Pumpkins for Profit
Growing Tennessee Agriculture Tour

July 31 – August 2, 2016

Funding for the tour has been provided, in part, through a United States Department of Agriculture Specialty Crop Block Grant administered by the Tennessee Department of Agriculture.

Educational programming support has been provided by the
Day 1 Itinerary – Sunday, July 31, 2016

3:00 PM  
Check-in and Load Bus

3:30 PM  
Bus Departs (Approximately 45 minutes travel time.)
Participant Introductions

Falcon Ridge Farm Tour
Dinner

Marketing Pumpkins for Profit –
Megan Bruch Leffew, Center for Profitable Agriculture

8:30 PM  
Arrive at Hilton Garden Inn, Tupelo, MS
Networking in Lobby
Breakfast at Hilton Garden Inn (Tickets provided with room keys.)
Check Out of Hotel

7:30 AM    Load Bus

7:45 AM    Bus Departs
            (Approximately 1 hour 15 minutes travel time.)
            Disease Management – Dr. Alan Henn, Mississippi State University

Country Pumpkins Tour

            (Approximately 1 hour travel time.)
            Product Liability – Hal Pepper, Center for Profitable Agriculture

Lunch at North Mississippi Research and Extension Center
Weed Control – Dr. John Byrd, Mississippi State University
Pumpkin Variety Trials and Research Tour – Dr. Casey Barickman, Mississippi State University

            (Approximately 45 minutes travel time.)
            Wise Family Farm Introduction

Wise Family Farm Tour

            (Approximately 1 hour 15 minute travel time.)
            Wholesaling Pumpkins – Richard Lyon, Lyon Family Farms

Brownlee Farm Tour

            (Approximately 1 hour travel time.)

Dinner at Lone Oaks Farm

            (Approximately 1 hour 15 minute travel time.)

9:00 PM    Arrive at Fairfield Inn in Jackson, TN
            Networking
Day 3 Itinerary – Tuesday, August 2, 2016

Breakfast at Fairfield Inn
Check Out of Hotel

7:45 AM Load Bus

8:00 AM Bus Departs
(Approximately 30 minutes travel time.)

Green Acres Farm Tour

(Approximately 30 minutes travel time.)

Donnell Century Farm Adventure Tour

(Approximately 30 minutes travel time.)

Unload Bus
Convene in Room A
Lunch

Pumpkins, Pest Control and Pollinators – Dr. Scott Stewart, UT Extension
Pumpkins for Profit?: Enterprise Budgeting – Danny Morris, UT Extension

2:30 PM Closing Remarks, Collect Evaluations

2:45 PM Tennessee Agritourism Association Meeting
## Host Farm Information

<table>
<thead>
<tr>
<th>Farm Contact Information</th>
<th>Production Experience</th>
<th># Acres</th>
<th>Varieties (#, Best Producing, Best Selling)</th>
<th>Cropping System</th>
<th>Market Channels</th>
<th>Pricing</th>
<th>Other Enterprises</th>
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</thead>
<tbody>
<tr>
<td><strong>Falcon Ridge Farm</strong></td>
<td>Started growing in 2009</td>
<td>5</td>
<td>20-30 varieties</td>
<td>Plasticulture with drip irrigation, no-till</td>
<td>90%+ on-farm retail, remainder at farmers markets and CSA shares</td>
<td>Mini Pumpkins and Mini Gourds = 50¢ each or 3 for $1, Jacks = 45¢/lb., Novelties = 55¢/lb.</td>
<td>Fruit and vegetables (on-farm retail, pick-your-own, farmers market, CSA). Strawberry festival, fall festival, Easter egg hunt, Christmas trees, field trips, birthday parties, weddings and other events.</td>
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<tr>
<td>Ray and Bart Gilmer</td>
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<td>Best yields - Field Trip, Warlock, Cronus</td>
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<td>22630 Highway 18 North</td>
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<td>Best sellers - “Novelty” varieties and large Jack-O-Lanterns</td>
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<td><strong>Country Pumpkins</strong></td>
<td>Started growing in 2000</td>
<td>22.5</td>
<td>~100 varieties (+ ~25 winter squash &amp; gourds)</td>
<td>Double crop with wheat, no-till, center pivot irrigation</td>
<td>100% on-farm retail</td>
<td>50¢ - $25 per pumpkin</td>
<td>500 acres row crops, school tours, birthday parties, bonfires, event deck, Wednesday and Sunday worship services.</td>
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<td>Dwight and Jean Colson</td>
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<td>Best yields - Cinderella, Gladiator &amp; Aladdin</td>
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<td>860 Spruill Road</td>
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<td>Best sellers - Cinderella, Gladiator, &amp; Aladdin</td>
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<td>Caledonia, MS 39740</td>
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<td><strong>Wise Family Farm</strong></td>
<td>Started growing in 2008</td>
<td>8-10</td>
<td>10-12 varieties</td>
<td>Double crop with vegetables such as peas and sweet corn, dryland</td>
<td>100% on-farm retail and pick-your-own (allow customers to pick off vine)</td>
<td>One U-Pick Pumpkin included in admission of $9. Any size extra pumpkins picked from field is $5.</td>
<td>Spring field trips. Summer farm to table dinner, tomato sandwich festival and vegetable production (on-farm retail and farmers markets) and flower picking. Fall fun with most mazes in Mississippi (themed), hillbilly golf, firepits and more.</td>
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<td>Stanley Wise</td>
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<td>Best yields – Field Trip, Mustang, Cinderella</td>
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<td>291 Shady Grove Road</td>
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<td>Best sellers – Corvette, Mustang, Cinderella</td>
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<td><strong>Brownlee Farm</strong></td>
<td>Started growing in 2007</td>
<td>15</td>
<td>~40 varieties</td>
<td>8 acres plasticulture double cropped with strawberries, 7 acres on drip irrigation</td>
<td>On-farm, wholesale</td>
<td>Any size pumpkin free with $10 fall family fun admission. Wholesale by size.</td>
<td>Strawberries (most acreage in north Mississippi), strawberry festival, spring plants for landscape and garden, summer vegetables, fall fun, school field trips, fall decoration items.</td>
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<td>Brooks and Cristy Brownlee</td>
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<td><a href="mailto:cristy.brownlee@aol.com">cristy.brownlee@aol.com</a></td>
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<td><strong>Green Acres Farm</strong></td>
<td>Started growing in 1993</td>
<td>13</td>
<td>100+ varieties</td>
<td>Double crop with strawberries, plasticulture, plant by hand, irrigated</td>
<td>100% on-farm retail, payment by honor system</td>
<td>$0.50 - $50 per pumpkin</td>
<td>On-farm retail strawberries (all pre-picked – no pick-your-own), 230 acres row crops (corn/soybean rotation).</td>
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<td>Denton Parkins</td>
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<td><strong>Donnell Century Farm Adventure</strong></td>
<td>Started growing seriously in 2011</td>
<td>~10</td>
<td>~15 varieties but focus on 4</td>
<td>Typically no-till, depends on year. Double crop with rye grass usually. Dryland.</td>
<td>On-farm retail, pick-your-own, wholesale</td>
<td>Sell by size typically $10 and down. Pick-your-own $4.</td>
<td>Spring and fall field trips, Girl Scout Weekend Adventure, Easter Egg hunt, birthday parties and other events, fall fun. Sister enterprise Donnell Century Farm All-Natural Angus Beef. Row crops, beef cattle, hogs.</td>
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<td>RoseAnn, Billy and Andrew Donnell</td>
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