

Please introduce yourself...

Russ Haddad, Raleigh, NC,
NC Craft Brewers Guild

Shannon ArnoldBozeman
MT Montana State
University

Harry Crissy, Pennsylvania,
Penn State Extension

Tara Coursey, Maryland,
Caroline Economic
Development & Tourism (DMO)

Lindsey Pashow, NY,
Cornell Cooperative
Extension Harvest NY

Ann Savage, North
Carolina, NC State
University Tourism
Extension

Patrick Holladay, AL/SC,
Troy University

Rachael Callahan,
Sacramento, California,
University of California
Division of Agriculture &
Natural Resources

Please introduce yourself...

Hailey Vine, Helena MT -
MT Dept of Agriculture

Garrett Ziegler from Grand
Rapids, MI with Michigan State
University Extension

Julie Zajac, Columbus, PA,
3 PillarZ Farm

Renata Endres, University of
Illinois, Department of
Recreation, Sport and Tourism

Lisa Chase; Brattleboro,
VT; University of Vermont
Extension

Derek Plotkowski; Southeast
Michigan; Michigan State
University Extension

Hailey Sorg, Douglas,
Wyoming, University of
Wyoming Extension

Susan Joy, Helena Montana,
Montana Department of
Commerce - Office of Tourism

Please introduce yourself...

Kendal Bowman, KY,
University of Kentucky
Extension

Chadley Hollas, Athens,
Georgia (USA), Cultivating
Tourism and the University of
Georgia

Tanya Lamo, Dare County,
NC I'm with NCSU
Extension-Dare County

Dawn ThilmanyColorado
State UniversityFort Collins
Colorado

Kingsley Ejiogu, University
of Maryland Eastern Shore
Extension

Claudia Schmidt, Penn
State Extension

Lacey Newton, Glendive, MT
and I am the food & ag
specialist for SE Montana

Fran McCall, Louisville, KY,
Kentucky Farm Bureau
Certified Farm Market
Program

Please introduce yourself...

Audrey Comerford from Salem, Oregon with Oregon State University Extension

Hi All! I'm Ezra Zeitler, a professor of geography at the University of Wisconsin-Eau Claire.

Brian Moyer, Pennsylvania, Penn State Extension

Lynn Fuhler Tampa Bay, FL and Winston-Salem, NC Flying Compass and Festival & Event Author

Dr. Brooke Hansen, University of South Florida working with the Florida Agritourism Association

Jason Entsminger, Orono, Maine. University of Maine Extension and Maine Business School.

Kendra Meyer, Ames, IA, Iowa State University Extension & Outreach

Claudia Gil Arroyo. Cape May Court House, NJ Rutgers Cooperative Extension of Cape May County

Please introduce yourself...

Christelle van Zyl, South
Africa, just here to learn :)

Kelli Hepler - ColoradoAIANTA
American Indian Alaska Native
Tourism Association, Agritourism
SpecialistPresident and Founder -
Colorado Agritourism Association

What is an innovative or noteworthy activity you have experienced at a farm?

Harry Crissy, PA, Penn
State Extension

Summer concerts at local
flower farm venue

ballet on the farm in
Vermont

Agroecological
opportunities

Feeding alpacas at an
Alpaca Ranch

Dinner in a garden

Goat yoga

I got married at a "pizza
farm"

What is an innovative or noteworthy activity you have experienced at a farm?

Wine slushies!

Quebec: Wedding Reception
with maple facility tour and
maple on the snow

Painting w/alpacas

Geothermal greenhouse built
in the ground - was in a 70
degree building full of
vegetation in -20 degree
weather!

Sunflower festival

Digging dinosaur bones

Lambentine's Day, participants
can bottle feed lambs and
learn about the sheep and
wool industry.

We do a learn to milk a
goat program

What is an innovative or noteworthy activity you have experienced at a farm?

Integration of culinary
and/or canning events

Snow tubing at a farm

Zipline at a farm day.

camping at farm/
experiencing the farm for
a day

Gather ingredients for salsa
and then get a lesson in salsa
dancing

S'mores kits to use at the fire
pit
Immersive farm history
experience with heritage crops
and livestock

I will be touring a local greenhouse
in the near future who is able to
grow out of season produce all
year round which is super exciting
for our tiny rural area

story time on Tuesday morning
to increase attendance at
their market

What is an innovative or noteworthy activity you have experienced at a farm?

I love the example from Ko Hana Rum on Oahu -- an ethnobotanical sugar cane exhibit plus a regenerative farm and pressed cane rum made on site.

What do you want to get out of participating in the agritourism working group?

New ideas to help agritourism operations in KY.

Knowledge of resources and programs that I can bring to my state!

customer preferences

Make new connections; learn about new programs; share my programs and expertise

Resources to create a framework for budding agritourism businesses in my area

Shared content for workshops

I want to get ideas to better communicate with the agritourism operators I serve.

Sharing resources, learning from others, network of support for questions from around the state

What do you want to get out of participating in the agritourism working group?

Building collaborations for shared capacity building.

Creativity and innovation - see what other entities/states are doing to advance agritourism

resources to share with farms exploring agritourism

ALL of the resources!
Especially for rural areas and how we can help to expand the agritourism in our area

Learn from all of you! Build relationships for future collaborations

To learn creative ideas to share with farms and agritourism businesses
Networking

resources to educate my farmers

Learning what others are doing both challenges and opportunities

What do you want to get out of participating in the agritourism working group?

More resources and ideas to promote regenerative agritourism as a model to transform our food system

Contacts, resources for new ideas for improving Native American Agritourism

Integrating the NC craft beer industry better with the general agritourism ecosystem.

Connections to colleagues in Extension working on Agritourism, opportunities for collaborative grants to grow agritourism education, learning from others

Networking with other colleagues across the country and sharing resources.

Connections, see what resources are already out there, moving forward on an agritourism definition, help with land use regulations

Help my local agritourism clientele to improve their operations

Learn more about the agritourism data availability

What do you want to get out of participating in the agritourism working group?

John TurackPenn State
Extensionjdt15@psu.eduHay
bale mountain climbinglarge
indoor shelled corn pit play
areaLearn new ideas

Better understand the
challenges / barriers that stop
farmers from moving forward in
offering tours and events.

Ideas about next steps and
resources to support
agritourism operators in
Maryland to become
successful

Fluid legislation

Planners

In your opinion, over the next 3-6 years what goals or accomplishments should the Agritourism workgroup prioritize?

Better integration into local and state economic development plans

More formal networking opportunities - more learning opportunities from each other

More uniform USDA and state tourism funding to support TA for this space

Education on Profitability, Insurance/Liability, Management,

a tool kit or website of resources to assist farmers and agritourism vendors

Legislation to support agritourism at the national level

Better collaboration with tourism/DMO ecosystem

A resource for those outside of this group when it comes to agritourism

In your opinion, over the next 3-6 years what goals or accomplishments should the Agritourism workgroup prioritize?

We should have a resource guide for agritourism support workers (e.g. extension)

seek funding to create some of the resources and address needs discussed today

Setting forth shared priorities and an internal operating structure

Collecting the economic data.

Toolkits, Resources, Education, Legislation

sustainable agritourism farm enterprises

host a national agritourism conference, maybe in partnership with NET

Economic evidence for agritourism and implementation guidance

In your opinion, over the next 3-6 years what goals or accomplishments should the Agritourism workgroup prioritize?

Toolkits for developing agritourism programs

Creating more communication and networking between hospitality and ag so everyone understands the role and importance of agritourism.

Research and training on farmer cooperation and entrepreneurship. Also, liability, insurance, and risk management are the most frequently asked questions by farmers.

what are the most memorable customer experiences, and how can we draw from them to create new products. Also, the indirect impacts of agritourism for participants and communities

host webinars on the topics mentioned today

Resource guides tying in farmers to facets of agritourism and ongoing educational series.

Continuing to network the stakeholders who are not always connected -- producers, university programs, educators, agritourism associations, policy makers and more -- get this into high schools too.

Resources for providing diversified experiences.

In your opinion, over the next 3-6 years what goals or accomplishments should the Agritourism workgroup prioritize?

Pull folks from proximate regions together to plan and envision together.

Survey farmers who currently have an agritourism business.who DO NOT have an agritourism business; find out why not.who would like to grow agritourism business; what are the barriers?,

Pull people and resources from proximate places together.

Regional Rural Development Centers, USDA - AMS

Who are key partners we need to bring into this conversation/group?

policymakers at local,
state and federal levels

State DMOs (i.e. VisitNC,
and others)

Lenders and insurance
providers

Planners

Farm workers

DMO's, Policymakers,
Financial Planners

suppliers of local foods
through farm bureaus

National Tourism Agencies

Who are key partners we need to bring into this conversation/group?

Rural economic
development in Extension
and external to Extension

entrepreneurs who can share
their business journey-this is so
helpful for people to hear the
struggles and wins

Regulators, regular farm
trade groups

DMOs for sure. Diverse
communities and
heritages.

special event
expertsmarketers

regional rural development
centers

DCNR, Heritage Regions,
Tourism Bureaus,
Transportation Centers and
agencies, State Ag
Departments