

# Telling & Selling Your Story

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Hi everyone, my name is Alex Pozzi. I'm going to give you a quick overview of today and how this workshop came about.

## Growing Agritourism- February 2012

Topics covered:

Agritourism Success Stories: Opportunities  
& Challenges

Building your Agritourism Support System

Connecting the Dots: What do tour  
Operators and on-farm agritourism  
operators need from  
each other?



Back in February, cooperative extension and Farm Trails co hosted Growing Agritourism. That day the topics included:

Agritourism success stories: opportunities and challenges.

Building your agritourism support system.

As well as connecting the dots: what do tour operators and on farm agritourism operators need from each other?

## The results

Tons of great dialogue between the tourism industry and agriculture professionals

An overwhelming interest on the subject of marketing



A need of more information on the permitting process

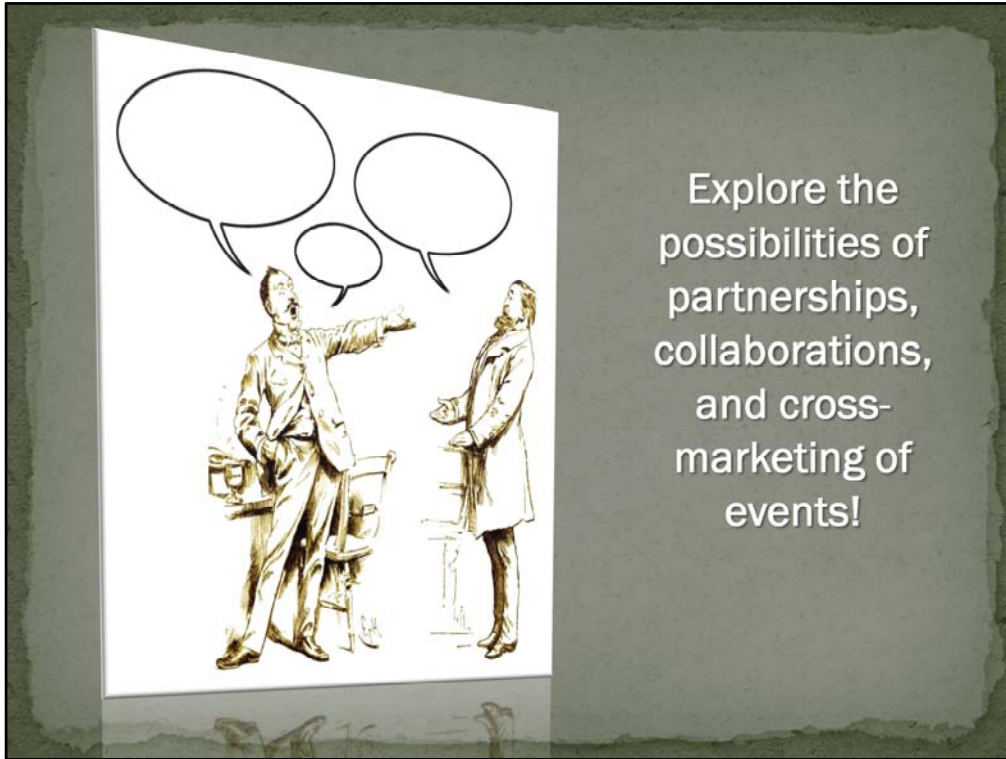
Throughout the day there were various panel presentations from tourism industry folks as well as agriculture operators. And this resulted in

Tons of great dialogue between the tourism industry and agriculture professionals

An overwhelming interest on the subject of marketing

A need of more information on permitting.

The event was finished and people were still talking, mingling, and exchanging business cards while we were trying to clean up.



Explore the possibilities of partnerships, collaborations, and cross-marketing of events!

So today is all about Exploring the possibilities of partnerships, collaborations, and cross-marketing of events!

And to do this for lack of a better word we are going to use the concept of “speed dating” Because exploring partnerships and collaborations is kind of what dating is anyways.

# Real World

- In order to get here:



- You have to go through this:



In order to get to happily ever after you have to go on a few dates first.

- Or unfortunately sometimes this:



And inevitably you're gonna go on some not so great dates.

Hopefully never this:



**FIRST DATE**

And hopefully you've never gone on or will go on a date like this.

Agriculture Operations ( farms,  
dairy's, ranches, vineyards, gardens,  
creameries) etc.

+

Tourism Industry (caterers, hotels,  
tour busses, bicycle companies,  
event planners) etc.

=


The perfect match, otherwise  
known as AGRITOURISM!



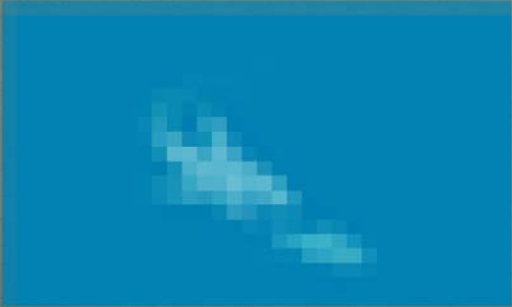
So today it's all about the matchmaking. Our goal is to pair up ag operations with the tourism industry to get what we call Agritourism.



*Strength in Numbers*



Network with your neighbors  
Make connections in your region  
Collaborate with those in proximity to you while preparing your “dating profile”



Maybe you are a winery with a dairy right over the hill and a bike trail running across the street.

In the beginning of the day you will get a chance to get together and first, make connections in your region before you meet individually one on one.

Network with your neighbors

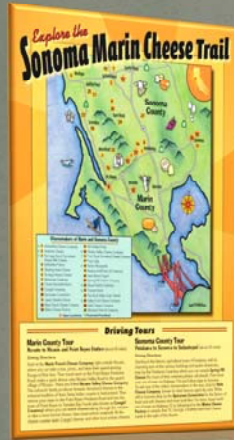
Make connections in your region

Collaborate with those in proximity to you while preparing your “dating profile”

For example

Maybe you are a winery with a dairy right over the hill and a bike trail running across the street.

It's much easier for the tourism bureau and other organizations to help you market if you have an itinerary or a package!



This is important to first network within your own region because It's much easier for the tourism bureau and other organizations to help you market if you have an itinerary or a package put together. Such as the sonoma marin cheese trail or wine country vespa does.

- Make sure to Highlight your best Assets

Old abandoned barn?

**Wrong!**

Historical rustic barn waiting to be filled with weddings, barn parties, and farm dinners.



So when you are thinking about what you have to offer, make sure to highlight all your assets and think outside the box.

Maybe you see an old abandoned barn but an event planner sees a historical rustic barn waiting to be filled with weddings, barn parties, and farm dinners.

This is really where the telling and selling piece comes in.

- Wine tour that stops at four different wineries?



Even Better- a tour that stops at a winery, dairy, and vegetable garden then ends back up at the winery for an exceptional dinner with fresh ingredients from the day.



And coming from the other side, if you are in the tourism industry think what agriculture resources can you use to enhance your tour and give customers a unique experience.

Thank you, and I hope you all enjoy the day!



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With that being said I hope everyone has a great day and leaves here with at least a few numbers in your pocket.