



# Mastering Marketing *Highlight*

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## **Agritourism - Pre-Conference Session Features Growing Farm Revenues**

Agritourism entrepreneurs and farmers considering agritourism enterprises are encouraged to attend this special pre-conference session to gain new ideas and marketing resources from agency professionals and other experienced operators. Agritourism—one of the fastest growing segments of agricultural direct marketing—allows farmers to diversify their core operations and keep farmland in production, while preserving scenic vistas and maintaining farming traditions. Agritourism is growing rapidly in the Northeast region, however the industry remains underdeveloped in many states, lacking technical assistance support, infrastructure, and networking opportunities to ensure best practices.

A special pre-conference session at this year's Future Harvest - CASA Annual Conference will feature an in-depth, three hour session designed to help fill the experience gap. This session addresses:

- ✓ Challenges and opportunities for growing agritourism enterprise for new and not so new agritourism operators.
- ✓ Resources and networking to build your business locally and throughout the Northeast region.
- ✓ Information on how to use cluster development as a tool for expanding your marketing outreach.
- ✓ Examples of enterprise design, regulations, and ways to tap into tourism industry resources.
- ✓ A look beyond today's corn mazes and pumpkin patches to a preview of new and expanding ideas for attracting more visitors to the farm.

Session presenters include:

**Martha Ann Clark** is the owner of Clark's Elioak Farm. This 540-acre farm offers a family-friendly atmosphere and a wide variety of animals. Visitors can expect to see everything from goats, sheep, donkeys, and alpacas to horses, turkeys, ducks, bunnies, and turtles. Clark's family has farmed in Howard County for more than 200 years, and she and her children are proud to be carrying on that tradition.

**John Fieseler**, Executive Director, Tourism Council of Frederick County. John's expertise will provide on-the-ground insights into connecting rural heritage and agricultural enterprises to your local, regional, and state tourism networks.

**Ginger S. Myers**, Marketing Specialist, Ag and Natural Resources, University of Maryland Extension. Myers is also serving as the state coordinator for the Northeast SARE project, "Increasing Farm Profitability through Agritourism Product Development and Marketing." This project provided financial support for this session.

To register for this session and for complete conference details visit [www.futureharvestcasa.org](http://www.futureharvestcasa.org).