



Resources for Specialty Crop Growers Available Through the Center for Profitable Agriculture

Hal Pepper
Financial Analysis
Specialist

CENTER FOR
PROFITABLE AGRICULTURE
UFEXTENSION
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE

2015 Farmers Market Boot Camp Workshops
Cookeville, Alcoa, Greeneville February 16-18
Covington, Clarksville, Franklin February 24-26

The Center for Profitable Agriculture

- Department within



- Partnership with



Our Mission

*Helping Farmers
Analyze and
Develop Value-
Added Agriculture
Enterprises*

What is value-added?

Processing



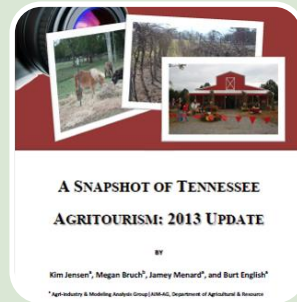
Direct Marketing



Agritourism



The Center for Profitable Agriculture and Specialty Crop Growers



Educational
Materials

Industry
Studies

Educational
Programs

Individual
Technical
Assistance

Staff Resources

- Rob Holland, Director
- Kim Giorgio,
Administrative Assistant
- Megan Bruch Leffew,
Marketing Specialist
- Hal Pepper, Financial
Analysis Specialist



Data/Studies Available

Value-Added Agriculture in Tennessee: A Summary of 2012 Census Results

December 2014

SP 769

Real. Life. Solutions.

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PROFITABLE AGRICULTURE
GREXTEN
INSTITUTE OF AGRICULTURE
THE UNIVERSITY OF TENNESSEE



A SNAPSHOT OF TENNESSEE AGRITOURISM: 2013 UPDATE

BY

Kim Jensen^a, Megan Bruch^b, Jamey Menard^a, and Burt English^a

^a Agri-Industry & Modeling Analysis Group | AIM-AG, Department of Agricultural & Resource Economics, The University of Tennessee, ^b Center for Profitable Agriculture, University of Tennessee Extension **OR**

Data/Studies Available

Visitors to Tennessee Agri-Tourism Attractions

*Demographics, Preferences, Expenditures, & Projected
Economic Impacts*



Report to Tennessee Department of Agriculture
by
Kim Jensen, Chris Lindborg, Burton English, and Jamey Menard*

May 2006

*Professor, Graduate Research Assistant, Professor, and Research Associate, Department of
Agricultural Economics, The University of Tennessee.

Agricultural Extension Service
The University of Tennessee
198 1665

Targeting School Groups for Agritainment Enterprises:

*Summary of a Schoolteacher
Survey in Tennessee*



CPA Home Page

https://ag.tennessee.edu/cpa/Pages/default.aspx

Most Visited ☐ Getting Started

Allow ag.tennessee.edu to run "Silverlight"?

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INSTITUTE ACADEMICS AG RESEARCH EXTENSION VETERINARY

This Site: Center for Prof


Center for Profitable Agriculture

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UT Institute of Agriculture > Center for Profitable Agriculture

Center for Profitable Agriculture

Helping Farmers Develop Value-Added Enterprises



Agritourism

From school field trips to special events venues, agritourism is a way to add value to farm resources.

Program Areas – Farmers Markets

The screenshot shows the website for the UT Institute of Agriculture, The University of Tennessee. The header includes navigation links for UT SYSTEM, UTK, MYUTK, MYSITE, ONLINE@UT, TMAIL, A-Z, and PEOPLE. Below these are links for INSTITUTE, ACADEMICS, AG RESEARCH, EXTENSION, and VETERINARY. A search bar is present with the text "This Site: Center for Prof" and a magnifying glass icon. The main banner reads "Center for Profitable Agriculture". Below the banner is an orange navigation bar with links: ABOUT THE CENTER, PROGRAM AREAS, EDUCATIONAL EVENTS, RESOURCES, INDIVIDUAL ASSISTANCE, and SUCCESS STORIES. At the bottom, a breadcrumb trail reads: UT Institute of Agriculture > Center for Profitable Agriculture > Farmers Markets.

Farmers Markets

E-mail News

Sign up to receive e-mails with information regarding upcoming educational events and available resources. Send a request to join the farmers market news list with your name and e-mail address to cpa@utk.edu.

2014 Farmers Market Boot Camp Presentations	Presenter
Are You Covered When Selling Fruits and Vegetables? Be Informed About Product Liability Risk	Hal Pepper
Catch Your Customers' Eye...With a Great Display of Colorful Fruits and Vegetables	Amy Tavalin
Guidelines for Sampling Produce at the Farmers' Market	Faith Critzer
How to Be Successful at a Farmers Market	Amy Tavalin
Get On Board! How to Increase Sales of Fruits and Vegetables With Alternative Sources of Payment How to Increase Sales of Fruits and Vegetables With Alternative Sources of Payment	Amy Tavalin
Keep the Wolves at Bay - Know the Rules About Business Tax When Selling Fruits and Vegetables	Hal Pepper
Calling All Cooks - Processing Fruits and Vegetables for Added Value. Part I	Faith Critzer

Farmers Market Resources

- Farmers Market State Compliance Guide
- The Tennessee Department of Agriculture Division of Consumer and Industry Services offers a guidance document for foods sold at farmers markets.
- Farmers Market Price Reports
- The farmers market price reports weekly prices from a selection of farmers markets around Tennessee and Kentucky. The prices reported are predominant prices during each particular week. These reports may be useful for vendors selling at farmers markets or those considering using farmers markets as a marketing outlet, as well as Extension agents.

Educational Events



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UT Institute of Agriculture > Center for Profitable Agriculture > Educational Events

Educational Events

Event Title	Date, Time and Location	Topic(s)	Leaders
Locally Raised Beef Marketing Workshop <ul style="list-style-type: none"> Workshop Flier <p>This workshop qualifies as a "half-credit" toward the educational requirements to receive 50% TAEP cost share for Producer Diversification Value-Added sectors with farm fresh meat project ONLY.</p>	<p>This workshop will be offered in three locations:</p> <ul style="list-style-type: none"> March 19, 2015 - Loudon March 24, 2015 - Waverly March 26, 2015 - McMinnville 	<p>Sessions will include these topics:</p> <ul style="list-style-type: none"> Consumer preferences for local beef - results of a survey of Tennessee consumers Marketing lessons learned from Tennessee value-added beef producers - results from producer focus groups Developing a meat marketing budget 	<p>Megan Bruch Leffew (CPA)</p> <p>Hal Pepper (CPA)</p>
Marketing Live Animals for Custom Processing and How Much Meat to Expect from a Meat Carcass <ul style="list-style-type: none"> Workshop Flier <p>This workshop qualifies as a "half-credit" toward the educational requirements to</p>	<p>This workshop will be offered in three locations:</p> <ul style="list-style-type: none"> March 2, 2015 - Greeneville March 9, 2015 - Lebanon March 10, 2015 - Paris 	<p>Sessions will include these topics:</p> <ul style="list-style-type: none"> How much meat to expect from a beef carcass Improving communications with your processor Regulations for selling live animals for custom processing How to develop a bill of sale to document live animal transactions 	<p>Dwight Loveday (UT Food Science)</p> <p>Rob Holland (CPA)</p>

Resources – UT Extension Publications

Center for Profitable Agriculture

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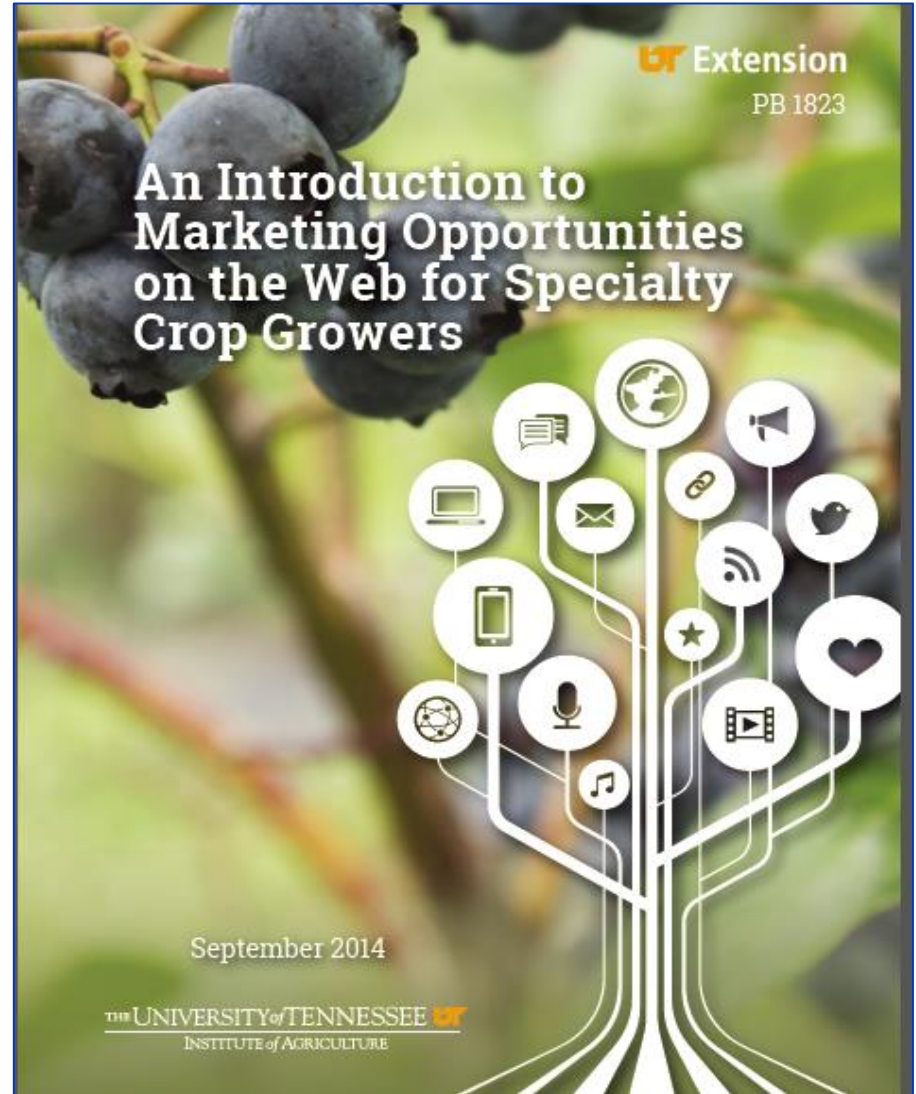
[SUCCESS STORIES](#)

[UT Institute of Agriculture](#) > [Center for Profitable Agriculture](#) > [UT Extension Publications](#)

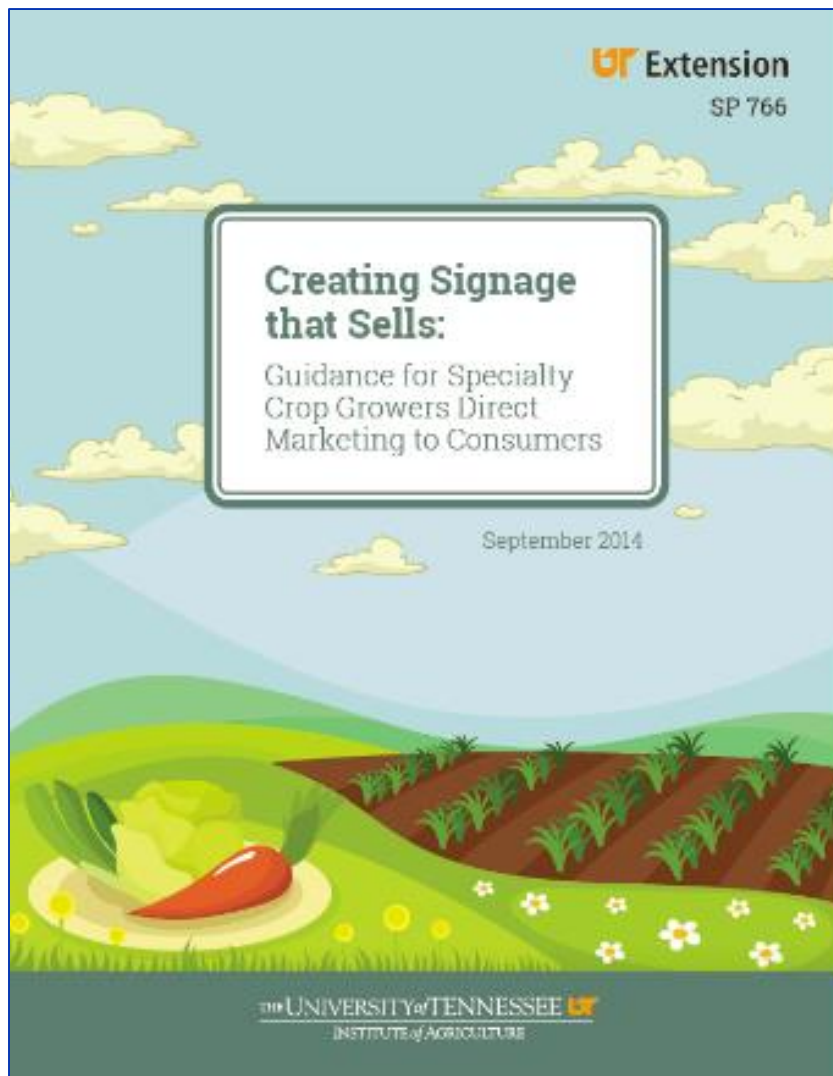
UT Extension Publications



New Marketing Publications



New Marketing Publications



Center for Profitable Agriculture

HOW TO HANDLE COMPLAINTS AND POOR REVIEWS ON SOCIAL MEDIA: DIRECT MARKETING TIPS FOR SPECIALTY CROP GROWERS

Megan Bruch Laffew, Marketing Specialist, Center for Profitable Agriculture

Social media is integral to today's marketing plans as a means for businesses — including specialty crop growers directly marketing to customers — to connect with, build and maintain relationships with customers. Customers can interact with businesses on social media and voice their comments, suggestions and complaints in a public forum. Many businesses encourage customers to post reviews, pictures and comments about their experiences as a means of generating word of mouth referrals and obtaining feedback on their products and services. Not all of the posts and reviews by customers are positive, however.

If handled appropriately, both positive and negative posts can create opportunities for growers to build relationships with customers.

This fact sheet provides some tips on how specialty crop growers can most effectively deal with complaints and poor reviews on social media. Several of these tips come from growers and industry partners who answered a call for tips on their associations' members' only Facebook pages. Additional information was adapted from Southern Style Hospitality, a customer service training program offered through the Center for Profitable Agriculture.

1. When available, set privacy settings carefully on social media tools to manage posts and comments.

- Currently, some social media tools, such as Facebook, allow you to set parameters on posts and comments. In some cases, you can determine who can post, where comments are allowed and if posts have to be approved before being made public. You can set a profanity filter to various strengths and even block posts and comments containing designated words.

2. Monitor social media for reviews, comments, suggestions and complaints.

- You can only address comments that you are aware of. Therefore, it is important to actively check and search for reviews, comments, suggestions and complaints on social media. This includes social media tools where you have actively created a presence, such as a business Facebook page or Twitter account, as well as on sites where you may not have an active presence — on a customer's blog or review sites such as Yelp or TripAdvisor.

Marketing Publications

- A General Guide to Pricing for Direct Farm Marketers and Value-Added Agricultural Entrepreneurs (PB1803)
- Making the Most of the Market: Merchandising Considerations for Direct Farm Marketers (PB1794)
- Pick Your Own: A Farmers Guide to a Pick-Your-Own Operation (PB1802)
- A Farmer's Guide to Marketing through Community Supported Agriculture (CSAs) (PB1797)
- Choosing Direct Marketing Channels for Agricultural Products (PB1796)

Food Processing Publications

- Getting Started in a Food Manufacturing Business in Tennessee (PB1399)
- Manufacturing Acidified Foods in Tennessee (SP747-A)
- Manufacturing Formulated Acid Foods in Tennessee (SP747-B)
- Adding Value to Tennessee Agriculture Through Commercial Food Processing Enterprises (PB1710)

Food Processing Publications

- Basic Regulatory Considerations for Retail and Non-retail Meat Sales in Tennessee (PB1805)
- How Will Your Food Be Regulated? (PB1604)
- Husking Walnuts for Sale in Tennessee (D14)
- Sales Tax in Tennessee on the Purchase and Sale of Farm Products (PB1806)

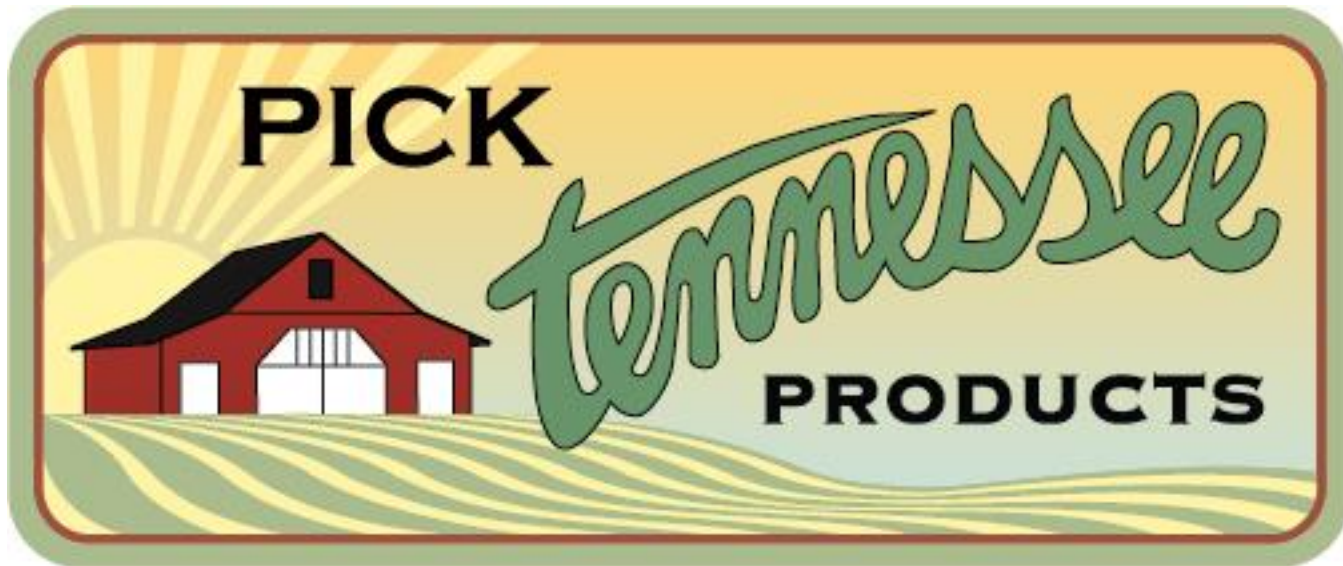
Online Resources

- Ag.Tennessee.edu/cpa
- facebook.com/ValueAddedAg
- E-news Lists
 - Agritourism e-News List
 - Farmers Market e-News List
 - Value-Added Dairy e-News List
 - Value-Added Beef Google Group
 - To join, email cpa@utk.edu and request to be added to the list or group(s) you are interested in.



“Thanks” to:

- Tennessee Department of Agriculture





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