



2014 Georgia Agritourism Annual Conference

March 31 - April 1, 2014
THE
CLASSIC CENTER
Athens, Georgia

FULL CONFERENCE SCHEDULE

Monday, March 31

All activities occur at The Classic Center, Athens, GA unless otherwise stated

10:00 a.m. Registration Opens
The Atrium

10:30 a.m. First Annual Agritourism Farm Tour Buses Depart
Buses depart from the Thomas Street Circle in front of the Classic Center
Tour agritourism operations in north east Georgia. Hear from some of Georgia's finest agritourism operators and staff, experience their facilities and activities, and glean ideas that just might work for you.

Farm Tours Sponsored and Coordinated by:



Moon Farms

<http://www.moon-farms.com/index.html>

Russ Moon

Moon River Ln, Danielsville, GA

U-Pick Strawberries & Blackberries, Roadside Market, Cattle, Wheat, Soybeans, Canola

Jaemor Farms at Banks Crossing

<http://www.jaemorfarms.com/commerce-market>

Drew Echols and Daphne Echols Crumley

40081 U.S. 441, Commerce, GA 30529

Tour New Market

Lunch Sponsored by:

Nadine's Classic Cuisine

<http://www.nadinesclassiccuisine.com/index.html>

Nadine Wardenga

Crow's Lake

<http://www.crowlake.com/index2.html>

Tom Crow
155 Crows Lake Dr, Jefferson, GA
Catfish Farm, Group Facilities

Rancho Alegre Farms

<http://ranchoalegrefarm.com>

Pilar Quintero
2225 Givens Rd, Dacula, GA
Venue & Event Facilities, Dairy, Located in Gwinnett County

- 4:00 p.m. Agritourism Farm Tour Buses Return**
The Classic Center
- 5:00 p.m. Opening Reception and Silent Auction**
The Atrium
- 6:30 p.m. Georgia Agritourism Association Annual Membership Meeting**
The Parthenon 2
- 7:00 p.m. Experience the Dining and Night Life of Athens on Your Own**

**Farm tours are included in full registration for the 2014 Georgia Agritourism Annual Conference hosted by the Georgia Agritourism Association*

Tuesday, April 1

All activities occur at The Classic Center, Athens, GA unless otherwise stated

- 7:00 a.m. Registration Opens**
The Atrium
- 7:30 a.m. Breakfast with Exhibitors**
The Atrium
- 8:30 a.m. Welcome**
Jeff Manley, President, Georgia Agritourism Association
Grand Hall 1, 2 & 3

EDUCATIONAL SESSION – HOW CUVA CAN WORK FOR YOU

Grand Hall 1, 2 & 3

Moderator: Brandon Ashley, Commodities Specialist, Georgia Farm Bureau, Macon, GA

OVERVIEW OF CUVA

Brandon Ashley, Commodities Specialist, Georgia Farm Bureau, Macon, GA

Learn about CUVA, why it's important to your Agritourism Operation, as well as the benefits and pitfalls of the program.

AGRITOURISM OPERATOR EXPERIENCES WITH CUVA & COUNTY TAX OFFICIALS

Many operators have found ways to work with their County Tax Assessors to create a harmonious relations while others fight a constant uphill battle. Hear about the good and the bad from 2 agritourism operators:

“My County Tax Assessors and I Are Like Peas and Carrots”

Jeff Manley, The Rock Ranch, The Rock, GA

“Houston, We Have A Problem”

Janice Hale, Hillcrest Orchards, Ellijay, GA

THE GEORGIA AGRITOURISM ASSOCIATION IS HERE TO HELP

The GA Agritourism Association has been very active with fellow agricultural organizations in defending CUVA and agritourism operators and working with local County Tax Assessors.

DEFINING AGRITOURISM WITH EDUCATION, NOT LEGISLATION

Bo Warren, Director of Business Development, GA Dept of Agriculture, Atlanta, GA

The Georgia Department of Agriculture is writing a ‘white paper’ to help define Agritourism for regulatory bodies that just don’t get it.

PANEL DISCUSSION FOR QUESTIONS AND ANSWERS

10:10 a.m. Refreshment Break with Exhibitors

The Atrium

10:40 a.m. EDUCATIONAL SESSION – FOOD SERVICE AND FOOD PRODUCTS ON THE FARM

Grand Hall 1, 2 & 3

Moderator: Sarah Cook, Center of Innovation for Agribusiness, Special Projects Coordinator, Tifton, GA

AGRITOURISM OPERATORS SHARE THEIR EXPERIENCES

Whether you have 100 customers or 100,000 customers every year, offering food menu items and/or creating food products from your farm is on your mind. Learn from their experiences of beginning to offer food service, what worked from them, why a larger menu is not always better, and the “learning curves” you can avoid:

[Successful Menu Offerings Starting from Scratch...and Demand](#)

Joyce Calhoun & Shelia Rice, Calhoun Produce, Ashburn, GA

[Beyond Hotdogs and Hamburgers: How a Creative Menu Can Win](#)

Kathy Carter, Southern Belle Farms, McDonough, GA

[THE GEORGIA COTTAGE FOOD PROGRAM](#)

Bradley Brown, North Georgia District Manager, GA Dept of Agriculture, Atlanta, GA

Did you know you could make certain foods your home or small kitchen for sale to the end consumer? Find out how the Georgia Department of Agriculture is working to make things easier for you.

WHAT YOU NEED TO KNOW ABOUT A CO-PACKER

Patsy Mitcham, Hillside Orchards, Lakemont, GA

Creating private label food products is a great way to utilize any extra harvested items from your farm. Before you find yourself up to your eyeballs in harvested product and wondering how to turn it into profit such as a jam or salsa, find how a co-packer can help and what you need to know before you contact them.

DEVELOP FOOD PRODUCTS BEYOND YOUR OPERATION

Sarah Cook, Center of Innovation for Agribusiness, Special Projects Coordinator

Discover the services available through the Center of Innovation for Agribusiness to help you create your own products for sell beyond your operation's shelves. Work with experts to find co-packers, bottling companies, labels, etc. to begin diversifying your food products.

PANEL DISCUSSION FOR QUESTIONS AND ANSWERS

12:15 p.m. Lunch with Roundtable Discussions
The Atrium

1:15 p.m. SILENT AUCTION CLOSURES - - BID HIGH!!!

EDUCATIONAL SESSION – DRAW A CROWD ON YOUR FARM

Grand Hall 1, 2 & 3

Moderator: Kent Wolfe, Dir. of Ctr for Agribusiness & Economic Dev, UGA, Athens, GA

NOT EVERY FIELD TRIP IS CREATED EQUAL

Caroline Black, Farms Education & Agritourism Coordinator, Jaemor Farms, Lula, GA

Teachers are always wanting to create applied learning experiences for their students and what better way than on YOUR operation. However, gone are the days of hosting kids for a day of fun. See how one organization has created easy communication and “standards-based” field trips associated with Georgia Department of Education curriculum has increased their traffic and increased their reach.

CONSIDERING A FESTIVAL?

Ellen Gay McEwen, Cotton Pickin’ Fair, Gay, GA

Festivals are becoming a popular event to draw customers to the farm for a few hours to a couple of days. But is it right for you? When considering a festival for your farm or area, this expert will help you think through your space, design, liabilities and any regulations that may be looming.

HOW CAN SPONSORING A NON-PROFIT ON YOUR FARM ACTUALLY HELP YOU?

Jason Lester, Northeast GA Area Director, FCA, Gainesville, GA

Discounted rates, donating a percentage of profits, lots of extra people...is sponsoring a non-profit event on your farm really worth it? Hear about it from the agritourism operator and non-profit organization.

DIVERSIFY BY ADDING A CSA

Amanda Tedrow, Athens-Clarke County Extension, Athens, GA

At the heart of agritourism is inviting the public onto a working farm to create a positive experience and hopefully educate them as to where their food and fiber comes from. Adding a CSA could be another avenue to utilize your land and raise some funds while meeting an ever-growing demand for fresh, locally grown products.

PANEL DISCUSSION FOR QUESTIONS AND ANSWERS

2:30 p.m. Refreshment Break with Exhibitors

The Atrium

SILENT AUCTION WINNERS POSTED

3:00 p.m. EDUCATIONAL SESSION – MARKETING: IF YOU BUILD IT, WILL THEY REALLY COME?

Grand Hall 1, 2 & 3

Moderator: Rodney Miller, Buford Corn Maze, Buford, GA

WHAT COULD YOUR OPERATION AND THE HIT TV SHOW “THE WALKING DEAD” HAVE IN COMMON?

Chris Cannon, Tourism Manager, Presidential Parkways, GA Dept of Economic Development, Columbus, GA

Cheryl Smith, Tourism Manager, NE GA Mountains, GA Dept of Economic Development, Gainesville, GA

Find out how the Georgia Department of Economic Development and Tourism Division can help you grow and promote your business nationally...including allowing TV, movie, and photojournalist professionals on your farm for their next project. Senoia doesn't have to be the only place in Georgia to cash in on TV and other media!

GEORGIA GROWN AGRITOURISM SIGNAGE PROGRAM AND HOW THEY CAN WORK

Cindy Norton, Agritourism Manager, Georgia Dept of Agriculture, Atlanta, GA

What is more Georgia Grown than fun on a farm? Find out how you get signage and “traffic” with the Agritourism Sign program offered through the Georgia Department of Agriculture.

[MARKETING THAT WORKS: FLIERS TO EMAIL TO NATIONAL TV](#)

Agritourism Operators share their experiences of how they got started from the ground up in getting the word out and getting the people through the gate.

Adam Pugh, Director of Events and Marketing, The Rock Ranch, The Rock, GA

Pilar Quintero, Rancho Alegero Farms, Dacula, GA

John Washington, Washington Farms, Athens, GA

PANEL DISCUSSION FOR QUESTIONS AND ANSWERS

4:30 p.m. Reverse Rooster Raffle Drawing

Wrap Up and Announcements

5:00 p.m. The Horse Heads Toward the Barn / Adjourn