

Workshop Evaluation Summary An Overview of Marketing Corn to Local Distilleries, Mills, Retail and Wholesale Customers Hamblen County

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The Center for Profitable Agriculture conducted a workshop in Hamblen County on January 30, 2017 to provide grain producers with an overview of selling corn to local distilleries, mills, retail and wholesale customers. Mannie Bedwell, UT Extension agent in Hamblen County, hosted the program. A total of nine participants attended the workshop, including five grain producers and four UT Extension agents and specialists. Workshop evaluations were provided to participants at the end of the workshop. All nine participants that attended the workshop completed the workshop evaluation. A copy of the post-workshop evaluation form is included in the Appendix.

All nine (100 percent) participants reported that the workshop helped them gain knowledge and skills to increase sales revenue, reduce costs, prevent losses, increase payroll or make one-time capital purchases for their direct marketing enterprises.

Respondents were asked to indicate how they planned to use the information learned in the workshop. Their responses are aggregated and listed below:

- Contact local distilleries to pursue future business.
- Corn sales and improve marketing.
- Add value to products from farm.
- Work with local growers in my county.
- Assist growers with marketing.
- Inform producers about the particulars of marketing corn to distilleries.

Respondents were later asked to provide suggestions on how to improve the workshop. Their responses are aggregated and listed below in two sections: Suggested Improvements and Positive Comments.

Suggested Improvements

- More financial information.
- More in-depth and specific on marketing grain to distilleries.
- More in-depth on grain.
- More local details.

Positive Comments

- Great job!

The final question of the workshop evaluation asked respondents to list a key resource, information or training they still needed. Workshop participant responses are listed below:

- Contract prices with various distilleries and breweries.
- Help in making the contacts with the buyers.
- Specific publication on selling grain to distilleries or mills.
- More information.
- More specific on grain marketed to distilleries.
- Discuss who is buying in the area.

Summary

The Center for Profitable Agriculture conducted a workshop in Hamblen County on January 30, 2017 to provide grain producers with an overview of selling corn to local distilleries, mills, retail and wholesale customers. A total of nine participants attended the workshop, including five grain producers and four UT Extension agents and specialists. Workshop evaluations were provided to participants at the end of the workshop.

Short-term impacts of the workshops included:

- Nine respondents (100 percent) reported the workshop helped participants gain knowledge and skills to increase sales revenue, reduce costs, prevent losses, increase payroll or make one-time capital purchases for their direct marketing enterprises.

Based on participant feedback, future trainings and extension educational material may need to give added focus to the economic feasibility (costs of production, post-production, marketing, etc.) of selling grain to distilleries, mills and other buyers, including breweries.



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Please help evaluate this workshop and provide input for future events by completing this form.

1. Did the workshop help you gain knowledge/skills to increase sales revenue, reduce costs, prevent losses, increase payroll or make one-time capital purchases for your direct marketing and/or value-added enterprise?

☐ Yes

☐ No

2. How do you plan to use the information you learned at today's workshop?

3. How could this workshop have been improved?

4. What is the key resource, information or training you still need?

Thank you for completing this evaluation!

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