**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

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 or 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.

* February 3-10, 2024 Application period google document on gowiagtourism.com
* February 11-17, 2024 Selection & Matching Process will take place,
* February 21, 2024 Mentees/Mentors will be notified.
* February 28 Initial Zoom Meeting 10-11 a.m.

Mentee farmers register online to become a WATA member to participate in the program, which includes participation in (P2P) mentoring program; 2024 WATA Member benefits. And on completion of the program a voucher for 50% toward 2025 WATA membership dues.

Applicants must have been operating their farm business for at least one year prior to application date.

Membership payment is due upon acceptance into the program (February 25, 2024). This program will be limited to 12 Mentee farmers.

The 2024 P2P Mentorship Program, which runs from February - November 2024.

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.*