



## Pick Tennessee Products Conference at the Farm Bureau Expo Center

### PICK TENNESSEE PRODUCTS CONFERENCE

January 15 - 17, 2026

Farm Bureau Exposition Center at the James E. Ward Agriculture Center - Lebanon, Tennessee  
Hosted by the Pick Tennessee Products Conference Association

The Pick Tennessee Products Conference is the largest and most comprehensive gathering of farmers, agritourism operators, value-added producers, and agricultural partners in the Great State of Tennessee. This three-day statewide event, held January 15 - 17, 2026, brings together the full breadth of Tennessee agriculture at the Farm Bureau Exposition Center located at the James E. Ward Agriculture Center in Lebanon - the geographic center of our State. This exceptional venue is becoming a focal point and future home for Tennessee agriculture, serving as a natural anchor for education, commerce, and producer connection.

We expect a minimum of 650 attendees, representing a twenty-percent increase from last year. Based on current demand, we are preparing for as many as 900.

The Conference is designed to educate, celebrate, and elevate Tennessee producers while strengthening community ties across all 95 counties. It is a meeting place for leaders, lifelong learners, innovators, and families who continue to define the State's agricultural landscape. With nearly seventy exhibit partners, the event also provides direct access to equipment, tools, products, and services that support modern farm operations and future growth.

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### ROOTED IN TENNESSEE'S IDENTITY

Commissioner Andy Holt expresses the heart of this event:

***"The Pick Tennessee Products Conference is the most significant gathering of farmers, growers, makers, and partners from across the Great State of Tennessee. Agriculture is our State's largest employer, and it's also our identity. It's the backbone of who we are. From the rolling hills of East Tennessee to the river bottoms in the west, agriculture producers and their products are the very security of our food supply. At the end of the day, agriculture supports faith, family, and freedom in every corner of Tennessee."***

Agriculture is the State's largest employer and core economic driver. The conference reflects that importance through hands-on learning, shared knowledge, producer-driven collaboration, and practical skill development.

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### **MEMBER ASSOCIATIONS REPRESENTED**

As listed on the official Pick Tennessee Products platform:

- Tennessee Agritourism Association
- Tennessee Organic Growers Association
- Tennessee Christmas Tree Growers
- Tennessee Beekeepers Association
- Farmer Veteran Coalition of Tennessee
- Additional producer organizations recognized statewide

These associations drive the content, priorities, and educational focus of the conference, ensuring that every session meets real producer needs.

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### **EXPANDED EDUCATION TRACKS - OVER 120 SESSIONS**

The 2026 program features an expanded curriculum and includes:

- Agritourism Business Growth
- Horticulture, Nurseries, and Greenhouse Operations
- Livestock Care & Production
- Farm Business Planning & Risk Management
- Value-Added Processing
- Farm Retail & Wholesale Readiness
- Producer Marketing, Branding, and Digital Tools
- Regulatory and Safety Compliance
- Direct-to-Consumer Strategies
- Veteran Farmer Programs
- Specialty Crops
- Tennessee Farm Success Stories
- Emerging Markets & Expansion Opportunities

This robust offering positions the event as Tennessee's premier agricultural learning environment, setting the stage for a record-breaking 2027 conference.

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### **INVITED GUESTS (NOT CONFIRMED)**

Invitations have been extended to:

- Governor's Office (attendance not expected, but welcomed)
- Tennessee's U.S. Senate delegation
- Tennessee's U.S. House delegation
- Members of the Tennessee General Assembly, including Agriculture, Commerce, and Rural Development Committees
- State and regional partners across multiple sectors

Their presence would highlight the State's shared commitment to agricultural advancement.

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### **A PERSONAL INVITATION**

Tonya Keller, President of the Pick Tennessee Products Conference Association, shares:

*"We want everyone who cares about Tennessee agriculture to be part of this incredible gathering. 2026 is full of growth and excitement - and 2027 will set new records. Come join us."*

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### **CALL TO ACTION**

**For complete event information and to register before space fills, visit [www.picktnconference.com](http://www.picktnconference.com)**

Make plans to join us in Lebanon - the center of Tennessee and the rising home for all things agriculture. Space is limited. Momentum is strong.

And Tennessee's agricultural family will be there to welcome you.

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### **FOR MORE INFORMATION AND INTERVIEWS**

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