



AGRI-TOURISM RESOURCES

STATE AND FEDERAL AGENCIES

Georgia Department of Agriculture

- **Agritourism Signage Program:** Agritourism HB 1088
- <http://nationalaglawcenter.org/wp-content/uploads/assets/agritourism/georgia.pdf>
List of current Agritourism Operations with signage: http://agr.georgia.gov/agri-tourism_in_Georgia.aspx
- **Georgia Grown Program** www.georgiagrown.com
- **GATE – Tax Free Ag Inputs** - The Georgia Agriculture Tax Exemption (GATE) is a program created through legislation, which offers qualified agriculture producers a sales tax exemption on agricultural equipment and production inputs. Qualified farmers and agricultural producers can apply to receive a certificate showing that they are eligible for this exemption. <https://forms.agr.georgia.gov/GATE/>
- **Georgia Agritourism Operators Facebook Page:** www.facebook.com/groups/GGAgritourismOperators

Contact: Cheryl Smith cheryl.smith@agr.georgia.gov 678-640-4355

Georgia Department of Economic Development – Explore Georgia (Tourism Division)

- www.ExploreGeorgia.org (Consumer)
- <https://industry.exploregeorgia.org/> (Tourism Industry)

Georgia Department of Natural Resources – Historic Preservation Division

- **Centennial Farm Program** <http://georgiashpo.org/centennialfarms>

University of Georgia

- **Georgia County Extension Offices** www.caes.uga.edu/Extension
- **Georgia Market Maker** <https://ga.foodmarketmaker.com>
- **UGA Center for Agribusiness and Economic Development** www.caed.uga.edu
 - Ag Tourism, Your Way A How - To guide for Successful Agritourism Enterprises
 - Georgia Market Maker <http://ga.marketmaker.uiuc.edu/contact.php>
 - AGNET www.caed.uga.edu/agnet
- **Small Business Development Centers** www.georgiasbdc.org
 - Starting a business: UGA Piece, Considerations for Agritainment Enterprise

USDA Service Centers <https://offices.sc.egov.usda.gov/locator/app>

- **Alternative Enterprises and Agritourism - Farming for Profit and Sustainability**
This Resource Manual contains 2,300 pages of reference material. It is divided into 20 chapters and 37 subchapters to guide you to a subject of interest. The "Table of Contents and Abstracts" at the beginning of each chapter includes a brief description of articles, books, and publications. Source information includes websites, telephone numbers, email, and addresses on how to obtain copies of the subject matter. Each chapter contains articles, short publications, technical notes, and/or copies of the table of contents and forward or executive summary of books and publications.
www.nrcs.usda.gov/wps/portal/nrcs/detail/national/technical/econ/references/?&cid=nrcs143_009750

Landowner Protection Act:

https://sonnyperdue.georgia.gov/00/press/detail/0,2668,78006749_139486062_139649502,00.html

BUSINESS RESOURCES

- **Considerations for Agri-tainment Enterprise for Georgia** <https://pickyourown.org/businessplans/UGA-Considerations-for-Agritainment-CR-02-07.pdf>
- **Georgia Logos (Blue Interstate Signage)** www.georgia.interstatelogos.com/state/home.aspx
- **A Guide to Developing a Business Plan for Farms and Rural Businesses** www.sare.org/Learning-Center/Books/Building-a-Sustainable-Business
- **Tips for Selling with: Agritourism and "Pick-Your-Own"** <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=400>
- **Entertainment Farming and Agri-Tourism** <https://attra.ncat.org/attra-pub/summaries/summary.php?pub=264>
- **Agricultural Marketing Resource Center** www.agmrc.org/commodities-products/agritourism
- **Rural Tourism Marketing** <http://ruraltourismmarketing.com/>

AGRI TOURISM ASSOCIATIONS/ORGANIZATIONS

- **Georgia Organics** www.georgiaorganics.org Georgia Organics is a member supported, non-profit organization connecting organic food from Georgia farms to Georgia families. We believe food should be community-based, not commodity-based.
- **National Women in Agriculture Association** - www.nwuaa.org
- **National Agritourism Farm Destination Marketing Association** <https://nafdma.com> NAFDMA is an international Agritourism Association founded in 1986 and is a membership-based non-profit trade association dedicated to advancing the farm direct marketing and agritourism industries.
- **AgriLeadHER** - www.agrileadher.com Hosts *Women in Agriculture Conference* focusing on Leadership, Mentorship and Skill Development.

PUBLIC RELATIONS | MARKETING | DIGITAL MARKETING COMPANIES

- Kimberly Starks Blue Scorpion Reputation – 404-717-2502 kimberly@bluereputation.today
- Shannon Belletti Belletti Creative – 404-791-5503 shannon@bellettiphotography.com
- Tobie Chandler CBT Digital – 706-851-9487 tobiechandler@gmail.com
- L.E.M. Ag Specialty & Marketing www.localeventmanagement.com

INSURANCE

- **Bagwell Insurance** https://georgia-agritourism.org/Bagwell_Spotlight
- **Georgia Farm Bureau** https://georgia-agritourism.org/images/downloads/2016_safety_liability_and_insurance_for_agritourism.pdf
- **American Family Insurance (AmFam)** www.amfam.com

LEGISLATION

- **Agritourism Tax Incentives** GA Code Section 48-5-7.4
- **Laws/Statutes Alcohol** https://etax.dor.ga.gov/BusTax_Alcohol.aspx
- **Georgia Code Annotated §51-3-31 (2010)** <http://statutes.laws.com/georgia/title-51/chapter-3/article-3/51-3-31>

EDUCATION – SCHOOL MATERIALS

- **Produce Bites** www.producebites.com Recipes, activities and videos for people who love Georgia Grown fruits and vegetables. For example:
 - Activity Sheets, Book suggestions, Recipes, and Produce Videos
 - Lesson Plans for Educators
 - Educational Resources, Fruits & Veggies Facts, In Season Now, Production Info and Podcasts
- **Georgia Fruit and Vegetable Growers** www.gfvga.org if you need any erasers, pencils, or other fruit and vegetable materials for classroom visits focused on produce, we are often able to help given enough time to order materials. Contact Beth Oleson Director of Education and Food Safety boleson@asginfo.net
- **GA Dept of Agriculture – Feed My School Classroom Resources** <http://feedmyschool.org/FMS/classrooms>

FOOD PRODUCTS/VALUE ADDED

- **Food PIC** www.caes.uga.edu/center/foodpic/
- **Shared Kitchens, Co-Packers, Workshop Series** www.efsonline.uga.edu/
- **GDA Cottage Food Business brochure** <http://agr.georgia.gov/cottage-foods.aspx>
- **GDA Retail Foods, Starting a Food Business Brochure** <http://agr.georgia.gov/retail.aspx>
- **UGA's Sustainable Ag** <https://sustainagga.caes.uga.edu>
- **Food Hubs in Georgia** https://secure.caes.uga.edu/extension/publications/files/pdf/B%201488_1.PDF

SAFETY GUIDELINES

- **National Children's Center for Rural and Agricultural Health and Safety** www.safeagritourism.org Tools and resources farmers need to help keep their visitors safe. Download these walkthroughs, checklists, and resources to implement safety best practices. It's easy and fun.

ADVERTISING/MARKETING

- **Agritourism Ideas** www.agritourismideas.com
- **Agritourism World** <https://agritourismworld.com/>
- **Farm Fest (Rural World Adventures)** www.thefarmfest.com/
- **Georgia Farm Bureau (Certified Farm Market Program)** <https://georgiafarmbureau-certifiedfarmmarketprogram.wildapricot.org>
- **Georgia Tourism Website (Attractions/Lodging/Events)** www.exploregeorgia.org
- **Pick Your Own Farm** <https://pickyourown.farm/>
- **Marketmaker -** <https://foodmarketmaker.com/> This website helps find products and services available across the food system, connects directly with growers, buyers and processors, etc. and builds a strong business and value-chain. Sign up for free to create your business profile page, and begin buying, selling and connecting with consumers and new markets locally, regionally, and nationally. Sign up for FREE...
- **Markets – USDA Directory** <http://search.ams.usda.gov/farmersmarkets>
- **Georgia Grown Trails** www.georgiagrowntrails.com
- **Benivia, LLC** www.benivia.com A privately held company that offers consulting services for web and emerging technology strategy and implementation, integrating enterprise business intelligence with web analytics. Our focus on innovation (Benivia principals hold over 13 U.S. patents) produces standout results. Consumer websites include:
 - www.pickyourown.org
 - www.pumpkinpatchesandmore.org
 - www.pickyourownchristmastree.org
 - www.localfarmmarkets.org

FARM STAYS

- **Farmstay Manual**

<https://conservancy.umn.edu/bitstream/handle/11299/115893/FarmstayManual.pdf?sequence=1>

Farmstays are well-suited to meet the needs of travelers looking for unique and genuine experiences. They offer people a way to reconnect with their agrarian roots—or to form new roots. While research has not been conducted in Minnesota on travelers' interest in farmstays, the success of existing farmstays, as well as natural food co-ops, farmers' markets, and "buy-local" campaigns indicate that the opportunity is there. Many people are hungry to establish a relationship with the land on which their food is grown and with the farmers who grow it. This manual is not meant to be comprehensive, but rather a first stop for those considering a farmstay Minnesota. Since we won't cover everything, you'll need to know in this guide, we will refer you to other publications, organizations, and agencies that can aid in the various aspects of developing a farmstay.

- **Farm Stay U.S.A.** www.farmstayus.com Farm Stay U.S.A. is a site designed to connect guests with farm and ranch stays throughout the United States.
- **Hip Camp** www.hipcamp.com A comprehensive resource for unique outdoor stays. Discover and book tent camping, RV parks, cabins, treehouses, and glamping.
- **Harvest Host** www.harvesthost.com Harvest Host A membership program that invites self-contained RVers to have unique overnight stays on farms, ranches, etc.
- **Tentrr** www.tentrr.com Available on private land and state parks, Tentrr Signature is camping made easy. With safari-style tents already set up, there's no better way to camp. If you have your own gear, try a Backcountry site for a classic camping experience, or try a Tentrr Partner site for something different.

FORUMS FOR QUESTIONS

- **Southeast Region Agritourism Council (SERAC)** Resource providers from across the SE have a forum where they share questions, issues, etc. www.facebook.com/pages/Southeast-Region-Agritourism-Council/109252685760122

GRANTS & FUNDING

- **Ag Georgia Farm Credit** www.aggeorgia.com/ providing support and financing for agriculture and rural Georgia for generations.
- **Georgia Department of Community Affairs** www.dca.ga.gov/community-economic-development/incentive-programs/georgia-agribusiness-rural-jobs-act *Georgia Agribusiness and Rural Jobs Act* Senate Bill 133, known as the "Georgia Agribusiness and Rural Jobs Act" (GARJA), was approved by the Georgia General Assembly during the 2017 legislative session, and subsequently signed into law by Governor Nathan Deal. GARJA is intended to provide a mechanism whereby access to capital is available to small businesses, having at least ten percent of the portfolio being in agribusinesses, within rural parts of Georgia. Rural communities are defined as counties with populations of 50,000 or less.
- **United States Department of Agriculture (USDA)**
 - **RBOG, RBEG, VAPG, FMPP** www.ams.usda.gov/AMSv1.0/FMPP
 - **Value-Added Producer Grant** www.rd.usda.gov/programs-services/value-added-producer-grants
The Value-Added Producer Grant can help pay for operating expenses in a processing facility for farmers who grow a crop and change or market that product in a way that enhances its value. Turning grapes into wine or juice is one example. This website, www.rd.usda.gov/files/BCP_VAPGProgram101Slides.pdf explains the program.

Contact for more information or if you have questions:

- Donnie Thomas, Donnie.thomas@ga.usda.gov
- Joe Anderson joe.anderson@ga.usda.gov

Stephens Federal Building, 355 E. Hancock Avenue, Stop 300, Athens, GA 30601-2768
(706) 546-2162 www.rd.usda.gov/ga and www.rurdev.usda.gov

ZONING

- **Municode Library** www.municode.com/library/GA
- **Troup County Code** (good example)
http://library.municode.com/HTML/11804/level3/COOR_APXATRCOZOOR_ARTVSURE.html#COOR_APXATRCOZOOR_ARTVSURE_5.7RUAGDESTPR

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