



REGIONAL AGRITOURISM

**COLLABORATING TO
CREATE DESTINATIONS
WORTH THE TRAVEL**

*Presentation to the
2021 Fresh Fruit & Vegetable Conference
January 25, 2021*

BULL BROOK KEEP – ABOUT US

- Sylvia Burgos Toftness and David Toftness
- We brought our backgrounds in public relations and chiropractic
- Direct-market grass-fed-grass-finished beef on 72 rocky acres
- Farm is a communications platform
- People yearn to see and feel farms





THREE CASE STUDIES

- **Eat Local Coop Farm Tour.** Every year, about a dozen natural food coops collaborate to encourage members to get into their cars and visit farms.
- **The Farm Table Foundation.** This Amery-anchored food hub uses agritourism to revive the connection between local agriculture, cuisine and culture.
- **City of Amery.** A new effort to boost local economy by using the city website to increase agritourism and boost sales at farms and other agri-businesses.

JENNIFER DEAN
LAKEWINDS
NATURAL FOODS
COOP

ORGANIZING 12 RETAIL
STORES FOR A SINGLE
EVENT



**CO-OP
FARM
TOUR**

Farm to Table



KARI WENGER FARM TABLE FOUNDATION

AGRICULTURE AS ANCHOR
FOR LOCAL CULTURE,
ECONOMIC VITALITY,
HEALTH, AND SENSE OF
PLACE



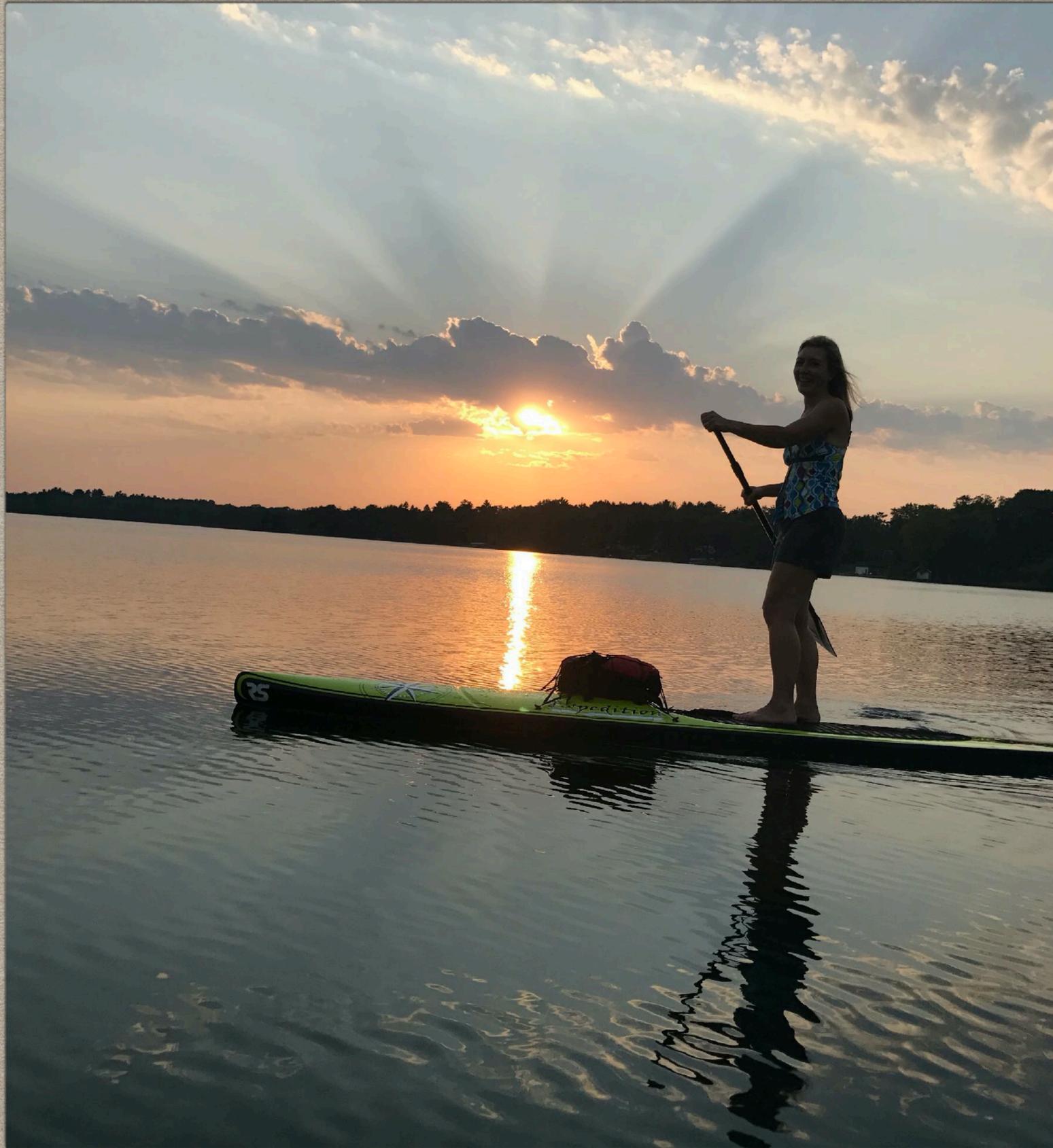




AMERY, WI

BOOSTING A CITY'S
ECONOMIC DEVELOPMENT
THROUGH AGRITOURISM

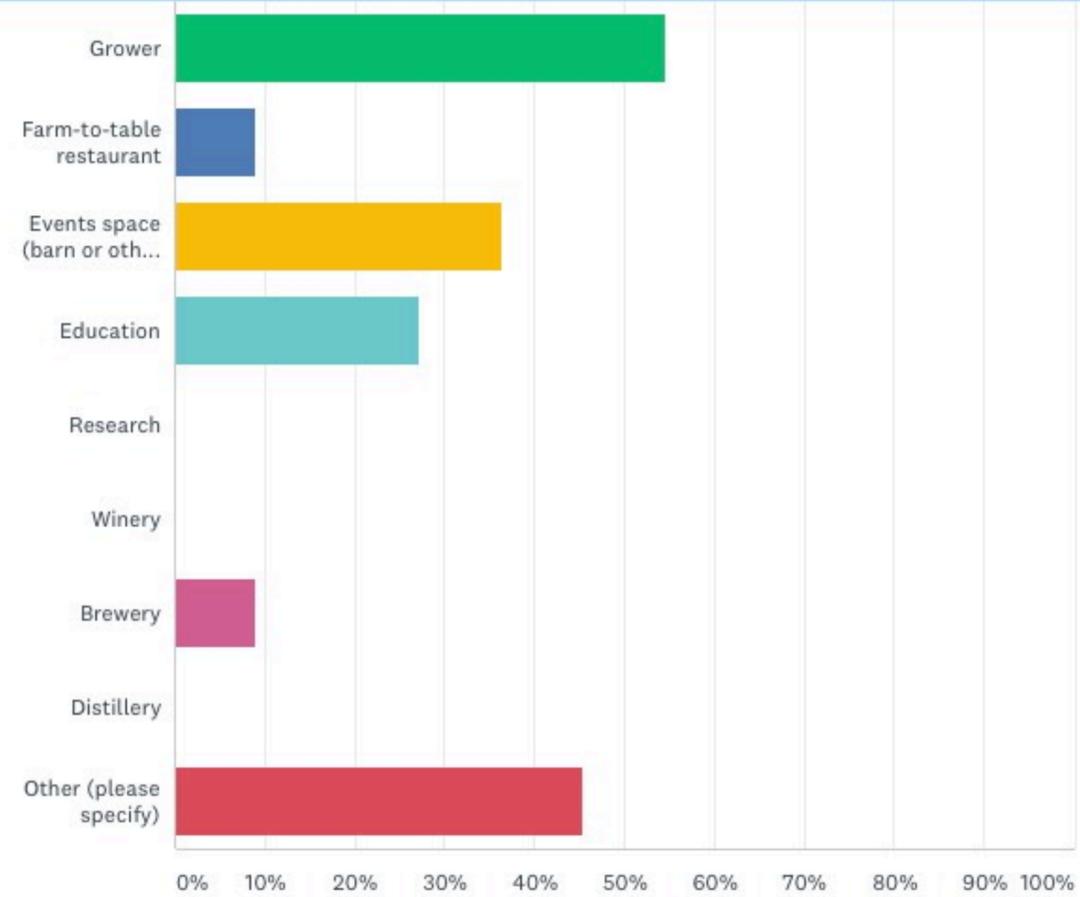






Type of business - please check all that apply

Answered: 11 Skipped: 0



Q9

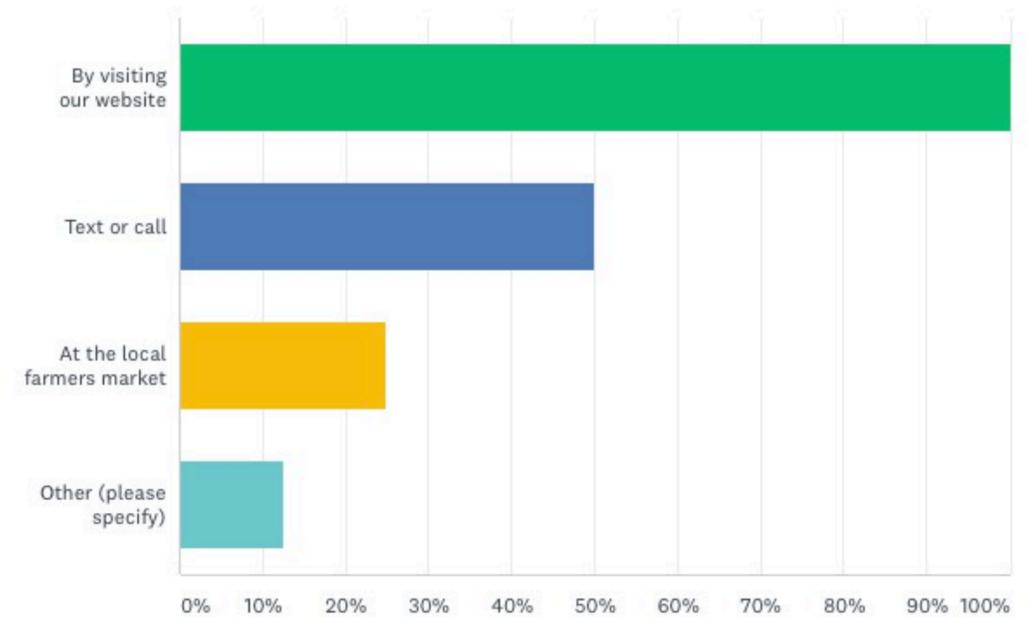


Customize

Save as

If you are interested in selling more product, how would you like prospective customers to reach you? Please check all that apply.

Answered: 8 Skipped: 3



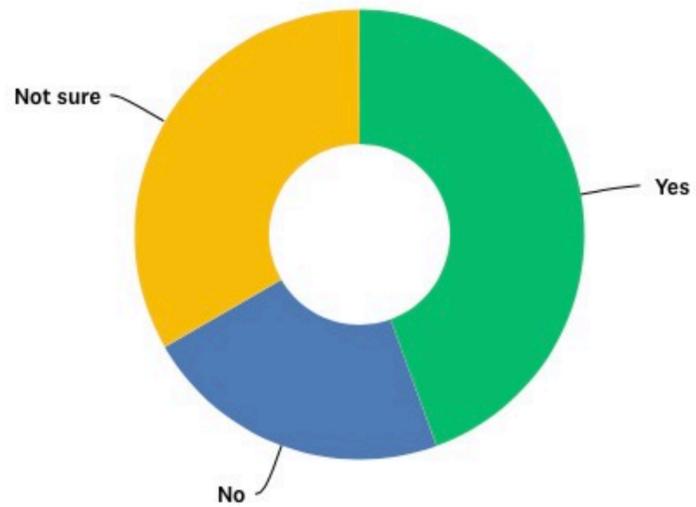
ANSWER CHOICES	RESPONSES
By visiting our website	100.00% 8
Text or call	50.00% 4
At the local farmers market	25.00% 2
Other (please specify)	Responses 12.50% 1
Total Respondents: 8	

Q15

Customize

Would you like to have visitors stay overnight?

Answered: 9 Skipped: 2



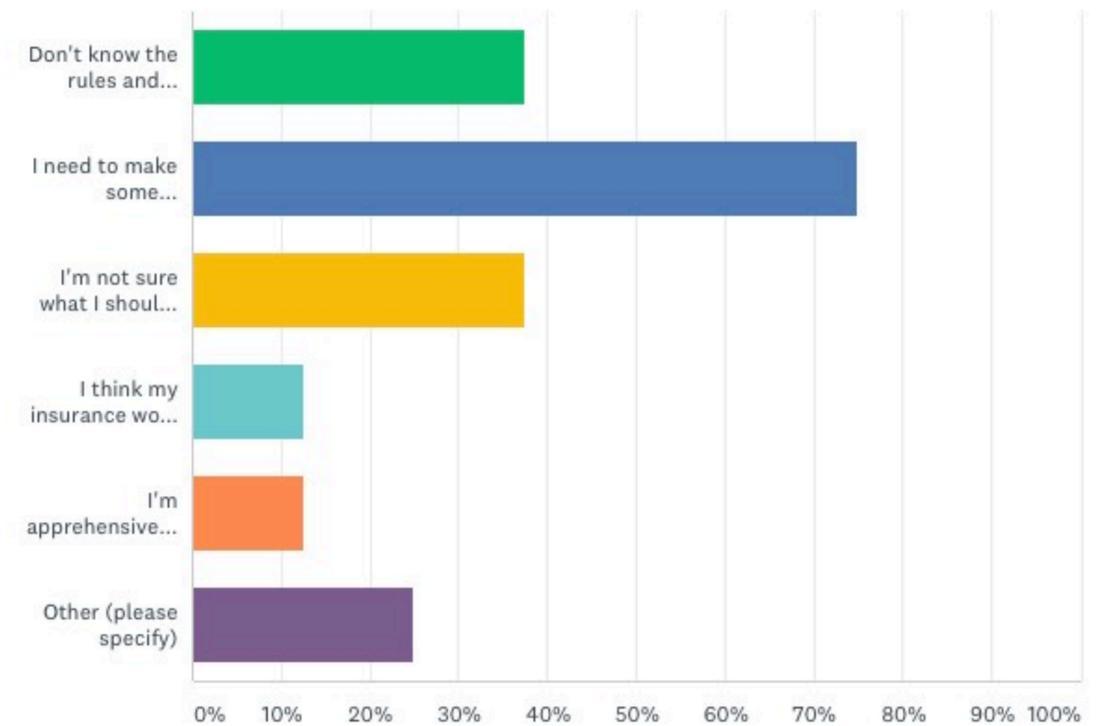
ANSWER CHOICES	RESPONSES
Yes	44.44%
No	22.22%
Not sure	33.33%
TOTAL	

Q16

Customize Save as

If you're not offering overnight accommodations now, why not? Check all that apply.

Answered: 8 Skipped: 3



FOR MORE INFO

- Jennifer Dean
The Eat Local Coop Farm Tour
CoopFarmTour.com
- Kari Wenger
Farm Table Foundation
farmtablefoundation.org
- Mayor Paul Isakson
City of Amery
amerywisconsin.org
- Sylvia Burgos Toftness sylvia@bullbrookkeep.com
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