

## **SERA 45 - Crop Diversification Opportunities to Enhance the Viability of Small Farms**

### **Annual Meeting – Knoxville, TN (EDT)**

#### **Agenda**

**8:30 a.m. – 9 a.m.** Arrive at University of Tennessee, Morgan Hall Rooms 212 A-B.  
Coffee & light snacks.

**9:00 – 9:15** Meeting begins

**Margarita Velandia** (University of Tennessee)

- Review of Agenda, Discussion of meeting goals and proposal objectives
- Self-introductions

**9:15 – 10:15**

Open Discussion: State Reports

- Please bring copies of state reports to share with the group
- Each state will talk briefly about their report, followed by discussion

**10:15 – 10:25**

**Break (10 minutes)**

**10:25 – 12:00**

Begin Objectives Discussion

Objective 1: Developing research-based production information about crops and systems that have potential to be profitable for small farms (35 minutes)

- Review work in each state (10 minutes)
- Identify *specific* needs (10 minutes)
- Propose projects and collaboration (Dr. Annette Wszelaki will give an introduction giving various examples of successful collaborations between states.) (15 minutes)

Objective 2: Coordinating research and Extension activities among participants. This will be discussed after lunch.

Objective 3: Evaluating opportunities to include price reports information in new information platforms developed by the US Department of Agriculture. (30 minutes)

**Margarita Velandia**

- Overview of newly developed reporting app in Tennessee; use of price information for research purposes; and discussion about new price information platforms from the US Department of Agriculture *(10 minutes)*

**Tim Woods, Brett Wolff, Ariana Torres**

- Overview of current price reporting processes in KY and IN and discussion of opportunities for expansion using the newly developed app, how to include USDA in the conversation *(20 minutes)*

Objective 4: Conducting market research in the participating states on consumer preferences and marketing channels that are most effective and profitable for small farms *(30 minutes)*

- Review work in each state *(10 minutes)*
- Identify **specific** needs *(10 minutes)*
- Propose projects and collaboration *(10 minutes)*

**12:00 – 1:00**

**Lunch on-site**

**1:00 – 2:00**

Additional Discussion of Objectives

- Objective 2: Coordinating research and Extension activities among participants *(from above)*

**2:00 – 2:45**

Recap (facilitated by Margarita Velandia)

- Summarize results from morning session
- Develop/summarize action items from morning session

**2:45 – 3:00**

Select chair and vice-chair for the group; discuss future annual meetings and sites (facilitated by Christy Cassady)

**3:00 – Tour**

East Tennessee AgResearch and Education Center – Organic Crop Unit [http://east.tennessee.edu/organic\\_crops\\_unit.asp](http://east.tennessee.edu/organic_crops_unit.asp)

**Directions**

- **University of Tennessee, Morgan Hall:** 2621 Morgan Cir., Morgan Hall Rooms 212 A-B, Knoxville, TN 37996

**Hotels:**

Holiday Inn, Knoxville Downtown

[https://www.ihg.com/holidayinn/hotels/us/en/knoxville/tysec/hoteldetail?cm\\_mc=YextLocal- -HI- -US- -TYSEC](https://www.ihg.com/holidayinn/hotels/us/en/knoxville/tysec/hoteldetail?cm_mc=YextLocal- -HI- -US- -TYSEC)

Crowne Plaza Knoxville Downtown University <https://www.crowneknox.com/>

Hilton Knoxville [https://www3.hilton.com/en/hotels/tennessee/hilton-knoxville-KNXKHHF/index.html?WT.mc\\_id=zDA01MB2OLG34YX](https://www3.hilton.com/en/hotels/tennessee/hilton-knoxville-KNXKHHF/index.html?WT.mc_id=zDA01MB2OLG34YX)

The Oliver Hotel <https://www.theoliverhotel.com/#section-1>

**Tour:**

East Tennessee AgResearch and Education Center – Organic Crop Unit

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