

Growing Agritourism in The Genesee Valley Region Farmer Training Overview

Training duration: ***May 1st, 2019 through March 31st, 2020***
Organized by: ***Cornell Cooperative Extension of Monroe County***
 2449 St. Paul Blvd., Rochester, NY, 14617
Enrollment: ***FREE***

Over 6 million travelers visited the Finger Lakes and its neighboring counties in 2018. Leisure seekers accounted for 90% of the visitors, the rest came for business activities. But, whatever the reason, these travelers can present a big pool of potential customers for local farmers who want to start Agritourism on their farm.

In addition, as people travel, they often search for new ways of entertainment. Agritourism – a niche sector of travel industry, can fulfill that desire through its limitless options.

If properly executed, agritourism can be a lucrative business for farmers who wants to boost their revenues. Join our training!

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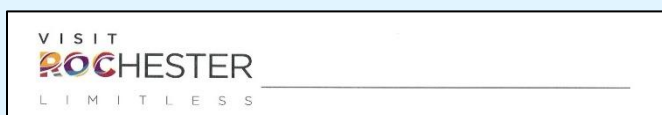
Training Overview:

- *Funded by the Genesee Valley Regional Market Authority, this training aims to strengthen agritourism in the counties of the Genesee Valley Region (Genesee, Livingston, Monroe, Ontario, Orleans, Steuben, Wayne, Wyoming, and Yates) and is facilitated by the CCE of Monroe County.*

- *The educators and specialists will work with a group of 8-10 farmers, each of whom plans a future agritourism initiative as either a primary business or as an add-on to their farm operations.*
- *The training will be delivered through a series of workshops that will cover marketing, social media, target audience etc. topics. The estimated total time for the workshops is about 8-9hrs.*
- *Customized on-farm visits and consultations with experts will be available, discussing each farm's options individually. Follow-up resources will be provided.*
- *The industry experts from Small Business Development Center, Visit Rochester, Cornell University faculty and staff and owners of other successful agritourism business will serve as advisors.*
- *Farmers will obtain an agritourism manual to help them plan and develop an activity that best fits their farm operation. Furthermore, they will create a marketing strategy and execute their plan.*
- *FREE marketing material will be provided to farmers to help advertise their developed agritourism activity i.e. yard signs.*
- *To carry on the agritourism initiative, the farmers who want to share their learning with other farmers can do so at the workshop the end of the project year.*

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For questions contact Jarmila Haseler, Agricultural Educator, Cornell Extension of Monroe County: jh954@cornell.edu or 585.753.2565.



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