



PICK TENNESSEE PRODUCTS CONFERENCE

January 15–17, 2026

Pick Tennessee Products Conference: The Future Home of Tennessee Agriculture Comes to Life

Tennessee agriculture is more than an industry — it is the identity, heritage, and heartbeat of the Great State of Tennessee. From the rolling hills of East Tennessee to the river bottoms of the west, agriculture remains Tennessee’s largest employer and a defining thread woven through every community. This winter, that shared tradition and forward momentum will come together under one roof as thousands gather for the 2026 Pick Tennessee Products Conference, held January 15–17 at the Farm Bureau Exposition Center at the James E. Ward Agriculture Center in Lebanon.

Recognized as the most significant annual gathering of farmers, growers, agritourism operators, value-added producers, and agricultural organizations across the State, the Pick Tennessee Products Conference continues to grow in scale, impact, and statewide importance. Organized and presented by the Pick Tennessee Products Conference Association, the event represents the collective strength of Tennessee’s producer organizations and the producers themselves, who continue to shape the future of agriculture across all 95 counties.

This year’s event is projected to be the largest in the conference’s history, with a targeted attendance minimum of 650 producers, representing a 20 percent increase from last year. With momentum building rapidly through registration and statewide interest, the conference is preparing to host as many as 900 participants, a benchmark that speaks volumes about Tennessee agriculture’s energy, innovation, and growing unity.

A Location Built for Tennessee Agriculture’s Future

The 2026 Conference will take place at one of Tennessee’s most meaningful agricultural venues: the Farm Bureau Exposition Center at the James E. Ward Agriculture Center in Lebanon. Positioned in the geographic heart of the State, the Ward Center has long served as a home for Tennessee’s agricultural communities, youth programs, fairs, livestock shows, and producer events. Now, with the expansion of the Pick Tennessee Products Conference, it is gaining even more recognition as the emerging home base for statewide agricultural education, collaboration, and industry advancement.

The venue’s central location, expansive exhibit space, outdoor demonstration capacity, and agricultural history make it the perfect setting for a conference that celebrates the past while building the foundation

for Tennessee agriculture's future. As the event continues to grow, both the Conference Association and statewide partners see the Ward Center evolving into a long-term, dedicated home for major agricultural gatherings, a hub where producers can convene, learn, and share ideas year after year.

“Faith, Family, and Freedom in Every Corner of Tennessee”

Commissioner of Agriculture Andy Holt captures the significance of the annual conference with a message rooted in Tennessee's values and the realities of modern agriculture:

“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.”

These words set the tone for a conference built on respect for tradition, a commitment to innovation, and a dedication to the producers who work the land, invest in their communities, and provide food and opportunity for generations of Tennesseans.

Three Days, Over 120 Sessions, and Nearly 70 Exhibitors

The 2026 Conference offers an expanded educational program with **more than 120 sessions**, workshops, roundtables, and demonstrations — making it one of the most comprehensive producer education events in the region. The curriculum is designed around real needs identified by Tennessee farmers and agricultural businesses and includes tracks on:

- Agritourism business growth and diversification
- Horticulture, nurseries, and greenhouse production
- Livestock care and management
- Risk management and farm business planning
- Value-added processing
- Retail and wholesale readiness
- Branding, marketing, and digital tools for producers
- Regulatory issues and farm safety
- Direct-to-consumer strategies
- Veteran farmer support programs
- Specialty crops and emerging markets
- Tennessee farm success stories and heritage traditions
- Expansion opportunities for small and mid-sized farms

Alongside the educational program, the conference will feature nearly seventy exhibit partners, giving attendees direct access to equipment manufacturers, supply companies, service providers, financial institutions, retail and packaging partners, technology providers, nonprofit organizations, and statewide support programs. The exhibit hall is designed for interaction — a place where producers can ask questions, compare products, meet vendors, and build relationships that can help strengthen farm operations in a rapidly changing agricultural landscape.

Representing Tennessee's Agricultural Community

The Pick Tennessee Products Conference Association includes some of the strongest voices in Tennessee agriculture, with representation from organizations such as:

- Tennessee Agritourism Association
- Tennessee Organic Growers Association
- Tennessee Christmas Tree Growers
- Tennessee Beekeepers Association
- Farmer Veteran Coalition of Tennessee
- Additional statewide associations listed through PickTennesseeProducts.org

This collective leadership ensures that the conference remains producer-driven, accessible, and centered on the needs of Tennessee farmers and agricultural businesses.

A Welcome From Conference President Tonya Keller

Tonya Keller, Executive Director of the Tennessee Agritourism Association, owner of Keller's Kountry Korner, and President of the Association, extends a warm invitation to all Tennesseans:

"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."

A Growing Tradition

With the momentum of this year's event and the statewide energy building around the Pick Tennessee Products brand, producers, agritourism operators, food entrepreneurs, and partner organizations are looking ahead to 2027, which is projected to break all previous attendance and engagement records.

###

Registration and Media Information

Registration is now open at PickTennesseeConference.com, where producers can explore session descriptions, lodging options, exhibit partners, and schedule details. With attendance expected to exceed previous years, early registration is strongly encouraged.

For more information or press interviews:

Zack Oxford, Managing Director

info@picktnconference.com

731.220.3173

About the Pick Tennessee Products Conference Association

The Pick Tennessee Products Conference Association brings together Tennessee's leading agricultural organizations to present the annual Pick Tennessee Products Conference, a three-day statewide event held each January at the Farm Bureau Exposition Center at the James E. Ward Agriculture Center in Lebanon. Representing producers from all 95 counties, the Association delivers a producer-driven conference featuring more than 120 educational sessions and nearly seventy exhibit partners, all designed to strengthen Tennessee farms, support growth, and celebrate the State's agricultural heritage.

Learn more at www.PickTennesseeConference.com.