

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!

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

Travel is one of America's most powerful economic engines—supporting 15 million jobs, generating \$2.9 trillion in economic output and funding essential public services. It strengthens every sector of the economy, from restaurants and retail to tech, manufacturing and agriculture.

Wisconsin Agricultural Tourism is the marriage of all three industries, outdoor recreation, tourism and agricultural. Travel is not red or blue. Travel is green - economic impact green - Revenue for Wisconsin, small businesses, family farms and more. Wisconsin Tourism In 2023, Wisconsin saw a \$25 billion total economic impact and welcomed 113 million visits.



Wisconsin Agriculture Industry. Wisconsin agriculture is a big economic driver contributing \$116.3 billion annually to our state's economy. Food processing activity contributes \$107 billion to industrial sales. The state is home to 58,521 farms on 13.8 million acres. The average farm size in Wisconsin is 236 acres.

Wisconsin Outdoor Recreation's \$11.2 billion industry.

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.

Visit the following:

- ~ 4 Dairy Breakfasts – Start your mornings on the farm with fresh pancakes, squeaky cheese curds, and a side of sunshine. [Find a dairy breakfast online!](#)
- ~4 County Fairs or Festivals – From Ferris wheels to funnel cakes, Wisconsin knows how to throw a celebration.
- ~ 8 Agricultural Tourism Destinations – Think strawberry picking, lavender fields, goat yoga, creamery tours, wineries, sunflower walks, corn mazes, and more!

In the News... On the Air

- USDA SCBG23-10 gowiaqtourism.com podcasts featuring specialty crop growers. Listen to these podcasts featuring Northland Grains and Four Acre Flowers-Tulip Farm. Listen to all 24 podcasts.
- Read the Wisconsin Agricultural Tourism Blogs: [Sweet traditions u-pick strawberry farms](#), [4-4-8 WATA Summer Staycation Challenge](#), [Farm Camps](#), [6 Unforgettable Wisconsin Farm stays](#)
- WATA's June Appearances:



Staff from Visit West Bend, Destination Lake Winnebago, WATA and Department of Tourism greet the Classic Green Reunion Guests June 12-14, 2025.



Thank you WATA Board Members Jean Bahn and Shawn Lehman for helping to host the WATA Booth June 12-14, 2025.





News to Know... Upcoming WATA Events

~June Dairy Breakfasts - May 30 - July 6 - [Wisconsin Dairy Breakfast & 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](#)

~**Save the Date** — **August 4, 2025 – 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 before August 1, 2025 to:

WATA
4618 West County Road A
Janesville, WI. 53548

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



News to Know... Upcoming WATA Events

- Fairs and Festivals - [Wisconsin Fairs June 18 - Sept 14](#)
- [Travel Wisconsin Link to Tours and Trails](#)
- Wisconsin Farm Technology Days August 5-7, 2025



2025 Wisconsin Farm Technology Days at Clinton Farms
Bear Creek, Wisconsin
August 5-6-7, 2025

Clinton Farms is located on State Highway 22 just west of Highway 45 near Bear Creek, Wisconsin. It is a 750 cow dairy operation, now in its fourth generation. Check out the video on the right to see more about the farm!

Clinton Farms hosted the 25th anniversary show of the old Wisconsin Farm Progress Days in 1978 as well as the very first Wisconsin Farm Technology Days show in 2003.

Be sure to join us this August 5-6-7!

- 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. Registration opens in October 2025.

WELCOME
Growing Wisconsin Conference
2026 REGISTRATION

Harvesting Knowledge, Cultivating Connections,
Producing Quality and Promoting Success





January 18-20, 2026 | Wisconsin Dells, WI

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

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.

Op-Ed: Act 73 Detrimental to Family Farms

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.

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

[LUV R AG scan the QR code](#) [Family Fun on the Farm](#)

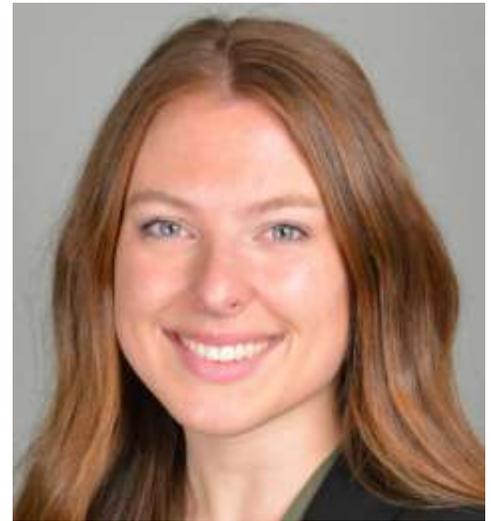
[Plan your Ag-Venture Today](#) [Napa Valley of the Midwest](#) [Wisconsin Farm Weddings](#)

Share these PSA's with your local radio stations.

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

In the News...

MADISON, Wis. – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has announced **Sarah Hagenow of Poynette as Wisconsin's 78th Alice in Dairyland**. In this position, Hagenow will work for the contract year as a full-time communications professional for DATCP, educating the public about the importance of agriculture in Wisconsin.



Sarah Hagenow- July 7

About Alice in Dairyland

Alice in Dairyland is a one-year, full-time communications professional with DATCP. The Alice in Dairyland program is supported by several partner organizations, including Dairy Farmers of Wisconsin, Ginseng Board of Wisconsin, Goodman's Jewelers, Kettle Moraine Mink Breeders Association, the Dairy Innovation Hub, Wisconsin Beef Council, Wisconsin Corn Promotion Board, and the Wisconsin Potato Industry Board. For more information about the Alice in Dairyland program, visit aliceindairyland.com and follow Alice online on [Facebook](#), [LinkedIn](#), and [Instagram](#).



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