



**“Agritourism 101:  
Make Your First Steps, the Right Steps”  
Presented by Jane Eckert**

Taking the right steps the first few years into direct farm marketing or agritourism can quickly put you on the path to becoming a thriving farm destination. If you’ve started selling products at your farm or ranch, inviting guests to visit the farm for outdoor recreation and entertainment or an overnight’s stay, or if you are just starting to consider new ideas to expand your on-farm income potential, this full day workshop is for you!

Learn how to evaluate where you are and where you want to be. Agritourism expert and farmer’s daughter Jane Eckert [www.eckertagrimarketing.com](http://www.eckertagrimarketing.com) has visited hundreds of farms, and has seen first-hand why certain owners succeed at growing their businesses and others do not. This workshop gives you a detailed perspective of the successful components of an agritourism destination - from the enterprises to the economics to the marketing. Jane will share why certain approaches work, and she will teach you the proven, logical steps to take in order for your farm to become a successful destination for customers and tourists.