Ohio Agritourism Conference

Monday, March 25, 2019
8:30 a.m. – 3:30 p.m.
AGENDA

8:00 - 8:30  Registration/Check in (light breakfast will be served)

8:00 - 8:30  Welcome, Christy Welch-Ohio State University & Bill Baken-owner Maize Valley Winery

There will be two sessions per timeslot.

9:00 - 9:50  Session 1  Marketing Your Agritourism Farm- Diane Riehm, owner Riehm Produce Farm
Learn how Riehm Produce Farm attracts customers to their growing operation. Diane will share information about the tactics they employ to engage their customers.

Session 2  Generating Revenue for the Farm in the “Off” Season- Bill & Michelle Baken, owner Maize Valley Winery
Learn how to diversify your farm income, and make sure it’s a fit for your farm. Don’t put all your eggs in one basket.

10:00 - 10:50  Session 1  Developing Relationships in Your Community- Rob Leeds, Ohio State University & Bill Baken, owner Maize Valley Winery
Discuss how being involved in your community can increase customer awareness and willingness to patronize your operation.

Session 2  Laws, Rules, Regulations, Oh My!- Ryan Conklin, Wright & Moore Law Firm
Navigating the web of local and state governmental bodies can be a daunting task for your agritourism operation. This session will discuss strategies for working with government officials, handling agency inspections, and the applicability of Ohio’s agritourism law.

11:00 - 11:50  Is Agritourism a Possibility to Generate Revenue for Your Farm?- Bill & Michelle Baken, owners Maize Valley Winery
What are some advanced activities that might fit with your operation and advanced marketing activities.

12:00  Lunch- catered by Maize Valley Winery

1:00 - 1:40  4 RoundTable Discussions
I. Legal Questions- Ryan Conklin, Wright & Moore Law Firm
II. Making Money with Food Sales- Michelle Bakan, owner Maize Valley Winery
III. Effective Marketing Strategies- Diane Riehm, owner Riehm Produce Farm & Bill Baken, owner Maize Valley Winery
IV. Emergency Preparedness Plans for Agritourism Operations- Eric Barrett, Ohio State University

2:00 – 3:30  Tour
3:30  Adjourn