LESSONS IN AGRITOURISM:
A NATIONAL PERSPECTIVE

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AMAZING FUN AT THE FARM!
“BRAND” YOUR FARM

THE NATIONAL PERSPECTIVE...
IS PRETTY MUCH THE SAME AS WHAT YOU ALREADY KNOW ABOUT LOCAL AGRITOURISM.

JUST PUT YOUR OWN “BRAND” ON YOUR FARM!

LET’S START BY SEEING...

AMAZING FUN AT THE FARM!

“BRAND” YOUR FARM

PUT YOUR LOGO EVERYWHERE

PUT YOUR LOGO ON INEXPENSIVE CAMERAS

FRAME IT ON POSTCARDS

AMAZING FUN AT THE FARM!

STAFF RULES – FUN TO LEARN

AMAZING FUN AT THE FARM!

SMART & SILLY SIGNAGE
ATTRACTION & HELPFUL

AMAZING FUN AT THE FARM!

EACH SEASON YOU

* PLAN FUN STAFF TRAINING
* SPRUCE-UP SMART SIGNAGE
* MAKE GROUNDS PICTURE-PERFECT
* FEEL THE EXCITEMENT AROUND YOU
* MODEL YOUR FUN TO YOUR VISITORS
AMAZING FUN AT THE FARM!

PICTURE PERFECT GROUNDS

AMAZING FUN AT THE FARM!

RELAXED & HAPPY OWNERS

WELCOME THEIR VISITORS

AMAZING FUN AT THE FARM!

DO YOU WANT TO DO SOMETHING NEW?

FARM VACATION or WEEKEND RETREAT

UNIQUE SETTINGS TO EXPLORE

AMAZING FUN AT THE FARM!

FUN FOR THE FAMILY

MAZES, PUMPKINS, TRACTORS & MUMS

AMAZING FUN AT THE FARM!

CURIOUS BARNYARD FRIENDS
AMAZING FUN AT THE FARM!
A LITTLE LEARNING ALONG THE WAY

THINKING OUTSIDE THE BARN

... AND MORE

AMAZING FUN AT THE FARM!
JUST HAVING FUN!

AMAZING FUN AT THE FARM!
UNIQUE IDEAS

AMAZING FUN AT THE FARM!
COLLABORATE WITH FARM FRIENDS
AMAZING FUN AT THE FARM!
CORPORATE RETREATS
HOBBY CLASSES

AMAZING FUN AT THE FARM!
FUN WITH PHOTOGRAPHY

AMAZING FUN AT THE FARM!
CRAFT WEEKENDS     CIVIC
GIVE BACK TO YOUR COMMUNITY

AMAZING FUN AT THE FARM!
MARKET FOR SUCCESS

SAFE FUN AT THE FARM!
PROTECT YOUR INVESTMENT
RISK ASSESSMENT     LIABILITY

AMAZING FUN AT THE FARM!
CELEBRATE SUCCESS!
ALL YEAR LONG!

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