

VALUE AG

Are you looking to increase your farm income through a value-added enterprise?

Join us to learn what a difference value-added products can make!

The Tennessee Value-Ag Bootcamp will provide mentorship from experts in agriculture and entrepreneurship with topics such as:

- **Building a business model**
- **Marketing and branding for value-added products**
- **Financial planning and funding opportunities**
- **Regulation surrounding value-added production**
- **Developing a go-to-market strategy and pricing**
- **Value-added production and consumer packaged goods**



**SCAN HERE
TO LEARN MORE
AND APPLY!**



knoxec.com/what-we-do/small-town-entrepreneurship/valueag/

DATES: January 30, 2023 - March 2, 2023

- **The class meets virtually, 2x per week for five weeks**
- **Space is limited**
- **Mondays - 5:30-7p ET** - Virtual instructional lessons focused on the core topics
- **Thursdays - 5:30-7p ET** - Optional but highly recommended workshop with Q+A from that week's lesson, collaborative problem solving, and subject matter expert guest speakers
- **Cost: \$50** (please inquire about scholarship opportunities if interested)

Who should apply:

- Farmers interested to expand into or improve their current value-added enterprise
- Farmers producing in the East TN Development District, which includes: Anderson, Blount, Campbell, Claiborne, Cocke, Grainger, Hamblen, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier, and Union counties.

TAEP Requirements

Attending all five Monday sessions fulfills one Tennessee Agricultural Enhancement Program (TEAP) educational requirements. For more information on TEAP requirements, contact Grant Pulse from Tennessee Department of Agriculture at 615-837-5347.

Organizers

