

VIRGINIA IS FOR LOVERS[®]

Virginia Tourism Corporation

Partnership Marketing

- Product Development
- Strategic Planning
- Business Assistance
- Workshops
- Drive Tourism
- Marketing Leverage Fund/Grant

Agritourism

Partnerships and Networking

Objectives

- To Form New Relationships
- Develop New Partnerships
- Solve some problems have a network to help
- Develop New Opportunities for your Business

Basic Skills of Networking

- Smile
- Shaking hands
- Introducing yourself
- Exchange Business Cards
- Look the other person in the eye
- Place your name tag on the right.
- Listening to HEAR not to Respond

Commonalities

Finding links that you have with others and building on them

Relationships

Working together as partners is just like any relationship. Look for partners that can fill gaps and weaknesses for each other. The Partnership is like any relationship there will need to be compromise.

Partnerships

Working with other businesses
to increase your bottom line
and grow your business

Virginia Welcome Centers/Direct Personal Selling



Food and Beverage Expo 2018

The screenshot shows a web browser window displaying the Virginia Department of Agriculture and Consumer Services website. The browser's address bar shows the URL <http://www.vdacs.virginia.gov/vaexpo/index.shtml>. The page features a header with the Virginia.gov logo and navigation links: Online Services, Commonwealth Sites, Help, and Governor. A search bar is located in the top right corner. Below the header, a large banner image shows a person in a field, with the text "Virginia Department of Agriculture and Consumer Services" overlaid. A secondary navigation bar includes links to Home, Marketing Services, The Virginia Food and Beverage Expo, Contact Us, and another search bar. The main content area is titled "MARKETING SERVICES" and features a yellow banner for "THE VIRGINIA FOOD AND BEVERAGE EXPO - WEDNESDAY, MARCH 28, 2012". Below this, a blue banner reads "TRADITION OF TASTE 2012" and "Virginia Food & Beverage Expo". To the right of the blue banner, text indicates the event is the "Virginia Food and Beverage Expo Tradition of Taste 2012" on "March 28, 2012" at the "Greater Richmond Convention Center". A sidebar on the left lists various services: Consumer Services, Marketing Services, Regulatory Services, News and Events, About VDACS, Special Programs and Quick Links, Charitable Gaming, and Social Media (with icons for YouTube, RSS, and Facebook). At the bottom, a "2012 Highlights" section states: "Virginia Food and Beverage Expo Showcases Products from 130 Virginia Producers" and "More than 1200 Pre-registered Buyers, 53 New Product Entries". The Windows taskbar at the bottom shows the date as 4/18/2012 and the time as 2:21 PM.

http://www.vdacs.virginia.gov/vaexpo/index.shtml

VDACS - The Virginia Food ...

Virginia.gov Online Services | Commonwealth Sites | Help | Governor

Search Virginia.gov GO

Virginia Department of Agriculture and Consumer Services

Home | Marketing Services | The Virginia Food and Beverage Expo Contact Us | Search this Site GO

MARKETING SERVICES

THE VIRGINIA FOOD AND BEVERAGE EXPO - WEDNESDAY, MARCH 28, 2012

TRADITION OF TASTE 2012
Virginia Food & Beverage Expo

Virginia Food and Beverage Expo
Tradition of Taste 2012
March 28, 2012
[Greater Richmond Convention Center](#)

2012 Highlights
Virginia Food and Beverage Expo Showcases Products from 130 Virginia Producers
More than 1200 Pre-registered Buyers, 53 New Product Entries

- Consumer Services
- Marketing Services
- Regulatory Services
- News and Events
- About VDACS
- Special Programs and Quick Links
- Charitable Gaming
- Social Media

Trails

Thematic/Recreational

- Artisan Trails
- Music Trails
- Oyster Trails
- Multi-use Trails
- Blueway Trails

Strategies/SOL'S/Farm Tour

- <http://pen6.pen.k12.va.us/VDOE/Superintendent/Sols/home.shtml>
- Life Processes
- 1.4 The student will investigate and understand that plants have life needs and functional parts and
 - can be classified according to certain characteristics. Key concepts include
 - a) needs (food, air, water, light, and a place to grow);
 - b) parts (seeds, roots, stems, leaves, blossoms, fruits); and
 - c) characteristics (edible/nonedible, flowering/nonflowering, evergreen/deciduous).
 - 1.5 The student will investigate and understand that animals, including people, have life needs and
 - specific physical characteristics and can be classified according to certain characteristics. Key concepts include
 - a) life needs (air, food, water, and a suitable place to live);
 - b) physical characteristics (body coverings, body shape, appendages, and methods of movement); and
 - c) other characteristics (wild/tame, water homes/land homes).

Partnership Opportunities

- **Community Partnerships-Chambers, schools, hospitals, Scouts, churches, etc**
- **Strategic Partnerships-like businesses, Complimentary businesses, Regional Partners, Statewide Partners**
- **Team with competitors to create associations for marketing**

Strategic Partnerships

Working with like and
complimentary businesses to
increase your bottom line and
grow your business

Strategic Partnerships

Examples:

- Other producers
- Tourism offices
- Chambers
- Doggy Day Care/Boarding
- Photographers
- Trucking companies
- Farmer's Markets
- B&B's
- Caterers, Restaurants, Food Trucks

Strategic Partnerships

Stay at Choice Hotels.
Save at the pump.

Select Fuel Rewards® savings as Your
per qualifying stay.



¢/gal

Strategic Partnerships



Botetourt Agritourism Trail Wine Trail



Strategic Partnerships

Carol Lee Donuts



ROUTE 8 DONUTS



IDEAS



Networking

Attending meetings and
Organizations whose
members are interested in a
particular topic or product

Name some Opportunities

- List Networking opportunities in your area or your business
- List some new ideas for networking

Food Festival/Events

May 16-17, 2009 18th Century Spring Market Fair Claude Moore Colonial Farm, McLean Contact: 703.442.7557	
JUNE	
June 6, 2009 Ashland Strawberry Faire Randolph Macon College Contact: Mary Claire Coster 804.798.8289 E-mail: mccoster@comcast.net	June 10, 2009 Virginia Pork Festival Emporia Contact: Virginia Pork Festival 800.482.7675 E-mail: info@vaporkfestival.com
June 6 & 8, 2009 Strawberry Jubilee U-pick Festival Great Country Farms 18780 Foggy Bottom Road Bluemont, VA 20135 540.554.2073	June 13 Texas Festival Kenston Forest, Blackstone Contact: Kenston Forest School 434.292.7218
June 6-7 Dairy Festival June 9th -10:00 AM - 4:00 PM June 10th -1:00 PM - 4:00 PM 5225 Catlett Road Midland, VA 22728 540.439.4806, FAX: 540.439.1437 E-mail: info@cows-n-corn.com	
JULY	
July 3-5, 2009 Annual Norfolk Harborfest Town Point Park, Norfolk Contact: Norfolk Festevents 757.441.2345 E-mail: festeventsva.org	July 18-19, 2009 18th Century Summer Market Fair Claude Moore Colonial Farm, McLean Contact: 703.442.7557
July 4, 2009 Marker-Miller Orchards - Opening Festival 3035 Cedar Creek Grade Winchester, VA 540.662.1980	July 24, 2009 Virginia Cantaloupe Festival Halifax County Fairgrounds, Turbeville Contact: Halifax County Chamber 1.888.458.1003; 434.572.3085 E-mail: info@halifaxchamber.net
July 10-12, 2009 South African Food & Wine Festival Greenhaven Winery Gum Spring, VA 804.556.3917 E-mail: max@grayhavenwinery.com	July 25 - 26, 2009 Blackberry Bonanza Great Country Farms, Bluemont, VA Contact: 540.554.2073 E-mail: farmer@greatcountryfarms.com
July 11-12 Ice Cream Festival 5225 Catlett Road Midland, VA 22728 540.439.4806, FAX: 540.439.1437 E-mail: info@cows-n-corn.com	July 31-August 2, 2009 20th Annual AT&T Bayou Boogaloo and Cajun Food Festival Town Point Park, Norfolk Contact: Norfolk Festevents 757.441.2345 E-mail: festeventsva.org
July 18-19 Pork, Peanut & Pine Festival Chippokes Plantation State Park, Surry Contact: Danette McAdoo Poole	

Conferences

The screenshot shows a web browser window with the URL <https://vafb.swoogo.com/agritourism2018/80290>. The page title is "2018 Virginia Agritourism Conference". The navigation menu includes Home, Register, Agenda (selected), Hotel Information, Farm Tour Information, Sponsorship Information, and Sponsors. The main heading is "AGENDA". The agenda for Wednesday, March 21, 2018, is as follows:

Time	Event
9:30 AM	9:30 AM Conference Welcome - Dream to Reality: The Panel of Our Farms <i>Anthony Marchetti, Rappahannock Oysters</i> <i>Coley Jones Drinkwater, Richland Dairy</i> Moderated by <i>Chris Cook, Virginia Farm Bureau</i>
10:45 AM	10:45 AM Networking Break
11:00 AM	11:00 AM Business Development, Planning, and Marketing <i>Alex White, Ph.D., Virginia Tech</i>

Resources

State Agencies-VTC, VCE, VDACS
Business Assistance(EVA, SWAM)
Local Tourism Offices
Groups and Organizations
Social Media

Exercise

Develop a plan for Partnering and Networking to drop in your marketing plan

- Count off by 5
- Introduce yourself to each other
- Discuss partnering, strategic partnering, and networking opportunities
- Write a plan of how you can all work together; example a coop marketing opportunity, develop a trail to visit, grant opportunity, etc.

Next Steps

- Keep in touch
- Bring others to the Networking functions
- Make introductions that will help each other
- Keep working together

Contact Info

Sandra Tanner, TMP
Virginia Tourism Corporation
Tourism Development Specialist
stanner@virginia.org