

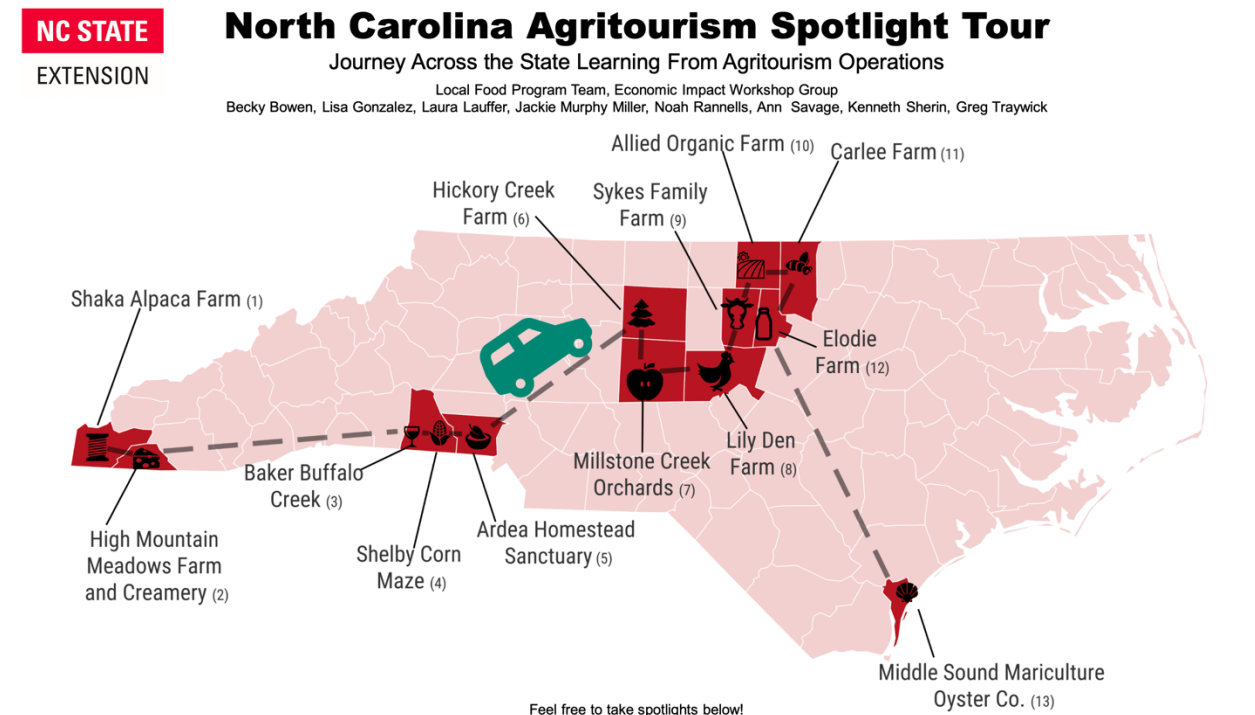
NCACAA Poster Abstract:

Title: Join the North Carolina Agritourism Spotlight Tour!

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Poster layout: The poster will include a large image of the state of North Carolina. The agritourism spotlights trifolds will be pinned to each of the 13 farm's location on the state. Additionally, a tablet will be available for viewers to visit the online version of the agritourism spotlights virtual tour. The abstract will be printed and attached to the poster display.

Poster:



Abstract: In 2020-21 team members of North Carolina (NC) Cooperative Extension Local Food Program Team developed 13 NC Agritourism Spotlights that served as informal case studies. These spotlights provide an in-depth look at agritourism operations including the agritourism development, challenges and opportunities. These spotlights were developed as a resource for those interested in adding agritourism ventures to their operations and to assist those supporting agritourism and farm development. Local Food Program Team members reached out to those either in their county, region or that they have worked with in other projects to interview a variety of agritourism operations across the state. Each spotlight starts off with an enterprise overview, background information of the farm, the development process then moves into pricing, marketing and promotion information of the agritourism components to the farm. The spotlight wraps up with agritourism business concerns and important considerations when adding these activities to your farm business. Each spotlight also includes quotes and words of wisdom from the operators to convey the personality of the operators. Currently each of the thirteen spotlights are in both front and back pdf form or tri-fold form for ease of distribution. Through the initial spotlight development, a more refined process for development has come about so interested county extension offices can create spotlights of agritourism operations in their area to expand the spotlights available and the geographic representation. The next phase of the project is finding a way to tie together the spotlights via several podcast or

virtual live events to take folks on a “road trip” to meet the farmers and learn more about the agritourism operations. An interactive listing of the spotlights can be [found here](#).