

A large field of sunflowers stretches towards a sunset over mountains. The sun is low on the horizon, creating a warm, golden glow. The sunflowers are in full bloom, with bright yellow petals and dark brown centers. The mountains in the background are silhouetted against the bright sky.

2020 Virginia Agritourism Conference

Agritourism in Virginia's New Economy

March 30 – April 1, 2020
The Smithfield Center
220 North Church Street
Smithfield, VA 23430



Farm Tours – Monday March 30, 2020 – 12:00 – 6:00 p.m.

Bus 1	Bus 2
Darden's Country Store Isle of Wight County Schools Land Lab Drewry Berry Farms Hampton Roads Winery	PandA Homestead Summerwind Vineyard Mill Swamp Indian Horses Additional Stop TBD

Thank you to the Smithfield, Surry, Suffolk, Franklin/Southampton Tourism and Economic Development Offices and local VCE Agents for their assistance in organizing the farm tours.

Tuesday, March 31, 2020

9:00 a.m.	Welcome	Livvy Preisser Virginia Tech/Virginia Cooperative Extension
9:05 a.m.	Conference Welcome.....	Jewel Bronaugh Virginia Commissioner of Agriculture
9:40 a.m.	Virginia Agritourism Panel.....	Paula Dullas, PandA Homestead Liz Parrish, Parrish Pumpkin Patch Daniel Judkins, IOW Schools Farm Manager Moderator - Dixie Dalton Southside Virginia Community College
10:30 a.m.	Networking Break	
10:45 a.m.	Virginia Agriculture in the Classroom Resources	David Pippin Virginia Agriculture in the Classroom
11:30 a.m.	Salty Southern Route	Judy Winslow Pat Beurnhausen
12:30 p.m.	Networking Luncheon	
2:00 p.m.	Writing Competitive Grant Applications.....	Brennan Washington Southeast Outreach Coordinator of Southern SARE
3:00 p.m.	Kohl Center Agritourism Presentation	Brandon Moses & Bennett Chamberlain Virginia Tech Kohl Center
4:00 – 4:15 p.m.	Afternoon Break	
4:15 – 5:00	Leadership on the Farm	Sandra Tanner Virginia Tourism Corporation

Dinner on you own!

Wednesday, April 1, 2020

Concurrent Sessions

8:30 a.m. – 9:30 a.m.

A. Experienced Agritourism Producers – Main Hall	B. Beginning Agritourism Producers – Suite A/B	C. Marketing – Suite C/D
<p>Agritourism Safety and Insurance – Advanced</p> <p>Scott Denoon Virginia Farm Bureau</p> <p>Livvy Preisser Virginia Cooperative Extension</p> <p>Moderator Heather Wheeler Virginia Department of Agriculture</p>	<p>Building the Business Plan</p> <p>Dixie Dalton, Ph.D. Southside Virginia Community College</p> <p>Moderator Julia Clark Virginia FAIRS</p>	<p>Barn Quilt Trail</p> <p>Denise Hudson Halifax County Tourism Hudson Heritage Farm</p> <p>Moderator Sandra Tanner Virginia Tourism Corporation</p>

9:45 a.m. – 10:45 a.m.

A. Experienced Agritourism Producers – Main Hall	B. Beginning Agritourism Producers – Suite A/B	C. Marketing – Suite C/D
<p>Labor H-2A & H-2B Programs</p> <p>Kerry Scott Mid Atlantic Solutions, Inc.</p> <p>Moderator Kyle Shreve Virginia Agribusiness Council</p>	<p>Funders Roundtable</p> <p>Julia Clark – Virginia FAIRS Laurette Tucker – USDA Rural Development Chris Simms – Colonial Farm Credit Susan Upshaw – First Bank and Trust Company Stephen Versen – VDACS</p> <p>Moderator Rebekah Slabach Virginia Cooperative Extension</p>	<p>Veteran Farming/HomeGrown by Heroes</p> <p>Denise Hudson Halifax County Tourism Hudson Heritage Farm</p> <p>Moderator Sandra Tanner Virginia Tourism Corporation</p>

10:45 a.m. Networking Break

Wednesday, April 1, 2020

Concurrent Sessions, continued

11:15 a.m. – 12:15 p.m.

A. Experienced Agritourism Producers – Main Hall	B. Beginning Agritourism Producers – Suite A/B	C. Marketing – Suite C/D
<p>Farm Transition</p> <p>Stefanie Kitchen Virginia Farm Bureau</p> <p>Moderator Laurette Tucker – USDA Rural Development</p>	<p>Agritourism Safety and Insurance – For Beginning Farmers</p> <p>Scott Denoon Virginia Farm Bureau</p> <p>Livvy Preisser Virginia Cooperative Extension</p> <p>Moderator Heather Wheeler Virginia Department of Agriculture</p>	<p>Marketing: Using Social Media Options</p> <p>Caroline Logan Lindsay Norment Virginia Tourism Corporation</p> <p>Moderator Sandra Tanner Virginia Tourism Corporation</p>

12:30 p.m. Networking Luncheon Main Hall

**Showcasing Successful Farms:
Braggs and Blunders**

2:15 p.m. Adjourn and return to your home operations and agencies to **Grow Virginia Agriculture!**

Hosted by:

- Virginia Agribusiness Council
- Virginia Association of Counties
- Virginia Cooperative Extension
- Virginia Department of Agriculture and Consumer Services
- Virginia FAIRS
- Virginia State University
- Virginia State University Small Farm Outreach Program
- Virginia Tech
- Virginia Tourism Corporation



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