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 or agencies to increase your bottom line and grow your business
Partnerships:
Virginia Welcome Centers
Partnerships with Schools
Strategies/SOL’S/Farm Tour


<table>
<thead>
<tr>
<th>Course</th>
<th>Standards of Learning</th>
<th>Curriculum Framework</th>
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<tr>
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Partnership Opportunities

• **Community Partnerships**
  • State Agencies: VTC, VDACS, VCE
  • Tourism offices Local/Regional
  • Other Agribusinesses in the region
  • Farmer’s Markets
  • Businesses in the area
  • Attractions in the area
  • Chambers,
  • schools,
  • hospitals,
  • Scouts,
  • churches,
Strategic Partnerships

• Strategic Partnership is an agreed upon collaboration between businesses with a common goal or mission

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

Stay at Choice Hotels.
Save at the pump.

Select Fuel Rewards® savings as Your Extra and earn 20¢/gal per qualifying stay.

Doggy Day Care and Boarding and Farm Stay
Strategic Partnerships
Botetourt Agritourism Trail

Wine Trail

Agritourism
Throughout most of its existence, Botetourt County has been primarily agricultural, during its settlement in the mid-eighteenth century. Most of the new immigrants acquired small farms where they engaged in subsistence agriculture. They raised a wide variety of crops for their own use such as corn, wheat, oats, rye, barley, and hay, as well as smaller amounts of tobacco. The area was also well suited for livestock and farmers raised horses, cattle, hogs, and sheep. Many farmers in Botetourt began planting large orchards of peaches and apples by the 1870s and during the 1880s, Botetourt County’s Agricultural Superintendent - West Virginia.

Today, Botetourt County continues to rank in the Top Ten Counties for apple production in the state of Virginia. In addition to the agricultural business, the production of grapes with several wineries opening up in the last year. These wineries, along with area orchards, have opened their doors to visitors to experience the fruits of their labor.

The Wine Trail of Botetourt County

On the Botetourt Wine Trail, you will find scenic views of Nottely Vineyards that frame the landscape with a changing palette of tonalities and colors. Our vineyards welcome visitors for tours, tastings, and hospitality with a variety of special events that take place on many weekends throughout the year.
Strategic Partnerships

CAROL LEE DONUTS

ROUTE 8 DONUTS
Strategic Partnerships

Examples:

• Other producers
• Tourism offices; state, local, regional
• Chambers
• Doggy Day Care/Boarding
• Photographers
• Trucking companies
• Farmer’s Markets
• B&B’s
• Caterers, Restaurants, Food Trucks
Networking

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

Agritourism Conferences
Partnership/Networking
VA Food and Beverage Expo 2021

VENDOR REGISTRATION

Event Date:
Wednesday, March 21, 2018
10am – 4pm

Event Location:
Greater Richmond Convention Center:
Hall D
403 N. Third Street, Richmond, VA 23219

Of Note:
Best New Product Awards presentation
at 11 a.m.
Not open to the public.
No one under 18 will be admitted.
## FOOD FESTIVALS/EVENTS

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<tr>
<th>Date</th>
<th>Event Name</th>
<th>Location</th>
<th>Contact</th>
<th>Email</th>
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<tbody>
<tr>
<td>June 19, 2020</td>
<td>Virginia Wine &amp; Food Festival</td>
<td>Staunton, VA</td>
<td>(540) 984-0015</td>
<td><a href="mailto:vwfest@usa.net">vwfest@usa.net</a></td>
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<tr>
<td>July 4, 2020</td>
<td>Shenandoah Valley Wine &amp; Food Festival</td>
<td>Winchester, VA</td>
<td>(540) 347-4500</td>
<td><a href="mailto:info@shwinefest.org">info@shwinefest.org</a></td>
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<td>July 12, 2020</td>
<td>Ice Cream Festival</td>
<td>Harrisonburg, VA</td>
<td>(540) 432-4401</td>
<td><a href="mailto:icecream@harrisonburg.com">icecream@harrisonburg.com</a></td>
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<td>July 19-21, 2020</td>
<td>Fisherman's Festival</td>
<td>Staunton, VA</td>
<td>(540) 984-0015</td>
<td><a href="mailto:vwfest@usa.net">vwfest@usa.net</a></td>
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<td>July 24, 2020</td>
<td>Shenandoah Valley Wine &amp; Food Festival</td>
<td>Winchester, VA</td>
<td>(540) 347-4500</td>
<td><a href="mailto:info@shwinefest.org">info@shwinefest.org</a></td>
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<td>July 31, 2020</td>
<td>Shenandoah Valley Wine &amp; Food Festival</td>
<td>Winchester, VA</td>
<td>(540) 347-4500</td>
<td><a href="mailto:info@shwinefest.org">info@shwinefest.org</a></td>
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<td>August 2, 2020</td>
<td>Shenandoah Valley Wine &amp; Food Festival</td>
<td>Winchester, VA</td>
<td>(540) 347-4500</td>
<td><a href="mailto:info@shwinefest.org">info@shwinefest.org</a></td>
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Trails

Thematic/Recreational

- Salty Southern Route
- Brunswick Stew Route
- Artisan Trails
- Music Trails
- Oyster Trails
- Multi-use Trails
- Blueway Trails
Resources

VCE, VDACS
Business Assistance(EVA, SWAM)
Local Tourism Offices
Groups and Organizations
Social Media
Next Steps

• Identify Partners and Networking Opportunities
• Keep in touch
• Bring others to the Networking functions
• Make introductions that will help each other
• Keep working together
Contact Info

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Tourism Development Specialist
stanner@virginia.org