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Megan L. Bruch

Rob Holland

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Value-Added Agriculture, Direct Marketing and Agritourism in Tennessee: A Summary of 2007 Census of Agriculture Findings at the County Level

Megan L. Bruch, Extension Specialist, and
Rob Holland, Director, *Center for Profitable Agriculture*

The United States Department of Agriculture (USDA) conducts a census of agriculture every five years. The most recent census was conducted in 2007 and results were released in February 2009. Over time, the census has included more and more questions related to marketing and alternative enterprises and now provides information related to various components of value-added agriculture.

The Center for Profitable Agriculture, the department within UT Extension that assists farmers in analyzing and developing value-added enterprises, generally defines value-added farm enterprises as those activities involving processing, packaging and marketing farm commodities and farm resources. Value-added agriculture allows the farmer to capture a larger portion of consumer expenditures. For example, Tennessee farmers add value by bottling milk from their dairy and selling it directly to consumers from an on-farm store, or manufacturing jams and jellies from peaches and selling them from an on-farm retail market. Tennessee farmers also add value by selling meat from their livestock directly to consumers at farmers markets. Value-added agriculture also includes directly marketing products such as fresh fruits and vegetables to consumers through a farmers market or Community Supported Agriculture (CSA) program¹ and offering agritourism activities on the farm.

¹ Community Supported Agriculture (CSA) is a model of food production, sales and distribution in which the farmer sells shares or subscriptions for farm products to customers. A diverse selection of product is delivered regularly for a specified time period to customers at designated pick-up sites.

The 2007 census of agriculture provides information on farms directly marketing products to consumers, offering agritourism and recreational services, adding value to commodities and marketing through CSAs. The census for Tennessee and the United States from 2007 and previous years provides benchmark information to help evaluate the status of the value-added industry in the state.

This publication is the second in a UT Extension series to summarize data related to value-added agriculture from the 2007 census. The first publication, "Census of Agriculture Data Shows Growth of Value-Added Farm Enterprises in Tennessee," (SP 718) summarizes information at the state and national level and can be found on-line at <http://cpa.utk.edu/>. This publication summarizes data for Tennessee counties.

Farms Directly Marketing Products to Consumers

In 2007, 3,581 farms in Tennessee were directly marketing products to consumers, generating \$15.38 million in sales. The number of farms directly marketing products accounted for 2.9 percent of all farms in the state in 1997 and 4.5 percent of all farms in 2007. Sales of directly marketed products accounted for 0.37 percent of total agricultural sales for the state in 1997 and 0.58 percent in 2007.

From 1997 to 2007, the state experienced a 33 percent increase in the number of farms involved in direct marketing and an 83.5 percent increase in the total value

of agricultural products sold to consumers. The census data show that the greatest increase in the number of farmers involved with direct sales occurred from 1997 to 2002, when there was a 30 percent increase in the number of farms. In comparison, the state experienced a 6 percent increase from 2002 to 2007. The greatest increase in the value of sales occurred between 2002 and 2007, with a 37 percent increase. From 1997 to 2002, the increase in sales was 34 percent.

Changes at the county level were quite variable. That is, the changes experienced for the state were not evenly distributed across counties. County level changes in the number of operations over the 10-year period ranged from a decline of 59 percent to an increase of 250 percent. County level changes in the value of sales ranged from a decrease of 67 percent to a gain of 3,650 percent.

The top 10 counties in number of farm operations selling agricultural products directly to individuals for human consumption according to the 2007 census are listed in Table 1. Counties in the top 10, in order of highest to lowest number of operations, included Greene, Blount, Rutherford, Hawkins, Knox, Wilson, Cumberland, Williamson, Lawrence and Sumner counties. Greene County had the highest number of direct marketing operations with 102. Sumner County had the lowest number of operations in the top 10 with 77 operations.

Table 1. Top 10 Counties in Number of Farm Operations Selling Agricultural Products Directly to Individuals for Human Consumption, 2007

County	Number of Operations	Rank
Greene	102	1
Blount	96	2
Rutherford	96	
Hawkins	93	4
Knox	89	5
Wilson	89	
Cumberland	88	7
Williamson	85	8
Lawrence	80	9
Sumner	77	10

The top 10 counties in sales for operations selling agricultural products directly to individuals for human consumption according to the 2007 census are listed in Table 2. The top 10 counties in order of highest to lowest

sales were Bledsoe, Washington, Williamson, Grainger, Cumberland, Rhea, Overton, Lincoln, Lawrence and Gibson. Bledsoe County had the highest sales with \$1.317 million. Lawrence and Gibson had the lowest sales of the top 10 with \$336,000 each.

Table 2. Top 10 Counties in Sales from Farm Operations Selling Agricultural Products Directly to Individuals for Human Consumption, 2007

County	Sales	Rank
Bledsoe	\$1,317,000	1
Washington	\$1,107,000	2
Williamson	\$508,000	3
Grainger	\$498,000	4
Cumberland	\$467,000	5
Rhea	\$456,000	6
Overton	\$431,000	7
Lincoln	\$422,000	8
Lawrence	\$336,000	9
Gibson	\$336,000	

Average sales of products sold directly to consumers for individual consumption per farm can be calculated from census data by dividing sales per county by the number of operations per county. Average sales per farm in counties ranged from \$500 to \$43,900. This range of average sales represents the variation in impact that direct sales are making to operations in different counties. Operations in some counties seem to utilize direct marketing channels more than farms in other areas.

The top 10 counties in average sales of products sold directly to consumers are listed in Table 3. Bledsoe County topped the list with average sales of \$43,900. Overton County rounds out the list with average sales of \$8,620. Other counties in the top 10 include Washington, Rhea, Trousdale, Marion, Lauderdale, Hamblen, Wayne and Grainger.

Table 3. Top 10 Counties in Average Sales per Farm for Operations Selling Agricultural Products Directly to Individuals for Human Consumption, 2007

County	Average Sales per Farm	Rank
Bledsoe	\$43,900.00	1
Washington	\$16,772.73	2
Rhea	\$15,200.00	3
Trousdale	\$14,000.00	4
Marion	\$12,625.00	5
Lauderdale	\$9,391.30	6
Hamblen	\$8,967.74	7
Wayne	\$8,904.76	8
Grainger	\$8,736.84	9
Overton	\$8,620.00	10

The top 10 counties in change in the number of operations selling agricultural products directly to individuals for human consumption from 1997 to 2007 are listed in Table 4. The top counties from highest to lowest were Wilson, Greene, Hawkins, Rutherford, White, Bradley, Cumberland, Humphreys, Roane and Williamson. Top-ranked Wilson County had 45 more operations in 2007 than 1997. Tenth-ranked Williamson County had an increase of 29 operations over the same time period.

Table 4. Top 10 Counties in Change in Number of Operations Selling Agricultural Products Directly to Individuals for Human Consumption, 1997 to 2007

County	Change in Number of Operations, 1997 to 2007	Rank
Wilson	45	1
Greene	43	2
Hawkins	42	3
Rutherford	38	4
White	36	5
Bradley	33	6
Cumberland	32	7
Humphreys	31	8
Roane	30	9
Williamson	29	10

As shown in Figure 1, 70 Tennessee counties experienced growth in the number of farm operations directly marketing to consumers between 1997 and 2007. Three counties remain unchanged in the number of operations, and 21 counties showed declines. Data for one county were not made available.

The top 10 counties in change in sales for operations selling agricultural products directly to individuals for human consumption from 1997 to 2007 are listed in Table 5. The top 10 counties included Bledsoe, Williamson, Grainger, Overton, Cumberland, Gibson, Wilson, White, Lawrence and Hamblen. Bledsoe County had the highest change in sales with an increase of \$829,000. Hamblen County had the lowest change in the top 10, with an increase of \$212,000 in sales from 1997 to 2007.

Figure 1. Change in the Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 1997 to 2007

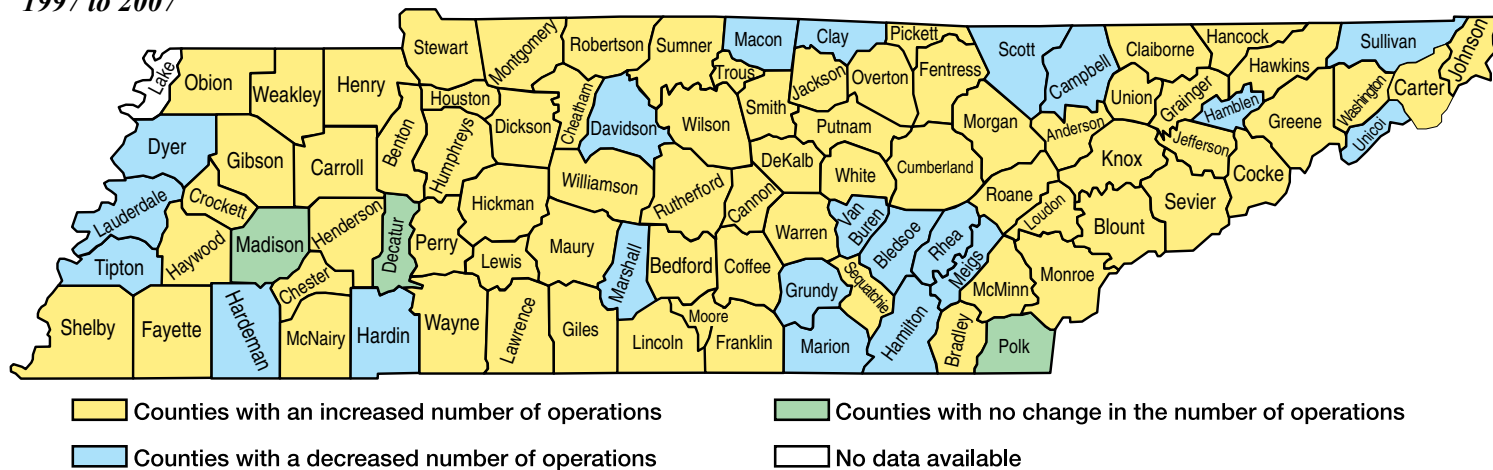


Table 5. Top 10 Counties in Change in Sales for Operations Selling Agricultural Products Directly to Individuals for Human Consumption, 1997 to 2007

County	Change in Sales, 1997 to 2007	Rank
Bledsoe	\$829,000	1
Williamson	\$384,000	2
Grainger	\$374,000	3
Overton	\$357,000	4
Cumberland	\$311,000	5
Gibson	\$276,000	6
Wilson	\$229,000	7
White	\$223,000	8
Lawrence	\$212,000	9
Hamblen	\$212,000	

A total of 75 counties experienced growth in sales from operations directly marketing to consumers between 1997 and 2007. Data for 19 counties show declines in sales.

Data related to farms direct marketing products to individual consumers for human consumption for all counties are included in Appendix A.

Farms Offering Agritourism and Recreational Services

The 2007 census reports 510 farms offering agritourism and recreational services in Tennessee.² Receipts from these enterprises totaled \$6.507 million. The number of farms per county ranged up to 25. Seven counties reported no farms offering agritourism and recreational services, including Campbell, Hamblen, Johnson, Pickett, Trousdale, Unicoi and Union.

The top counties in number of farms offering agritourism and recreational services according to the 2007 census are listed in Table 6. Williamson, Hardeman, Greene, Blount, McMinn, Lincoln, Wilson, Carroll, Franklin, Lawrence, Madison and Hardin counties made up the top 12 counties from highest to lowest numbers of operations. Williamson County had the highest number with 25. Wilson, Carroll, Franklin, Lawrence, Madison and Hardin each had 12 operations reported.

² According to definitions given in the 2007 Census, “agritourism and recreational services” refers to “recreational services such as hunting, fishing, farm or wine tours, hay rides, etc.”

Table 6. Top Counties in Number of Operations Offering Agritourism and Recreational Services, 2007

County	Number of Operations	Rank
Williamson	25	1
Hardeman	21	2
Greene	15	3
Blount	14	4
McMinn	13	5
Lincoln	13	
Wilson	12	7
Carroll	12	
Franklin	12	
Lawrence	12	
Madison	12	
Hardin	12	

Sales for agritourism and recreational services ranged up to \$574,000. Sales data for 44 counties were not individually disclosed due to sensitivity of the data.³ The top 10 counties in sales for operations offering agritourism and recreational services reported by the 2007 census are listed in Table 7. Williamson County had the highest sales with \$574,000. Montgomery County was ranked 10th with \$89,000 in sales. Other counties in the top 10 included Washington, Fayette, Franklin, Polk, Sevier, Blount, McMinn and Sumner.

Table 7. Top 10 Counties in Sales for Operations Offering Agritourism and Recreational Services, 2007

County	Sales	Rank
Williamson	\$574,000	1
Washington	\$312,000	2
Fayette	\$230,000	3
Franklin	\$193,000	4
Polk	\$189,000	5
Sevier	\$169,000	6
Blount	\$165,000	7
McMinn	\$149,000	8
Sumner	\$125,000	9
Montgomery	\$89,000	10

Data related to agritourism and recreational services for all counties are included in Appendix B.

³ Data are suppressed for counties containing three or less operations or if it may be possible for one of the operators to estimate the other operators’ sales. These data may be sensitive to a disclosure of information.

Farms Adding Value to Commodities

Farms reporting production and sales of value-added commodities in Tennessee in 2007 totaled 2,719. The number of farms adding value by county ranged up to 145.

The top 10 counties in number of farms adding value to commodities according to the 2007 census are listed in Table 8. Greene County had the most value-added enterprises reported with 145. Knox County was ranked 10th with 54 farms adding value. Other counties in the top 10 included Hawkins, Giles, Wilson, Washington, Sumner, Lawrence, Maury and Lincoln.

Table 8. Top 10 Counties in Farms Adding Value to Commodities, 2007

County	Number of Farms	Rank
Greene	145	1
Hawkins	77	2
Giles	76	3
Wilson	71	4
Washington	70	5
Sumner	68	6
Lawrence	66	7
Maury	56	8
Lincoln	55	9
Knox	54	10

Data related to farms adding value to commodities for all counties are included in Appendix C.

Farms Marketing through CSAs

Farms marketing through CSAs in Tennessee in 2007 totaled 251. The number of CSAs by county ranged up to 14.

The top counties in number of farms operating CSA ventures according to the 2007 census are listed in Table 9. The top counties were Williamson, Lawrence, Lincoln, Hawkins, Warren, Giles, Wilson, McMinn, Bedford, Marshall, McNairy and Chester. Williamson County had the highest number of CSAs reported with 14, while Bedford, Marshall, McNairy and Chester counties tied for 9th place, with each reporting six CSAs.

Table 9. Top Counties in Number of CSAs, 2007

County	Number of CSAs	Rank
Williamson	14	1
Lawrence	12	2
Lincoln	10	3
Hawkins	8	4
Warren	8	
Giles	7	6
Wilson	7	
McMinn	7	
Bedford	6	9
Marshall	6	
McNairy	6	
Chester	6	

Data related to farms marketing through CSAs for all counties are included in Appendix C.

Authors Seek Explanations of Surprising County Rankings

Upon analysis, some of the county rankings were a bit surprising to the authors, with several rural counties ranking higher than expected. In an attempt to better understand the reasons or explain possible errors, the authors contacted county Extension agents and representatives with the Tennessee Agricultural Statistics Service. In many cases, it was learned that what might have first seemed an unexpected ranking was later deemed reasonable. In other cases, no explanation was found for the suspected anomalies.

Discussions with local contacts did reveal that it is possible that some farmers did not fully understand the questions and may have double reported in the direct marketing, agritourism and value-added questions. It is possible that some farmers did not fully understand the question related to products sold directly to individuals for human consumption. They may have focused on the “for human consumption” and missed the “direct to individuals” part of the question. Farmers may have also misunderstood exactly what was meant by “value-added” or “community-supported agriculture” and some reporting here could have overlapped with direct sales and agritourism. It was also pointed out that some livestock producers could have reported their

value-added production practices in this area, which would not be consistent with the intended definition of “value-added” by USDA for purposes of the related census questions.

In several cases, local contacts felt like the number of agritourism and recreational services reported were high for their county. It was learned that a significant amount of misunderstanding was likely caused with grouping “agritourism” and “recreational services” together in one category. County Extension agents seemed to have a better understanding of the farms in their county with agritourism ventures than those that may have reported recreational services.

Some surprising rankings for farms and sales of products sold directly to consumers were deemed reasonable. Local contacts confirmed that many farmers sell products at farmers markets within their home county and at markets in other counties. Local contacts also claimed that many greenhouse growers and cattle producers have direct sales. In some counties with traditionally high production of commercial vegetables, many growers also sell a great deal of produce direct to consumers. Many agents did admit that they felt many of their growers may have double-counted some of their sales. It was also revealed by several Extension agents that there are several small pockets or micro-communities of farmers with common production practices that could account for a surprising high ranking in their county. Finally, a few local contacts felt like the data may have been skewed by only a small number of farms that do a significant amount of sales.

While some of the results of the analysis contained in the publication are surprising, the census data provides the best picture of these agriculture industry sectors available. Seeking explanations for unexpected results identified some potential issues with definitions and understanding of terms and potential for duplication of reporting.

Summary

Agriculture in Tennessee has experienced an increase in the number of farms and in the value of sales from farms through value-added agriculture, direct marketing and agritourism, as shown in census data from 1997 to 2007. While statewide data indicate growth in these areas of the industry, changes at the county level are widely variable, with some counties experiencing dramatic increases and others showing declines.

While some of the results of the analysis contained in the publication are surprising, the census data provide the best picture of these agriculture industry sectors available. The data and information gained from its analysis may be helpful in assessing needs and garnering support for farmers involved in value-added agriculture, direct marketing and agritourism. Seeking explanations for unexpected results, in some cases, identified some potential issues with definitions and understanding of terms and potential for duplication in reporting. In other cases, the unexpected results were explainable by local contacts with direct insight into activity in the area.

Appendix A: Census Data by Tennessee County for Farms Directly Marketing Products to Individuals for Human Consumption

County	Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 2007	Rank in Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 2007	Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Rank in Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Average per Farm Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Rank in Average per Farm Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Change in Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 1997 to 2007	Change in Sales of Ag Products Sold Directly to Individuals for Human Consumption, 1997 to 2007*
Anderson	39	37	\$78,000	60	\$2,000.00	72	10	\$(77,000)
Bedford	47	31	\$144,000	35	\$3,063.83	48	21	\$105,000
Benton	23	62	\$25,000	85	\$1,086.96	90	6	\$8,000
Bledsoe	30	52	\$1,317,000	1	\$43,900.00	1	-11	\$829,000
Blount	96	2	\$297,000	13	\$3,093.75	47	25	\$101,000
Bradley	71	11	\$252,000	17	\$3,549.30	39	33	\$71,000
Campbell	14	79	\$22,000	86	\$1,571.43	80	-3	\$(15,000)
Cannon	49	29	\$145,000	34	\$2,959.18	53	19	\$(4,000)
Carroll	22	66	\$41,000	74	\$1,863.64	75	5	\$1,000
Carter	24	61	\$73,000	64	\$3,041.67	50	8	\$24,000
Cheatham	36	41	\$103,000	49	\$2,861.11	54	21	\$88,000
Chester	14	79	\$26,000	84	\$1,857.14	76	9	\$16,000
Claiborne	34	44	\$74,000	63	\$2,176.47	71	5	\$22,000
Clay	6	91	\$3,000	94	\$500.00	94	-2	\$(9,000)
Cocke	40	36	\$219,000	20	\$5,475.00	19	20	\$157,000
Coffee	50	27	\$65,000	67	\$1,300.00	86	11	\$9,000
Crockett	14	79	\$46,000	73	\$3,285.71	45	10	\$34,000
Cumberland	88	7	\$467,000	5	\$5,306.82	20	32	\$311,000
Davidson	18	71	\$55,000	70	\$3,055.56	49	-17	\$3,000
De Kalb	31	50	\$110,000	45	\$3,548.39	40	20	\$105,000
Decatur	10	85	\$16,000	88	\$1,600.00	79	0	\$(10,000)
Dickson	54	24	\$84,000	59	\$1,555.56	81	3	\$33,000
Dyer	8	88	\$39,000	77	\$4,875.00	26	-2	\$(9,000)
Fayette	35	42	\$140,000	38	\$4,000.00	31	17	\$89,000
Fentress	23	62	\$89,000	58	\$3,869.57	33	7	\$67,000
Franklin	52	26	\$123,000	43	\$2,365.38	66	11	\$35,000
Gibson	41	35	\$336,000	9	\$8,195.12	12	16	\$276,000
Giles	57	19	\$141,000	36	\$2,473.68	64	7	\$96,000
Grainger	57	19	\$498,000	4	\$8,736.84	9	3	\$374,000
Greene	102	1	\$289,000	14	\$2,833.33	56	43	\$187,000
Grundy	15	76	\$15,000	90	\$1,000.00	92	-4	\$(17,000)
Hamblen	31	50	\$278,000	15	\$8,967.74	7	-1	\$212,000
Hamilton	38	39	\$271,000	16	\$7,131.58	13	-1	\$120,000
Hancock	18	71	\$40,000	75	\$2,222.22	70	2	\$16,000
Hardeman	15	76	\$78,000	60	\$5,200.00	22	-4	\$3,000
Hardin	11	83	\$68,000	66	\$6,181.82	16	-1	\$46,000
Hawkins	93	4	\$215,000	23	\$2,311.83	67	42	\$148,000
Haywood	11	83	\$16,000	88	\$1,454.55	83	2	\$(5,000)

County	Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 2007	Rank in Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 2007	Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Rank in Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Average per Farm Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Rank in Average per Farm Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Change in Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 1997 to 2007	Change in Sales of Ag Products Sold Directly to Individuals for Human Consumption, 1997 to 2007*
Henderson	33	46	\$164,000	30	\$4,969.70	24	18	\$147,000
Henry	32	49	\$96,000	55	\$3,000.00	52	3	\$66,000
Hickman	34	44	\$133,000	40	\$3,911.76	32	5	\$21,000
Houston	5	93	\$33,000	81	\$6,600.00	14	1	\$31,000
Humphreys	45	32	\$136,000	39	\$3,022.22	51	31	\$115,000
Jackson	28	55	\$40,000	75	\$1,428.57	84	7	\$28,000
Jefferson	56	22	\$209,000	24	\$3,732.14	36	20	\$140,000
Johnson	27	57	\$103,000	49	\$3,814.81	35	1	\$27,000
Knox	89	5	\$236,000	18	\$2,651.69	59	6	\$(9,000)
Lake	-	N/A	-	N/A		#N/A	N/A	N/A
Lauderdale	23	62	\$216,000	22	\$9,391.30	6	-8	\$(3,000)
Lawrence	80	9	\$336,000	9	\$4,200.00	29	15	\$212,000
Lewis	15	76	\$36,000	79	\$2,400.00	65	8	\$25,000
Lincoln	67	12	\$422,000	8	\$6,298.51	15	18	\$(211,000)
Loudon	48	30	\$107,000	47	\$2,229.17	69	10	\$73,000
Macon	25	58	\$56,000	69	\$2,240.00	68	-1	\$19,000
Madison	19	70	\$27,000	83	\$1,421.05	85	0	\$8,000
Marion	8	88	\$101,000	51	\$12,625.00	5	-3	\$94,000
Marshall	37	40	\$117,000	44	\$3,162.16	46	-15	\$51,000
Maury	57	19	\$192,000	25	\$3,368.42	42	4	\$113,000
McMinn	65	14	\$165,000	29	\$2,538.46	61	27	\$77,000
McNairy	25	58	\$28,000	82	\$1,120.00	89	6	\$(20,000)
Meigs	17	75	\$47,000	72	\$2,764.71	58	-4	\$(6,000)
Monroe	54	24	\$221,000	19	\$4,092.59	30	19	\$171,000
Montgomery	55	23	\$91,000	57	\$1,654.55	78	27	\$55,000
Moore	18	71	\$69,000	65	\$3,833.33	34	1	\$18,000
Morgan	42	34	\$141,000	36	\$3,357.14	43	21	\$(36,000)
Obion	25	58	\$110,000	45	\$4,400.00	28	3	\$17,000
Overton	50	27	\$431,000	7	\$8,620.00	10	18	\$357,000
Perry	10	85	\$51,000	71	\$5,100.00	23	5	\$45,000
Pickett	13	82	\$75,000	62	\$5,769.23	18	6	\$73,000
Polk	20	68	\$99,000	53	\$4,950.00	25	0	\$77,000
Putnam	61	18	\$161,000	32	\$2,639.34	60	12	\$117,000
Rhea	30	52	\$456,000	6	\$15,200.00	3	-3	\$24,000
Roane	63	16	\$92,000	56	\$1,460.32	82	30	\$60,000
Robertson	64	15	\$160,000	33	\$2,500.00	62	3	\$(77,000)
Rutherford	96	2	\$185,000	28	\$1,927.08	74	38	\$89,000
Scott	6	91	\$15,000	90	\$2,500.00	62	-1	\$7,000
Sequatchie	18	71	\$36,000	79	\$2,000.00	72	9	\$11,000
Sevier	29	54	\$107,000	47	\$3,689.66	37	14	\$63,000
Shelby	33	46	\$37,000	78	\$1,121.21	88	8	\$(8,000)

County	Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 2007	Rank in Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 2007	Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Rank in Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Average per Farm Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Rank in Average per Farm Sales of Ag Products Sold Directly to Individuals for Human Consumption, 2007	Change in Number of Operations Selling Ag Products Directly to Individuals for Human Consumption, 1997 to 2007	Change in Sales of Ag Products Sold Directly to Individuals for Human Consumption, 1997 to 2007*
Smith	33	46	\$57,000	68	\$1,727.27	77	12	\$14,000
Stewart	20	68	\$21,000	87	\$1,050.00	91	4	\$7,000
Sullivan	44	33	\$125,000	42	\$2,840.91	55	-11	\$53,000
Sumner	77	10	\$217,000	21	\$2,818.18	57	24	\$130,000
Tipton	23	62	\$189,000	26	\$8,217.39	11	-5	\$153,000
Trousdale	7	90	\$98,000	54	\$14,000.00	4	1	\$94,000
Unicoi	9	87	\$5,000	92	\$555.56	93	-2	\$(10,000)
Union	28	55	\$101,000	51	\$3,607.14	38	3	\$41,000
Van Buren	4	94	\$5,000	92	\$1,250.00	87	-5	\$1,000
Warren	39	37	\$129,000	41	\$3,307.69	44	12	\$72,000
Washington	66	13	\$1,107,000	2	\$16,772.73	2	9	\$(20,000)
Wayne	21	67	\$187,000	27	\$8,904.76	8	7	\$151,000
Weakley	35	42	\$162,000	31	\$4,628.57	27	7	\$(27,000)
White	62	17	\$323,000	11	\$5,209.68	21	36	\$223,000
Williamson	85	8	\$508,000	3	\$5,976.47	17	29	\$384,000
Wilson	89	5	\$308,000	12	\$3,460.67	41	45	\$229,000
Tennessee	3,581		\$ 15,380,000	60	\$4,294.89		887	\$7,000,000

*Parentheses indicate a negative number.

Appendix B: 2007 Census Data by Tennessee County for Operations Offering Agritourism and Recreational Services, 2007

County	Agritourism & Recreational Services – Operations with Receipts, 2007	Rank Agritourism & Recreational Services – Operations with Receipts, 2007	Agritourism & Recreational Services – Receipts, 2007	Rank Agritourism & Recreational Services – Receipts, 2007
Anderson	3	57	\$12,000	35
Bedford	6	31	(D)	N/A
Benton	6	31	(D)	N/A
Bledsoe	5	36	\$7,000	38
Blount	14	4	\$165,000	7
Bradley	7	27	\$76,000	13
Campbell	-	N/A	-	N/A
Cannon	4	45	\$12,000	35
Carroll	12	7	\$14,000	33
Carter	4	45	\$20,000	30
Cheatham	3	57	\$74,000	14
Chester	2	68	(D)	N/A
Claiborne	1	80	(D)	N/A
Clay	2	68	(D)	N/A
Cocke	5	36	(D)	N/A

County	Agritourism & Recreational Services – Operations with Receipts, 2007	Rank Agritourism & Recreational Services – Operations with Receipts, 2007	Agritourism & Recreational Services – Receipts, 2007	Rank Agritourism & Recreational Services – Receipts, 2007
Coffee	4	45	\$44,000	18
Crockett	4	45	(Z)	N/A
Cumberland	9	14	(D)	N/A
Davidson	2	68	(D)	N/A
De Kalb	1	80	(D)	N/A
Decatur	7	27	(D)	N/A
Dickson	4	45	(D)	N/A
Dyer	5	36	(D)	N/A
Fayette	8	19	\$230,000	3
Fentress	2	68	(D)	N/A
Franklin	12	7	\$193,000	4
Gibson	3	57	\$7,000	38
Giles	8	19	\$28,000	26
Grainger	1	80	(D)	N/A
Greene	15	3	\$27,000	27
Grundy	1	80	(D)	N/A
Hamblen	-	N/A	-	N/A
Hamilton	5	36	(D)	N/A
Hancock	1	80	(D)	N/A
Hardeman	21	2	\$36,000	23
Hardin	12	7	\$42,000	20
Hawkins	4	45	\$5,000	41
Haywood	4	45	(D)	N/A
Henderson	3	57	\$5,000	41
Henry	8	19	\$40,000	22
Hickman	6	31	\$23,000	29
Houston	3	57	(D)	N/A
Humphreys	2	68	(D)	N/A
Jackson	7	27	(D)	N/A
Jefferson	2	68	(D)	N/A
Johnson	-	N/A	-	N/A
Knox	3	57	(D)	N/A
Lake	1	80	(D)	N/A
Lauderdale	3	57	\$43,000	19
Lawrence	12	7	\$72,000	15
Lewis	6	31	\$62,000	16
Lincoln	13	5	\$42,000	20
Loudon	2	68	(D)	N/A
Macon	4	45	\$4,000	43
Madison	12	7	\$32,000	24
Marion	3	57	(D)	N/A
Marshall	3	57	(D)	N/A
Maury	9	14	\$78,000	12
McMinn	13	5	\$149,000	8
McNairy	8	19	\$13,000	34

County	Agritourism & Recreational Services – Operations with Receipts, 2007	Rank Agritourism & Recreational Services – Operations with Receipts, 2007	Agritourism & Recreational Services – Receipts, 2007	Rank Agritourism & Recreational Services – Receipts, 2007
Meigs	1	80	(D)	N/A
Monroe	4	45	(D)	N/A
Montgomery	9	14	\$89,000	10
Moore	3	57	(D)	N/A
Morgan	5	36	\$4,000	43
Obion	6	31	(D)	N/A
Overton	4	45	(D)	N/A
Perry	2	68	(D)	N/A
Pickett	-	N/A	-	N/A
Polk	5	36	\$189,000	5
Putnam	8	19	\$15,000	32
Rhea	3	57	\$7,000	38
Roane	4	45	(D)	N/A
Robertson	8	19	\$26,000	28
Rutherford	8	19	\$88,000	11
Scott	1	80	(D)	N/A
Sequatchie	2	68	(D)	N/A
Sevier	9	14	\$169,000	6
Shelby	7	27	(D)	N/A
Smith	5	36	(D)	N/A
Stewart	2	68	(D)	N/A
Sullivan	1	80	(D)	N/A
Sumner	9	14	\$125,000	9
Tipton	5	36	(D)	N/A
Trousdale	-	N/A	-	N/A
Unicoi	-	N/A	-	N/A
Union	-	N/A	-	N/A
Van Buren	2	68	(D)	N/A
Warren	2	68	(D)	N/A
Washington	11	13	\$312,000	2
Wayne	5	36	\$31,000	25
Weakley	8	19	\$16,000	31
White	4	45	\$61,000	17
Williamson	25	1	\$574,000	1
Wilson	12	7	\$8,000	37
Tennessee	510		\$6,507,000	

(D) Withheld to avoid disclosing data for individual farms.

(Z) Less than half the unit shown in census data. Data provided in census in \$1,000s and converted to \$s for this table.

Appendix C: 2007 Census Data by Tennessee County for Operations Adding Value to Commodities and Marketing through Community-Supported Agriculture (CSAs), 2007

County	Number of Operations Produced and Sold Value-Added Commodities, 2007	Rank in Number of Operations Produced and Sold Value-Added Commodities, 2007	Number of Operations Marketing through CSAs, 2007	Rank in Number of Operations Marketing through CSAs, 2007
Anderson	12	70	1	56
Bedford	49	14	6	9
Benton	8	83	2	37
Bledsoe	29	40	2	37
Blount	53	11	1	56
Bradley	35	33	-	N/A
Campbell	19	55	-	N/A
Cannon	21	53	3	30
Carroll	23	49	2	37
Carter	19	55	-	N/A
Cheatham	27	44	5	13
Chester	14	63	6	9
Claiborne	37	26	2	37
Clay	10	78	2	37
Cocke	14	63	3	30
Coffee	37	26	1	56
Crockett	4	91	-	N/A
Cumberland	23	49	2	37
Davidson	12	70	1	56
De Kalb	38	24	-	N/A
Decatur	7	85	-	N/A
Dickson	31	39	2	37
Dyer	12	70	1	56
Fayette	22	51	5	13
Fentress	13	67	-	N/A
Franklin	33	35	4	20
Gibson	33	35	2	37
Giles	76	3	7	6
Grainger	38	24	4	20
Greene	145	1	4	20
Grundy	5	90	-	N/A
Hamblen	16	60	1	56
Hamilton	36	31	5	13
Hancock	15	62	2	37
Hardeman	13	67	-	N/A
Hardin	20	54	4	20
Hawkins	77	2	8	4
Haywood	6	87	4	20
Henderson	28	41	2	37
Henry	16	60	2	37
Hickman	47	16	3	30

County	Number of Operations Produced and Sold Value-Added Commodities, 2007	Rank in Number of Operations Produced and Sold Value-Added Commodities, 2007	Number of Operations Marketing through CSAs, 2007	Rank in Number of Operations Marketing through CSAs, 2007
Houston	6	87	2	37
Humphreys	35	33	1	56
Jackson	10	78	1	56
Jefferson	42	21	1	56
Johnson	14	63	2	37
Knox	54	10	5	13
Lake	-	N/A	-	N/A
Lauderdale	12	70	4	20
Lawrence	66	7	12	2
Lewis	11	76	1	56
Lincoln	55	9	10	3
Loudon	28	41	1	56
Macon	22	51	5	13
Madison	24	46	2	37
Marion	8	83	1	56
Marshall	37	26	6	9
Maury	56	8	2	37
McMinn	33	35	7	6
McNairy	33	35	6	9
Meigs	10	78	2	37
Monroe	43	20	3	30
Montgomery	28	41	-	N/A
Moore	13	67	2	37
Morgan	17	57	2	37
Obion	24	46	2	37
Overton	40	22	1	56
Perry	10	78	-	N/A
Pickett	6	87	-	N/A
Polk	14	63	4	20
Putnam	49	14	5	13
Rhea	11	76	1	56
Roane	37	26	1	56
Robertson	36	31	1	56
Rutherford	51	13	4	20
Scott	4	91	-	N/A
Sequatchie	7	85	1	56
Sevier	17	57	1	56
Shelby	24	46	3	30
Smith	37	26	4	20
Stewart	4	91	-	N/A
Sullivan	47	16	5	13
Sumner	68	6	3	30
Tipton	17	57	-	N/A

County	Number of Operations Produced and Sold Value-Added Commodities, 2007	Rank in Number of Operations Produced and Sold Value-Added Commodities, 2007	Number of Operations Marketing through CSAs, 2007	Rank in Number of Operations Marketing through CSAs, 2007
Trousdale	12	70	3	30
Unicoi	9	82	-	N/A
Union	12	70	-	N/A
Van Buren	4	91	-	N/A
Warren	46	18	8	4
Washington	70	5	1	56
Wayne	39	23	4	20
Weakley	25	45	-	N/A
White	45	19	1	56
Williamson	53	11	14	1
Wilson	71	4	7	6
Tennessee	2,719		251	

Reference

National Agricultural Statistics Service. 2007 Census of Agriculture. Available on-line at www.agcensus.usda.gov

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