

Trade Secrets: 10 Tips For Successful Direct Marketing To Increase Farm Revenue

MILAN, TENN.

Hard work and ingenuity for which farmers are known are providing increased revenues for many through value-added agriculture. But it takes more than determination and a commitment to farming to succeed.

This year at Milan No-Till Day on July 24, farmers will learn how to successfully market their products to reach consumers during tours offered at 8 and 10 a.m. and 1 p.m. entitled Agritourism and Direct Marketing.

Value-added agriculture enterprises allow producers or growers to earn a greater portion of consumer expenditures by processing, packaging and/or marketing crops, livestock or other farm resources.

The Milan No-Till Day tours, which last 1 hour and 20 minutes, will be presented by Roseanne Donnell, Donnell Century Farm Adventure, Jackson, Tennessee; Megan Bruch, Marketing Specialist, Center for Profitable Agriculture (CPA); Pamela Bartholomew, Agritourism Coordinator, Tennessee Department of Agriculture; and Tiffany Mullins, Tennessee Farm Fresh Coordinator, Tennessee Farm Bureau Federation.

“SEQ CHAPTER \h \r 1Producers may choose to direct market their products for several reasons,” Bruch said. “Farmers typically direct market in an effort to earn a retail price for products by cutting out middlemen in the supply chain. The main goal for these producers is to increase revenues and profit.”

SEQ CHAPTER \h \r 1Consumer trends are favorable for farmers interested in direct marketing. Studies show consumers associate quality with local products and are willing to pay

more for quality. They value products that are fresh, ripe, harvested nearby and authentic. They are also interested in supporting their local economies and preserving values associated with agriculture.

The CPA, a partnership of the University of Tennessee Institute of Agriculture and the Tennessee Farm Bureau is located in Spring Hill,

Megan Bruch, Marketing Specialist with the University of Tennessee Center for Profitable Agriculture, will present ten tips for marketing success during Tour J - Agritourism and Direct Marketing - at the Milan No-Till Field Day July 24.



Tennessee. CPA Director Rob Holland said that the organization's purpose is to “increase the value of Tennessee's economy through new, expanded and improved processing and marketing of agricultural, aquacultural and forestry products as well as home-based industries.”

Plan to attend this session to learn 10 tips for successfully direct marketing fruits and vegetables, dairy, beef or an agritourism enterprise. Come find out how you get the most out of your products.

The Center for Profitable Agriculture can be reached at 931-486-2777 or on the Web at HYPERLINK "http:// cpa.utk.edu/ " http://cpa.utk.edu/ .

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