

Farmers Markets & Agritourism Building the Partnerships



Virginia Department of Agriculture and Consumer Services
102 Governor Street | Richmond, VA | 23225

VIRGINIA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
MARKETING AND DEVELOPMENT SERVICES



**"MOST AMERICANS ARE
TWO TO FOUR GENERATIONS REMOVED
FROM THE FARM.
THE GENERAL PUBLIC HAS VERY LITTLE IDEA OF WHAT
AGRICULTURE IS ABOUT. FOOD IS CHEAP AND PLENTIFUL.
EVERYONE TAKES IT FOR GRANTED."**

- SHAWN S. STEVENSON

CREATED BY: AGRICULTUREIMPRESSIONS

Agritourism Brings the
Community to the
Farm

Farmers Markets
Bring the Farm to the
Community

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The Agritourism Visitor

1. Unique and authentic experiences
 - To experience the culture and heritage
2. Fun/Entertainment
3. They want to learn /Experiencing something new
 - Want more knowledge of agriculture, what it takes to produce food, what a farm looks like
4. Availability of good food, beer, and/or wine
 - Consumers are increasingly more interested in buying fresh, locally produced products
5. Live close by/passing through/visiting friends or family in the area
 - Increase in weekend and local travel
 - Increase in travel to rural areas to visit local attractions
6. Bonding with family and friends
 - Visiting the farm is an educational, interactive experience that everyone can enjoy



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The Agritourism Visitor typically visits multiple sites during their trip.

- *Agritourism Sites*
- *Restaurants*
- *Shops*
- *Lodging*
- *The Local Farmers Market*



Farmers Markets and Agritourism Operators Should Work Together:

- Don't view each other as competition
- You are partners



Connecting into Your Community:

- Local Tourism Office/Destination Marketing Office
- Economic Development Office
- Local Schools
- Local Restaurants
- Community Events
- **Talk to Everyone – Invite them to Your Market –
Tell Your Story**

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We Can Help:

Virginia Department of Agriculture and Consumer Services - Marketing and Development Services

- **Sales and Market Development**
- **Livestock Marketing**
- **Commodity Services**
- **Promotions**
- **International Marketing**
- **Agriculture and Forestry Development**

State Agritourism Team

Providing support and training for agritourism operators across the Commonwealth. The team is comprised of partners from:

Virginia Department of Agriculture and Consumer Services

Virginia Cooperative Extension

Virginia Tourism Corporation



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