

See you on the Farm Trail!



Central Shenandoah Planning District Commission
Shenandoah Valley Partnership



The Place Where Agriculture and Tourism Meet












Ready for an adventure? On the Fields of Gold Farm Trail, you'll discover the home-grown side of Virginia in the Shenandoah Valley.

Whether you are planning a day-trip with your family, a week-long excursion with friends or just a spur-of-the-moment getaway, adventure awaits you on the Fields of Gold Farm Trail.





Member Business Categories

	Ag Venues (10)	Facilities for meetings, weddings, educational tours, festivals, or agritainment activities.
	Christmas Trees/Nursery (9)	Local producers of non-edible agricultural products (e.g. nurseries, green houses, Christmas trees)
	On-Farm Lodging (16)	Cottages, Bed & Breakfast, Inns, and other rentals located in an agricultural setting.
	Grocery/Retail (19)	Retail locations that specialize in or sell locally raised/grown products.
	Experience the Farm (26)	A farm that offers an on-the-farm experience, such as tours, a petting zoo, horseback riding, or hay rides.
	Farm-To-Table Restaurants (17)	Restaurants with an emphasis on serving locally produced dishes.
	Farm Stand (37)	Retail locations that specialize in or sell locally raised/grown products.
	Farmers' Markets (11)	A location for vendors of local produce and value added goods.
	Pick-Your-Own (10)	A farm to pick your own fruit, berries, vegetables, corn, pumpkins, and Christmas trees.
	Trout Farming & Fishing (5)	Fish hatcheries and farms which sell to the public, including fee fishing.
	Winery or Brewery (18)	Local producers of alcoholic beverages, primarily using locally grown ingredients.



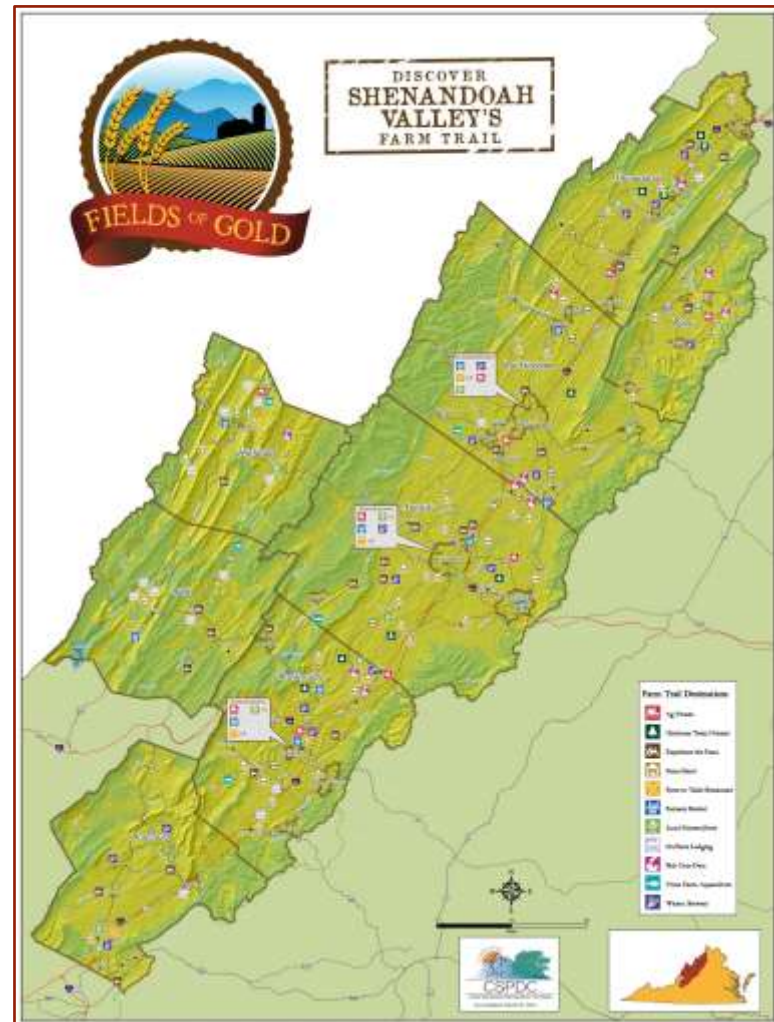
Our Region

8 counties:

Shenandoah
Page
Augusta
Rockingham
Rockbridge
Bath
Highland
Botetourt

5 cities:

Staunton
Waynesboro
Lexington
Harrisonburg
Buena Vista





Meet the Locals



Currently have approximately 202 members along the Trail!





Events, Farmer's Markets & Conferences

- **Promote** the Farm Trail and our members through information & education
- Collect emails for our e-newsletter list serve
- Recruit new members and new fans
- Networking & partnership development





www.fieldsofgold.org

- Explore the Map
- Meet the Locals
- Find Events & Activities
- Discover the Area
- Check out What's Fresh
- Member Portal /Member Login
- List your Agri-business with the Fields of Gold





Member Portal

- Agritourism Resources
- Upcoming Trainings & Workshops
- Marketing & Promotional Materials
- Resource Partners
- Member Contact

EXPLORE | MEET | FIND | DISCOVER | CHECK OUT
the map | the locals | events & activities | the area | what's fresh

DISCOVER

Shenandoah Valley's Farm Trail

Explore the map

Ready for an adventure? On the Fields of Gold Farm Trail, you'll discover the home-grown side of Virginia in the Shenandoah Valley. After all, it's where agriculture got its roots. Pick your own fruit in one of our orchards, stroll through a farmers' market, enjoy a wine tasting, tour a working farm, celebrate at a farm festival, or feast on a locally-grown meal at one of our farms-to-table restaurants. Whether you are planning a day trip with your family, a week-long excursion with friends or just a spur-of-the-moment getaway, adventure awaits you on the Fields of Gold Farm Trail. Start your adventure now!

Plan your visit!

- Shop local >
- Take part >
- Source >

Upcoming events

DATE	EVENT NAME
08/11	SHENANDOAH VALLEY FARM FESTIVAL
08/13	SHENANDOAH VALLEY WINE FESTIVAL
08/27	SHENANDOAH VALLEY FARM FESTIVAL

What's fresh?

Strawberries are in season!

Member Login

Discover Shenandoah Valley's Farm Trail

Use your agri-business with Fields of Gold

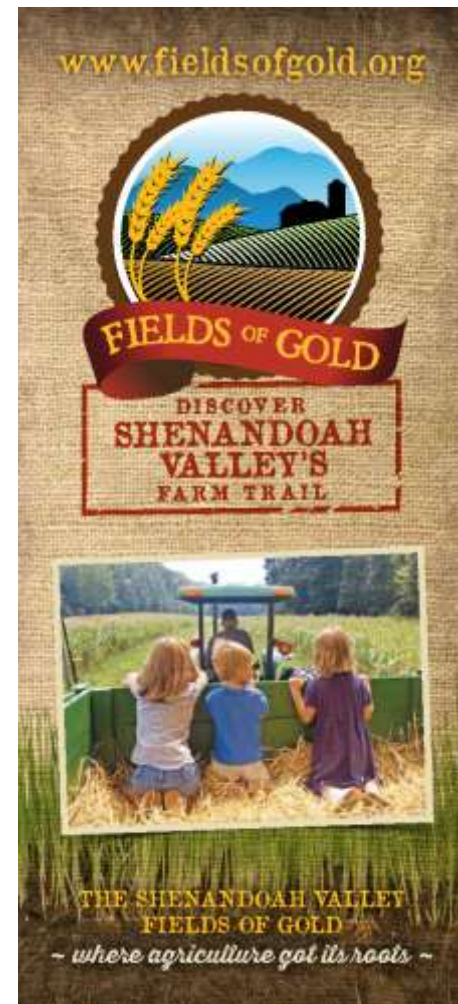
Virginia's Agri-Tourism

Copyright © 2014 Fields of Gold



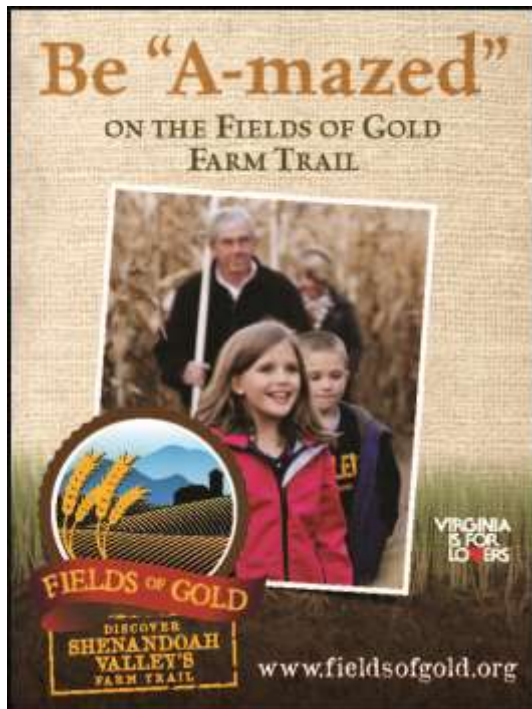
Brochures & Rack Cards

- * Displayed in all member business locations and at member events, festivals, conferences and farmers markets.
- In several B&B, Inn, and Hotel establishments in each sub-region.
- In all of the tourist and visitors centers in the region.
- Displayed at various partner and stakeholder localities.





Fall Ad Campaign



- This ad went out in the September 2015 Recreation News (hard copy, on-line version, e-blast)
- We have posted it to our FB page and plan to do so regularly throughout the campaign period.
- We have asked members to post it to their FB pages and/or to print it out and put it up in their businesses.
- This ad is displayed on our table at all conferences, festivals, markets and events.



Social Media



Vehicle by which we drive more potential Farm Trail visitors to:

- * Our member events and businesses
- * Our website
- * Our Facebook page
- * Instagram (Fieldsofgold_Farmtrail)
#shenvalleyfarmtrail



See you on the
Farm Trail!





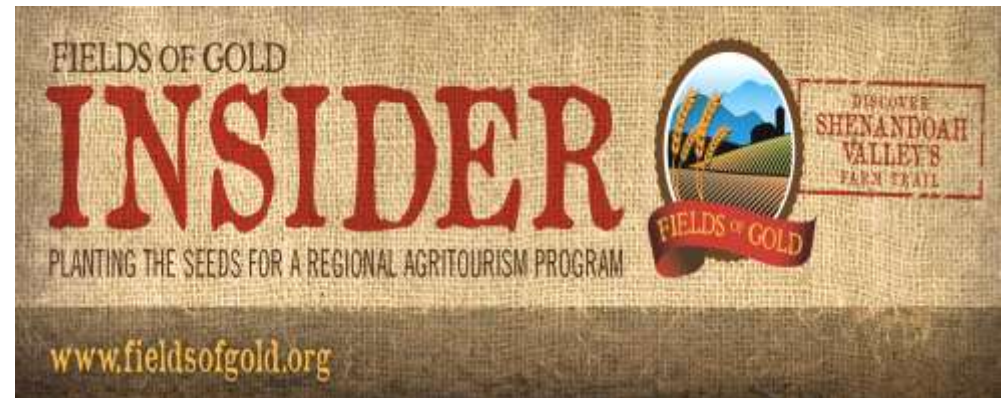
Press Releases





Insider Newsletter

- Quarterly, “members only” benefit
- Included:
 - Signature Events
 - Grow Your Agribusiness
 - Fields of Gold Toolkit
 - What’s Fresh
 - Meet the Locals
 - Did You know?



Welcome to the Fields of Gold Insider!

Fields of Gold Insider is a quarterly newsletter filled with information, opportunities and tips for growing your agritourism business.



Visitors Newsletter

- Monthly e-newsletter
- Aimed at potential tourists and visitors to the Trail
- Highlights 8 events or activities happening on the Trail that month
- Features a business and a Farmers Market

Adventure Awaits!
Fields of Gold Farm Trail News

DISCOVER SHENANDOAH VALLEY'S FARM TRAIL

Adventure Awaits you on the Farm Trail!

Fields of Gold is the Shenandoah Valley's Farm Trail. It extends through eight counties and five cities in the Valley. All of the farms and farm businesses on the trail are open to the public and fall into at least one of the following categories: pick your own, on-farm lodging, experience the farm, trout farming & fishing, ag venues (weddings/festivals), grocery, farm-to-table restaurant, farmers markets, winery or brewery, Christmas tree/nursery, or farm stands. We are excited to share the following events and activities that will be happening on the trail in the next month or so! For more information about our Farm Trail and its members visit www.fieldsofgold.org.



Volunteers

- Assist with booths at events and farmers markets
- Help out with social media
- Have helped us collect member photos for the “Meet the Locals” page on our website



The Shenandoah Valley - where agriculture got its roots



Any
Questions?



Tracey Coltrain
tracey@cspdc.org



Central Shenandoah Planning District Commission
www.cspdc.org
www.fieldsofgold.org