

MONTANA AGRITOURISM CONFERENCE

MAY 3, 2024 9:00AM - 5:00 PM
MONTANA STATE UNIVERSITY - BOZEMAN
SUB BALLROOMS B & C
TRADESHOW: SUB BALLROOM D
BREAKOUT ROOMS: SUB 233 AND SUB 235



CONFERENCE EMCEE: HAYLIE SHIPP

PROGRAM TIMES & SPEAKER DETAILS

9:00 AM	Welcome by Shannon Arnold , Director of Montana Agritourism Fellows Program
9:15 AM	Welcome by Clayton Marlow , Regional Director for Western SARE
9:30 AM	Introduction of Montana Agritourism Fellows
10:00 AM - 10:30 AM	Glenna Brown and Elena Bigart from Institute for Tourism and Recreation Research : <i>“The Evolution of Montana Agritourism - Preliminary Results from a Statewide Study”</i>
10:30 - 11:00 AM	Nic De Castro, Founder of LandTrust : <i>“Connecting Agritourism and LandTrust for Visitor Engagement”</i>
	Breakout Sessions:
	Room 233 : <i>“Understanding Your Agritourism Visitors”</i> : Susan Joy, Program Manager for Made in Montana at Dept. of Commerce; Dax Schieffer, Director of Voices of Montana Tourism
11:15 AM - 12:15 PM	SUB Ballroom B/C: “Past, Present, and Future for Montana Agritourism: Developing a Statewide Association” : Hailey Vine, Food & Agriculture Development Officer for Montana Dept. of Agriculture; Sam Blomquist, Montana Food & Ag Development Center Network and Prospera; Shannon Arnold, MSU; Alma Galloway, Board of directors for the NC Agritourism Networking Association
	Room 235: “Starting An Agritourism Business” : Tana Canen, Owner of Mahlstedt Ranch, and Carissa McNamara, Owner of Wild Horse Lavender
12:15 PM - 12:30 PM	Break
12:30 PM - 1:30 PM	Lunch sponsored by MSU Extension, Montana Farm Bureau, Montana Department of Agriculture, and Montana Farmers Union
1:00 PM - 1:30 PM	Lunch Keynote Speaker: Cole Mannix, Founder of Old-Salt Co-op : <i>“Old Salt Co-op: How a Montana Meat Company is Rebuilding Community Through Hospitality and Agritourism”</i>
1:30 PM - 1:45 PM	Break

1:45 PM -
2:45 PM

Breakout Sessions:

Room 233: “Sustainable Agritourism Production Practices”: Todd and Molly Barkley, Owners of Barkley’s Home Grown; Tienna Canen, Owner of Mahlstedt Ranch

Room 235: “Marketing and Communication Strategies for Agritourism Businesses”: Tamara Robertson, Owner of Wandering Acres, and Haylie Shipp, Western Ag Network and Ranchers Stewardship Alliance

SUB Ballroom B/C: “Funding Opportunities for Agritourism Businesses”: Andy Fjeseth and Hailey Vine, Montana Department of Agriculture

2:45 PM -
3:15 PM

Ice Cream Social sponsored by Montana Department of Commerce

3:15 PM -
3:45 PM

Keynote Speaker: “Insurance for Agritourism Operations”, Matt Sailor, Senior Underwriter for Mainstreet America Insurance

Breakout Sessions:

Room 233 : “A Comparative View of Agritourism from Europe to the Midwest”: Renata Endres, Teaching Assistant Professor in the Recreation, Sport and Tourism and **“Agritourism Liability Exemptions and Insurance Incentives”** Bryan Endres, Professor of Food & Environmental Law at University of Illinois

3:45 PM -
4:45 PM

Room 235: “Adding Value to Your Agritourism Business”: Jon and Erin Turner, Owner of Turner Farms, and Laura Garber, Homestead Organics

SUB Ballroom B/C: “Insurance for Agritourism Operations: A Discussion”: Matt Sailor, Senior Underwriter for Mainstreet America Insurance, and Leavitt Great West Insurance, Holly Hovland and Josh Pulst

4:45 PM -
5:00 PM

Closing

Agritourism Fellows Directors:

Dr. Shannon Arnold - Montana State University - shannon.arnold@montana.edu

Kim Woodring - Montana State University Toole County Extension - kimberly.woodring1@montana.edu

Dr. Dustin Perry - Montana State University - dustin.perry@montana.edu

Dr. Beth Shirley - Montana State University - bethshirley@montana.edu

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