



NEWSLETTER

September 2024 Edition

Are you interested in adding an agricultural tourism component to your farm and business? Are you already welcoming people to your farm but need additional resources or want to add your voice to ag tourism advocacy?

Then join Wisconsin Farmers Union and Wisconsin Agricultural Tourism Association (WATA) on September 18th to learn all about our agricultural tourism industry; why it is an economic revenue stream for farmers and how to get started using your current farm assets. There will be time for you to ask questions and to interact with others around ag tourism in Wisconsin.

Panelists Sylvia Burgos Toftness, WATA President, Dorothy Harms, WATA Membership Committee Director, and Jean Bahn WATA Government Relations Chair will be on to share information and answer questions during this panel discussion that will be facilitated by Sheila Everhart, WATA Executive Director.



**Wisconsin Farmers Union
&
Wisconsin Agricultural Tourism Association**

LUNCH AND LEARN WISCONSIN AGRITOURSIM

WEDNESDAY, SEPTEMBER 18 AT 12PM

Join us to learn about Wisconsin's Agricultural Tourism Industry; why it is an economic revenue stream for farmers and how to get started using your current farm assets.



**REGISTER AND LEARN MORE AT:
WISCONSINFARMERSUNION.COM/EVENTS**

[Register for Webinar](#)

Register for 2025 Peer-to-Peer Mentoring Program. Starting Feb 2025 [GoWIAgTourism](#)



P2P Mentoring Program Application SCBG23-10

WATA Members' Corn Mazes included in the MAZE CHALLENGE

September 19 - October 31, 2024

Send us your design photos, videos and reels.



WATA
WISCONSIN AGRICULTURAL TOURISM ASSOCIATION

gather
WISCONSIN
gatherwisconsin.com

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:

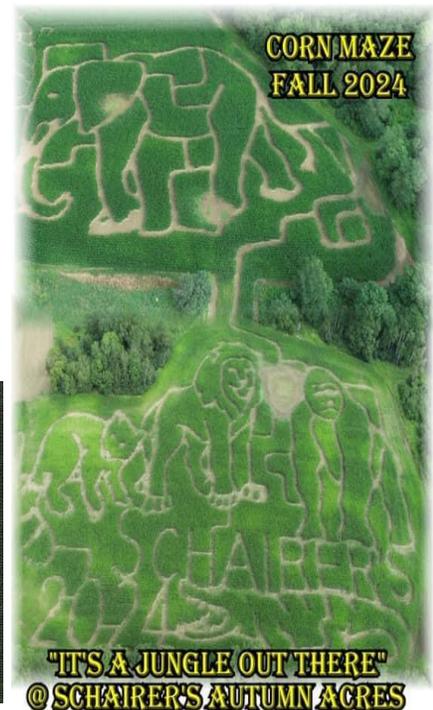
- VISIT A WI CORN MAZE
- TAKE A PHOTO OF YOUR VISIT
- POST TO FACEBOOK AND
INCLUDE TAG #WATAMAZE
- RANDOM WINNERS WILL BE
ANNOUNCED ON FACEBOOK

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

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.



Wisconsin Agriculture Highlights 2025 Draft

Guest Article, Cassie Sonnentag, Senior Director of Public Relations, Wisconsin Farm Bureau Federation ® WFBF.COM

With harvest and football seasons preparing to kick off in Wisconsin, nothing says fall quite like football-themed corn mazes. The Wisconsin Farm Bureau Federation and the Wisconsin Agricultural Tourism Association are proud to recognize four of their members connecting the 2025 Draft with the state's agriculture industry. "Just like the game of football, farming is a team effort for Wisconsin farm families. It is special to be approached by the 2025 Draft local organizing committee to include our farmers in their upcoming promotions," said WFBF President Brad Olson. "We are excited to see four farms kicking off 2025 Draft celebrations this fall through their corn mazes."

Farms included in the promotion are Feltz's Dairy Store of Stevens Point, Petals and Plows of Ripon, Polly's Pumpkin Patch of Chilton, and Porters Patch of Bonduel. "We're excited to collaborate with these Wisconsin family farms to help build the excitement for the 2025 Draft in Green Bay," said Aaron Popkey, Packers director of public affairs and member of the Local Organizing Committee. "These unique mazes will celebrate our strong agricultural identity and honor the hard work and dedication of farmers around the state while also reminding fans of the special opportunity we have to showcase Wisconsin when the Draft comes to Green Bay."

Fall enthusiasts of all ages are encouraged to participate in the Maze Challenge sponsored by the Wisconsin Agricultural Tourism Association and Gather Wisconsin. "There are hundreds of corn mazes in Wisconsin, some of the best in the Midwest. Visitors navigating corn mazes engage all their senses, and use curiosity, problem-solving, and communication skills as they work to get out of the maze," said Wisconsin Agricultural Tourism Association Executive Director Sheila Everhart. "Most importantly, this immersive experience helps teach where corn is grown and provides an opportunity to connect with Wisconsin farms in a meaningful way."

To participate in the maze challenge, simply visit one of the corn mazes on WATA-member farms between September 19 and October 31 for a chance to win prizes by sharing a photo of your visit to Facebook or Instagram with the tag #WATAMAZE.

Feltz's Dairy Store, Stevens Point

As the city of Stevens Point began to expand, the Feltz family saw an opportunity to make their farm a community destination. Ken and Jackie Feltz, along with their children Jake, Jared, and Taryn, own Feltz Family Farms and Dairy Store, which offers many dairy products, agricultural items and local specialty goods. The store features viewing windows into the robot barn that allow visitors to observe the cows being milked, while enjoying an ice cream cone or some delicious fresh cheese curds.



This fall, the Feltz's are excited to showcase the 2025 Draft as a part of its seasonal corn maze. "It feels like such a natural fit to combine our dairy and cheese background with the rich tradition of football in Green Bay and throughout Wisconsin," said Jake Feltz. "Visitors can expect something for the whole family when they visit us."

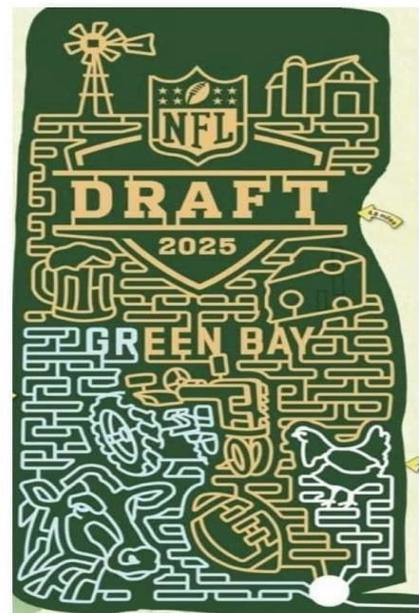
Feltz's Dairy Store is open Monday through Friday from 9 a.m. to 5:30 p.m., Saturdays from 9 a.m. to 3:30 p.m., and from September 21 to October 26, Sundays from 10 a.m. to 2 p.m. Feltz's Dairy Farm Store is located at 5796 Porter Drive, Stevens Point. The corn maze will open to the public on September 21. Learn more at [Feltz's Dairy Farm Corn Maze](#).

Petals and Plows, Ripon

Owned by Wayne and JoAnn Kaufman, Petals and Plows is a special family-owned farm located near Ripon. With the help of their son Wade, the farm has a spring-to-fall greenhouse and a variety of fun fall activities. Wade's wife, Haley, manages the farm's social media and event planning. They also offer sweet corn, pumpkins, squash, and gourds that are fresh and ripe for picking.

This year, Petals and Plows' one-of-a-kind corn maze is commemorating the 2025 Draft. "When people come out this fall, they can expect to find a good old family adventure on the farm," said Haley Kaufman. "There are lots of photo opportunities, pumpkins, mums, a playground for the kids to enjoy and more!"

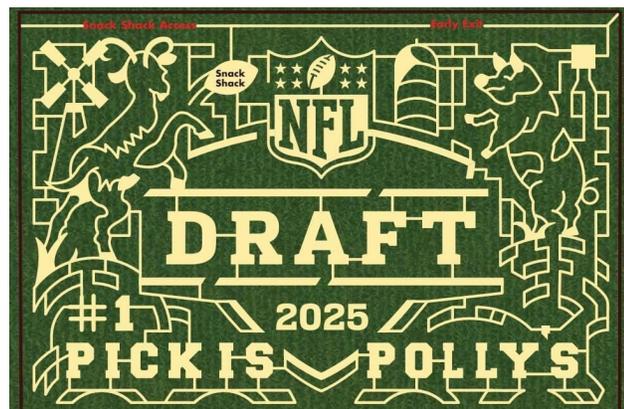
Petals and Plows corn maze kicks off on September 7 and is open Monday through Saturday from 10 a.m. to 6 p.m. and Sunday 10 a.m. to 5 p.m. at 9219 Kaufman Road, Ripon. Learn more at [Petals and Plows](#).



Polly's Pumpkin Patch, Chilton

Polly's Pumpkin Patch is a small family farm and market owned by Gary Juckem and wife Polly Roland in northeast Wisconsin, just north of Chilton. The family history on the property started in 1889 when Gary's great grandparents bought the farm. Polly's Pumpkin Patch opened in 2003 when they bought the Juckem family farm.

In addition to its annual corn maze, Polly's Pumpkin Patch offers a huge selection of gourds and pumpkins, a farm store featuring everything from fresh pies to caramel apples, as well as their own apple cider donuts made daily.



“We are very happy to be chosen to have one of the 2025 Draft mazes and share in the excitement of the Draft coming to Green Bay!” said Polly Roland. “Families can make a day of it when visiting Polly’s. Our 15-acre corn maze has over four miles of path split into two parts; a larger, harder part with games and a smaller, easier part for families.” Polly’s Pumpkin Patch opens for the fall season on September 13 and is located at N4367 Highway 57, Chilton. Learn at [Polly's Pumpkin Patch](#).

Porter’s Patch, Bonduel

Recognized as a Wisconsin century farm in 2013, Porter’s Patch is all about specializing in growing memories and sharing traditions. The farm features 55 varieties of pumpkins to choose from in all shapes, colors and sizes. Porter’s Patch “Farmtoberfest” includes fun for all ages, including a craft shed, scarecrow building, fall bouquet making, petting zoo, a variety of games, activities, food trucks, plenty of photo opportunities and more.



The Porter Family is excited to partner with the 2025 Draft in this year’s corn maze that challenges participants to locate 32 NFL Scarecrow Players hidden throughout. “[We] are very grateful and blessed to be a part of this big event and all the excitement that goes with it,” said Troy Porter. “Fall is my favorite time of the year and it’s very exciting to see all the smiling faces, hear all the giggles and laughter of all ages as they navigate around the farm enjoying Farmtoberfest Pumpkin Fun.”

Porter’s Patch Farmtoberfest will open its maze on September 20, with hours Friday through Sunday from 11 a.m. to 4 p.m. at W4314 State Highway 156, Bonduel, WI 54107. Learn more at [Porter's Pumpkin Patch](#).

These participating farms are among the hundreds of agricultural tourism opportunities available across the state of Wisconsin this fall. To find a farm near you, visit the Wisconsin Agricultural Tourism Association or Gather Wisconsin websites.

The Wisconsin Farm Bureau Federation is committed to embracing sustainable solutions for a stronger tomorrow. Made up of 61 county Farm Bureaus, it represents agriculturists and farms of every size, commodity and management style.

The Wisconsin Agricultural Tourism Association provides farmers with marketing, education, networking and public policy service. Agricultural Tourism is a growing economic engine for farmers and rural communities while providing on-farm educational and recreational experiences for visitors. Wisconsin Agricultural Tourism Fall Recognition

There are four promotional videos to help spread the news. All are accessible on [Wisconsin Agricultural Tourism Association Website](#) .

News to Know...

[Vernon County Fair Schedule of Events & Entertainment](#)



Kick-off your fall by experiencing Wisconsin agriculture! From hands-on farm fun to visiting a draft corn maze, Wisconsin is bursting with events that celebrate the season's bounty. Whether you're enjoying the rich flavors of fresh dairy and cranberries or marveling at giant pumpkins, these events are packed with family-friendly... [jump to content](#) [Gather Wisconsin](#)

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](#)



Lav13 Milton, WI

Please join us for a fun filled afternoon. Be Part of the Scene @ Lav13!! We're looking forward to having another AMAZING group of VENDORS.

Fall on the Field — Sat. Sept. 14, 2-7 p.m.

[Lav13 Milton Facebook](#)

Announcing the 8th Annual Hill & Valley Exploration Tour: A Celebration of Rural Living

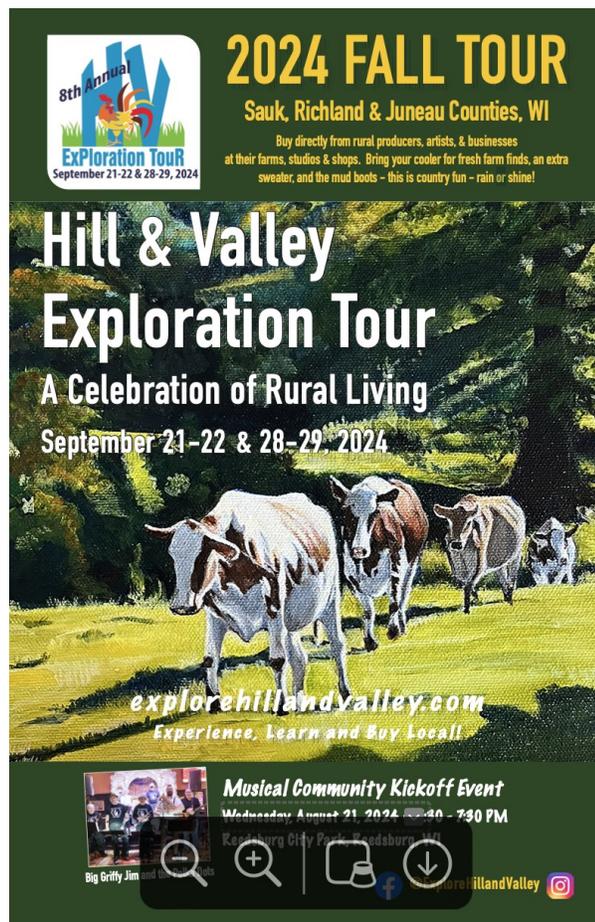
Two autumn weekends to explore farm traditions.
Rural farms, artist, & businesses open their doors to
welcome you!

Experience rural living firsthand! Occurring on the last
two full weekends in September. Saturday and Sun-
day, 10am – 4pm September 21-22 and 28-29, 2024
[Check out who's on the tour.](#)

The Hill and Valley Exploration Tour: a celebration of
rural living is a unique opportunity to explore the vi-
brant and resilient small farm community of Northern
Sauk and Richland Counties! On the tour you can eas-
ily 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 sweat-
er, and the mud boots; this is country fun — rain or
shine!

[PRINTABLE 2024 BROCHURE](#)

[VENUES GOOGLE MAP](#)



The brochure features a green background with a photograph of cows in a field. At the top left is a logo for the 8th Annual Exploration Tour with dates September 21-22 & 28-29, 2024. The main title '2024 FALL TOUR' is in large yellow letters, followed by 'Sauk, Richland & Juneau Counties, WI'. A small text block encourages buying directly from local producers. The central text reads 'Hill & Valley Exploration Tour' and 'A Celebration of Rural Living' with the dates 'September 21-22 & 28-29, 2024'. Below this is the website 'explorehillandvalley.com' and the slogan 'Experience, Learn and Buy Local!'. At the bottom, there is a section for a 'Musical Community Kickoff Event' on Wednesday, August 21, 2024, from 6:30-7:30 PM at Reedburg City Park, Reedburg, WI. Social media icons for Facebook, Instagram, and a download button are also present.

Join Farm /Art DTour 2024 for a free self-guided excursion through 50 miles of scenic farmland in rural Sauk County, Wisconsin, punctuated by site-responsive artworks, pasture performances, roadside poetry, local food markets and more. Inviting thousands to appreciate the art of what farmers do every day, the Farm/Art DTour invites you to come closer to the land that supports us all.

There are two trailheads for the route: Sauk Prairie Area Chamber of Commerce 109 Philips Blvd. Sauk City, WI 53583 and Kraemer Library & Community Center 910 Main St. Plain, WI 53577

For more information, visit our Farm/Art DTour page: <https://www.wormfarminstitute.org/programs/farm-art-dtour>

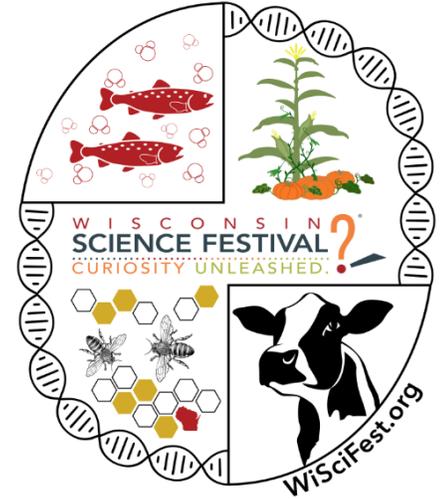


Wisconsin Science Festival

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.](#)

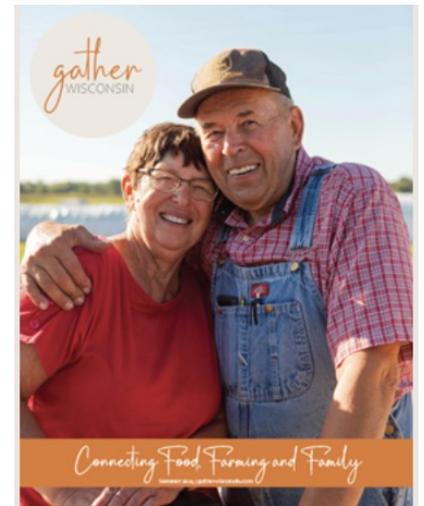


Check out the Gather Wisconsin Magazine!

If you're hungry for more, look no further.

The [Gather Wisconsin Magazine](#) is a continuation of the website, with information related to food, farming and family from a variety of contributors.

Follow on [Facebook](#), [Instagram](#) or [Pinterest](#) to stay up-to-date with the latest Gather Wisconsin news in real time.



[Kelley Country Creamery](#) announces the “Sunflowers Taking Flight” event for the Old Glory Honor Flight of Northeast Wisconsin raised **\$57,910.93**.

Thank you to all that came and donated to the event. Thank to those who volunteered picking sunflowers & running the sunflower shack. Thank you to my outstanding staff.

Thank you to the Kelley Family for making this possible. Thank you to our amazing veterans.

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

Savor + Sow is the ultimate foodie's weekend getaway!

SAVOR & SOW A WOMEN'S ADVENTURE RETREAT

Come over to Plover and enjoy a weekend adventure 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
\$150

SCAN TO REGISTER



SCHEDULE: SEPT. 27-29,

Friday:

Arrive by 6 p.m.
6-8 Charcuterie and Connection
@ Routed in Red with farm tour.

Saturday:

Breakfast at Hotel
10-10:45 a.m. Explore Food + Farm
Exploration Center
11-12:30 p.m. Cooking Class (lunch
provided)
1 p.m. - Feltz Family Dairy
the Food + Farm Exploration Center
3-5 p.m. - Cooking Class (dinner provided)
5-10 p.m. Discover the Plover Area

Sunday:

Breakfast as hotel
9:30 a.m. - Special tour

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



This immersive, women's weekend features cooking classes, behind the scenes farm tours and so much more!

Kick off the weekend with a wine and charcuterie night to meet new friends while exploring [Routed In Red](#), a Wisconsin cranberry farm operating for more than 100 years!

Saturday is packed full of fun with a trip to the [Food + Farm Exploration Center](#) and [Feltz Family Farms](#) corn maze! #WATAMAZE Challenge

Wind down Sunday with a special behind the scenes tour before heading home!

Get your tickets below!
comeovertoplover.com/agventures
September 27th-29th

Plover, WI



MORNING AgClips
AMERICA'S #1 AG NEWS SOURCE



Extension
UNIVERSITY OF WISCONSIN-MADISON

