

TN Department of Agriculture Organic Opportunities



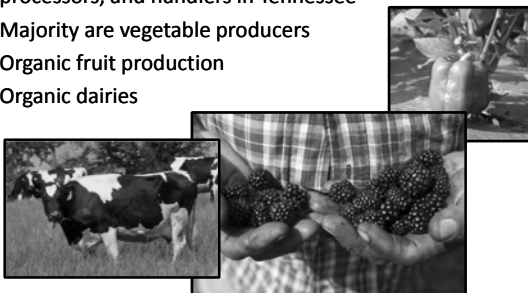
Jon Frady
Organic Marketing Specialist
TAEP Producer Diversification Coordinator
Market Development Division
Tennessee Department of Agriculture

Tennessee Department of Agriculture Organic Agriculture



Organics in Tennessee: A Snapshot

- Approx. 37 USDA Certified Organic farms, processors, and handlers in Tennessee
- Majority are vegetable producers
- Organic fruit production
- Organic dairies



TDA Organic Program

What TDA does

- Offer information and advice on getting certified
- Can assist with putting together application
- Evaluate marketing opportunities
- Offer funding opportunities and assist with additional opportunities

Funding Opportunities

TAEP Producer Diversification Cost Share

- 50% cost share
- \$15,000 maximum/fiscal year



Areas of qualified expenses

- Infrastructure
- Specialized Equipment
- Marketing

Producer Success

Delvin Farms

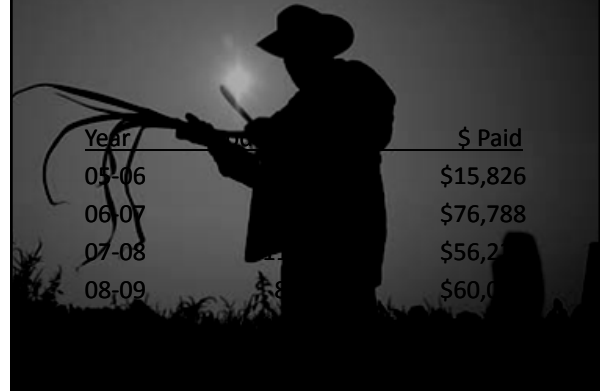
- Greenhouse
- Orchard Development
- Loading Dock
- Blueberry Production



Other Popular Projects

- Irrigation Systems
- Spaders
- Plastic Mulch Layers
- Cooler Storage Systems
- On-Farm Retail Facilities
- High Tunnel/Hoophouse

Cost Share Funding for Organics



Organic Certification Assistance

TDA will assist with application (Typically a 15-30 page application)

Organic Certification Cost Share

- USDA funds provide 75% cost share up to \$750
- TDA administers the funds



Pick Tennessee Products

- Website listing for organic producers
- Community Supported Agriculture (CSA) listing



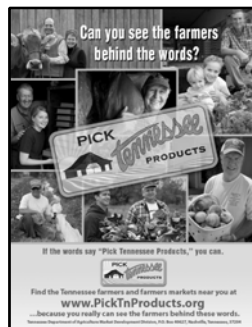
Information provided:

- Farm location
- Crops they produce
- Selling locations



Pick Tennessee Products Promotional Efforts

- Advertising
- Trade Shows
- Press Releases
- Producer Associations
- Farmers Market Promotions
- Retail Store Promotions



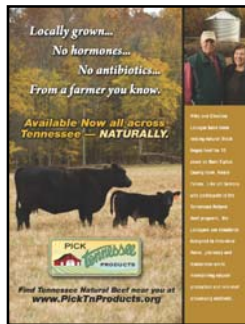
“Tennessee Natural Beef”

- Outside of Organic Certification
- Developed by TDA
- Marketing program aimed to help producers capture a market premium
- Will be USDA third party labeling program
- Starting as a retail and farm fresh beef opportunity



“Tennessee Natural Beef”

- No antibiotics
- No added hormones
- No animal by-products
- Born and raised in Tennessee
- Processed at USDA inspected facility



Opportunities in Producer Diversification Cost Share

- Value-Added Products sector
- 35% cost share
- \$10,000 maximum

Any questions?

Jon Frady
 Producer Diversification
 & Organic Marketing
 Specialist

(615) 837-5344

Jon.Frady@tn.gov

Producer.Diversification@tn.gov



Links to TDA Programs - Organics

- <http://www.picktnproducts.org/food/organics.html>
- <http://www.tn.gov/agriculture/enhancement>