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MARKET DEVELOPMENT DIVISION
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Specialty Crop Block Grant Final Performance Report November 9, 2009

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Overview of Initiative

Tennessee Department of Agriculture (TDA) and Tennessee Farm Bureau Federation (TFBF) have worked in unison for a number of years to promote and support the agricultural industry in Tennessee. The State developed a statewide promotion program, Pick TN Products, in 1983 to promote agricultural products from Tennessee. Pick TN Products (PTP) promotes all Tennessee farm products and processed foods. It works to identify the product to the end user regardless of how it is sold. A demand exists and continues to increase for locally produced specialty crops such as fruits, vegetables and horticulture products. Consumers, restaurants and other buyers want to know the farmer producing their food and farm goods. TDA and TFBF have discussed opportunities to create specific awareness of producers “direct marketing” specialty crops in Tennessee. The Specialty Crop Block Grant provided an opportunity to properly achieve that objective. TFBF partnered with TDA in this grant to expand market opportunities for specialty crop producers selling their product directly to consumers, restaurants, institutions and other end users. The program seeks to offer identification of specialty crop, direct marketing producers through a recognizable brand.

Project 1 Local Branding and Initial Approach

Project Summary

- Tennessee needed a “Buy Local” campaign to encourage consumers to buy farm fresh produce from within the state while helping farmers capitalize on the existing demand. Consumers, restaurants and other buyers want to know the farmer producing their food and farm goods. Research was done by comparing other states’ programs and the Tennessee Farm Fresh program was developed.
- Early in the development of the program, the nomenclature of the program became a major consideration for successful activity. As opposed to focusing on the term “Buy Local”, it was determined the use of a more appropriate name may be more attractive for producers and consumers. Through test marketing, producer leadership discussions and review consultant work just completed for the State, *Tennessee Farm Fresh* was found to be most favorable.
- This program promotes support of the local economy by development of communication among producers and consumers. Buying products straight from the farm or farmers market is a growing trend nation wide and this program’s goal is to give the local producer the ability to capitalize on this market.

Project Approach

- Tennessee Farm Fresh offers producer identification through a recognizable brand, marketing resources, and advertising. Tennessee Farm Fresh logo is

available for all the participants of the program. The logo is used on all marketing and advertising materials. Tennessee Farm Fresh utilizes the web to promote participants on the website, www.TnFarmFresh.com and to accompany the web promotions the Tennessee Farm Fresh Farm Directory is distributed. The program provides educational opportunities for all participants and advertising across the state.

- Many activities were done to promote the Tennessee Farm Fresh program and get the logo more recognizable by producers. This included 3 press releases, 56 producer meetings and field days reaching 5000 farmers, Tennessee Farm Bureau Federation Convention, TN Fruit and Vegetable Conference, and TN Agritourism Conference.
- One of the benefits of being a Tennessee Farm Fresh member is free educational opportunities. Tennessee Farm Fresh partner with the Center of Profitable Agriculture to provide two Direct Marketing for Success Workshops. These workshops were made available to non Tennessee Farm Fresh member for a small fee. The workshops were successful with 301 people in attendance.
- The Tennessee Farm Fresh program is a partnership between the Tennessee Department of Agriculture and Tennessee Farm Bureau. Educational workshops and materials developed from the program is provided by the Center of Profitable Agriculture.

Goals and Outcomes Achieved

- One of the first goals of the program was to get farmers actively involved and become members. This was achieved by the beginning of the promotion of the Tennessee Farm Fresh program guidelines to potential producers. This was accomplished in a number of ways including, press releases, producer meetings and field days, Tennessee Farm Bureau Federation Convention, TN Fruit and Vegetable Conference, and TN Agritourism Conference. To date the Tennessee Farm Fresh program has 100 participants.
- Marketing the program and getting the Tennessee Farm Fresh logo to the consumers was the second goal of the program. The marketing campaign of this program included television, radio, billboard, newspaper and magazine. The Tennessee Farm Fresh website and brochure was very vital to the program by listing the individual farmers, their produce and farm. Research shows from the years 1997-2007 farmers direct marketing in the state of Tennessee increased from 2,694 to 3,581. This was an increase of 887 farmers that were either starting out new or somehow beginning to incorporate this into their already existing farm business. This is also an increase of producers needing a marketing boost.
- Through the marketing efforts, consumers have become more aware that local produce is available. Television reaches numerous consumers and by having

farmers in the commercials it put a face with the program. Advertising also, helped educate the consumer on what type of produce was available during the different seasons.

- Education is key to the success of any program. All Tennessee Farm Fresh participants got the opportunity to attend two different series of workshops for free. The first workshop was focused on *Customer Service, Product Displaying, Tips for Direct Marketing, and Experienced Advice from Direct Marketers*. The second series of workshops covered the topics of *Regulatory Considerations for Direct Marketers, Liability, Pricing, Marketing Ideas and Success Stories*.

Beneficiaries

- All Tennessee specialty crop growers benefit as consumer awareness is increased
- You can view a list of 100 participants of the Tennessee Farm Fresh program that benefit directly at www.tnfarmfresh.com/findafarmer.asp.

Lessoned Learned

- The members of this program receive marketing tools and as one of their benefits for participating. Based on the survey conducted May 2009, Tennessee Farm Fresh members would like to have more marketing tools in which they can personalize themselves and include their farm name and logo along with the Tennessee Farm Fresh logo.
- While marketing the program to the consumers, one of the lessons learned was our advertising. By promoting the program using local TV commercials, you are able to educate the consumer better than in radio or print. There have been several occasions where Tennessee Farm Fresh has taken advantage of televised interviews and producer stories being highlighted on television. These opportunities would not have happened if the program wasn't being promoted through television commercials.

Contact Person

- State contact person is Pamela Bartholomew, Marketing Specialist. She can be reached at Pamela.Bartholomew@tn.gov or 615-837-5160. The contact directly working with program is Tiffany Mullins Howard, Tennessee Farm Bureau Federation. Mrs. Howard can be reached at tmullins@tbf.com or 931-388-7872 extension 2763.

Additional Information

- Attachment A Tennessee Farm Fresh Logo

Project 2 Local Food Resource Guide

Project Summary

- Consumers needed easy access to farmers where they can buy produce directly. Many farmers do not have a website or any printed material. The Tennessee Farm Fresh Directory played a major role in filling in the void for farmers and helping connect the consumers with the farmers. The website directory gave farmers a presence on the internet and made it very assailable to consumers. The brochure makes it easy for consumers to always have a go to guide of where to find local produce.
- Tennessee Farm Fresh directory and website have been created as guides for consumers in finding Tennessee producers. The Tennessee Farm Fresh Directory is a colorful hard copy brochure with information about the program, harvest expectations, farm locations and contacts. The Tennessee Farm Fresh website is the online resource for finding local producers. This offers updated information about the program, members, products, harvest expectations, farm locations and contacts.
- The Tennessee Farm Fresh directory and website are promoted by each member farm and are great resources for the consumers to find fresh and local produce. Utilizing members to cross promote the program builds the program as a resource for consumers while better promoting each member farm.

Project Approach

- To develop the Tennessee Farm Fresh Directory many steps had to take place. Including what to include in the brochure due to limited space, what icons to use, and if we wanted to use a brochure format or map format. Getting the farmer's correct information in the brochure and website was very important. The website took time to develop and to make it consumer and farmer friendly. You can find a directory of all Tennessee Farm Fresh members at <http://www.tnfarmfresh.com/findafarmer.asp>.
- The brochure directories have been distributed and displayed at Tennessee Farm Fresh member locations, Tennessee Welcome Centers, Tennessee Farm Bureau county offices, tradeshow, meeting events and by individual request. The website promotes producers by listing the farm and products sold.
- In 2009 four new features were added to the website to service producers and consumers. These features include a "Producer of the Month" story, recipes, a frame scrolling pictures of actual Tennessee Farm Fresh members and a link for consumers to sign up for newsletters about what is in season in Tennessee. Once consumers got on the Tennessee Farm Fresh website, we wanted to keep them

there as long as we could. By adding new and interactive components to the website, visitors now stay on the site an average of two minutes and fifty-five seconds. We estimate this to be an increase of forty-five seconds. This increases specialty crop farmer exposures and builds the website as a consumer “go to” resource.

- Tennessee Department of Agriculture and Tennessee Farm Bureau federation work together to distribute the Tennessee Farm fresh brochure at workshops, conferences, and producer meetings. The guide is not currently available online though the same information is at www.tnfarmfresh.com . The guide is updated annually during winter, off-season months. The web directory listings are updated as information changes and new producers are added. A pdf of the guide will soon be included online.

Goals and Outcomes Achieved

- By combining the two formats of a printed brochure and online presence promotes the program and members to accomplish our goal of reaching a broader audience. It also better brands the Tennessee Farm Fresh program across the state.
- 25,000 Tennessee Farm Fresh Directory Guides have been given to consumers and more than 19,700 visitors have been to the Tennessee Farm Fresh website, www.TnFarmFresh.com. This has resulted in business to the program participants.

Beneficiaries

- According to Tennessee Farm Fresh members during a May 2009 survey, they attribute up to \$5,000 increased sales directly to the Tennessee Farm Fresh program.

Lessoned Learned

- Developing an intensive publication as the Tennessee Farm Fresh Directory takes a lot of time. A timeline was set up to gather all of the participant’s information and get the directory printed. Farmers who joined after the directory was published needed to be represented. The solution was to get their information on the website.
- The first year the directory came out; it was already late in the year. To give participants of the program their monies worth, they could join for the following year and be included in the directory for one year fee.

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Additional Information

- A copy of the brochure is attached as Attachment B.

Project 3 Advertising

Project Summary

- In order to educate the public about the availability of local specialty crops and raise awareness of the Tennessee Farm Fresh program, advertising has become a main focus of the marketing plan of the program. Advertising the Tennessee Farm Fresh program is the best way to inform the consumers about the program and farmer's directory on the website. By driving consumers to the website by advertising, it increases the opportunity for sales for each farmer.

Project Approach

- The initial advertising efforts were determined by producer input, local suggestions, and guidance from the Tennessee Farm Fresh Steering Committee with reference of a consumer study completed by Mercatus Research Group in 2007. Advertising is a key component in efforts to educate consumers how to buy locally and understand the benefit for the entire community. All promotions serve as a website driver.
- The advertising efforts began statewide in May of 2008 after the initial program development. Based on the results of the first year's advertising efforts, in 2009 an improved and expanded advertising campaign was conducted. Television advertisement worked the best with Tennessee Farm Fresh promotions, with the Mobil Billboard the least. With this information, funds were concentrated in 2009 on Television advertisements with special "Morning" segments on Tennessee Farm Fresh.

Goals and Outcomes Achieved

- The following is an outline of the advertising campaign for Tennessee Farm Fresh:

2008

- Mobile Billboard, Chattanooga area
- Radio Commercials, WSM Nashville area
- Radio Commercials, WIVK Knoxville area
- Regional TV Commercials, WBBJ Jackson area
- Cable TV Commercials statewide, Comcast
- Insert in Regional Newspaper, Jackson, Nashville, Knoxville
- Printed ad in TN Home and Farm Magazine, (2 total)

2009

- Regional TV Commercials and website presence with WBIR, Knoxville area
- Regional TV Commercials and website presence with WSMV, Nashville area
- Regional TV Commercials and website presence with WBBJ, Jackson area
- Live Interview on WBBJ “Wake Up West TN”, Jackson area
- Live Interview with “More at Midday”, Nashville area (3 total)
- Individual story of Tennessee Farm Fresh Members on Better Nashville (4 total)
- Printed ad in TN Home and Farm Magazine (3 total)
- Printed ad in Appalachian Quilt Trail Guide
- WCTE TV Sponsorship for Fair Week
- Southern Women’s Show Booth Participation, 4 Day Event

- The following show the potential number of people the Tennessee Farm Fresh program reached:

2008

WSM Radio- We aired: 10 second spots and: 15 second spots. We aired different amounts of commercials depending on the week. Each week over the radio station reaches over 240,000 adults.

WIVK Radio- We aired: 60 second spots and this station ran PSA’s for TFF as well. This station had an average of 29,800 people listening during our commercials.

Comcast Commercials- We aired: 10 second and :20 second commercials. Statewide these commercials were exposed to over 1 million viewers over our campaign.

WBBJ Commercials- We aired: 30 second spots. These commercials were received by over 254,930 households, and 43 counties. They also ran PSA’s for TFF as well.

2009

WSMV Commercials- We aired: 30 spots, sponsored the online weather page, and had spots on Better Nashville. Regular commercials reached over 1.2 million homes. Better Nashville reaches 30,000 people daily, and as of today we have shot 4 segments. The weather page has 50,000 ROS monthly impressions and reaches over 900,000 visitors every month.

WBBJ Commercials- We aired: 30 second spots and ran website ads. These commercials were received by over 254,930 households, and 43 counties. They also ran PSA's for TFF as well.

WBIR Commercials- We aired: 30 second spots. These commercials reached over 175,000 women every month and 451,000 adults every month.

- Through all advertisements of the Tennessee Farm Fresh program, consumers were directed to www.TnFarmFresh.com and encouraged to buy from their local farmer or farmer's market.
- A survey was sent to all Tennessee Farm Fresh members to get data to better improve the program. In the survey it asked members about current advertising efforts and about future advertisements.

Beneficiaries

- Farmers who participated in Tennessee Farm Fresh program directly benefited from advertising efforts. This year there was a very intensive advertising campaign to get consumers familiar with the Tennessee Farm Fresh program.
- Advertising this message has impacted the consumer's value of the food they purchase. Based on a survey conducted in May 2009, Tennessee Farm Fresh has been accredited to attributing anywhere from unknown amounts to \$5,000.00 increase in individual member's farm income. This represents the amount of increased income for each farmer, not a collective amount of increase.
- Tennessee Farm Fresh is able to reach a larger audience with advertising than a single farmer is able to do. The estimated potential number of people who could be exposed to the Tennessee Farm Fresh program through advertisement is over 3,210,660.

Lessons Learned

- Utilizing local TV commercials, taking advantage of televised interviews and producer stories being highlighted on television really offers a different impact on the consumer. It appears to work well for Tennessee Farm Fresh by giving an educational vision to the message itself. Also working trade shows and events can really open the door for an opportunity to communicate with consumers more about supporting local farmers and buying locally.

Contact Person

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Additional Information

- None

Project 4 Educational/Promotional Materials

Project Summary

- Many farmers in Tennessee have never had to market their produce before. With the increase advertisement through Tennessee Farm Fresh, farmers were dealing with the public more than before. To help farmers to receive return customers and to give them marketing skills of their own, the Tennessee Farm Fresh program held workshops to help educate farmers on marketing.
- The program partnered with the UT Center for Profitable Agriculture to provide information resources to participants as needed. Through surveying Tennessee Farm Fresh members, topics were determined for workshops. Direct Farm Marketing for Success workshops was held to educate the producers about the requested information.

Project Approach

- There have been two different series of workshops conducted for producers, each held in four different locations across the state for a total of eight workshops. The first series of workshops held December 2008 covered *Customer Service, Product Displaying, Tips for Direct Marketing and Experienced Advice from Direct Marketers*. The second series of workshops were held March 2009 and covered the topics of *Regulatory*

Considerations for Direct Marketers, Liability, Pricing, Marketing Ideas and Success Stories.

- The 2008 Direct Farm Marketing for Success Workshops were held December 10 in Spring Hill, December 12 in Jackson, December 16 in Morristown/White Pine and December 17 in Crossville. Total attendance for the workshops was 130 participants with 51 in Spring Hill, 23 in Jackson, 26 in Morristown/White Pine and 30 in Crossville. The Direct Farm Marketing for Success Workshops II was held March 24-27, 2009 in White Pine, Cookeville, Jackson and Spring Hill. Total attendance for the workshops was 171 participants with 37 in White Pine, 39 in Cookeville, 34 in Jackson and 61 in Spring Hill.

Goals and Outcomes Achieved

- One of the main goals of the Tennessee Farm Fresh program is to educate its members. Through surveys the topics of the workshops were formed. The workshops were very well attended and received by the members. Over 300 people attended the workshops.
- The 2008 Direct Farm Marketing for Success Workshop participants were asked to indicate the overall effectiveness of the workshop in providing information needed to enhance the success of their current or potential direct farm marketing enterprise or in preparing them to serve clients on direct farm marketing issues. Responses were given on a scale of 1=Not Effective to 5=Very Effective. The average rating on the overall effectiveness of the workshops was 4.50. Participants were also asked whether or not they gained knowledge and skills that would assist them in increasing financial returns from their enterprise or to assist clients in increasing financial returns. All 87 participants who answered this question indicated they had gained knowledge and skills to increase financial returns. Two respondents did not provide an answer to this question.
- The Direct Farm Marketing for Success Workshops II participants were asked to indicate the overall effectiveness of the workshop in providing information needed to enhance the success of their current or potential direct farm marketing enterprise or in preparing them to serve clients on direct farm marketing issues. Responses were given on a scale of 1=Not Effective to 5=Very Effective. The average rating on the overall effectiveness of the workshops was 4.64. Participants were also asked whether or not they gained knowledge and skills that would assist them in increasing financial returns from their enterprise or to assist clients in increasing financial returns. All 113 participants who answered this question indicated they had gained knowledge and skills to increase financial returns. Three respondents did not provide an answer to this question.

Beneficiaries

- By attending “*Direct Farm Marketing for Success Workshops*” that are offered as a benefit to members, they can gather requested information to help better their business.

Lessons Learned

- Attachment C to this report is an evaluation summary from the one workshop series.
- The desire from specialty crop producers to participate in on-farm tours and workshops was made clear. TDA, UT and TFBF are already working together to conduct such educational tours in the near future for TN specialty crop producers.

Contact Person

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Additional Information

- Attachment D is a sample agenda of the educational workshops held for specialty crop producers



TENNESSEE

Farm Fresh



2009 DIRECTORY



Product Availability

Please review the following chart for an indication of local product availability. Harvest seasons vary and market hours do not reflect availability for all products listed by the producer.

Tennessee Harvest Calendar									
	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
APPLES									
ASPARAGUS									
BEANS (GREEN)									
BLACKBERRIES									
BLUEBERRIES									
BROCCOLI									
CABBAGE									
CANTALOUPE									
CAULIFLOWER									
CORN (SWEET)									
CUCUMBERS									
EGGPLANT									
GRAPES									
LETTUCE									
OKRA									
ONIONS									
PEACHES									
PEARS									
PEAS									
PEPPERS									
PLUMS									
POTATOES									
PUMPKINS									
RASPBERRIES									
SORGHUM									
SQUASH									
STRAWBERRIES									
TOMATOES									
TURNIPS									
WATERMELONS									

**Local dates may vary.
Call local markets for availability.**

***Special Note:** Many farms indicate "Call before visiting." On farm market hours vary due to labor, weather, product harvest and more. Therefore, calling before your visit is to your advantage and helps the producer serve you more efficiently.

Also, some individual producers offering meat products provide a variety of purchase options related to quantities and custom packaging. Contact a producer for your individual needs.

Information listed in this directory of Tennessee Farm Fresh participants includes regional breakdown of West, Middle or East, farm name, address, phone numbers, web site, products available, and market locations.



Why should people buy local?

Buying locally is beneficial in many ways. It benefits the local farmers, local economy and agriculture; not to mention that people are buying local for other reasons as well. Products are so much fresher when purchased near by and have a longer life span than those that have traveled a long distance. This aspect affects some attitudes toward food safety. Buying locally helps keep agriculture in an area, which is essential to our lives.

What is Tennessee Farm Fresh?

This program is designed to promote on farm and local farmers markets through individual producers who participate. The program offers producer identification and consumer communication. Tennessee has a variety of locally produced specialty crops and other agricultural products. It is very important to maintain a strong agricultural community in Tennessee. Assisting producers with promotion of their farm products, and providing consumers with a connection to these local products, are just a few ways we can contribute to keeping agriculture viable in Tennessee.

How do I sign up?

If you are a producer, and would like to participate in Tennessee Farm Fresh, you can sign up by visiting the web site www.tnfarmfresh.com and clicking on For TFF Producers, or contact Tiffany Mullins at 931-388-7872 ext. 2763.

West Tennessee

FAYETTE COUNTY

1

Hicks Greenhouses DBA Patsy's Herb Farm

PATSY AND JIM HICKS

6075 Warren Rd., Oakland, TN 38060

(901) 465-9666

Herb plants, hanging baskets, flowers, container gardens, custom pots with plant arrangements for different seasons

Memphis Agricenter, Memphis Botanic Garden, Downtown Memphis Farmers Market

GIBSON COUNTY

2

McCurdy Sod Farms

BOB McCURDY

717 E College St., Dyer, TN 38330

(731) 692-3515; www.mccurdysodfarms.com

Bermuda, Zoysia, Fescue sod

On Farm Market: Mon.-Fri. 7:30-5:00; Sat. 8:00-12:00; deliveries also available in West Tennessee

HARDIN COUNTY

3

Culbertson Farms

RANDALL AND JEAN CULBERTSON

200 Gillis Rd., Savannah, TN 38372

(731) 925-4872

Blueberries, strawberries, broccoli, cabbage, cauliflower, greens

On Farm Market: End of April-October - Sun.-Thur. 8:00-dark; Fri. 8:00-5:00; closed Sat.

HENDERSON COUNTY

4

J & J Farm

JIM AND JANE PARMER

1547 Essary Rd., Lexington, TN 38351

(731)-614-6015

All natural grass fed beef and lamb, pastured chickens, and free range eggs

On Farm Market: Call for ordering information; Jackson Farmers Market

HENRY COUNTY

5

Paris Winery and Vineyards

LISA CIARROCCHI

2982 Harvey Bowden Rd.

(731) 664-9500; www.pariswinery.com

17 varieties of wine, wine tasting, gift shop, outdoor seating, and concerts available April - Oct.

On Farm Market: Year round - Mon.-Sat. 10:00-6:00; Sun. 12:00-6:00; extended summer hours: Fri.-Sat. 10:00-8:00

MADISON COUNTY

6

Donnell Century Farm

ANDREW DONNELL

3764 Hwy 70E, Jackson, TN 38305

(731) 427-3059; www.donnellbeef.com

Dry aged beef. Also visit Donnell Century Farm Adventure for spring and fall educational farm tours.

Order online or see web site for more information. Jackson Farmers Market, Memphis Agricenter

Smithland Farms

7

RACHEL SMITH

622 Smith Ln., Jackson, TN 38301

(731) 427-4086

Tomatoes, okra, peas, peppers, squash, melons, corn, eggplant, hay and pecans

On Farm Market: Spring-fall - seven days a week during daylight hours, or call before visiting

Woolfolk Farms Marvelous Maze

8

SCOTT WOOLFOLK

131 Hallie Anderson Rd., Jackson, TN 38305

(731) 423-2583; www.marvelousmaze.com

Bermuda horse hay, corn stalks, pumpkins, straw, corn maze, and farm tours.

On Farm Market, Woolfolk Farms Eggstravaganza: April 1-18, Sat. 10:00-6:00, Sun. 5th 1:00-6:00, other dates available by reservation (closed Sun. 12th), **Corn Maze Activities:** Oct-Sat. 10:00-dark, Sun. 1:00-dark, other dates available by reservation

McNAIRY COUNTY

9

Logan's Lake Apiaries

MIKE HARRIS

229 Laurel Hill Finger Rd., Finger, TN 38334

(731) 934-4109; www.loganslakehoney.com

Local raw honey and live bee removal

Order Online or call for more information.

OBION COUNTY

10

Flippen Fruit Farm and Bakery Outlet

PAM KILLION

3734 W. Shawtown Rd., Troy, TN 38260

101 N. 1st St., Union City, TN 38261

(731) 538-2933; www.flippenhillbillybarn.com

Peaches, fried pies, biscuits, yeast rolls, potatoes, onion, corn, strawberries, watermelon, cantaloupe, squash and cucumbers

Flippen Farm Market and Bakery Outlet: 101 N. 1st St., Union City, TN 38261, Mon.-Sat. 9:00-6:00

Flippen Fruit Farm Market: 3734 W. Shawtown Rd., Troy, TN 38260, during peach season

SHELBY COUNTY

11

Harris Farms

ALVIN HARRIS

7521 Sledge Rd., Millington, TN 38053

(901) 872-0696

Certified naturally grown blueberries, tomatoes, field peas, sweet corn, watermelons, squash, peppers

On Farm Market: June-Sept - Tues.-Fri. 7:00-5:00; Sat 7:00-1:00

Memphis Farmers Market

Jones Orchard

JUANITA JONES

7170 Highway 51 N., Millington, TN 38053

6850 Singleton Pkwy., Millington, TN 38053

(901) 873-3150; www.jonesorchard.com

Strawberries, peaches, blueberries, apples, nectarines, blackberries, plums, jams, jellies, relishes and restaurant on site.

On Farm Market Locations: 7170 Hwy. 51 North; 6850 Singleton Parkway all in Millington. Call or see web site for hours. **Memphis Farmers Market, Farmers Market at the Garden, Memphis Agricenter**

12

WEAKLEY COUNTY

13

Cook Farms

DANNY COOK

1802 Mt. Pelia Rd., Martin, TN 38237

(731) 587-2324

Beef

On Farm Market: Call for availability and selection

Holt Family Farms

ANDY AND ELLIE HOLT

461 Jewell Store Rd., Dresden, TN 38225

(731)364-3459; www.holtfamilyfarms.com

Pumpkins, mixed grass hay, Bermuda grass hay, corn stalks, mums and straw bales

On Farm Market: Sept. 25-Oct. 31 - Mon.-Thur. call for appointment; Fri. noon-dark; Sat. 9:00-dark

14



Middle Tennessee

BEDFORD COUNTY

15

Tubberville Tomatoes

CHARLES TUBBERVILLE

227 Thompson Rd., Shelbyville, TN 37160

(931) 639-0714

Tomatoes, yellow squash, pickling cucumbers

On Farm Market: Call before visiting
Rutherford County Farmers Market

Valley Home Farm

16

BOBBY AND JANET POTTS, NANCY EDWARDS

310 Potts Rd., Wartrace, TN 37183

(931) 389-6470; www.valleyhomefarm.com

Pre-picked and pick-your-own fresh strawberries, fresh strawberry cakes, award winning strawberry jam, blackberry jam, strawberry honey pops and Valley Home strawberry ice cream

On Farm Market: April-June - Mon.- Sat. 8:00-7:00; Sun. 12:00-5:00

CANNON COUNTY

17

Crabtree Family Farms

CHARLES AND NORA CRABTREE

187 Myers Ln., Woodbury, TN 37190

(615) 765-5915

Year round beefalo meat and eggs. Also tomatoes, squash, potatoes, okra, beets, herbs, lettuce, peppers, eggplant, green beans, purple hull peas, cantaloupe, watermelon, spinach turnips, turnip greens, kale, mustard

On Farm Market: Call before visiting
Franklin Farmers Market, Smyrna Farmers Market

Flying S Farms

18

CATHERINE AND BEN SIMMONS

416 Doolittle Rd., Woodbury, TN 37190

(615) 563-4569; www.bakingfarmer.com

CSA (Community Supported Agriculture) subscriptions available - see website for more information. Also available: bush and pole beans, beets, cabbage, carrots, sweet and field corn, cucumbers, eggplant, english and field peas, greens, herbs, lettuce, okra, potatoes, melons, hot and sweet peppers, radishes, spinach, summer and winter squash, pumpkins, tomatillos, tomatoes, specialty baked goods and beef.

On Farm Market: Call for appointment. **Rutherford County Farmers Market, Cannon County Farmers Market, East Nashville Farmers Market and online at www.stonesriver.locallygrown.net**

COFFEE COUNTY

19

Beans Creek Winery

TOM BROWN

426 Ragsdale Rd., Manchester, TN 37355
(931) 723-2294; www.beanscreekwinery.com

Variety of wines ranging from dry reds to sweeter fruit wines. Strawberry wine, strawberry champagne, other Tennessee products including salsa, cakes, candies, biscotti, crackers, cheeses, sauces

On Farm Market: Mon.-Thurs. 10:00-6:00; Fri.-Sat. 10:00-7:00;
Sun. 1:00-6:00

Weaver Farms

20

JAMIE WEAVER

1868 Deans Shop Rd., Estill Springs, TN 37330
(931) 596-4647

Sweet corn, pumpkins, turnip greens

Chattanooga Market, Winchester Farmers Market

FRANKLIN COUNTY

21

Granddaddy's Farm

KAREN DIXON

1165 Highland Ridge Rd., Estill Springs, TN 37330
(931) 967-8628; www.granddaddysfarm.com

Pick your own pumpkins, sunflowers, winter squash, gourds, cornstalk bundles, straw bales, honey, and over 40 varieties of mums. Corn maze, hay rides, moonlight rides, nature trail, animal barn, and more!

On Farm Market: Sept. 13-Nov. 1 - Call for hours or visit website

GILES COUNTY

22

Limoland

CAROL AND STEVE GORDON

8076 Columbia Hwy., Pulaski, TN 38478
(931) 363-5744

Green house flowers, vegetable plants, pick your own and pre-picked strawberries and pumpkin patch

On Farm Market: April-June – Mon.-Sat. 8:00-6:00; Sun. 1:00-5:00;
October – Mon.-Sat. 9:00-6:00; Sun. 1:00-5:00

Rollins Farms

23

ED ROLLINS

5129 Prospect Rd., Prospect, TN 38477
(931) 363-0265; www.rollinsfarms.com

R-Grow Organic Soils Conditioner, Rollins Farm Fresh Beef and Rollins Honey

On Farm Market: Call before visiting

HICKMAN COUNTY

24

Chestnut Hill Ranch

CHER BOISVERT

3001 Browns Bend Rd., Only, TN 37140

(931) 729-0153; www.chestnuthillranch.com

Beef, sorghum, woven items, homemade jams, candles and soaps

On Farm Market: Call before visiting

Riversong Farm

25

DAVID LUNDELL

5996 Pinewood Mansion Rd., Nunnely, TN 37137

(931) 729-1199; www.riversongfarm.net

Honey, fruits, vegetables and eggs

Centerville Farmers Market

JACKSON COUNTY

26

KMA Angus Farm

JEFF KAMPTNER

897 Hix Hollow Rd., Gainesboro, TN 38562

(931) 268-3846

Beef

On Farm Market: Call before visiting

LAWRENCE COUNTY

27

Chief Creek Farm

PHIL AND TONYA GRAY

194 Chief Creek Rd., Lawrenceburg, TN 38464

(931) 964-4194

Strawberries, onion, lettuce, radishes, mustard greens, turnip greens, peppers, okra, squash, kohlrabi, pumpkins, gourds and ornamental corn

On Farm Market: Call for dates and availability

LINCOLN COUNTY

28

Double A Farm

EDWARD AND CONNIE ARNOLD

154 Flintville School Rd., Elora, TN 37328

(931) 937-7365

Freshwater shrimp

Sept. 26 call ahead for harvest time



MARSHALL COUNTY

29

Forgies Fruit Farm, LLC

BILL FORGIE

2000 Collier Rd., Lewisburg, TN 37091
(931) 359-0153; www.forgiesfruitfarm.com

Peaches and sweet cherries

On Farm Market: July-Aug - Mon.-Sat. 8:00-6:00

J & M Farm

30

MICHAEL AND JESSICA WILLIAMS
1360 Mooresville Rd., Culleoka, TN 38451
(931) 270-1530; www.jandmfarms.net

Sweet and field corn, radishes, tomatoes, squash, zucchini, okra, peas, green beans, cabbage, broccoli, cauliflower, onions, peppers, beets, lettuce, spinach, and beef. CSA (Community Supported Agriculture) available late May - Sept. Full and half shares. Call for ordering information.

On Farm Market: Mon.-Thur. 3:00-7:00; Sat. 6:00-Noon; Lewisburg Farmers Market, Franklin Farmers Market, Nashville Farmers Market

MAURY COUNTY

31

Norton Family Farm

JIM AND KAREN NORTON
3421 Booker Farm Rd., Mt. Pleasant, TN 38474
(931) 388-5839

A variety of vegetables, jams, jellies, relishes, pickles, baked items

Franklin Farmers Market

MONTGOMERY COUNTY

32

Diann's Greenhouse

DIANN NANCE
3072 Nicole Rd., Clarksville, TN 37040
(931) 648-8701; www.diannsgreenhouse.com

Herbs: Culinary, medicinal, ornamental

On Farm Market: Call before visiting

H & S Farms

33

ROBIN AND LAURA SLEIGH
400 Seven Mile Ferry Rd., Clarksville, TN 37040
(931) 624-2067

Strawberries

On Farm Market: End of April-First of June - Mon.-Sat. 8:00-7:00

PUTNAM COUNTY

34

DelMonaco Winery & Vineyard

DAVID AND BARBARA DELMONACO

600 Lance Dr., Baxter, TN 38544
(931) 858-1177; www.delmonacowinery.com

Wide variety of wines ranging from dry whites, sweet reds and fruity wines. Grapes available. Banquet hall, conference rooms for weddings, receptions, corporate meeting, picnics, social events and more

On Farm Market: Mon.-Sun. 10:00-7:00; Sun. 12:00-5:00

Malco Produce Farm

RODNEY AND KAREN MALCHOW
870 S. Willow St., Cookeville, TN 38506
(931) 498-2494

35

Strawberries, tomatoes, pickles, squash, sweet corn and more!

Produce Stand: 870 S. Willow St., Cookeville, TN; May-Aug.: Mon.-Sat. 9:00-5:00

ROBERTSON COUNTY

36

Honey Suckle Hill Farm

JEFF ALSUP
3029 Meadow Ct., Springfield, TN 37172
(615) 382-7593; www.honeysucklehillfarm.com

Pumpkins, corn maze, farm tours, haunted woods and much more!

On Farm Market: October - Call or see web site for hours

Gourmet Pasture Beef

JOSH AND KATHY GUNN
5458 Gunn Rd. Springfield, TN 37172
(615) 504-2046; www.gourmetpasturebeef.com

37

Grass fed beef

Order Online - visit web site for ordering information.

RUTHERFORD COUNTY

38

Cedar Ridge Farm

DWIGHT KING
1521 Floyd Rd., Eagleville, TN 37060
(615) 274-3157

Grass fed lamb and beef

On Farm Market: Call before visiting

Erdmann Farm

JOHN ERDMANN
2250 Rock Springs Midland Rd., Christiana, TN 37037
(615) 848-8942

39

Greens, tomatoes, cucumbers, beans, beets, corn, squash, zucchini, potatoes, sweet potatoes, spinach, pumpkins, sweet and hot peppers, lettuce, arugula, soybeans, raspberries and blackberries.

Online at Stones River Market: www.stonesriver.locallygrown.net

Lucky Ladd Farms

JASON AND AMY LADD

4374 Rocky Glade Rd., Eagleville, TN 37060
(615) 274-3786; www.luckyladdfarms.com

40

Pumpkins, gourds, corn, hay and sorghum

On Farm Market: Sept. 19-Nov. 1 - Thurs. and Fri. 3:00-9:00; Sat. and Sun. 10:00- 9:00

Rocky Glade Farm

JIM AND JULIE VAUGHN

2397 Rocky Glade Rd., Eagleville, TN 37060
(615) 274-3496; www.rockygladefarm.com

41

A variety of fresh products offered through CSA program (Community Supported Agriculture). Call for share information. Also lamb available.

Summer and winter CSA; Franklin Farmers Market, Murfreesboro Farmers Market

SMITH COUNTY

Dillehay Farms

JACK DILLEHAY

14 Kempville Hwy., Carthage, TN 37030
(615) 774-3688

42

Assorted vegetable plants, Irish potatoes, tomatoes, sweet peppers, field peas, cantaloupe, watermelon, sweet potatoes, green beans, broccoli, turnip greens, squash and cabbage

On Farm Market: April-Sept. - Mon.-Sat. 8:00-5:00

Peaceful Pastures

JENNY AND DARRIN DRAKE

69 Cowan Valley Ln., Hickman, TN 38567
(615) 683-4291; www.peacefulpastures.com

43

Year round beef, pork, lamb, goat, chicken (goose available at Christmas), also handmade soaps available!

Online: See web site for more information. **On Farm Market:** Mon.-Fri. 7:00-12:00; **East Nashville Farmers Market, Franklin Farmers Market, Linden Corner**

Sunfresh Farms

JAMES AND SALLY BEALE

508 Hiwassee Rd., Lebanon, TN 37087
(615) 374-4029; www.sunfreshfarms.com

44

Strawberries, blueberries, raspberries, blackberries, tomatoes, sweet corn, squash, pumpkins, horse hay and alfalfa hay

On Farm Market: Daily 8:00-5:00

Unique Flowers & Greenhouses

ANDY AND TRACY BRADFORD

99 McKinney Rd., Gordonsville, TN 38563

(615) 683-6334

45

Bedding plants, potted plants, perennials potted, Boston ferns, pumpkins, mums

On Farm Market: Spring, summer and fall - Mon.-Sat. 8:00-5:30

SUMNER COUNTY

46

Bottom View Farm

RALPH COOK

185 Wilkerson Ln., Portland, TN 37148

(615) 325-7017

Strawberries, blackberries, blueberries, apples, peaches, pumpkins, hay maze, western town scenery, train rides

On Farm Market: Call before visiting

Bradley Kountry Acres & Greenhouse

47

MIKE AND CATHY BRADLEY

650 Jake Link Rd., Cottontown, TN 37048

(615) 325-2836; www.bradleykountryacres.com

Strawberries, ferns, bedding and vegetable plants, tomatoes, peaches, blackberries, sweet potatoes, pumpkins, decorative gourds, mums

On Farm Market: Call before visiting

Red Chief Orchard

48

LES BUMBALOUGH

2400 Hartsville Pk., Gallatin, TN 37066

(615) 451-9903

Apples, peaches, fried pies, apple cider, jams and jellies

On Farm Market: July-Nov. - Mon.-Sat. 9:00-5:00

The Tennessee Tuberose Co.

49

LON DYER

294 Brazier Ln., Gallatin, TN 37066

(615) 230-7071; www.tntuberoses.com

Tuberose flowers, bulbs and potted plants

On Farm Market: Call before visiting

Walnut Hills Farm

50

DOUG BAGWELL

6635 Hwy. 231 N, Bethpage, TN 37022

(615) 374-4575; www.localharvest.org/farms/M23158

Turkey, goat and beef. For beef CSA sign up by March

Winter: Sat. 10:00- 3:00; **Summer:** 8:00-3:00; **Nashville Farmers Market; Online Store** at www.localharvest.org/farms/M23158

TROUSDALE COUNTY

51

Kelley's Berry Farm

JON KELLEY

50 Riverview Ln., Castalian Springs, TN 37031

(615) 374-4159

Strawberries, blackberries, blueberries

On Farm Market: May-July - Mon.-Sat. 7:00- 6:00

VAN BUREN COUNTY

52

High Hopes

GARY AND LOLA CARPENTER

332 Howard Rd. Spencer, TN 38585

(931) 235-6091

Summer squash, potatoes, tomatoes, okra, beets, cucumbers, broccoli, cabbage, green beans, onion, plums, peaches and pumpkins

On Farm Market: Call before visiting

WARREN COUNTY

53

Longship Farms

JOHN GOFORTH

481 Robert Wilson Rd., McMinnville, TN 37110

(931) 939-3373

Various beans, cucumbers, lettuce, red and white potatoes, squash, tomatoes, cauliflower, cabbage, broccoli, lettuce, oriental cabbage, peppers, herbs, watermelon, cantaloupe, pumpkins

On Farm Market: May-Oct. - Call before visiting

Warren County Farmers Market

Mary's Greenhouse Inc.

54

MIKE HAMBY

202 Meeser Ln., McMinnville, TN 37110

(931) 668-2119; www.marysgh.com

Container annuals, perennials, ground covers, herbs

On Farm Market: See web site for hours of operation

Rainbow Hill Farm

55

WALTER AND CAROL CLARKE

93 Bailey Rd., McMinnville, TN 37110

(931) 939-3117; www.rainbowhillfarm.biz

Strawberries, heirloom tomatoes, corn, squash, beans and apples

Chattanooga Market, Franklin Farmers Market, Cumberland Market, Rutherford County Farmers Market, Nashville Farmers Market

WHITE COUNTY

56

Amazin Acres Farm

JIMMY MCCULLEY

2857 Old Kentucky Rd. N, Sparta, TN 38583

(931) 761-2971; www.amazinacres.com

Strawberries, sweet corn, pumpkins, mums, ornamentals, corn maze!

On Farm Market: Call before visiting

WILLIAMSON COUNTY

57

Blue Honey Farms

CARL FOSTER

8501 Taliaferro Rd., Eagleville, TN 37060

(615) 395-7651

Blueberries, homemade jams, jellies, honey

On Farm Market: July-Aug. - Call before visiting

Delvin Farms

58

HANK DELVIN

6400 Delvin Farm Ln., College Grove, TN 37046

(615) 395-4566; www.delvinfarms.com

A wide variety of certified organic and locally grown vegetables and fruits. Also see website or call for CSA (Community Supported Agriculture) information.

East Nashville Farmers Market, Franklin Farmers Market, Nashville Farmers Market, Vanderbilt Farmers Market.

CSA registration is open the Spring 2009. There are 7 pickups throughout the Nashville area to accommodate CSA customers.

Gentry's Farm

59

ALLEN AND CINDY GENTRY

1974 New Hwy. 96 West, Franklin, TN 37064

(615) 794-4368; www.gentryfarm.com

Pumpkins

On Farm Market: October – Sat. 9:00-5:00; Sun. 1:00-5:00

Hatcher Family Dairy

60

CHARLIE HATCHER

6561 Arno Rd., College Grove, TN 37046

(615) 368-3405; www.hatcherfamilydairy.com

Whole milk, 2% milk, skim milk, chocolate milk, beef, jams, and jellies. Coming soon in 2009 buttermilk, butter and half & half.

On Farm Market: Mon.-Fri. 8:00-5:00; Sat. 9:00-2:00, Franklin Farmers Market

Goblers Knob Vineyard

61

MIKE AND LESLIE BISHOP

5292 Poor House Hollow Rd., Franklin, TN 37064

(615) 790-0209; www.goblersknobvineyard.com

Wine Grapes: Late August - Traminette and Cayuga. Late September - Syrah, Cabernet Sauvignon. Early Oct: Cabernet Franc. Also cuttings and rooted plants available.

On Farm Market: Call for more information or see website

Mamushi Nature Farm

FREDDIE HADDOX

1358 Coleman Rd., Franklin, TN 37064

(615) 485-3665

62

Year round beef, pork, chicken, and eggs. Summer vegetables: tomatoes, cucumbers, watermelons, squash, fresh herbs.

On Farm Market: Summer - Call before visiting

East Nashville Farmers Market, Franklin Farmers Market, Nashville Farmers Market

Riverbend Nurseries

STEVE BENNETT

2008 Lewisburg Pk., Franklin, TN 37064

(615) 468-2008; www.riverbendnurseries.com

63

Year round trees, shrubs, perennials, annuals, herbs and tropicals

On Farm Market: Year round seasonal hours, call or visit web site for details.

Tap Root Farm

SUSAN INGRAHAM

4104 Clovercroft Rd., Franklin, TN 37067

(615) 794-3358; www.taprootfarm.com

64

Freezer beef. Also on farm event center with space and set up for weddings, corporate meetings, social parties, reunions and more.

Online and On Farm Market: Call before visiting

WILSON COUNTY

65

Parker Farms

KERRY PARKER

2223 Rock Springs Rd., Watertown, TN 37184

(615) 286-1888

Tomatoes, potatoes, squash, beans, melons, peppers, eggplant, onion, garlic, cabbage, peas, corn, honey, eggs

On Farm Market: June-Oct. - Fri. 2:00-6:00; Sat. 8:00-5:00

Smyrna Farmers Market, Murfreesboro Farmers Market

Pratt's Orchard

JACK PRATT

4944 Trousdale Ferry Pk., Lebanon, TN 37087

(615) 444-7742; www.prattsorchar.com

66

Strawberries, peaches, apples

On Farm Market: May-Oct. - Call for hours

East Tennessee

BLOUNT COUNTY

67

Butler's Farm

JAMES BUTLER

2732 Taylor Rd., Maryville, TN 37803

(865) 984-8435

Tomatoes, peppers, cucumbers, cantaloupe, watermelon, pumpkins, peaches, honey, peanuts, apples, sweet onion, Irish potatoes, eggplant, green beans, fall decorations, cornstalks, straw, gourds, cinderellas, green and orange cushaws

On Farm Market: June-Nov. 1 - Mon.-Sat. 8:30-6:00; Sun. 1:00-5:00

Coning Family Farm

ALBERT AND BETTY CONING

2724 Taylor Rd., Maryville, TN 37803

(865) 983-0153

68

Tomatoes, cantaloupes, watermelons, pumpkins, green beans, cukes, squash, peppers, okra, corn stalks, decorative gourds, mini pumpkins, straw, assorted decorative items, and prize winning jack-o-lanterns.

On Farm Market: Call before visiting

CUMBERLAND COUNTY

69

Autumn Acres

Stephanie Woods

1096 Baier Rd., Crossville, TN 38571

(931) 707-0103; www.autumnacres.net

Pumpkins, gourds, straw, sweet corn, Indian corn, corn stalks. Also Autumn Acres Corn Maze and Pumpkin Patch.

On Farm Market: Sept. 1-Nov. 6.

Mon.- Thurs. by appt. only; Fri.-Sat. 10:00-10:00; Sun. 1:00-6:00

Cumberland Mountain Farm

JOHN LOONEY

1130 Clint Lowe Rd., Crossville, TN 38555

(931) 788-5833; www.cumberlandmountainfarm.com

70

Grass fed beef, cheese, cider, jellies, summer sausage

Online and On Farm Market: Call before visiting



GRAINGER COUNTY

71

Ritter Farms

JACK RITTER

2999 Hwy. 11W S., Rutledge, TN 37861
(865) 767-2575; www.ritterfarms.com

Strawberries, tomatoes, leaf lettuce, head lettuce, potatoes, sweet onion, green beans, sweet corn, cucumbers, squash, zucchini, bell peppers, jalapeno peppers, jams, jellies, salsa, flowers, vegetable plants, restaurant on site

On Farm Market: May - Oct. - Mon.-Sat. 7:00-6:00; Nov. - April Mon.-Sat. 8:00-5:00; Country Kitchen Mon.-Fri. 11:00-2:00

GREENE COUNTY

72

Graysburg Hills Farm

MICHELE BRADLEY

470 Hopson Rd., Limestone, TN 37681
(423) 257-2246

Beef

On Farm Market: Call for ordering information

Heritage Gardens

ROBIN SHELL

745 Park Ln., Greeneville, TN 37743
(423) 798-9494

Perennials, irises, trees, shrubs

On Farm Market: Call before visiting, hours vary by season

Myers Pumpkin Patch & Corn Maze

74

Myers Greenhouse

ELDON AND VERA ANN MYERS

3415 Gap Creek Rd., Bulls Gap, TN 37711
(423) 235-4796; www.myerspumpkinpatch.com

Spring: ferns, geraniums, impatiens, Gerber daisies, hanging baskets, vegetable plants and much more! Fall: pumpkin patch, Indian corn, gourds, squash, straw mums, value added products, corn maze

On Farm Market: April-May - Tues.-Sat. 10:00-8:00; Sun. 1:00-5:00;
See web site for fall hours

Still Hollow Farm

75

JAY AND ANN BIRDWELL

3005 W. Allens Bridge Rd., Greeneville, TN 37743
(423) 638-3967; www.stillhollowfarm.com

Sweet corn, raspberries, herbs, heirloom tomatoes, green beans, okra, melons, fall decorations, specialty pumpkins and squash, broom corn, shocked corn, flowers by the bunch or bucket, candles, garden iron and goat milk soaps.

On Farm Market: April-Dec. - Thurs.-Sun. 11:00-5:00; or by appt.

WS Enterprises

JUDY & WALTER SHELTON

630 Johnson Rd., Greeneville, TN 37743

(423) 639-7616; www.mabelsboerstables.com

76

Goat milk soap, ceramics, gourds and garden vegetables

On Farm Market: Call for appointment

HAMBLEN COUNTY

77

Nolichucky Vineyard

KATIE MARTIN

6600 Fish Hatchery Rd., Russellville, TN 37860

(423) 317-8333

Muscadines

On Farm Market: Sept. - Mon.-Sat. 8:00-8:00

West End Berry Farm

78

MIKE BELL

820 West Economy Rd., Morristown, TN 37814

(423) 586-9307

Strawberries

On Farm Market: In season - May 10-June 10, Mon.-Sat. 8:00-8:00

HAMILTON COUNTY

79

Crabtree Farms of Chattanooga

MELANIE BABB

1000 E. 30th St., Chattanooga, TN 37407

(423) 493-9155; www.crabtreefarms.org

Certified organic strawberries, blackberries, blueberries, arugula, basil, beets, carrots, collards, fennel, garlic, green beans, kale, kohlrabi, lettuce, okra, onions, peppers, potatoes, radishes, rosemary, shiitake mushrooms, summer squash, tomatoes, winter squash

On Farm Market: May-Nov. - Tues.-Sat. 9:00-1:00

HAWKINS COUNTY

80

Davidson Farm

WILLIAM DAVIDSON, JR.

993 Carters Valley Rd., Rogersville, TN 37857

(423) 345-2704; www.thedavidsonfarm.com

Strawberries, blackberries, black raspberries, grapes, peaches, melons, potatoes, okra, snap beans, tomatoes and pumpkins.

On Farm Market: April-Oct. - Mon.-Sat. 9:00-5:00 Call for availability



Melody Orchard

DON AND KELLIE MESSINA

104 Belvins Rd., Rogersville, TN 37857

(423) 591-0586; www.melodyorchardtn.com

81

Peaches, apples, blueberries, blackberries and raspberries

On Farm Market: June-Oct. – Mon.-Sun. 9:00-5:00

JOHNSON COUNTY

82

Appalachian Native Plants, Inc.

TAMARA MCNAUGHTON

676 Waddell Rd., Mountain City, TN 37683

(423) 727-4264; www.appalachiannativeplants.com

Native azalea, vegetable transplants and blueberries in 2010

Online and On Farm Market: Call for hours

KNOX COUNTY

83

Chesney Cove

DEBBIE GODDARD

9922 Chesney Rd., Knoxville, TN 37931

(865) 382-3047

Beets, carrots, onion, honey, peppers, squash, cucumbers, potatoes, green peas, crowder and blackeye peas, asparagus, blueberries, strawberries, raspberries, okra, eggplant, broccoli, turnips, turnip greens, mustard greens, brussel sprouts, green beans

On Farm Market: Call ahead for availability; Jackson Square, Laurel Church of Christ

Corn Maze and Pumpkin Patch at Oakes Farm

84

DAVID BLACK

8240 Corryton Rd., Corryton, TN 37721

(865) 688-6200; www.awesomecornmaze.com

Pumpkins, specialty gourds, straw, hay, corn stalk bundles, corn maze and more

On Farm Market: Mid-Sept.- Oct. 31 - Wed- Fri 6:00 PM-10:00 PM; Sat. 10:00 AM-11:00 PM; Sun. 1:00-6:00

Oakes Daylilies and Paradise Garden Nursery

85

KEN OAKES

8153 Monday Rd., Corryton, TN 37721

(865) 687-3770; www.oaksdaylilies.com

Daylilies, perennials, clematis, hosta, ornamental grasses, peonies, tree peonies

Online: see website for ordering information

LOUDON COUNTY

86

Sweetwater Valley Farm, Inc.

JOHN HARRISON

17988 West Lee Hwy., Philadelphia, TN 37846
(865) 458-9192; www.sweetwatervalley.com

A variety of cheddar chesses available year round. Also an on farm retail store.

On Farm Market: Mon.-Fri. 8:30-6:00; Sat. 9:00-5:00

MCMINN COUNTY

87

Mayfield Farm & Nursery, LLC.

MICHAEL MAYFIELD

257 Hwy. 307 E, Athens, TN 37303
(423) 506-6957; www.mayfieldfarmandnursery.com

Canned goods, herbs, lettuce, greens, cabbage, sugar, snap peas, rhubarb, broccoli, spinach, strawberries, tomatoes, peppers, sweet corn, sweet potatoes, watermelon, cantaloupe, eggplant, green beans, wax beans, onions, gourds, heirloom tomatoes, pumpkins. Also a corn maze and more!

On Farm Market: April 20-Nov 21 - Mon.-Fri. 9:00-3:00; Sat. 9:00-2:00; Sun.-Closed; **Corn Maze Dates and Hours:** Sept. 14-Nov. 7 - Mon.-Thurs. by appointment only; Fri. 4:00-10:00; Sat. 10:00-10:00; Sun. 1:00-7:00; **Chattanooga Market, Laurel Church of God, Knoxville Market Square**

Tennessee Valley Eggs

88

JERRY AND JANA SWAFFORD

242 County Road 563, Englewood, TN 37329
(423) 263-3445

Brown eggs

Call for ordering information

MONROE COUNTY

89

BarrVue Farms

JERRY AND VANESSA BARR

330 Kinser Rd., Madisonville, TN 37354
(423) 420-0068; www.barrbales.com

Mini straw bales, mini hay bales, wheat bundles, sunflowers

Online: see web site for ordering information

Snow's Farm Fresh Produce

90

Bill Snow Sr.

550 Lakeside Rd., Vonore, TN 37885
(423) 420-0846; www.snowsfreshproduce.com

Squash, corn, cucumbers, lettuce, okra, onions, tomatoes, peppers, melons, potatoes

On Farm Market: Call for availability and hours

POLK COUNTY

91

Sleipnir Horse Farm & The Greenhouse at Morgan Lane

GEORGIA DENMAN

2214 Columbus Rd., Delano, TN 37325

(423) 263-0824; www.thegreenhouseatmorganlane.com

*Heirloom vegetable plants, heirloom vegetables, perennials,
and culinary herbs*

On Farm Market: Tues.-Sat. 10:00-4:00 Call for availability; **Polk
County Farmers Market, McMinn County Farmers Market.**

SEVIER COUNTY

92

Mountain View Orchard

JACK AND SANDY BAILEY

1701 Birch Dr., Sevierville, TN 37876

(865) 429-8649; www.mountainvieworchard.com

*Apples, apple cider, pumpkins, gourds, winter squash, sweet
potatoes, bakery items, jams, jellies and honey*

On Farm Market: Sept.-Nov. - Mon.-Sat. 9:00-6:00

WASHINGTON COUNTY

93

Shy Valley Native Habitat Nursery & Herbery

CHRISTY SHIVELL

315 Ridge Rd., Fall Branch, TN 37656

(423) 348-6570; www.shyvalley.com

*Native plants, herbs, heirloom vegetable plants, bulbs, goat
milk soap*

On Farm Market: April-June - Wed.-Sat. 10:00-5:00; other times of
year by appointment



Tennessee Farm Fresh Partnerships

The Tennessee Farm Fresh program is a joint effort between the Tennessee Farm Bureau Federation (TFBF) and the Tennessee Department of Agriculture (TDA). The TFBF has historically had close working relationships with agricultural organizations throughout the state. Some of the closest relationships have been between the TDA and the University of Tennessee (UT). In the agricultural community our paths are always crossing. With 'buying locally' growing in popularity, the Tennessee Department of Agriculture encouraged TFBF's involvement in promoting local producers. The TFBF has evaluated similar programs in neighboring states. Tennessee Farm Fresh was designed to complement the broad based efforts of the Pick TN Products program of TDA.

The Center for Profitable Agriculture (CPA), a department of UT Extension and partnership between the University and the TFBF has had a significant role in the educational aspects of the program. The Center specializes in working with Tennessee farmers to analyze and develop value-added agricultural enterprises and offer related educational programs. The CPA has partnered with the TFBF and TDA to offer educational programs, materials and assistance to Tennessee Farm Fresh members.

1. Hicks Greenhouses dba Patsy's Herb Farm
2. McCurdy Sod Farms
3. Culbertson Farms
4. J & J Farm
5. Paris Winery and Vineyards
6. Donnell Century Farm
7. Smithland Farms
8. Woolfolk Farms "Marvelous Maze"
9. Logan's Lake Apiaries
10. Flippen Fruit Farm & Bakery Outlet
11. Harris Farms
12. Jones Orchard
13. Cook Farms
14. Holt Family Farms
15. Tuberville Tomatoes
16. Valley Home Farm
17. Crabtree Family Farms
18. Flying S Farms
19. Beans Creek Winery
20. Weaver Farms
21. Grandaddy's Farm
22. Limoland
23. Rollins Farms
24. Chestnut Hill Ranch
25. Riversong Farm
26. KMA Angus Farm
27. Chief Creek Farm
28. Double A Farm
29. Forgies Fruit Farm LLC.
30. J & M Farm
31. Norton Family Farm
32. Diann's Greenhouse
33. H & S Farms
34. DelMonaco Winery & Vineyard
35. Malco Produce Farm
36. Honeysuckle Hill Farm
37. Gourmet Pasture Beef
38. Cedar Ridge Farm
39. Erdmann Farm
40. Lucky Ladd Farms
41. Rocky Glade Farm
42. Dillehay Farms
43. Peaceful Pastures
44. Sunfresh Farms
45. Unique Flowers & Greenhouses
46. Bottom View Farm
47. Bradley Kountry Acres & Greenhouse
48. Red Chief Orchard
49. Tn Tuberoso Co.
50. Walnut Hills Farm
51. Kelley's Berry Farm
52. High Hopes
53. Longship Farms
54. Mary's Greenhouse Inc.
55. Rainbow Hill Farm
56. Amazin Acres Farm
57. Blue Honey Farms
58. Delvin Farms
59. Gentry's Farm
60. Hatcher Family Dairy
61. Goblers Knob Vineyard
62. Mamushi Nature Farm
63. Riverbend Nurseries
64. Tap Root Farm
65. Parker Farms
66. Pratt's Orchard
67. Butler's Farm
68. Coning Family Farm
69. Autumn Acres
70. Cumberland Mountain Farm
71. Ritter Farms
72. Graysburg Hills Farm
73. Heritage Gardens
74. Myers Pumpkin Patch & Corn Maze/Myers Greenhouse
75. Still Hollow Farm
76. WS Enterprises
77. Nolinchucky Vineyard
78. West End Berry Farm
79. Crabtree Farms of Chattanooga
80. Davidson Farm
81. Melody Orchard
82. Appalachian Native Plants, Inc.
83. Chesney Cove
84. Corn Maze and Pumpkin Patch at Oakes Farm
85. Oakes Daylilies and Paradise Garden Nursery
86. Sweetwater Valley Farm Inc
87. Mayfield Farm & Nursery LLC
88. TN Valley Eggs
89. BarrVue Farms
90. Snow's Farm Fresh Produce
91. Sleinpr Horse Farm & The Greenhouse at Morgan Lane
92. Mountain View Orchard
93. Shy Valley Native Habitat Nursery & Herbery







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A Tennessee Farm Bureau and Tennessee Department of Agriculture Partnership

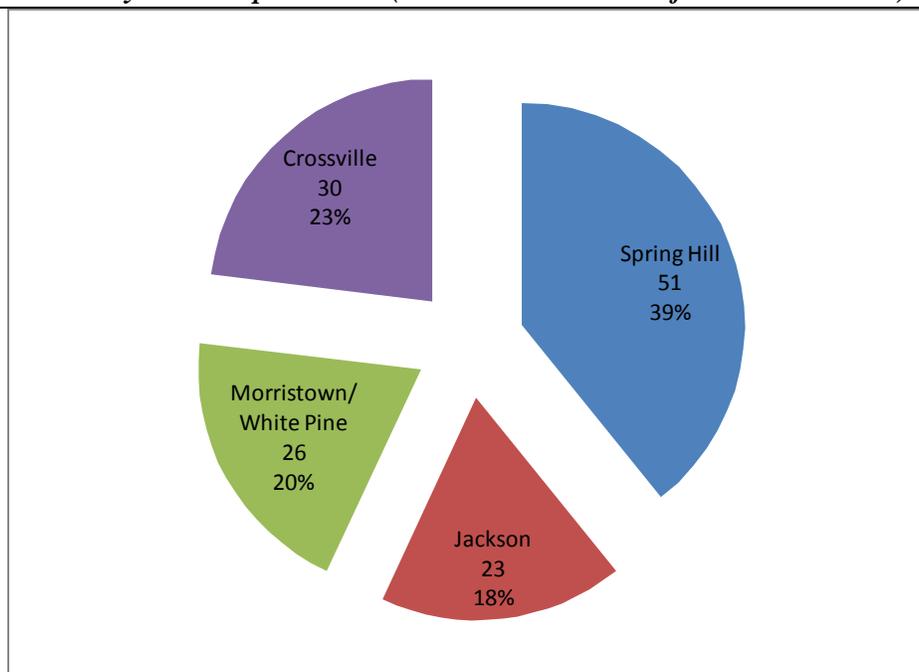


2008 Direct Farm Marketing for Success Workshops Evaluation Summary

Megan L. Bruch
Marketing Specialist
Center for Profitable Agriculture

The 2008 Direct Farm Marketing for Success Workshops were held December 10 in Spring Hill, December 12 in Jackson, December 16 in Morristown/White Pine and December 17 in Crossville. Total attendance for the workshops was 130 participants with 51 in Spring Hill, 23 in Jackson, 26 in Morristown/White Pine and 30 in Crossville with percentages of total attendance by location shown in Figure 1.

Figure 1. Attendance by Workshop Location (Number and Percent of Total Attendance)



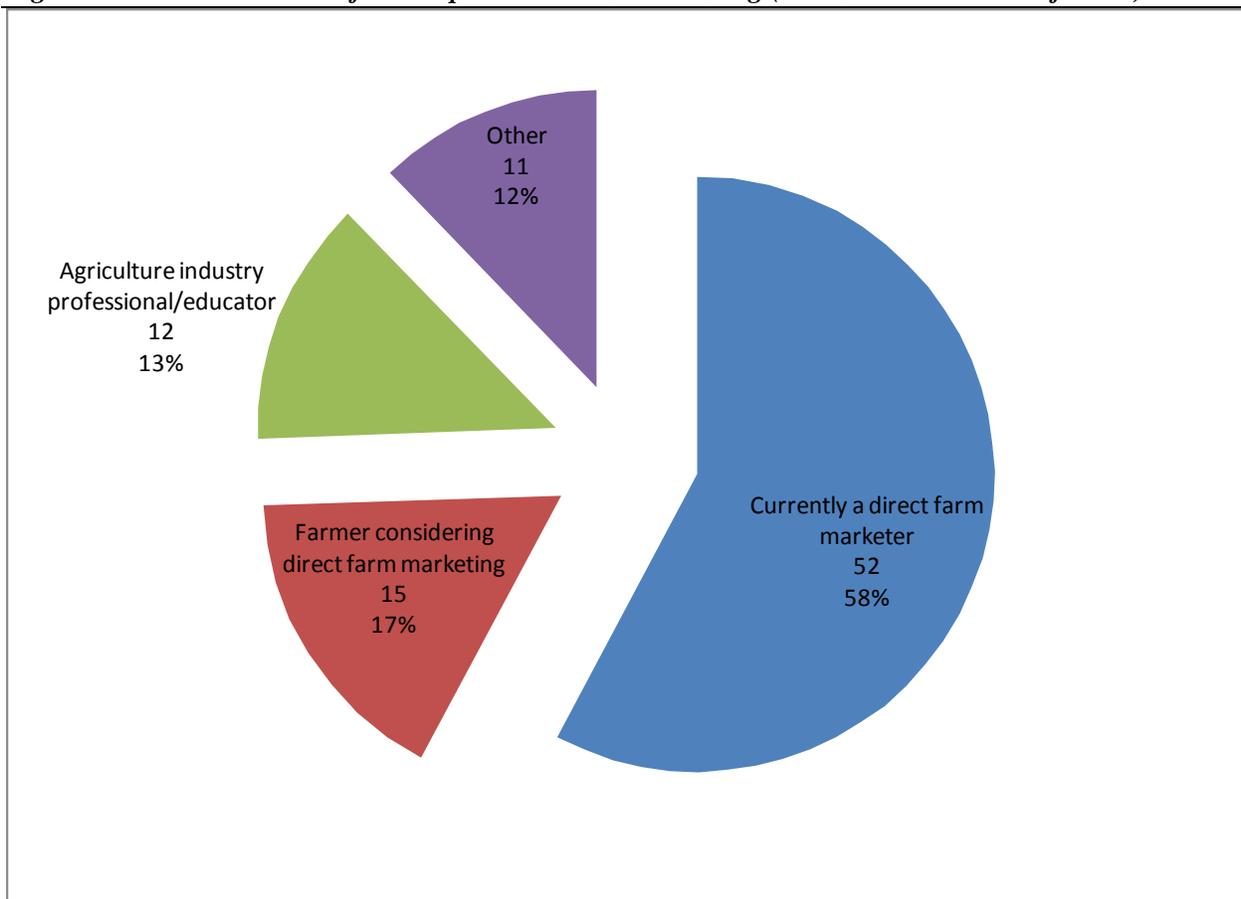
These educational workshops were developed for farmers as part of the Tennessee Farm Fresh program by the Center for Profitable Agriculture in cooperation with the Tennessee Farm Bureau Federation. Tennessee Farm Fresh is a joint effort of the Tennessee Farm Bureau Federation and the Tennessee Department of Agriculture to promote the sale of Tennessee farm products directly from the farm to the consumer.



Workshop attendees were asked to complete an evaluation form at the end of the events. Eighty-nine forms were returned for an overall response rate of 68 percent. Response rates from each workshop location were 65 percent for Spring Hill, 74 percent for Jackson, 77 percent for Morristown/White Pine and 63 percent for Crossville. A sample of the form is included as Appendix A.

Respondents were asked to select a category that best described their role and interest in direct marketing. Fifty-two respondents (58 percent) were currently direct farm marketers (Figure 2). Another 15 respondents (17 percent) were farmers considering direct farm marketing. Agriculture industry professionals accounted for 12 respondents. Eleven others did not fit in any of the given categories but included the following descriptions: farmers market board member, farmers market planning committee member, farmers market manager, owner of food store featuring local products, container company marketer, UT Extension volunteer and advertising/creative services professional.

Figure 2. Role and Interest of Participants in Direct Marketing (Number and Percent of Total)



Respondents were asked to rate each workshop session on its effectiveness in providing information needed to enhance the success of their enterprise or in assisting clients. Responses were requested on a scale of 1=Not Effective to 5=Very Effective. Average ratings for all sessions ranged from 4.37 to 4.75 and are listed in Table 1.

Table 1. Average Ratings for Workshop Sessions

Session Title	Average Rating
Keep Customers Coming Back with Excellent Customer Service (Give Them the Pickle)	4.75
Ten Tips for Direct Marketing Success	4.52
Tennessee Farm Fresh Update	4.50
Developing Effective Product Displays	4.49
Experience and Advice from Direct Farm Marketers	4.37

Respondents were asked to indicate the overall effectiveness of the workshop in providing information needed to enhance the success of their current or potential direct farm marketing enterprise or in preparing them to serve clients on direct farm marketing issues. Responses were given on a scale of 1=Not Effective to 5=Very Effective. The average rating on the overall effectiveness of the workshops was 4.50.

Participants were also asked whether or not they gained knowledge and skills that would assist them in increasing financial returns from their enterprise or to assist clients in increasing financial returns. All 87 participants who answered this question indicated they had gained knowledge and skills to increase financial returns. Two respondents did not provide an answer to this question.



Participants at the Morristown/White Pine workshop listen to a presentation by Ramay Winchester from the Department of Economic and Community Development on customer service.

The evaluation form invited respondents to provide suggestions on how to improve the workshops, which are listed in Table 2.

Table 2. Comments and Suggestions to Improve Workshops

- Introduce the farmers attending¹
- Have a time for the local farms to network ideas and speak to each other for a longer time
- Better climate control. The facility was cold.
- Maybe a little long
- Need microphones
- Less paper (CD for each person?)
- More speakers/less monotonous
- A little more time for speakers to speak and to encourage people participation
- Presentations should be 30 minutes or less
- One speaker came across as fussing at participants and repeated information during the presentation.

¹ Participants were asked to introduce themselves at three of the four workshops based on available time.

The evaluation form also allowed respondents to provide suggestions for topics for future workshops. Suggestions are grouped by category in Table 3. Marketing, regulatory issues and risk management issues were the most prominent categories of suggestions.

Table 3. Suggested Topics for Future Workshops by Category

- Marketing
 - Advertising companies and rates (maybe members could work together to get cheaper rates)
 - How specific marketing strategies have worked (and have not worked) for other producers
 - Advertising – when, where, how and how to get the most for your money
 - Direct mail/brochure/printed ad information
 - Promotion, developing a brand, sources/opportunities to market
 - Pricing (how to, structures, cut-rate)
 - How to market with commercial vegetable industry
 - Market channels: PYO operations, CSAs, farm to chef, farm to school
 - Direct sales on the farm - location, size, presentation, etc. CSA's and how to develop a customer base and package prices - meat CSA's. Info on pick your own vegetables and flowers
 - Sales (direct interaction with the customer)
 - Best way to spend marketing dollars and amount that should go into marketing
 - Where's the traffic? Finding hot spots, prime time to sell.
 - Direct sales of farm produced meats
 - Tutorials on how to write PR release, talk to media and local officials would be great
- Regulatory issues
 - Rules and regulations contacts and contact information
 - More information regarding regulations and potential exposure (financial)
- Risk management
 - Legal aspects of selling to the public on your farm
 - Risk management – where to get insurance, cost
 - More detail regarding product liability
 - Food safety
- Case Studies
 - Spotlight a direct marketer
 - Feature a farm to school marketer
- Value-added products
 - Specific info on value added products - speakers from farms that make and sell value added goods - contacts of companies that can goods, etc.
- Growing farmers markets (directed to community leaders, Extension agents, etc.)
 - The importance of producer farmers markets
- Production
 - New crop opportunities
 - Crop diversity and way to grow for commercial markets
- Advice on what to do in a struggling economy
- Continue practical situation and “hands on” type training
- Record keeping
- Financial considerations (pros and cons) of expanding an operation – when and how to expand
- Information on where to find resources for marketing materials, funding, etc.



Crossville workshop participant, Karen McCulley from Amazin' Acres of Fun, introduces herself and describes her operation to other attendees.

Additional comments related to the workshops from respondents included:

- Excellent workshop - very effective - good information - thank you!
- Excellent presentation on all topics. Thanks for your support.
- It was very good. Actual examples were excellent teaching material.
- The workshop was very professionally done with excellent handouts, videos and presentation. Keep up the good work.
- As usual, you were all well prepared, interacted and complimented each other.
- The workshop was beneficial to our farm and marketing of our product.
- Good information. I really enjoyed it.

Summary

The 2008 Direct Farm Marketing for Success Workshops reached 130 participants across the state at four locations. Workshop sessions were well-received by evaluation form respondents rating all sessions at 4.37 or higher on a scale of 1=Not Effective to 5=Very Effective. The workshop overall received an average rating of 4.50 on the same scale. Respondents indicated the workshop had increased their knowledge and skills to increase financial returns from their enterprises or in assisting clients. Several suggestions were received to assist in planning and implementing future events, and several positive comments about the workshops were provided by evaluation form respondents.

**Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.
University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating.
UT Extension provides equal opportunities in programs and employment.**

Appendix A
Direct Farm Marketing for Success Workshops
December 2008 -- Evaluation Form

Please help us to evaluate this workshop and plan for future events by completing this evaluation form.

1. Please indicate which of the workshops you attended?

Dec. 10, Spring Hill Dec. 12, Jackson Dec. 16, Morristown/White Pine Dec. 17, Crossville

2. Which of the following terms best describes your role and interest in direct farm marketing? (Check only one.)

- Currently a direct farm marketer
 Farmer considering direct farm marketing
 Agriculture industry professional/educator
 Other (Please specify.) _____

3. On a scale of 1 (Not Effective) to 5 (Very Effective), please rate the effectiveness of each session in providing information needed to enhance the success of your current or potential direct farm marketing enterprise or in preparing you to serve clients on direct farm marketing issues.

<i>Session</i>	<i>Not Effective</i> <i>Very Effective</i>				
a. Ten Tips for Direct Marketing Success	1	2	3	4	5
b. Keep Customers Coming Back with Excellent Customer Service	1	2	3	4	5
c. Developing Effective Product Displays	1	2	3	4	5
d. Experience and Advice from Direct Farm Marketers	1	2	3	4	5
e. Tennessee Farm Fresh Update	1	2	3	4	5

4. On a scale of 1 (Not Effective) to 5 (Very Effective), please indicate the overall effectiveness of the workshop in providing information needed to enhance the success of your current or potential direct farm marketing enterprise or in preparing you to serve clients on direct farm marketing issues.

<i>Not Effective</i>			<i>Very Effective</i>	
1	2	3	4	5

5. During this workshop, did you gain knowledge and skills that will assist you in increasing financial returns from your enterprise or to assist clients in increasing financial returns?

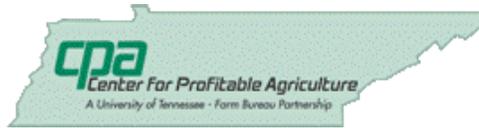
Yes No

6. How could this workshop have been improved?

7. When additional direct marketing workshops are held, what topics should be included on the program?

8. Please write any additional comments or suggestions on the back of this form.

Thank you for your participation.



Direct Farm Marketing for Success Workshop Agenda
Middle Tennessee Research and Education Center
December 10, 2008

9:00 am	Registration and Networking	
9:30 am	Welcome and Announcements	Megan Bruch Marketing Specialist Center for Profitable Agriculture
	Ten Tips for Direct Farm Marketing Success	
	Keep Customers Coming Back with Excellent Customer Service	Ramay Winchester Tennessee Department of Economic & Community Development
	Break	
	Experience and Advice from Direct Farm Marketers: Customer Service	Megan Bruch Marketing Specialist Center for Profitable Agriculture
11:30 am	Lunch and Networking	
12:15pm	Developing Effective Product Displays	Tammy Algood Food Marketing Specialist UT Extension
	Experience and Advice from Direct Farm Marketers: Effective Product Displays	Megan Bruch Marketing Specialist Center for Profitable Agriculture
	Break	
	Tennessee Farm Fresh Update and Discussion	Tiffany Mullins Tennessee Farm Fresh Coordinator Tennessee Farm Bureau
2:30 p.m.	Closing Comments and Collect Evaluation Forms	Megan Bruch Marketing Specialist Center for Profitable Agriculture