



# REGIONAL AGRITOURISM

**COLLABORATING TO  
CREATE DESTINATIONS  
WORTH THE TRAVEL**

*Presentation to the  
2021 Fresh Fruit & Vegetable Conference  
January 25, 2021*



# BULL BROOK KEEP – ABOUT US

- Sylvia Burgos Toftness and David Toftness
- We brought our backgrounds in public relations and chiropractic
- Direct-market grass-fed-grass-finished beef on 72 rocky acres
- Farm is a communications platform
- People yearn to see and feel farms









# THREE CASE STUDIES

- **Eat Local Coop Farm Tour.** Every year, about a dozen natural food coops collaborate to encourage members to get into their cars and visit farms.
- **The Farm Table Foundation.** This Amery-anchored food hub uses agritourism to revive the connection between local agriculture, cuisine and culture.
- **City of Amery.** A new effort to boost local economy by using the city website to increase agritourism and boost sales at farms and other agri-businesses.



**JENNIFER DEAN**  
LAKEWINDS  
NATURAL FOODS  
COOP

ORGANIZING 12 RETAIL  
STORES FOR A SINGLE  
EVENT



**CO-OP  
FARM  
TOUR**



# Farm to Table





# **KARI WENGER FARM TABLE FOUNDATION**

AGRICULTURE AS ANCHOR  
FOR LOCAL CULTURE,  
ECONOMIC VITALITY,  
HEALTH, AND SENSE OF  
PLACE











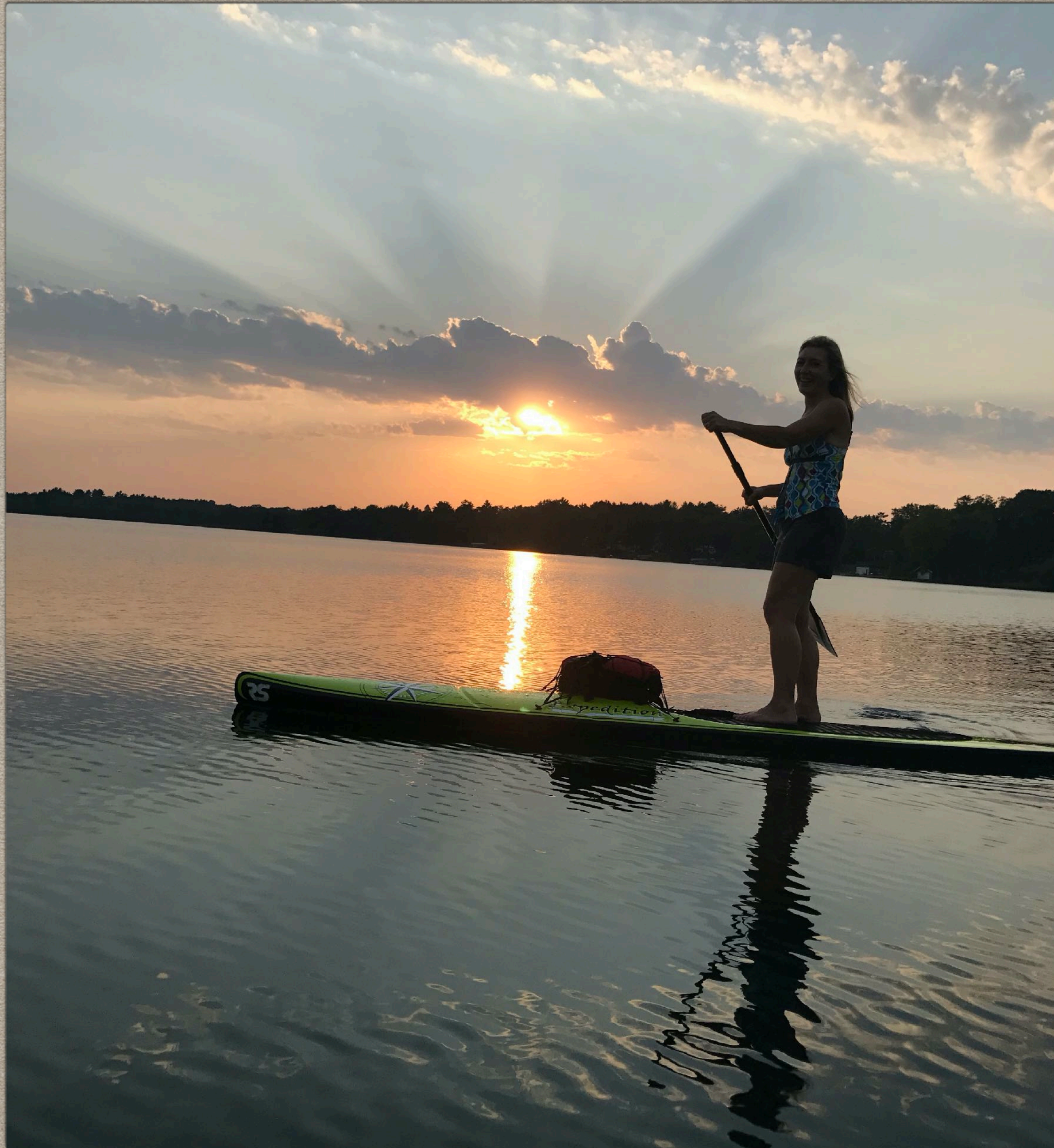


# AMERY, WI

BOOSTING A CITY'S  
ECONOMIC DEVELOPMENT  
THROUGH AGRITOURISM







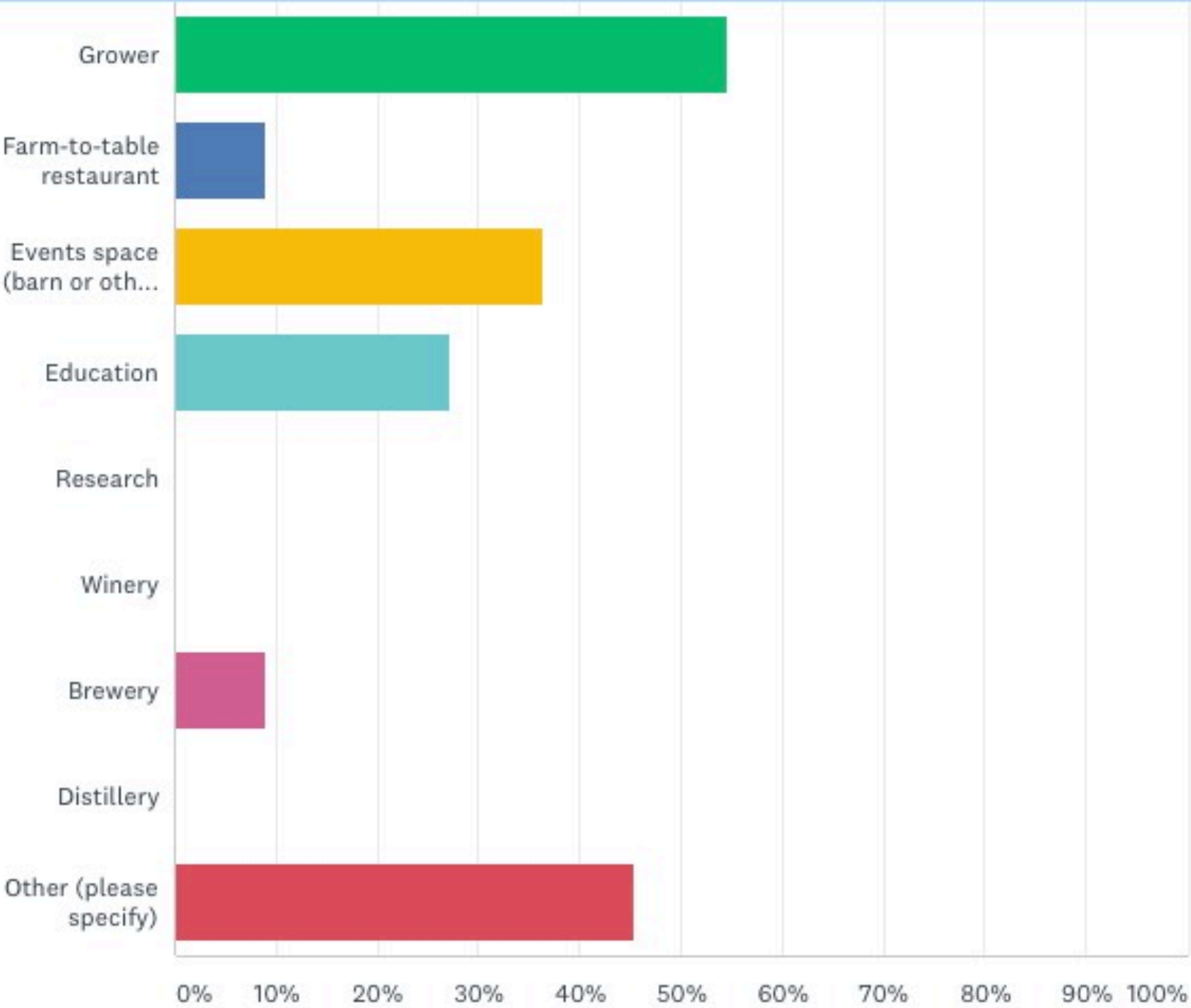






Type of business - please check all that apply

Answered: 11 Skipped: 0

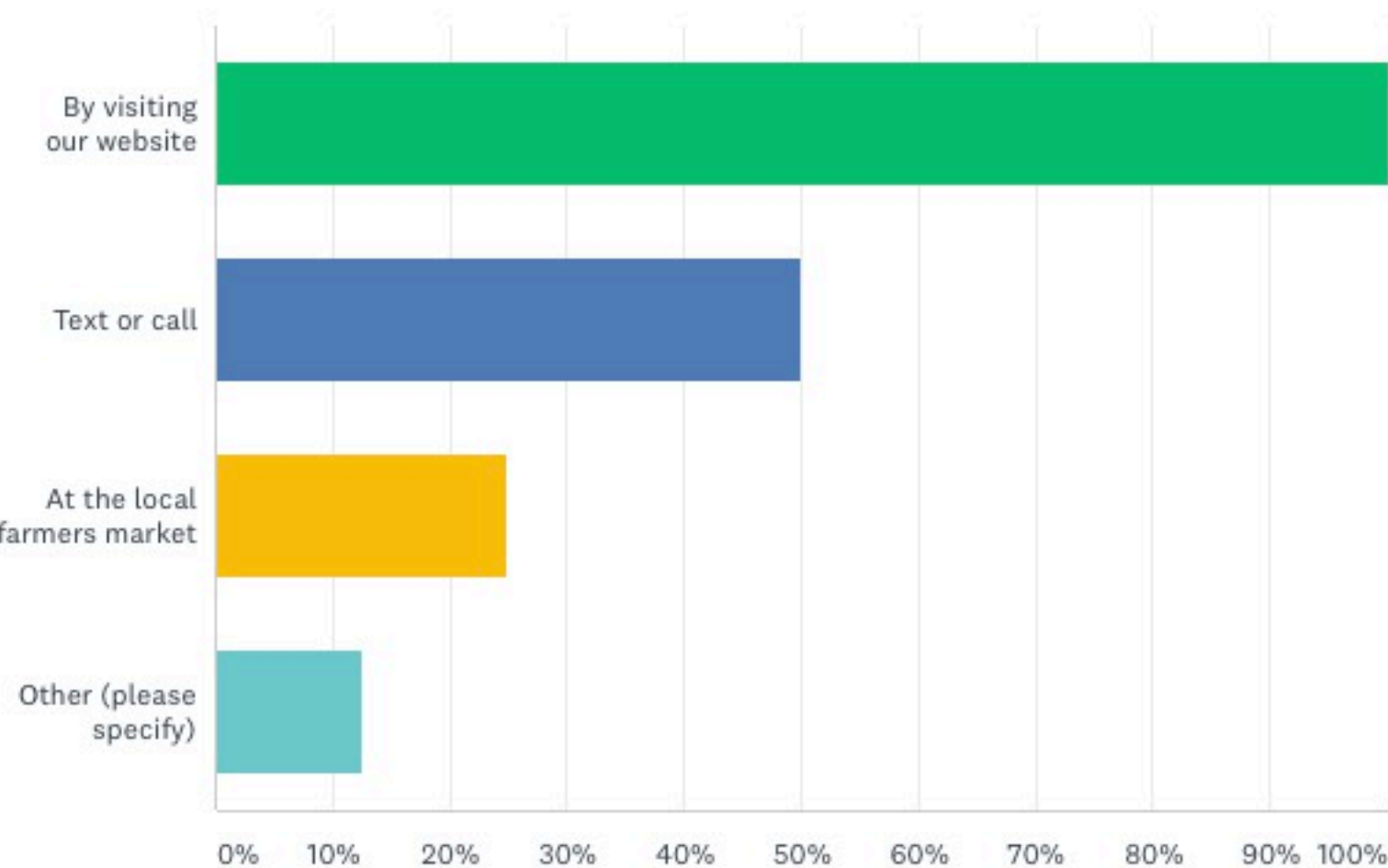


Q9

Customize Save as

If you are interested in selling more product, how would you like prospective customers to reach you? Please check all that apply.

Answered: 8 Skipped: 3



ANSWER CHOICES	RESPONSES	
By visiting our website	100.00%	8
Text or call	50.00%	4
At the local farmers market	25.00%	2
Other (please specify)	12.50%	1
Total Respondents: 8		



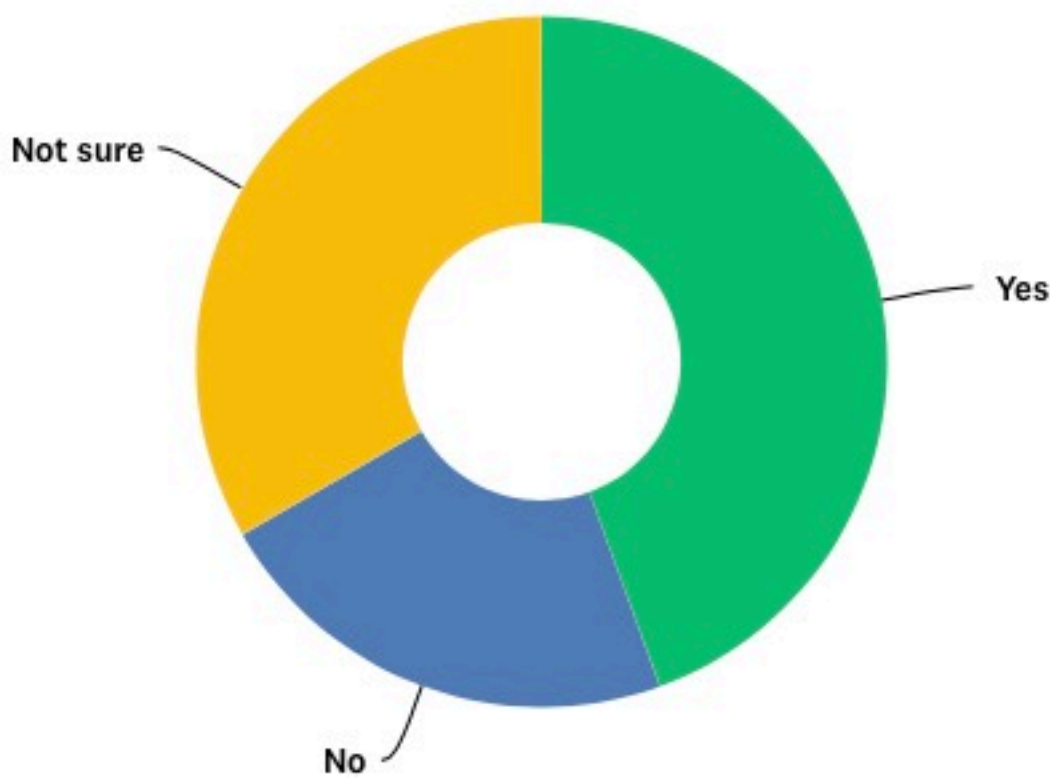
Q15



Customize

Would you like to have visitors stay overnight?

Answered: 9 Skipped: 2



ANSWER CHOICES	RESPONSES
▼ Yes	44.44%
▼ No	22.22%
▼ Not sure	33.33%
TOTAL	

Q16

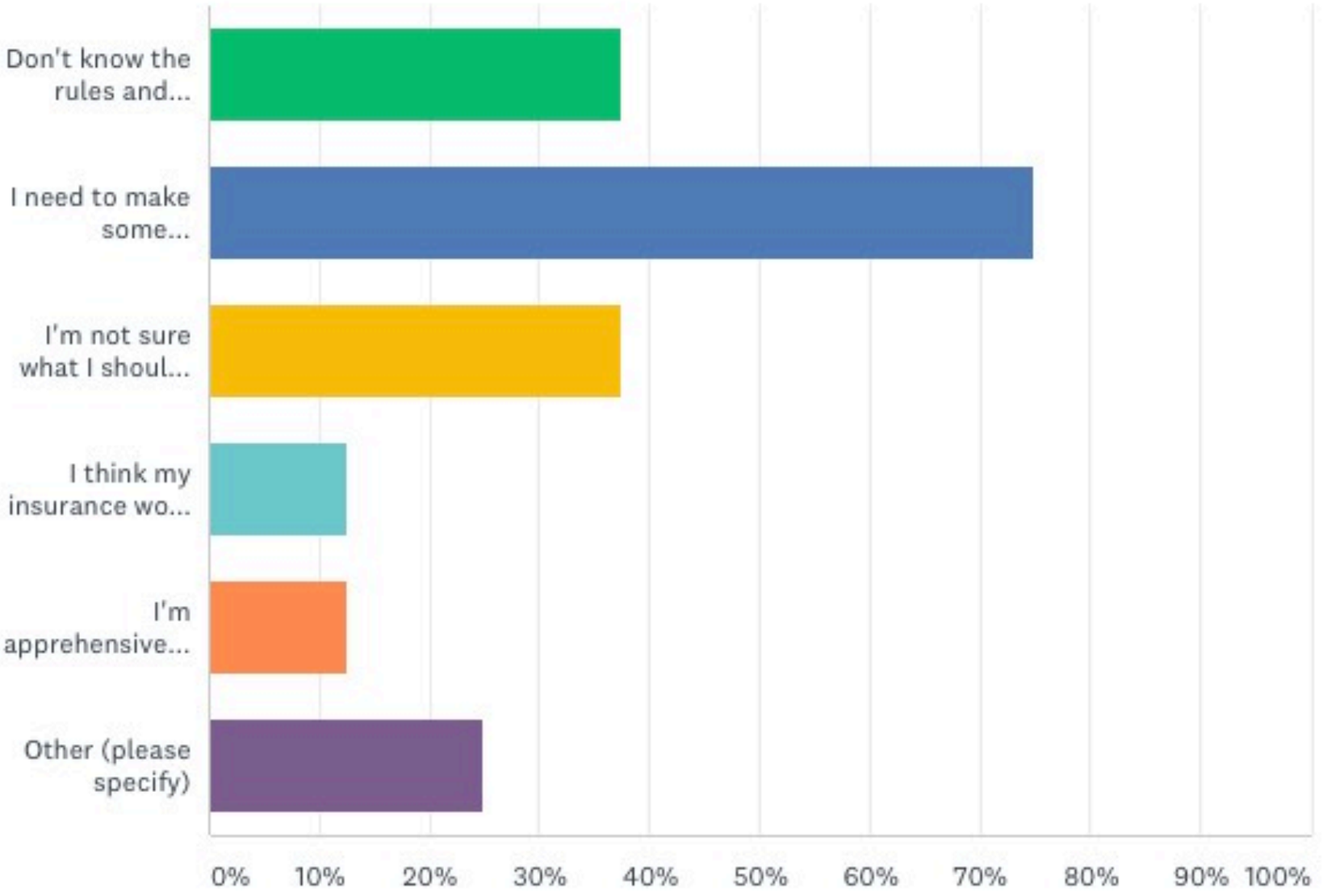


Customize

Save as

If you're not offering overnight accommodations now, why not? Check all that apply.

Answered: 8 Skipped: 3





## FOR MORE INFO

- Jennifer Dean  
The Eat Local Coop Farm Tour  
[CoopFarmTour.com](http://CoopFarmTour.com)
- Kari Wenger  
Farm Table Foundation  
[farmtablefoundation.org](http://farmtablefoundation.org)
- Mayor Paul Isakson  
City of Amery  
[amerywisconsin.org](http://amerywisconsin.org)
- Sylvia Burgos Toftness [sylvia@bullbrookkeep.com](mailto:sylvia@bullbrookkeep.com)  
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