



NEWSLETTER

August 2024 Edition

WATA Members' Corn Mazes included in the MAZE CHALLENGE September 19 - October 31, 2024 Send us your design photos, videos and reels.

Visit a Wisconsin Agricultural Tourism Association Members' Corn Maze.
Take photo of your visit. Post to Facebook with tag #WATAMAZE.
Random Winners will be announced on Facebook.

In addition, four farms are featuring 2025 Draft-themed corn mazes this fall. We believe this is a fantastic opportunity to celebrate our home team, showcase Wisconsin's family farms, and encourage visitors to explore both the local farms and Lambeau Field. There are four promotional videos to help spread the news. All are accessible on Wisconsin Agricultural Tourism Association [Website](#) .

Here are links to the four participating farms:

[Polly's Pumpkin Patch](#), [Petals and Plows](#), [Porter's Pumpkin Patch](#), and [Feltz's Dairy Farm Corn Maze](#).

WATA
WISCONSIN AGRICULTURAL TOURISM ASSOCIATION

MAZE CHALLENGE

VISIT A WISCONSIN CORN MAZE
THIS FALL BETWEEN
SEPTEMBER 19 & OCTOBER 31 FOR A
CHANCE TO WIN PRIZES!

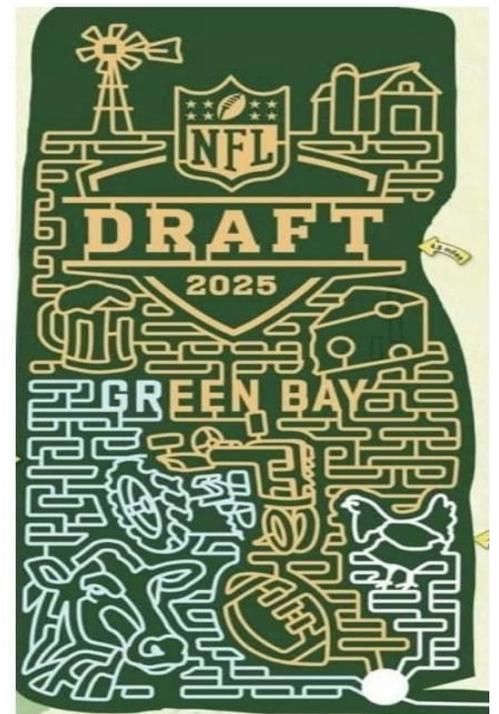
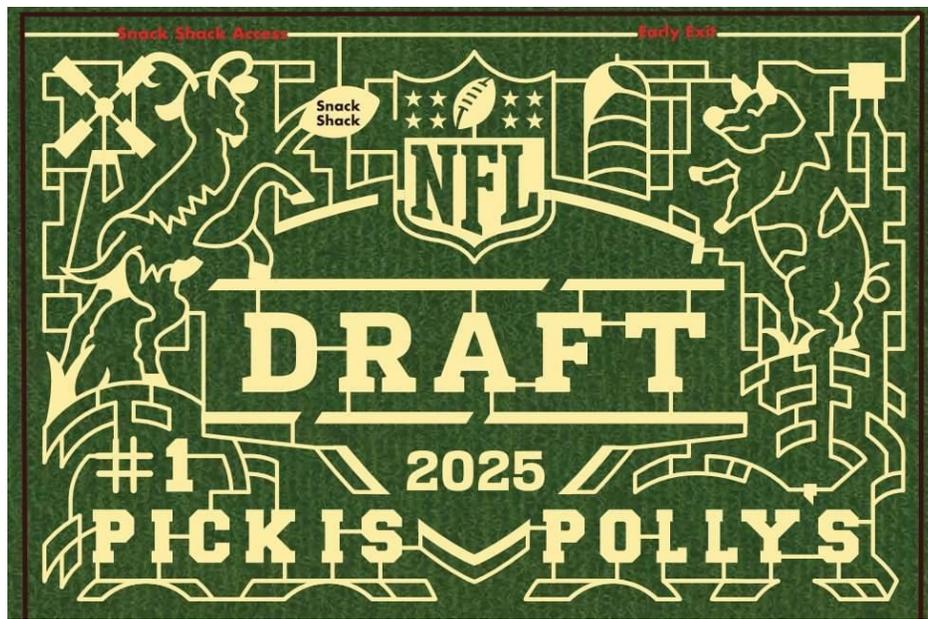
GO TO WIAGTOURISM.COM TO
FIND A CORN MAZE NEAR YOU!

TO ENTER:

- VISIT A WI CORN MAZE
- TAKE A PHOTO OF YOUR VISIT
- POST TO FACEBOOK OR INSTAGRAM
- INCLUDE TAG #WATAMAZE
- RANDOM WINNERS WILL BE ANNOUNCED ON FACEBOOK

BY ENTERING THIS CHALLENGE, YOU ARE GIVING WATA PERMISSION TO UTILIZE YOUR PHOTO ON WATA SOCIAL MEDIA PLATFORMS AND/OR MARKETING MATERIALS.

gather



Mark your Calendars...

September 6-8, 2024
Jefferson County Fair Park
www.wisconsinssheepandwoolfestival.com
Spend the weekend at the Midwest's premier sheep and wool festival



Three days filled with entertainment, shopping and education at one of Wisconsin's finest fairgrounds, midway between Milwaukee and Madison, just south of I-94.



11th Annual Beaver Dam Pepper Festival

We are excited to announce the 11th year of the Beaver Dam Pepper Festival ... Park Village Shopping Center in Beaver Dam Wisconsin will be the center stage for another great event. With attendance growing every year, 2024 is on track to bring over 5,000 visitors from the local area as well as the Midwest to Beaver Dam ...

This crazy "Heirloom" pepper has certainly become the talk of Beaver Dam and on Saturday, September 14th from 9 am to 4:30 pm, Beaver Dam will welcome folks to eat, shop, play and enjoy the festivities planned to celebrate of the area's best kept secrets... The Beaver Dam "Heirloom" Pepper. Experience history in the making and expose your business to thousands of local and regional folks from the Midwest area!!! 9 am – 4:30pm Entertainment, Vendors, Food & More! [Schedule of Events](#)

Announcing the 8th Annual Hill & Valley Exploration Tour:
A celebration of rural living. Two autumn weekends to explore farm traditions.
Rural farms, artist, & businesses open their doors to welcome you!

Experience rural living firsthand! Occurring on the last two full weekends in September.

Saturday and Sunday, 10am – 4pm
September 21-22 and 28-29, 2024

[Check out who is on the tour](#) [Brochure](#) [Venue Map](#)

The Hill and Valley Exploration Tour: a celebration of rural living is a unique opportunity to explore the vibrant and resilient small farm community of Northern Sauk and Richland Counties! On the tour you can easily find local food and art producers, learn about the changing face of rural America, dine at a true Farm-to-Fork country eatery, find hidden gems, and visit a historic Folk Art site. Don't forget to bring your cooler to hold all your farm fresh purchases, an extra sweater, and the mud boots; this is country fun — rain or shine!

2024 FALL TOUR
Sauk, Richland & Juneau Counties, WI
Buy directly from rural producers, artists, & businesses at their farms, studios & shops. Bring your cooler for fresh farm finds, an extra sweater, and the mud boots - this is country fun - rain or shine!

Hill & Valley Exploration Tour
A Celebration of Rural Living
September 21-22 & 28-29, 2024

explorehillandvalley.com
Experience, Learn and Buy Local!

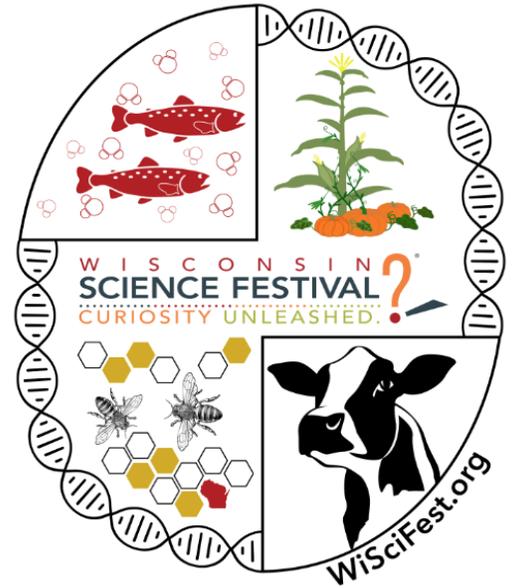
Musical Community Kleffoff Event
Wednesday, August 21, 2024 10:00 - 7:00 PM
Big Grilly Jim

Wisconsin Science Festival

Wisconsin Agricultural Tourism Association has been asked to partner with the 2024 Wisconsin Science Festival to help promote and educate students, families and communities about...Agriculture! The 2024 festival theme of Agriculture is a great opportunity for you to showcase what you do at your Agricultural Tourism Destination October 14-20, 2024.

The focus is on agriculture, aiming to showcase its profound impact on our world. Their mission is to illustrate the interconnectedness of agriculture within our state's economy, society, well-being, and the overall future of humanity through the lens of science, art, and technology.

[Learn more about hosting a #WiSciFest event.](#)
[Register to be listed on the website Oct 14-20.](#)



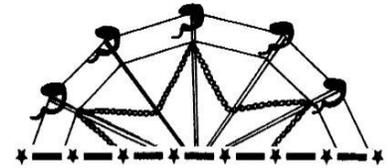
Support Your Local Fairs and Festivals

[Check out Fairs in all 72 Wisconsin Counties](#)

[Video tour Wisconsin Fairs](#)



Aug 28—Sept 2, 2024



September 11-15, 2024

Check it out! [Dane County member's blooms on the farm in full color!](#)

Mark your calendars...

- ~Ag Tourism Track Wisconsin Science Festival –October 14-20, 2024
- ~Wisconsin Agricultural Tourism Week September 19 - October 31, 2024
- ~Savor & Sow; Ag-Venture Weekend September 27-29, 2024 Plover, WI
- ~Savor & Sow; Ag-Venture Weekend November 15-17, 2024
- ~Destinations Wisconsin Conference November 14 – 15, 2024
- ~Wisconsin Farm Bureau Federation Annual Meeting December 7-9, 2024
- ~Wisconsin Farmers Union Annual Convention December 13-15, 2024

WATA State Fair Stage Show a HUGE SUCCESS!

Just look at the photos below of the crowd and those winners' smiles.

Thank you to numerous WATA members who donated to the success of the Wisconsin State Fair Agricultural Tourism Trivia Contest; Busy Barns Farm Adventures, Schuster's Farm, Food + Farm Exploration Center, Farm Wisconsin Discovery Center, Herbal Safari; Bull Brook Keep Farm, The Midwest Horse Fair, Jerry Smith Farms, Everhart Family Farms, London Dairy Alpacas, Valley Springs Bed & Breakfast, Hill & Valley Exploration Tour, Farmview Event Barn, Classic Green Reunion 2025, Porter's Patch, Feltz's Dairy Farm, Petals & Plows, Polly's Pumpkin Patch, LaClare Creamery, Plover Convention and Visitors Bureau and Andrew Nussbaum, Travel Wisconsin.

Thank you to WATA Members who hosted at the Travel Wisconsin Booth: Jean Bahn, Clara Hedrich, Afton Krysiak, Mitch Krysiak, Amy Smith, Lauren Smith, Malorie Paine, Tom Nelson, Sue Nelson and Sheila Everhart.





WATA at Farm Technology Days

Thank you WATA Members who hosted the Travel Wisconsin Booth: Jean Bahn, Dave Carlson, Dorthy Harms, Shawn Lehman, Sue Nelson and Sheila Everhart.



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