

AGENDA



8-10 am

How to Start An Agritourism Business

*Rita Suiter, Training & Marketing Coordinator
Mercier Orchards*

10-10:15 am

BREAK

10:15-11:15 am

Agritourism Statutes & Laws

*Lisa Ard, President
Florida Agritourism Association*

11:15-11:45 am

Case Study Farm A

*John Aplin, Owner
Aplin Farms, Dothan, AL*

11:45-12:30 pm

LUNCH

12:30-2:30 pm

How to Market Your Agritourism Business

*Rita Suiter, Training & Marketing Coordinator
Mercier Orchards*

2:30-2:45 pm

BREAK

2:45-3:15 pm

Case Study Farm B

*Kay Powell, Owner
Powell Tree Farm & Vineyard*

3:15-4:00 pm

Q&A/WRAP-UP

