

## WATA Lunch & Learn March 19, 2024

Looking to see what is new for 2024? Looking for strategies to share authentic educational programming for your guests to your Agricultural Tourism Destination? Want to make sure guests who are visiting your farm are leaving with a kernel of knowledge regarding Wisconsin's Agricultural Tourism Industry. Join the WATA Board and staff from the Food + Farm Exploration Center and the Wisconsin Farm Bureau Federation Ag in the Classroom Program to learn about authentic Wisconsin Agricultural Educational resources and programming.



### Schedule:

**9:30 a.m.** Check-in.

**9:45 a.m.** Official Welcome – Lobby / Ag Grand Hall (AGH)

**10:00 a.m. – 11:15 a.m.** Exclusive Behind the Scenes Tour – *“From Dream to Reality”*.

**11:15 – 12 p.m.** Networking Lunch – Ag Grand Hall

**12:15 -- 12:30 p.m.** Review of Networking /Promotion Activity Process

**12:30 – 1:30 p.m.** Share your Farm Story/Your Career Networking with students from the Plover Area Boys and Girls Club. (Networking /Promotion Activity) Ag Grand Hall

~Your Agricultural Tourism Destination /Your story (career training)

~ Types of employment opportunities on your farm (part-time/full time)

~ Suggestions for securing your first job/ your dream job.

**1:30 – 2:30 p.m.** Food + Farm Exploration Center Activities

Maker Space /Kitchen Lab – students /farmers

**2:30-3:15 p.m.** Explore Center on your own / refreshment break

**3:30 – 4:45 p.m.** Share/Promote your Farm Story with Teachers/ University/ Technical College Staff (Networking/Promotion Activity - Field Trips/Weekend Family Experiences/ Farm Stays/ Cooking Classes, etc. Talk to Farmers/ Plan your Ag-Venture (public).

**4:45 p.m.** Door Prize Drawing. Wrap-up. Meet your 2024 WATA Board Members. Win some amazing prizes.

**5 p.m.** Center Closes.

**Thanks for coming.  
Drive safe.**



Please join us at the new Food + Farm Exploration Center (FFEC), Tuesday, March 19th, as WATA members kick off National Ag Week by participating in Lunch & Learn Workshop from 10 a.m. – 3:30 p.m.

**Deadline to Register to attend this event is March 9, 2024.  
Cost for WATA Members \$45. Cost for non-members \$170**

Cost includes FFEC admission, refreshments, training workshop materials, networking, box lunch (wrap, condiments, chips, cheese and beverage) and an exclusive tour of Food + Farm Exploration Center.

\_\_\_\_\_ [print, clip & mail registration form](#) \_\_\_\_\_

Mail Registration and Payment to:  
WATA 4618 West County Road A, Janesville, WI 53548

*Cost for WATA Members \$45* *Cost for non-members \$170*  
Cost includes training workshops, materials, networking, box lunch, beverage, morning & afternoon refreshment breaks, tour of Food + Farm Exploration Center.

WATA Member (s) \_\_\_\_\_ @\$45 /Person      Non Member \_\_\_\_\_ @\$170/Person

Circle Wrap Choice:

Turkey Club      or      Veggie Wrap (chips, cookie & beverage) \_\_\_\_\_

Make Checks payable to WATA.      Registration Deadline March 9, 2024

## WATA Continues Kicks Marketing Campaign to Drive Visitors to Your Farm



Wisconsin Agricultural Tourism Association continues a statewide push to get more visitors to members' farms, event barns, vineyards, petting zoos, and tree farms.

Large, easy-to-read signs boasting LUV-R-AG and smart-phone friendly QR codes were placed at highway rest stops and visitor centers from Hurley to Kenosha, Ashland to Beloit, Superior to Platteville, and Menominee to La Crosse. Travelers will be able to see the signs, use the QR code, and find their next ag-venture. Take a minute to view the videos created:

[LUV R AG scan the QR code](#)      [Family Fun on the Farm. Plan your Ag-Venture Today](#)  
[Napa Valley of the Midwest](#)      [Wisconsin Farm Weddings](#)

# Savor & Sow: A Weekend AgVenture in Plover

The Wisconsin Agricultural Tourism Association and the Plover Area Convention and Visitors Bureau invite you to come over to Plover for a weekend agventure getaway. Attendees will have the opportunity to learn directly from leading agricultural tourism operators and experts during three weekends planned for March, September and November 2024.

The weekend will kick off connecting through a charcuterie board and wine networking event on Friday evening. Saturday will provide a full day of agricultural tourism beginning with a tour of [Feltz Family Dairy](#) followed by a full day of activities at the newly opened [Food + Farm Exploration Center](#).

Saturday includes farm-to-table lunch and dinner at the Food + Farm Exploration Center with Chef Shelly Platten.

Full Schedule:

## Friday

- Arrival in Plover
- Charcuterie & Wine Connection

## Saturday

- Breakfast at hotel
- Tour of Feltz Family Dairy
- Cooking class (with lunch provided)
- Explore the Food + Farm Exploration Center
- Cooking class (with dinner provided)
- Discover the Plover Area (Free time)

## Sunday

- Breakfast at Hotel
- Depart

**Dates - March 22-24**

Registration opens January 10 for the March 22-24 event.

[Click here to register.](#)

[Book your stay](#) in one of the conveniently located Plover hotels!

[Click to purchase tickets. \\*Limited to 25 attendees.](#)

[Click to learn more. Complete schedule of events](#)

# SAVOR & SOW

## A WOMEN'S AGVENTURE RETREAT

Come over to Plover and enjoy a weekend agventure getaway! Spend the weekend diving deep into the expansive world of agriculture and connecting with other women. Experience an authentic Wisconsin Agritourism weekend! Space is limited to 25 attendees per weekend, so register ASAP!

✓ Farm visits

✓ Cooking classes

✓ Weekend of fun

Ticket

\$99

SCAN TO REGISTER



**SCHEDULE:** MARCH 22-24, SEPT. 27-29, AND NOV. 15-17

### Friday:

Arrive by 6 p.m.  
6-8 Charcuterie and Connection  
@ Connection's Lounge Plover

### Saturday:

Breakfast at Hotel  
8:30 a.m. Tour of Feltz Family Farm  
10 a.m. Arrive at the Food + Farm Exploration Center  
10-12 p.m.: Cooking Class (lunch provided)  
12:15-2:45 p.m.: Explore and enjoy the Food + Farm Exploration Center  
3-5 p.m.: Cooking Class (dinner provided)  
5-10 p.m. Discover the Plover Area

### Sunday:

Breakfast at Hotel  
Depart



## ACCOMMODATIONS:

Attendees are invited to stay at one of the following Plover Area properties:

- AmericInn
- Best Western Hotel and Conference Center
- Comfort Inn
- Hampton Inn

Come over to **PLOVER** **WATA**  
Plover Area Convention and Visitors Bureau Wisconsin Agricultural Tourism Association  
*Your agventure starts here*



## Enhancing and Growing your Agricultural Tourism Business -Educational Webinar Series-

This online Educational Series is a  
free membership benefit.

- ~Available 24/7
- ~Members Only Page
- ~Member Generated
- ~20 new Webinars in 2024

Owning your own Agricultural Tourism Destination can be challenging and rewarding at the same time. Join WATA and spend the off season exploring, planning, rejuvenating, networking and boosting your creative entrepreneurial spirit. Production is happening now; therefore, the Webinar descriptions will be listed in the March Newsletter.

Educational Webinar Series



WIAGTOURISM.COM

### News to Know... Upcoming WATA Events

- WATA Annual Meeting March 6, 2024
- WATA at [Wisconsin Governor's Conference on Tourism March 10-12, 2024](#)
- National Agricultural Week March 17-23, 2024
- WATA Lunch & Learn March 19 Food + Farm Exploration Center Plover, WI
- WATA at Wisconsin State Fair
- Mark your Calendars - Wisconsin Agricultural Tourism Week September 21 - October 1, 2024

~~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](http://www.picagrove.com) .

### Save the Date — March 6th 10 a.m. WATA Member Benefits / Annual Virtual Meeting

Wisconsin Agricultural Tourism Association Annual Virtual Meeting- Stronger Together in 2024. Meeting Links will be emailed to members on March 5, 2024. PLEASE EMAIL SHEILA AT DIRECTOR@WIAGTOURISM.COM BEFORE 9:00 AM WEDNESDAY MARCH 6TH IF YOU DID NOT RECEIVE THE MEETING LINK!!!



## **Peer to Peer (P2P) Mentoring Program Application SCBG23-10**

The application period is now through February 10, 2024 with our first virtual meeting on February 28.

### **[P2P Application Form](#)**

### **[P2P Web Page with more information](#)**

### **[Peer-to-Peer Mentoring Program](#)**

#### **Peer to peer (P2P) Mentoring Program SCBG23-10**

“Mentoring is a brain to pick, an ear to listen, and a push in the right direction.”

John C. Crosby

Get 1-to-1 guidance from an experienced agricultural tourism destination owner/manager who can help you:

- Learn best practices for your type of agricultural tourism farming operation
- Prepare your agricultural tourism farm/operation for guests & direct to consumer sales
- Move your agricultural tourism farming operation forward with experienced guidance

This learning experience involves a mentor who is an experienced agricultural tourism farmer and a mentee (farmer) who is seeking agricultural tourism knowledge and guidance through online or offline sessions.

Structured around specific goals, current trends, and best practices. This educational opportunity will help ambitious farmers plan, pilot and evaluate their future possible revenue streams generated from the agricultural “direct-to-consumer” business model / market.

- February 1-10, 2024 Application period [google document on gowiagtourism.com](#)
- February 11-17, 2024 Selection & Matching Process will take place,
- February 21, 2024 Mentees/Mentors will be notified.
- February 28 Initial Zoom Meeting

Continued...

Mentee farmers must register online to become a WATA member to participate in the program, which includes participation in (P2P) mentoring program; 2024 WATA Member benefits. And on completion of the program a voucher for 50% toward 2025 WATA membership dues.

Applicants must have been operating their farm business for at least one year prior to application date.

Membership payment is due upon acceptance into the program (February 22, 2024). This program will be limited to 12 Mentee farmers.

The 2024 P2P Mentorship Program, which runs from February - November 2024. For more information – click [GoWiAgTourism.com](http://GoWiAgTourism.com)

*This P2P mentoring program is a program of work for U.S. Department of Agriculture (USDA)*

*Specialty Crop Block Grant SCBG23-10  
Program Contents are solely the work of the administering grant awardee  
and do not represent the views of the USDA or DATCP.*

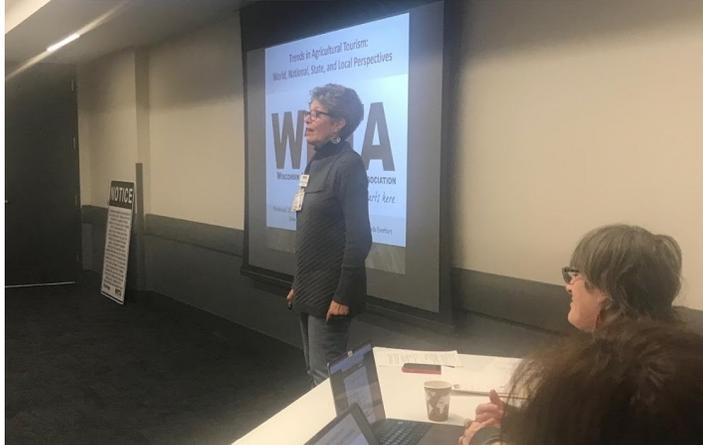
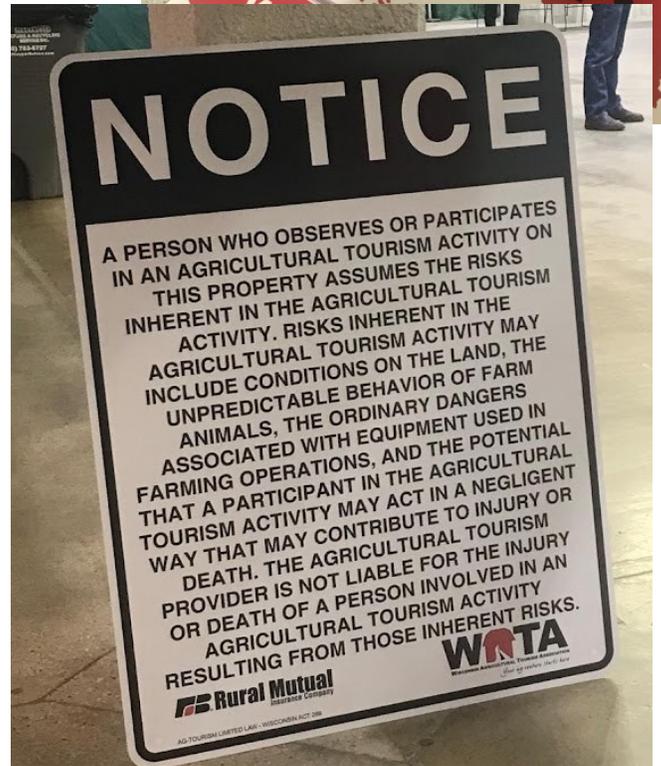
Please email [Director@wiagtourism.com](mailto:Director@wiagtourism.com) or call (608) 774-1354 if you have additional questions.

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### **WATA In Attendance...**

WATA Members hosted a booth at the [Marbleseed](#) Conference in February 2024. See you if can recognize any familiar smiles!





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