

# **OKLAHOMA DEPARTMENT OF AGRICULTURE, FOOD, AND FORESTRY**

2800 N. Lincoln Blvd., Oklahoma City, OK 73105

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## **FIVE WORKSHOPS SCHEDULED ACROSS STATE TO PROMOTE AGRITOURISM**

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Oklahoma City—Oklahoma agritourism experts and promoters will begin a series of workshops beginning February 21 and continuing through the end of March, according to Oklahoma Agritourism Director, Francie Tolle.

“Last year at the Governor’s Conference on Agriculture and Economic Growth, those with an interest in agritourism said they needed this type of educational program,” she said. “We believe we have put together the sort of workshop that will appeal to a broad range of potential agritourism enterprises and we’re taking it on the road to maximize opportunities for people to attend.”

Topics covered will include areas of potential for agtourism opportunities in Oklahoma, identifying target markets, current tourism trends, website development, and customer service. Tolle said representatives from the Oklahoma Department of Tourism, Department of Wildlife Conservation the Oklahoma Department of Agriculture, Food, and Forestry and USDA will be on hand to tell how their agencies can help new businesses.

Workshop participants will also receive a copy of the new Oklahoma Agritourism Resource Manual. Tolle said the manual is a “how-to guide” for producers who wish to pursue enterprises combining their agricultural resources with tourism.

Round Table discussions headed by successful agritourism operators will include Value Added Agriculture, Lodging, Farm and Seasonal Tours, Hunting and Fishing, and Conservation and Wildlife Watching.

Workshop dates and locations include: February 21, Shawnee; March 7, McAlester; March 14, Quartz Mountain; March 23, Bartlesville; and March 28, Fairview.

Each workshop begins at 8 a.m. and ends at 5 p.m. Breakfast and lunch are included. Cost for each workshop is \$50.00 the day of the event or \$35 for pre-registered participants. Registration forms are available online at [www.oklahomaagritourism.com](http://www.oklahomaagritourism.com) or by calling Francie Tolle at (405) 522-5652.

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