



WATA is thankful for you!
Our membership!
We are stronger together.

Register today.

NEW! Hands-On Workshop – bring your device.

SCHEDULE:

Sunday, January 26, 2025

Trends in Agricultural Tourism Track

~1-4 pm “Trends In Tourism; cultivating your social media platforms.”

~Hands-on Workshops – Bring your devices; laptop, tablet, mobile phone

- | | |
|----------------|--------------------|
| 1-1:30 pm | 1) Facebook |
| 1:35- 2:15 pm | 2) LinkedIn |
| 2:20 – 2:50 pm | 3) Instagram |
| 2:55 – 3:25 pm | 4) Pinterest |
| 3:30-4 pm | 5) Email Marketing |

*Panelist will also be available to answer, “Trends In Tourism; cultivating your social media platforms.” workshop attendees’ questions during the Monday January 27, 2025 Round Table Sessions 4:30 – 5:30 pm in the Trade Show Area.

2025

Growing Wisconsin Conference

(Formerly known as Wisconsin Fresh Fruit and Vegetable Conference)

Harvesting Knowledge, Cultivating connections,
Producing quality and Promoting success



January 26-28, 2025 | Wisconsin Dells, WI

Monday, January 27, 2025, Trends in Agricultural Tourism Track

- ~8-9 a.m. "Trends in Agricultural Tourism; Collaborative Marketing; Events & Bus Tours."
- ~9:15- 10:15 a.m. "Trends in Tourism; getting started or leveling up your offerings; WATA's Peer-to-Peer Mentoring Program."
- ~10:30-11:30 a.m. "Trends in Tourism; Farm Diversification; Leadership from the Next Generation."
- ~11:30 a.m. – 12:15 p.m. Lunch Networking (45 minutes) Trade Show Area
- ~12:15 – 1 p.m. Wisconsin Department of Revenue Updates on Alcohol Laws Presentation.
- ~1:10 p.m. – 1:40 p.m. Q & A Session on Alcohol Laws
- ~1:10 p.m. – 1:40 p.m. Round Tables in trade show area
 - ~1) Facebook/Pinterest
 - ~2) LinkedIn
 - ~3) Instagram
 - ~4) Pinterest
 - ~5) Email Marketing
 - ~6) Farm Stays,
 - ~7) What Wisconsin Agricultural Tourism Association can do for you.
 - ~8) Food on the Farm
- ~2-3 p.m. Trends in Tourism; Cultivating Partnerships; 2025 Draft Corn Maze Experience
- ~3:15- 4:15 p.m. Trends in Tourism Farm Diversification; Ice Cream & More
- ~4:15 p.m. – 6 p.m. Social and Cash Bar in Trade Show Area
- ~4:30-5:15 pm. Round Tables/WATA Networking in trade show area
 - ~1) Facebook/Pinterest
 - ~2) LinkedIn
 - ~3) Instagram
 - ~4) Pinterest-
 - ~5) Email Marketing
 - ~6) Farm Stays
 - ~7) What Wisconsin Agricultural Tourism Association can do for you.
 - ~8) Food on the Farm
 - ~9) Google Reviews
 - ~10) Peer to Peer Mentoring Program - Wisconsin Agricultural Tourism/USDA SCBG 23-10 Grant

Tuesday, January 28, 2025, Business Strategies/Tourism

- ~8 a.m. – 9 a.m. Trends in Tourism; Protecting Your Assets, Insurance, Business Structures, Limited Liability Law.
- ~9:15 a.m. – 10:15 a.m. Trends in Tourism; Transitioning to Selling Alcohol at your Agricultural Tourism Destination.
- ~10:30 – 11:30 a.m. Department of Revenue Update Alcohol Laws – Private Event Venues
- ~11:30 a.m. Conference & Trade Show Adjourns

Registration open Sunday at Noon, Monday & Tuesday at 7AM.

Member Registration - \$85 / Person

Non-Member Registration - \$95 / Person

On-Site Registration Additional \$15 / Organization

Rooms have to be reserved prior to December 20, 2024.

2025 Membership Renewal

Don't Miss Out...Renew Today!

The Wisconsin Agricultural Tourism Association (WATA) would like **to invite you to continue your support of Agricultural Tourism** by being a 2025 member. Make sure we receive your 2025 membership promptly as 2025 will be another banner year. Events will start in January 2025. Take a minute to create, review and update your membership application features. Be sure to let visitors know what is new for your destination in 2025. Mark your calendar as our statewide promotion of Wisconsin Agricultural Tourism Fall Season, September 18 – October 31, 2025.

Annual Membership Fee \$125.00 (Membership runs Jan – Dec 2025)

Simply go to www.wiagtourism.com/membershipform to complete renewal today!

Thank You for Your Support!

WATA Membership is an investment in your Agricultural Tourism Destination!

Be sure to renew in 2024 to take advantage of 2024 tax benefits.

Reasons to Join WATA in 2025...

First reason why more and more farmers are joining the Wisconsin Agricultural Tourism Association: Our updated website helps individuals and families find Wisconsin's agriculturally based adventures. The user-friendly [WATA website](#) makes it easy to find corn mazes and pumpkin patches, event barns, petting zoos, U-pick opportunities, or vineyards. Want to take a pasture walk, meet sheep, or cut down a Christmas tree? This website makes it easier for consumers to locate tourism opportunities across the entire state. Join WATA and have your destination added to the Wisconsin Agricultural Tourism Association Website.

Second reason why farmers value their WATA membership: Wisconsin Agricultural Tourism Association advocates for regulations that can help farmers and growers open their operations to visitors year round. WATA engages with various state level leaders and departments to promote a business environment that will make it possible to expand tourism opportunities. WATA worked to establish Wisconsin Act 269; find more facts [here](#).

Third reason WATA members join and renew their memberships year after year: As a WATA member, you'll have access to member-only educational webinars, monthly newsletters and conferences that will help and support the growth of your business. For example, how do you price entry fees for your activities? What are the regulations around selling food? And what about using social media? Because of our strong partnerships with farm organizations, the Wisconsin Department of Tourism, the Department of Agriculture, Trade and Consumer Protection, and other agencies, WATA provides members with updates about many factors affecting tourism.

Join or Renew Your WATA Membership [online](#). Then register for member-only educational webinars and conferences. Registration is now open, for WATA's 2025 online Agricultural Tourism Educational series: Enhancing and Growing your Agricultural Tourism Destination.

Contact Sheila if you are interested in learning more about the 2025 Peer-to-Peer Mentoring Cohort [2025 Peer-to-Peer Mentor Application](#) .

WATA is...

An organization that can help you find other farmers with knowledge and experience that are willing to share what they've learned. Ultimately, the Wisconsin Agricultural Tourism Association is about offering information, connections, and advocacy that will help you as you work for your success, growing and enhancing your Agricultural Tourism Destination.

Thank you for your time and promptness in renewing your 2025 Membership. Please don't hesitate to contact Sheila Everhart, WATA Executive Director, with any questions or comments. She can be reached at (608) 774-1354 or director@wiagtourism.com.

Make sure to check out our [Wisconsin Agricultural Tourism Facebook](#) page!

Are you interested in serving as a WATA Board Member?

WATA will have elections for Board Positions March 2025.

Please contact/text Sheila at (608) 774-1354 if you are interested in being a candidate.



In the News...

~Farm Bureau member [highlights](#) agriculture with 2025 Draft corn maze

“The most important people in this whole equation were the members of our community that came out and enjoyed our corn maze, pumpkin patch and fun farm,” read what Jake Feltz said about the Fall Draft corn maze experience.

~WFBF Annual Meeting & YFA Conference, [Dec. 6-9](#)

~WFO Annual Convention, [Dec. 14-15](#)

~The Governor helped promote key wins for Wisconsin industries by taking part in events like [National Tourism and Travel Week](#) and celebrating [Wisconsin's fall agricultural tourism season](#) and the industry's role as a key economic driver for tourism, farm families, and communities in Wisconsin. [Read more](#).

Upcoming Events...

- ~Wisconsin Farm Bureau Federation Annual Meeting December 7-9, 2024
- ~Wisconsin Farmers Union Annual Convention December 13-15, 2024
- ~Wisconsin Association of Fairs Conference January 6-7, 2025 Wisconsin Dells
- ~Growing Wisconsin Conference January 26-28, 2025 Wisconsin Dells
- ~Marbleseed University February 20, 2025 LaCrosse, WI (TBD)
- ~Marbleseed Conference February 21-22, 2025 LaCrosse, WI (TBD)
- ~Wisconsin Agricultural Tourism Annual Meeting March 5, 2025 – 10 a.m.
- ~Wisconsin Governor's Conference on Tourism March 9-12, 2025 LaCrosse, WI
- ~International Peony Festival Beaver Dam, WI June 13-15, 2025
- ~Classic Green Reunion June 12-14, 2025 Washington County Fair Grounds WB
- ~August 5, 2025 Wisconsin State Fair /Trade Show Educational Session for Consumers



Wisconsin, America's Agricultural Tourism Destination, welcomes you to Draft 2025! Discover the charm of...



[Watch this 2025 Draft Video](#) you will see this again leading up to the draft.

Thank you to [Gather Wisconsin](#), [Wisconsin Farm Bureau Federation](#), [Midwest Farm Report](#), [Pam Jahnke](#) and the [2025 Draft Marketing Team](#).

And most importantly thank you to the WATA's Board, Marketing Committee and Members.

Maze Challenge Entries and Winners...

Ashley Desens is at **Porter's Patch**.
September 29 · Bonduel, WI · 🌐

Visited Porters Patch today! [#watamaze](#)



Sidney Krejcarek
October 26 at 1:39 PM · 🌐

We had a fun day with [Grace Jahnke](#) and [Leah Jahnke](#) at Porters Patch! It took almost an hour and a half to finish the maze! Look at the last photo and you can see the view from sky of the maze! [#watamaze](#) [#porterspatch](#)



Lindsey O'Brien
November 1 at 12:31 AM · 🌐

Watch and you might see me 😊



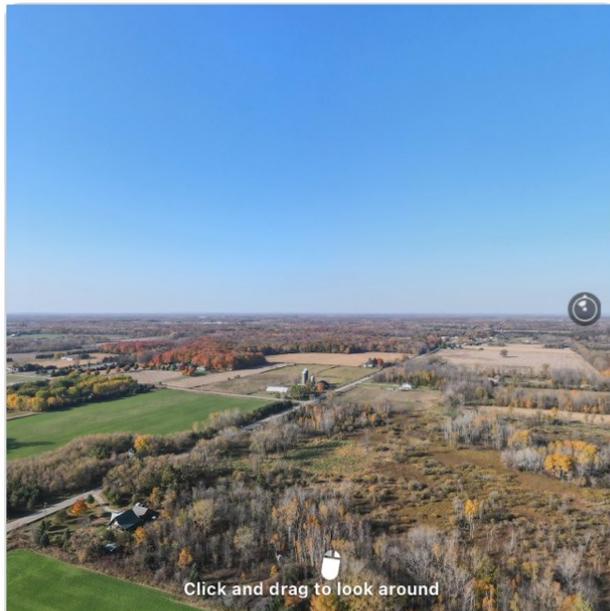
Petals & Plows · Follow
October 31 at 3:16 PM · 🌐

Thank you to all our guests that supported our farm and all the farms around Wisconsin this year with [#WIAgTourism](#). We appreciate all of you! Thank you to the [#GreenBayPackers](#) for the opportunity to collaborate and get ready to promote the [#2025Draft](#). It has been an honor to network with you all! [#farming](#) [#WATAMAZE](#)



Head to [Heidi's Happy Acres](#) Fall Fun on the Farm ! [#LuvRAG](#) [#watamaze](#) [#WIAgTourism](#)

Raven Patzke · Follow
October 20 at 4:35 PM · 🌐



Click and drag to look around

Lattes N' Luggage Travel Blog
Local & travel website

Send message

Lattes N' Luggage Travel Blog · Follow
October 20 at 3:51 PM · 🌐

We went to [Porter's Patch](#) this morning and LOOK at how cool their corn maze is this year 🍌

🍌 There are 32 NFL Scarecrows hidden throughout the field that you can try your best to find 🍌

🍌 Their last weekend of pumpkin season is October 25-27th & you do not want to miss it! [#watamaze](#)

👍❤️ 5

3 comments 2 shares



[#skellymaze](#) [#watamaze](#) [#WIAgTourism](#) [#cornmaze](#) [#donuts](#) We Found the Donuts! [Skelly's Farm Market Wisconsin Agricultural Tourism](#)

Support WATA Christmas Tree Producers
This Holiday Season!

Circle K Farms

W305S33990 Brookhill Road
Genessee, WI 53189

Country Roots Corn Maze & Market

E4637 State Road 154
Loganville, WI 53943

Cozy Nook Farms

S11 W30780 Summit Avenue
Waukesha, Wisconsin 53188

Ebert's Greenhouse Village

W1795 Fox Rd
Ixonia, WI 53036

Enchanted Valley Acres

5047 Enchanted Valley Road
Cross Plains, WI 53528

Eugster's Farm Market & Petting Farm

3865 State Hwy 138
Stoughton, WI 53589

Francis Trees

W 3468 Long Crossing Road
Rio, WI 53960

Jerry Smith Produce and Pumpkin Farm

7115 38th St
Kenosha, WI 53144

Miller's Christmas Trees

Tree Rex Orchard

N3763 Otsego Rd
Rio, WI 53960

Schuett Farms, LLC

W299 S6370 State Rd 83
Mukwonago, WI 53183

Summers Christmas Tree Farm

4610 Rocky Dell Rd
Middleton, WI 53562

Young Acres

N4380 WIS-35 Prescott
Wisconsin, 54021



Cost of Thanksgiving Dinner Declines – Remains Higher Than Pre-Pandemic Levels



Cooking a Thanksgiving feast for your friends and family will cost less than last year but will still be more expensive than before the pandemic. The American Farm Bureau Federation’s 39th annual survey provides a snapshot of the average cost of this year’s classic holiday feast for 10, which is \$58.08 or about \$5.80 per person.

Moderate Decline Doesn’t Erase Dramatic Increase of 2 Years Ago

Turkey (16 lb): \$25.67	Green Peas (16 oz): \$1.73	Pumpkin Pie Mix (30 oz): \$4.15
Cranberries (12 oz): \$2.35	9" Pie Shells (2): \$3.40	Whole Milk (1 gal): \$3.21
Sweet Potatoes (3 lb): \$2.93	Cube Stuffing (14 oz): \$4.08	Whipping Cream (1/2pt): \$1.81
Carrots & Celery (1/2 lb ea.): \$.84	Dinner Rolls (1 doz): \$4.16	



MORNING AgClips
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FEDERATION