

AGRITOURISM ACROSS KENTUCKY

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September 2004

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“FUN ON THE FARM” Event Don't miss out on an opportunity to get the word out about your agritourism business!

Thursday, September 16th, a special event will be held to help promote the agritourism initiative across the Commonwealth.

We will be sending out free tickets to all grade school teachers in an 8-county area. Marketed on Radio, Newspapers, and TV. We will be sending flyers & stickers home with every student reminding them about the event and encouraging them to attend with their families.

- 500 people attended in a four hour period last year for a first time event.

- Hours extended this year from 2:00—8:00

Focus is on encouraging family outings and school field trips out to the farm.

The Pride of Kentucky Showcase “Fun on the Farm” event is an excellent opportunity to promote your agritourism business and includes numerous demonstrations, taste testing, and activities for all ages.



Cost is just \$25 for a 10x10 booth space. Call (270)781-6858 today to reserve space for either your farm or agritourism businesses in your area. For more info. visit our website at: 10000trails.com/prideofkentucky

MAJOR SPONSORS

UK Cooperative Extension Service
Hartland Equipment Corporation
Kentucky Farm Bureau
Agritourism Advisory Council
Cave Region Agritourism Inc.
West Kentucky Corporation

MORE on next page....

Governor Declares September As Agritourism Month!

The State & Governor Ernie Fletcher recognize the importance of Agritourism as a new industry for our farmers by declaring September as Agritourism Month. To this end...

Department of Tourism has hired Kristen

Branscum to assist in this initiative. She and Shellie McChesney, Director of Sales, have some wonderful suggestions on marketing and "packaging our product".

Department of Agriculture, in partnership with the Department of Tourism and the Agritourism Advisory

Council, is now seeking to hire someone to serve as the Director for the Division of Agritourism.

Applications were due the end of August so hopefully we will have someone hired by early Fall.

More Happenings at “Fun on the Farm”

UK Extension Agents will be offering cooking demonstrations with LOTS OF SAMPLING! 4-H will be sponsoring the “Fun On the Farm” Children’s activities which will include:

- Making Ice Cream
- Barnyard Bingo
- Storytelling
- Henhouse Egg Hunt
- Barnyard Trivia
- Make a Candle
- Play in the Corn
- Diggin in the Dirt
- Coloring Center
- Barnyard Petting Zoo
- Cowboy Up!

And outside there will be Pony Rides, Hay Rides, tractor display, antique tractors and more!

Other Participants this year

Logan Co. Tobacco Festival
Shaker Museum
Long C – Pony Rides
Chapel Hill Petting Zoo
Ozco – Jams, Jellies
Reed’s Livery
Amazing Acres
Lazy B Farm
Creative Concepts – Quilts
The Garden Patch
Kentucky Down Under
Baskets by Patricia Lou
Stone Kitchen
Tenito’s Country Kitchen
Buck’s Shrimp Farm
Mammoth Cave Transplants
Chaney’s Dairy Barn

4-H Entrepreneur’s -
Jackson’s Orchard
Green River Cattle Company
Bluegrass Blueberries
Antique Tractor Display
Kentucky Beef Council
Ag Development Board
Department of Ag
Department of Tourism
Kentucky Soybean
Scottsville Chamber
Edmonson Co. Tourism
Kentucky Down Under

Don’t miss out on this marketing opportunity for your agritourism business!

WANT TO HOST A “FUN ON THE FARM” EVENT IN YOUR REGION?

PLEASE NOTE!

AND THIS IS IMPORTANT!

There is funding available through a USDA grant to assist other regions in putting on a similar event in your area....BUT in order to qualify you must have representation from your area at the “Fun on the Farm” event mentioned above. The reason we are making this a prerequisite

for applying for funds is that one will have a much better understanding of how to put on such an event if they have actually attended such an event. And if you plan to attend, you might as well set a booth.

Sign up today at the \$25 a booth price which basically provides a 10 x 10 space, a table and chairs. (Skirted tables cost extra)

Electricity is available at no extra cost but you must let us know you need it ahead of time. Applications to sign up for a booth are available at <http://www.10000trails.com/prideofky/> or by calling (270)781-6858.

SIGN UP TODAY !

DO YOU RECEIVE OUR MONTHLY E-MAIL UPDATES?

If not, you might be missing out on some great opportunities for networking, promoting and marketing your farm.

Just e-mail us today at : agritourism@10000trails.com and let's get you added to the list.

“FUN ON THE FARM” PHOTO CONTEST

Submit your photos of people having “fun on the farm” in our statewide photo contest. Cash prizes available plus an opportunity to have your pictures featured on both the agritourism website and/or publications. Go to 10000trails.com/agritourism and click on Photo Contest for entry forms or call (270)781-6858.



One of the entries

STATEWIDE AGRITOURISM RECEIVES 2nd GRANT*

The Agritourism Advisory Council recently received a USDA grant for \$293,000. These funds can be used for workshops, hosting special agritourism events, expanding the website, providing educational material and offering on-site consultation visits to participating farms as part of a quality assurance certification and mentoring program.

A large portion of the funds will be available to assist agritourism groups in promoting and marketing the agritourism businesses in their area. To this end, a few of the regions are holding exploratory meetings with farmers to determine how funds might best be utilized. If you want to be a part of these discussions and/or would like to have a meeting set up in your area, please contact the Agritourism Advisory Council person in your area, e-mail us at agritourism@10000trails.com or call (270)781-6858.

** The Department of Agriculture received a grant from the KY Ag Development Board last summer for \$400,000 which will provide the funding necessary to hire a director for the Office of Agritourism and conduct an in-depth study to develop both statewide and regional marketing plans.*

GOVERNOR DECLARES SEPTEMBER AS AGRITOURISM MONTH

"Kentucky has been blessed with an abundance of natural beauty and resources making agritourism one of the most exciting potential markets for Kentucky families. I am proud to proclaim September as agritourism month here in the Commonwealth as more and more Americans are becoming interested in the beauty, heritage and recreational opportunities offered by rural America."

- Governor Ernie Fletcher

STATE FAIR WAS A HUGE SUCCESS!!

This year, the Agritourism Advisory Council sponsored a booth at the State Fair. Fifteen different farms or organizations volunteered their time to work the booth. Thanks to all of them, it was a huge success!!! The theme for the booth this year was "Fun on the Farm" and included a large 10' x 10' barn and silly farm animals in which people attending the fair could

get their photos taken. The catch being that they would have to visit the statewide agritourism website to download their photos. Over 1000 photos were taken. Everyone is now being notified via e-mail or postcard that their photos are up on the web. One thousand folks, plus family and friends will now be visiting our website who may not have ever visited before!



Just one in a thousand!

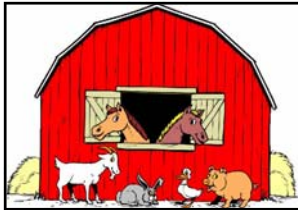
INSURANCE IS AN ISSUE

One of the major concerns we hear from those involved in agritourism is the high cost (and continually growing cost) of insurance. Not just in Kentucky but across the U.S. We are working with five other states and Washington DC to try to address this issue and come up with solutions but we must first know what the concerns and problems are before we can fix them.

Enclosed in this newsletter is an agritourism insurance survey. Please take the time to fill out the questionnaire and send it back to us either by mail or by fax.

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*Join the "Fun on the Farm"
and let us promote your event!*

[1000trails.com/agritourism](http://www.1000trails.com/agritourism)

AGRITOURISM WEBSITE KEEPS GROWING!

The Statewide Agritourism website currently located at [1000trails.com/agritourism](http://www.1000trails.com/agritourism) now features over 250 agritourism businesses with more information being added weekly.

The website also includes information on grants, loans, upcoming meetings as well as happenings around the state.



Look for information on the upcoming Pride of Kentucky "Fun on the Farm" event as well as photos of the Agritourism booth at the state fair.

We also feature a calendar of events that should list all the "fun on the farm" activities around the state. Is your special event(s) listed on the website? If not, contact us today so we can add them. We cannot promote events if we do not know about them. <http://www.1000trails.com/agritourism/calendar04/>