

PROMOTING AGRITOURISM

**WEAVING IT ALL TOGETHER
JUNE 21, 2019 SPANISH PEAKS BUSINESS
ALLIANCE WORKSHOP**

UTILIZE YOUR LOCAL RESOURCES

MAJORITY OF AGRITOURISM COMES FROM LOCAL RESIDENTS WHO ARE LOOKING FOR FUN ACTIVITIES AND PLACES TO VISIT WITH THEIR FAMILIES IN COLORADO!

START LOCALLY AND BUILD FROM THE GROUND UP

- Rural areas should collaborate with other tourism development agencies to enhance the local and state economy.
- Sustainable tourism achieves economic benefits for both you and your community.
- **CREATE A WIN WIN FOR EVERYONE!**

AGRITOURISM PARTNERSHIPS BUILDING COMMUNITY

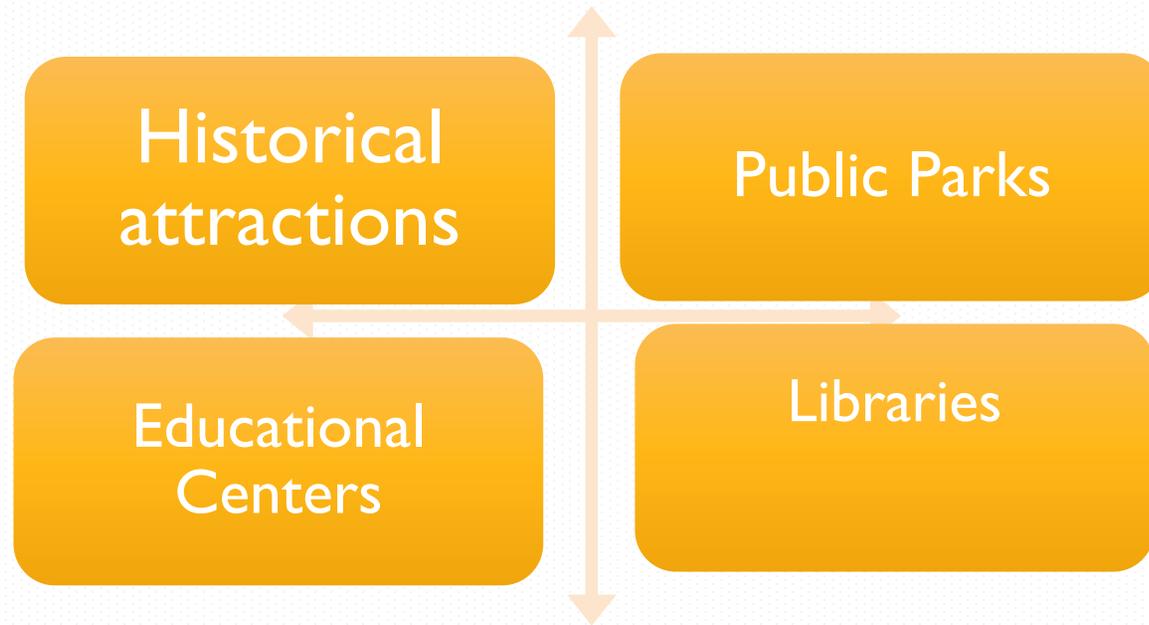


PARTNER WITH LOCAL EVENTS

- IDENTIFY COMMUNITY SEASONAL ACTIVITIES, FAIRS, OR MUSIC FESTIVALS THAT SUPPORT FARM AND RANCH ENTERPRISES IN YOUR AREA.



WHAT'S IN YOUR REGION? WORK TOGETHER



ATTRACT CUSTOMERS

Important to make good use of local advertising and food-oriented events to attract customers.



NETWORKING PAYS OFF

- Are you involved with any organizations that support locally owned businesses related to agriculture?
- Are there partnerships that can be formed that will support your new enterprises?
- Who can you partner with in your community who can support your vision?

- (FROM CO. GOV AGRITOURISM COMMUNITY RESOURCE GUIDE)

LEVERAGE ADVERTISING DOLLARS

- Local County or Chamber can help you advertise in their newsletters and on websites
- Local Farmers Markets are great places to outreach
- Sponsor Local Events with your Name and Logo
- Local Restaurants and Lodging can put out your brochures

WORD OF MOUTH IS YOUR BEST ADVERTISEMENT!



STATEWIDE RESOURCES

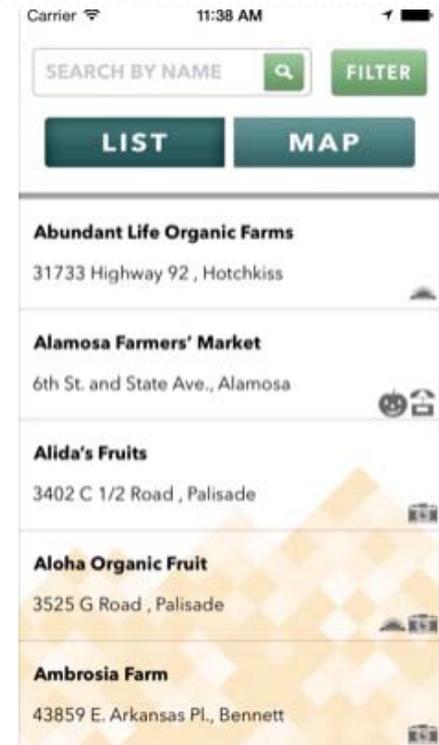
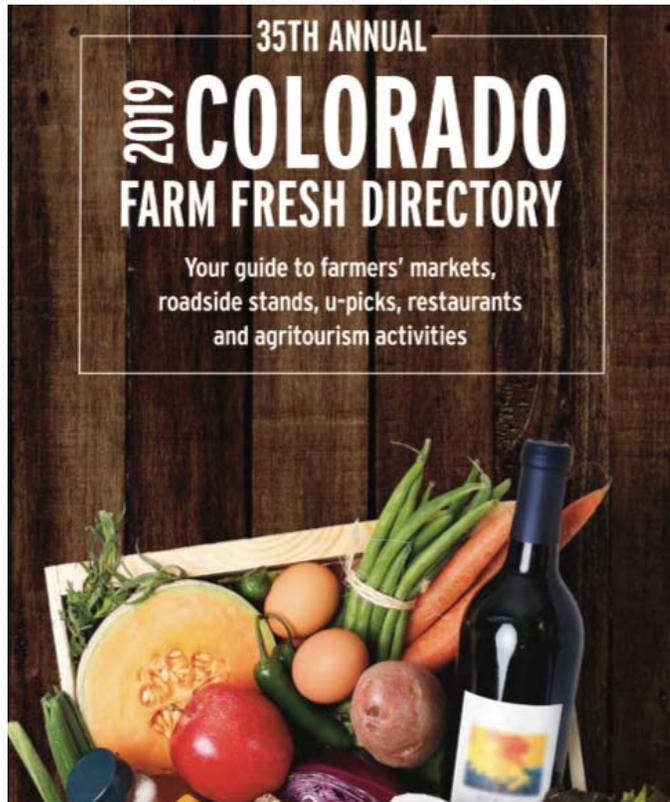


COLORADO STATE UNIVERSITY
EXTENSION



COLORADO.GOV
Colorado Dept. of Ag

COLORADO FARM FRESH DIRECTORY



COLORADO RESOURCES & GUIDES



A screenshot of the MarketMaker website interface. At the top, the text "MARKETMAKER" is displayed in a bold, sans-serif font, with a small orange circle between the words. To the right of this are navigation links: "SEARCH | REGISTER | BUY/SELL | AGMRC | PARTNERS". Below this, the word "COLORADO" is centered. To the right of "COLORADO" are more navigation links: "WHY MARKETMAKER | ABOUT US | NEWS | RESOURCES | CONTACT US". The main content area features a background image of fresh produce, including green beans, blueberries, grapes, and tomatoes. Overlaid on this image is the text "Connecting Producers, Markets, and Food Lovers" in a white, serif font. Below the image is a search bar with the text "Search Colorado Markets" on the left and "start typing to search" on the right. At the bottom of the screenshot, a green banner contains the text "How can I use MarketMaker?" in white, followed by three circular icons: a person wearing a cowboy hat, a hand holding a green leaf, and a hand holding an orange fruit.

COLORADO TOURISM ONLINE



COME TO LIFE  COLORADO™

DO / HOTELS & LODGING / FESTIVALS & EVENTS / TRIP IDEAS / REGIONS & CITIES / SPECIAL OFFERS

THINGS TO DO

Colorado is packed full of things to do year-round. From family attractions, national parks to cosmopolitan cities and welcoming towns, these Colorado vacation itineraries will show you how to truly Come to Life.

COLORADO.COM

COLORADO ROOTS

The guide for local-food eaters, craft-beer lovers, scenic-byway riders, fresh-fruit pickers, history-museum browsers, Wild West seekers, tiny-lamb petters, baby-goat groupies, farm and ranch fanciers and everything in between. And there's a lot in between!

- [Farm & Ranch Activities >>](#)
- [Culinary Activities >>](#)
- [Historic Places & Districts >>](#)
- [Museums >>](#)



ARTSY AFFAIRS AT COLORADO'S CERTIFIED CREATIVE DISTRICTS

Our painting-like landscapes serve up some serious inspiration and set the stage for a love affair with art that spreads across the state. [Read more](#)



FRESH CONNECTIONS: 12 WAYS TO ENJOY COLORADO FARM LIVING

Whether you want to pick, dine or stay, farms and ranches in the Centennial State are offering exquisite agricultural experiences like no other. [Read more](#)

IN THE NATIONAL NEWS



[ALL FARMSTAYS: MAP SEARCH](#) [FARMSTAYS BY COUNTRY](#) [FARMSTAYS BY CATEGORY](#) [HOTEL SEARCH](#) [RURAL TOURISM GUIDES](#) [CHANGE LOCATION](#)

FARM STAY USA

To browse our hand picked collection of the best agritourism; farm stay vacations, guest ranches & vineyard hotels in the United States, all with instant online booking & lowest price guaranteed via Booking.com: [Click Here:](#)

[MAP SEARCH: CLICK HERE TO SEE ALL OUR FARM STAYS, DUDE RANCHES & VINEYARD HOTELS IN THE USA](#)

Open "https://www.farmstayplanet.com" in a new tab



The screenshot shows a news article from USA TODAY. The title is "Agriturismo, American style: 8 farm and food experiences in the USA". The author is Lindsay Cohn, Special to USA TODAY. The article was published on June 15, 2018, at 7:53 a.m. ET and updated on June 19, 2018, at 7:27 p.m. ET. The main image shows two alpacas in a field, one of which is eating a green leaf. To the right of the main image is a smaller image of a man in sunglasses sitting in a pool. Below the main image is a small text box that says "today.com" in a new tab.



The advertisement features a man in sunglasses sitting in a pool. The text reads "SUMMER IN SCOTTSDALE" and "resort rates from". There is a "LEARN MORE" button.

[Share your feedback](#) to improve our site experience



SOCIAL MEDIA MARKETING

BUILD YOUR ONLINE PRESENCE DAILY



MARKETING PROMOTIONS FB & INSTAGRAM



DON'T BE SHY!

SHARE WHO YOU ARE

CUSTOMERS ARE LOOKING FOR WHAT YOU HAVE

CREATE YOUR BRAND AND LOGO TO
REPRESENT YOU ON ALL PLATFORMS



Valley Raised Boneless Pork Chops



SOCIAL MEDIA

- BE SOCIAL
- BUILD relationships.
- ENGAGE your audience.
- SHARE ideas and info that support and help others.

WHO IS YOUR AUDIENCE OR POTENTIAL CUSTOMER?

- EVALUATE YOUR AUDIENCE
- *WHAT* ARE CONVEYING OR ASKING FOR?
- Get them INTERESTED and involved in whatever it is you are promoting .





[Colorado Mills](#), based in southern Colorado, is no stranger to sunflower oil. Its state-of-the-art facility has the capacity to produce 12,000 gallons of oil every single day.

PROMOTE FACTS ABOUT YOUR FARM AND YOUR PRODUCTS

PEOPLE ARE INTERESTED
IN INFORMATION ABOUT
EVERYTHING YOU DO!

YOUR ANIMALS

YOUR INDUSTRY

PRODUCTS

YOUR STORY

YOUR HISTORY

LET YOUR PASSION GUIDE YOU

- MIM BY KIM
- HANDMADE GOAT SOAPS MADE IN MONTROSE
- KIM INVITES PEOPLE OUT TO PLAY WITH HER GOATS
- SELLS AT THE MONTROSE FARMERS MARKET





CREATE INVITING IMAGES

GLAMPING IS THE NEW BIG THING!

People spend 100s of dollars to stay on someone's farm in a tent and do an activity on your property.

Get Creative!

ENGAGE YOUR AUDIENCE

- Agritourism is a great venue for social media marketing!
- Pictures make a difference!



- Take advantage of this platform as often as possible. Consider things like:
 - **Raffles**
 - **Quizzes**
 - **Photo Contests**

BE CREATIVE

U PICK EM AND EAT EM'
APPLES!



READY TO RIDE ? COME JOIN US



- **Spotlight your**
- **PRODUCTS- SERVICES**
- **Events and LOCATION.**

- Be sure and share **YOUR** stories and products.
- Invite everyone to engage on FB and spread their passion.

CREATE EVENTS

Make sure **TO CREATE AND INVITE PEOPLE** to your events!

Events can be a game changer!

Invite friends to cohost your event and interact.

Encourage friends to check *Interested or Going!* This can help spread your events quicker.

TOP TIP STAY ACTIVE



- **Live Video Works!** Video on location weekly.
- **Post often** (*Daily is optimal. Minimum 2-3x a week.*)
- **Ask questions:** What's your favorite time of year?
- **Schedule posts** to save time!

Antioxidant Packed Veggies



Dark orange, red, and yellow vegetables are fantastic sources of beta carotene which is important for healthy vision and a healthy immune system.

Antioxidants stop free radicals from damaging other cells in the human body



Dark leafy green vegetables are an excellent source of vitamin E, which may help protect against heart disease.



Look for a variety of richly colored veggies - the phytonutrients are what gives them their different colors.



Vitamin E can help decrease inflammation, is important for vision, and is good for heart health and immune function



**FOLLOW 80/20
RULE**

**80% CONTENT
20% Promotions**

Share valuable
information / Educate
your audience

PHOTOS ARE GOLDEN

Instagram and Facebook will spread your
business quickly.....keep sharing!



BUILDING A DREAM TAKES TIME
AND ENERGY.

COLLABORATION
IS THE KEY TO WEAVE THINGS TOGETHER!

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