

Table 1. Number of Tennessee Farms with Direct Sales to Consumers, Value of Farm Products Sold Direct to Consumers, Number of Tennessee Farms with Agritourism and Recreational Service Sales, and Value of Agritourism and Recreational Service Sales from 1997 to 2017.					
	1997	2002	2007	2012	2017
Number of Tennessee Farms with Direct Sales to Consumers	2,694	3,392 (25.9%)	3,581 (5.6%)	3,679 (2.7%)	3,773*
Value of Food Products Sold Directly to Consumers	\$8,380,000	\$11,227,000 (34.0%)	\$15,380,000 (37.0%)	\$19,182,000 (24.7%)	\$34,844,000*
Average Sales Per Farm of Farm Products Sold Directly to Consumers	\$3,111	\$3,310 (6.4%)	\$4,295 (29.8%)	\$5,214 (21.4%)	\$9,235*
The Number of Tennessee Farms with Agritourism and Recreational Service Sales	N/A	N/A	510	616 (20.8%)	644 (4.5%)
The Value of Agritourism and Recreational Service Sales	N/A	N/A	\$6,507,000	\$11,915,000 (83.1%)	\$14,519,000 (21.9%)
Average Sales Per Farm of Agritourism and Recreational Service Sales	N/A	N/A	\$12,759	\$19,342 (51.6%)	\$22,545 (16.6%)
Numbers in parentheses indicate the % change from the previous census year. *Data from 2017 are not directly comparable to previous years. Sales of value-added products for human consumption were included in 2017 while excluded in previous years. N/A indicates data not collected. Source: USDA, National Agricultural Statistics Service, Census of Agriculture – 1997, 2002, 2007, 2012 and 2017.					

Most of Tennessee’s direct sales to consumers and agritourism and recreational service sales are by farms with less and \$5,000 in total annual sales of agricultural products. Farms with less than \$5,000 in total agricultural product sales per year represent 54.5 percent of all farms directly marketing products to consumers for human consumption. Farms with less than \$5,000 in total agricultural product sales per year represent 41.7 percent of all farms with agritourism and recreational service sales. Table 2 shows the number of farms with direct sales to consumers for human consumption and agritourism and recreational service sales by category of total agricultural product sales per year.

Table 2. Number of Tennessee Farms Directly Marketing Products to Consumers for Human Consumption and Agritourism and Recreational Services by Category of Total Sales of Agricultural Products Per Year (2017)						
	Direct Sales to Consumers			Agritourism and Recreational Sales		
Sales Levels	Number of Farms	Sales	Percent of Farms	Number of Farms	Sales	Percent of Farms
Less than \$1,000	706	\$338,000	18.7	142	\$3,257,000	22.0
\$1,000 to \$2,499	786	\$706,000	20.8	62	\$758,000	9.6
\$2,500 to \$4,999	566	\$1,100,000	15.0	65	\$654,000	10.1
\$5,000 to \$9,999	561	\$1,792,000	14.9	67	\$955,000	10.4
\$10,000 to \$24,999	590	\$3,847,000	15.6	112	\$2,630,000	17.4
\$25,000 to \$49,999	311	\$4,513,000	8.2	70	\$3,184,000	10.9
\$50,000 to \$99,999	129	\$3,094,000	3.4	32	\$836,000	5.0
\$100,000 to \$249,999	78	\$4,965,000	2.1	36	\$837,000	5.6
\$250,000 to \$499,999	23	\$2,203,000	0.6	30	\$1,256,000	4.7
\$500,000 to \$999,999	11	\$1,252,000	0.3	14	\$74,000	2.2
\$1,000,000 or more	12	\$11,035,000	0.3	14	\$82,000	2.2
Total	3,773	\$34,844,000	100.0	644	\$14,519,000	100.0
Source: USDA, National Agricultural Statistics Service, Census of Agriculture – 2017.						

The United States Department of Agriculture (USDA) National Agricultural Statistics Service (NASS) conducts a Census of Agriculture every five years. The census is designed to provide “a comprehensive picture of U.S. Agriculture”¹ and collects data related to farms, farmers, farm products produced, value of sales, marketing practices and more. The census has been collecting and reporting data related to value-added agriculture, including value-added agricultural products, direct sales and agritourism, for some time. NASS most recently conducted a Census of Agriculture in 2017 and results

were released in April 2019. The 2017 Census included several changes from previous censuses in how questions were asked and data was reported, making it impossible to compare some data across censuses.

Much of the data contained in the census for Tennessee paints a positive picture of value-added agriculture and related enterprises in the state. The bullets below present a summary of notable results for value-added agriculture and commonly related enterprises.

IN 2017

- The value of farm products, including value-added products, produced and sold for human consumption in Tennessee was \$34,844,000 from 3,773 farms.
- The value of food sold by farms direct to retail markets, institutions and food hubs for local or regionally branded products reached \$30,163,000 from 458 farms.
- The value of processed or value-added agricultural products sold by 757 Tennessee farms was \$16,024,000.
- The value of agritourism and recreational service sales increased to \$14,519,000 in 2017 from 644 farms, a 21.9 percent increase from 2012 in the value of agritourism and recreational service sales and 4.5 percent increase in the number of farms.
- Average sales of agritourism and recreational services per farm increased 16.6 percent in 2017 from 2012 to \$22,545.
- The number of Tennessee farms that are USDA Certified Organic increased by 41.7 percent to 51. The number of Tennessee farms that are growing and selling organic products but are exempt from USDA Organic Certification increased by 39.2 percent to 71.
- The number of Tennessee farms with acres that are in transition to USDA Organic Certification decreased by 14.3 percent to 30.
- The number of Tennessee farms with organic sales increased by 55.9 percent to 106.
- The average per farm sales of organic products increased 77.2 percent to \$39,735.
- The total value of organic sales in Tennessee increased 176.2 percent to \$4,212,000.



This fact sheet has been prepared to present various data and calculations from the U.S. Census of Agriculture related to value-added agriculture and commonly related enterprises in Tennessee. None of the data presented in this document has been adjusted for inflation.

Data from the 2017 Census for direct sales of food for human consumption to consumers; food sold directly to retail markets, institutions and food hubs; value-added products; organic production and select specialty and other crops related to value-added agriculture are presented in greater detail in the following tables and figures. Table 1 shows the number of Tennessee farms with direct sales of products for human consumption to consumers, the value of farm products sold directly to consumers for human consumption, the number of farms with agritourism and recreational service sales, the value of agritourism and recreational service sales, and the average agritourism and recreational service sales per farm from 1997 to 2017.

¹USDA, National Agricultural Statistics Service, Census of Agriculture – 2017.

644

Tennessee farmers reported agritourism and recreational service sales in 2017



The value of agritourism and recreational service sales was \$14,519,000 in 2017

Figure 1 shows the number of Tennessee farms with agritourism and recreational service sales for each census year from 2007 to 2017. Figure 2 shows the value of agritourism and recreational service sales for each census year from 2007 to 2017.

Figure 3 shows the average sales per farm of agritourism and recreational service sales for each census year from 2007 to 2017. Table 3 shows the number of farms and value of food sold directly to retail markets, institutions, and food hubs and farms and sales of processed or value-added agricultural products.



Figure 1. The Number of Tennessee Farms with Agritourism and Recreational Service Sales from 2007 to 2017.

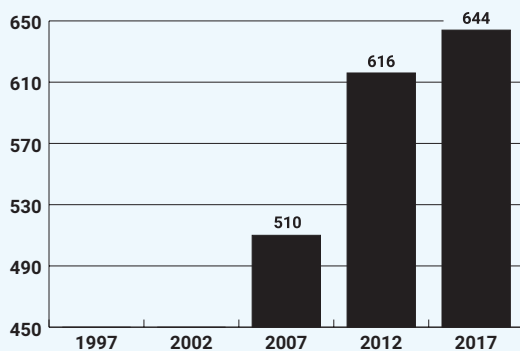


Figure 2. The Value of Agritourism and Recreational Service Sales from 2007 to 2017.

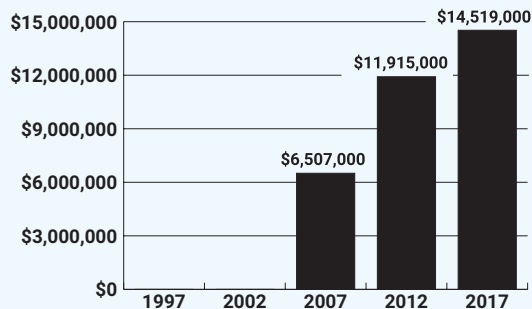


Figure 3. Average Sales Per Farm of Agritourism with Recreational Service Sales from 2007 to 2017.

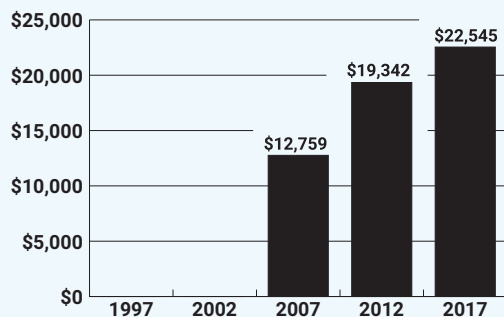


Table 3. Number of Farms and Value of Food Sales Direct to Retail Markets and Farms and Direct Sales of Processed or Value-Added Agricultural Products

	2017
Number of Farms with Food Sales Direct to Retail Markets, Institutions, and Food Hubs for Local or Regionally Branded Products	458
Value of Food Sold Direct to Retail Markets, Institutions, and Food Hubs for Local or Regionally Branded Products	\$30,163,000
Average Per Farm Sales of Food Direct to Retail Markets, Institutions, and Food Hubs for Local or Regionally Branded Products	\$65,858
Number of Farms with Processed or Value-Added Agricultural Product Sales	757
Value of Processed or Value-Added Agricultural Products Sold	\$16,024,000
Average Per Farm Sales of Processed or Value-Added Agricultural Products Sold	\$21,168

Source: USDA, National Agricultural Statistics Service, Census of Agriculture – 2017.



The average sales per farm of agritourism and recreational service sales was \$22,545 in 2017



The value of food sold direct to retail markets, institutions and food hubs was \$30,163,000 in 2017

The value of processed or value-added agricultural products sold in 2017 was \$16,024,000

Table 4 shows the number of certified organic farms, farms exempt from organic certification, farms with acres in transition to certified organic, farms with organic sales, and value of organic sales.

In 2017, almost half (48 percent) of the Tennessee farms with sales of organic products were very small farms with less than \$5,000 in total sales of agricultural products per year. Table 5 shows the number of farms with organic product sales by various levels of total agricultural product sales.

Table 4. Number of Certified Organic Farms, Farms Exempt from Organic Certification, Farms with Acres in Transition to Certified Organic, Farms with Organic Sales, and Value of Organic Sales

	2007	2012	2017
Number of Farms in Tennessee That are USDA Certified Organic	N/A	36	51 (41.7%)
Number of Farms in Tennessee That are Exempt from USDA Organic Certification	N/A	51	71 (39.2%)
Number of Farms in Tennessee with Acres In Transition to USDA Organic Certified	N/A	35	30 (-14.3%)
Number of Tennessee Farms with Organic Sales	N/A	68	106 (55.9%)
Value of Organic Sales	\$1,126,000	\$1,525,000 (35.4%)	\$4,212,000 (176.2%)
Average Per Farm Sales of Organic Products	N/A	\$22,429	\$39,733 (77.2%)

Numbers in parentheses indicate the % change from the previous census year. N/A indicates data not collected.

Source: USDA, National Agricultural Statistics Service, Census of Agriculture – 2007, 2012 and 2017.

Table 5. Number and Percent of Tennessee Farms and Total Sales by Category of Total Sales of Agricultural Sales Per Year

Sales Levels	Number of Farms	Sales	Percent of Farms with Organic Sales
Less than \$1,000	15	N/A	14.2
\$1,000 to \$2,499	16	\$18,000	15.1
\$2,500 to \$4,999	20	\$72,000	18.9
\$5,000 to \$9,999	10	\$40,000	9.4
\$10,000 to \$24,999	15	\$124,000	14.2
\$25,000 to \$49,999	9	\$248,000	8.5
\$50,000 to \$99,999	6	\$271,000	5.7
\$100,000 to \$249,999	6	\$446,000	5.7
\$250,000 to \$499,999	5	\$1,254,000	4.7
\$500,000 to \$999,999	1	N/A	0.9
\$1,000,000 or more	3	\$1,665,000	2.9
Total	106	\$4,212,000	100.0

Source: USDA, National Agricultural Statistics Service, Census of Agriculture – 2017.

Tennessee had 458 farms with food sales direct to retail, institutions and food hubs in 2017

Table 6 shows the number and percent change of farms growing, the acres produced and value of sales of selected crops and enterprises in 2012 and 2017.

Tennessee had 832 farms growing berries in 2017



Value of Vegetables Sold
\$93,333,000

Table 6. Number and Percent Change of Farms Growing, Acres Produced and Value of Sales of Selected Crops and Enterprises in 2012 and 2017

	2012	2017	Percent Change from 2012 to 2017
Vegetables			
Number of Vegetable Farms with Sales (Melons, Potatoes and Sweet Potatoes) Including Seeds and Transplants	1,273	1,964	54.3
Value of Vegetables Sold	\$72,885,000	\$93,333,000	28.1
Fruits and Nuts (excluding berries)			
Number of Fruits and Nuts Farms with Sales	279	831	197.8
Value of Fruits and Nuts Sold	N/A	\$12,527,000	(-)
Berries			
Number of Farms Growing Berries	427	832	94.8
Value of Berries Sold	\$3,895,000	\$5,746,000	47.5
Maple Syrup			
Number of Farms Producing Maple Syrup	8	15	87.5
Gallons of Maple Syrup Sold (gallons)	33	148	348.5
Value of Maple Syrup Sold	N/A	\$8,000	
Number of Taps Set	112	992	785.7
Hops			
Number of Farms Growing Hops	N/A	8	(-)
Number of Acres of Hops Grown	N/A	59	(-)
Pounds of Hops Produced	N/A	106,200	(-)
Honey			
Number of Farms Producing Honey	1,041	1,408	35.3
Honey Produced (pounds)	481,862	524,051	8.8
Value of Honey Sold	\$1,209,000	\$2,050,000	69.6
Rabbit			
Number of Farms Raising Rabbits	124	178	43.5
Number of Rabbits Produced	5,727	8,121	41.8
Value of Rabbits Sold	\$50,000	\$94,000	88.0

Table 6. Continued

	2012	2017	Percent Change from 2012 to 2017
Packing Facilities			
Number of Farms with On-farm Packing Facility	669	256	-61.7
Pecans			
Number of Farms Growing Pecans	117	226	93.2
Number Acres of Pecans	184	500	171.7
Tomatoes			
Number of Farms Growing Tomatoes (in the open)	709	982	38.5
Number of Acres of Tomatoes Grown (in the open)	3,876	3,281	-15.4
Number of Farms Growing Greenhouse Tomatoes	96	160	66.7
Number of Square Feet of Greenhouse Tomatoes Grown	1,114,703	827,928	-25.7
Pumpkins			
Number of Farms Growing Pumpkins	194	322	66.0
Number of Acres of Pumpkins Grown	2,081	1,393	-33.1
Sweet Potatoes			
Number of Farms Growing Sweet Potatoes	59	194	228.8
Number of Acres of Sweet Potatoes Grown	161	224	39.1
Sweet Corn			
Number of Farms Growing Sweet Corn	650	700	7.7
Number of Acres of Sweet Corn Grown	2,326	1,724	-25.9
Squash			
Number of Farms Growing Squash	198	597	201.5
Number of Acres of Squash Grown	901	1,692	87.8
Snap Beans			
Number of Farms Growing Snap Beans	554	703	26.9
Number of Acres of Snap Beans Grown	11,005	6,132	-44.3



Table 6. Continued

	2012	2017	Percent Change from 2012 to 2017
Apples			
Number of Farms Growing Apples	399	665	66.7
Number of Acres of Apples Grown	1,017	1,377	35.4
Sweet Cherries			
Number of Farms Growing Sweet Cherries	34	110	223.5
Number of Acres of Sweet Cherries Grown	10	20	100.0
Grapes			
Number of Farms Growing Grapes	343	462	34.7
Number of Acres of Grapes Grown	905	959	6.0
Peaches			
Number of Farms Growing Peaches	269	406	50.9
Number of Acres of Peaches Grown	672	638	-5.1
Blackberries			
Number of Farms Growing Blackberries	272	426	56.6
Number of Acres of Blackberries Grown	309	368	19.1
Blueberries (All - Tame and Wild)			
Number of Farms Growing Blueberries	345	576	67.0
Number of Acres of Blueberries Grown	265	485	83.0*
Raspberries			
Number of Farms Growing Raspberries	84	155	84.9
Number of Acres of Raspberries Grown	29	72	148.3
Strawberries			
Number of Farms Growing Strawberries	216	224	3.7
Number of Acres of Strawberries Grown	286	223	-22.0

Table 6. Continued

	2012	2017	Percent Change from 2012 to 2017
Cut Flowers and Florist Greens			
Number of Farms Growing Cut Flowers and Florist Greens	46	78	69.9
Number of Square Feet of Cut Flowers and Florist Greens Grown	26,944	18,430	-31.6
Greenhouse Vegetables and Fresh Cut Herbs			
Number of Farms Growing Greenhouse Vegetables and Fresh Cut Herbs	114	212	86.0
Number of Square Feet of Vegetables and Fresh Cut Herbs Grown in Greenhouses	N/A	1,650,204	
Mushrooms			
Number of Farms Growing Mushrooms	14	48	242.9
Christmas Trees			
Number of Farms Growing Cultivated Christmas Trees	146	137	-6.2
Number of Acres of Cultivated Christmas Trees Grown	2,097	1,969	-6.1
Sod			
Number of Farms Growing Sod	41	26	-36.6
Number of Acres of Sod Grown	10,021	7,215	-28.0
Popcorn			
Number of Farms Growing Popcorn	7	16	128.6
Number of Acres of Popcorn Grown	1,067	N/A	(-)

*Only Tame Blueberry acres reported in 2012.

(-) indicates value not calculated due to data not collected.

N/A indicates data not collected.

Source: USDA, National Agricultural Statistics Service, Census of Agriculture – 2017.



Rob Holland, Director

Megan Bruch Leffew, Value-Added Agriculture Marketing Specialist

Troy Dugger, Program Coordinator

Hal Pepper, Value-Added Financial Analysis Specialist

Center for Profitable Agriculture

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