



# NEWSLETTER

August 2021 Edition

## WISCONSIN AGRICULTURAL TOURISM WEEK SEPTEMBER 27—OCTOBER 3, 2021

### Agritourism Seen As A Growing Economic Engine Statewide

Wisconsin Governor Tony Evers has signed a proclamation setting September 27th as Agricultural Tourism Day, and the week of September 27th through October 3rd as Wisconsin Agricultural Tourism Week.

“The Wisconsin Agricultural Tourism Association (WATA) is proud that our state leadership recognizes the contribution agritourism makes to our economy,” said Executive Director Sheila Everhart. “These diverse ag-based tourism venues provide entertainment, adventure, education, relaxation, food, fuel, and fiber for consumers all across the country,” she added.

Valued at more than \$104.8 billion annually, Wisconsin is home to nearly 65,000 farms on 14.3 million acres. The average farm size is 221 acres. The agricultural sector accounts for 12 percent, 435,700 , jobs across the state. Last year, Wisconsin tourism brought 112 million visitors to the state, generating \$21.6 billion in revenues, \$1.6 billion in state and local taxes, and another \$1.2 billion in federal taxes.

“WATA is working to continue streamlining the state’s regulatory environment so that agritourism, and the families involved, can meet the growing demand for on-farm opportunities to learn, be entertained, and be inspired,” said Everhart.

### Wisconsin Agricultural Tourism Week Marketing Tools

Dear Members,

We’ve kicked it up a notch! This year, Governor Tony Evers has proclaimed a full week to agricultural tourism!

SAVE THE DATES: September 27-October 3

HELP PROMOTE this special week through social media, your websites, newsletters, and to your local media. Encourage local media to visit your farm during this week.

Here are a few tools you can use to promote this special week. Feel free to customize the suggested language.

~The Proclamation link and information will be available upon publication from the Governor’s Proclamation Office. Follow our WATA Facebook page to stay up-to-date.

~Graphic—attached is our “Luv-R-Ag” graphic. Include this on all social media posts and on your website.



## Marketing Tools (con't)

~Facebook & Instagram— Use the WATA Facebook handle @wiagtourism or #WIAgTourism

- Suggested Social Media Post—Wisconsin Agricultural Tourism Week is Sept. 27-Oct. 3. Thank the growers who open farms, wineries, petting zoos, cider and brew pubs for our entertainment, education and great food. Plan your visit today at [wiagtourism.com](http://wiagtourism.com) . #WATA #WIAgTourism
- Governor Tony Evers proclaims September 27-October 3 as Wisconsin Agricultural Tourism Week! Wisconsin agritourism is valued at over \$88.3 billion annually. This week acknowledges the farmers, growers, producers, and foresters who open their farms, wineries, petting zoos, orchards and trails for family fun, education, and great food. To find a perfect spot to visit, go to @wiagtourism, [wiagtourism.com](http://wiagtourism.com) #WATA #WIAgTourism
- Sept 27-Oct 3, 2021 is Wisconsin Agricultural Tourism Week! What a great time to visit a farm, petting zoo, berry or apple orchard, winery, cidery or brew pub! Agtourism is about fun, education, and great food for the whole family. It also contributes more than \$88.3 billion/yr to Wisconsin's economy. To plan your ag-adventure this week, visit [wiagtourism.com](http://wiagtourism.com) #WATA #WIAgTourism
- Sept 27-Oct 3, 2021 is Wisconsin Agricultural Tourism Week! What a great time to visit a farm, petting zoo, berry or apple orchard, winery, cidery or brew pub! Agtourism is about fun, education, and great food for the whole family. It also contributes more than \$88.3 billion/yr to Wisconsin's economy. Visit our farm, (NAME OF FARM AND WEBSITE) #WATA #WIAgTourism

~Twitter Suggested Posts (currently meet character requirements)

- Governor Evers proclaims Sept. 27-Oct. 3 WI Agricultural Tourism Week, acknowledging the growers, producers, and foresters who contribute to WI's economy. Visit your local agritourism venue to show your gratitude! Member listing at <http://www.wiagtourism.com> #WATA #WIAgTourism
- Sept 27 kicks off WI Agricultural Tourism Week! Seven days to tip our hats to the farmers, growers, producers, and foresters who help boost WI's economy. Take an ag-adventure! Visit [www.wiagtourism.com](http://www.wiagtourism.com) to find a farm, winery, berry farm, corn maze or event barn near you. #WATA #WIAgTourism
- Sept 27 kicks off WI Agricultural Tourism Week! Seven days to tip our hats to the farmers, growers, producers, and foresters who help boost WI's economy. Take an ag-adventure with us, (Name and URL of your farm.) #WATA #WIAgTourism

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## Growing Wisconsin—Now Available!

The Growing Wisconsin magazine helps spread the word about agriculture in the state, educates community leaders about the impact of agriculture on the local and state economy, and promotes agriculture to a growing audience concerned about their families' food source.

Agriculture affects everyone, so it's time to learn more about the people who produce our food. Read it. Enjoy it. Share it. <https://farmflavor.com/wisconsin/wisconsin-magazine/growing-wisconsin-2021-22/>



## THANK YOU VOLUNTEERS

Sending a big THANK YOU to the WATA Members who volunteered at the Travel Wisconsin Booth at the State Fair. We were glad to have them share their knowledge and inspire future travelers to explore all that Wisconsin Agriculture Tourism has to offer!



## WI Christmas Trees in High Demand

“Wisconsin ranks No.4 in the nation for Christmas tree production following Oregon, Washington, and Michigan,” says Dean Lemky of the Wisconsin Christmas Tree Producers Association. [\[Read More\]](#)

## Grant Announcements

The COVID-19 pandemic has shown us the importance of investing in resources to support the hardworking men and women in our agriculture industry who help provide food, fuel, and fiber to consumers everywhere. Now more than ever, it is critical that we support Wisconsin farmers, processors, and agri-businesses.

For this reason, additional grants to support our state’s agricultural and tourism industries are available. Check out the most recent grant opportunities below. As always with our Wisconsin Agricultural Tourism Association, we are stronger when we work together.

- [Press Release](#)
- [\\$10 Million to Support Wisconsin's Tourism Industry](#)
- [\\$70 Million to Support Wisconsin's Lodging Industry](#)
- [\\$50 Million to Support Wisconsin Farmers](#)



## Support Your Local Fairs and Festivals!

Check out [www.wifairs.com](http://www.wifairs.com) for a listing of fairs near you!

September includes county fairs in Portage, Shawano, Iowa, Walworth, Sheboygan, Calumet, Richland, Forest, and Vernon counties; the Lodi Agricultural Fair; the Platteville Dairy Days; and the Warrens Cranberry Festival.

## Other News



American Farm Bureau Foundation For Agriculture recommends these 21 publications as their [Best Farm Books for Kids](#)

Watch this wonderful video from the Wisconsin Beef Council highlighting the uniqueness of beef production in Wisconsin. [The Wisconsin Way](#).



The Dairy Farmers of Wisconsin have partnered with UW-Green Bay Dietetics program to create a video series titled 'Dairy Nutrition 101'. It aims to help answer the question, "Why is dairy good for me?" [Dairy Nutrition 101](#)



### The Wisconsin Agricultural Tourism Association (WATA)

- 1) Promotes and preserves the rural lifestyle,
- 2) Fosters partnership opportunities within the ag-tourism community, and
- 3) Provides tools which encourage sustainable economic growth while creating awareness of Wisconsin Agriculture

WATA promotes members on their Facebook page. If you have an upcoming event that you would like us to post, or a post on your business's Facebook page that you would like WATA to share, please email [director@wiagtourism.com](mailto:director@wiagtourism.com).

