



2026 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



Go WI Ag Tourism

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 and 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.

- December 1, 2025- January 20, 2026 Application - google document on gowiagtourism.com
- January 15- January 30, 2026 Selection & Matching Process will take place
- January 15-20, 2026 Mentees/Mentors will be notified.
- January 21, 2026 6:30-7:30 p.m. for 6 sessions (Jan. 21, 28, Feb 4, 11, 18, 25)
- January 19, 2026 Informal Face-to-Face Meeting 5-6 pm WI Dells

Mentee famers register online to become a WATA member to participate in the program, which includes participation in (P2P) mentoring program; 2026 WATA Member benefits.

Membership payment is due upon acceptance into the program. This program will be limited to 8 Mentee farmers.

The 2026 P2P Mentorship Program, which runs from January 21, 2026 – February 25, 2026.

For more information – click 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.

2026 Schedule

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- December 1, 2025- January 20, 2026 Application period
[Application Form](#) [Website Information Resources](#) [2026 WATA Membership Form](#)
- January 15- January 30, 2026 Selection & Matching Process will take place
- January 15-20, 2026 Mentees/Mentors will be notified.
- January 19, 2026 5-6 pm WI Dells Kalahari Conference Center
Informal Face-to-Face Meeting

[Information about The Growing Wisconsin Conference January 18-20, 2026](#)

Wisconsin Agricultural Tourism Association will host 10 Educational Sessions and 12 Round Tables. This is an excellent educational value for the investment of \$85.

- First Virtual Meeting January 21, 2026 6:30 – 7:30 p.m.
- Additional Meetings will be held on 6:30-7:30 p.m.
 - January 21, 28
 - February 4, 11, 18, 25
- Face-to-Face Meeting to be held March 2026 (Details forthcoming)

Time commitments:

- Six - 1 hour Zoom Sessions 6:30-7:30 p.m.
 - January 21, 28
 - February 4, 11, 18, 25
- Suggested time commitments (optional if schedule permits)
 - Informal Gathering January 19, 2026 Wisconsin Dells 5-6 pm
 - Face-to-Face meeting at your farm with your mentor (May/June)
 - Face-to-Face meeting at your mentor’s farm (April/May)
 - Face-to-Face meeting in March 2026 (details forthcoming)



The Wisconsin Agricultural Tourism peer-to-peer mentoring program working in collaboration with the Wisconsin Agricultural Tourism Association (WATA). The program participants will be 8 existing farmers and WATA Members in January 2026. USDA SCBG 23-10

Target audience: Wisconsin farmers interested in diversifying income by offering agricultural tourism experiences on their working farms.

Objectives: For Wisconsin Agricultural Tourism Association/ **USDA SCBG 23-10**

- To increase farmer awareness of the feasibility of agricultural tourism experiences to increase farm income diversification
- To increase farmers ability to assess the viability of agricultural tourism experiences on their farm
- To build and strengthen the Wisconsin Agricultural Tourism Industry

Outcomes: For Wisconsin Agricultural Tourism Association/ **USDA SCBG 23-10**

- Implement the Peer-to-Peer Mentoring Program
- Strengthened networks of Wisconsin agricultural tourism operators.
- Explore state-wide or regional agricultural tourism marketing strategies for a strengthened agricultural tourism industry within Wisconsin Agricultural Tourism Association.
- Utilization of tools and strategies to determine options and make an informed decision and plan for the future of the Wisconsin Farms within Wisconsin Office of Agricultural Tourism.

Modules to Include:

~ **What is Wisconsin Agricultural Tourism**

~ **Wisconsin Agricultural Tourism State Statute / Act 269**

~ **How Do You Benefit from Diversifying by offering Agricultural Tourism Experiences**

~ **How Does the Public Benefit from Agricultural Tourism Experiences**

~ **Are You UP for This**

~ **Zoning and Permitted Uses**

~ **Assessing Your Resources**

~ **What Kind of Agritourism Activity Can You Offer**



- ~The Ultimate Field Trip – Who Is My Target Audience/Market
- ~ Retail Sales at Your Agricultural Tourism Destination
- ~ Farm Stays Lodging at Your Agricultural Tourism Destination
- ~ Life Celebrations Agricultural Events on your Farm
- ~ Flower Farm offerings
- ~ Agricultural Tourism Experiences for Every Season
- ~ What Makes A Successful Agricultural Tourism Operation
- ~ Developing A Business Plan for Your Agricultural Tourism Ag-venture
- ~Grow Your Chances for Agricultural Tourism Success with a Strong Business Plan
- ~ Important Agricultural Tourism Industry Resources
- ~ The Wisconsin Agricultural Tourism Association

Free Materials for you if you are just getting started [Software Template for Ag-Plan](#)

This tool will allow you to

- Develop your own Business Plan – if you already do not have one
- Learn what you need to include in your Plan with Tips & Resources
- View Sample Plans for ideas
- Share your Plan — print, download and work with your own Reviewers
 - Wisconsin Agricultural Tourism Association Members would be willing to review your plan.
 - Let Sheila Everhart know if you would like a reviewer.