



Fruit Production and Direct Marketing Workshops – January 2015

This day-long workshop provides guidance for producers interested in growing and direct marketing fruit through pick-your-own and on-farm retail markets.

Topics & Speakers

Sessions will include these topics as they relate to pick-your-own and on-farm retail markets:

- Fruit Production
- Good Agricultural Practices and Food Safety
- Financial Analysis
- Risk Management
- Marketing
- Producer Experiences and Farm Tour (weather permitting)

Sessions will be taught by UT Extension's Dave Lockwood, Faith Critzer, Alan Galloway and Megan Bruch Leffew. A producer will also share their real world experiences in pick-your-own and on-farm retail.

Workshop Dates, Times & Locations

This workshop will be offered in four locations:

- January 21 – Bolivar City Hall with tour of Falcon Ridge Farm (Hardeman County)
- January 22 – Forgie's Fruit Farm (Marshall County)
- January 27 – Clyde Austin 4-H Camp with a tour of Buffalo Trail Orchard (Greene County)
- January 28 – Monroe County Farm Bureau Building with a tour of Tsali Notch Vineyard

Registration and networking will begin at 8:30am (local time), and sessions will begin at 9am. The workshop will end by 4:30pm. Lunch will be provided.

Registration

Registration is required by 5 business days prior to the workshop date.

The fee of \$15 per person must be received to complete registration. Register online with a credit card at <https://tiny.utk.edu/PYO> or call 931-486-2777.

Directions and other details will be emailed to registered participants a few days prior to each workshop. Locations without adequate registrations may be cancelled.

TAEP Eligibility

This workshop qualifies as one course toward the educational requirements to receive 50% TAEP cost share for ONLY: Fruits and Vegetables and Value-Added sectors.

These workshops are funded, in part, through the United States Department of Agriculture's Specialty Crop Block Grant and administered by the Tennessee Department of Agriculture.



Questions? Contact Megan Bruch Leffew at mleffew@utk.edu or 931-486-2777.