

What is your name and where are you from

Caroline Trossbach,
Southern Maryland

Kristen Brassard
Vermont
Agency of Agriculture

Claudia Schmidt, Penn
State

Dave Lamie
South
Carolina

Peggy Schlechter, Rapid
City, South Dakota

Susan Odum,
Southernmost Illinois

Lindsey Pashow, CCE
Harvest, New York

Mitchell Moon - Missouri

What is your name and where are you from

Chadley Hollas, (currently)
Georgia

Ann Savage, North
Carolina State University

Hailey Sorg- Wyoming!

Steve Hadcock (he/him)
Albany Area in NYS

Sarah Cornelisse - Penn
State

Claudia Gil Arroyo,
Rutgers Cooperative
Extension

Julie from PA

Xinyi Qian, University of
Minnesota

What is your name and where are you from

Lisa Chase, University of Vermont Extension

Theresa Stangel, NE Oregon

Jason E, University of Maine

Lynn Fuhler, Winston-Salem, NC and Tampa Bay, FL

Kendal Bowman, Owen Co Ag Agent with the University of Kentucky

Jen Werlin, Teton County, Idaho (Dirggs, Idaho near Jackson Hole, WY)

Olivia Longstaff, Washington

Christelle van Zyl, South Africa

What is your name and where are you from

Ben Johnson, Boise, ID

Audrey Comerford,
Oregon State University
Extension

Cheryl Smith GA Dept of
Agriculture - Georgia
Grown

Terry McDermott USDA
RD New Mexico

Prem Bhandari

Dean McClary, Pierce
County WA Ag Planner

What is an exciting new way you are, or you have seen people, telling the story of their farm or products

A podcast (talking to other farms, not just theirs)

Self-guided farm tour with good signage.

short videos on social media

Missouri Wine Trails! This highlights multiple wineries in various regions across Missouri. Lots of local engagement

YouTube videos. Pitch contest presentations.

Partnerships with downtown businesses - Strawberry Jammin' festival linking farms and restaurants/breweries/bakeries

Walking tour on the farm using your phone and location. When you get to a certain location, the app tells you about that part of the farm.

"A day in the life of" videos

What is an exciting new way you are, or you have seen people, telling the story of their farm or products

VIDEOS

Idaho Preferred through ISDA has done a good job at highlighting Agritourism operations in the State on their website and at conventions.

Wine Trails Rack Cards

Videos in short format showing the process of raising and producing farm products.

Instagram!

We are hosting a Spring Market Festival with small-business vendors and our plant sale in the greenhouses available to the public.

DRONE VIDEOS

We distribute our Georgia Grown Magazine with a listing of Agritourism Attractions & sellers of products at State Visitor Centers.

What is an exciting new way you are, or you have seen people, telling the story of their farm or products

Oregon Farm Loop and Food Trail programs

Marketing materials through rack cards at Chamber of Commerce and meet the farmer profiles at restaurants and farmers markets; on-farm events like goat snuggling sessions or dinners; social media

Pizza field: a circular plot, and on each "slice " grows a pizza ingredient or topping like tomatoes, wheat, etc.

collaborating with influencers on social media

Short docu-series episodes

social media, farm tours, YouTube videos, selling their products in other stores (vendor booth spaces)

Corn Maze with winery stops throughout.

Interactive GIS database for local food and agritourism

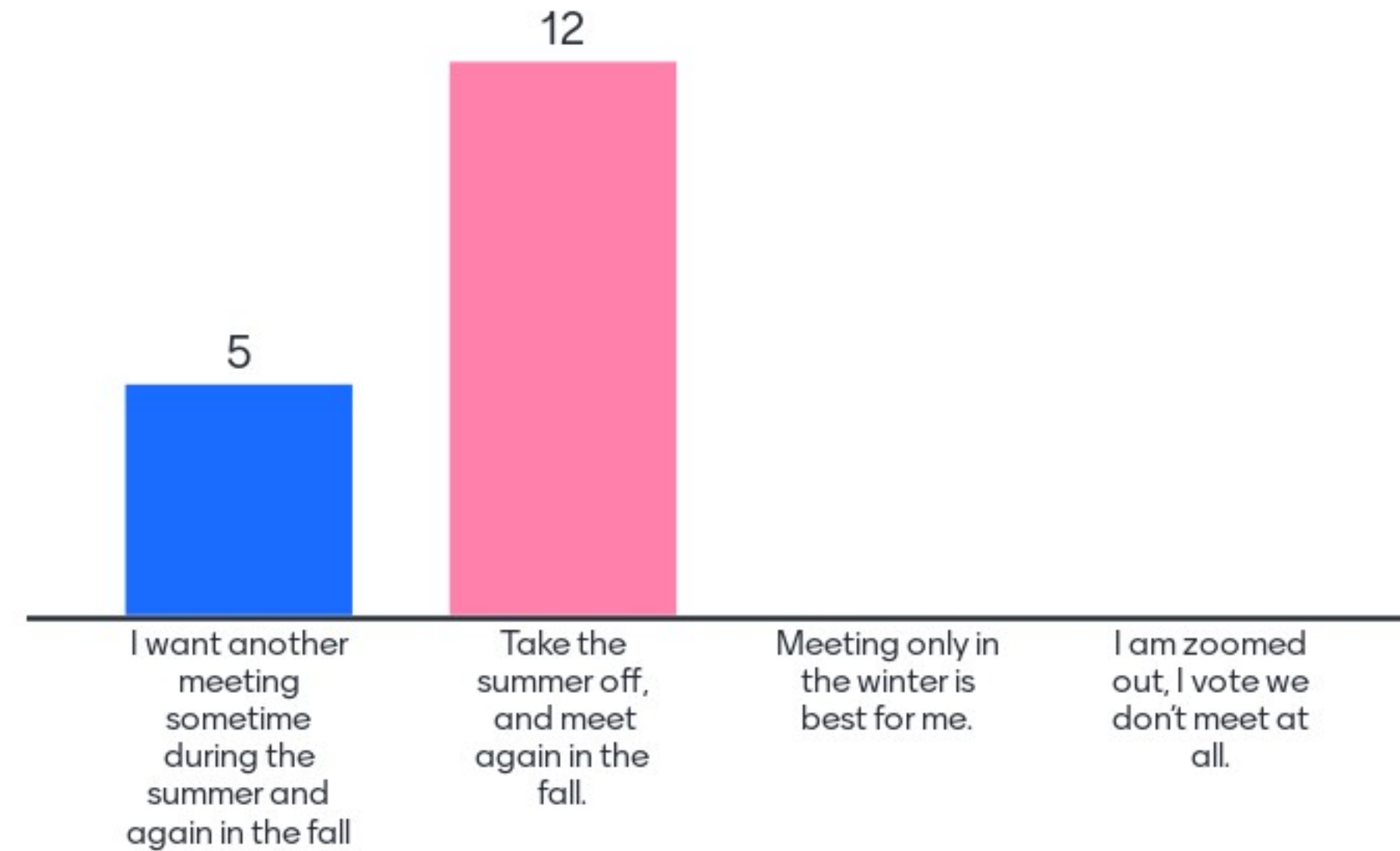
What is an exciting new way you are, or you have seen people, telling the story of their farm or products

An accessible source to find agritourism operations. Good to learn some new names and faces in this effort!

Quarterly meetings, perhaps?
Nuggets: podcast is a great idea; technical assistance is needed across the country

Creating a resource clearing house or library is a much bigger task than most folks would realize

The group voted to meet quarterly, however July is 3 months from now so we wanted to check in.
When would you like to meet again?



What were the key ah-ha moments, or nuggets of information you gleaned from your breakout discussion that you think others should know about?

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Sure...as long as there is something meaningful to review.

Podcasts!

Legal training is a NEED across the country!

Collaborations are essential

Build a regional toolkit for AT

Some of the technology resources are not well known

What were the key ah-ha moments, or nuggets of information you gleaned from your breakout discussion that you think others should know about?

that there was a national level project to develop a shared data resource of agritourism operators.

National Directory of Ag
Tourism Operators

Lets consider different digital tools that could be created as templates so that individual operators could add their own connect quickly and easily versus having to work from scratch.

We should get together at NET 2025 in NH. Let's plan something before or after the conference focused on agritourism!

As a producer starting to dabble in agrotourism, coming across this group in general was an "ah-ha" moment.

Webinars still have value!