



2019 Virginia Agritourism Conference
Agritourism in Virginia's New Economy



Wednesday, April 3, 2019 & Thursday, April 4, 2019
The Hotel Roanoke & Conference Center
110 Shenandoah Avenue; Roanoke, Virginia

Register by visiting <https://tinyurl.com/2019Agritourismconference>

Wednesday, April 3, 2019

9:30 a.m. Conference Welcome
 Martha A. Walker, Ph.D., Virginia Agritourism Planning Team
 Virginia Tech / Virginia Cooperative Extension

9:45 a.m. Success & Virginia Agritourism
 Paula Dullas, Panda Homestead, Southampton Virginia
 Holly Scoggins, Giles County

Moderated by Michelle Mosely, Ph.D., Virginia State University

11:00 a.m. Networking Break

11:15 a.m. Challenges & Virginia Agritourism
 Linda Hale, Chief Fire Marshal Loudoun County
 Jimmy Moss, CBMO, Grayson County Building Official
 Martin Crim, Vanderpool, Frostick & Nishanian, P.C.

Moderated by Kyle Shreve, Virginia Agribusiness Council

12:30 p.m. Networking Luncheon *Greetings from Exhibitors*

Sponsored by
Virginia Tourism Corporation
Virginia Department of Agriculture & Consumer Services



The Honorable Bettina Ring
 Secretary of Agriculture and Forestry
 Office of Governor Ralph Northam



1:45 p.m. Overview of farm toursLivy Preisser, Farm Tour Chair
 Extension Agent, Agriculture & Natural Resources, Isle of Wight County

2:00 – 6:00 p.m. Farm Tours
 Sponsored by Virginia FAIRS & Virginia State University Small Farm Outreach Program

Transportation provided (vans/busses)
Dinner on your Own



2019 Featured Tours

Tour 1 Bedford County: Virginia is for Orchard and Wine Lovers

- **Layman Family Farm** <http://www.laymanfamilyfarms.com/>
Layman Family Farms is located in the beautiful **Blue Ridge Mountains**, surrounded by rolling hills of both forests and cultivated lands. The 87 acre farm in Blue Ridge, Virginia, is owned and operated by Eric and Sharon Layman and their family.
- **Johnson's Orchard & Peaks of Otter** [https://www.peaksofotterwinery.com/johnsons-orchard_or the https://www.peaksofotterwinery.com/](https://www.peaksofotterwinery.com/johnsons-orchard_or_the_https://www.peaksofotterwinery.com/)
Johnson's Orchards is a family owned and operated farm located in the foothills of the Blue Ridge Mountains and at the foot of the Peaks of Otter near the Blue Ridge Parkway and the National D-Day Memorial.

Tour 2 Roanoke/Franklin: Virginia is for Local Lovers

- **Homestead Creamery** <https://www.homesteadcreameryinc.com/>
With dreams of preserving the family farm for future generations, two dairy farmers combined efforts to open Homestead Creamery in 2001 with the goal of marketing their dairy products directly to consumers. Today, Homestead Creamery is made up of a network of small, locally owned dairy farms run by families who believe in the value of an honest day's work. Each family is dedicated to the quality of life for the cows and the quality of products for our customers. Homestead Creamery features farm tours, ice cream events, farm stores, direct marketing, and retail sales in numerous locations.
- **Braeloch Farms** <https://www.facebook.com/braeloch/>
Local businessman and agritourism advocate Al Hammond and his wife Nancy recreated the family farm in Roanoke and Bedford counties. Located just outside of Roanoke, Braeloch on Glenburn Farms is a perfect spot for a rustic, chic wedding offering uninterrupted views of the surrounding countryside overlooking lake, valley and mountains.
- **Ikenberry Orchards** <http://www.ikenberryorchards.com/>
Ikenberry Orchards is a family owned and operated business that has been in operation for over 115 years. Established in 1903, our 5th generation is actively involved growing fruits and vegetables. We specialize in apples, peaches and sweet corn along with other vegetables. Our season begins in the spring with our greenhouses. We carry annuals, perennials, hanging baskets and unusual planters.

Tour 3 Botetourt: Virginia is for Festival Lovers

- **Amethyst Acres** <http://amethystacres.com/>
Amethyst Acres Equine Center, Inc. opened in October of 2000 and is owner operated by a husband and wife team with over 30 years experience in the horse industry, and a tremendous love and respect for horses. Mark and Deb are dedicated to providing a flexible, professional, customer oriented environment, focused on helping clients achieve their breeding or training goals, or just having fun with their horse.
- **Twin River Outfitters** <https://canoevirginia.net/>
Twin River Outfitters is the oldest and most experienced outfitter on the Upper James River and has been safely running paddle trips since 1978. Twin River Outfitters has the largest fleet of river tubes, kayaks, and canoes and offers canoeing, single day or multi-day canoe camping trips, and paddling experiences that range from floating on the lazy river to thrilling whitewater rafting. It is located in the Blue Ridge Mountains about 20 miles north of Roanoke.
- **Jeter Farm** <http://www.jeterfarm.com/>
Beginning in the 1850s, Jeter Farm is proud to be in the 5th generation of growing produce, hay, grains, and cattle near Roanoke, VA. We are passionate about agriculture and sharing about life on the farm!

Thursday, April 4, 2019

7:30 a.m. Networking Continental Breakfast

8:30 a.m. – 9:30 a.m. Concurrent Sessions

Building the Plan	Making the Agritourism Voice Heard	Marketing: Using the Social Media Options
<p style="text-align: center;">Dixie Dalton, Ph.D. Southside Virginia Community College</p> <p style="text-align: center;">Seth & Courtney Umbarger Laurel Springs Beef</p> <p style="text-align: center;">Moderator Julia Clark Virginia FAIRS</p>	<p style="text-align: center;">Kyle Shreve Executive Director Virginia Agribusiness Council</p> <p style="text-align: center;">Todd Haymore (<i>invited</i>) Managing Director, Global Economic Development, Commerce & Government Relations Hunton Andrews Kurth</p> <p style="text-align: center;">Andrew Smith Virginia Farm Bureau</p> <p style="text-align: center;">Moderator Heather Wheeler Virginia Department of Agriculture & Consumer Services</p>	<p style="text-align: center;">Tom Kirk Electronic Marketing Virginia Tourism Corporation</p> <p style="text-align: center;">Moderator Sandra Tanner Virginia Tourism Corporation</p>

9:45 a.m. – 10:45 a.m. Concurrent Sessions

Ensuring Safety on the Agritourism Farm	Delivering the Customer Experience	Marketing: Regional Collaboration
<p style="text-align: center;">Tami Thompson North Carolina Agromedicine Institute</p> <p style="text-align: center;">Craig Nargi, Hermitage Hill Farm & Stables, Stable Craft Brewing</p> <p style="text-align: center;">Moderator Livvy Preisser Virginia Cooperative Extension</p>	<p style="text-align: center;">Shawn Lindsey Spearhead Trails</p> <p style="text-align: center;">Moderator Laurette Tucker USDA Rural Development</p>	<p style="text-align: center;">Jennifer Eddy Eddy Alexander Communications</p> <p style="text-align: center;">Moderator Sandra Tanner Virginia Tourism Corporation</p>

10:45 a.m. Networking Break

11:15 a.m. – 12:15 p.m. Concurrent Sessions

Asking the Questions: A Round Table Conversation	Hosting the Event	Marketing: Building the Influence	Showcasing the Region: Blue to New
<p>Scott DeNoon Virginia Farm Bureau Insurance</p> <p>Jimmy Moss, CBO, CBMO Grayson County Building Official</p> <p>Travis Mountain, Ph.D. Agricultural & Applied Economics Virginia Tech</p> <p>Tami Thompson North Carolina Agromedicine Institute</p> <p>Moderator William Crutchfield Virginia State University Small Farm Outreach Program</p>	<p>Susan Sink Sinkland Farms</p> <p>Ned & Rose Jeter Jeter Farm</p> <p>Moderator Mike Wooden Virginia State University Small Farm Outreach Program</p>	<p>Jennifer Eddy Eddy Alexander Communications & Bloggers</p> <p>Moderator Sandra Tanner Virginia Tourism Corporation</p>	<p>Lisa Bleakley Cora Gnegy Peggy White Kelli Scott</p> <p>Moderator Chris McDonald Virginia Association of Counties</p> <p><i>Blue to New is a regional brand showcasing the rural character, natural resources, and local products of the New River Valley of Virginia. Our region stretches from the Blue Ridge west to the New River. The symbolism reflecting those unique, natural assets and features in our branding efforts is instrumental. Blue to New is grown to Explore, Taste, Savor, Enjoy, and Love the all the hidden gems of the New River Valley. Get lost in the mountains ~</i></p>

Hosted by

- USDA Rural Development
- Virginia Agribusiness Council
- Virginia Association of Counties
- Virginia Cooperative Extension
- Virginia Department of Agriculture and Consumer Services
- Virginia FAIRS
- Virginia State University
- Virginia State University Small Farm Outreach Program
- Virginia Tech
- Virginia Tourism Corporation

12:30 p.m. Networking Luncheon

**Showcasing Successful Farms:
Braggs & Blunders**

Cynthia Chiles, Carter Mountain Orchard

Lynn Graves, Graves Mountain Lodge

Moderator Laurette Tucker, USDA Rural Development

2:15 p.m. Adjourn to Grow Virginia Agritourism