



GEORGIA DEPARTMENT OF AGRICULTURE

Gary W. Black, Commissioner

www.agr.georgia.gov

AGRITOURISM UPDATE – August 31, 2020

Georgia Grown eNewsletter

Be sure and check your inbox for the latest new from Georgia Grown. It's one of your benefits of Georgia Grown membership.

Agritourism Signage Program

The signs are up for the William L Brown Farm Market in Montazuma. Congratulations! [See this and other Agritourism Signage sites on the Georgia Department of Agriculture's website.](#)

For Georgia Grown Members ONLY: Georgia Grown Website

- Have you updated your account to reflect your listing on GeorgiaGrown.com? Check it out and make sure your info is up to date and correct, especially for all the fall agritourism folks. Make sure you are listed under the U-Pick and/or Corn Mazes and Pumpkin Patches if you have either of these.
- If you have plants for sale or are a nursery and are not [listed here](#), go to your account and update categories that your business falls under.
- If you have a garden or arboretum that visitors can wander through that is not [listed here](#), go to your account and update categories that your business falls under.

The Muscadine has been designated as the official State Grape of Georgia!

Congratulations to Chris Paulk of Paulk Vineyards who worked on this effort. Here is a link to the legislation that the Governor signed: www.legis.ga.gov/Legislation/en-US/display/20192020/SB/358. Let me know if you would like a copy of the press release to share with your local media.

[US Travel Association's Travel Confidently Toolkit](#)

The health and safety of customers is the number one priority of every travel business. This shared viewpoint has brought sectors from across the industry together, working with health and medical experts, to reach collective agreement on a core set of health and safety guidance that the industry may adapt to their businesses. Though each guidance may be implemented in different ways, each touchpoint is applying consistent enhanced cleanliness measures. A healthy and safe travel experience is a shared responsibility. When travel businesses, residents and travelers all do their part, Americans can **Travel Confidently**.

Member Request

A new member, Sean Crotty of [Kelly's Market](#) in downtown Decatur who already carries several GG products, is interested in pitches from more producers. He has a 4,000 square foot retail store with fresh produce, craft beer and wine, and a deli/prepared foods section. He is looking to expand his local offerings in any one of these segments, and has offered for members to contact him if they are interested in selling with him. He is also hoping to expand his gift basket offerings with more Georgia products. If any Georgia Grown members are interested in meeting with him, they can set up a visit to his store in Decatur (with precautions in place), or use a virtual method. He can be reached at sean@kmdecatur.com.

Appalachian Regional Commission Webinar

Topic: Attracting the Socially Distant Tourist. Wednesday, September 9 at 11am. [Sign up for this free webinar.](#)

Explore Georgia (Georgia Tourism Division)

- **Georgia Tourism Summit (Virtual) Wednesday, September 2, 2020 (NO CHARGE)** [Click here to register.](#)
- **Webinars – Free**
 - [Group Tour Primer: 5 Steps to Become More Group Tour Ready](#) - Sept 8 2-3pm
 - [Google Analytics Boot Camp for Tourism Marketers](#) – Oct 13 2-3pm
 - [Establishing a Recreational or Thematic Trail](#) – Nov 10 2-3pm
 - [Group Tour Sales: Storytelling as a Powerful Tourism Marketing Tool](#) - Dec 8 2-3pm

Starting a New Food Business in Georgia

UGA's Department of Food Science and Technology is hosting a workshop on starting a new food business in Georgia October 27-28, 2020 in Athens, GA at their Food Science Building. The presentations are designed to provide participants with practical information on producing safe and wholesome food products. Attendees will have the opportunity to have all of their questions answered by food industry experts. [Registration information.](#)

Count your Pollinators

Recently the University of Georgia hosted their second annual [Great Georgia Pollinator Census!](#) Take 15 minutes out of your day to count pollinators and do a fun pollinator themed activity! Check out this [video tutorial](#) to learn how to make Pollinator Lollipops. Plant your Lollipops and watch your flowers grow! Also, GACD is working to increase population and awareness of pollinators statewide through their Pollinator Initiative. [Click here to learn more!](#)

Webinar

Recently, Joe Venito held a webinar, "Hyper-Local, Hyper-Fast to Drive Visitation and Economic Development". I thought some it might be interesting. The following is a recording of the session reviewing the strategies and opportunities to fast-track your Hyper-Local, Hyper-Fast strategy and impact fall and winter 2020.

<https://vimeo.com/449929827/77ddf3426d>

Member Highlight – [Kingwood Resort & Winery](#)

Kingwood Winery is located on the property of Kingwood Resort & Winery. The newest winery and tasting room in the area, Kingwood Winery has created their line of Chechero Wines. Named after one of the original settlements by the native Americans in the county, Chechero was the only name for their line of 5 wines. They produce a Pinot Grigio, Chardonnay, Merlot, Cabernet Sauvignon, and round out their offerings with a Red Blend. Currahee Winery winemakers have partnered with Kingwood Winery to create their wonderfully delicious wines. At the winery, several of the Currahee Winery wines are available to visitors and guests alike.

News/Articles

*Note...Many of these articles feature other areas of the country are examples of successes stories, challenges, creative ventures, etc.

- [Pumpkins, Pullovers and Planning for Fall](#)
- [Where's the most relaxing place to sip a cold beer right now? At a farm.](#)
- [Why agritourism will be the post-coronavirus luxury travel trend – ditch the heels and plant rice or herd cattle in Laos, Cambodia and South Africa](#)
- [Farm at your fingertips: New app allows farmers to reach customers more directly](#)
- [Waseca, Minnesota's, agricultural roots: Making Waseca County prime agricultural space](#)
- [Farm-forward: Agritourism venture weds craft drinks, food, market and trail](#)
- [Fields to Forks initiative in Prescott and Russell to be promoted on local radio and tv](#)
- [Outstanding in her field: A 'pff' for the fruit moth, with love from growers](#)
- [5 questions with Amy Hughes](#)