



Agritourism



Northeast
Sustainable Agriculture
Research and Education

Martin Hall Agency & WVU Extension

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MEET THE TEAM

Account Director



RYAN BOMBICH

is a senior in the College of Creative Arts and Media at West Virginia University. He is studying advertising with a minor in marketing. After graduation, he plans to move to Washington, D.C. to pursue a career in research and strategy.

Public Relations Director



KAYLA RIFFLE

is a senior studying advertising and public relations with a minor in business administration in the College of Creative Arts and Media at West Virginia University. After graduation, Kayla plans on pursuing a job in sports media. Outside of MHA, Kayla is a tour guide for WVU, involved in football recruiting, and assists running the social media for the university.

Creative Director



MASON DEEL

is a senior in the College of Creative Arts and Media at West Virginia University. He is studying Advertising and Public Relations while also earning a Master's Degree in Integrated Marketing Communications in the 4+1 program. Outside of MHA, he is the Music Director at U92 the Moose, WVU's student radio station.

Digital Director



BAILEY TOOTHMAN

is a senior in the College of Creative Arts and Media at West Virginia University. She is studying Advertising and Public Relations with a minor in Business. After graduation, she plans on pursuing her Digital Media Masters Degree at the CCAM. Outside of MHA, she is currently interning with the Pittsburgh Steelers.

Brand Manager



ZACH ESSWEIN

is a senior in the College of Creative Arts and Media at West Virginia University. He is studying Advertising and Public Relations with a minor in Marketing. After graduation, he plans on moving to either Pittsburgh or Charlotte to pursue a career in the marketing industry.

Public Relations Specialist



AVERY RUDOLPH

is a junior in the College of Creative Arts and Media at West Virginia University. She is studying Public Relations with a minor in Sports Communications. Next Semester she plans on returning to the Martin Hall Agency as a teaching assistant.

Digital Media Specialist



ABBY BEURKET

is a senior in the College of Creative Arts and Media at West Virginia University. she is currently studying Advertising and Public Relations with a minor in Psychology

Multimedia Specialist



ADEN NICKERSON

Is a senior in the College of Creative Arts and Media at West Virginia University. He is currently studying Advertising and Public Relations with a minor in Music Performance. After graduation he plans to start a career in media planning and design.

EXECUTIVE SUMMARY

Research

For this semester's campaign, our group was driven to conduct research to drive the insights needed to develop the branding and, later, the marketing, advertisements, and public relations pieces needed to promote a new agritourism certification. Our group conducted both secondary and primary research focused on understanding what would drive both agribusiness operators and visitors to certify and find experiences locally. Secondary research included a thorough search of academic literature, expert websites, and media coverage of other certifications. Primary research consisted of two interviews with agribusiness operators to understand what would appeal to them in a certification and analysis of a previous survey sent to visitors and tourists about agritourism in West Virginia. Through these, we discovered that highlighting promotional and networking benefits for businesses was key. Businesses interviewed shared the sentiment that marketing, alongside running farms and businesses, was difficult, and a certification program that lifts some of this weight would be extremely beneficial for not only reaching consumers, but other businesses, allowing for B2B connections to benefit many local businesses. At the same time, on the consumer side, in-state visitors were a better target for a campaign because their attitudes were more favorable to agritourism.

Planning

The WVU Extension agritourism certification program seeks to connect local agribusinesses and encourages tourism in West Virginia by targeting agribusiness operators to certify and in-state visitors to promote local businesses, shops, and experiences. By December 15, 2024, the program aims to enroll at least 10 agribusinesses through an interest form collecting contact information and streamlining sign-ups.

To ensure the continued success of West Virginia's Agritourism Certification Program, the team has developed a strategy combining unified branding, paid media, and owned media. A unified branding marker will distinguish certified agribusinesses, promoting quality experiences statewide. Paid media, such as billboards, radio ads, and social media, will enhance visibility, while owned media, like an interactive story map, will engage audiences by showcasing certified businesses. Additional initiatives, including a passport stamp program and consumer-focused social campaigns, will drive awareness, foster participation, and encourage tourism, building lasting connections with operators, tourists, and local communities.

To establish a credible and sought-after certification, a satisfaction survey will measure success, aiming for at least a 75% satisfaction rate within six months of the campaign launch. A website outline and wire frame, including all written content, will also be completed by December 15, 2024. This site will feature an interactive story map showcasing certified businesses and resources like the Where to Next? wheel, which encourages exploration and collaboration.

EXECUTIVE SUMMARY

Implementation

The agritourism team began with implementing a timetable that would follow a certain schedule to allow the team to stay on track. Our specific contributions began in August and will end on December 15, but the open-ended nature of this campaign will allow for future teams' contributions. The team developed a branding of logos and color palettes through focus groups within the class. The team designed six logos off of the names West Virginia's Hidden Hollers, Naturally West Virginia, Mountain State Standard and agriculture. The team then developed tactics that would enhance our audience's engagement more effectively. For unified branding, we mocked a where to next wheel that will go in front of every agribusiness that completes the certification program. The wheel will be a physical object made of aluminum composite. It will be an interactive signage the audience can engage with to learn more about agribusiness across the state. For our paid media campaign tactics we mocked up newspaper ads, broadcast ads, and flyers. One of the flyers we created was to get input on a name and color palette for the certification program. Another tactic we mocked up were email newsletters to update the operators on upcoming events. The last tactic we mocked was a story map. The map will enhance the audience's experience with all sorts of features to guide the way through the agritourism industry in West Virginia. With these tactics in mind, the team was granted a \$5,000 budget to generate these ideas and prepare for future implementation. The team faced challenges when coming up with a branding for the certification program, which delayed tactic plans. Rather, the focus shifted onto concept-testing these ideas with operators and focusing on confirming before pursuing further action.

Evaluation

For the purpose of this section, results will be considered TBD due to the fact that a majority of the work done so far has consisted of branding and future planning. The objectives of the campaign are listed below, along with a brief description of how each will be evaluated.

Objective 1: To obtain at least 10 agribusinesses planning to complete the certification program within 6 months of the program launch.

For this objective, an interest form will be made available to agritourism operators. Agritourism operators will enter their contact information and receive more information and the opportunity to sign up.

Objective 2: Create a well-known and sought-after certification measured by an agribusiness participation and satisfaction survey that receives at least a 75% satisfaction rate within 6 months of the campaign launch.

This objective will be evaluated by conducting a satisfaction survey among operators after the campaign has launched.

Objective 3: To create a website outline and wireframe with all copy written by December 15, 2024.

To measure this objective, the outline and wireframe should be approved by the client by December 15, 2024.

BACKGROUND

The Client

WVU Extension is an program that aims to improve health, education and prosperity among the public. Through educational programs, WVU Extension helps people solve problems, develop skills and build a better future. One area of focus for WVU Extension is agritourism in West Virginia. The state of West Virginia offers many agritourism opportunities including farm tours, produce markets, flower picking, lodging, wineries and breweries.

The Problem

There are multiple problems when it comes to agritourism business as well as tourists and visitors. Overall, there is a low awareness of agritourism opportunities in West Virginia. Not only are tourists and visitors unaware of these activities, but agritourism operators are also unaware of other operators in their area. Additionally, operators have limited time and resources for other activities outside of work, which could include promoting their business. Finally, there is a low sense of community among operators, visitors and tourists.

The Goal

To create and promote a highly sought-after certification program that links agribusinesses together while ushering in more awareness to the agritourism industry in the state of West Virginia.



RESEARCH CONDUCTED

Secondary

To get a better understanding of WVU Extension and the agritourism industry, the team began by analyzing current WVU Extension materials, previously conducted studies and other certification programs across the country such as Go Texan and programs at both NC State and Oregon State. This provided the team with insights on the current state of agritourism and helped guide the team to develop research questions as we moved into the primary research phase.

Primary

After developing research questions to guide the team through primary research, we began by interviewing agritourism operators in West Virginia to better understand their beliefs, values and any problems or struggles they may face. There was a limitation that should be noted. The team was only able to conduct 2 interviews, so the results may not fully reflect all agritourism operators throughout the state.

To figure out more about in-state visitors and out-of-state tourists, the team analyzed a previously conducted survey. The survey included 400 participants from West Virginia and other states such as Pennsylvania, Ohio, Kentucky, Maryland, Virginia, and Washington, D.C. The results of the survey were analyzed by mean rating to determine perceptions and attitudes towards agritourism.



RESEARCH INSIGHTS

Partnerships and Network Opportunities

A certification program for agritourism businesses in West Virginia would create the opportunity for operators to collaborate and work together with other local businesses. The certification program would also provide operators with the proper resources to promote and safely operate their businesses.

Economic and Community Benefits

Both local agritourism businesses and the communities around them would benefit from an agritourism certification. Completing the certification could help business get more visitors which would increase profits. Bringing awareness to local business could benefit the local community by bringing in tourists while also providing in-state visitors with new and unique experiences.

Authentic Experiences

After analyzing a previously conducted survey, there were multiple items that stuck out about the attitudes of visitors and tourists. Survey respondents felt strongly about feeling welcomed and accepted ($m=4.35$) and having good quality service ($m=4.24$). When asked to indicate the level of importance of each descriptor, having a unique experience ($m=3.73$) and having a new experience ($m=3.73$) were ranked the highly among other options.

Challenges Among Operators

While speaking with agritourism operators in West Virginia, the team uncovered some common problems they face. Operators tend to struggle to find the time and resources to properly market and advertise their business. There is also an overall lack of awareness. Operators are unaware of other agritourism locations in their area and tourists and visitors are unaware of the different agritourism offerings in West Virginia.

TARGET AUDIENCES



"I think we're the worst storytellers there are, and for whatever reason we're scared to tell people what we do. And it's a really awesome, beautiful story that grabs hold of the person."

Agribusiness Operators

Name	Age
Bob Smith	43 years old
Occupation	Location
Farmer/Operator	Preston County, WV

Motivations

Attracting customers



Living comfortably



Providing for his community



Frustrations

Running farm & business



Promotion of both



Lack of time



Channels

Radio, TV, newspapers,
trade journals

Interests

Traditions,
supporting local



"I want to support local, I don't want to support out-of-state, you know?"

In-State Visitors

Name	Age
Sam Jones	29 years old
Occupation	Location
Teacher	Hinton, WV

Motivations

Experiencing new things



Supporting local



Budget-friendly activities



Frustrations

High cost of travel & living



Unawareness



Lack of time



Channels

Social media, websites,
word-of-mouth

Interests

Education, trying new things,
travel and outdoor recreation

MESSAGING

Unique Experiences rooted in the natural beauty and traditions of West Virginia.

Whether speaking toward agribusinesses or visitors, we want this program to highlight that these experiences, products, and services are the real hidden gems in West Virginia and deserve the spotlight. We want this idea to establish for operators that not only are they deserving of this spotlight because of their beauty, but other businesses within the state are just like them. Bridging this gap in connection and community can not only lead to more success for these businesses, but also show visitors that there is more community to be found in West Virginia than they already know. Visitors and tourists alike can recognize landmarks of the state (Dolly Sods, Spruce Knob, the New River Gorge Bridge), but we want both them and operators to see their agribusinesses as landmarks to be visited as well.

The certification presents a beneficial opportunity to agribusinesses .

Through the Certification program, our main goal is to ensure all agribusinesses continue to grow and thrive. This program allows for these businesses to connect with one another and share experiences, hardships, and ways to build one another up through Agritourism. This program also allows for these operators to meet and to discover operators that are down the street from them so they can connect with one another and support each other through their businesses,. This has been a common issue in the past, so ensuring that this doesn't happen in the future is our primary goal, so that all agribusinesses can benefit from not only each other, but also the certification.

Building a better West Virginia start with West Virginians.

How can you expect anybody from out of state to want to visit when West Virginians themselves aren't even aware of all the amazing things the state has to offer. Looking at our target audiences, we can see that most people in state will be attracted to business that provide a budget friendly yet memorable experience. They also may want to visit these businesses because of tradition and culture. This may be their neighbors mom and pop shop, or best friends restaurant, so they will want to support local.

SWOT ANALYSIS

Strengths

- High interest among in-state visitors
- The dedication to farming provided by the operators.
- People enjoy the experience and journey with friends and family.
- Each agritourism business embraces their differences so they can offer new experiences.

Weaknesses

- Lack of awareness some of the Agribusinesses exist.
- Out-of-state visitors have a lower intention of participating in agritourism activities
- Agribusinesses in different areas can be hard to locate.
- Some locations may not be interested in a certification program

Opportunities

- Agritourism businesses have the ability to offer visitors and tourists educational experiences.
- Highlight staff knowledge and increase the overall experience
- Other local agribusinesses want to support each other.
- Providing easy access to complete certification programs.
- Supporting local agritourism businesses supports the local economy.

Threats

- The perception of West Virginia from out of state tourists.
- Other local activities being chosen instead of an agritourism destination
- People who don't see the importance of the agritourism industry.
- Agritourism businesses not promoting to a diverse audience.
- Lack of time and availability to complete certification

CAMPAIGN OVERVIEW

Unified Branding

Where To Next Wheel

The Where to next wheel will be a cohesive signage for each agritourism business that completes the certification program. The wheel will be made out of an aluminum composite that will stake into the ground in the front of each business. The inside layer of the wheel is what spins and will consist of all the agritourism businesses categories around the wheel's side. The wheel's outside layer will have the logo and name of the certification program. It will also consist of a crescent opening which allows individuals to scan a QR code for each category that takes you directly to the WVU Extension website where you can learn more about the certified business under the category you scanned (See Appendix A). This allows operators to educate customers about their business while also increasing awareness of other local businesses.



Brand Logos, Names, and Colors

A unified brand must come with a brand to promote. Over the course of the semester, our team worked to develop ideas for various names, logos, and color palettes for the certification. After countless hours of work and feedback from clients, professors, and peers, we present the following names, logos, and colors as potential choices for this program (See Appendix B and C). These concepts should be reviewed and concept tested in the future before perfecting an ideal version and proceeding with this.



Paid Media



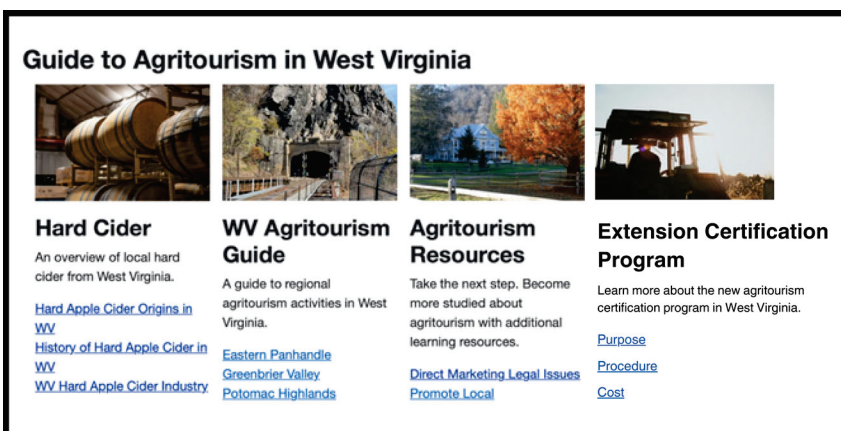
To not only represent Agritourism operators, but West Virginia as a whole, we wanted to create paid media ads that represented the hard-working and passionate operators of our beautiful state. The Hidden Hollers billboard you see above represents the destination being the experience, and for people to explore the hidden gems of West Virginia. The Naturally, West Virginia Sticker promotes the Certification program and allows for operators and business owners to put this on their laptops, cups, and show off the program. The print ad mockup for Mountain State Standard embodies the standard that not only operators hold themselves to, but also the state of West Virginia. This mockup uses our color palettes and a call to action to convey our messaging. Finally, our “What is” Naturally, West Virginia poster provides an insight onto what the program is and how beneficial it will not only be to our state, but also to our operators. (See Appendix D for other mockups.)



Media Kit

The media kit of the certification program includes key resources to (see Appendix E) help promote the certification program and guide potential participants. Incorporated in the kit is a press release to announce the program's launch and highlight its benefits, eligibility criteria, and key dates. Additionally, a Frequently Asked Questions (FAQ) page is included to address common questions about the certification process, requirements, and timelines. A signup newsletter has been designed for operators to easily register for the program. This signup newsletter also features a call-to-action button which will link them to the signup page on the website where agritourism operators can complete their registration and reread any information they might have missed in the newsletter. To ensure participants are well informed, a clear timeline of important dates, such as registration deadlines and pricing is included and recommended to be posted on the website to keep the process transparent and accessible.

Website Updates



To inform agritourism operators about the details of the new certification program, the team recommends adding a new section to the agritourism page on the WVU Extension website. In this section, operators would be able to learn more about the purpose, procedure and cost of the certification program. In addition to these operator facing items, the website could also be home to story map, which would inform operators, visitors and tourists about agritourism locations in West Virginia.

Story Map Recommendations

The team recommends adding a story map to the WVU Extension website. The story map would feature certified agritourism businesses in West Virginia. Images and videos of the specific business could be shown along with a short description of what activities and experiences they offer at their location. There are many different options for a story map, (see Appendix F) each offering their own unique features and abilities. Locations can be presented by location, a preset order to lead users on a guided adventure, or randomly, which would allow the user to choose their own journey.

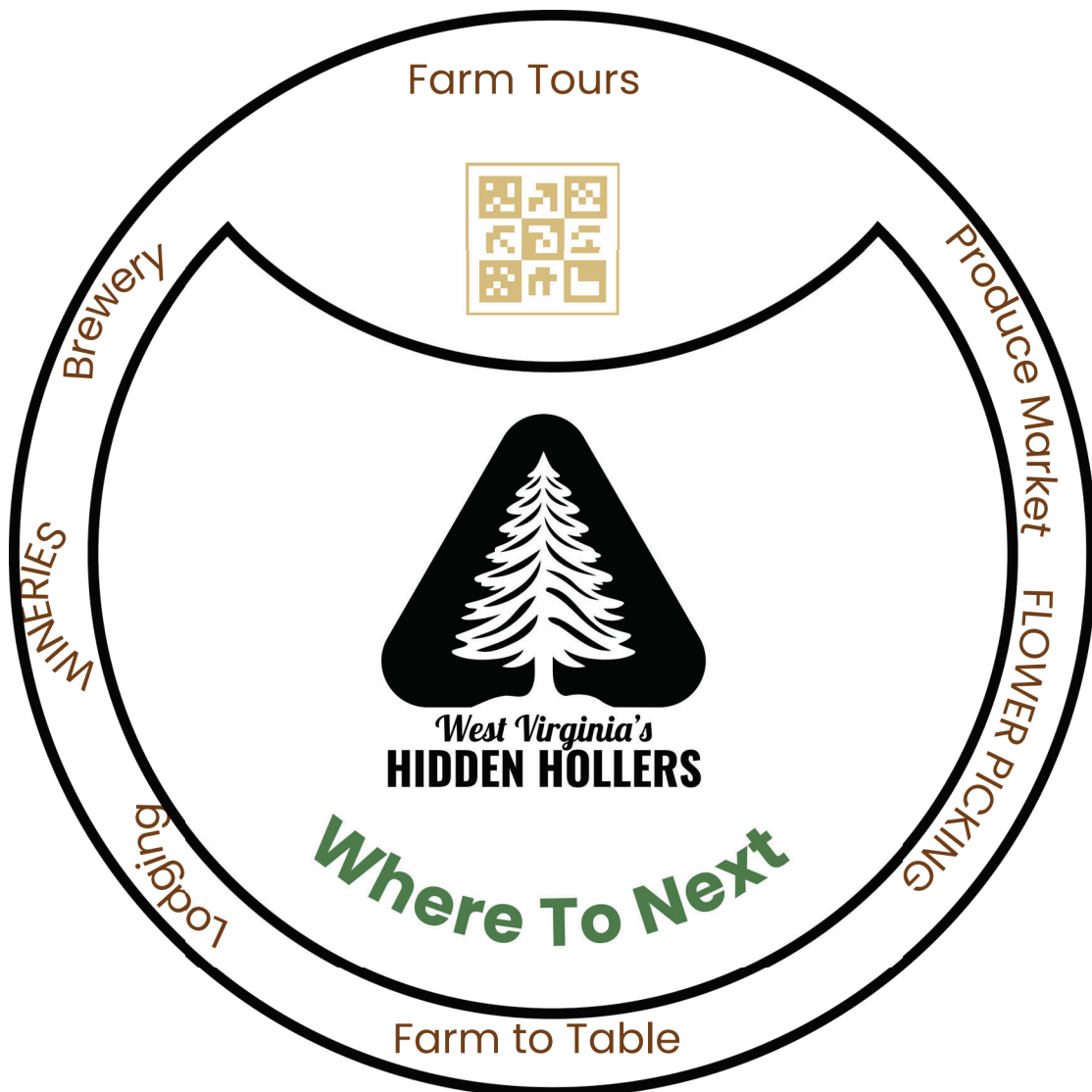
BUDGET & TIMELINE

ITEM	ESTIMATED COST
Where to Next Wheel	\$200-\$300/ wheel
Flyers	\$0.20-0.50/per flyer
Posters	\$10-25/ per poster
Stickers	\$2-5/ per sticker
T-Shirts	\$15-30/ per shirt
Billboards	\$800-2,000/ per billboard

	WEEK															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
INITIAL CLIENT MEETING	x															
SECONDARY RESEARCH		x														
PRIMARY RESEARCH			x													
BEGIN DESIGN OF DELIVERABLES				x	x											
CONCPET TESTING					x											
PRESENT DRAFTS TO CLIENT						x										
EDITS TO DELIVERABLES							x									
CLIENT APPROVAL								x								
MAKE PHYSICAL DELIVERABLES									x							
CAMPAIGN LAUNCH										x						
CAMPAIGN RUN											x	x	x	x		
EVALUATION															x	
FINAL CLIENT PRESENTATION																x

APPENDICIES

Appendix A Unified Branding



Appendix A1 – Where To Next Wheel

Appendix B

Potential Names and Logos



Appendix B1 – “agriCULTURE” Logo #1



Appendix B2 – “agriCULTURE” Logo #2



Appendix B3 – “Mountain State Standard” Logo #1



Appendix B4 – “Mountain State Standard” Logo #2



Appendix B5 – “Naturally, West Virginia ” Logo



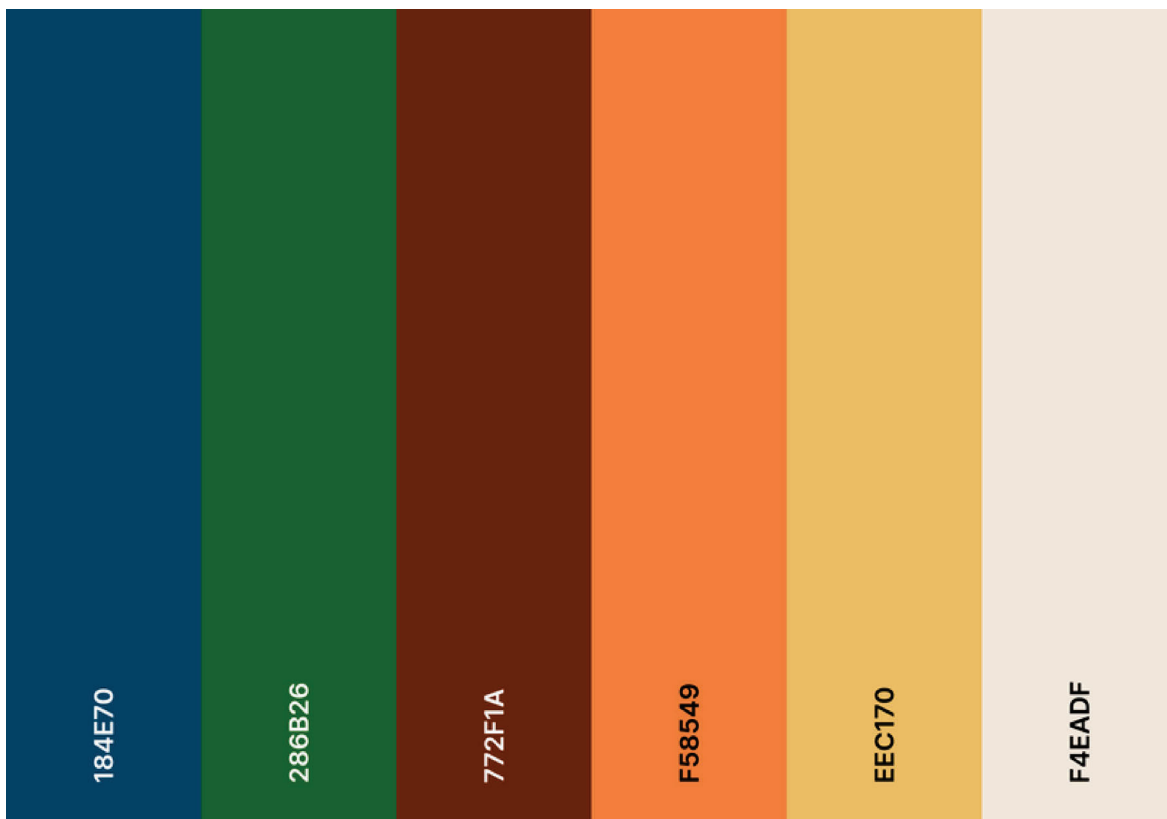
Appendix B6 – “West Virginia’s Hidden Hollers” Logo

Appendix C

Potential Color Palettes



Appendix C1 - Color Palette #1



Appendix C2 - Color Palette #2

Appendix D

Paid Media Mockups



Appendix D1 – Naturally, West Virginia Flyer



Appendix D2- Mountain State Standard Flyer



Appendix D3- West Virginia's Hidden Hollers T-shirt



Appendix D4- Naturally, West Virginia Sticker



Appendix D5- Mountain State Standard Newspaper Ad



Appendix D6- West Virginia's Hidden Holler's Billboard

Appendix E

Media Kit

FOR IMMEDIATE RELEASE

Contact: Kayla Riffle kmr00008@mix.wvu.edu

Date: [Insert Date]

Be Among the First: Join West Virginia's New Agritourism Business Certification Program

Morgantown, WV – Are you ready to take your agritourism business to new heights? For the first time ever, the [insert final name] is here, and we're inviting innovative agritourism operators like you to be among the very first to join this exciting new initiative.

This groundbreaking program is designed to help agritourism businesses stand out among other agribusiness. By earning this certification, you'll show visitors that your business is not only authentic and trustworthy but also a top choice for unforgettable West Virginia experiences already at your destination.

Why Join Now?

- **Be a Trailblazer:** As one of the first certified businesses, you'll set yourself apart and lead the way in shaping West Virginia's agritourism future.
- **Exclusive Early Benefits:** Early participants will enjoy special recognition in state promotions, plus opportunities to feature your business in launch campaigns.
- **Increased Visitor Confidence:** The certification tells tourists your business meets high standards, giving them the assurance they're looking for.
- **Get Ahead of the Crowd:** Be among the first listed in state directories, travel guides, and tourism campaigns that will drive more traffic to your doors.
-

The certification process is quick and designed to fit seamlessly into your operations. By joining now, you'll gain a unique edge and become part of the movement putting West Virginia agritourism on the map.

Don't Wait—Be a Pioneer in West Virginia Agritourism!

Applications are open now. For more information and to secure your spot as one of the first certified businesses, visit [Insert Website URL] or contact Kayla Riffle.

About [Insert Name]

The [insert name] is an organization designed to help connect agritourism businesses, attract more visitors, and provide unique experiences rooted in West Virginia. Connect with us today [insert socials].

#

Appendix E

Media Kit

FAQ Sheet: [insert name]

What is the [insert name]?

The program is a new initiative designed to help agritourism businesses in West Virginia stand out. Businesses earning this certification demonstrate authenticity, trustworthiness, and excellence, becoming a top choice for visitors seeking memorable West Virginia experiences.

Why should I join the certification program?

Joining offers several benefits:

- Be a Trailblazer: Set yourself apart as one of the first certified businesses.
- Exclusive Early Benefits: Gain special recognition in state promotions and be featured in launch campaigns.
- Boost Visitor Confidence: Reassure tourists with high standards of quality.
- Earned Visibility: Get listed in state directories, travel guides, and tourism campaigns.

Who is eligible to apply?

Agritourism operators in West Virginia who want to elevate their business and meet the program's high standards are encouraged to apply.

How does the certification process work?

The process is quick and designed to integrate seamlessly with your current operations. Specific steps and requirements will be outlined during the application process.

When can I apply?

Applications are open now! Don't miss the opportunity to be among the first certified.

What are the benefits of early participation?

Early participants will:

- Receive special recognition in promotional campaigns.
- Be featured prominently in state directories and travel resources.
- Enjoy a competitive edge in attracting visitors.

Where can I learn more or apply?

Visit [Insert Website URL] for detailed information and application instructions.

Who can I contact for more details?

Reach out to Kayla Riffle at kmr00008@mix.wvu.edu for further assistance.

What is the mission of the certification program?

The program aims to connect agritourism businesses, attract more visitors, and highlight West Virginia's unique offerings through safe, certified experiences.

Follow Us

Stay updated on social media: [Insert Social Media Links]

Join Today!

Don't wait—take your agritourism business to new heights and lead the way in shaping West Virginia's agritourism future.

Appendix E

Media Kit

Sign Up Page/ Sign up Newsletter

Join the Agritourism Certification Program!

Unlock the benefits of becoming a certified agritourism operator today!

Why Get Certified?

The Agritourism Certification Program is designed specifically for farm operators like you who want to understand what qualifies as agritourism while ensuring that your business is fully compliant with state liability laws. In West Virginia, agritourism activities are protected by liability laws, providing an important exemption from liability due to the risks that can be involved with the businesses.

However, this exemption DOES NOT apply in cases of negligence. If, for example, an aggressive animal causes an incident or if proper signage and fencing are not in place around hazardous areas you could be held liable. The certification program will allow you to learn the best practices to ensure safety and reduce risk helping you protect your business and your guests.

What You'll Learn:

Through this 10-hour certification program, you'll gain valuable insights into safety standards and risk management strategies specifically for agritourism operations. You'll leave the program feeling confident that your business is meeting best practices and prepared for a safer, more successful future.

We offer flexible training options to fit your schedule and learning preferences. Choose the one that works best for you:

- Five 2-Hour Online Sessions:
 - Starting January 14, join us every other Tuesday for two-hour sessions that cover key topics. The last session will be held on March 28.
- 8-Hour In-Person Conference:
 - Details about the date and location are coming soon. This full-day session will allow for in-depth discussions and networking with other agritourism operators.
- 2-Day Bus Tour:
 - An immersive, out-of-state learning experience that runs eight hours daily (Friday to Sunday). Tour other successful agritourism farms to see how they operate and gain insights you can apply directly to your business.

Affordable & Inclusive Pricing:

The certification program is only \$30 per person, including your certification and a liability sign (valued at over \$100).

For those from minority populations, we are pleased to waive the course fee to make this program more accessible.

Costs for the conference and bus tour are still being finalized, but rest assured, we're committed to keeping them affordable and accessible.

Exclusive Benefits:

- Promote Your Farm: Once certified, your farm will be added to a Story Map developed which showcases all certified agritourism businesses. This is an excellent opportunity to connect with potential visitors and promote your farm across the state!
- Stand Out in the Agritourism Community: By completing this certification, you demonstrate your commitment to safety and professionalism, giving your business multiple advantages.

Ready to Get Started?

Sign up today and secure your spot in the Agritourism Certification Program. Not only will you gain the knowledge and tools to protect your business, but you'll also connect with a community of like-minded agritourism operators. Take advantage of this opportunity to invest in your business's future!

Click the signup button below to get started!

Appendix E

Media Kit

Sign up dates

Agritourism Certification Program – Training Dates & Registration Deadlines

1. Five 2-Hour Online Sessions

These sessions will be held every other Tuesday, starting in mid-January, and will cover important topics on agritourism practices and liability laws. You can join the sessions from home, at your own pace, making it ideal for busy agritourism operators.

- Session 1: January 14, 2025
- Session 2: January 28, 2025
- Session 3: February 11, 2025
- Session 4: February 25, 2025
- Session 5: March 10, 2025

Online sessions are designed to be flexible and can be accessed from anywhere, allowing you to complete them at your convenience during the scheduled dates.

2. 8-Hour In-Person Conference

An immersive conference designed for deep learning, networking, and discussion. Specific details on the date and location will be announced soon.

- Conference Date: TBD (Expected in early 2025)
 - Duration: Full 8-hour day
 - Objective: Gain hands-on insights into managing agritourism operations and network with other operators.
 - Location: To be determined
- Stay tuned for more details.

3. 2-Day Bus Tour

This out-of-state tour will provide an immersive experience, with visits to successful agritourism farms to see operations firsthand. The bus tour will help participants gain insights they can apply to their businesses.

- Tour Dates: TBD (Expected Spring 2025)
 - Schedule: Depart Friday morning, and return Sunday evening. 8 hours of learning per day.
 - Objective: Learn directly from other successful agritourism operators, see best practices in action, and understand the day-to-day management of agritourism businesses.
- The exact dates and itinerary will be announced soon.

Registration Deadlines:

Early Bird Registration Opens January 1st, 2025

- Take advantage of early registration and secure your spot early.
- Final Registration Deadline for All Sessions: January 12, 2025
 - Ensure your place in the program and sign up by this date to be part of the first session starting on January 14!
- Conference Registration Deadline: TBD – Must be confirmed once the conference date is announced.
- Bus Tour Registration Deadline: TBD – Register early to secure a spot on the bus tour.

Program Costs:

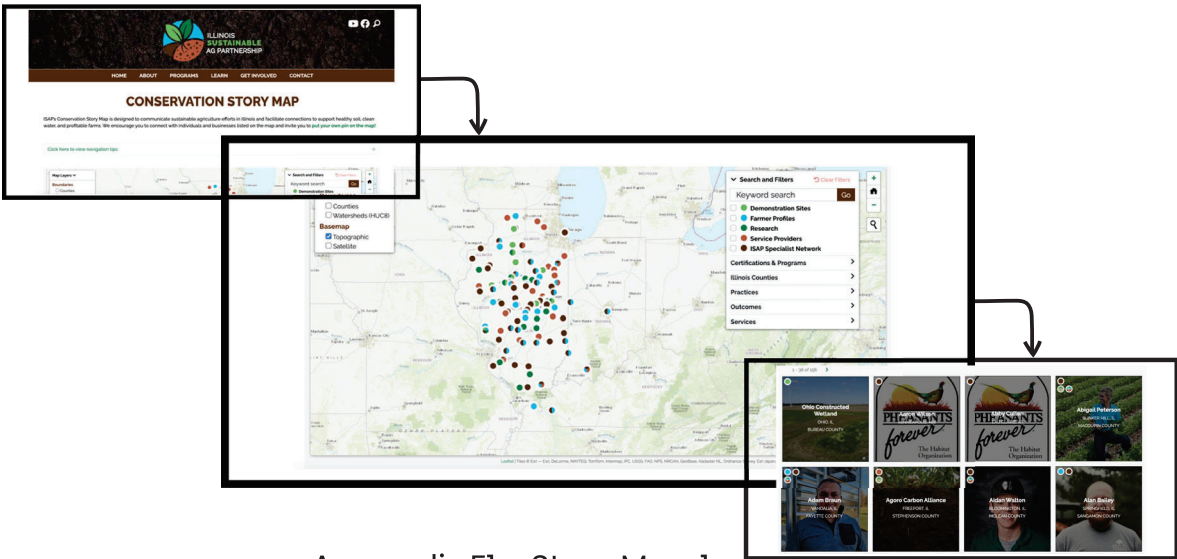
- Certification Course: \$30 per person (includes certification, liability sign, and full access to online sessions)
- Minority Population Discount: Course fee waived for individuals from minority populations.
- Additional Costs: Costs for the 8-hour conference and 2-day bus tour will be announced soon.

How to Register:

1. **Complete the Registration Form: Sign up online by clicking the "Sign up today" button.**
2. **Choose Your Certification Method: Select between online sessions, conferences, or bus tours.**
3. **Pay Your Registration Fee: Pay the \$ 30-course fee (if applicable). The fee will be waived for minority populations.**
4. **Prepare for Your Sessions: After registration, you'll receive an email with further instructions, session details, and access links.**

Appendix F

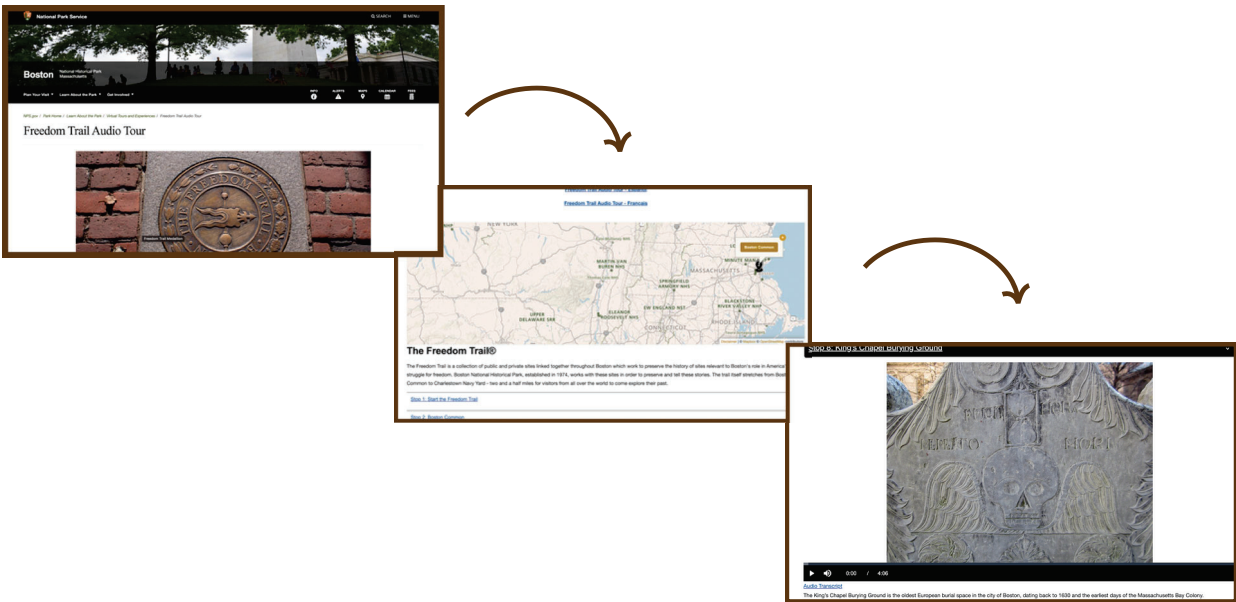
Story Map Recommendations



Appendix F1 – Story Map 1



Appendix F2 – Story Map 2



Appendix F3 – Story Map 3