

Save the Date — August 6, 2024
WATA State Fair Stage Show 5-6 p.m.
Would you like your Agricultural Tourism
Destination recognized at the Wisconsin State Fair?



Send trivia prizes to:
WATA
4618 West County Road A
Janesville, WI. 53548
before August 1, 2025

Ideas: hats, t-shirts, admission
tickets, lotions, balms, jams,
keychains, etc.

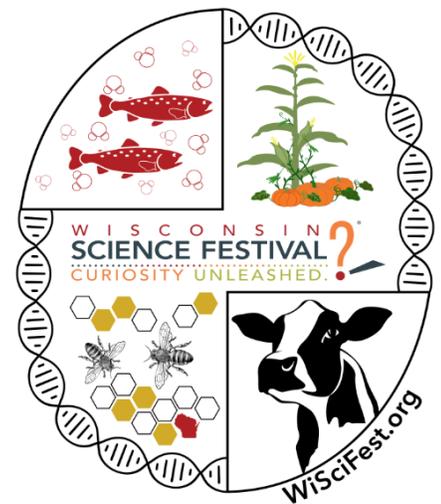


Wisconsin Science Festival

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.](#)



In the News:

~Vesperman Farms ; Wisconsin Agricultural Tourism Allows All Families to Make Memories .
Story by Kylie Ver Kuilen and originally appeared in the [June | July 2024 Rural Route](#).

~ The Wegmueller Farm featured in AARP Media [AARP Travel Feature Story - The Wegmueller Farm](#)

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.

Come for the Education- 80+ Fiber Art Classes for all levels of experience taught by national known instructors, Producer Education, The Hall of Breeds, and new this Year- the Leicester Longwool Card Grading Event (learn the history, value, see the wool and sheep evaluated) Come to Jefferson prepared to shop! The Country Store will feature over 130 exhibitors from across the country, offering everything from baskets to drop spindles; yarn to jewelry; rug looms to roving. Come for the sheep. Over six hundred sheep representing over 40 breeds. Sheep shows Friday, Saturday and Sunday, including the National Leicester Longwool show. Come for the entertainment. Watch Border collies in action during three days of stock dog trials. Or cheer on your favorite knitters in the Walk & Knit/Crochet Challenge Relay, and Sheep to Shawl Competitions.

Gates open at 7:00 a.m. each day. Admission is \$10 per person, \$20 for a weekend pass. Kids eight and under free. Parking free. Information on all activities and hours at www.wisconsinssheepandwoolfestival.com

Upcoming WATA Events...

~ August 6, 2024 Wisconsin State Fair Tourism Booth (see first page)

~ August 13-15, 2024 Farm Technology Days

WATA Members look forward to seeing you at Farm Technology Days. Be sure to stop at the Travel Wisconsin Booth PP113 in the Progress Pavilion from 9 a.m. - 4 p.m.

Everyone is cordially invited...

Chippewa County
WISCONSIN FARM TECHNOLOGY DAYS
Growing to the tune of success

Hosted at
Chippewa Farms & Country Store
407 W. 23.507° N
87° 30' 45.822° W

AUGUST 13-15, 2024 CHIPPEWA COUNTY
growing to the tune of success

Wisconsin Farm Technology Days is an annual event that showcases the latest advancements in farming technology and practices. The event provides attendees with hands-on experiences, educational opportunities, and access to cutting-edge equipment and solutions in the farming industry.

Please join us for these 3 days of exhibits, fun and food trucks!

Please email info@wifarmtechdays.org for questions or if you're interested in sponsorship. Please email communications@wifarmtechdays.org

Wisconsin Farm Technology Days is Co-Sponsored By

Tickets

Online Tickets Are Available At A Discount
ORDER TICKETS HERE!
General Admission Paid at the Gate \$15/Per Adult
CASH PREFERRED
(Children 12 and under - Free)

Getting There

24105 County Hwy S, Cadott, WI 54727
Dates: August 13 - 15, 2024 (Tue/Wed/Thu)
Grounds Open 9:00 am to 4:00 pm

Tram System available to take visitors around the grounds.
(SORRY! Visitors are not permitted to bring Golf Carts, UTVs, ATVs)

WISCONSIN FARM TECHNOLOGY DAYS
GROWING TO THE TUNE OF SUCCESS
CHIPPEWA COUNTY
2024

WIFARMTECHDAY.SPIRITSALE.COM

~ Wisconsin Agricultural Tourism Fall Recognition September 19—October 31, 2024. The Marketing Committee and Education Committee are working through details. Invitations being extended. Documents being requested. Locations being determined. Look for details in the August Newsletter. #LuvRAG. #WiAgTourism

~Listen to Sarah Schuster of Schuster's Farm discuss farm diversification and Wisconsin Agricultural Tourism. Podcasts featuring specialty crops farmers are possible through USDA SCBG 23-10. [Click the link](#) to hear all featured farmers from lavender to cherries.

**Congratulations to the 77th Alice in Dairyland,
Halei Heinzel of Oconomowoc!**
WATA is looking forward to working with
Halei for the following year.
Learn more about Halei [here](#).



Support Your Local Fairs and Festivals

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

[Video tour Wisconsin Fairs](#)



July 24-28, 2024



July 25-28, 2024



August 8-11, 2024



August 14-18, 2024



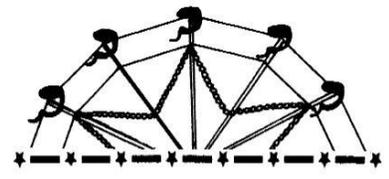


Aug 28—Sept 2, 2024



WISCONSIN SHEEP & WOOL FESTIVAL

September 6-8, 2024



September 11-15, 2024

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

WISCONSIN AGRICULTURE TOURISM ASSOCIATION
PROOF SHEET FOR EST-924-1431-12-8-2023



Make sure you have your WI Act 269 signage!

Pica Grove Image Allies of Sparta is offering a \$50 discount to WATA members for all your signage posting needs to be in compliance with WI Act 269. See these and more products at their website: www.picagrove.com.

Rural Mutual Agents are offering Signs for their clients. Contact your agent. [Page 45 WFBF Rural Route](#)



MORNING AgClips
AMERICA'S #1 AG NEWS SOURCE



Extension
UNIVERSITY OF WISCONSIN-MADISON

