



CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



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TFBF Unveils CPA 25th Anniversary Video

The Tennessee Farm Bureau unveiled its tribute video honoring the center's twenty-five years of history this year at the 102nd annual TFBF State Convention.

This video, narrated by Lee Maddox, features clips and interviews from over the years detailing the center's long history with Tennessee agriculture and the value-added industry.

Click on the YouTube link below to watch the video and relive some of CPA's history!





Dairy Team Visits Wisconsin with SDBII

The center's value-added dairy team was able to assist with the planning and coordination of the Southeast Dairy Business Innovation Initiative (SDBII) Wisconsin Experiential Learning Course throughout this year. This unique educational opportunity allowed a large group of Tennessee, Kentucky, and North Carolina dairy producers to visit Madison, Wisconsin, in October for four days of educational programming and value-added farm visits. Extension assistant Alaina Boyd was in attendance.

The group attended the World Dairy Expo in Madison as part of the experience and attended The Dairy Symposium held on October 3 which featured representatives from all four Dairy Business Initiatives from across the country giving updates on their programs and efforts.



Top: Extension specialist Shep Stearns alongside a group of southeast dairy farmers learning on a farm tour in the Madison, WI area in October.

Developing Your Value-Added Marketing Strategy

Through SDBII, the center's value-added dairy team coordinated and facilitated a total of six educational workshops focusing on marketing strategy that were held across North Carolina, Tennessee, and Kentucky in October.

The workshops were taught by senior Extension associate with Penn State University, Sarah Cornelisse. Workshops were held on campuses of NC State University, University of Kentucky, Western Kentucky University, and UT Knoxville, with two others held at WNC Regional Livestock Center and at Nash Family Creamery.



Bottom: Sarah Cornelisse provides a presentation on market drivers and customer mindset to a group of farmers in Lexington, KY at University of Kentucky.



Cultivate: Women in Agriculture Conference

The center was represented in multiple ways in October at the 2023 Cultivate: Women in Agriculture Conference.

Held on October 14 at the Middle TN Research and Education Center (MTREC), this event invited women in agriculture for a day filled with networking, educational sessions, and fellowship.

Extension specialist Rachel Painter gave an educational session on connecting with your customers.

Joetta White, Extension area specialist and a member of the Tennessee AgrAbility team, was instrumental in the planning and implementation of this event.



Top: Laine McGee, Lawrence County ANR agent, discussing the giveaway items at the Cultivate: Women in Agriculture conference alongside Megan Harris, Lawrence County producer, and Joetta White, area Extension specialist.



Bottom: Extension specialist with the center, Rachel Painter, provides a presentation at the conference with a slide discussing the definition of value-added agriculture.



Pest Friends - Integrated Pest Management

Eight Extension agents received training on Integrated Pest Management (IPM), using the board game “Pest Friends” in November. The training was conducted in Murfreesboro.

This educational board game is designed to help youth and adults understand the principles of IPM, to explore the different components of IPM and how this affects a crop and series of living species within it. The board game was developed by two Extension educators with the University of Idaho Extension. Associate professor Jason De Koff, discovered the board game while attending the NACAA National Meeting in Iowa.

The Tennessee SARE program purchased board games to be used in the training, and all attendees were given a game to use in their county programming efforts. Additional training sessions are being planned for the future.



Top and Bottom: Extension personnel attending the Integrated Pest Management training in Murfreesboro.



Farmers Market Manager Training

The Farmers Market Managers Training was held via webinar on November 17 with sixty-four managers from across the state registered.

Topics included resources for market managers such as the new publication PB1918, “[A Guide for Developing a Farmers Market in Tennessee](#),” regulations, and funding opportunities. Speakers and collaborators included Extension specialists, Tennessee Department of Agriculture officials, and Tennessee Association of Farmers Markets representatives.

View the recording of the webinar [here](#).



Center Represented at 102nd TFBF Convention

More than 600 attendees at the 102nd Tennessee Farm Bureau convention visited the Center for Profitable Agriculture exhibit at the Marketplace Trade Show on Sunday, December 3.

During the tradeshow, CPA staff members discussed various topics and distributed numerous educational publications. Participants also registered for a gift basket containing value-added products and CPA branded items.

At the conclusion of the trade show, a drawing was held to identify three winners of the baskets. Pictured with James Harlan are two of the gift basket winners: Jackie Walker of Hawkins County (left) and Linda Thackston of Cumberland County (right). Ashlan Holland of Greene County (not pictured) also received a gift basket.



Left: Jackie Walker, Hawkins County, with Extension assistant James Harlan.



Right: Linda Thackston, Cumberland County, with Extension assistant James Harlan.



Honoring Rhedona Rose's 37 Years of Service to TN Ag

We in the Center for Profitable Agriculture extend congratulations and sincere appreciation for her dedicated service to Rhedona Rose upon her retirement from the Tennessee Farm Bureau.

Rhedona has worked with the Farm Bureau for more than thirty-seven years and provided outstanding leadership and direction.

We appreciate her support of the Center for Profitable Agriculture, UT Extension, and value-added agriculture across the state.

We wish Rhedona all the best in the days ahead.



Top: Rose speaking in a panel discussion at the 2023 Cultivate: Women in Agriculture conference.



Bottom (L - R): TFBF President Eric Mayberry; Associate Dean of Extension Justin Rhinehart; UTIA SVC/SVP Keith Carver, TN Assistant Commissioner of Agriculture Jeff Aiken; CPA Director Rob Holland; Dean of Extension Ashley Stokes; Rhedona Rose on September 18 at the center's twenty-fifth anniversary celebration.



Fencing School In-service Training

A fencing school in-service training for Extension agents was held on November 3 at the Rutherford County Extension Office, with thirty-one agents participating. This fencing school covered concepts and technical skills related to electric fencing. Classroom time was used to cover information related to electrical circuits and grounding. Hands-on demonstrations focused on setting up braces, posts, and wire of both permanent and temporary fencing, as well as troubleshooting.

Animal science professor and Extension specialist Matt Poore of NC State University taught a majority of the training and led the hands-on sessions with other topics co-facilitated by UT assistant professor and beef cattle nutrition specialist Katie Mason, and Rutherford County ANR agent, Rebekah Norman. Travel funds for the training were provided by the Tennessee SARE Program.

Tennessee AgrAbility: LifeLyft Platform in Hawkins Co.

Jim Stapleton, a proud U.S. Army Vietnam veteran and farmer in Hawkins County, has faced mobility challenges after several knee and back surgeries. He also has degenerative nerve damage but still takes initiative and farms every day.

Tennessee AgrAbility partnered with the TN Vocational Rehabilitation Program which funded a LifeLyft platform tractor lift to help him get safely on/off his tractor and back to farming. This assistive technology tool is of great benefit to farmers and allows them to farm safely.



Left: Jim Stapleton using the tractor life on his farm in Hawkins County.



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Concluding the Center's 25th Anniversary Celebration

As part of their twenty-fifth-anniversary celebrations during 2023, staff members of the Center for Profitable Agriculture attended twenty-three events across the state from April to September and increased awareness about the Center's history, success, and programs to a total of 2,245 participants.

The events included a special reception on September 18 in Columbia as well as participating in each of the Farm Bureau Policy Development Meetings and various county and regional events.



Top: Close-up photo of the podium at TFBF headquarters in Columbia, TN on September 18 at the center's celebration event.

Painter Accepts Farm Management Specialist Position

Rachel Painter has served as an Extension Specialist in Value-Added Agriculture Marketing in our center since May of 2022.

Painter recently announced that she will transfer to a farm management specialist position with the Center of Farm Management based in Coffee County effective January 1, 2024.

We wish Rachel all the best in her future endeavors and are very appreciative of all the hard work she put in during her time with the center.



Bottom: Painter posing for a headshot in Murfreesboro, TN at a professional development event for center staff.



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Questions?

Contact Alaina Boyd at
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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.