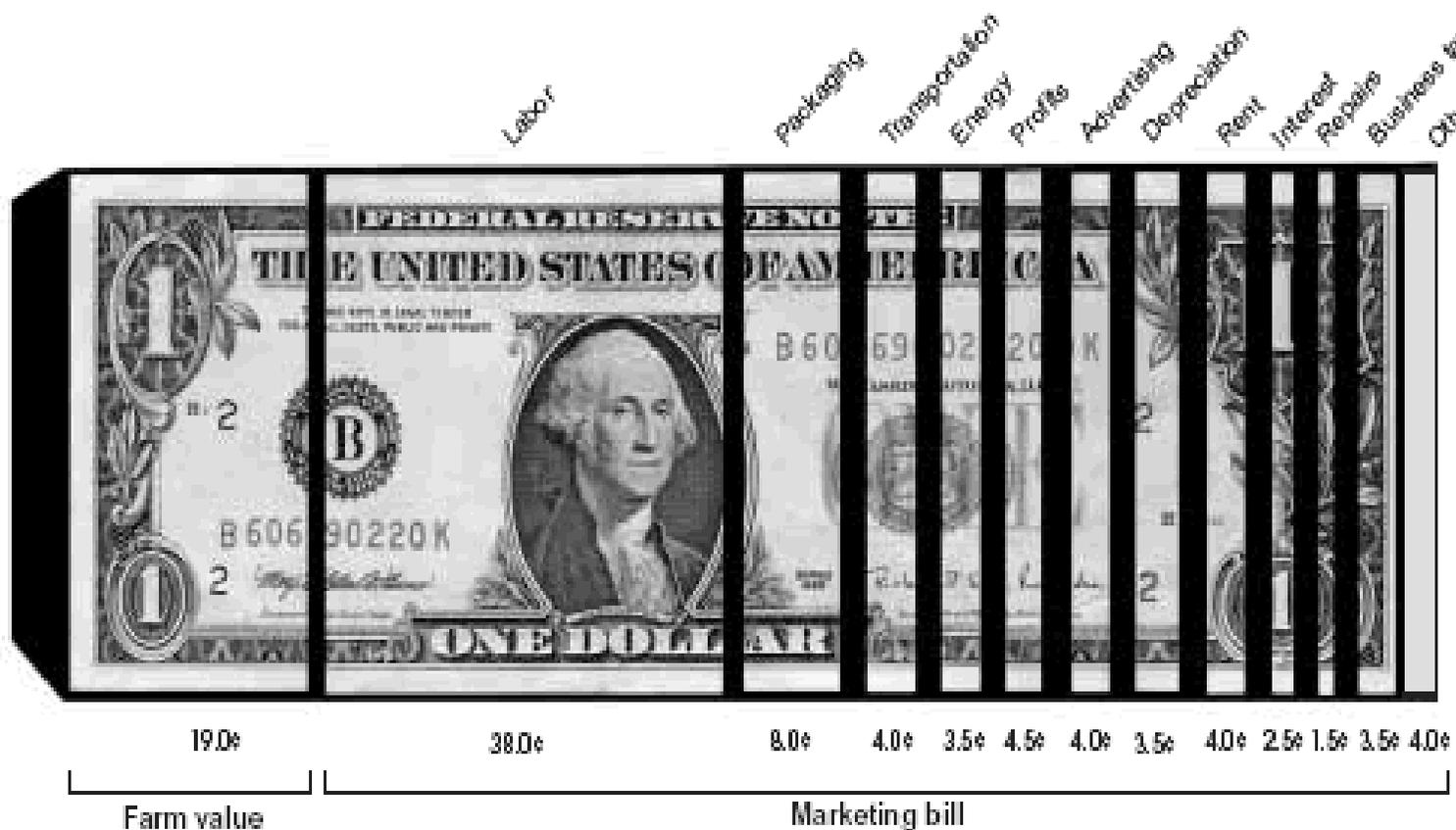
Issues

Facing Tennessee Agriculture:

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

Why is it Important to **Add Value** to Products On the Farm?

To Build Farm Income



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

The Tennessee Department of Agriculture...

- Ag Business Development
- Animal Health
- Plant Health
- Soil Conservation
- Market News
- Livestock Grading
- Ag Product Marketing

And Much More... Provides services benefiting
Tennessee farmers and
agribusiness

The Mission of Tennessee Department of Agriculture Market Development:

**Maximize economic opportunities for
Tennessee agriculture through innovative
marketing and promotional services.**

Build Farm Income

Agribusiness Development Programs of the Tennessee Department of Agriculture

- Agri-business Recruiting
- International Marketing
- Domestic Marketing
- Alternative Crops
- “Pick Tennessee Products”
- Livestock Grading
- Agricultural Development Fund

Domestic Marketing

- Fruits and Vegetables
- Processed Foods
- Equine
- Livestock
- Nursery and Floriculture
- Aquaculture and...
- **Agri-tourism**

The Agri-Tourism Initiative

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.

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

Where Has Tourism Come Since September 11?

- Hundreds of thousands of travel industry workers have lost their jobs
- But some travel components have seen positive changes
- Travel and tourism now is at the table with our national leaders

What is Today's Travel Decision Framework?

- Stress relief is critical
- Time is the new currency
- Family matters
- Travel closer to home is much more desirable
- Trips will be shorter
- People are getting off the beaten path

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.”

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

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 Center for Profitable Agriculture
- Tennessee Farm Bureau Federation

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

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

The Most Important Partner:

UT Ag Extension Agents

The Chamber of
Commerce

The
Farmer

Conventions
And Visitors
Bureau

Objectives of the Agri-tourism Initiative

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

Three Phases of Agri-tourism Initiative:

Phase I

Comprehensive inventory and assessment.

Phase II

Training, technical assistance and development.

Phase III

Promotions, advertising and marketing.

Phase I:

Inventory and Analyses

- **Identify existing operations through numerous sources**, including UTAES county offices, Tennessee Farm Bureau Federation, USDA state offices, local governments, chambers of commerce and visitors bureaus, agricultural organizations, Web sites, publications, etc.
- **Survey venues** to determine types of operation, demographics of clientele, issues, assistance needed, etc.
- **Conduct studies and analyses** using inventoried information, including types of assistance needed, information on each venue, visitor/customer information, evaluation of effectiveness of agri-tourism program, etc.

Phase II: Training and Development

- **Training activities will be conducted** including entrepreneurship, enhancing people skills, business and tax issues, marketing and merchandising, traffic flow, customer service, etc.
- **Establish Agri-tourism “Technical Assistance Team”**. Team will have representative from each sponsoring agency as needed, meet on site with operators to evaluate operation/site and offer assistance.
- **Regional conferences, speakers bureau** to address main tourism and agriculture groups about project. Develop training manual, self-assessment guides, other materials.
- **Facilitate formation of farmer-driven “Agri-tourism Association”** to help develop the agri-tourism sector, represent agri-tourism issues in public forums, etc.
- **Implement ways to assist farmers** with such issues as insurance affordability and availability, highway signs, etc.

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

Phase III: Promotion

1. **Capitalize on agricultural, heritage and cultural aspects.** Tourists experience rural lifestyles, values. Develop layout for Tennessee Vacation Guide 2004 and 2005. Produce variation of ad to use as a brochure.
2. **Coordinate press releases, other promotional efforts throughout year to promote seasonal agri-tourism operations (pick-your-owns, corn mazes, holiday events, etc.)**
3. **Various promotional tools will be used (brochures, print and broadcast media, heritage trail guides, Tennessee Vacation Guide, visitors centers, FAM tours, writer tours, etc.)**

Today: picktnproducts.org

January 1, 2004: TNVacation.com/agritourism

The screenshot shows a web browser window with the address bar containing <http://picktnproducts.org/>. The main content area features a large banner with the text "PICK TENNESSEE PRODUCTS" and a smaller logo on the right that says "PICK Tennessee PRODUCTS" with a house and field icon. Below the banner is a green sidebar with a list of categories, where "Agri-Tourism" is highlighted with a yellow box. The main content area has a central text block and a table of navigation links. On the right, there is a featured recipe section for "TENNESSEE PRAWNS" with an image of a pumpkin and prawns.

Address <http://picktnproducts.org/>

PICK TENNESSEE PRODUCTS

[HTTP://PICKTNPRODUCTS.ORG](http://picktnproducts.org)



AT THIS SITE

- Fruits & Vegetables
- Livestock
- Aquaculture
- Specialty Foods
- Food Manufacturers
- Tennessee Wines
- Nursery Products
- Agri-Tourism**
- Farmers Markets
- Tobacco
- Hay Directory
- International Marketing
- Agribusiness Dev
- Tennessee Prawns
- Non-Food Markets
- Organics

Let us show you how, where and why to choose Tennessee products. Find Tennessee processed and specialty products, and share the freshest and best foods with friends and family, at home or around the globe!

Department Home	Tenn Ag Museum
More Tenn Recipes	Christmas Trees
News Releases	Newsletter
The "Ag Tag"	Photo Gallery
Staff Directory	About Us
Ag Industry Directory	Market News Reports
Pick Tenn Products	Forest Products
Fairs	Contact Us



Featured Recipe!

TENNESSEE PRAWNS

Internet

Long Term Opportunities in Promotion:

- State of Tennessee News Bureau
- Partner Program through the CVB matching funds
- Regional ads in Vacation Guide
(example: “Agri-Cultural” Trail in the Tennessee Overhill region)
- Federal Grant opportunities
- Saturate statewide consumer publications

Project Timeline:

Fall 2003- Inventory begins. Information Gathering/Listening Tour; inform major agricultural civic, tourist groups about initiative

Winter 2004- Tennessee Vacation Guide, Agri-tourism Web Site Online, Brochures available, promote current operations through Web sites and press releases, inventory information compiled (inventory effort continues), survey existing operations for information (visitors, needs, etc.)

Spring-Fall 04- Training Seminars offered

Fall 04- Submit expanded section for Vacation Guide

Winter 05- 2005 Vacation Guide issued

Spring 05- Training Seminars offered

Promotions scheduled throughout this time period.

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