AGRITOURISM & GEORGIA GROWN
Agritourism in Georgia

Definition of Agritourism
Per O.C.G.A. 34-12-2

“Agritourism” means charging admission for persons to visit, view, or participate in the operation of a farm or dairy or production of farm or dairy products for entertainment or educational purposes or selling farm or dairy products to persons who visit such farm or dairy.
Why is Agritourism Relevant?

- Shorter trips and families want to strengthen or build their relationships.
- Thirsty to get back to their roots, to enjoy the outdoors and awaken their senses to things from their heritage.
- Starving for authenticity. Respect for the land and respect for ingredients. Respect for heritage and respect for the culture.
- Participate in friendly discovery and learning activities in natural settings.
- A way to "add value" to existing agricultural assets such as crops, livestock and the natural resources that the farm has to offer.
- Great food and clean country fun at destinations that are close to home.
- An opportunity to build relationships between the agricultural community and the local tourism industry.
Types and Forms of Agritourism

TYPES
• Supplementary
• Complimentary
• Primary

FORMS
• Direct Market Agritourism - i.e. farmers markets/farm markets
• Education and Experiential Agritourism – i.e. pick-your-own produce, farm tours
• Recreational and Event Agritourism – i.e. harvest festivals, corn mazes, pumpkin patches, haunted hayrides, horseback riding and weddings held on farmland
Agritourism Operations

These operations range from small operations that operate on a seasonal basis and offer limited consumer services to large operations that operate throughout the year and provide numerous consumer services.
Examples

- Demonstration Farms or farms that offer tours
- Agricultural museums
- Choose and cut your own Christmas trees
- Wineries & wine tastings
- Corn mazes/pumpkin patches
- Farm markets or roadside stands
- U-Pick operations
- Farm stays
- Petty and feeding zoos
- Living history/heritage farms
- Gardens/Horticulture tours
- Hayrides
- Horseback riding
- Food production i.e. Dairy
- Orchards
- Fishing/Seafood tours
Benefits

Farmer – increase revenue
Visitor – unique and authentic experience
Community - create jobs & support the local economy
Environment - helps preserve agricultural land
Georgia Grown

The goal of this marketing and economic development program is to aid our agricultural economies by bringing together producers, processors, suppliers, distributors, retailers, agritourism and consumers in one powerful, statewide community.

We're here to help new agribusinesses grow, and established agribusinesses thrive.
What is Georgia Grown?

- A program that joins producers together and more efficiently bring their products to agribusinesses, institutions and consumers.

- A means for producers to connect with and learn how to package and distribute their products for large businesses/institutions.

- A powerful statewide database and website that makes it easy to find agritourism sites, farmers, markets and other agribusinesses by product, location and target audience.

- A means to access the considerable resources of the Georgia Department of Agriculture in ways that help agribusinesses grow.
Who Joins Georgia Grown?

- Producers & Processors
- Manufacturers & Suppliers
- Wholesalers & Distributors
- Retailers & Restaurants
- Classic Agribusinesses
- Ag/Ag Community-Oriented Entities
- Consumers
- Agritourism Operators
- Chambers of Commerce & CVBs
Georgia knows best. Georgia grows best.

A division of the Georgia Department of Agriculture, we help grow local agribusinesses. Shop hundreds of Georgia businesses from the comfort of your home.

SHOP LOCAL

FIND GEORGIA GROWN

Select a Category  
Select a Product/Service  
SEARCH
Once you become a member you will begin to receive this email newsletter twice a month. Be sure to read your Georgia Grown Newsletter which contains vendor opportunities and Georgia Grown news/updates!
Georgia Grown Magazine

Annual publication comes out in early October at the Georgia National Fair.

It is distributed at Georgia VICs, trade shows and numerous consumer events.

It contains great agribusiness articles, recipes and …
The Georgia Grown Guide

Georgia Grown
Guide

The Best Farms and Food in Nature’s Favorite State

GeorgiaGrown.com

Agritourism Listings

Produce and livestock aren’t the only things we cultivate. We also specialize in memories.

Georgia Grown Shoppers Guide

Here in the great Peach State, we tried our fare
We say “yes, ma’am” and “no, sir.” We approach all deals with a sense of justice and integrity, and our locally grown products are the exception.
The Market Bulletin is celebrating it’s 101st anniversary! The bimonthly publication has always had ads for farm items but has now expanded to a new format which includes multiple types of advertising.
Georgia Grown Promotions

- Host dozens of exclusive Georgia Grown events throughout Georgia
- Promote at well known shows and events, i.e. Georgia National Fair, America’s Mart, etc.
- In Store Promotions at Kroger, Publix, etc.
- WSB Radio, Subway, Georgia Grown Chefs
- Domestic and International Marketing Programs

Mark your calendar!

GEORGIA GROWN FEST
2021
APRIL 17th, 2021
ASHBURN, GA • I-75 • EXIT 82
Hours 9am-5pm - Rain or Shine
Plan to come out and support or get info to be a vendor!

For more info please email gagnrownfest2020@gmail.com
"A Fork in the Road" features Georgia's farmers, retailers, artisans, chefs and other key players who help provide Georgia Grown products to folks in the Peach State and beyond. We learn all about the origins of these businesses, how they operate and what it takes to succeed. Viewers will get an honest and realistic picture of how food and agricultural products are grown and made in Georgia.
Launching this Spring

Georgia Grown Program

Pollinate with a Purpose

Nurseries and Gardens (Both public & private)

[Website Link]
#georgiagrownpollennation
Annual Conference

GEORGIA GROWN SYMPOSIUM

Educational sessions for craft food producers, agritourism operations, school nutrition PLUS an all-day farm tour
Agritourism Signage Program

- There are currently over 700 agritourism sites in Georgia
- Over 150 businesses have DOT issued signage

Georgia Grown member
Application
Once time program fee
Criteria
Limit of 4 signs
Fee to DOT for fabrication and installation
Georgia Grown Trails

The Georgia Grown Trails, [www.georgiagrowntrails.com](http://www.georgiagrowntrails.com) are designed to highlight all of Georgia’s amazing agriculture-related tourism hot spots. U-pick farms, dairies, vineyards & wineries, farm tours, B&Bs, restaurants using local and regional products, and specialty food stores are all included.

- Trail 37 – Fort Gaines to Homerville
- Trail 41/341 – South of Barnesville to Lake Park
- Trail 1 – Augusta to Folkston
- Trail 17 – Kingsland to Savannah

**Georgia Grown Trails App** - This new app provides mobile access to trail stops and locations along the Georgia Grown Trails allowing travelers to explore the different stores, farms and towns that have bonded together as Georgia Grown members. The app is available as a free download on the [Apple App Store](https://apps.apple.com) as well as the [Google Store](https://play.google.com).
Resources

A complete resource guide to understanding agritourism and developing an agritourism attraction.

A guide to help begin a customer service program or potentially enhance an existing program.
Additional Agritourism Resources

• Agritourism Manager
• Agritourism Social Media
  – Georgia Agritourism Operators Facebook Page (only for Georgia Grown Members)
  – Georgia Agritourism Facebook Page
• GDA Social Media – FB, Pinterest, YouTube, Instagram
• Activity Sheets
• Developing an Agritourism Attraction
• Entertainment Farm and Agritourism
• List of Sites to Post Events
• Examples of County Agritourism Rules & Regulations
• Tips for Selling with Agritourism and Pick Your Own
• Insurance and Liability Information
Agencies, Associations & Organizations

Educational Institutions
- UGA College of Agricultural and Environmental Sciences
- UGA Cooperative Extension
- UGA Marine Extension and Georgia Sea Grant
- ABAC – Center Rural Prosperity and Innovation

State & Federal Agencies
- Georgia Department of Economic Development - Explore Georgia & Tourism Industry Portal
- Georgia Dept of Natural Resource - Georgia State Parks & Historic Sites
- Georgia Department of Community Affairs
- Georgia Department of Transportation
- Georgia Legislators

Associations & Organizations
- Georgia Farm Bureau - Certified Farm Markets & Passport Programs
- Georgia Christmas Tree Association
- Georgia Fruit & Vegetable Growers Association
- Georgia Organics
- Georgia Wine Producers/Winegrowers Association of Georgia
- Georgia Association of CVB’s
- U.S. Department of Agriculture
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