



CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT





CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



In This Issue

CPA's Twenty-Fifth Anniversary Celebration Event	Page 1
CPA's Twenty-Fifth Anniversary Celebration Photos	Page 2
UT Creamery Developing Pawpaw Ice Cream	Page 3
CPA's Three-Year Specialty Crop Project Concludes	Page 3
Center Featured at Farm Bureau Policy Development Meetings	Page 4
First Hops Harvest at UTIA Hops Yard	Page 4
AgBusiness Basics Held in Davidson County	Page 5
UTIA Ag Day Held in September	Page 5
Rachel Painter Awarded at NACAA in Iowa	Page 6
Steak and Potatoes Field Day	Page 6
Center Hosts Tennessee Food Buyer Tours	Page 7
Southeast Value-Added Dairy Conference in Nashville	Page 8
Tennessee AgrAbility: Governor Joins at STAR Center	Page 8
CPA's Twenty-Fifth Anniversary Proclamation	Page 9

Keep up with us online!





CPA's Twenty-Fifth Anniversary Celebration Event

The Center reflected on and recognized its twenty-five years of history recently with a celebration event held at the Tennessee Farm Bureau Federation headquarters in Columbia on September 18. More than 100 people gathered in attendance to commemorate the occasion.

This event featured a reception followed by a small formal program including speakers from the UT Institute of Agriculture, Tennessee Farm Bureau Federation, and the Tennessee Department of Agriculture. Both friends and former staff members of the center were in attendance. Special recognition was given to previous center directors including Ray Humberd and Dan Wheeler.

Tim Cross, retired UTIA Sr. Vice Chancellor/Sr. Vice President, officiated the event. Special comments were given by current UTIA Sr. Vice Chancellor/Sr. Vice President, Keith Carver; TFBF President Eric Mayberry; Dean of UT Extension Ashley Stokes; Assistant Dean of UT Extension Justin Rhinehart; and Deputy Commissioner of Agriculture Jeff Aiken. Tennessee producers Phil Baggett of Tennessee Grass Fed Farm and Andrew Dixon of Granddaddy's Farm also provided comments.

Refreshments and decorations at the event represented the following Tennessee operations: Flowers Creamery, Granddaddy's Farm, Merritt Popcorn Company, Nash Family Creamery, Norton Family Farms, and Wagner Berry Farm.



Front Row (L - R): Alaina Boyd, Eileen Legault, Rachel Painter, Dan Wheeler, Ray Humberd, Rob Holland, Kim Giorgio, Megan Leffew, Joetta White, James Harlan

Back Row (L - R): Troy Dugger, Hall Pepper



CPA's Twenty-Fifth Anniversary Celebration Event



Top Left: Celebration event guestbook signed with names



Top Right: Justin Rhinehart and Rob Holland accept proclamation presented by Deputy Commissioner Aiken



Middle Left: Group photo of celebration event attendees on September 18



Middle Right: Cake featured at celebration event on September 18



Bottom Left (L - R): Tim Cross; Dan Wheeler; Ray Humberd; Rob Holland



Bottom Right: Current UTIA Sr. Vice Chancellor/Sr. Vice President, Keith Carver, addresses the crowd



CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



UT Creamery to Develop Small Batch of Pawpaw Ice Cream

As part of a recent specialty crop project, the Center has been working with the UT Food Science Department and the UT Creamery in acquiring locally grown pawpaws for processing into pawpaw ice cream.

During peak pawpaw harvest in late August, fresh fruit from Anthony Petrochko at Pawpaws Aplenty in Maury County was provided for processing small-batches of pawpaw ice cream from Tennessee pawpaws.

Tennessee pawpaws have also been sourced by other creamery's in the state and featured during the season. Stay tuned for other updates regarding the small batches in the UT Creamery.

CPA's Three-Year Specialty Crop Project Concludes

The Center's Specialty Crop project, "Chronicling Tennessee's Specialty Crop Landscape," recently concluded. Impacted by the COVID pandemic and other internal organizational distractions in the first two years of implementation, this project spanned three years in duration.

While all of the original program implementation ideas were achieved, this project excelled in reaching a large number of specialty crop growers through workshops and direct contacts. In addition, the number of leaders and educators reached by this project through professional development activities far surpassed project goals. With a goal of reaching 210 growers and thirty Extension personal, the project tracked 991 total contacts (865 growers and 126 Extension personnel).

The opportunity to connect with and learn from existing growers across the state was a heartwarming experience which contributed to both the case studies and observations formulated during this program's lifespan.





CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



Center Featured at Farm Bureau Policy Dev. Meetings

Members of the Center's value-added agriculture team recently attended the twelve Farm Bureau Policy Development meetings throughout the state.

These meetings provided the opportunity for us to connect with some 1300 folks and increase awareness about our work and reflection over the past twenty-five years.

Each participant in the meetings was provided a copy of our twenty-fifth anniversary report and a package of microwave popcorn which commemorates our anniversary and serves as a take-home example of a value-added product. We enjoyed this opportunity to share our story and reflect on the past twenty-five years with folks from Lake County to McMinn County and from Haywood County to Washington County.



First Hops Harvest at UTIA Hops Yard

The newly constructed UTIA hopyard had its first harvest on August 26.

Extension Specialist Rachel Painter of CPA assisted in harvesting hops at the hopyard located at the East Tennessee AgResearch and Education Center Plant Science Unit.

The UTIA hopyard provides new access to hops for both research and education on craft beverage inputs.





AgBusiness Basics Held in Davidson County

The AgBusiness Basics workshop was held on July 25 at Green Door Gourmet in Davidson County. Extension Specialists Rachel Painter and Eryn Bell covered topics such as marketing direct to consumer, business planning, recordkeeping, and farm transition planning.

Presentations included hands-on and interactive sessions as well as a tour of Green Door's market store to discuss labelling and marketing strategies. The program was supported in part by the Southern Ag Exchange Network and hosted by Agent Shana DeLozier.



UTIA Ag Day Held in September

The Center was recently represented at this year's UTIA Ag Day event held on campus inside Brehm Animal Science's arena on September 23.

Alumni, current students, faculty and staff, as well as retirees and supporters of UTIA all participated in the activities on campus.

Ray Humberd and Anne Dalton, previous center staff members, both visited with current staff and friends of UTIA at the event.

This year's Ag Day offered an additional opportunity to continue the center's twenty-fifth anniversary celebration.





Rachel Painter Awarded at NACAA in Iowa

Several UT Extension personnel recently participated in the National Association of County Agricultural Agents Annual Meeting and Professional Improvement Conferences (NACAA AMPIC) in Des Moines, Iowa.

Rachel Painter received a National Communications Award as runner-up for the photo category with a photo of garlic from Galena Garlic Company, which was utilized in an Extension publication and marketing materials for the Specialty Crop workshops on the topic held in March 2023.

Painter previously received the Southern Region Award in the photo category to qualify as a National finalist.



Steak and Potatoes Field Day

Extension Specialist Rachel Painter represented the Center at the recent Steak and Potatoes Field Day on August 24 in Crossville, TN.

The annual Steak and Potatoes Field Day presented by UTIA includes topics of interest to beef cattle producers, fruit and vegetable producers, and land managers and had over 360 individuals attend this year. Rachel presented at the field day on Connecting with Customers at Farmers Markets and on Cut Flower Production and Marketing with Natalie Bumgarner.





CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



Center Hosts Tennessee Food Buyer Tours

The Center recently held two food buyer tours in Tennessee in September. One was held on September 21 in Nashville, and the other was held on September 28 in Knoxville.

These MarketReady Buyer Tours are a direct result of collaboration between the Center and the University of Kentucky's MarketReady Producer Training Program on behalf of the Southeast Dairy Business Innovation Initiative.

Twenty participants visited a total of six sites. Attendants represented both value-added entrepreneurs and technical assistance providers from TN and KY.

Nashville tour stops included Second Harvest Food Bank of Middle Tennessee, the Turnip Truck in East Nashville, and MarketWagon's Goodlettsville hub. Speakers included Jennifer Anthony-Waller and Brad of Second Harvest; Kat Brit of the Turnip Truck; and Hub Coordinator Michelle Burklin of MarketWagon.

Knoxville tour stops included Three Rivers Market, Vol Dining and Rocky Top Dining Hall on the UT Knoxville campus, and FarmSouth located in South Knoxville. Speakers included Three Rivers' General Manager Fadi Aboush; Vol Dining Marketing Director Mary Leslie Patterson and District Manager Steven Tamborello; Freshpoint representative Chris Lambert; Vol Dining Nutrition Dietitian Taylor Koenigs; and FarmSouth owner-operator Melanie Harris.

Lunch for the Knoxville food buyer tour was sponsored by Vol Dining.





CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



Southeast Value-Added Dairy Conference in Nashville

This year's Southeast Value-Added Dairy Conference was hosted by UTIA faculty and staff on behalf of the Southeast Dairy Business Innovation Initiative.

Extension Specialists Megan Leffew and Rob Holland both presented at the conference. Extension Assistants James Harlan and Alaina Boyd both moderated panel sessions on topics including buying and marketing to wholesale channels and telling your farm's story.

The Center was also represented at the conference trade show with an exhibit and display of recent and upcoming educational opportunities including webinars and workshops. The center's Value-Added Dairy team consists of Extension Specialists Holland and Leffew; Extension Assistants Harlan and Boyd; and TN AgrAbility Program Coordinator Troy Dugger.

Tennessee AgrAbility: Governor Joins at STAR Center

Governor Bill Lee and First Lady Maria Lee joined fourteen veterans in attending a workshop at the STAR Center in Jackson, Tennessee in August.

The workshop was attended by 14 veterans. Workshop topics included career options for veterans, the TN AgrAbility program, as well as veteran assistance options from Frontline Gardens. Attendees participated in hands-on gardening activities as well as a networking session.

The STAR Center is a non-profit partner with Tennessee AgrAbility whose mission is to help any person with any disability to realize their potential.





CPA Twenty-Fifth Anniversary Proclamation

As part of the Center's twenty-fifth anniversary celebration event, Deputy Commissioner of Agriculture for Tennessee Jeff Aiken presented a proclamation from Gov. Bill Lee officially recognizing 2023 as the twenty-fifth anniversary of the Center.

Pictured below from left to right: TFBF President Eric Mayberry; Assistant Dean of UT Extension Justin Rhinehart; UTIA Interim Sr. Vice Chancellor/Sr. Vice President Keith Carver; Deputy Commissioner Jeff Aiken; Center Director Rob Holland; Dean of UT Extension Ashley Stokes; and TFBF Executive Vice President Rhedona Rose.



Front Row (L - R): Eric Mayberry, TFBF; Justin Rhinehart, UT Extension; Keith Carver, UTIA; Jeff Aiken, TDA; Rob Holland, CPA; Ashley Stokes, UT Extension; Rhedona Rose, TFBF



CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



Questions?

Contact Alaina Boyd at
acboyd@utk.edu or visit
us at tiny.utk.edu/cpa!



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.