



## **WATA - Urgent Action Alerts**

**Take action today!**

Dear Members,

Good news, and a request [prior to August 15, 2025 at Noon.](#)

First, the good news. This week, Sen. Rob Stafsholt and Representative Duke Tucker started seeking co-sponsors for LRB 2907/1, a bill that would allow Wisconsin farmers to have paying campers on our farms without having to obtain a campground license. This means another agricultural tourism revenue opportunity.



The request: Stafsholt and Tucker need co-sponsors for this bill to move forward, and they need to have them by August 15, 12:00pm. Please call/email your state senator and representatives and ask them to sign on as co-sponsors now. A copy of LRB 2907/1 is attached for your information.

Not sure who your state-level elected official is? No problem. Just go to this Wisconsin government website,

<https://myvote.wi.gov/en-us/My-Elected-Officials>

Please exercise your voice as a farmer and taxpayer. Let's make it possible to welcome campers to our farms. Contact your elected leaders today.

**\*\* SIGN THE [CHANGE.ORG](#) PETITION \*\***

Also ask your state senator and representatives to sign on as co-sponsors for the LRB being introduced to exempt working farms from Act 73.

***The following is an opinion editorial by Jean Bahn of Farmview Event Barn regarding Act 73, a law modifying Wisconsin's alcohol regulations. It will require any venue made available to the public for rent for an event as a "public place." Because of this, businesses such as wedding barns must obtain a liquor license.***

The impact of Act 73 regulations on private event rental spaces is detrimental to small family farms. With USDA forecasting another income drop for 2025, farms rely on private agricultural events to survive. The current limit of six events per year is overly restrictive, driving away high-spending clients and hurting small businesses that depend on these events.

The Division of Alcohol, created without funding, could generate more revenue by increasing the number of allowed "no sale venue permit" events. Forcing small venues — who don't sell alcohol — to obtain liquor licenses they don't need also restricts others from starting businesses.

Small business owners deserve fair legislation, not rules favoring specific lobbying groups like the Tavern League. Defining private, invitation-only events as public while exempting public events makes no sense.

A trailer bill allowing 36 "no sale permit" events annually would cost the state nothing but bring in more tax revenue. It would help farms stay viable, protect family land, and support rural economies. Consumers would regain lost options, and Wisconsin would remain competitive with states that welcome such events without burdensome regulations.

A simple change from 6 to 36 events would benefit Wisconsinites. Ask WI legislators to support legislation increasing the number of "no sale event" permits to 36 per year for seasonal agricultural structures on working farms and allow the consumption of beer, wine and spirits served by licensed bartenders. This change would elevate Wisconsin as America's Agricultural Tourism Destination, driving economic growth for farms, rural communities, and the state.

***Act 73*** regulations on private event rental spaces will be **detrimental** to small family farms.

***Fill out the form below*** to write to your legislators about changing the law.

[Click Here Send a letter to your elected officials in Madison !](#)

This will take you all of 5 seconds to complete. Thank you for your support.

### **Solution Proposal**

Support the creation of a trail bill that would make the no-sale event venue permit (administrative rules) workable for farmers, i.e. increase the number of events per calendar year to 36 for seasonally temporary permitted agricultural structures, an event would be recognized with one signed contract for multiple days (Friday, Saturday, Sunday); allow the consumption of beer, wine and spirits and change the definition back to private event. Together we can elevate Wisconsin; America's Agricultural Tourism Destination as an economic engine for our farms, rural communities and state.

**\*\* SIGN THE [CHANGE.ORG](#) PETITION \*\***



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Scan me!



Summer 2025 #448  
WATA  
Staycation Challenge

Visit the following:  
~ 4 Dairy Breakfasts  
~ 4 County Fairs or  
Festivals  
~ 8 Agricultural  
Tourism  
Destinations

## It's time for Guests to plan their 2025 Agricultural Tourism Adventures!

Read the Wisconsin Agricultural Tourism [Blogs](#); [Farm-to-cone-Ice-Cream](#)  
[Wisconsin-U-Pick-Flower-Farms](#) [Blueberry Bliss U-Pick Farms](#), [Iconic Wisconsin](#)  
[Fairs](#), [Wisconsin Lavender Farms](#)

Every day we celebrate agricultural tourism, an industry that fuels opportunity and connects us all. If you, ate today Thank a Farmer. 2025 is the year for our audience to plan their agricultural tourism on-farm experience by visiting a tulip farm, cut flower farm, lavender farm, petting farm, apple orchard, winery, experience a farm stay, cooking class, farm to table dinner, pizza on the farm and so much more.



**Be Sure to Sign-in and stay up to date by reviewing the  
WATA Members only page.**

## Grow Your Farm's Winter Season

Join the Wisconsin Agricultural Tourism Association (WATA) and the Wisconsin Christmas Tree Producers Association (WCTPA) for a collaborative, one-of-a-kind event at the 2025 Summer Convention.



**August 15 | 8:30 am - 4:00 pm**

**Hillview Farms Wedding Barn  
W3651 Hillview Rd, Merrill, WI 54452**

**Hosted by Northwoods Evergreen & Wire Company**

**[Register here prior to August 1, 2025](#)**

This energizing day will bring together **250+ growers, vendors, and ag industry leaders for education, networking, and hands-on learning** designed to help your business **Branch Out Toward Tomorrow**—especially if you're considering adding a winter or Christmas season to your farm.

**WATA Member Price: \$50 (\$175 for non-members)**

Includes BBQ lunch, three educational sessions,  
and valuable networking opportunities!

## In the News... On the Air

- USDA SCBG23-10 [gowiagtourism.com](http://gowiagtourism.com) podcasts featuring specialty crop growers. Listen to all the new podcasts featuring; peppermint, lavender, blueberries and sweet corn.

## Go WI Ag Tourism SCBG 23-10



## Thanks for stopping and saying “Hi” to WATA Board & Members at the Wisconsin State Fair and Farm Technology Days





Thanks to everyone who donated such wonderful prizes for our State Fair winners!



## News to Know... Upcoming WATA Events

~Fairs and Festivals - Wisconsin Fairs June 18- September 14

~The next NET webinar will take place on September 17, 2025 at 2:00 p.m. ET, and will feature “**Agritourism Trail Systems of California, New York, and Oregon.**” We will look at the various types of trails in each state including Wine, Beverage, Cuisine, Farm, Apple, and more. The speakers will provide information on the establishment process, involvement with state organizations, financial support, and incentive programs.  
Learn more and access registration here.

~**Conduct a safety review.** Inspect your operation with visitor safety in mind. Remember, many visitors have never been on a farm or don't understand what might harm them on a farm. Examine all areas visitors will be in, including surrounding “off limits” areas visitors might try to access, and identify any possible safety hazards. Great Article Morning Ag Clips Checklists and Resources from Safe Agritourism

~Wisconsin Christmas Tree Producers Summer Conference August 14-16, 2025

~Branching Out Lunch and Learn, August 15th 8:30 am—4 pm

~Wisconsin Agricultural Tourism Fall Season September 11- October 31, 2025.

WATA Maze Challenge

#WATAMAZE.

~Growing Wisconsin

Conference Jan 18-20, 2026 in Wisconsin Dells.

Registration opens in October 2025.



## WATA's Marketing Campaign continues to Drive Visitors to Your Farm

[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](#)

Share these PSA's with your local radio stations.

[PSA 1](#)   [PSA 2](#)   [PSA 3](#)   [PSA 4](#)   [PSA 5](#)   [PSA 6](#)



## Iconic Wisconsin Fairs ...



### [Brown County Fair | August 13–17](#)

Held along the scenic west shore of the Fox River, the Brown County Fair is a cherished tradition celebrating agriculture, history, and community. With a focus on education and lifelong learning, the fair offers exhibits, demonstrations, and a warm welcome to guests of all ages.

### [Price County Fair | August 21–23](#)

Head to the Price County Fairgrounds for four days of nonstop fun, featuring thrilling carnival rides and games from K&M Amusements (included with your admission!), mouthwatering fair food, and a wide variety of entertainment for all ages. Enjoy agricultural displays, school exhibits, 4-H and open class competitions, a competitive horse show, antique displays, the old log school, live music, a kiddie tractor pull, horse pull, antique appraisals, and so much more. Prefer to skip the rides? A discounted admission option is available.

### [Crawford County Fair | August 21–24](#)

Celebrating 166 years, the Crawford County Fair continues to be a proud tradition and a true cornerstone of the local community. From livestock shows and live music to action-packed events like the Challenge of the Champions Bull Ride, Tri-State Truck & Tractor Pull, Antique Tractor Pull, and Demo Derby, there's something for everyone to enjoy.

### [Shawano County Fair | August 27–September 1](#)

The Shawano County Fair is a cherished Labor Day weekend tradition, celebrating the community's youth and agricultural roots. Visitors can enjoy an exciting lineup of carnival rides, games, bingo, live music, and racing, along with a wide variety of delicious fair food.

### [Vernon County Fair | September 10–14](#)

Widely regarded as one of the best fairs in Wisconsin, the Vernon County Fair offers a rich blend of tradition, community spirit, and family fun. Visitors can enjoy outstanding local food stands, prize-winning exhibits, and cherished family picnics—all made possible by the many dedicated individuals who contribute their time and talents year after year. The fair features a full schedule of entertainment, including harness racing, demo derbies, tractor pulls, a draft horse show, Free Stage performances, Mr. Ed's Midway, and so much more. As one of the oldest county fairs in the state, with over 164 years of history, the Vernon County Fair is more than just an event—it's a beloved tradition filled with fond memories and small-town charm.



**Wisconsin Agricultural Tourism Association**  
**“Leader & Voice for Wisconsin’s Agricultural Tourism Industry”**

Agricultural Tourism, where agriculture meets tourism, is growing popularity as travelers seek authentic rural experiences. Agricultural Tourism is the marriage between agriculture and tourism/outdoor recreation.

Agricultural Tourism is experiences on a working farm, ranch, orchard or grove, conducted to the enjoyment of visitors that generates supplemental income for the farmer. Activities include; farm stays, educational tours, on-farm festivals, farm-to-table experiences, stargazing, herbal walks, forest bathing and u-pick opportunities.

**Remember to invite fellow Agricultural Tourism Operators to join WATA.**  
**[Online membership form.](#)**

Join the Wisconsin Agricultural Tourism Association (WATA) and connect with a statewide network of over 200 agricultural tourism and rural businesses.

Here’s how WATA supports you:

- ✓ Get listed on the WATA website
- ✓ Gain exposure through 30+ signs at visitor centers
- ✓ Be part of a supportive, connected network
- 📎 Learn more: [WIAgtourism.com/Membership](http://WIAgtourism.com/Membership)

**Notice of Annual Meeting:**

**The 2025 WATA Annual Meeting will be held January 19, 2026 at the Kalahari Resort, WI Dells during the Growing Wisconsin Conference. Please mark your calendars and plan to join us. The time of the meeting will be announced in the November 2025 Newsletter. Watch for the conference schedule and registration in October 2025.**



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