



## Business Planning and Marketing Education for Tennessee Farmers

In a 2015 needs assessment survey, Tennessee value-added producers, direct marketers and agritourism operators indicated a need for advanced social media and business planning training. The operators specifically wanted training on online marketing resources, business planning strategies, media content development tools and successful marketing strategies.

A value-added agritourism and goat business interested in enhancing her business planning strategies and online marketing activities participated in the project’s training. As a result of the training provided in the workshop series, she increased knowledge to become more equipped and focused on realistic goal setting. The farmer

reported, “The workshop series made me realize that as I diversity and get bigger, I must have a better sense of planning and marketing.” The training resulted in the farmer/rancher changing her marketing plan and value-added activities. She recognized through developing her business plan that she needed to write down specific goals and analyze specific profit centers.

The business reported enhanced understanding of individual enterprise production costs and revenue streams. She changed her overall marketing strategy to selling young lambs and increasing activities in value-added activities. The farmer reported that the Pandemic caused a loss of agritourism event sales in 2020. However, the training allowed the business to successfully pivot during the challenging year. She reported that her gross revenue increased by 30% over the prior year. because wine tourism benefits several aspects of the regional economy.



***“Business and marketing plan changes resulted in more foot traffic to our farm and increased sales to the newly launched on-farm soap business. Our farm saw a 30% increase in gross revenue over the prior year.”***

***Value-Added & Goat Business***



## Empowering Producers to Manage Risks



**EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



United States  
Department of  
Agriculture

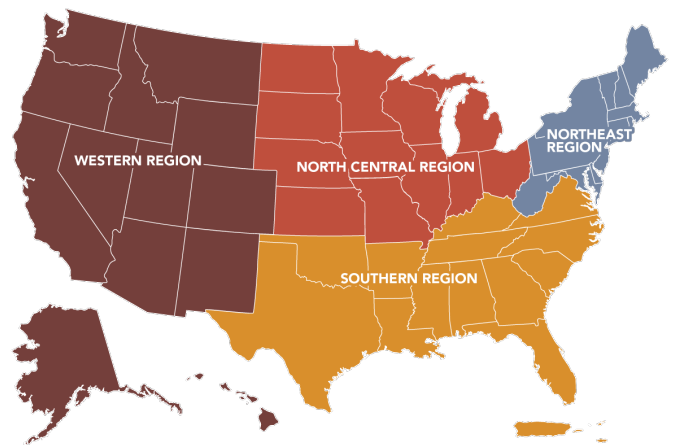
National Institute  
of Food and  
Agriculture

## “Educating America’s farmers and ranchers to manage the unique risks of producing food for the world’s table.”

**Extension Risk Management Education (ERME)** is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, results-based and encourage public-private partnerships. Funded projects must identify targeted results that will help producers manage risk and then describe how the project will measure those results.

Extension Risk Management Education has funded innovative programs that have generated tangible results for producers in every state. ERME is committed to funding results, providing transparent accountability, and encouraging collaboration. View the accomplishments of all funded projects on our website.  
<http://ExtensionRME.org>



### ERME REGIONAL CENTERS



**NORTH CENTRAL  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

University of Nebraska  
Dept. of Agricultural Economics  
303 Filley Hall  
Lincoln, NE  
68583-0922

(402) 472-1742  
NCERME.org



**NORTHEAST  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

University of Delaware  
Dept. of Applied Economics  
and Statistics  
112 Townsend Hall  
Newark, DE  
19716-2130

(302) 831-6540  
NERME.org



**SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

2301 South University Ave.  
Little Rock, AR  
72204

(501) 671-2165  
SRMEC.uark.edu



**WESTERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

222 N. Havana St.  
Spokane Valley, WA  
99202

(509) 477-2168  
WESTRME.wsu.edu



[EXTENSIONRME.org](http://EXTENSIONRME.org)

