From our fields to your family, since 1853

Jeter Farm Overview

- 3 full time family members
  - Ned and his sons Ned II and Darrell

Location
- Road frontage on 460
- .6 miles from Walmart and
  1.4 miles from Roanoke City line

Fall Festival added in 2007

Successes

- Risk management - Agritourism adds diversification to traditional farm

Equipment Shed becomes Picnic shelter
Successes

- Risk management
- Target market
- Branding

Challenges

- Risk
  - weather
  - liability

Challenges

- Risk
- Space
  - parking
- Time management

Or Reception Area