

Ohio Agritourism Conference

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

The Ohio State University
Hosted by Maize Valley Winery
6193 Edison Street NE,
Hartville, Ohio 44632

- 8:00 - 8:30** Registration/Check in (light breakfast will be served)
- 8:00 - 8:30** Welcome, Christie Welch-Ohio State University & Bill Bakan-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 Bakan, 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 Bakan, 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. Légal 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 Bakan, owner Maize Valley Winery
IV. Emergency Preparedness Plans for Agritourism Operations- Eric Barrett, Ohio State University
- 2:00 – 3:30** Tour
- 3:30** Adjourn



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



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