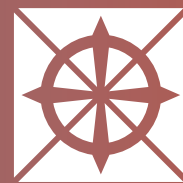


# VALUE ADDED PRODUCER GRANT SUCCESS



SOUTHERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION

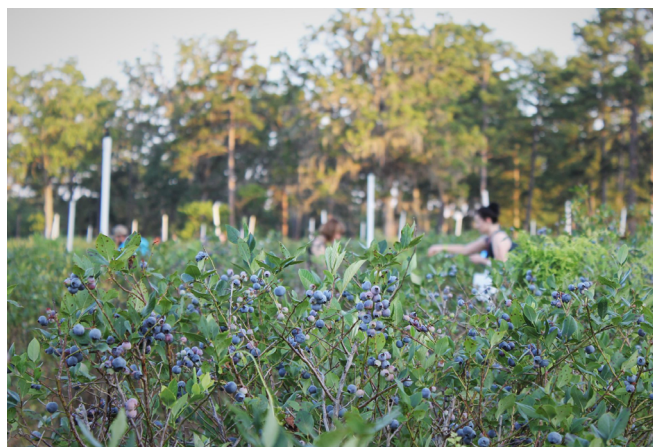
## JUBILEE ORCHARDS | TALLAHASSEE, FL

For many southerners, fresh blueberries provoke the thoughts of bright, sunny summer days or tasty desserts coming from momma's kitchen. But for the Chiles family of Jubilee Orchards in Tallahassee Florida, blueberries are a way of life. After many years of producing cotton during Civil War time and transitioning to quail plantations at the beginning of the 20th century, the 209 acres that are now Jubilee has become some of the most beautiful blueberry orchards in the southeast United States. The Chiles' acquired the land in 1990 and have since established a fun, welcoming, and down-home environment for their surrounding community and other southern visitors.

In 2016, Jubilee Orchards received a Value-Added Producer Grant (VAPG) of \$75,000 to support the expansion of their organic high bush blueberry juice and other various lines of juice concentrate. The grant also went towards marketing efforts, including internet marketing, brochures, product tasting, and demonstrations at agritourist events all over the south.

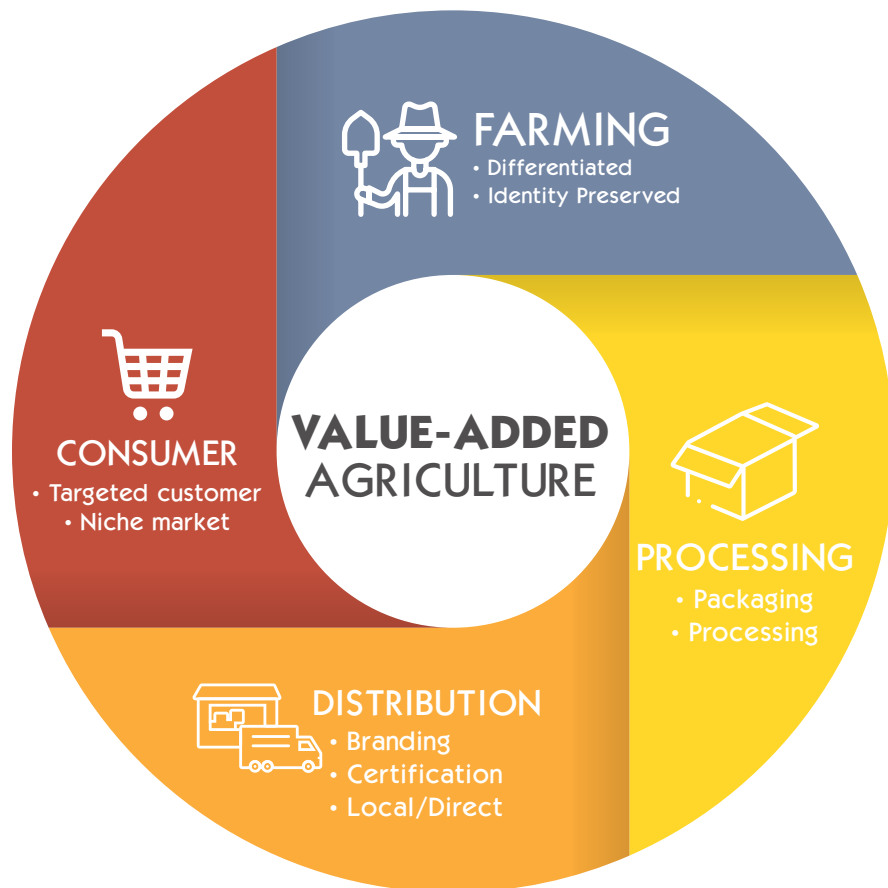
Today, Jubilee continues to adapt to modern practices of agriculture and marketing without neglecting their rich heritage. Every visitor is welcomed with open arms and a sense of southern hospitality to enjoy a brief hiatus from the real world. The Chiles family takes pride in producing fresh, locally grown blueberries that provide consumers with a healthy and tasteful experience.

The Southern Risk Management Education Center ([SRMEC](#)) seeks to empower producers to manage marketing and price risks which includes promoting the Value Added Producer Grant (VAPG) program. The VAPG program helps farmers and ranchers understand, develop and implement diversification strategies to enhance their business' products. In partnership with Agricultural Marketing Resource Center ([AgMRC](#)), SRMEC promotes successful value added ventures across the Southern region. To learn more about farmer and rancher VAPG successful stories visit <https://srmec.uaex.edu/News/vapg-success-stories.aspx>.



*Photo courtesy of Jubilee Orchards*

# Understanding “Value-Added”



The USDA defines “value-added” as any agricultural commodity or product whose value has been increased by:

- Undergoing a change in physical state (e.g., turning fruit into jam);
- Being produced, marketed, or segregated for its special character or identity (e.g., GMO-free, organic, grass-fed);
- Transforming natural resources into energy on the farmstead (e.g., biodiesel);
- Being aggregated and marketed as a locally-produced food (e.g., as part of a Buy Local campaign, state-produced branding or labeling effort); or
- Linking farmers with local and regional supply networks in which they are equal partners (e.g., farm to school or other mid-tier value chains)

Visit [srmec.uaex.edu/News/vapg-success-stories.aspx](https://srmec.uaex.edu/News/vapg-success-stories.aspx) to read value-added success stories!