

---

# CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT

---



**January 2025 | Vol. 107**

Content from October - December 2024



# CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



## In This Issue

---

Design to Strategy Workshops Held in November .....	Page 1
Tennessee AgrAbility Training Session Held in October .....	Page 2
New Extension Publications Available from Center .....	Page 3
Tennessee Agritourism Association Quarterly Meeting .....	Page 4
Center Represented at Tennessee Farm Bureau Annual Meeting .....	Page 4
Tennessee Agriculture and Forestry Leadership Program Update .....	Page 4
Value-Added Agriculture in Tennessee Rack Card Available .....	Page 5
Interactive Map - Center Quarterly Activity by County .....	Page 6

## Keep up with us online!



CENTER FOR  
PROFITABLE AGRICULTURE  
**UT EXTENSION**  
INSTITUTE OF AGRICULTURE  
A UNIVERSITY OF TENNESSEE - FARM BUREAU PARTNERSHIP





## Design to Strategy Workshops Held in November

Four Design to Strategy: Building Blocks of Social Media Content Creation workshops were held in November 2024 in Chattanooga, Cookeville, Dickson, and Knoxville.

The workshops were offered from 9 a.m. to 3:30 p.m. local time in Chattanooga, Cookeville, Dickson, and Knoxville. The objective of these hands-on workshops was to increase knowledge and skills to improve the effectiveness of participants' social media marketing.

A Canva Classroom was developed to demonstrate the use of the Canva Brand Kit feature as well as provide graphics and other components necessary for the guided design activity. The teaching team included Alaina Boyd and Megan Bruch Leffew from the Center for Profitable Agriculture.

A total of sixty participants attended the workshops, including fifty-four farmers representing forty-eight farms, two Extension agents, and two industry partners.



**Left:** Extension specialist Megan Leffew teaching at the Knoxville workshop held on November 21.



**Right:** Extension assistant Alaina Boyd teaching at the Chattanooga workshop on November 6.





## Tennessee AgrAbility Training Session Held in October

The Tennessee AgrAbility Program along with its non-profit disability partner, the STAR Center, of Jackson, recently conducted an educational event attended by twenty-four vocational rehabilitation counselors of East Tennessee. This hands-on workshop was held at the Plateau AgResearch and Education Center in Crossville.

Participants had the opportunity to learn about agriculture and farming and were provided the opportunity to climb upon a tractor, slide into an UTV, learn about round balers and other farm implements, drive outdoor mobility wheelchairs, see a cattle-handling facility and learn more about the stress farmers face. The purpose of the day was to assist the counselors in understanding that farming is a business and to give them insight into the equipment and assistive technology needed by farmers when making funding recommendations to the state for AgrAbility farmers. Thanks to Walt Hitch, his staff, and Greg Upchurch of Cumberland County Extension for assisting with this event.



**Left:** Cumberland County ANR agent Greg Upchurch discusses the importance and safety of using a cattle chute while demonstrating the accessibility of the equipment for farmers who must use a track chair. John Swandal of Target Mobility is pictured in the track chair next to the chute.



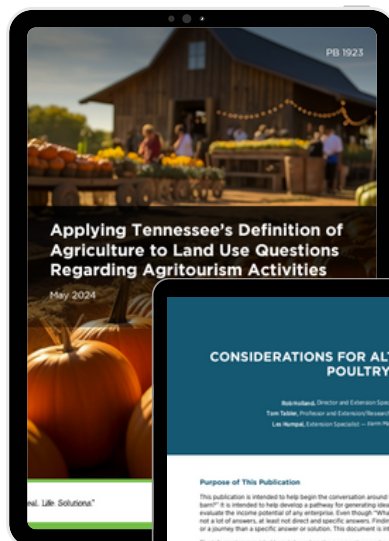
**Right:** Vocational Rehabilitation Counselors of East TN who attended the AgrAbility training session in Crossville in October.



## New Extension Publications Available from Center

Four new Extension publications developed by Center staff are now available for the public, either in print or online.

- PB 1923 "Applying Tennessee's Definition of Agriculture to Land Use Questions Regarding Agritourism Activities" was developed by Extension specialist Megan Bruch Leffew and Kevin Hensley of the Tennessee Farm Bureau Federation. Access PB 1923 [here](#).
- PB 1925 "Considerations for Alternative Uses of Old Poultry Barns" was produced via a collaborative effort between Extension specialists Rob Holland, Les Humpal, and Tom Tabler. It can be accessed [here](#).
- PB 1927 "Journey Mapping: An Effective Tool for Understanding Customer Experiences with Your Brand" was created by Extension specialist Megan Bruch Leffew along with University of Tennessee professors Chris Sneed (Department of Family and Consumer Sciences), Heejin (Jeanie) Lim (Department of Retail, Hospitality, and Tourism Management), and Michelle Childs (Department of Retail, Hospitality, and Tourism Management).
- W 1261, "Regulatory Considerations for Marketing Sprouts, Microgreens, and Baby Greens in Tennessee," was created by UT Extension specialists Megan Leffew, Rachel Painter, Annette Wszelaki, and Extension assistant Brooke Emery. This publication is only available online.





# CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



## **Tennessee Agritourism Association Quarterly Meeting**

---

Extension specialist Megan Leffew and the Center's Business Manager Aaron Buckley recently attended the Tennessee Agritourism Association's quarterly meeting held in December.

Participants visited Lyon Family Farms in Taft, Tennessee; Scotts Orchard in Hazel Green, Alabama; and Tate Farms in Meridianville, Alabama. The event provided an opportunity for Center staff to network and engage with agritourism producers from across Tennessee.

## **Center Represented at Tennessee Farm Bureau Annual Meeting**

---

Various Center staff were in attendance at the recent 103rd Tennessee Farm Bureau Federation Annual Meeting. Held in Franklin in early December, the event featured various informative sessions as well as guest speakers from various sectors of the agriculture industry. Hundreds of attendees visited the CPA exhibit during the trade show.

The annual Tennessee Association of Agricultural Agents & Specialists (TAAA&S) luncheon was held once again during the annual meeting. Both UT Extension and TSU cooperative Extension personnel gave updates and provided a chance for fellowship among Extension colleagues.

## **Tennessee Ag. and Forestry Leadership Program Update**

---

The Tennessee Agriculture and Forestry Leadership Program (TAFLP) recently kicked off its inaugural eighteen-month program. Developed in collaboration with the Naifeh Center for Effective Leadership housed within the UT Institute for Public Service, the UT Institute of Agriculture, the Tennessee Department of Agriculture, and other industry partners, the TAFLP provides leadership and networking opportunities for farmers, foresters, and the agriculture community.

The current TAFLP cohort consists of nineteen individuals from across the state of Tennessee. The initial cohort will participate in an intensive leadership program set to include visits across Tennessee, an out-of-state industry trip, as well as a visit to Washington D.C. TAFLP will include eleven total program sessions spread across thirty-four days.

Center director and Extension specialist Rob Holland was involved in the planning and implementation of the Tennessee Agriculture and Forestry Leadership Program (TAFLP) as a member of the advisory committee.





# CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



## Value-Added Agriculture in Tennessee Rack Card Available

A newly developed rack card featuring insight on value-added agriculture in Tennessee based on the recently released 2022 U.S. Census of Agriculture is now available from the UT Center for Profitable Agriculture.

The rack card is double-sided, displaying “Value-Added Agriculture” with a summary of estimated impact in dollars on one side and “Quick Facts on Value-Added Agriculture in Tennessee” on the opposite side displaying bulleted information and percentages related to the Census data.

Rack cards are available for distribution. For more information on these items, please contact Aaron Buckley at [abuckle2@utk.edu](mailto:abuckle2@utk.edu).





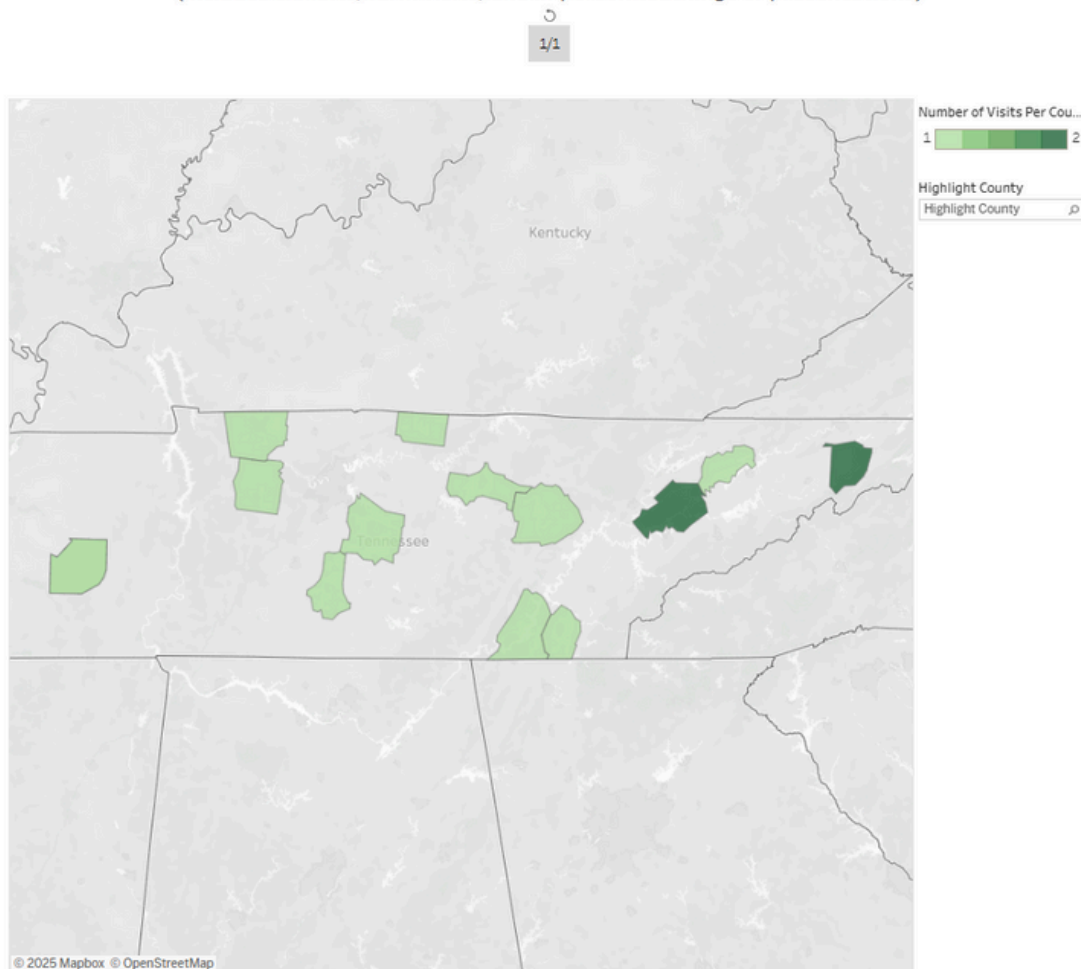
## Interactive Map - Center Quarterly Activity by County

An interactive map highlighting the Center for Profitable Agriculture’s activity (including all exhibits, farm visits, and in-person presentations or teachings) by county visited from October to December 2024 is now available.

A total of eight farm visits were conducted during the quarter across six counties. A total of nine in-person teachings or presentations were held across eight counties with two Zoom teachings offered by Center staff during the quarter. The Center’s exhibit was featured at two trade shows or industry events during the quarter.

Click [here](#) to access the interactive Tableau visualization shown below (if viewing in PDF format). A new browser window will open after you follow the link. You may hover over each shaded county to learn more information about Center activities for this quarter once the link opens in a new window.

Summary of Center for Profitable Agriculture Activity from October - December 2024 by Tennessee County  
(includes exhibits, farm visits, and in-person teachings or presentations)







# CENTER FOR PROFITABLE AGRICULTURE QUARTERLY PROGRESS REPORT



## Questions?

Contact Alaina Boyd at  
[acboyd@utk.edu](mailto:acboyd@utk.edu) or visit  
us at [tiny.utk.edu/cpa](http://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.