

Growing Agritourism in the Genesee Valley Region Farmer Training Invitation

FREE Training to Grow your Business through Agritourism

An estimated 6 million people visited the Finger Lakes and their neighboring counties in 2018, making tourism a one of the major industries in the Genesee Valley Region. Visitors often seek new ways of entertainment. Agritourism - a niche sector of tourism, can meet this need by offering a wide variety of farm-based experiences. Join our training and tap into this market potential to grow your business!

Learn to develop, market and execute successful Agritourism events on your farm

Cornell Cooperative Extension of Monroe County invites the Genesee Valley Region (Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming and Yates County) farmers who want to start or advance their Agritourism activities to join this FREE training. The experts from the Small Business Development Center, Visit Rochester and Cornell University will guide you as you are developing your own on-farm activity. Space is limited, registration is required.

Enroll by Friday, May 31st.

For more information go [here](#) or contact Jarmila Haseler, Agricultural Education, CCE - Monroe County, at jh954@cornell.edu or call 585.753.2565.

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