



CPA Info #243

April 2015

## Fruit Production and Direct Marketing Workshop Evaluation Summary

Megan Bruch Leffew, Marketing Specialist

Four Fruit Production and Direct Marketing Workshops were held in January 2015. The workshops included sessions on fruit production for pick-your-own and on-farm retail, Good Agricultural Practices, food manufacturing opportunities, financial management, risk management and marketing. Instructors included UT Extension's Dave Lockwood, Faith Critzer, Alan Galloway and Megan Bruch Leffew. Each workshop included a tour of a Tennessee direct marketing operation. Tours were provided by Falcon Ridge Farm, Forgie's Fruit Farm, Buffalo Trail Orchard and Tsali Notch Vineyard. Local Extension agents providing assistance included Lee Sammons in Hardeman County, Ricky Skillington in Marshall County, Melody Rose in Greene County and Jonathan Rhea in Monroe County. Funding for the workshop was provided, in part, by the United States Department of Agriculture's Specialty Crop Block Grant, administered by the Tennessee Department of Agriculture.



A total of 67 people attended the workshops with 44 submitting evaluation forms got s 66.7 percent overall response rate. Table 1 contains a summary of participation and evaluation response by location. This fact sheet contains a summary of their responses. Copies of the workshop agenda and evaluation form are included in the Appendix.

**Table 1. Number of Participants, Number of Completed Evaluations and Response Rate by Location**

Location	Number of Participants	Number of Completed Evaluations	Response Rate
Hardeman County – January 21	16	12	75.0%
Marshall County – January 22	19	10	52.6%
Greene County – January 27	17	11	64.7%
Monroe County – January 28	15	11	73.3%
<b>Total</b>	67	44	66.7%

Respondents were asked to rate the degree to which they agreed or disagreed with several statements. A rating scale was provided with a numeric score assigned to each text rating. The scale and assigned numeric score were: Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5) and Strongly Agree (6). The statements, the number of people responding, number of people responding with Somewhat to Strongly Agree and average response ratings are listed in Table 2.

All statements received an average rating of 4.63 (Somewhat Agree) or higher with 35 or more participants ranking each statement Somewhat Agree, Agree or Strongly Agree. The highest average ranking was received for the statement “I would recommend this workshop to others.”

**Table 2. Rating of Agreement for Impact Statements on a Scale of Strongly Disagree (1), Disagree (2), Somewhat Disagree (3), Somewhat Agree (4), Agree (5) and Strongly Agree (6), Number of Responses and Average Rating**

Statement	Strongly Disagree	Disagree	Somewhat Disagree	Somewhat Agree	Agree	Strongly Agree	Total Responses	# Responses Somewhat – Strongly Agree	Mean
I have gained knowledge and/or skills to produce fruit for direct marketing.	7	0	0	5	9	23	44	37	4.77
I gained knowledge and/or skills to incorporate Good Agricultural Practices.	6	1	0	0	16	21	44	37	4.86
I gained knowledge and/or skills to manufacture value-added foods.	5	1	0	4	15	17	42	36	4.76
I gained knowledge and/or skills to conduct a financial analysis for my operation.	6	1	0	4	17	15	43	36	4.63
I gained knowledge and/or skills to better manage risk.	5	1	1	1	17	18	43	36	4.81
I gained knowledge and/or skills to market my products.	4	2	1	2	14	20	43	36	4.86
I gained knowledge and/or skills to improve financial returns from my operation.	5	0	2	4	17	16	44	37	4.73
I will implement or change at least one practice or procedure to improve customer service.	5	1	1	3	13	19	42	35	4.79
I would recommend this workshop to others.	7	0	0	0	8	29	44	37	5.02



*Dr. Faith Critzer discusses good agricultural practices and value-added food regulations with participants at Forgie's Fruit Farm in Marshall County.*

Participants were asked to provide a comment regarding how they planned to use the information learned at the workshop. Twenty-six participants provided comments which included each presentation topic from production and regulations to financial and risk management to marketing. The comments are listed below:

- Focus more on the business end of farming and the rules and regulations required.
- Study. Hopefully improve record keeping and financial managing.
- Looking at the plan we have in place.
- Let me count the ways, which are many. I need to do a business plan for a bank and now know where to start. Never knew I could grow peaches and will have them in the ground this year.
- Use in my startup CSA operating.
- Future farm operation.
- Set up cooling system. More on farm marketing, safety procedures.
- Signage and liability.
- Starting a peach orchard, small direct marketing.
- Better marketing, liability.
- To assist other clients by providing them with usable information.
- Use same marketing ideas. Use information from fruit production in selection.
- Help run our farming operation better.
- Improve signs, employee communication.
- Prepare a plan for financial analysis and risk management.
- This will help us refocus.
- Plan on speaking to insurance agent about coverage.
- Get a website and many more things.
- Improve overall efficiency.
- Safety, risk management, pricing.
- Will help in the decision making process as to whether or not to try a PYO operation.
- Implementing a PYO operation.
- Make changes needed and apply to our farm.
- Management of our farm enterprise.
- Developing a market for my product.
- Planning, adding farm retail.

Respondents were asked to provide input on how the workshop could have been improved. Comments offerings suggestions are listed below:

- I am a beginner so growing and the basics of marketing would be helpful.
- More time which means more meeting.
- Could have heard more. The day always goes by too fast.
- Spend more time talking about the production and growing process.
- Longer.
- Mail in survey.
- Softer chairs.
- Window glare.
- Ice cream on the cobbler.

Additionally, positive comments were provided including:

- I will have to say "one of the best!!"
- All presentations were awesome!
- I found it very informative.
- Great as was!
- Can't think of a way.
- You guys do great!
- Nothing. Excellent!



*Each workshop included a farm tour. Dr. David Lockwood, fruit production specialist, and Phillip Ottinger, owner of Buffalo Trail Orchards, discuss production challenges and answer questions from attendees during a tour of the orchard.*

Finally, participants were asked to indicate what key resource, information or training is still needed to assist them with hospitality and customer service. Sixteen suggestions were provided and are listed below:

- Basics.
- Pruning. Always pruning.
- More of the same. Weed control, spray schedules, pesticides, fertilizers, affordable labor programs.
- Experience.
- Determining proper site location and preparation. What would grow best where.
- Paperwork.
- GAP.
- Marketing.
- Fruit production techniques.
- Always enjoy speaking to Dr. Lockwood and Megan's marketing.
- Details about start up.
- More on the production of the plants.
- On-site consultation.
- Electronic media and marketing.
- Beef industry and others.
- Actual financial planning for my operation.



*Area Farm Management Specialist, Alan Galloway, teaches participants in the Hardeman County workshop about financial and risk analysis and management.*

## Summary

Four Fruit Production and Direct Marketing Workshops were held in January 2015. The workshops included sessions on fruit production for pick-your-own and on-farm retail, Good Agricultural Practices, food manufacturing opportunities, financial management, risk management and marketing. Instructors included UT Extension's Dave Lockwood, Faith Critzer, Alan Galloway and Megan Bruch Leffew. Each workshop included a tour of a Tennessee direct marketing operation. Tours were provided by Falcon Ridge Farm, Forgie's Fruit Farm, Buffalo Trail Orchard and Tsali Notch Vineyard. Funding for the workshop was provided, in part, by the United States Department of Agriculture's Specialty Crop Block Grant, administered by the Tennessee Department of Agriculture. A total of 67 people attended the workshops with 44 submitting evaluation forms got s 66.7 percent overall response rate.

Impacts of the workshops included:

- 37 participants gained knowledge or skills to produce fruit for direct market, incorporate Good Agricultural Practices and improve financial returns from their direct marketing operation.
- 36 participants gained knowledge or skills to manufacture food products, conduct a financial analysis, better manage risk and market their products.
- 35 participants plan to implement or change one practice or procedure.

## Fruit Production and Direct Marketing Workshops

January 21, 2015 – Hardeman County

January 27, 2015 – Greene County

January 28, 2015 – Monroe County

8:30 am	Registration, Refreshments and Networking	
9:00 am	Welcome, Announcements and Introductions	Lee Sammons, UT Extension – Hardeman County Melody Rose, UT Extension – Greene County Jonathan Rhea, UT Extension – Monroe County  Megan Bruch Leffew, Center for Profitable Agriculture
9:15 am	Fruit Production Considerations for Pick-Your-Own and On-Farm Retail	Dave Lockwood
10:15 am	Break	
10:30 am	Good Agricultural Practices and Manufacturing Value-Added Foods	Faith Critzer, UT Extension
12:00 pm	Lunch & Networking	
12:45 pm	Financial Analysis and Risk Management	Alan Galloway, UT Extension
1:45 pm	Break	
2:00 pm	Seeds for Successful Marketing	Megan Bruch Leffew, Center for Profitable Agriculture
2:45 pm	Announcements and Collect Evaluations	Lee Sammons, UT Extension – Hardeman County Melody Rose, UT Extension – Greene County Jonathan Rhea, UT Extension – Monroe County  Megan Bruch Leffew, Center for Profitable Agriculture
2:55 pm	Travel to Farm	
3:20 pm	Producer Experiences and Farm Tour  Special thanks to all farmers hosting tours today!	Hardeman County – Falcon Ridge Farm Greene County – Buffalo Trail Orchards Monroe County – Tsali Notch Vineyard
4:30 pm	Adjourn	



*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.*

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.

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## Fruit Production and Direct Marketing Workshop

January 22, 2015 – Marshall County

8:30 am	Registration, Refreshments and Networking  <i>Special thanks to Bill and Vicki Forgie for hosting our meeting today and to UT Extension – Marshall County for providing funding for refreshments from the Marshall County Extension Endowment Fund.</i>	
9:00 am	Welcome, Announcements and Introductions	Ricky Skillington, UT Extension – Marshall County  Megan Bruch Leffew, Center for Profitable Agriculture
9:15 am	Fruit Production Considerations for Pick-Your-Own and On-Farm Retail	Dave Lockwood
10:15 am	Break	
10:30 am	Good Agricultural Practices and Manufacturing Value-Added Foods	Faith Critzer, UT Extension
12:00 pm	Lunch & Networking	
12:45 pm	Producer Experiences and Farm Tour	Bill and Vicki Forgie, Forgie's Fruit Farm
2:15 pm	Break	
2:30 pm	Financial Analysis and Risk Management	Alan Galloway, UT Extension
3:30 pm	Seeds for Successful Marketing	Megan Bruch Leffew, Center for Profitable Agriculture
4:15 pm	Announcements and Collect Evaluations	Ricky Skillington, UT Extension – Marshall County  Megan Bruch Leffew, Center for Profitable Agriculture
4:30 pm	Adjourn	



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## Fruit Production and Direct Marketing Workshop Evaluation

1. Please rate the degree to which you agree or disagree with each of the following statements.

Due to this workshop, ...	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Somewhat Disagree</i>	<i>Somewhat Agree</i>	<i>Agree</i>	<i>Strongly Agree</i>	<i>NA</i>
I gained knowledge and/or skills to <b>produce fruit</b> for direct marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained knowledge and/or skills to incorporate <b>Good Agricultural Practices</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained knowledge and/or skills to <b>manufacture value-added foods</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained knowledge and/or skills to conduct a <b>financial analysis</b> for my operation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained knowledge and/or skills to better <b>manage risk</b> .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained knowledge and/or skills to <b>market</b> my products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I gained knowledge and/or skills to <b>improve financial returns</b> from my operation.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I will implement or change at least one practice or procedure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend this workshop to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Please estimate the amount of cost savings and increase in gross revenue you expect due to information learned in this workshop over the next year and next three years.

	Amount Expected Over Next 1 Year	Total Amount Expected Over Next 3 Years
Cost Savings Expected	\$ _____	\$ _____
Increase in Revenue Expected	\$ _____	\$ _____

3. How do you plan to use the information you learned at this workshop?

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4. How could this workshop have been improved?

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5. What is the key resource, information or training you still need?

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Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.

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