

Kentucky Agri-Tourism Working Group

Issue White Paper:

Establishment of an Agri-tourism Industry in Kentucky



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"Bringing the World to Kentucky"

Executive Summary: Kentucky Agri-tourism Harnessing Local Opportunities in a Growing Industry

In the United States, travel and tourism output is expected to grow 28 percent between 1997 and 2007. Nature and agricultural based tourism, the fastest growing segment, has averaged a 30 percent annual increase during this period. Today, in many parts of the United States, due to aggressive state sponsored development and marketing programs, agri-tourism is a growing industry. However, in Kentucky, producers do not have access to either agricultural tourism development, marketing, or capital access programs.

This past year (FY 2000) the Kentucky Department of Agriculture (KDA) began receiving a substantial number of calls and inquiries from across the state requesting services relating to agricultural tourism. In response to these inquiries KDA initiated an Agri-Tourism Working Group to discuss ways to improve and promote the viability of a state-wide agri-tourism industry sector. Below are the recommendations of the Working Group:

Recommendation #1

Create a statewide Master Plan for Agri-tourism, based on the recommendations of the Kentucky Agri-tourism Working Group.

Recommendation #2

Assign responsibility for implementation of the Master Plan.

Recommendation #3

Develop an agri-tourism web-site to aggressively market the industry sector in-state, nationally, and internationally.

Recommendation #4

Develop Regional Agri-tourism initiatives through local tourist commissions, regional matching funds areas, and the state.

Recommendation #5

Form an Agri-tourism Education Task Force to develop and promote agri-tourism training and certification programs.

Recommendation #6

Establish permanent resources for the continued development of a state-wide Agri-tourism Opportunity Outreach Program and aggressive marketing plan addressing impediment issues such as insurance and capital access.



A statewide agri-tourism program would support existing and new agricultural enterprises that invite visitors to the farming operation and, through fees and services, add value to the current farming businesses. There are numerous benefits to establishing an agri-tourism industry in Kentucky, including:

- Complies with the Governor's Smart Growth Task Force recommendations, the Cultural Heritage Tourism Strategic Plan, Economic Development Master Plan, and the Tourism Development Master Plan.
- Represents sustainable development for the agricultural base of Kentucky.
- Includes job retention and job creation opportunities for Kentucky's rural areas.
- Provides farmers with the option for additional income through development of tourism opportunities without requiring them to sell or develop the land for non-agricultural uses.
- Provides the public an opportunity to experience Kentucky's rural legacy through first hand experiences.
- Provides additional outlets for the sale of locally produced crafts and food items.
- Provides options for historic resources on the rural landscape to be preserved and developed.

A unique characteristic of Kentucky, both now and throughout its history, is the people's attachment to the land and to their home places. Perhaps more so than in any other state, Kentucky's farms reflect a great diversity of agricultural endeavors - from the flue-cured tobacco in the west to the horse farms of the Bluegrass to the settlement farmsteads of Appalachia. Kentucky's farms are also unique in their relatively small scale - the traditional family farm continues to successfully operate in much of the state. Although the Commonwealth's agrarian tradition continues today, perhaps more so than ever before it is threatened by growth and development. Many of Kentucky's surviving farmsteads date back 100 years or more and include historic structures such as farm houses, barns, sheds, log houses, rock fences, carriage houses, ice houses, and more. The rural landscape itself is also historic and important to preserve. It is important to interpret the messages of the land to Kentuckians and visitors to our state as part of our efforts to encourage an authentic understanding and appreciation for our Commonwealth's heritage. Agri-tourism presents a total picture of our farm-based economy, cultural heritage, rural lifestyle, and family values.



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INTRODUCTION

Tourism and agriculture are big business in Kentucky. Agriculture receipts exceed \$4 billion in direct farm gate sales, with indirect sales estimated to exceed \$25 billion. Tourism ranks as the state's third largest industry contributing an \$8.8 Billion economic impact. Agricultural tourism, also known as agri-tourism, is defined as any business conducted by a farmer for the enjoyment or education of the public, to promote the products of the farm and to generate additional farm income. It includes a variety of facilities and activities that are increasingly available in Kentucky, such as agricultural festivals and fairs, farm visits, farm tours, demonstration farms, farm stays, wineries, nursery trails and agricultural museums and community centers. In addition, there are over seventy Farmers' Markets that operate in local communities throughout the state. Combining this 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.

- Agri-tourism can generate direct marketing opportunities for local farmers to increase revenues 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 in the Commonwealth.
- Agri-tourism can be a new revenue-generating market for impacted tobacco farmers.

Agri-Tourism Working Group

The Agri-tourism Working Group is comprised of many individuals that serve as a resource for those in need of education, market development and promotional assistance. The information contained in this white paper stands as an effort to define and highlight opportunities, as well as common obstacles or barriers that block the entry of those wishing to become part of the agricultural tourism industry sector.

The Kentucky Agri-tourism Working Group's mission, vision and recommendations represent the first organized effort to create a statewide development, education and marketing program for agricultural based tourism. The resulting white paper, which serves as an informative document for legislators, the media, farmers, and the public is a product of a strong, enthusiastic and committed grassroots effort. The five goals of the working group are as follows:



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- Goal #1:** To address the insurance and infrastructure needs of the agri-tourism industry sector.
- Goal #2:** To provide new and expanded tourism-based economic opportunities for displaced tobacco farmers and farm families including: job development, new markets, networks and product development.
- Goal #3:** To market agricultural tourism in Kentucky, nationally, and internationally as a new and unique visitor experience.
- Goal #4:** To provide education and support to farmers and agribusiness regarding agri-tourism opportunities, networks, and entrepreneurship.
- Goal #5:** To provide capital and business assistance for farmers and agri-business to increase viability, sustainability and growth of agricultural tourism businesses and services.

The following individuals have contributed to the working group's effort:

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Education Committee

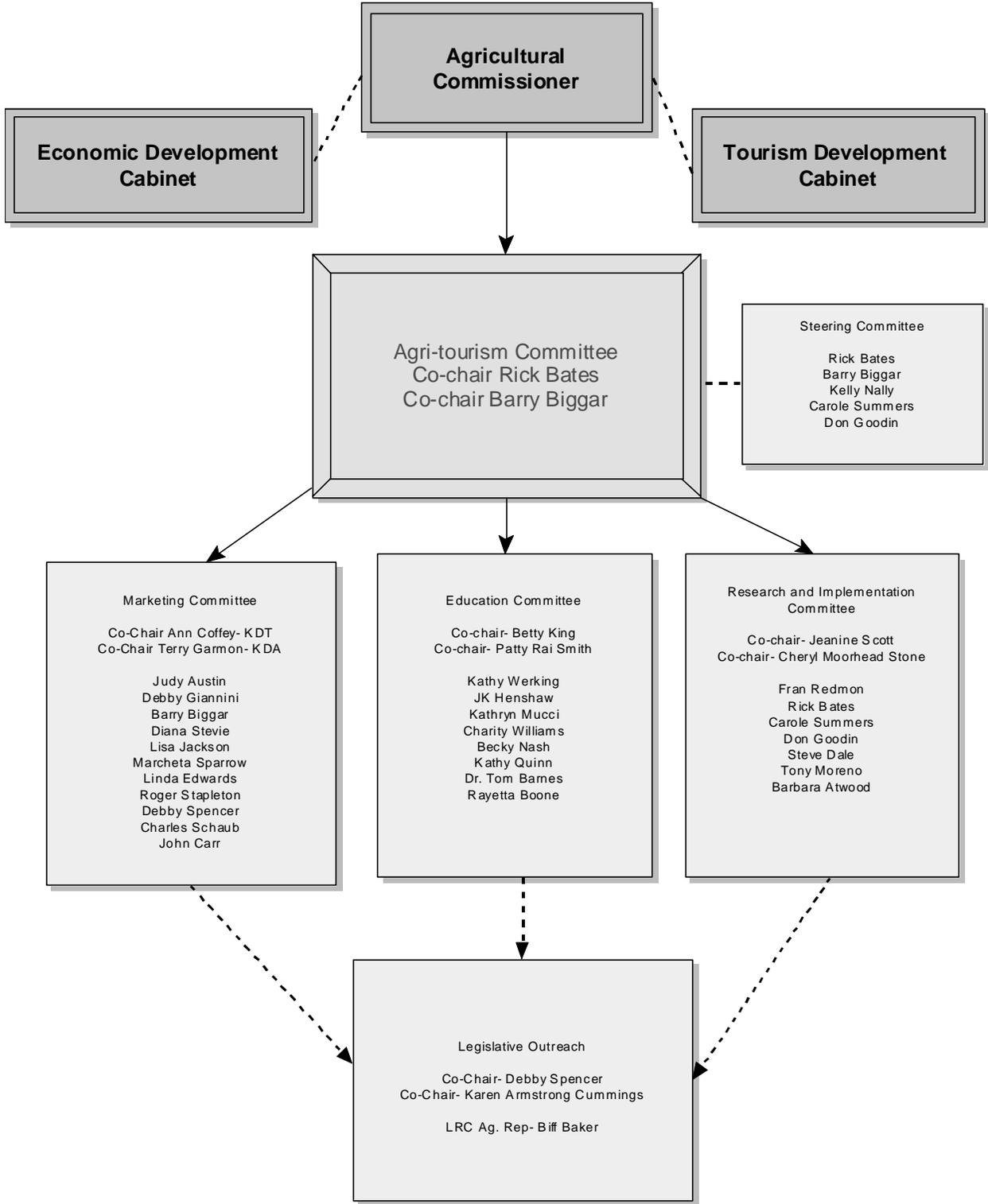
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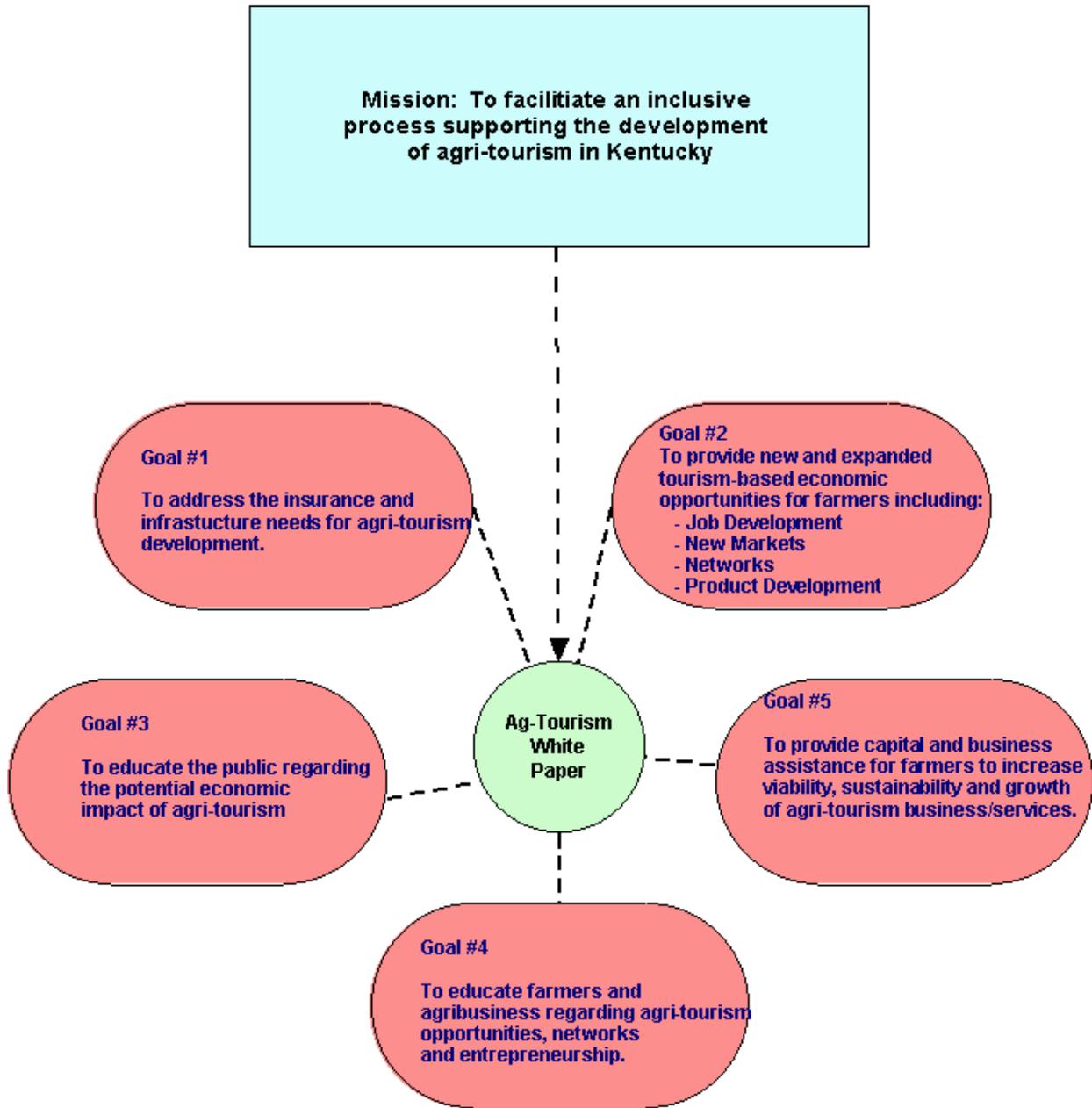
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**Agri-tourism Working Group
Revised Organization Chart &
Suggested Committee Assignments**

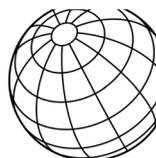
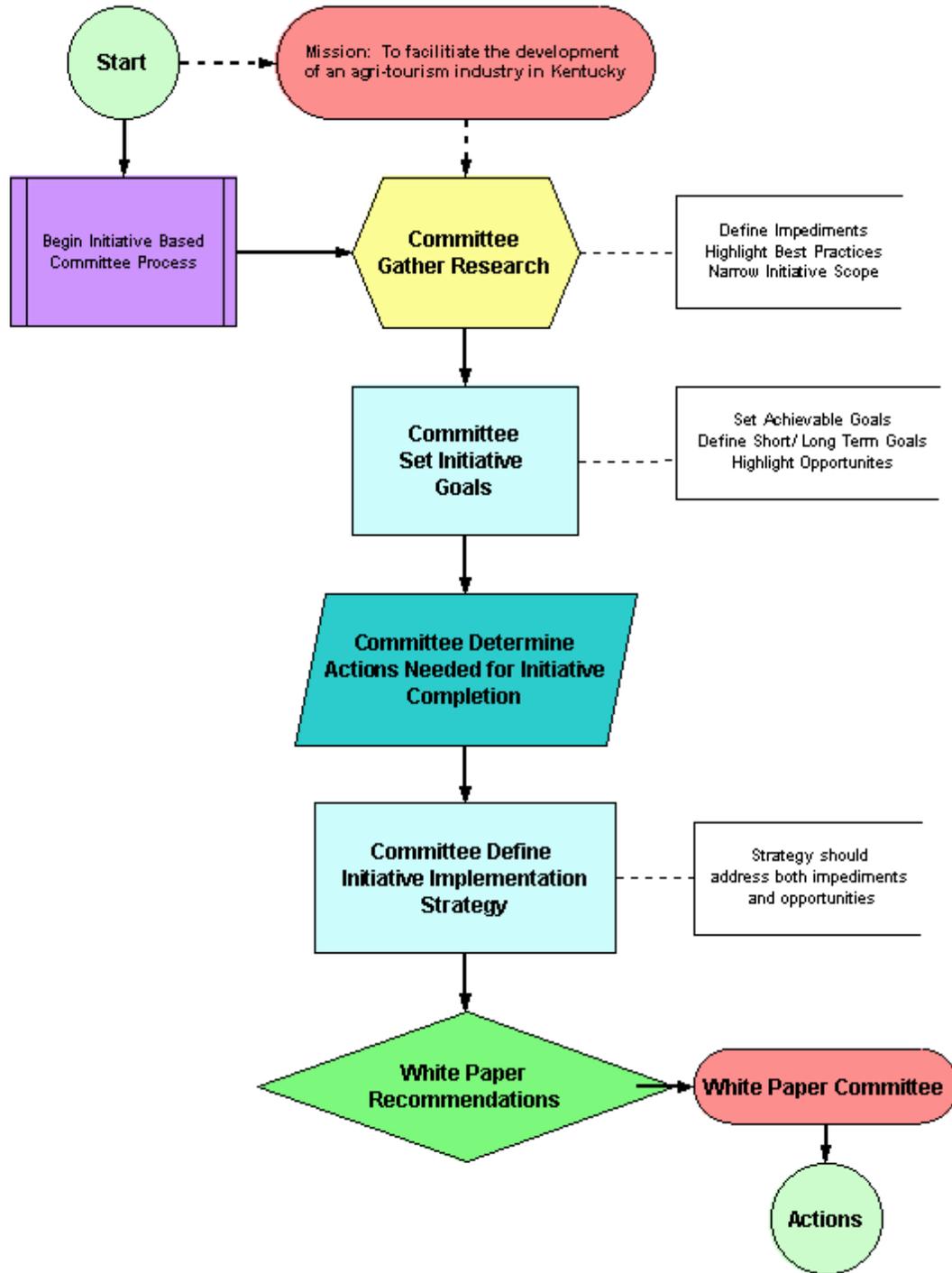


Agri-tourism Working Group Committee Mission & Goals



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Agri-tourism Working Group Process Flo-chart



Agri-tourism Overview

Agri-tourism has recently emerged as an opportunity for many farm families to diversify their agricultural operations. Agri-tourism is the economic activity that occurs when people link travel with agricultural products, services or experiences. 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. In other states, as well as in Kentucky, vacationers are turning to the family farm as a tourist destination. Reasons for this include but are not limited to:

- A desire for peace and tranquility
- Trepidation and fear regarding international travel and events
- Interest in the natural environment
- Disillusionment with overcrowded resorts and cities
- Nostalgia for their roots on the farm
- Rural recreation
- An inexpensive getaway
- Curiosity about the farming industry and lifestyle
- Desire to provide learning opportunities for children and young adults

Because people are attracted to rural areas for many reasons, various forms of agricultural tourism are being successfully developed and marketed in other localities, among these include: farm accommodations, farm vacations, farm tours, and direct sales.

Research shows that agri-tourism enterprises have an extensive history in the United States. Farm-related recreation and tourism can be traced back to the late 1800's, when families visited farming relatives in an attempt to escape from the city's summer heat. Visiting the country became even more popular with the widespread use of the automobile in the 1920's. Rural recreation gained interest again in the 1930's and 1940's by people seeking an escape from the stresses of the Great Depression and World War II. These demands for rural recreation led to widespread interest in horseback riding, farm petting zoos and farm nostalgia during the 1960's and 1970's. Farm vacations, bed and breakfasts and commercial farm tours were popularized in the 1980's and 1990's.

Current research shows that future demand points to a slower-paced farm experience. This experience, once supplied by rural family members, seems to be somewhat difficult to satisfy in many parts of the urban U.S. today because of the four-and five-generation gap between farm and non-farm citizens. However, at the same time recreation-related enterprises are becoming an increasingly important American business. Increased leisure time, additional discretionary and disposable income, greater mobility, and a social thrust toward relaxation, leisure and satisfying personal wants have created an exciting new travel industry climate in which Kentucky is well suited to take advantage.

For some in the Commonwealth, agri-tourism related activities are a relatively new farm diversification enterprise. However, diversification seems to be as important to a successful farm operation today as ever before. A recent study by Cornell University suggests that agricultural enterprises with non-traditional diversification enterprises such as agri-tourism have a



statistically higher probability of being profitable than enterprises that do not. The Commonwealth's broad mix of agricultural production (corn, soybeans, tobacco, dairy, beef, horses, vegetables, specialty crops and forestry), coupled with a tourism industry which attracts more than 40 million visitors a year, creates a favorable foundation for success for those engaged in the industry sector.

Today, in many parts of the United States, due to aggressive state-sponsored development and marketing programs, agri-tourism is a growing industry. However, in Kentucky producers do not have access to either agri-tourism development, marketing, or capital access programs. This makes giving a recipe for a successful enterprise difficult. High degrees of uncertainty currently exist for producers wishing to enter the industry sector. While it may be possible to recommend the level of inputs that will grow a certain yield of corn per acre, no one in Kentucky has tried to assist with developing a common formula for an agri-tourism enterprise to succeed.

With Kentucky's vast regional diversities, each particular situation will demand a specific approach. This development effort is perhaps best handled at the county or regional level. However, overall development and marketing efforts should be unified at the state level with common guidelines and certification procedures firmly in place.

Agricultural Tourism Industry Potential

In addition to normal farming activity, some farmers have already turned to agri-tourism as a source of additional farm income and opportunities. In the United States, travel and tourism output is expected to grow 28 percent between 1997 and 2007. Nature and agricultural based tourism, the fastest growing segment, has averaged a 30 percent annual increase. Agri-tourism in Kentucky offers significant opportunities for farmers due to the close proximity to a large non-farm population, as data provided by the Kentucky Economic Development Cabinet reveals that Kentucky's geographic borders are within one day's drive of seventy percent of the U.S. population.

According to a 2001 study on rural tourism by the Travel Industry Association of America (TIA), 62 percent of all American adults traveled to a small town or village in the United States within the past three years. Due to the uncertainty of recent international events, it is anticipated that this number will increase. TIA's president and CEO states "small-town America appeals to many travelers because of its unique charm, in addition to the wide variety of activities and history. The quiet pace is an alternative to the hustle and bustle of larger cities."

There are many issues to think about as communities and localities in Kentucky start to develop agri-tourism opportunities. For example, how can natural and historic resources be used without damaging them? How can visitor services such as lodging, facilities, restaurants, and shops be provided so that each person's stay is enjoyable and economically rewarding for the community? In order for tourism to work as an economic development tool strong leadership is necessary as well as partners to provide human and financial resources needed to develop, launch and



maintain the effort. Decision-makers must also be willing to commit to long-term plans, as most, if not all, successful tourism programs grow gradually over time.

A strong state-supported agri-tourism program can provide many benefits:

- It can strengthen local economies, bring new jobs, new businesses, and increased tax revenue.
- It provides agricultural employment opportunities to citizens of all ages.
- Tourism can help to diversify local agrarian economies.
- A region that was once heavily dependent on tobacco, can use agri-tourism as a way to supplement incomes for local farmers and support local businesses. Structures can be converted into demonstration facilities and to host visitors.
- Agri-tourism helps preserve rural lifestyles.
- Locally supported agri-tourism programs help capitalize on the natural, historic, and cultural resources of communities and can also help to build community pride and improve the quality of life for residents.
- Agri-tourism provides a real and viable solution to a pressing issue of many communities today, the preservation of community green-space.

As people seek activities closer to home, location can be very important in determining the target group. People will generally travel one to 1.5 hours for an afternoon activity. The geographic market segment is within 50-60 miles. In order to attract guests from farther away destination attractions must be developed. In Kentucky, the need for the development of destination attractions cannot be overstated. While some already exist little marketing has been done regionally, with almost no marketing done internationally. Regionally, in the Nashville/Bowling Green (900,000), Cincinnati/Dayton (800,000), and Louisville/Lexington (700,000) areas alone, there are over 2.4 million people that can be considered potential visitors. Nationally and internationally there are many more visitors who would come to experience the state's unique venues given the proper marketing techniques.

One of the strongest connections for farmers working to open up their farms for visitors has been with public school children. In Kentucky, the Commodity Growers Cooperative has funded tobacco farmers to diversify into on-farm visits for school children in the Northern Kentucky area, resulting in significant connections with the schools, greatly decreased dependence on tobacco income for the farmer, and high praise from teachers. This could be greatly enriched and integrated into the state's overall policy goals in education and improved quality of life.

Programs already exist to link KERA-based skills development in biology, history, writing, science and other areas to outdoor education on farms. The Kentucky Department of Agriculture's Agriculture in the Classroom Program already has established program set up that can be transferred to Agri-tourism venues. Project Learning Tree is another national program, that teaches children about forestry, woodland environment, biology, and environmental science that can be applied. Linking the educational benefits of school visits to farms, on-farm research for students, farm-based community educational programs would all tie into the "Education Pays" theme.



Agri-Tourism Industry Development

Farmers in Kentucky are increasingly opening up their operations to the public. They do this by producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, and many other agricultural tourism activities which bring the farm experience to more people and provide additional revenue to support their farming operation. Some additional and related enterprises currently existing in Kentucky include: farm tours, petting zoos, pumpkin patches, corn mazes, horse racing, bed and breakfasts, horseback riding, U-pick operations, Christmas tree cutting, cider presses, bee keeping, sorghum making, homemade ice cream, wine tasting, fishing, hunting, pay lakes, country store, fruit stand, and distillery tours. Owners should evaluate their existing resources, their potential capital and the surrounding areas to determine where their niche may be.

Whatever the enterprise, landowners and farmers find they are trying to achieve one of two different goals: (1) to sell the experience or (2) to use the experience to attract people and sell farm products. For example, some farmers attract groups by providing free hay rides to the pumpkin patch and then sell the pumpkins and other farm products. Other owners have found charging a fee for the hayride or the corn maze may be the best approach, although they also may sell farm products. Landowners lease out their land to hunting clubs for wild game birds and deer hunting for a season. Others have put in parking lots, provide tour guides, or charge per day. With wine tasting, people come for the experience and wineries have been able to sell wine product as well as food product. One winery in Kentucky is even being used as a concert venue in the summer. In all cases, the farmer earns extra income by increasing sales at the location and then develops name recognition in other outlets. Cut your own Christmas tree operations and U-pick operations earn their profit on the higher retail price people pay for their product rather than a wholesale price. Some also attain additional income from sales of crafts, ornaments and other farm products. Many owners find they can successfully increase their profitability by working toward a combination of both goals.

Some growers find that even without a profit, the enterprise provides cash at a time when cash flow is very low. Others have found that the enterprise provides year-round employment for their workers. Spouses often take over the enterprise and find it sufficient to keep them employed on the farm.

Some growers discovered the real reward comes from teaching the general public about agriculture. Whether it is showing a child that eggs do not come out of a box or demonstrating the complexity of the farming system to an adult, the landowner contributes to a better understanding of the farming sector to people who may one day make policy decisions affecting the future of agriculture. As fewer and fewer people participate directly in agricultural enterprises, the education of the general public can be very important to increasing political and social support for the agrarian economy. Another side benefit for landowners is new friendships and connections. Some families or groups return to the farm year after year permitting lasting bonds to be formed.



No study of the economic impact of agri-tourism in Kentucky has been completed, but one recent survey studying agri-tourism-related activities in Vermont shows that in 2000, income from these activities totaled \$10.5 million. Thirty-one percent of all farms in Vermont received income from agricultural tourism and these 2,100 farms received an average of \$5,000 per farm. Smaller farms, in terms of acreage, tended to be more involved in agricultural tourism than larger farms. On-farm sales of commodities produced and sold from the farm was the most common source of agricultural tourism income.

Size of Farm (Acres)	Total Number of Farms	Farms with Agri-tourism Income	Income Received from Agri-tourism
1-49	2,000	800	\$ 2,700,000
50-149	1,800	600	\$ 3,800,000
150-499	2,400	550	\$ 3,000,000
500+	600	150	\$ 1,000,000
Total	6,800	2,100	\$10,500,000

Vermont: Number of Farms, Farms with Agricultural tourism, Agricultural tourism income, 2000

In Kentucky, agricultural tourism opportunities exist and, in fact, most local agri-tourism providers do not believe they have reached capacity and can handle additional customers. Basic statistics confirm the U.S. public's desire for more outdoor recreation activities. For the more than three-quarters of Americans who live in an urban setting, going to a rural area is a novel and interesting experience. People want to observe and experience everyday farm life as well as special events, such as harvest or agricultural festivals. The number of forest visitors has been increasing annually as people go to rural areas for hunting and non-hunting wildlife experiences. More Americans participate in outdoor recreation than own a pet, tend a garden or go to professional sports games combined. It is estimated that 77 percent of American's observe, photograph or feed wildlife every year. In their 1991 survey, the Fish and Wildlife Service found that expenditures by wildlife enthusiasts total more than \$14.5 billion a year. In the U.S., nature tourists spend more than \$7.5 billion annually on travel alone. Many of these people would consider visiting a farm or a forest setting for their recreational experience.

Kentucky small farms can appeal to several target audiences. On a broad scale, more Americans want and can afford a quality recreational experience. Evaluating the demographic structure of the general population as well as local communities can help define the appropriate audience. For example, as a result of falling birth rates and rising life expectancy, the U.S. population's age structure is shifting. The average U.S. worker lives 11 years beyond the standard retirement age of 65. As Senior citizens have grown in number, their demand for recreational activities has increased.

Another target clientele group, the Baby Boomers, has reached the age of peak earnings and expenditures. They often have large disposable incomes and the desire to use their leisure efficiently. Travel Trends found that more Americans chose "leisure" over work as the most important thing in their lives. In addition, the Baby Boomers' children demand recreation



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opportunities. They and their parents seek "immersion" experiences, which provide recreation and educational possibilities. Parents seek recreational activities to maximize quality time with their children. Preschools, elementary schools, boy and girl scouts and other groups are often looking for educational experiences for field trips. For these groups, agricultural tourism constitutes an affordable recreational activity. And it can appeal to many age groups.

Also looking at different types of recreational groups, one may discover a niche market complementary to one's land. One group that has proven its willingness to pay for recreational access is hunters. Hunters pay for uncrowded conditions and what they perceive to be a safer location. Hunters and non-hunters prefer location close to their homes. Proximity to a wilderness area or state park may increase the number of animals available and make hunting on the land more attractive. Landowners who work to increase or maintain animal numbers through habitat maintenance and leaving crops in the field for food can charge a premium for quality hunting. In Maryland, Eastern Shore landowners earn \$2,000 to \$20,000 to lease their farms for winter geese hunting. In Texas, deer hunting leases can top \$30,000 for a ranch depending on its location and the number of deer.

Success Stories

It is important to note that Kentucky has its fair share of success stories, with perhaps two of the most successful examples of agricultural tourism ever done having been developed and marketed from within the confines of the Bluegrass state; The Kentucky Derby and Kentucky Fried Chicken. Appendix 1 is dedicated to the listing of other existing agricultural tourism businesses in selected counties throughout the state.

Below are agricultural tourism success stories from other states. These stories bring new ideas to the Commonwealth and posit some recent examples of agricultural tourism success stories. Many of these ideas were published by the University of Tennessee in their guide "Considering an Agritainment Enterprise in Tennessee." Some of the names of the enterprises have been changed to focus on the activities of the enterprises, which may allow farmers to generate ideas, based on the model, for their own businesses.

The Pumpkin Patch offers a wagon ride and allows each participant to pick one pumpkin for a cost of \$4 per person. School groups are charged \$5 per person for a wagon ride, one pumpkin and the use of picnic tables for lunch. Large pumpkins can be painted at the farm for an additional charge of \$2 or small pumpkins can be purchased and painted for \$1 each. BBQ lunch plates are available on weekends for \$5 per plate. Drinks and light, individually wrapped snacks are available for around \$1 each.

The Peach Orchard features a "hands-off" petting zoo. The hands-off approach was adopted as a result of lawsuits from animals biting children. Because children cannot touch the animals, the farm developed a feed conveyor that allows customers to put animal feed in a cup attached to the conveyor and crank it up to feed the animals. Economical feeds are used. Animals include goats, turkeys, ducks, geese, llamas, pot-bellied pigs, baby calves and baby chicks.



Westside Orchards offers “heritage tourism” with quality fruits and vegetables, friendly service and glimpses of the past. They have restored a 1869 one-room schoolhouse on the farm. The refurbished schoolhouse is used as a unique attraction to promote school tours.

The Farm Forest seeks to provide a friendly, safe and fun place for families to enjoy their time together and get in touch with their rural roots. They use their wooded areas as one means of entertaining their customers. They developed a half-mile walking trail, with minimal environmental disturbance, that includes a bridge over a small stream and a swampy area, a series of miniature houses and painted scenes from various children’s stories and wood chip path. The development cost of the forest is estimated at \$16,000.

The Pumpkin Farm operates a ‘pumpkin fest’ from September 26 until October 31, 9:00 a.m. until 9:00 p.m., seven days a week. The farm sells pumpkins, gourds, squash, Indian corn, cornstalks, straw and other related items. In addition, the farm offers hayrides, hay play areas, pony rides and animal feedings. Their goal is to provide the public with quality produce and a memorable experience. Last year, 33,500 customers attended the operation.

Town Gardens is a family-owned, row-crop operation with an entertainment farming enterprise located inside the city limits. The entertainment farming enterprise employs eight individuals on the days of school tours and many more on weekends. They charge \$4.50 per person and provide each student with an ear of popcorn and one pumpkin. Each school tour lasts 1 hour and 15 minutes. They use two tractors and four wagons with 75 children on each wagon. In 1998, they entertained 3,000 school children and averaged eight different groups per weekday.

East Coast Mountain Biking groups sought amendments to recreational legislation to remove barriers to their using private land for recreation. They are looking for new locations to ride as public parks become crowded and trail regulations increase. Bird watching has become increasingly popular and these people are seeking new venues for their past time. Again, many of these groups have sufficient disposable income to pay for recreational access to pursue their sports.

In Oak Glen California the founding of the **Oak Glen Apple Growers Association**, a producer owned co-op, has sought to improve on 150 years of history. Today Oak Glen draws tourists and visitors to the apple orchard year around. The producers now grow about 100,000 bushels per year and most of this production is sold to tourists either in bags or boxes. This production is also used for over 60,000 gallons of apple cider, 100,000 candied apples, and 50,000 apple pies. These sales contribute over 300 year-round jobs to the local community. Some individual owned orchards are as small as 7 acres.

Indeed communities across the country are thinking more creatively about the kinds of agri-tourism resources that they have and can share with visitors. The stories here are intended to provide ideas and inspiration. Whether a rural community already has a tourism program in place or whether you are just getting started, the stories featured here offer tried and true strategies that prove agricultural tourism can work as an effective economic development tool.



Industry Impediments

While demand is growing for this type of endeavor, we caution that in very few of the businesses explored did agricultural tourism comprise the bulk of a farm operation's income. By matching one's skills, preferences and resources to a customer group, one can achieve a decent income (between 15 and 50 percent) from an agricultural tourism enterprise, but it is unlikely to replace one's current farming operation totally. Therefore, it is very important to consider an agri-tourism enterprise that is complimentary to one's existing enterprise.

The three most critical factors in the success of an agri-tourism enterprise are social skills, aesthetics (scenic and clean) and location. Although all three factors are crucial for success, probably the most important is social skills. Having the patience, desire and ability to deal with customers is of crucial importance. When visitors spend hard-earned income for leisure time activities they want to have a pleasant time. They are coming for an "experience," and part of that may include meeting and talking to a real farmer. They may ask questions about the use of chemicals, animal care, etc. Farmers must be willing and able to deal with all types of people in a friendly, welcoming manner. Therefore, hospitality training is an important component in starting an agri-tourism business.

In addition, people want to see a clean and neat farm. This means that owners must use time and spend capital repairing the farm and making it look nice. Some may find it necessary to put in parking lots for cars and buses, repair fences, and improve signage to reflect their logos and their new enterprise. Trash containers are needed as well as bathroom facilities. Some owners have even added outdoor lights for security and safety reasons.

In a recent study on agri-tourism completed in Maryland, many owners stated the greatest impediment to overcome is that people must be able to get to the farm. Country roads are often difficult to travel due to ill-marked roads and poor signage. Detailed maps need to be designed which indicate both distances and landmarks. In addition, if permitted, road signs directing people to the farm are crucial.

In the same survey, a high percentage of owners new to the industry, as well as farmers considering starting an agri-tourism operation, stated that lack of knowledge about liability insurance issues, lack of capital access, and business planning, marketing, and market development issues were also key.



Working Group Recommendations

Perhaps the most important outcome of the Agri-Tourism Working Group is manifested in the form of five major recommendations. These recommendations are comprehensive and conclusive and, if implemented in full, should allow for the successful establishment of an agri-tourism industry in the Commonwealth that will prove to be a developmental role-model for other states.

Recommendation #1

Create a statewide Master Plan for Agri-tourism, based on the recommendations of the Kentucky Agri-tourism Working Group.

The Master Plan for Agri-tourism Development should be a joint document which addresses marketing and development issues. The Master Plan can be compared to a road map in that it provides direction on how to get to the destination: a sound agri-tourism industry base in Kentucky. The Master Plan would be incorporated into the Kentucky Agricultural Development Plan and the state's Economic Development Plan to emphasize the concept of smart growth based on locally-driven agricultural development. The Kentucky Cultural Heritage Tourism Strategic Plan of January 2000 was completed to implement portions of the Economic Development Master Plan and the Kentucky Tourism Development Master Plan. All of these define tourism as a primary economic development tool for Kentucky. The emphasis on Cultural Heritage Tourism is significant in that Kentucky will market to travelers our unique brand of tourism that is based on "places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources." This plan for marketing and developing opportunities that focus on the agricultural heritage of Kentucky and highlights the historic resources on working farms is a critical component of implementing this strategy as an economic development tool and to complete the experience of travelers in Kentucky.

There is no single formula for success or "silver bullet" strategy that will guarantee success for farmers wishing to start and market an agri-tourism venture. Instead, marketing is more like an art than a science, in that it is a creative process rather than an exact formula that can be followed in all situations. Creating a marketing plan does not guarantee success; it only reduces the chance of failure. A development plan on the other hand is a solid document that consists of an infrastructure inventory and outlines specific programs and initiatives that will lead to the sound development of an industry sector. This plan should include business development, tax liability, and geographic resources that are available within the state, and those that are lacking.

Lee Iacocca, former chairman of Chrysler, provided great insight that supports the creation of a written marketing plan when he said: "*the discipline of writing things down is the first step toward achieving them.*"



Recommendation #2

Assign responsibility for implementation of the Master Plan.

An individual and organization should be charged with leading and documenting the comprehensive development of the Kentucky Agri-tourism Master Plan. This individual and organization should:

- Act as a clearinghouse for the compilation of resource materials for those wanting to develop or engage in an agri-tourism related business.
- Work with and partner with other State and Federal organizations such as;
 - Kentucky Tourism Development Cabinet
 - Kentucky Department of Agriculture
 - Kentucky Transportation Cabinet
 - Kentucky Education, Arts and Humanities Cabinet
 - University of Kentucky Cooperative Extension Service
 - West Kentucky Corporation
 - Kentucky Tourism Council
 - Kentucky Farm Bureau
 - Commodity Growers Cooperative
 - Tourist Commissions/CVB's
 - Chambers of Commerce
 - City and State Government
- Provide assistance in looking for funding opportunities for initiatives through grants, loans and partnerships.
- Assist in developing a unified marketing strategy by the Kentucky Department of Agriculture and Department of Travel.
- Provide assistance in advertising and promotion of agri-tourism offerings through Kentucky Educational Television and other media outlets.
- Coordinate additional efforts to inform the public about the importance of Kentucky's agricultural heritage and industry importance.



Recommendation #3

Develop an agri-tourism web-site to aggressively market the industry sector in-state, nationally, and internationally.

The development of a statewide agri-tourism web-site should provide a central point of contact for all Kentucky's agricultural tourism attractions. An effort should be made to link and consolidate all existing information within the state into this single point of contact. The web-site should:

- Provide visitors and potential visitors with information regarding Kentucky's agri-tourism attractions.
- Highlight agri-tourism attractions and offerings throughout the state through the development of regional hub and spoke driving tours. Promote these regional-driving tours through computer kiosks in state rest stops and parks.
- Allow for the development of an agri-tourism calendar of events
- Provide a separate resource section for farmers and others wishing to find out more information about developing an agri-tourism attraction. This section will provide information, suggestions, ideas, market plans, loan and grant opportunities, media contact list, etc as well as a contact list for additional assistance.
- Include a section which features agri-tourism success stories as well as people "in the business" who can provide insight and suggestions.
- Include an "In the News" section to highlight newsworthy upcoming events and opportunities related to agri-tourism. Include chat-rooms and list-serves so that interested individuals can be updated about activities and events.
- A designee should be appointed to train individuals on ways to successfully use the web to market agri-tourism, both for regions and the state.



Recommendation #4

Develop Regional Agri-tourism initiatives through local Tourist Commissions, regional matching funds areas and the state.

This process has already begun through the development of a state-wide survey of Kentucky agricultural tourism offerings by the University of Kentucky Cooperative Extension Service, Western Kentucky Corporation and the Kentucky Department of Agriculture. The regional initiatives should be based on local comparative advantages. A hub and spoke concept best suits the development of destination and pass-through attractions in the state. Projects included in this hub and spoke marketing and development effort include:

- The development of large scale Farmers Market “entertainment complexes” as regional agricultural tourism hubs in five locations throughout the state. These serve as primary destination attractions for visitors.
- The development of pass-through attractions in each region that can contribute to the success and sustainability of regional hub and spoke driving tours. Tourist and group offerings can include, but are not limited to, farm tours, barn trails, smaller farmer’s market locations, vineyards, distilleries, pay lakes, wood products crafts, equestrian, farm hunting, U-pick operations, seasonal farm products (pumpkins, corn-mazes, Christmas trees, etc..)

The following are agri-tourism attractions recognized by the Kentucky Tourism Development Cabinet in their state tourism guidebook, Kentucky “Great Getaway Guide”. Appendix “A” provides a preliminary list of regional agri-tourism attractions compiled from a state-wide survey thus far.

- Western Kentucky

Land Between the Lakes Homeplace-1850, Ellis Park in Henderson, Pennyrile Forest, Players Bluegrass Downs in Paducah

- West/Central Kentucky

Australian Outback in Horse Cave, The Oscar Getz Museum of Whiskey History, Heaven Hill Distillery, Jim Beam Distillery in Bardstown, Maker’s Mark Distillery in Loretto, the Farnsley-Moreman Landing, Bernheim Forest, Mammoth Cave National Park, Shaker Museum at South Union, Mill Springs Mill near Monticello, Kentucky Downs in Franklin

- Central Kentucky

Louisville: Horse Trams, The Kentucky Derby Museum, Churchill Downs, KY Fair and Expo Center, Farmington (19th Century Gardens), Whispering Woods Riding Stables

Frankfort: Rebecca-Ruth Candies, Buffalo Trace Distillery, Seagram's Four Roses Distillery, Austin Nichols Distillery (Lawrenceburg), Labrot & Graham Distillery (Versailles), Equus Run Vineyards (Midway), Olde Rock Barn (Winchester),



Georgetown: The Double Stink Hog Farm, The Bi-Water Farm, Evans Farm Orchard, Amerson Farm Orchard, Royal Spring Park (Whiskey)

Lexington: Lexington Livery (Carriage Rides), Thoroughbred Park, Kentucky Horse Park, the American Saddlebred Museum, UK's Lexington Arboretum, the Thoroughbred Center, Keeneland, The Red Mile, Calumet Farm and other farms available for tours

Shaker Village at Pleasant Hill (Harrodsburg), Buffalo Crossing (Shelbyville) , Deer Rim Stables (Richmond), Claiborne Horse Farm (Paris),

- Eastern Kentucky

Ruth Hunt Candies in Mount Sterling, Mountain Homeplace in Paintsville, Trail's End Horse Camp near Natural Bridge, Daniel Boone National Forest, Coal mines, Thunder Ridge in Prestonsburg

- Northern Kentucky

Bar W Rodeo in Ashland, Turfway Park in Florence, D.H. Resorts Horse Camping and Indoor Equestrian Center in Morehead, Minor E. Clark Fish Hatchery

Recommendation #5

Form an Agri-tourism Education Task Force to develop and promote an agri-tourism training and certification program.

“My children didn't grow up on a farm as I did. It's important that my children and grandchildren have opportunities to experience what farming is all about. It's a proud part of our American heritage,” states Russell C. Andrews, a former Minnesota farm boy. Today, many adults hold the same opinion (about farming) as Andrews does. Agri-tourism is an industry that can fulfill parents' desires to expose their children to the farming industry. Agri-tourism is not a new industry. For quite some time, tourists have stopped at agricultural producers to sample the wares.

Agri-tourism offers economic opportunities for many regions in the state. Such opportunities have not yet been recognized due to the need for knowledge, awareness and funding pertaining to agri-tourism. Previously, the lack of linkages among state tourism, agricultural and related economic developmental agencies has restricted the development of the agri-tourism industry. The development of these linkages are needed to inform both farmers and tourism professionals about potential enterprise development.

This section outlines educational efforts to address concerns and to stimulate economic development through the development of an agri-tourism industry. These educational efforts will be directed to the following key audiences: farmers, tourism professionals, economic development officials, ag-affiliated groups, specifically, 4-H, Kentucky Farm Bureau, Future Farmers of America, extension agents, as well as many other related entities.



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Agri-tourism Outreach Initiative

This initiative will address the need for information about the opportunities that exist for Kentucky pertaining to the agri-tourism industry. The Agri-tourism Working Group will assist various agencies in setting up programs to present to their audiences and membership, educating potential opportunities for involvement in this type of an industry. Kentucky Farm Bureau, Future Farmers of America, Kentucky Tourism Council, along with many other organizations have solid membership bases that would serve as a strong foundation for educating the public about the agri-tourism industry. Kentucky Farm Bureau, for example, would serve as a key educational tool because of their large membership. Kentucky Farm Bureau membership includes 120 county Farm Bureaus across the state, including a membership of 400,000 families.

Another approach will be to set up a traveling information show to different regions in the state to provide ideas, and to identify resources that planning groups, farmer-entrepreneurs and agencies can use to promote agri-tourism. The Agri-tourism Working Group initiative encourages local tourism commissions to identify and help promote existing agri-tourism businesses as well as the development of new agri-tourism ventures.

➤ **Agri-tourism Training Program** (Encompasses Partner Resources)

This initiative builds upon existing partnerships and resources in order to create a comprehensive training program for new and existing agri-tourism enterprises.

Those partners include: University of Kentucky Cooperative Extension Service, Kentucky Department of Agriculture, Kentucky Tourism Development Cabinet, Kentucky Tourism Council, Kentucky Small Business Development Centers, Kentucky Craft Marketing Program and other agencies that provide assistance. Training and assistance can include an array of programs such as guidance in establishing bed and breakfast accommodations, developing a business plan, and developing a marketing strategy, including web-site and Internet marketing, etc. Specifically, the Kentucky Tourism Council offers continuing educational meetings for “front-line” service workers the Kentucky Small Business Development Centers provides business start-up training, and Kentucky Department of Agriculture and other state agencies provide assistance in marketing and promotion.

Agri-tourism training must include the following topics as well as others that could surface as the overall program develops. The following areas are to be included:

- Identification and Evaluation of An Agri-tourism Business Idea
- Hospitality Education
- Guest Lodging
- Business Start-up Training
- Craft Marketing
- Customer Service
- Business management
- Agri-tourism Tours (by owners, prospective business owners, tourism professionals and local business leaders.)



Identification and Collection of New Programs and Materials

The need for identification and collection of existing agri-tourism materials and development of new educational materials pertaining to agri-tourism will support the various training programs. However, what is missing is the coordination and communication of on-going programs that potential agri-tourism businesses can utilize. Distributing brochures about the new industry to Kentuckians would be critical in developing and/or expanding the agri-tourism industry.

➤ **Young Farmer Project Development**

Today, young people are always identifying trends and potential opportunities in agriculture. Programs, such as agri-tourism, are needed to encourage young farmer involvement in agriculture-related ventures. For example, school programs introduce young people to agri-tourism venues through field trips and tours. A program needs to be designed to educate young farmers in ways to devise profitable and interesting agri-tourism enterprises that can stand on their own or compliment off-farm income. Target audiences identified include: Future Farmers of America, Young Farmers of America, Kentucky Farm Bureau programs, Women in Agriculture Network, 4-H and other county extension programs.

School to Farm Travel Program: Many school systems are looking for safe, educational venues to take school children to for agricultural and environmental programs. Most school districts already have funds budgeted toward field trips and off sight learning programs. Many farmers in communities are just now identifying this audience as a revenue source for their farm. This source of income would provide an incentive for the development of new agricultural tourism attractions.

➤ **Farmer Agricultural Tourism Management and Certification Program**

An educational program that enhances the management of their enterprise as well as promote their enterprise can be useful to the development of an agri-tourism enterprise. A management program would cover the following areas: regulations, taxes, insurance, labor, bio-security, risk management, public relations, financial management.

- Regulations: It is not always clear which government agency is responsible for regulating the various components of the agri-tourism enterprise. For example, in regards to zoning, county planning officers or county executives need to be contacted for an official statement on the status of county zoning policies. With regard to health regulations, the county health departments and the state department of agriculture must be contacted for waste-handling regulations. The Animal and Plant Health Inspection Services (APHIS) needs to be contacted for information on animal handling regulations. Other areas such as commercial kitchens, signage, sales taxes, etc. need to be explored and agencies responsible for regulating these areas need to be contacted for official statements regarding their regulatory policies.
- Taxes: Farmers partaking in the agri-tourism industry need to learn more about various taxes. For example, farmers must be educated about business tax and advised that they



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contact the local county court clerk's office for information about local business licenses. Also, farmers must be educated about income taxes since the majority of all agri-tourism operations are required to obtain a federal taxpayer identification number.

- **Labor:** Labor issues are paramount in all business ventures today. Many farmers, entering the agri-tourism industry, find labor management to be the toughest part of the new enterprise. Many enterprises either use extensive family labor or utilize migrant workers. Independent contractors are also an option. A variety of issues arise when considering labor management. Those include:
 - compensating and training employees
 - workman's compensation
 - communicating with employees
 - taxes
 - liability, etc.
 - developing an organizational structure
- **Bio-security:** Agri-tourism operations can be both a source and a recipient of contaminants. Livestock and crop enterprises are often risk being damaged by the introduction of diseases that can be potentially be carried by tourists' shoes or car tires. Farms, harboring contaminants, chemicals, etc. can be equally harmful to visitors. Therefore, farmers must be educated on sanitation and safety steps to help minimize problems both to the farm and its visitors. As a result, coordinated efforts are needed in working with state and federal agencies to ensure adequate protection for both the public and the farm enterprise itself. A clear and reasonable interpretation of the rules and regulations concerning bio-security is greatly needed. Enterprise owners must be educated about bio-security regulations and be equipped with practical and easy-to-understand interpretations of the regulations.
- **Risk management:** Educational efforts are needed to help enterprise owners become aware of the risk management tools available in insurance, financial management, etc. Agri-tourism entrepreneurs must be advised to take precautions to avoid customer accidents. In the event of an accident, farmers must be advised that agreements with visitors prior to a visit on the farm may dictate the legal responsibility. Farmers must be educated on the various types of agreements such as a hold harmless agreement.
- **Public Relations Skills:** Agri-tourism enterprise owners need a variety of skills including hospitality skills, retail skills, customer relations, creating aesthetics venues, promotion and marketing skills to meet the expectations of the traveling public. Patience, communication and interpersonal skills are vital tools of an entertainment farming enterprise. When dealing with the public, farmers and farm workers need to speak clearly and accurately about the farm practices and be prepared to handle questions with a substantial amount of grace and humor. It is critical that farm tourist enjoy their farm visit and have the desire to return to the enterprise.



Recommendation #6

Establish permanent resources for the continued development of a statewide Agri-tourism Opportunity Outreach Program and aggressive marketing plan addressing impediment issues such as insurance and capital access.

All of the ideas and research embodied in this document has been a result of a team effort. To aid in the continued development of this project, a statewide Agri-tourism Opportunity Outreach Program is proposed. This program will allow those involved to develop organizations of growers, marketers, and community representatives to formulate visions, develop strategies, and begin to develop agri-tourism enterprises to add value to agriculture and rural products, and to create markets for them. In order to do this additional state level resources are required. Already the Kentucky Department of Travel includes a "Down on the Farm" section in their annual marketing publication. The Kentucky Department of Agriculture also recognizes the importance of developing and marketing agri-tourism as a viable opportunity for producers. A state-wide position should be developed and funded to coordinate the agricultural tourism work of the Tourism Development and Agriculture Cabinets.

➤ **Agri-tourism Opportunity Outreach Program**

This program will inform the public about the opportunities in agri-tourism. Various agencies can assist in setting up programs to present to their audiences and membership. This approach includes the development of a traveling information showcase to inform different regions in the state about agri-tourism ideas and to identify resources that planning groups, farmers, entrepreneurs and agencies can use to promote agri-tourism. One emphasis in this initiative is to encourage local tourism commissions to identify and help promote **existing** agri-tourism businesses as well as encourage the development of new agri-tourism ventures.

The Agri-tourism Opportunity Outreach Program will also be used to develop the marketing portion of the state-wide Agri-tourism Master Plan. A good marketing plan for Kentucky's agricultural tourism industry can be broken down into the eight different elements outlined as follows:

- I. Introduction
- II. Market Analysis
- III. Marketing Objectives and Goals
- IV. Marketing Strategies
- V. Marketing Mix
- VI. Advertising, Promotion, and Publicity
- VII. Marketing Budget
- VIII. Marketing Plan Check List

In all, the Agri-tourism Opportunity Outreach Program is perhaps the most important step of all in that it is during the proposed regional and community meetings, and through the development of the Agri-tourism Master Plan, that legislators and stakeholders will have the opportunity to introduce new opportunities to their communities



➤ **Agricultural Tourism Capital Access Program**

A capital access program similar to the State of New York's Agri-tourism and Education Capital Access Program should be implemented in Kentucky. The program offers three tiers of grant funding.

- **STOP and LOOK:** (Up to \$ 10,000) Roadside or stop-on-farm and observe from a distance
Grants for the following, but not limited to:
 - Parking Area
 - Benches, picnic tables, polebarn type shelter
 - Fence painting and repair
 - Signage to explain site and suggest other sites, kiosks with brochures
 - Cosmetic improvements, not to include barn painting

- **STOP, LOOK and VISIT:** (Up to \$ 25,000) Proceeding through farm, guided or unguided tours, with opportunity to observe working farm "close up."
Grants for the following, but not limited to:
 - All of the same as in "Stop and Look"
 - School bus turnaround
 - Liability insurance
 - Agricultural refreshments
 - Nursery area
 - Hand wash station
 - Restroom facilities
 - Signage
 - Additional required vaccination for petting animals

- **STOP, LOOK, and STAY:** (Up to \$ 50,000) Visitors can enjoy the rural atmosphere and farm activity during an overnight or extended stay.
Grants for the following, but not limited to:
 - All of the same as in "Stop, Look and Visit"
 - Building or renovations to include overnight accommodations on or near farm such as bed and breakfast, elder hostel/dormitory, etc.

- *Micro-loans or mini-grants:* With this type of funding, an agri-tourism entrepreneur is provided stimulus to startup enterprises.
- *Tourism payments:* This type of funding could be useful to spur improvement of many farmscapes. For example, tourism payments are common in Great Britain, often encouraging the upkeep of stone fences

Insurance:

This is perhaps the single **most critical** issue that needs to be addressed. Liability insurance is of particular interest since animals are often part of the enterprise mix. Current Kentucky law, Farm Animal liability KRS 247.401 through 247.4029 defines an animal owner's responsibilities



to protect guests who come into contact with their animals. If the owner warns the person either in writing or by a sign, then the owner can use the warning as a defense in court in the event of an accident. While the law does not limit the owner's liability, it does create a defense that previously was not available. The bill simply says that animals are unpredictable and that if those who have been warned of that unpredictability go near the animals, they assume the risk of injury. While many are aware of potential liability many are unsure how to access cost effective insurance policies to mitigate the risk of liability.

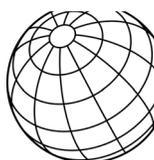
In all, loan or grant programs should be explored and should target and benefit new and existing enterprises. Farmers and non-farmers alike will find this a rewarding concept, and one that helps highlight two of Kentucky's most important industries, tourism and agriculture

CONCLUSION

Perhaps the most important aspect of a growing agri-tourism sector is the facilitation of an exchange of values between the consumer and the farm community. A unique characteristic of Kentucky is the people's attachment to the land and to their home places. Perhaps more so than in any other state, Kentucky's farms reflect a great diversity of agricultural endeavors. Kentucky's farms are also unique in their relatively small scale - the traditional family farm actually still continues in much of the state even today.

Agri-tourism takes many forms, including the drive-by, the day trip, and medium to longer-term visits. Agri-tourism also includes educational tours, dude ranches, agricultural heritage festivals, tasting events, agricultural museums and community centers, county fairs, commodity festivals, and a host of other events. All of these examples can be considered opportunities for consumers and producers to generate a meaningful exchange of values. In the end, consumers value the ambiance, the experience, the difference, the cultural exchange, and the products. Farmers get a sense of satisfaction from providing positive experiences for people, from relationships that develop with these people, and, of course, from receiving a financial remuneration for their efforts. Establishing an agri-tourism industry in Kentucky has many benefits, including "tie in" with other initiatives such as the Governor's Smart Growth Task Force recommendations and the Cultural Heritage Tourism Strategic Plan. The industry represents sustainable development for the agricultural base of Kentucky and includes job retention and job creation opportunities for Kentucky's rural areas. Finally, agri-tourism provides farmers with the option for additional income through development of tourism opportunities without requiring them to sell or develop the land for non-agricultural uses.

Agricultural tourism is a growing sector in a state and region where agriculture and tourism are both important and well-established industries. Agri-tourism already provides opportunities for diversification, economic development, and education. The further development of a targeted, consumer driven marketing effort holds significant potential for farmers and communities across the Commonwealth. The successful marketing of agri-tourism in the Commonwealth will depend first and foremost on linking consumer preferences with farm-based output. The development and expansion of an agri-tourism sector may be one alternative for improving the incomes and potential economic viability of small farms and rural communities.



APPENDIX "A"

The Kentucky Agri-tourism Working Group conducted a survey in the Fall of 2001 to inventory agri-tourism offerings in Kentucky. Below is a list of the businesses that have responded thus far:

- **Aquaculture Tours**
Goodin View Farms, Inc., *Lebanon*

- **Bed & Breakfast**
Just Down on the Farm Lodging Cabin Fever B&B, *Hodgenville*
Trinity Hills Farms B&B Inn/Spa, *Paducah*
Old Crow Inn Farm, *Danville*
The Homestead, *Bardstown*
D.H. Resorts, Inc., *Hillsboro*

- **Buffalo**
Buffalo Crossing Restaurant and Family Fun Ranch, *Shelbyville*

- **Carriage/Wagon Rides**
"R" Farm, *Maysville*
Good Shepherd Farm, *Danville*

- **Christmas Tree Farm**
Hutton-Loyd Tree Farms, *Plummers*

- **Cider Pressing/Tasting**
Garret's Orchard, *Versailles*

- **Corn Mazes**
May's Lick Corn Maze, *Maysville*
It's Fall Ya'll, *Henderson*
Goodinview Farms, Inc., *Lebanon*
"R" Farm, *Maysville*
Browning Orchard, *Wallingford*
Roberts' Family Farm, *Guston*

- **Country Ham**
Broadbents B&B Foods, *Cadiz*

- **Catfish Farms**
Goodin View Farms, Inc., *Lebanon*



- **Distilleries**
Heaven Hill Distillery, *Bardstown*
Maker's Mark, *Loretto*
Jim Beam Distillery, *Clermont*
- **Dog Training/Breeding/Sell**
Hinton's Border Collies, *Scottsville*
- **Elk**
Doraisamy Elk, *Lexington*
- **Farms – Privately Owned**
Plum Home Farm, *Lexington*
Osmar Farm, *Lexington*
- **Farm Tours – Public**
Willow Dreams Farm, *Edmonton*
Beaver Creek Suffolks, *Versailles*
Riverside, the Farnsley-Moremeyn Landing, *Louisville*
- **Farm Tours – Schools**
Bagwell Farms, Inc., *Paducah*
"R" Farm, *Maysville*
Hutton-Loyd Tree Farms, *Plummers*
Browning Orchard, *Wallingford*
Kentucky Living History Farm, *Lexington*
Buffalo Crossing Restaurant and Family Fun Ranch, *Shelbyville*
Roberts' Family Farm, *Guston*
- **Farmer's Market/Country General Stores – Kentucky Products**
Stellar Creations "Sunfish Mall", *Sunfish*
Boyle County Farmer's Market, *Danville*
Perryville Farmer's Market, *Perryville*
Woodford County Farmer's Market, *Versailles*
Russell County Farmer's Market, *Russell Springs*
Powell Co. Farmer's Market, *Stanton*
Cave City Agriculture Center, *Cave City (open Spring 2002)*
Boyd Co. Farmer's Market, *Cattlesburg*
- **Feed the Cows**
- **Festivals**
"R" Farm, *Maysville*
Forkland Festival, *Gravel Switch*



- **Garden Tours**
Valley Creek Herbs, *Battletown*
Lee's Garden Center, *Hodgenville*
Sand Hill Farm, *Greensburg*
Mitchell's Garden, *Frankfort*
Frenchvalley Farms Greenhouses/Fall Decorations, *Jamestown*
Old Crow Inn Farm, *Danville*
Coffey's Garden Center, *Russell Springs*
- **Green Houses**
Frenchvalley Farms Greenhouses/Fall Decorations, *Jamestown*
Poore's Nursery, *Russellville*
- **Hay Rides**
It's Fall Ya'll, *Henderson*
"R" Farm, *Maysville*
Forkland Festival, *Gravel Switch*
Roberts' Family Farm, *Guston*
- **Haunted Barns/Mazes**
- **Historical Mills**
- **Homemade Ice Cream**
- **Horse Riding/Training/Breeding**
Shelby Creek Farm, *Lexington*
Lear Farms-Green Sentinel Farm, Inc., *Lexington (future)*
Pleasant Green Farm, *Lexington*
Constancia Farm, *Lexington*
Watermark Farm LLC, *Lexington*
Gainesway Farm, *Lexington*
Maplecrest Farm of Lexington, LLC, *Lexington*
Cleveland Branch Farm, *Lexington*
Juddmonte Farms, *Lexington (private)*
Bel-Mar, *Lexington*
Brookledge Horse Transportation, *Lexington*
Manly Farm, LLC, *Lexington*
Hope Springs Farm, *Lexington*
- **Horse Demonstrations**
Maplecrest Farm of Lexington, LLC, *Lexington*
- **Horsedrawn Farm Equipment Display**
Powell Horse Transportation, *Lexington*



- **Livestock/Cattle**
 Beaver Creek Suffolks, *Versailles*
 Linden Farm, *Lexington*
 Lear Farms-Green Sentinel Farm, Inc., *Lexington (future)*
 Manly Farm, LLC, *Lexington*

- **Livestock Events Facilities**
 WKU Agricultural Exposition Center, *Bowling Green*

- **Museums**
 Old Crow Inn Farm, *Danville*
 Kentucky Living History Farm, *Lexington*
 Oscar Gets Museum of Whiskey History, *Bardstown*
 Riverside, the Farnsley-Moremen Landing, *Louisville*
 Historic Locust Grove, Inc., *Louisville*

- **Orchards**
 High Hill Orchard, *Henderson*
 Crisp Country Farm, *Lexington*
 Reed Valley Orchard, *Paris*
 Garrett's Orchard, *Versailles*
 Jackson's Orchard & Nursery, Inc., *Bowling Green*

- **Petting Zoo**
 Bagwell Farms, *Paducah*
 "R" Farm, *Maysville*
 Good Shepherd Farm, *Danville*
 Buffalo Crossing Restaurant and Family Fun Ranch, *Shelbyville*

- **Pick Your Own**
 Bluegrass Blueberries, *Edmonton*
 Warren's Berry "Pick It" Farm, *Henderson*
 Mitchell's Garden, *Frankfort*
 "R" Farm, *Maysville*
 Stafford Farm, *Danville*
 Klisz Blueberry Farm, *Parksville*

- **Plant Swap**

- **Pony Rides**
 Watson's Pumpkin Patch, *Bloomfield*

- **Produce**
 Frenchvalley Farms Greenhouses/Fall Decorations, *Jamestown*
 Willow Dreams Farm, *Edmonton*
 Goodinview Farms, Inc., *Lebanon*



Ole' Kentucky Favorite, *Lawrenceburg*
Jackie Carr, *Lexington*
Poore's Nursery, *Russellville*
Russell County Farmer's Market, *Russell Springs*

- **Pumpkin Patch**

It's Fall Ya'll, *Henderson*
Crisp Country Farm, *Lexington*
Watson's Pumpkin Patch, *Bloomfield*
Buffalo Crossing Restaurant and Family Fun Ranch, *Shelbyville*
Roberts' Family Farm, *Guston*

- **Santa**

- **Shrimp Farms**

Goodin View Farms, Inc., *Lebanon*

- **Tobacco**

Linden Farm, *Lexington*
Lear Farms-Green Sentinel Farm, Inc., *Lexington (future)*
Bel-Mar, *Lexington*
Jackie Carr, *Lexington*
Silvacola Farm, *Lexington*

- **Scarecrow Making**

- **Winery/Wine Tasting**

Equus Run Vineyards, *Midway*
Old Crow Inn Farm, *Danville*
Springhill Winery, *Bloomfield*

- **Workshops**





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