

Northeast Rolling Workshop Trip Summary

My recent trip on the Northeast Rolling Workshop was such an incredible experience that proved to be more enriching than I initially anticipated. Being able to visit various agritourism destinations was very eye-opening and gave me a lot of insights even beyond ag tourism. One of my favorite parts of the trip was connecting with Tennessee farmers and seeing their reactions, ideas, and thoughts about destinations visited. I loved learning about their farms and the joys and struggles that come along with running them. Everyone was so kind and open to learning and sharing ideas. A topic that came up a lot was social media and through needs assessment, I got the idea to hold a social media Canva class for local farmers. Two of the attendees have already told me they would like to attend when the class gets put together. I also learned about some cool features like Photo Circle that I have implemented here at the Bradley County Farmers Market.

I loved meeting Penn State agents and made some super cool connections and received great advice on farmers markets and social media (which is important because I run the farmers market social media in my county as well). I also connected more with TDA employees, learned about new resources (that I have already shared with Bradley County residents), and learned a lot about being an active and effective agent from conversing with my college Melody Rose.

Overall this was a great opportunity that gave me more excitement for my job and better insight as to what farmers experience. I feel that I am much better off in my position as an extension agent for attending this trip and I would recommend it to a farmer who is involved in or interested in agritourism. Thank you so much for funding me, I can't say enough how great the trip was.