

2012 Nomination Form and Guidelines
TENNESSEE SMALL FARMER OF THE YEAR AWARD

Tennessee State University School of Agriculture, Human and Natural Sciences

Introduction and Purpose

The purpose of this program is to recognize exemplary efforts of small farmers in Tennessee. The identification, selection and recognition are joint effort of the agricultural related agencies in Tennessee. In that effort, the Tennessee State University School of Agriculture and Consumer Sciences invites you to support small farmers by participating in the Eighth Annual Small Farmer of the Year Award Program. You are invited to nominate one outstanding small farmer from your county in each category to compete for "Small Farmer of the Year." There will be a total of six small farmers selected: three farmers in the gross sales category of less than \$50,000 and three farmers in the gross sales category of \$50,000-\$250,000 and one farmer as an overall winner of the "Tennessee Star Small Farmer of the Year." For example, using the \$50,000 or less gross income, three farmers will be selected: one in Best Management, one in Alternative Enterprise, and one in Innovative Marketing.

The award selections will be presented at Tennessee State University School of Agriculture and Consumer Sciences "Small Farm Expo and Awards Luncheon" which will take place at the TSU Agricultural Research and Education Center in Nashville, Tennessee (adjacent to the TSU Main Campus) on August 30, 2012. Your support is critical to the success of this program. The nomination form and eligibility guidelines are enclosed in this packet. The completed nomination, including any supplemental materials must be received by August 10, 2012 at the address below.

Eligibility

- a) The farm operated by the nominee must be located in the state of Tennessee.
- b) Family members must provide the majority of labor and/or management for the farm.
- c) Operated by a family who depends on farming for a significant but not necessarily a majority of its income.
- d) A person with direct or indirect gross annual farm sales not more than \$250,000 (based on an average of the past three years).

Nominations

- a) Nomination is open to any producer who meets the criteria as specified for each category(s). Nomination may be made by an agency and/or self-nominated.
- b) The nominator must include a typed letter (no longer than two pages) that thoroughly describes the nominee or operation.
- c) Supplemental materials and up to 2 letters of support from a sponsor and/or county officials are encouraged.
- d) Nomination form must be signed by the nominator and/or nominee.
- e) One person will be chosen in each category.
- f) One person will be chosen for the overall award winner.

Please return completed form and any supplemental materials by August 10, 2012 to:

Mr. Christopher Robbins Extension Associate Farm Operations
Tennessee State University
Cheatham County Agriculture Research and Education Center
3101 River Road Ashland City, TN 37015
Telephone: (615)-792-5744
E-mail: crobbins@tnstate.edu

2012 NOMINATION FORM
TENNESSEE SMALL FARMER OF THE YEAR AWARD

All information reported and received is confidential. The award committee may ask to verify income if necessary. Please check the appropriate nomination categories:

BEST MANAGEMENT PRACTICES **ALTERNATIVE ENTERPRISE** **INNOVATIVE MARKETING**

Name: _____ Phone: _____
Address: _____ City/State/Zip: _____
Number of acres in farming operation: _____
Number of acres owned: _____ Rented: _____ Main Farming Enterprise: _____ Other Produce: _____
County where farm is located: _____
Estimated annual gross farm income (average last 3 years) Less than \$50,000 _____ \$50,000-\$250,000 _____
Please check the program supporters/agencies that have worked with the nominee:
TSU/UT Extension Service _____ Farm Service Agency _____ Natural Resources Conservation Service _____
Tennessee Department of Agriculture _____ Tennessee Farm Bureau Federation _____ Rural Development _____
Tennessee Wildlife Resource Agency _____ TSU/UT Research or Teaching staff _____ Other _____

Signature of Nominee

Signature of Person Nominating

Suggested Supplemental Materials

Supplemental materials are not required, but strongly encouraged and may lend strength to the application. Things such as photos or videos of the operation, products, and practices implemented, advertising or other marketing documentation, newspaper articles or mass media, and other letters from cooperating supporters. Consider the following items:

Best Management Practices

- List environmental and conservation practices implemented and # acreage involved (e.g. field borders, riparian forest buffers, exclusion of livestock from water sources, rotational grazing).
- Any documentation of benefits derived from practices (on-farm and off-farm benefits).
- Describe any involvement in research/applied research/demonstration on the farm.
- Obstacles farmer has had to overcome to install or implement any BMP's.
- Participation in a watershed conservation effort.

Innovative Marketing

- Describe marketing efforts (internet, direct ads, newspaper, TV, etc).
- Development of own product line.
- How has the farm operation impacted the local economy?
- Estimated income growth due to marketing strategy (%).
- How has customer satisfaction and/or consumer feedback affected your marketing strategy?

Alternative Enterprises

- How many types or non-traditional items produced/marketed? Has farmer done this through need (e.g. lost tobacco base) or as foresight to see niche (e.g. freshwater Prawns)?
- Describe alternative enterprise (s) and how long farmer is involved (growing/producing, processing, packaging, distribution, etc).

- What type of consumer feedback system is implemented?

This award program is open to all small farmers without regard to race, color, national origin, gender, age, religion, disability, political beliefs, sexual orientation, or family status.