



# Agritourism Marketing Methods

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## YOLO COUNTY AGRITOURISM PROFESSIONAL DEVELOPMENT WORKSHOP

BARBARA ARCHER

Public Relations Manager, Farm Fresh To You and Capay Organic

# Capay Organic Farm History

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- Started farming in 1976 on 20 acres
- Farm is 350 acres
- Owned by three brothers who grew up on the farm
- Grows 40 types of fruits & vegetables
- Operate the Farm Fresh To You CSA



# Events at Our Capay Organic Farm

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- Farm tours for nominal charge – March, April, August, and October
- Cinco de Mayo – family friendly celebration – May
- Capay Tomato – heirloom tomato tasting, bands, camping, food vendors – July
- Capay Crush – local wine and food – September
- Outstanding in the Field





# School Tours- Getting Kids Out to the Farm

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- Partnership with Davis Farm to School
- Talk with school partners where we sell produce about tours
- Advertise in our CSA box newsletter and on Facebook
- Harvest activity, tour, farm snack, farm talk



# Marketing Your Farm Experience

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- Most local newspapers will happily cover your events (especially free events or those that benefit a good cause)
- Publicity through media, social media, email and CSA newsletter
- Send a themed photo or video with your news





# Event To Do

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- Create a Facebook event
- Have your employees share the event with their friends
- Send an event email to your contact list
- Remind your customers a few times of the upcoming event



# Alert Your Social Network

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- Tag partner organizations that are working with you on the event and have them publicize to their networks!
- Give them a sample Facebook post or tweet
- If it's a big event, alert local hotels – they love to know about activities for their guests





# Educate Your Guests!

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- Agritourists are looking for an education piece in their experience.
- Having your farmer do a lecture on agriculture and have a harvest activity!
- Highlight coming to the farm at different seasons to encourage repeat visitors!





# Feed and Entertain Them!

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- Make sure you have enough food to feed your farm visitors – farmstand, pre-made sandwiches, food vendors, drinks; publicize the separate charge for these items
- Music always makes an event feel more festive
- Prepare for unexpected weather – heat or rain



# A Fun Day Out on the Farm

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Provide a laid-back day in the country with activities for all and a bit of education, and you will have happy visitors!





LEARN MORE AT: [WWW.FARMFRESHTOYOU.COM](http://WWW.FARMFRESHTOYOU.COM)