



AGRITOURISM

Update on the Statewide Agritourism Initiative

Last year, West Kentucky Corporation and the Department of Agriculture wrote a grant proposal for the Agritourism Advisory Council requesting \$2.6 million dollars to fund a three-year pilot program. This statewide initiative, based on the findings established in the Agritourism “White Paper”, would cost a little over \$800,000 per year to fully implement.

\$400,000 has thus far been awarded to the Department of Agriculture from the Ag Development Board to do a market study and hire a full time person for the Office of Agritourism.

The Agritourism Advisory Council, Tourism Development Cabinet and the Department of Agriculture are now in the process of developing both a job description for the position and a Request for Proposals for the study. They anticipate having someone hired by the first of the year and the study started soon after that.

In the meantime, the initiative continues to grow...

STATEWIDE
AGRITOURISM
INITIATIVE

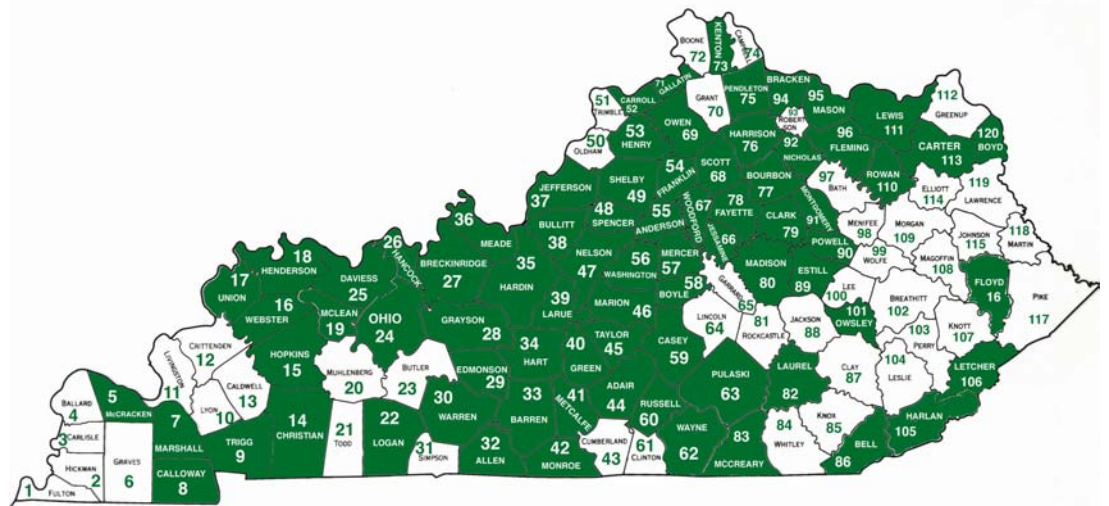
Over 500 Agritourism Business Identified

Thus far, West Kentucky Corporation, with the assistance of UK Extension Agents, Tourist Commissions and Chambers of Commerce, has identified over 500 agritourism businesses, over 200 of which have completed a questionnaire and are now listed in our 4-color brochure.

"Now that our 3rd Season has just closed, I just wanted to thank you and Judy again for all the help you have given us. It really means a lot and the help is invaluable!!! We small timers need all the help we can get."

Peggy Parker
May's Lick Corn Maze
Mays Lick, KY

Agritourism Businesses Across Kentucky



Everything marked in green has identified as having at least one agritourism business within their county (see complete list on following page)

List of Agritourism Businesses thus far

- 4-D Archery
- 4-H Mud Fest
- Amazing Acres, LLC
- Amerson Farm Orchard
- Backhome Farms
- Bagwell Farms
- Baldwin Farms
- Barker's Blackberry Hill Winery
- Barn of the Barren's Organic Farm
- B-Bar-B Farm
- Beaver Creek Suffolks
- Bel-Mar
- Benton Farms U-Pick
- Bernheim Arboretum and Research Forest
- Best Farms Sustainable Mountain Ag Center
- Bicknell Saggy Bottom Farm
- "Big T" Lawn & Landscape
- Bills Fish Farm
- Blueberry Hill Farm
- Bluegrass Blueberries
- Bohannon Farms
- Boyd Co. Farmer's Market
- Boyle County Farmers Market
- Bramel's Hickory Hill Nursery
- Bravard Vineyards & Winery
- Broadbents B&B Foods
- Brookledge Horse Transp.
- Browning Orchard
- Buck Acres Jumbo Freshwater Shrimp Farm
- Buffalo Crossing Restaurant
- Burton Nursery & Garden Center
- Calhoun Farmers' Market
- Canaan Land Farm
- Cave City's Regional Farmers Market
- Cedar Breeze Stables
- Cedar Creek Farm/Cedar Creek Vineyards
- Cedar Hill Archery & Pay Lake
- Century House Winery & Vineyards
- Chamber Heritage Farmer's Market
- Chaney's Dairy Barn
- Chrisman Mill Vineyard & Winery
- Circle "O"
- Classy Cats Paylakes & Bait Shop
- Cleveland Branch Farm
- Coffey's Garden Center
- Constancia Farm
- Copper Canyon Ranch, LLC
- Country Koi & Water Gardens
- Creston Gardens
- Crisp Country Farm
- Cropper's Greenhouse
- D.H. Resorts, Inc.
- Deer Creek, LLC
- Dee's Greenhouse
- Dennison's Roadside Market
- Doraisamy Elk
- Double - M- Farm
- Double "J" Stables & Horsemens Camp
- Double Stink Hog Farm
- Edmonson County Farmer's Market
- Eibeck's Greenhouse
- Elmendorf Farm
- Emmaus Farm
- Equus Run Vineyards
- Evans Orchard & Cider Mill LLC
- Farm Haven
- Farmer's Market
- Fire on the Ridge
- First Farm Inn
- Flag Fork Herb Farm
- Floyd County Farmers Market
- Forkland Festival
- Frenchvalley Farms Greenhouse
- Gailrein Farms
- Gainesway Farm
- Garrett's Apple Barn
- Garrett's Orchard & Country Store
- Gateway Nursery, Garden & Gift Shop
- George Plage, Grape Grower
- Gilland Christmas Tree Farm
- Golden Apple Fruit Mart & Green Houses
- Good Shepherd Farm
- Good Thymes Gardens
- Goodin View Farms, Inc.
- Green Ridge Produce
- Green River Cattle Co., Inc.
- Green Valley Pay Lakes
- Hall's Fishing Retreat
- Hancock Co. Sorghum Festival
- Hancock County Fair
- Haney's Appledale Farm
- Happy Hollow Farms Inc.
- Harvest Showcase - Henry County
- Hazelfield Farm
- Heaven Hill Distillery
- Henderson Settlement, Inc.
- Herb Farm @ Strodes Run
- Hidden Hollow Orchard
- Hideaway Quarter Horses
- High Hill Orchard
- Hillcrest Nursery & Farm
- Hines-Ward Farm
- Hinton's Border Collies
- Historic Locust Grove, Inc.
- Historic Maple Hill Manor
- Historic Slow Poke Farm
- Hoffman Produce
- Homemade Candies
- Hope Springs Farm
- Hutton-Loyd Tree Farms
- In Town Winery LLC
- Inspiration Paints
- It's Fall Ya'll
- J & M General Store & Deli
- J&L's Amazing Creations
- Jackson's Orchard & Nursery Inc.
- Jim Beam Distillery
- Jordan's Gait Stables
- Juddmonte Farms
- Just Down on the Farm Lodging Cabin Fever B&B
- Just Piddlin Farm
- Kegley Farms
- Kentucky Down Under/Kentucky Caverns
- Kentucky Living History Farm
- Kinlee Stable & Riding Center, etc
- Klisz Blueberry Farm
- L & R Farms
- Lake Cumberland Game Bird Farm & Hatchery
- Lake Jericho Recreation Area
- Lambert Land Maize & Pumpkin Patch
- Lazy B Farm
- Lear Farms-Green Sentinel Farm, Inc.
- Lee's Garden Center
- Lewis County Farmer's Market
- Lickskillet 1779
- Linden Farm
- Livingston Hunting Service
- London-Laurel Co. Farmers Market
- Long C Trails
- Lover's Leap Vineyards & Winery
- Lucy's Strawberries
- Maker's Mark
- Mammoth Cave Transplants
- Manly Farm, LLC
- Maplecrest Farm of Lexington, LLC
- May's Lick Corn Maze
- McConnell Springs
- McDonald - Knopke Shrimp Farm
- McKinney's Sorghum
- Meinhardt's Burlington Tree Farm
- Mill Springs Mill and Park
- Mitchell's Garden
- Mountain Market Festival
- Mullins Log Cabin
- Normandy Farm
- Old Crow Inn Farm
- Olde Rock Barn
- Ole' Kentucky Favorite
- Oscar Getz Museum of Whiskey History
- Osmar Farm
- Owensboro Farmer's Market
- Patsy's Flowers and More
- Payson Stud, Inc.
- Pecco's Greenhouse
- Perryville Farmer's Market
- Pine Knoll Farm
- Pleasant Green Farm
- Plum Home Farm
- Plum Ridge Alpacas
- Poore's Nursery
- Powell Co. Farmer's Market
- Powell County Corn Festival
- Powell Horse Transportation
- Poynter Pay Lake
- Pursifull Farms
- Quail Run Hunting Preserve
- "R" Farm
- Ramsey Farm
- Ram-Z Riverside Stables
- Reed Valley Orchard
- River's Edge Cabins
- Riverside Park
- Riverside, the Farnsley-Moremey Landing
- Roberts' Family Farm
- Rocky Top Tree Farm & Crafts
- Rodgers Christmas Tree Farm
- Rose Lane Farm
- Rural Design Works
- Russell County Farmers Market
- S&W Greenhouse
- Sand Hill Farm
- Sansom Angus
- Schmitz Grove Farms
- Scotts Highland Orchard
- Sensational Scents & Gifts
- Shaker Village of Pleasant Hill
- Shelby Creek Farm
- Sidebottom Farm
- Silvacola Farm
- Simple Pleasures Farm
- Sinking Valley Vineyard & Winery
- Slaughter Farm
- Smith-Berry Winery
- Soeder Quarter Horses
- Spring Valley Quarter Horses
- Spring Willow Farm
- Springdale Sorghum Mill
- Springhill Winery
- Stafford Farm
- Stanley's Pumpkin Hollow
- Stellar Creations "Sunfish Mall"
- Step of Faith Farm
- Strictly Strawberries..for Starters
- Sulphur Trace Farm
- Tater Knob Pottery & Farm
- Taylor Made Farm
- The Berry Farm
- The Bramble Ridge Orchard
- The Chicken Coop Antique/Craft Mall
- The Country Place Greenhouse
- The Farm House Inn at Good Springs Farm
- The Garden Patch
- The Green Thumb
- The Homestead
- The Log House
- The Nature Conservancy - Green River Program
- The Pea Patch
- The Thoroughbred Center
- Thistle Top Farms
- Three Springs Farm Orchard & Greenhouse
- Three Toads Farm
- Timatuck Farms
- Tommy Bennett Orchards
- Tower View Farm & Nursery
- Trinity Hills Farms B & B Inn/Spa
- True's Apple Orchard
- Valley Creek Herbs
- VanBert Farms
- Warren's Berry "Pick It" Farm
- Watermark Farm LLC
- Watson's Pumpkin Patch
- Weiss Worms
- West Kentucky Livestock & Exposition Center
- Westend Sports & Recreation
- Whispering Woods
- Wiley's Garden Vegetables
- Willow Acres Log Cabin Retreat
- WindStone Farms, LLC
- Windwood Farm
- WКУ Agricultural Exposition Center
- Woodford County Farmers Market
- Woods Quarter Horses
- Wyatt Farms
- Yoder's Custom Butchering
- Yuletide Tree Farm & Nursery

Priority Needs in Agritourism

From the survey, we have been able to determine the top five priority needs of those currently engaged in agritourism. They include:

- need help in marketing and promoting their business! (25%)
- need expansion capital (25%)
- need help finding qualified employees (21%)
- insurance issues (19%)
- difficulty obtaining financing, (17%)
- Less than 2% felt competition was a problem

4. Directions:

5. Describe what products or services you would like to see your business offer:

6. What, if any, are some of the difficulties in expanding your agri-tourism business?

7. Your name _____
 Address _____
 City _____ State _____
 County _____
 Phone _____ Fax _____
 E-mail address _____




8. Do you have a web site? YES _____ NO _____
 If so, what is your web address _____

Photos or other materials would be helpful. If you have any photos or brochures you might like to share, please bring them along. We are interested in enjoying what you have to offer to:

West Kentucky College
 P.O. Box 51153
 Bowling Green, KY 40301

All photos will be returned. You may contact Judy.Ross@wku.edu.

Surveys may be mailed back to the extension office. If you have questions, call Debby @ (606) 335-2222.

AGRI-TOURISM INFRASTRUCTURE QUESTIONNAIRE

The Kentucky Department of Agriculture is working with a number of interested citizens from across the Commonwealth in an effort to compile a county-by-county listing of agri-tourism businesses. Please take a few moments and fill out the questionnaire.

1. Name of your farm or business: _____

2. Describe any products or service you offer: _____

3. Hours of Operation same all year seasonal
If hours are the same year round, fill in the first column only. If they vary seasonally, fill in both columns being sure to indicate dates.

Months of Operation _____

<input type="checkbox"/> Regular Hours		<input type="checkbox"/> Seasonal if different	
Dates: _____		Dates: _____	
Sunday	_____ to _____	Sunday	_____ to _____
Monday	_____ to _____	Monday	_____ to _____
Tuesday	_____ to _____	Tuesday	_____ to _____
Wednesday	_____ to _____	Wednesday	_____ to _____
Thursday	_____ to _____	Thursday	_____ to _____
Friday	_____ to _____	Friday	_____ to _____
Saturday	_____ to _____	Saturday	_____ to _____

Any Major Holidays you are closed _____

MORE ON BACK PAGE

Agritourism Web Pages

We have also created individual websites for over 150 of these businesses thus far and we have over another 200 more to add. Each week, we are adding 5 to 10 ag businesses to the list as farmers find out more about the initiative. We will be actively contacting each and every county over the next three months to determine what farms we are still missing.

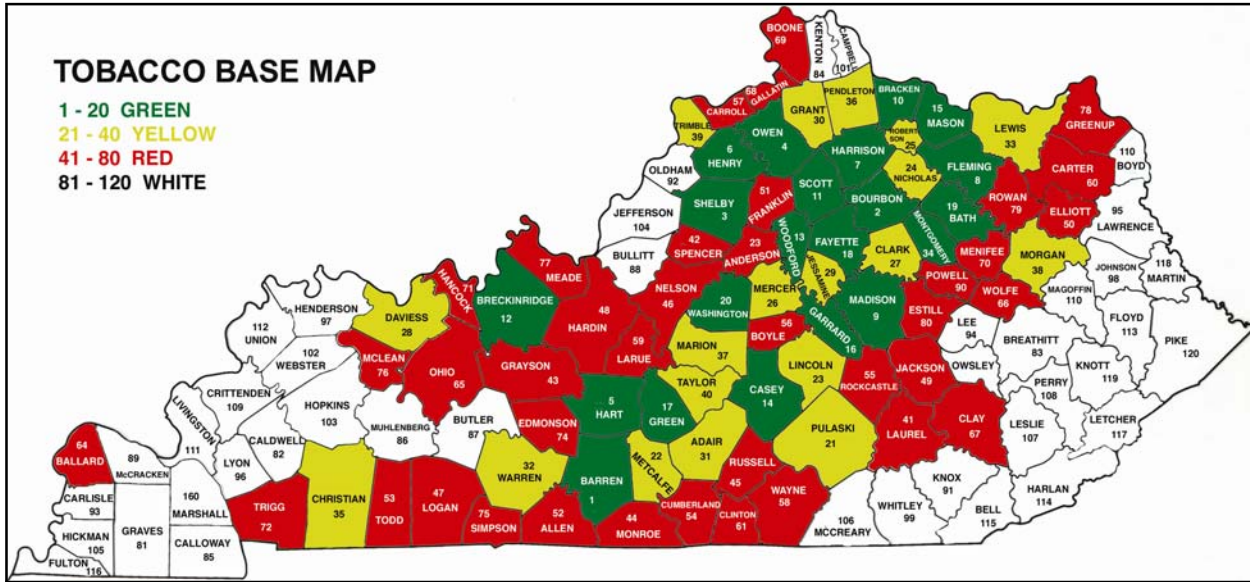


"The website developed through your department permitted "R" Farm to go global and advertise at an inexpensive rate. This site also made it possible for Turnersouth television network to pick up the festival event and televise it for one of their segment this winter season. Thank you for your continued support."

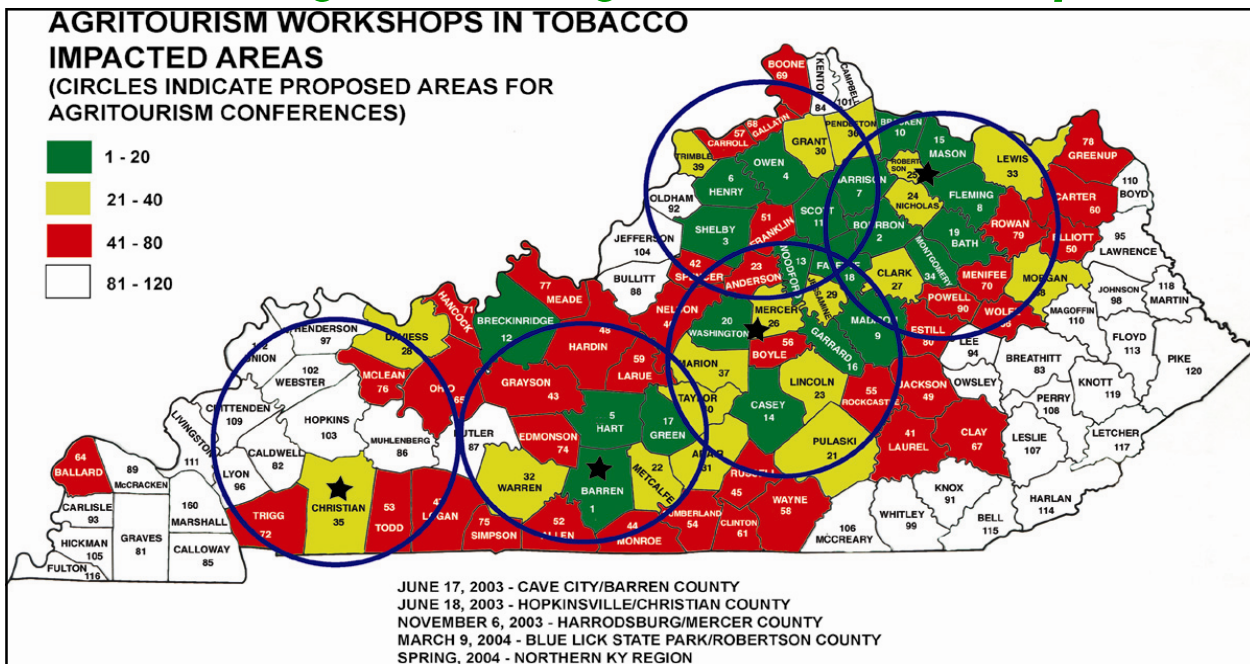
Davis & Laura Robinson
 Owners of "R" Farm
 Maysville, KY

Tobacco-Impacted Communities

We have also created this map for the Agritourism Advisory Council which shows where the more heavily-impacted tobacco communities are located. We are using this map as a guide as to where we concentrate our efforts.



Sites Targeted for Agritourism Workshops



Recent Workshops on Agritourism

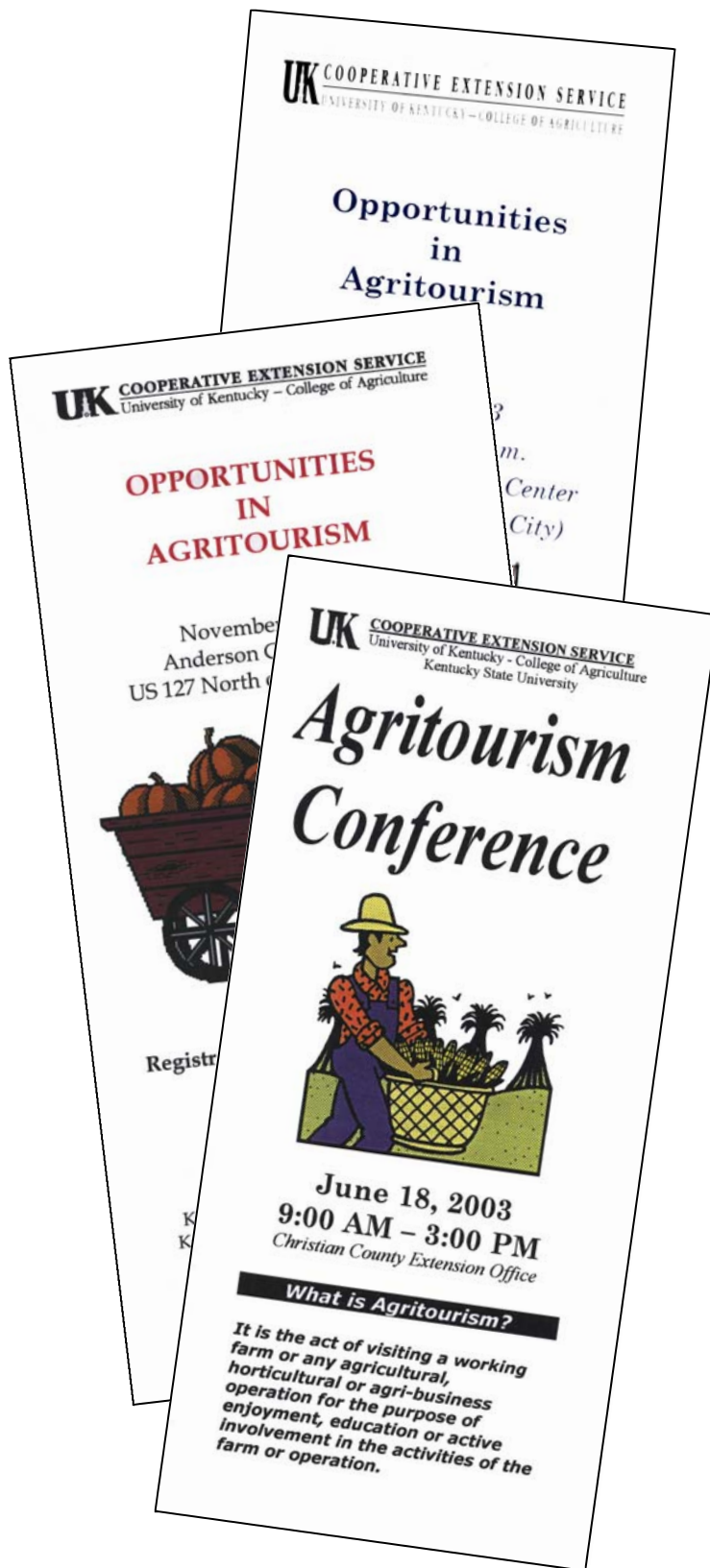
UK Extension, with sponsorships from West Kentucky Corporation, Tourism Development Cabinet, Kentucky Farm Bureau, and the Department of Agriculture held two workshops in June of this year and one last week which provided farmers with the basics of “What is Agritourism”.

Over 175 people attended the workshop in Cave City (which happens to be the most heavily tobacco-impacted county in Kentucky) with 100 more attending the event in Hopkinsville the following day.

Nearly 150 farmers, UK Extension agents, tourism and chamber folks attended the workshop in Harrodsburg last week. A fourth workshop is planned this Spring at Blue Lick State Park.

The one-day workshops addressed many of the issues farmers listed on the questionnaires they filled out. We included sessions addressing Insurance Issues, Legal Issues, Marketing, Development and Funding Sources, and Zoning.

Each workshop also offered round tables in which individuals were able to meet and talk with those farmers already actively involved in agritourism which included a shrimp farm, petting farm, a winery, an orchard, corn maze, B&B, horse back riding and more. As one can see, there is a strong interest in Agritourism.



Agritourism Field Day

UK Extension agents in the Central Region also hosted an Agritourism Field Day in October where people were able to visit five agritourism farms in one day. More events like this one are in the planning stages throughout the Commonwealth.



UK Cooperative Extension Service
 University of Kentucky - College of Agriculture

Contact:
 Scott County Cooperative Extension Service
 Phone 502 | 863-0984

10000trails.co

FOR IMMEDIATE RELEASE 9/25/03

Press Release

GREAT OPPORTUNITY TO VISIT FIVE SUCCESSFUL AGRITOURISM BUSINESSES

You've heard many talks on agritourism ventures and opportunities, here is your chance to see

GEORGETOWN, KY— Central Region Cooperative Extension Service is offering a unique opportunity for those interested in agritourism to see it first hand on Tuesday, October 14, 2003 beginning at 9:30am at the Scott County Cooperative Extension Center, Georgetown.

Your tour will begin with an overview of the Harvest Trail, the Autumn Fest that will feature the growing industry of fresh produce here it's onto downtown Georgetown, followed by visits to Al Evans Orchard and Cider Mill Inc. where lunch will be provided there will be a visit to Double Stink Hog Farm Pumpkinfest and a visit to Quest Farm (Special Needs Farmers) Harvest Days.

The Harvest Trail Tour is sponsored by Central Kentucky Cooperative Extension Service (502) 863-0984.

Definition of Agriculture Tourism (agritourism): any time a farmer invites visitors to partake in fun and activities on the farm.

UK COOPERATIVE EXTENSION SERVICE
 UNIVERSITY OF KENTUCKY—COLLEGE OF AGRICULTURE

Opportunities in Agri-Tourism

Sponsored By: Central Region Cooperative Extension Service

THE HARVEST TRAIL TOUR

Tuesday, October 14, 9:30 a.m.
 Scott County Cooperative Extension Center, Georgetown

We've heard many talks on agri-tourism ventures and opportunities. This is your chance to see it first hand.

- 9:30 a.m. The Harvest Trail Overview
- 10:00 a.m. Tour Bi-Water Farm Autumn Fest
- 11:00 a.m. Downtown Georgetown - Georgetown Renaissance & Scott County Tourism
- 11:30 a.m. Amerson Farm Orchard
- 12:15 p.m. Evans Orchard and Cider Mill Inc. Lunch - Triple J Beef
- 1:45 p.m. Double Stink Hog Farm Pumpkinfest
- 3:00 p.m. Quest Farm (Special Needs Farmers) Harvest Days

Pre-registration for lunch (\$8.00) required!!
 Contact the Scott County Cooperative Extension Office at 502-863-0984 to register.



AGRI-TOURISM SEMINAR
 Thursday, November 6
 9:30 a.m. - 3:00 p.m.
 Anderson Circle Farm - Harrodsburg
 Planning, Resources, Legal Issues,
 Business Plans, On-Farm Experiences

More Seminar Information Forthcoming

Educational program of the Kentucky Cooperative Extension Service open to all people regardless of race, color, age, sex, religion, disability, or national origin. UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY ORGANICAL COOPERATING

AGRICULTURE & NATURAL RESOURCES • FAMILY & CONSUMER SCIENCES
 4-H/YOUTH DEVELOPMENT • COMMUNITY & ECONOMIC DEVELOPMENT



Agritourism Featured at State Fair

This summer, West Kentucky Corporation and the Agritourism Advisory Council partnered with KY Department of Agriculture and set up a booth at the state fair which featured brochures from over 40 agritourism businesses from across the state. Farmers volunteered their time and worked the booth all 14 days of the fair. We are now working with Kentucky Farm Bureau on the possibility of having a much larger booth next year in a location more visible to the public.



"I wanted to thank you for the activities that you have been involved in to promote KY agritourism. The Pride of KY Showcase was a great success and showed people what we had to offer in south central KY. We had a good year at "Just Piddlin Farm" with our pumpkin patch in South Union, KY and wanted to thank you for your efforts.

Chip Willingham
Just Piddlin Farm
Logan County



Pride of Kentucky Event

West Kentucky Corporation again partnered with UK Extension to hold the first ever Pride of Kentucky event which took place in Bowling Green on Thursday September 4th. Over 30 booths were set up featuring agritourism businesses and offerings from as far as 3 hours away. Green County Cattleman's Association provided free samples of their beef. Chaney's Dairy Farm and Home-made Ice Cream Barn brought a calf. And we even had live shrimp in an aquarium from one of our shrimp farmers as well as samples of honey, jellies, country ham, cheese, and so much more! Nearly 500 people attended the four-hour event.



Marketing Material Developed for the Event

\$1 off coupon DON'T FORGET!

Pride of Kentucky Showcase
This Thursday

FOOD!

Pride of Kentucky Showcase
September 4, 2003, 4 to 8 pm

FEATURING KENTUCKY FRESH PRODUCTS, COOKING DEMONSTRATIONS, ANIMALS AND ACTIVITIES FOR YOUNG AND OLD.

OVER 30 BOOTHS!

\$5 At the Door \$4 In Advance

\$1 off coupon

COOL BEANS CAFE

Located on Scottsville Road
Bowling Green, KY behind Downing Drugs, Next to Iron Skillet Restaurant and Greenwood High School
Open Monday - Saturday

\$1 OFF ICE CREAM
ONE PER CUSTOMER

TO ALL FARMERS WHO WANT MORE VISITORS TO COME TO THEIR FARM! GREAT OPPORTUNITIES - DON'T MISS OUT!

Dear Agritourism Businesses across Kentucky,

By now, you should have already received information on the upcoming September 4th Pride of Kentucky Conference in Bowling Green which will offer taste testing, cooking demonstrations and a major media opportunity to promote your agritourism business or product. You can set up a booth promoting your event or business at NO cost if you sign up by August 1, 2003. To find out more, visit our website at 1000trails.com/agritourism and click on Pride of Kentucky. Sign up today!

Here are some other opportunities you won't want to miss! Would you like to participate in any of these, please contact Debby at 270 | 781-6858.

#1 We will have a booth at the State Fair in Louisville! The Kentucky Department of Agriculture has agreed to booth space for us to feature the state as well as provide us with wonderful photos for the website and future brochure. Kentucky Department of Agriculture, Tourism Development Cabinet and the West Kentucky Corporation are the sponsors of this fair.

#2 We will definitely be holding a Statewide Agritourism Photo Contest starting in September and concluding in December. This will help create a greater awareness of the many agritourism initiatives throughout the state as well as provide us with wonderful photos for the website and future brochure. Kentucky Department of Agriculture, Tourism Development Cabinet and the West Kentucky Corporation are the sponsors of this fair.

This is NO cost to enter. And there is a chance to win in 14 different categories. The only requirement is that the photos must have been taken of something agritourism-related located in Kentucky. Yes, you can submit photos that were taken prior to the start of the contest.

See 1000trails.com/ag-contest for more information or contact our office. This is another great way to promote your business since many of these photos go on display throughout Kentucky and will be used in numerous publications.

B. Would you or do you know others who might want to work the booth for a 1-2 day or day (or more) during the fair? It would be nice to have it manned every day.

Don't miss out on all of these wonderful opportunities to promote your farm, ag-business, products and/or festivals!

Agritourism Advisory Council
Statewide Agritourism Initiative
P.O. Box 51153
Bowling Green, KY 42102
270 | 781-6858 FAX 781-2949
spencer@ukcivd.com

Thursday, September 4, 2003
4-8 pm

PRIDE OF KENTUCKY SHOWCASE

Carroll Kniceley Conference Center
Bowling Green, KY
For information contact:
270-842-1680

Sponsored by:
UK Cooperative Extension Service
and
West Kentucky Corporation

The West Kentucky Corp. organized Thursday's event in conjunction with the area's University of Kentucky agriculture extension agents to draw attention to numerous agritourism operations under way in southwestern Kentucky, Spenser said.

Earl Pelly was another farmer displaying some of the items available at her farm, The Garden Patch, in Santos Grove.

Pelly grows melons, peaches, pears and a whole menu for kids.

"A lot of people come every year to see the melons," Pelly said.

On Sept. 27, The Garden Patch will feature speakers talking about the melons.

Carl Chavers, operator of Chaves to help spread the word that a October.

"We're moving right along with our facility when it's finished," he said.

"It's going to be a really nice eye and a name."

The day will sell us some of the Kentucky products, he said.

For those at the conference, this is a nice time to see the melons and other items that are available at the conference.

Cass said she and her sisters get a lot of business from the melons.

"It was fun," she said. "The day Kathy said she was surprised by."

"I didn't realize there were that many melons."

dailynews.com
DAILY NEWS

Kentucky proud
First showcase of state and regional communities

By James Dawley jdawley@dailynews.com - 270-99-1700

Shopping an act of the last things you'd expect to find growing in Kentucky, but in just a couple of weeks, Tom Buck of Fountain Run and a legion of helpers from around the region will gather at his farm to harvest the tomatoes.

Buck, whose Buck Acres Jubilee Freshwater Shrimp Farm are the largest of their kind in the state, was one of about 40 area farmers showcasing their annual wares at the Pride of Kentucky Showcase Thursday at the Carroll Kniceley Conference Center.

For Buck, the event was a chance to invite people to the harvest, which will take place Sept. 27 and Oct. 4, and which the public comes to help with every year, he said.

"It's a lot of fun, and a lot of people will come out," Buck said. "This will be the third year we've done it, and everyone always has a good time."

Thursday's conference was designed to promote awareness of agritourism, a growing Kentucky market, in which the public comes to farms for reasons other than to buy traditional agricultural products, said Debby Spenser, executive director of the West Kentucky Corp., a group that works to stimulate development in 42 counties, including Warren County.

South Central of Kentucky State Center staff holds a meeting about the event. Buck, who is also a member of the Kentucky Department of Agriculture, said he was surprised to see so many people at the event. Buck said he was surprised to see so many people at the event.

UK COOPERATIVE EXTENSION SERVICE
University of Kentucky - College of Agriculture

Pride of Kentucky Showcase
Featuring Food, Farm & Family Traditions
September 4, 2003 - 4:00 to 8:00 P.M.

Dear Chambers, Tourism Commissions, and Festival Planners:

A special program is being planned to promote the production and consumption of Kentucky grown products as well as our local agri-tourism businesses and we want you to be there.

We, University of Kentucky Cooperative Extension Agents and other partners, would like to offer you a wonderful marketing opportunity. Mark your calendars for September 4, 2003. We will be offering a night for the entire family to explore the world of agri-tourism offerings within minutes of their homes. You could be there, telling your story, enticing families to discover your business or event. We also have special booth space set aside for chambers and tourism commissions to advertise their upcoming festivals or events.

You are encouraged to set up samplings of your unique enterprise or event. It could be a product, a game, a brochure, a display, or an interactive presentation that defines your booth space. We just want you to be there as we market agri-tourism businesses and festivals around the region. We will be introducing our *Pride of Kentucky* cookbook that features not only Kentucky cuisine but also Kentucky agri-businesses and a touch of good old Kentucky hospitality.

The big event will be held at the Carroll Kniceley Conference Center in Bowling Green on September 4 between the hours of 4:00 and 8:00 P.M.

Please contact Pride of Kentucky Showcase, P.O. Box 51153, Bowling Green, Kentucky or phone (270) 781-6858. Registration available on line at www.thinkwestkentucky.com then click on Pride of Kentucky. Registration before August 1 no charge, August 1 through August 10 \$25.00 fee, after August 10 \$40.00 fee. Sign up today.

Sincerely,
Christy H. Vanev
Christy H. Vanev
Edmonson County Extension Agent

Reprinted permission of the Kentucky Cooperative Extension Service from a series of people throughout the state who are helping to develop a national system of agritourism. UNIVERSITY OF KENTUCKY COOPERATIVE EXTENSION SERVICE, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY TOURISM DEVELOPMENT CABINET.

\$2 PRIDE OF KENTUCKY SHOWCASE \$2

WESTERN KENTUCKY STUDENTS - ONLY \$2.00 when you present this coupon.

WHEN: SEPTEMBER 4, 2003 - TODAY ONLY 4 - 8 PM
WHERE: CARROLL KNICELEY INSTITUTE FOR ECONOMIC DEVELOPMENT

Learn about life on a farm, taste test wonderful foods, watch cooking demonstrations, watch chicks being hatched, pet a petting zoo pig, watch a sheep being sheared and much more! Don't Miss Out. Lots of food and fun for everyone with over 40 booths! Call 781-6848 for more information. Sponsored by UK Extension Services, KY Department of Agriculture, Kentucky Tourism Cabinet, and West Kentucky Corporation

Sponsors of the Event

Sponsors for the event included the Kentucky Tourism Development Cabinet, Kentucky Department of Agriculture and could not have happened without the dedication of the many UK Extension Agents in the Mammoth Cave Region. A request has come from a number of the teachers in the area to please extend the hours of the event so that their classes may use it as a field trip next year and the farmers involved in the initiative would like to see this become an annual event and that we hold a similar event in each of the nine tourism regions.

Statewide Agritourism Photo Contest

West Kentucky Corporation, with sponsorships from the Kentucky Department of Ag, Tourism Development Cabinet, Kentucky Farm Bureau and Kentucky Commodity Growers, is conducting an Agritourism Photo Contest which started September 1 and will continue until December 31st. The goal is to create a greater awareness of agritourism offerings around the state through photos. The photos will also be used for the website and future publications.

STATEWIDE

PHOTO CONTEST

TAKE A PHOTO OF FUN ON A FARM IN KENTUCKY!

DEADLINE: DECEMBER 31, 2003








WIN CASH PRIZES IN FOURTEEN CATEGORIES WITH PRIZES AWARDED IN EVERY COUNTY. EVERYONE INVITED TO PARTICIPATE!

CATEGORIES:

- 1) Farm-related festival or special event
- 2) Farmers' markets, roadside markets, greenhouses & general stores w/KY products
- 3) Orchards, U-Picks
- 4) Herbs, flowers & garden tours
- 5) Aquaculture (shrimp, catfish or paylakes)
- 6) Petting zoos, farm animals
- 7) Wineries, vineyards & distilleries
- 8) Farm related arts & crafts
- 9) Tree farms and Christmas on the farm
- 10) Corn mazes
- 11) Horse farms, horse drawn carriage/wagon rides, pony rides, horse racing
- 12) Hay rides pulled by tractors, farm equipment displays, etc.
- 13) Historical farms, farm tours, farm museums or bed & breakfast inns on the farm
- 14) People learning and/or having fun on the farm

Poster



(The website also features information on wildlife viewing, outdoor recreation, unique dining, civil war and much much more!)

Website

Agritourism Statewide Events Calendar

Sent to 200 newspapers, radio stations, and TV stations across the state. A calendar of event is also featured on our agritourism website which is updated constantly.

**STATEWIDE AGRITOURISM INITIATIVE
CALENDAR OF EVENTS ACROSS KENTUCKY
2003**

10000trails.com/agritourism



AUGUST

August 19 - 23 Boyd County Fair Ashland 606-928-2422 or www.visitashlandky.com
 August 22 - 23 Bourbon & Bluegrass Festival Bardstown 502-418-1706 or www.bbfestival.com
 August 23 Kentucky Deer Classic Powderly 27
 August 26 - 30 Greenup County Fair Greenup
 August 30 Monroe County Watermelon Festival

SEPTEMBER

September 1 - 30 Farmers Market Owensboro
 September 4 **Pride of Kentucky** Showcase C
www.10000trails.com/agritourism
 September 4 - 6 Wickliffe Harvest Festival Wic
 September 6 - October 31 Apple Season Kick
www.woodfordkyhistory.org
 September 6 Antique Farm Machinery Show W
 September 6 Taste of Harrison County Cynthia
 September 6 - 7 Quest Farm Harvest Day Ge
 September 13 - 14 Apple Festival Evans Orch
www.EvansOrchard.com
 September 13 Harvest Celebration & Trades F
 Pond 800-525-7077 or www.lbl.org
 September 13 - 14 Simply Country Weekend E
 September 13 - 14 Trimble Co. Apple Festival
 502-255-7591
 September 15 -20 Lewis County School & Agri
 September 16 - 20 Poppy Mountain Bluegrass
www.poppymountainbluegrass.com
 September 17 - 21 Kentucky Bourbon Festival
 September 19 - 20 Two Rivers Tobacco Festiva
www.kybourbonfestival.com
 September 19 - 21 Rowan County Harvest Fes
 September 19 - October 26 AutumnFest Bi-W
www.biwaterfarm.com
 September 20 - 21 Browning Apple Festival Fie
 September 20 - 21 Fall on the Farm Shaker Vil
www.shakervillageky.org
 September 25 - 27 Casey County Apple Festiv
 September 27 (also on Oct. 4) Shrimp Farm Fe
 Fountain Run) 270-434-3000 or 270-434-3001
 September 25 - 28 World Chicken Festival Lon
 September 26 - 28 Terrapin Hill Harvest Festiv
www.terrapinhillharvestfestival.com

**STATEWIDE AGRITOURISM INITIATIVE
CALENDAR OF EVENTS ACROSS KENTUCKY 2003**

10000trails.com/agritourism

SEPTEMBER (continued)

September 26 - 28 Morgan Co. Sorghum Festival West Liberty 606-743-3330
 September 27 - 28 Marion County Country Ham Days Lebanon 270-692-9594 or www.hamdays.com
 September 27 - 28 "R" Farm Pumpkinfest Mason County - Maysville 606-742-2429
 September 27 - 30 Pumpkinfest - Saturdays/Sundays Georgetown 502-868-9703
 September 27 KY Shrimp & Gourmet Food Festival Rough River, Leitchfield 270-259-2735
 September 28 Honeyfest Parade and Festival Clarkson 270-242-6997

OCTOBER

October 1 - 31 Fall Colors Festival Amerson Farm Georgetown 502-863-3799
 October 1 - 31 Fall on the Farm Shaker Village of Pleasant Hill, Harrodsburg 859-734-1545 or www.shakervillageky.org
 October 2 - 4 Kentucky Apple Festival Paintsville email: rmtosti@aep.com
 October 3 - 5 Appalachian Harvest Festival Renfro Valley 800-765-7464 or www.renfrovalley.com
 October 3 - 5 Salt Festival Big Bone Lick State Park Union
 October 3 - 5 Washington County Sorghum and Tobacco Festival and Fair Springfield 859-336-3810
 October 4 Shrimp Farm Festival Buck Acre Shrimp Farm Acresville (near Fountain Run)
 270-434-3000
 October 4 - 5 "R" Farm Pumpkinfest Mason County - Maysville 606-742-2429
 October 4 - 31 Pumpkinfest - Saturdays/Sundays ONLY Georgetown 502-868-9703
 October 4 Kuttawa Harvest Festival Kuttawa 800-355-3885 or www.lakebarkley.org
 October 4 Metcalfe County Pumpkin Festival Edmonton 270-432-3561 or www.metcalfechamber.com
 October 4 - 11 Logan County Tobacco & Heritage Festival Russellville 270-726-2206
 October 10 - 11 Forkland Festival Gravel Switch 859-332-7146 or www.danville-ky.com/BoyleCounty/forkhm.htm
 October 10 - 12 Trigg County Ham Festival Cadiz 270-522-3892
 October 16 - 18 Bloomfield Tobacco Festival Bloomfield 502-252-9981
 October 17 - 19 Aurora Country Festival Aurora 270-354-8886
 October 18 - 19 Reids Orchard Apple Festival Owensboro 270-685-2444
 October 18 - 26 Pumpkin Days - Saturday and Sunday Only Evans Orchard & Cider Mill, Georgetown
 502-863-2255
 October 24 Snap Apple Night The Homeplace, Land Between the Lakes, Golden Pond 800-525-7077
 or www.lbl.org
 October 25 Downtown Frankfort Pumpkin Fest Frankfort 502-223-2261 or downtownfrankfort.com
 October 25 Haunting of the Distillery Buffalo Trace Distillery, Frankfort 502-696-5996 or www.buffalotrace.com



Assistance for Entrepreneurs

- Development of business plans.
- Create and assist in printing 4-color rack cards to promote their business at the State Fair, special events and tourism sites.
- Provide technical assistance on website development.

Examples of Requests for Assistance

Chaney's Dairy Barn (Warren County) - WKC, UK Extension, Mammoth Cave RC&D and SBA provided assistance in development of a business plan, grant writing, website development, and marketing.

Balance Farm (Warren County) – Requesting assistance in developing a business plan and finding funding.

Christian Way Farms (Christian County) – Assistance in completing grant application forms

R-Farm (Mason County) - Assistance in developing a detailed website and providing funds to assist in marketing their event.

Bluegrass Blueberries (Metcalfe County) in developing a four-color brochure

Cowboys of Kentucky (Davies County) in signage and funding



Here are a few Agritourism Regional Marketing Materials Being Developed to Promote Agritourism Across the State

- Statewide Brochure
- Regional Brochure
- County Brochure
- Individual Farms



What Next?



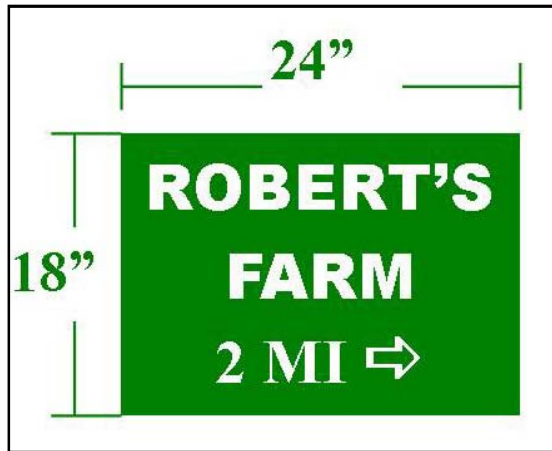
4-Color Brochure

Kentucky Farm Bureau has developed a farm market brochure highlighting farm markets across the state. We would like a 4-color brochure similar to both this publication and one developed by the state of Connecticut. See samples of these brochure in the back section of this document.

Signage Program

Our farms are not the easiest to find. We need directional signage for our visitors.

But we also need to make sure that if we are promoting or encouraging visitors to a farm, that they have a good experience. Otherwise we might never get them to visit another farm so we are working on a Quality Assurance program...sort a like the Good Housekeeping Seal of Approval or in your case, it might be getting approval through the Make Mine Mississippi program to include that logo on signage and publications.



Sample Concept Signage

any farms say they can attract visitors for a couple of hours but then what do you do with them. We need to start packaging what we offer in two to three day trips where we are sending visitors from one site to the next.

Where do we go from here?

To fully implement a three-year statewide Agritourism program will cost a little over \$800,000 per year. The Ag Development Board has awarded the Department of Agriculture \$400,000 for a study and to hire a full time Agritourism Coordinator for two years. The additional \$300,000 requested would provide the funds to expand the website to include all agritourism businesses, develop a quality assurance program and form an agritourism education task force which includes workshops, training, and an outreach program to provide assistance directly to the farmers.

How the \$300,000 will be Spent?

ACTION C – ESTABLISH AN EDUCATION TASK FORCE TO PROVIDE ASSISTANCE AND INFORMATION FOR INTERESTED FARMERS

- Develop a powerpoint presentation for counties on agritourism
- Provide assistance and educational materials for individual farmers specific to their needs
- Hold training sessions in specific areas such as:
 - marketing/promotions,
 - insurance, zoning and legal issues,
 - business plan development – industry specific \$60,000

ACTION D – FARMER AGRITOURISM MANAGEMENT AND CERTIFICATION

- Implement a quality assurance program and peer review for “on the farm” visitor experiences. Quality standard issues include safety, aesthetics and educational opportunities. Insurance issues will also be addressed. \$50,000

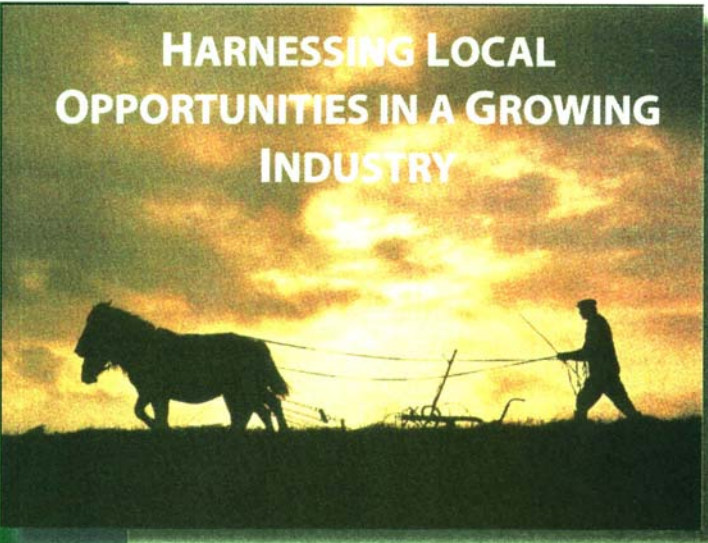
ACTION E - DEVELOP AN AGRI-TOURISM WEBSITE, PROMOTIONAL BROCHURE AND MARKETING MATERIAL

- Inventory all existing and potential agritourism businesses.
- Expand the agritourism website which features participating agritourism businesses to provide information on insurance, signage and other available programs and offerings as well as “best practices” examples.
- Create a 4-color agritourism brochure
- Divide \$90,000 among the nine tourism regions for advertising/promotions of ag-businesses
- Develop an agritourism and farm-related calendar of events \$190,000

**All funds provided by the Ag Development Board will also serve as part of the match in our request for \$1.3 million in Federal Funds to help implement the three-year pilot program.*

“...if Kentucky’s agritourism could help with advertising, signage, and other types of funding, it would help bring more children out of the concrete jungle and back into God’s country.”

Judy Mullins
Mullins Log Cabin
Berry, KY



HARNESSING LOCAL OPPORTUNITIES IN A GROWING INDUSTRY

ESTABLISHING AN AGRITOURISM INDUSTRY IN KENTUCKY

3-YEAR PILOT PROGRAM

Agritourism is the economic activity that occurs when people link travel with agricultural products, services or experiences. Agriculture tourism, also known as agritourism, has recently emerged as an opportunity for many farm families to diversify their agricultural operations. Such on-farm diversification has an income generation effect, as well as increasing the awareness and education of the non-farm general public about agriculture. Combining Kentucky's large tourism industry with the uniqueness and diversity of local agriculture offers a whole new set of opportunities for farmers to diversify their operations and their revenue sources.

- Agritourism can generate direct marketing opportunities for local farmers to increase revenue and enhance the viability of their farm operations.
- It is an excellent tool to educate the public about the importance of agriculture and its contribution to a given county or locality's economy and quality of life.
- It provides economic incentives and reduces friction in the agricultural-urban interface, thus helping to preserve agricultural land and green space across the Commonwealth.
- Agritourism can be a new revenue-generating market for impacted tobacco farmers.

CLASSY CATS PAYLAKES
AUBURN

LUCY'S STRAWBERRIES
AUBURN

THE HOMESTEAD
BARDSTOWN

OSCAR GETZ MUSEUM OF WHISKEY HISTORY
BARDSTOWN

HEAVEN HILL DISTILLERY
BARDSTOWN

VALLEY CREEK HERBS
BATTLETOWN

MULLINS LOG CABIN
BERRY

4-D ARCHERY
BETHLEHEM

THREE SPRINGS FARM ORCHARD & GREENHOUSE
BIG CLIFTY

WATSON'S PUMPKIN PATCH
BLOOMFIELD

SPRINGHILL WINERY
BLOOMFIELD

WKU AG EXPOSITION CENTER
BOWLING GREEN

JACKSON'S ORCHARD
BOWLING GREEN

Publication on Overview of 3-Year Pilot Program



Excellent Examples of Statewide Publications on Agritourism Initiatives