

Tennessee Farm Fresh



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Benefits

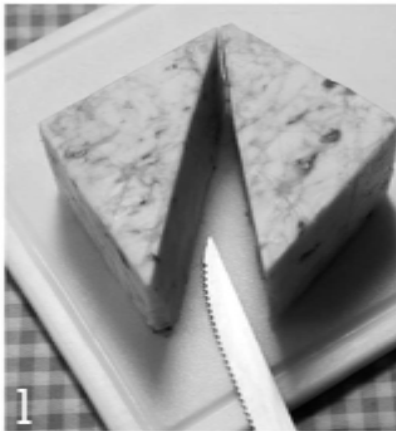
- Marketing Materials
- Educational Workshops
- Advertising

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Short Rows



1/ Cherishing Cheese

Sure, June is National Dairy Month, but what would a dairy month be without cheese?

Mark your calendars for National Cheese Day on June 4, and in commemoration, try some quality cheeses made right here in Tennessee.

Sweetwater Valley Farm between Chattanooga and Knoxville makes more than a dozen varieties of cheese – from cheddar to pepper jack – and sells directly to consumers. Wayneboro-based Bonnie Blue Farm's goat cheese won Best in Show at the American Dairy Goat Association competition last year. The blue-ribbon product is available at several retailers and restaurants throughout the state.

Specializing in flavored cheese

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appetizers. Savory Secret has catered for the CMA Awards, and its products have been featured on Top Chef.

2/ Moose on the Loose

Summertime means grilling season, and Moose Creek Pepper Products can spice up any meal this time of year.

Their first pepper sauce started at the Moose Creek Beer & Ball House in Clarksville, and creator Tom Griffin knew it was something special by the strong response from his customers.

The original sauce is now joined by three other all-natural Moose Creek condiments: barbecue, green chili pepper and Bourbon Stew! grilling sauce, which can be used as marinades,

clips or whatever your inner chef desires. Now headquartered in Nashville, The Moose Is Loose LLC began mass distribution in 2008. Learn more at www.moosecreekssauce.com.

3/ How Does Your Garden Grow?

Use that green thumb to crack open the latest edition of Mid-South Garden Guide, a publication of the Memphis Garden Club.

This book offers gardeners a variety of tips, including monthly guides and sections on woodland gardens, hydrangeas and flower arrangements. Regardless of experience level, "many gardeners use [the] book as a 'go-to' guide," says Cary Brown of the Memphis Garden Club.

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Sixty-four thousand copies of the book's first six editions have been sold since its original release in 1954.

The seventh edition, revised by Dr. Carolyn H. Kittle, is available at 40 locations throughout the Southeast, including Davis-Kidd Booksellers in Memphis and Nashville.

4/ The Bride and Groom

Horsback weddings of the Old West unite with the mountains of East Tennessee at a ranch near Sevierville. Walden Creek Stables strives to sustain the spirit of frontier America, even during matrimony.

Couples enjoy ceremonies at this family-owned facility because of "good people, good horses and good value for their money," says Don Cox, the overall ranch manager at Walden Creek. Cox is also an ordained wedding minister.

With its quarter horses ready, the ranch customizes wedding ceremonies to suit any number of guests in either formal or informal settings. "We can go just about as far as anybody wants – from the most simple, intimate type of wedding to the grandest," Cox says.

Visit www.waldencreekstables.com for more information.

5/ A Stately Site

School may be out, but learning never ceases on the Tennessee History for Kids web site.

The site, www.tenhistoryforkids.org, teaches youngsters about state, county and city histories as well as civics, geography and notable Tennesseans. Dividing its material into elementary, middle and high school levels, Tennessee History for Kids stretches young minds through educational stories, videos and interactive quizzes.

Bill Carey, a former reporter and author of multiple Tennessee and Nashville history books, writes the content for the online resource. Tennessee history experts review and edit the information.

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Hand-Picked Success

The pickings certainly aren't slim at Culbertson Farms, a Tennessee Farm Fresh member in Hardin County about 25 miles outside of Savannah. This 220-acre farm offers its seasonal produce at an on-site market from late spring through early fall.

Strawberries kick off the season at the end of April, and you can pick your own juicy red fruit right off the plant. Potatoes arrive at May's end, and tomatoes and blueberries ripen in mid-June.

Randall Culbertson bought what he calls "the old cattle farm" in 1955 after earning his degree in plant and soil science. "We built it up from what it was to what it is now," he says.

Only 20 acres of the farm are used for production, meaning there's plenty of room to expand. Last year, Culbertson planted a 5-acre apple orchard that he hopes will begin to bear fruit by the end of this year's season. This past winter, he added peach trees.

The farm offers a break from hectic supermarkets, much of the produce is sold right underneath the Culbertsons' capart. There's also a tent next to the crop patches, complete with a table, chairs and water to refresh customers on a hot summer day. In addition, Culbertson Farms provides buckets for visitors to carry their hand-picked berries or tomatoes.

Since becoming a Tennessee Farm Fresh member, Culbertson has enjoyed meeting new customers and reaping a lot more business, he says. The market is open Sunday through Thursday from 8 a.m. until dark and Friday from 8 a.m. to 5 p.m. (closed Saturdays). Contact the farm at (734) 925-4872 for more information.

SEE MORE ONLINE

Tennessee Farm Fresh helps our state's farmers market their products directly to consumers through an organized marketing program. For more information about the program and more Tennessee farm products, visit www.tenfresh.com.



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Tennessee Farm Fresh



When you buy from local farmers you ...

- Support local economy
- Enjoy a fresh product
- Keep local agriculture viable



www.tnfarmlfresh.com
for a listing of local farmers near you
Or call (615) 384-7972 ext. 2761

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presented by:



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www.tennesseestatefair.org

To Good Health

They're All Grown Up

FAMILY PLANS ALLOW EASY TRANSITION FROM PARENTS' HOME TO COLLEGE, CAREER

With some friendly advice and counseling from her pastor, my sister-in-law identified the problem and enlisted her husband's help to work through it. After all, he was at least equally responsible.

And so, a year later, she summed it up to us this way: "I had no identity. I would come home after work and expect to go somewhere, and there would be nowhere to go. I was Kyle's mother, and he was gone. And before that, I was Matthew's mother, and he was gone."

His soccer team and date lined up to my sister-in-law as she worried as that our days are coming. These little dependents we transport and chase from one place to the next will someday be gone. While they're spreading their wings at college or in the work place, we'll be left to decide what to do when no child is around to make that decision for us.

She's right. The family unit is dynamic; it changes, and probably none of those changes is bigger than when a youngster leaves home. Aside from the emotional baggage to unpack and sort through, there is stuff that just has to be done.

One aspect that matters significantly is how that independence affects health-care coverage for an adult child. Of the 100,000 lives we cover at TSM Health Plans, thousands are children and young adults covered on a family plan. Generally, dependents are eligible as long as they are under age 26, are a full-time student and don't earn more than 50 percent of their financial support, so when something changes - if Matthew gets a full-time job or turns 26 - his parents' health-care



coverage requires them to notify us. (Similar notification is also required when other "family status" changes occur. Notification is important so that claims are not denied when it has been determined someone no longer meets the dependent eligibility guidelines.)

But here's the good news about this transition period: When Matthew leaves home for good or turns 26, with TSM Health Plans he has a soft place to land. As indicated on a TSM family plan who becomes an eligible dependent has 60 days to apply for his or her own individual coverage, without underwriting and without being subject to waiting periods. That means Matthew is guaranteed coverage with TSM, regardless of any health condition or any previous claims.

The same goes for children's plans. Once a child covered by a children's policy turns 18 and becomes eligible for that coverage, he or she can transfer to an individual coverage without underwriting. This portability is one of the strongest features TSM Health Plans offers, and it's why every family should take a look at our children's plans, even if they have a family plan through an employer. Many employers offer no family plans, or only offer them at very high rates. A TSM children's plan could save that family considerable money.

We can't keep your children young forever, but we can cover them forever. If you let us. **SM**

About the Author
Anthony Kinkorugh is vice president of marketing and government relations for TSM Health Plans. His e-mail is akinkorugh@tsm.com. For more information about TSM Health Plans, call (615) 676-4022 or visit www.tsm.com.

Tennessee Farm Fresh

How many customers would you estimate have come to you from Tennessee Farm Fresh?

- We saw about a 50% increase in customers and/or calls.
- At least 200.
- Hard to tell. Our sells are up. We like increased sales.

What amount gross income over the past 12 months can you attribute to the Tennessee Farm Fresh program?

- ????.??-\$5000.00

Tennessee Farm Fresh

- Since we became members almost two years ago our customer base has really grown. In 2008 our customers increased by about ten times and this year (2009) it has grown even more even though it was a bad production year for us. We have had calls from all over the state(TN), from Mississippi, from Alabama, and even one call from Indiana. Most had seen one of the ads (newspaper, TV, etc.) and then found us on the website. The article in the Farm Bureau magazine didn't hurt either! Most of our customers came from within 30 miles away (locals folks) but we had a half dozen or so customers that came from 100 to over 150 miles away this year. So you can see that the TN Farm Fresh program has been a real blessing to us, getting our name and what we produce out to the public. We have also enjoyed the seminars that TN Farm Fresh has sponsored to help us become better producers and marketers.
- "Tennessee Farm Fresh helped to put our apple orchard on the map!...but that is not all...besides helping folks identify our location, Tennessee Farm Fresh meetings and ideas inspired us to be the very best we could be. 2009 was the first year we sold out of EVERYTHING...a great problem to have! Thank you Tennessee Farm Fresh!"