



Cornell University

**Cornell Cooperative Extension
Monroe County**

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Date: January 6, 2023

Media Advisory

For more information, contact:

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Event Date: January 17, 2023 – July 17, 2023

Event Time: 12:00PM – 1:00PM

Location: Virtual

Event Name: Agritourism Workshops Monthly – Virtual Series

Explanation of Event:

Tourism is an integral part of the New York economy. Visitors generating significant economic benefits to households, businesses, and government alike represent a critical driver of New York's future. This also includes Agritourism – a fast growing niche of the tourism industry.

As the public interest in sustainability and local agriculture grows, it provides farmers with the opportunity to capture this desire and expand their operations to develop an on-farm experience for the public. But having visitors on a farm and keeping them safe and happy requires knowledge and planning.

To help farmers build necessary skills, scale their businesses, and create sales while offering a fun and educational experience for public, the CCE Agritourism Program Work Team has organized a FREE monthly webinar workshop series aimed at farmers, food entrepreneurs, horse-farm owners and other Agribusiness that would like to expand and grow their revenues by moving their purely agricultural operations to developing an entertainment farm for the public to enjoy.

During the workshops, industry experts will discuss tactics such as connecting with visitors through strategic marketing, zoning regulations, risk management, pricing and growing a customer base, to scaling up and build a successful entertainment farm business.

Once a month, throughout 2023, they will be able to join a virtual, lunch-hour session. Each session will cover a specific topic, the first session will cover the basics of running an agritourism

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operation.

Participants can join the entire series or select topics of their interest from the list below:

January 17: What is Agritourism and Starting an Agritourism Business

February 20: Where is agritourism allowed?

March 20: Protecting Your Agritourism Operation: Liability and Insurance

April 17: Customer Service for Agritourism

May 15: Tax Considerations for Agritourism

June 19: Pricing: Figuring out what your customers will bear

July 17: Marketing Your Agritourism Operation

August to December topics will be released later this year.

Pre-Registration required:

[https://cornell.zoom.us/meeting/register/tJlsce6tqDMuGddOrjKOe3k0mXCypafV0oao](https://cornell.zoom.us/join/91234567890)

After registering, you will receive a confirmation email with information about joining the meeting. All workshops will be recorded, and links shared with the participants.

Sponsor: Cornell Cooperative Extension Agritourism Program Work Team, CCE of Monroe County is an active member of the CCE Agritourism Program Work Team.”

Please contact Lindsey Pashow lep67@cornell.edu or 518-569-3073 with any questions.



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