

VIRGINIA AGRITOURISM: EXPLORING THE OPTIONS



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Consumer Services

VIRGINIA AGRICULTURE

Agriculture is Virginia's largest industry in the state with an economic impact of **\$55 billion annually** and provides more than **357,000 jobs** in the Commonwealth.



The industries of agriculture and forestry together have a total economic impact of **\$70 billion annually** and provides more than **400,000 jobs** in the Commonwealth.



Every job in agriculture and forestry supports **1.5 jobs** elsewhere in the Virginia economy.

Highlights of the 2012 Census of Agriculture



22% of all farmers were beginning farmers in 2012. That means 1 out of every 5 farmers operated a farm for less than 10 years.



• Young, beginning principal operators who reported their primary occupation as farming increased about 12% between 2007 and 2012



• 969,672 farm operators were **female ~ 30%** of all farm operators in the U.S.

The number of farms operated by **Latino farmers increased 21%** from 2007 to 2012 and reflects the changing face of America as a whole.



Nearly 150,000 farmers and ranchers nationwide are selling their products directly to consumers, and 50,000 are selling to local retailers. Industry estimates **valued local food sales at \$7 billion in 2011**, reflecting the growing new market



Total organic product sales by farms have increased by 82% since 2007. Organic products were a \$35 billion industry in the United States in 2013.



Agritourism: It's a Growing Thing

Farm-related entertainment enterprises blaze trails for economic development.

From 2007 to 2012, the number of U.S. farms engaging in some form of agritourism went up 42 percent, bringing in more than \$700 million, according to the latest Census of Agriculture.



Since 2007, the amount of money brought in by agritourism rose by 24 percent



The 2012 Census trends for Virginia



In 2012, the number of farms in Virginia totaled 46,036, down 3 percent (1,347 farms) from 47,383 farms in 2007

Land in farms, 8.3 million acres, was up 3 percent from 8.1 acres in 2007

The average size of farm in Virginia was 181 acres, compared to 171 acres in 2007

Market value of production sold was \$3.8 billion, up 29 percent from \$2.9 billion in 2007

The average value of products sold per farm was \$81,540 compared to \$61,334 in 2007

Division of Marketing

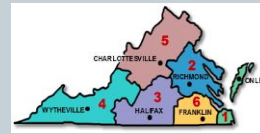
- International Marketing**
Export marketing, export assistance, trade missions
- Design, Production and Market Development**
Locates, develops, maintains and expands local, regional and national markets for Virginia food, agricultural and livestock markets.
- Livestock Marketing**
Provides a complete and integrated marketing program for the Livestock Industry.
- Community Services**
Provides a grading system for fruits and vegetables, grain, poultry, and processed foods to identify product quality and condition, which is essential for effective marketing.
- Agriculture and Forestry Development Services**
Serves as the first point of contact for agribusiness enterprises considering relocation to Virginia or expansion within the state. Provides services to assist the businesses with relocation and expansion efforts. Includes the Office of Farmland Preservation.
- Promotion and Marketing Services**
Specialty foods, organics, direct marketing, agritourism, specialty agriculture



Agricultural Marketing

Regional marketing development managers are located in six designated regions of the state to provide assistance in marketing commodities and enhancing agricultural economic development within those regions.

Provide assistance, advice and counsel to agricultural producers, industry representatives, and organizations through individual consultations, public presentations, newsletters, and the media in order to enhance and influence marketing efforts



VDACS Marketing Resources



The Virginia Grown program is a VDACS marketing tool promoting fresh, local products to consumers



VIRGINIA GROWN POINT OF SALE MATERIAL

Statewide Promotion

Virginia Department of Agriculture and Consumer Services

2014 PRESS RELEASES

NEWSRELEASE

CELEBRATE VIRGINIA FARMERS MARKET WEEK AUGUST 4 - 16, 2013
 - Markets have grown by more than 100 percent since 2008 -
 - Farmers' markets in Virginia continue to grow significantly, from 101 markets in 2008 to more than 230 markets this year. Many other segments of the economy have seen growth of more than 100 percent in just seven years!

CONTACT: Elaine J. Liebman, 804.786.7886

Virginia students across the state are participating in a strong season of agriculture-related activities. At many farms, cool weather helped the students stay in the fields longer. But these students will work the soil, according to the Virginia Department of Agriculture and Consumer Services (VDACS), state colleges and universities, and other agricultural organizations, including the Virginia State University (VSU) and Virginia State College (VSC).

VDACS will guide the year's Virginia students across the state in early May for the students of Virginia, when temperatures are not too hot to be in the fields. The weather is cooler. According to the latest U.S. Department of Agriculture data from the 2012 Census of Agriculture, Virginia has 217 farmers, with a total of 227,000 acres.

FOR RELEASE: July 25, 2013

CERTIFICATE OF RECOGNITION

FARMERS' MARKET WEEK

CERTIFICATE of RECOGNITION

VIRGINIA DAIRY MONTH

CERTIFICATE of RECOGNITION

VIRGINIA BEEF MONTH

CERTIFICATE of RECOGNITION

By virtue of the authority vested in the Governor of the Commonwealth of Virginia by the Constitution of the Commonwealth of Virginia, I hereby officially recognize...

TOURISM + AGRICULTURE = FUN

Tourism contributes the second highest amount of revenue generating \$21.2 billion dollars annually and provides 210,000 jobs, according to the Virginia Tourism Board.

Virginia's location, within a day's drive or less of 60 percent of the U.S. population, makes it easy to get to and adds to the quality time families spend together on vacation.

Virginia is for lovers.

Agritourism, an Important Economic Boost for Many Farmers.

California is among the leaders in agritourism with nearly 700 farms averaging more than \$50,000 in agritourism income.

Agritourism has tended to develop on smaller farms near urban centers. More recent trends show that thriving agritourism sectors have been flourishing in remote areas away from cities.

Small U.S. Farms Find Profit in Tourism

From zip lines to corn mazes, small farm tourism reaps profit

AGRI-TOURISM
FUN FAMILY DESTINATIONS!

Agritourism-Defined
(Code of Virginia § 3.2-6400)

Any activity carried out on a farm or ranch that allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy rural activities, including farming, wineries, ranching, historical, cultural, harvest-your-own activities, or natural activities and attractions. An activity is an agritourism activity whether or not the participant paid to participate in the activity.

Agricultural tourism is a commercial enterprise at a working farm, ranch or agricultural plant conducted for the enjoyment or education of visitors, and that generates supplemental income for the owner.

With the increasing urbanization of the U.S. combined with social movements celebrating local and natural experiences, the future of the Agritourism industry looks good.

WARNING

Under Virginia law, there is no liability for an injury to or death of a participant in an agritourism activity conducted at this agritourism location if such injury or death results from the inherent risks of the agritourism activity. Inherent risks of agritourism activities include, among others, risks of injury inherent to land, equipment, and animals, as well as the potential for you to act in a negligent manner that may contribute to your injury or death. You are assuming the risk of participating in this agritourism activity.

WELCOME TO THE PUMPKIN HUNT

VIRGINIA CALSON

Agritourism Diversifies Farm Offerings and Supplements Agricultural Income, it is a Viable Option for the Long-Term Sustainability of the Farm.

Benefits beyond extra income include:

- Increase in farm value
- Increased family interaction
- Public education
- Connection between rural and urban communities



When considering agritourism consider:

- Social skills and interacting with the public
- Maintaining privacy
- Insurance and safety
- Animal welfare
- Labor and financial management
- Local planning and zoning requirements
- Assessing the market
- Location
- Customers
- Marketing, social media



Agritourism can boost farmers' revenue, Virginia Tech study finds

Defines Agritourism as a value-added activity that generates additional net farm income and creates a loyal consumer base for branded farm products.

Forty-two percent of operators surveyed stated that agritourism contributed between 76 and 100 percent of their farm income.

Almost all of the operations surveyed claimed that the average agritourism visitor spent between \$31 and \$40 on property per visit.

Agritourism can boost farmers' revenue, Virginia Tech study finds



Time to unlock a powerful business asset: YOU.

Many companies today offer similar products and use similar technology. Only your emotional connection to people, will differentiate your company and its product, lubricate your marketing channel, ignite the conversation engine in social medias, and call to your door ready-to-try-or-buy prospects.



PEOPLE DON'T CARE HOW MUCH YOU KNOW... UNTIL THEY KNOW HOW MUCH YOU CARE

Source: Goodbuzz.net

Memory Building Retailing in the Experience Economy

Stories Make Memories - Do Something Unexpected
The easiest way to be memorable is to do something in an expected way. Dare to be different



Definition of Customer experience

Customer experience is about orchestrating memorable experiences; and it's the memory of these unique experiences that becomes the product or service you are selling.

Of critical importance is the takeaway feeling your customer has about you or your product.



PEOPLE DON'T CARE HOW MUCH YOU KNOW... UNTIL THEY KNOW HOW MUCH YOU CARE

Agritourism ~ A Natural Fit.

A farmer or rancher entrepreneur who diversifies into value-added agriculture or agritourism has several market opportunities.



- Food ~ processing, packaging, branding, specialty farm markets
- Roots ~ heritage and culture
- Agri-education ~ schools, retreats, conferences
- Experiences ~ farm stays, ranch stays, B&Bs pick-your-own
- Agri-tainment ~ petting farm, mazes, hayrides
- Nature-based adventure ~ horseback riding, rock climbing, hunting, fishing

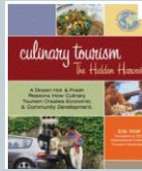


The Definition of Fun, Educational and Trendy

Ecotourism: Responsible travel pristine and protected areas to educate, provide funds for ecological conservation and foster respect for nature and different cultures.

Culinary tourism: Experiencing the food of the area; cuisine as an expression of culture. Wine and beer tourism. Culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture.

Art Tourism: Visiting a geographic region in order to visit, see and experience local art, art history, artists, craftsperson's and culture.



Trend Watching



The New York Times

Fashion & Style

Farms Are for Lovers



Every year in the United States, there are approximately 2.5 million weddings. The wedding industry has grown to an empire of 40 billion dollars per year



It's a *Jungle* out there. Let us be Your *Resource* for your *wedding*.

50 Most Romantic Wedding Locations in the US from Brides.com



- 10 REASONS WHY ADD A PIZZA FARM TO YOUR AGRI-TOURISM OPERATION!**
- IT'S EASY - Our comprehensive "how-to" manual gives you everything you need to build and profit from the Pizza Farm.
 - IT'S COMPACT - Uses less than one-half acre of your land.
 - IT'S EDUCATIONAL - Field trips to the Pizza Farm are fun and teachers love it!
 - IT'S EFFICIENT - Scheduled field trips mean no wasted staff time.
 - IT'S EXCLUSIVE - Trademarked, so you'll have the only one for miles!
 - IT'S OFF-SEASON INCOME - Tours start with spring planting of vegetables and finish at fall harvest.
 - IT ATTRACTS MEDIA - you'll be able to wallpaper your office with the free coverage.
 - IT DRAWS CUSTOMERS - Everybody loves pizza and the name creates curiosity!
 - IT MAKES MONEY! Easy to set up, simple to run, and all those tours add up fast.
 - IT WORKS. As the cities continue to sprawl, people truly hunger for connection to the land. The Pizza Farm has been creating that connection for kids since 1993.

- BUSINESS OPPORTUNITIES
- PROFESSIONAL SPEAKING

Farm Camps

As interest in urban agriculture has taken off and the local-food movement has flourished, a growing number of camps have added farming components, according to the [American Camp Association](#).

In five years, 84 percent of camps added gardening activities, and 12 percent added farm or ranch components.



Children are part of the daily routine at Fern Valley Farm





Fresh Directions

Farm to Fork Dinners Restaurants on the Farm



Farm Cooking Schools



the Farm
Country Cooking School

Welcome to the Farm

the Farm is situated in northern New York, South Africa near the town of Veyheid. It is a small, almost self-sufficient farm on which the Conners family centers for recreational activities in winter and offers short **cooking courses** during the rest of the year. The Farm, with its handsome main house and six finished guest cottages in picturesque and green for most of the year with wonderful bird life and stunning gardens, both ornamental and edible.

It is a peaceful retreat from the rigors of modern lifestyles and a haven where you can experience for a short while exactly what life should be like.

It's about relaxation, wonderful food and the excellent company of fascinating and welcoming country hosts.

the Farm | the Cooks | the School
the Ingredients | the Menu | the Book | the Area | Contact the Farm

Adams Farm 2014 Plein Air Paint Out

Saturday, September 6, 2014 Adams Farm, Walpole, Massachusetts.



**Call to New England Artists
Come Paint the Farm!**

CASH AWARDS
Adams Farm, Walpole, MA
September 7, 2013
Jury:
Robert Douglas Hunter

Winners of the 2013 Adams Farm Plein Air Paint Out



"The doctor of the future will no longer treat the human frame with drugs, but rather will cure and prevent disease with nutrition." ~ Thomas Edison



SEASONS ON THE FARM

Partner with Local Photographers, Videographers for Holidays & Family Milestones



the fancy FARMGIRL photography





BIRTHDAY UNIVERSITY

"Learning the Business of Remarkable Birthday Parties"

The Business Of Birthday Parties ~ A Foundation to Build On

The children's birthday party business has exploded in recent years

Competition for this growing market is no longer just the Family or Children's Entertainment Center Industry, but any number of family oriented businesses aimed at capturing a piece of this lucrative, billion dollar industry.



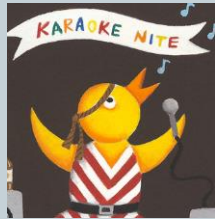
glampinghub™

The ultimate guide to luxury camping and alternative accommodations

Glamping - Is Camping With Style



It's a Girl's (Vacation) Thing!



Prices for 2011-12 Deer Hunting Trips

October bow hunts
6 day hunt **\$1500**
3 day hunt **\$ 800**

November bow hunts
6 day hunt **\$1800**
3 day hunt **\$950**

Gun Hunting
November gun hunts
6 day hunt **\$1950**
3 day hunt **\$1000**

December gun hunts
6 day hunt **\$1600**
3 day hunt **\$850**

All prices include Lodging, Meals, and transportation to and from stands.

GEOCACHING

Geocaching is a real-world, outdoor treasure hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location.



AgCache - College Run Farms
College Run Farms is a diversified, family farm operation owned by Steve and Jordan Berryman. The farm offers "you pick" strawberries, blueberries and sweet corn, as well as a wide range of vegetables available from the farm store during the summer. During the fall, College Run Farms offers the opportunity to search for their perfect pumpkin and "go leaf" in a corn maze.

AgCache - Row Crop Tour
The agricultural system within the northeast portion of Virginia encompasses nearly row crop operations, which consists of wheat, corn, soybeans, peanuts and cotton. On your way to this cache location, you have passed one or all of these crops. During the winter and spring, wheat is being grown with some of it being harvested for feed and eventually made into the loaf of bread that you buy in the grocery store. In fact, one acre of wheat can produce 2,000 loaves of bread. The remainder of the wheat is grown for "cover crop" in order to improve the soil conditions for future crops and prevent erosion. During the summer time you will see corn, soybeans, cotton and peanuts growing in the fields.

Farm-friendly speed dating? Try 'weed dating'

An Idaho farm offers a new form of speed dating for those looking for something different than the typical dating scene. It's called 'weed dating,' and participants meet each other while pulling weeds amongst rows of zucchini and tomatoes.

By Jessie L. Bomer, Associated Press | JULY 14, 2012



The payoff for their toil? A chance at romance.

HUMAN FOOSBALL

It's not often that we're able to take advantage of an idea that is just starting to make waves with consumers, but turning a long-loved table game into an interactive activity on your farm may allow you to do just that.

Human Foosball, aka table soccer or table football, is an extremely popular table sport found in pubs, college dorms, home entertainment rooms, and played by over 100,000 people in tournaments around the world.

Human Foosball however, takes the game from the table to the field, and replaces plastic figures with real life people. The game consists of up to 10 players per side with the objective being to kick the ball in the opponents goal. The catch is that players must hold onto a long pole and can only move side to side.

There are so many variations to how you might build your own specialized court, or how you might establish the rules for your own particular venue.

[Click Here to check out a short silent video](#) which highlights a few examples of how others have created their own Human Foosball "tables", and [click here](#) to see recent media coverage of one town's Human Foosball experience.

eco TOURISM

From zip lines to corn mazes, small farm tourism reaps profit

With the rise in agritourism small farmers are less reliant on agriculture to make a living. More than 23,000 U.S. farms are currently making extra money from creative attractions that are immune to fluctuations in crop prices or weather patterns. NBC's Janet Shamlian reports

AgriTunity – Adding Value

Testimonial..... "Besides the revenue it generated, it created interest and excitement."

THE MAZE

World's largest corn maze family.

Home | Visit A Maze | Own A Maze | Press | Contact Us

Get lost in the corn maze

FUNFLICKS OUTDOOR MOVIES

Inflatable movie screens and outdoor movie screens for rent and for sale

LEARN ABOUT AND CAPITALIZE ON YOUR REGION'S ASSETS

Are you using your community's best assets to drive your economic strategies? New thinking on economic drivers suggest that parks, festivals, sporting facilities and tourist spots can provide a significant economic engine for your community.

FIELDS OF GOLD (FoG)

A regional agritourism initiative that seeks to promote the abundance of agricultural resources in the Shenandoah Valley of Virginia.

This region is characterized by an abundance of farms, wineries, orchards, farmer's markets, roadside stands, agriculture venues and agritourism businesses.

The program will collectively market the region's agritourism activities and sites to create a more coordinated tourism experience for the traveling public and to brand the region as an agritourism destination.

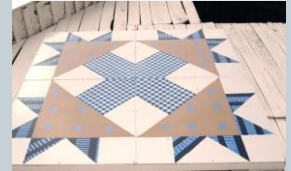


Planting the Seeds for a Regional Agritourism Program



Follow the Quilt Trail
www.quilttrail.org

In a marriage of agriculture and artistic tourism, local groups are starting a project to bring a barn quilt trail to Washington County, Va.



CONNECT WITH LOCAL ARTISTS AND CRAFTSMEN

Take an Arts & Eats Tour, Oct. 19-20, 2013!

Join us Saturday and Sunday October 19th and 20th, 2013, and take a free self-guided outdoor heritage-themed arts tour with visiting and local arts and food vendors throughout portions of Alpena, Barry, Calhoun, Houghton, Kent and Van Buren Counties. See artists creating in their studios, with working demos that you can take home and see live on stage, and view some new local live by stopping in to visit at 10 locations. Not sure which group you'd like?

Download the 2013 the map and guide to online viewing [here](#)
We're getting closer! Check out a preview of 2013's lineup [here](#).

Latest News

Artists and food vendors share a double double on 10th in Alpena County's Park Village. [Click Here](#) for more info.

Applications are now available. [Click here](#) to learn more on the 2013 tour.



PURE MICHIGAN



WELLNESS TOURISM

Health tourism focuses on two areas:

Pampering and wellness ~ Services such as massages, herbal wraps and exfoliating scrubs.

Wellness ~ Involves helping healthy people prevent problems so they stay well, both physically and mentally.

Community Business Partners:

- Spas
- Hotels
- Yoga Studios
- Health Clubs
- Health Food Stores and Restaurants
- Outdoor Outfitters
- Athletic Stores
- Health and Wellness Festivals



The Northern Neck Heritage Area



The Northern Neck peninsula, between the Potomac and Rappahannock Rivers, is a rural, history-rich destination settled by the English in the mid-17th century, after Captain John Smith explored the area more than 400 years ago. Productive fishing and agricultural activities, and lush natural settings remain hallmarks of Virginia's Northern Neck.

Now, visitors can experience the watermen's unique heritage through guided tours given by the region's watermen.



CYCLE. EAT. REPEAT.

NEW: Two More Locations for 2014!

CHAPEL HILL
MAY 3 2014

GREENVILLE
JUN 14 2014

BLACK FOUNTAIN
JUL 19 2014

SAREY MUSH
OCT 11 2014

Cycle to Farm® is a popular series of organized group rides that encourage and promote local food, local farms and agritourism by bicycle in the South.

Riders experience a beautiful (but challenging) metric century route, enjoy tasty food samples at "Farm Stops" hosted by local farms, and purchase products at each Farm.

Cycle to Farm staff collect the purchases and transport them by vehicle back to the Start/Finish, where riders return for a farm-to-table meal with the community at the Fabulous After Party.

AGRO TOUR DATES

2014 Agro Cycle Tours:

Spring 2014: Rancho, April 6, 2014 near Conroe, GA

Summer 2014: Rancho, July 28, 2014 near Marietta, GA

Fall 2014: TBD near Marietta, GA

If you see a banner or broom a banner that would be great for these tours, contact us.

The Original Georgia Food Tours
and
AGRO CYCLE TOURS
Georgia Food Tours

Georgia's AGRO CYCLE TOURS
Georgia Food Tours

The Original Georgia Food Tours
and
AGRO CYCLE TOURS
Georgia Food Tours

In Case of Unpleasant Weather:

Heavy rain will cancel the tour. In case of light to moderate rain, the tour may be delayed by an hour or two and rain gear may be needed. In case of no rain, we will send some additional updates to all registrants beginning 24 hours before the tour starts later. If the tour has to be canceled because of heavy rain, we will refund 80% of each registrant's ticket.

Don't have a bike but want to participate? Bikes are available for rental.

Call 706.410.1111 to inquire.

706.410.1111
www.georgiafoodtours.com

georgiafoodtours.com

RUN THE FARM

The Dirty FarmHand
2014 Dates TBD
5K Obstacle Course and Mud Run

Trail and Race Info in Pics

Treasured Haven Farm Cross Country Running Adventures

Veggie Run
August 9-10, 2014

Saturday, August 9, 2014:
9:00am 5K

Sunday, August 10, 2014:
8:00am - Half Marathon

5,200 people splashed with rainbows

Color Me Rad 5K run at Kimball Farm reaches beyond fitness nuts

on the range

Do the Funky Chicken

Getting egg-cited for the Funky Chicken Coop Tour this Saturday

BY MARGARET SHUGART, 5:05PM, TUE, MAR. 26, 2013

Did you know that there is a hobby home for chickens in town? That there is a breed of chicken called "PBR"? That you can use chickens to help support a hydroponic farm or to keep your goats company? That some breeds of chickens have mohawks? Come explore all things chicken with flocks of Austinites as we tour the coolest coops in town.

A Battle Worth Fighting

GROUND OPERATIONS
Battlefields to Farmfields

"Veterans need real options when they are coming back, they don't need programs or some pamphlets or a little bit of counseling. They need options that are going to allow them to take care of their families, pay their bills, and start a new life!" - Phil Northcutt, US Marine Corp

Our goal is to strengthen the veterans-in-agriculture network and increase their resources, so that they can create healthy new lives for themselves and delicious food security for us all.

Organic Gardening
MORE FARMERS MORE FOOD
OUR VETERANS ARE READY FOR THE JOB

Team Building – GMU Students Retreat and Barn Painting

Student Gleaning Projects

Community Retailing

Community involvement is one of the most effective marketing tools a local retail business can develop to fight outside competition.

Retailing is changing and community based retailing with the right vision is a growth area.

Being local in business means being part of, and engaged with, the community.

Does your local consumers know you are local and what is your strategy to develop local community engagement?



Get out There ~ Forging Strong Community Connections

Start an online discussion group with shared interests

Explore your local community like a tourist

Join or start a meetup group

Sell your product or be a featured program at a local farmers market

Join the Chamber of Commerce, Rotary Club, Garden Clubs, or other community groups

Join or start a small business alliance

Identify and get to know local ancillary businesses



Community Marketing

•Volunteer space for a local community promotion

•Provide talks to the local chamber of commerce group

•Give talks to community groups

•Adopt a local project

•Allow the sales team to get involved in a project for a set number of hours as part of their job

•Gift a product that is not selling to local events as a marketing tool



Partnerships are about engaging with the local community, sponsorships are about donating to the community.

As a retailer you will get a better return on your investment by becoming a partner, plus, you will have lot more fun.



Homeschooling has grown by almost 300,000 since 2007 a growth of 17% in five years

Approximately 1,770,000 students are homeschooled in the United States—3.4% of the school-age population



FIELD TRIPS



Agricultural related merit badges offered include:



Plant Science
Farm Mechanics
Soil and Water Conservation
Horsemanship
Fish and Wildlife Management
Environmental Science
Gardening
Landscape Architecture



Boy Scouts, Farm Bureau Members Agree on Merits of Ag
Boy Scouts can earn agriculture-related merit badges

Farm Bureau members are training to become registered merit badge counselors with the Boy Scouts of America



"Our young farmer and rancher members are committed to serving their communities by volunteering and making a difference," says Julie Roop, director of program development at the American Farm Bureau Federation. "That is why Farm Bureau and the BSA merit badge program is such a great fit."

Events to Educate and Showcase Agriculture on Main Street Creating Healthy and Vibrant Communities

Welcome To
Loudoun's Main Street Agriculture
Presented By
Loudoun County Farm Bureau

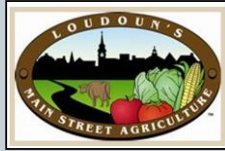
MISSION
To educate and promote the importance of agriculture to Virginia residents while inspiring our youth to build future relationships that produce quality community life and local prosperity for farmers, businesses and residents.

Entertainment Schedule

10:00 AM "Acoustic Song" with Tom Corbett & George Corbett	12:00 PM "Chorus of the Old Dominion" Barbershop Harmony Society
2:00 PM Janet Lewis & Scott West	

Activities

Group Membership & Federal Culture	4th Grade Annual Exhibit
Flax Planting	Stargazing Plan
Corn Art Making	Flax Tour
Popcorn Tasting	Flax New Year
11:00 AM - 1:00 PM and 2:00 PM	Alone with the Sun
Visit with the baby cows	(10:00 AM)



Creating Printed and On-Line Materials

BRANDING - create a unique logo to identify your farm or product



BROCHURE - farm history, products, farm philosophy, photos



COUPONS - discounts, punch cards

NEWSLETTER - updates on products, recipes, classes, events, food preservation

Labels for Direct Marketing & Value-Added Products

FREE SHIPPING - DISCOUNTS - GRAPHIC DESIGN - PERSONAL SERVICE



Farm Product Search Websites

- Virginia Grown
- Virginia Tourism
- Local Harvest
- Buy Fresh, Buy Local
- Rural Bounty
- Farm Stay U.S.
- Chefs Collaborative
- Wedding Wire.com
- Venue Safari



The Farm to Table Movement + Suburbia = Agrirurbia

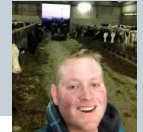
Forget The Golf Course, Subdivisions Build Around Farms

'Agrihoods' taking root across the U.S.

Residential developments sprout up around working farms



Erin Schulte, head farmer at Agrirubia, with a day-old lamb in Gilbert, Ariz., earlier this month. A growing number of residential developments, known as agrirubias, are being built around a working farm instead of a golf course or subdivision. (Laura Regan, The New York Times)



What is a #felfie? Farmers take over social media with new trend

The 'felfie' is part of a new trend of "establishing niche micro-categories" for different kind of selfies, according to [TIME](#). Specifically, the felfie is a selfie for farmers.



