



STATE OF IDAHO



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Agritourism Operators Presented With Learning and Networking Opportunity

Farmers and ranchers across the nation have been participating in the growing trend of "Agritourism" – which involves any agricultural-based operation or activity that brings visitors to a farm or ranch.

This trend is evidenced in Idaho with the growing number of u-picks, corn mazes, pumpkin patches, winery tours, and even on-farm events such as dinners and concerts.

The Idaho State Department of Agriculture (ISDA) is partnering with the Idaho Department of Commerce (IDOC) to present a workshop for agritourism operators in Idaho. This one-day event will be held at the ISDA Office in Boise on December 8th from 8:30am-4:00pm. The registration fee of \$20 will include lunch and materials. Register by December 2 as space is limited.

"Studies show that farmers and ranchers who are involved in direct marketing and/or agritourism have greater revenue than operations of similar size that are not," ISDA trade specialist Lacey Menasco said. "That is one reason we are so excited about putting together this workshop – to give Idaho farmers and ranchers opportunities to enhance their revenue."

The workshop agenda is full of information that will be relevant to individuals currently involved in agritourism, as well as those interested in exploring agritourism opportunities for the first time.

Speakers include a number of successful local agritourism operators including Peaceful Belly Farms, Linder Farms, The Berry Ranch, and Bitner Vineyards who will be sharing their success stories and lessons learned. Also on the agenda is Ada County Development Services, Hyndman Insurance, and the IDOC Division of Tourism.

Attendees will leave with a greater understanding of liability issues, planning and zoning regulations, existing promotional venues, and the diversity of agritourism opportunities on their own operations. The day will also wrap up with regional group discussions about the development of "farm loops" along Idaho's scenic by-ways.

For more information contact Lacey Menasco at lacey.menasco@agri.idaho.gov or (208)332-8538; or go to www.agri.idaho.gov.

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