



From our fields to your family, since 1853

Jeter Farm Overview

- 3 full time family members
 - Ned and his sons Ned II and Darrell
- Location
 - Road frontage on 460
 - .6 miles from Walmart and 1.4 miles from Roanoke City line



Fall Festival added in 2007

Jeter Farm Fall Festival & Country Store
 Weekends Sept 27-Oct 28
 Fri 3pm-6pm, Sat 9am-6pm, Sun 12pm-6pm

**Hayrides * U-Pick Pumpkin * Corn Maze
 Barnyard Zoo * Slides * Games**

\$8 General Admission
 2 & under no charge

VA Grown Products, Fall Decorations,
 Grilled Food, Beverages, Kettle Corn, Ice cream

Jeter Farm Fall Festival & Country Store
 \$7 General Admission Includes
 Corn Maze-Pumpkin Patch-Hayrides
 Barnyard Zoo-Pumpkin Train Ride-Slides-and more!

Every Weekend Sept 22-Oct 28
 (Hours: Fri 3-6pm, Sat 9-6pm, Sun 12-6pm)
 *More than available for groups by reservation only.
www.jeterfarm.com

Successes

- Risk management-
 - Agritourism adds diversification to traditional farm

Equipment Shed becomes Picnic shelter



Or Reception Area



Successes

- Risk management
- Target market



Successes

- Risk management
- Target market
- Branding



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Challenges

- Risk
 - weather
 - liability

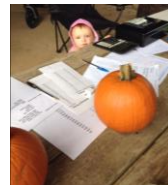
Challenges

- Risk
- Space
 - parking



Challenges

- Risk
- Space
- Time management







Our Story

Learn more about Jeter Farm's history and the iconic red barn.



Locally Grown

Find out more about the crops and animals that we grow.



Meet the Farmers

Learn more about the farming and life on the farm.

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Jeter Farm is proud to be in the 5th generation of growing produce, hay, grain, and cattle near Roanoke, VA. We are passionate about agriculture and sharing about life on the farm.



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