



Georgia Grown & Agritourism

What is Georgia Grown?



Georgia Grown is the marketing and economic development program of the Georgia Department of Agriculture.

This program aids our agricultural economies by bringing together producers, processors, suppliers, distributors, retailers, agritourism and consumers in one powerful, statewide community.

Purpose and Goals



PURPOSE

Georgia Grown is an economic and community development platform designed to grow local economies throughout our state.

GOALS

- **Economic Development** “We Help Georgia Grow”
- **Nutrition & Wellness** – We strive to improve the wellbeing of Georgians by increasing the consumption of fruits, vegetables and locally produced food.
- **Environment** – Our high-quality products start locally, using the best growing practices and production techniques.
- **One Georgia** – The gap between rural and urban Georgia can be bridged through agriculture.



Georgia Grown Brand

Elevate your brand with Georgia Grown!

Use the Georgia Grown Logo to:

- Grow in Consumer Trust and Recognition
- Create Brand Differentiation
- And as a Marketing Edge and Statewide Network Support



Programs & Services

Georgia Grown Magazine

Annual publication containing the great articles, recipes, and the Georgia Grown Guide. It helps promote Georgia Grown Businesses throughout the state.

Farm to School

Partner with schools across the state to increase sales of Georgia Grown products to schools, boost school meal participation and improve agriculture education.



Business Development

Domestic and International Trade Initiatives helping to create new markets and expand current markets for Georgia Grown members.



Market Events

Partner to create special Georgia Grown markets, which allow our members to sell directly to the public at major events and festivals around the state.

Promotions

Partnerships with retailer have boosted sales for Georgia Farmers, i.e. Kroger Peach Promotion, Atlanta Botanical Garden Dinners, IGA Partnership, and more.

Market & Consumer Bulletin

Monthly classified ads for livestock, farm supplies, and equipment, handcrafted homegrown items. Subscription is only \$10 annually).



Executive Chef Program

Promotes agricultural products by developing recipes featuring Georgia Grown ingredients. Chefs are available for a variety of events throughout the year.



A Fork in the Road

Emmy award winning TV show that airs on GPB every Saturday morning. It is now in its fourth season.



Georgia Grown Newsletters & Ag Industry Updates

Filled with news, marketing & funding opportunities, relevant conferences, webinars, and much more.



Agritourism

Work with GA DOT to provide directional signage to agritourism locations and promote six Georgia Grown Trails.





What is Agritourism?

Definition of Agritourism Per O.C.G.A. 34-12-2

“Agritourism” means charging admission for persons to visit, view, or participate in the operation of a farm or dairy or production of farm or dairy products for entertainment or educational purposes or selling farm or dairy products to persons who visit such farm or dairy.

Types of Agritourism Operations

- Farms that offer tours
- Agricultural museums
- Cut your own Christmas trees
- Corn Mazes/Pumpkin Patches
- On the farm stands & markets
- U-Pick operations
- Farm stays
- Petty and feeding zoos
- Demonstration farms
- Living History/Heritage farms
- Horticulture/Gardens
- Hayrides & other fun farm activities
- Horseback riding
- Food production - dairy, cheese
- Orchards – olive, apple, citrus, etc.
- Vineyards & Wineries – Tours & Tastings
- Breweries, Meaderies, Cideries, & Distilleries



Benefits of Agritourism

For the Farmer:

- ✓ a way to diversify income
- ✓ a way to supplement retirement
- ✓ increase revenue without increasing acreage
- ✓ provides incentives for farmers to remain in agriculture
- ✓ build new business with existing resources
- ✓ educate the public on how their food is grown
- ✓ educate people about both historic and modern methods of farming and the risks involved in everyday agriculture



Benefits of Agritourism

For the Tourist

- ✓ unique and authentic experiences
- ✓ a getaway from everyday stress
- ✓ a way to get back to their roots
- ✓ participate and see how food is grown
- ✓ offers an outdoor experience
- ✓ a way to enjoy a local food supply
- ✓ enjoy rural scenery
- ✓ experience the local culture and heritage



For the Community

- ✓ an opportunity to showcase local products and host educational events for area schools and groups
- ✓ creates jobs & supports the local economy – economic development

For the Environment

- ✓ helps preserve agricultural land

Models and Form of Agritourism Operations

Models

- Supplementary
- Complimentary
- Primary



Forms

- Direct Market Agritourism
- Education and Experiential Agritourism
- Recreational and Event Agritourism





Agritourism Registry

Rule 40-28-1 Agricultural Tourist Attraction

Once a facility is designated an "agricultural tourist attraction" the Department shall, in conjunction with the Georgia Department of Transportation, take the appropriate steps to assist in the placement of directional signs along roads in the direct proximity of the agricultural tourist attraction to direct passing traffic to the agricultural tourist attraction. The Georgia Department of Transportation shall create guidelines relating to size, placement, location and number of signs on Federal and State highways. The Department will approve the design of the signs and logo designating an agricultural tourist attraction

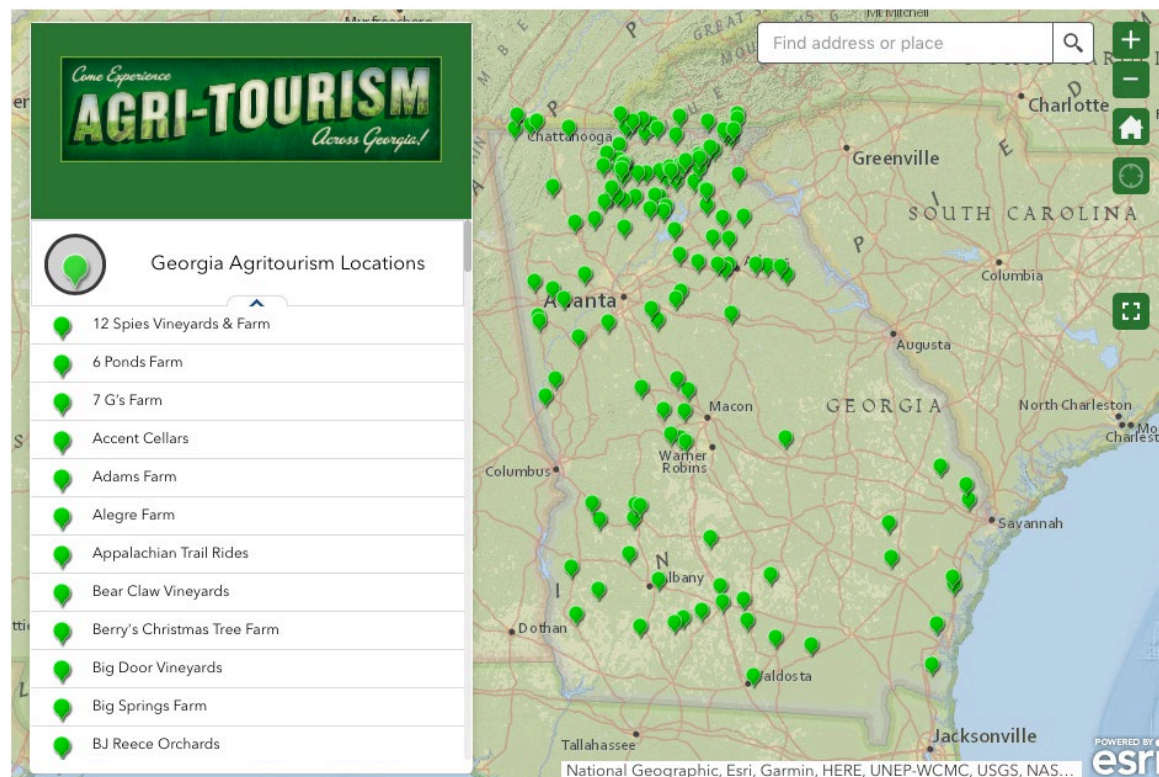
- Master list of Agritourism operations
- Fill out Registry Application
- Pay one-time fee of \$300
- Receive official certificate
- Renewal every three years.

Agritourism Signage Program

- There are currently over 800 agritourism sites in Georgia
- Over 200 businesses have DOT issued signage



- Georgia Grown member
- Application
- Once time program fee
- Criteria
- Limit of 4 signs
- Fee to DOT for fabrication and installation
- Listed on GDA Agritourism Signage page





Agritourism Program & Resources

- Agritourism Agritourism Registry & Signage Program
- Agritourism Manager Updates
- Agritourism Publications & Resource Materials
 - Georgia Agritourism 101 Guide
 - Creating an Outstanding Customer Experience
 - Activity Sheets
 - Developing an Agritourism Attraction
 - Entertainment Farm and Agritourism
 - List of Sites to Post Events
 - Examples of County Agritourism Rules & Regulations
 - Tips for Selling with Agritourism and Pick Your Own
 - Insurance and Liability Information
 - And more...
- Social Media
 - Georgia Agritourism Operators Facebook Page (Georgia Grown Members Only)
 - Georgia Agritourism Facebook Page
- Georgia Grown Trails



Additional Resources

Educational Institutions

[UGA College of Agricultural and Environmental Sciences \(CAES\)](#)

[UGA Cooperative Extension](#)

[UGA Marine Extension and Georgia Sea Grant](#)

[Technical College System of Georgia](#)

State & Federal Agencies

Georgia Department of Economic Development - [Explore Georgia](#)

Georgia Dept of Natural Resource - [Georgia State Parks & Historic Sites](#)

[Georgia Department of Community Affairs](#)

[Georgia Department of Transportation](#)

[Georgia Legislators](#)

Associations & Organizations

[Georgia Farm Bureau - Certified Farm Markets & Passport Programs](#)

[Georgia Christmas Tree Association](#)

[Georgia Fruit & Vegetable Growers Association](#)

[Georgia Organics](#)

[Georgia Wine Producers](#)

[Georgia Association of CVB's](#)

[U.S. Department of Agriculture](#)

Georgia Grown Trails

Trail 37 – Fort Gaines to Homerville

Trail 41/341 – South of Barnesville to Lake Park

Trail 1 – Augusta to Folkston

Trail 17 – Kingsland to Savannah

Trail 27 – Rossville to Roopville

Trail 98 – Homer to Comer

[www.georgiagrowntails.com](http://www.georgiagrowntrails.com)

Designed to highlight all of Georgia's amazing agriculture-related tourism hot spots. U-pick farms, dairies, vineyards & wineries, farm tours, B&Bs, restaurants using local and regional products, and specialty food stores are all included.

Georgia Grown Trails App - This new app, designed by L.E.M. a major partner in the trails program, provides mobile access to trail stops and locations along the Georgia Grown Trails allowing travelers to explore the different stores, farms and towns that have bonded together as Georgia Grown members. The app is available as a free download on the [Apple App Store](https://apps.apple.com/us/app/georgia-grown-trails/id1444444444) as well as the [Google Store](https://play.google.com/store/apps/details?id=com.georgiagrowntails).





Thank You!

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