



Cultivating Your Future in Agritourism

Thursday, February 13, 2014

9:00 a.m. – 4:00 p.m.

UF/IFAS North Florida Research & Education Center
155 Research Road
Quincy, FL 32351

Are you selling products at your farm or ranch, inviting guests to visit for outdoor entertainment or an overnight's stay, considering putting in a pumpkin patch, or an agritourism venture?

This full-day workshop is for you!

Learn how to:

- Evaluate where you are and where you want to be
- Get the perspective of successful components of an agritourism destination
- Build new enterprises
- Market your agritourism activities

Join Agritourism expert, Jane Eckert, who has visited hundreds of farms and will share with you examples of farms across North America reaping the benefits of this unique tourism opportunity. Limited space available.

Registration (including lunch) is \$20 by February 6, 2014, and \$25 after this date.

For more information, please contact:

Faith Clarke (850) 412-5256 or faith.clarke@fam.u.edu

Pam Portwood (850) 764-2853 or pportwood@embarqmail.com

REGISTRATION FORM

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone _____ E-Mail _____

Please make checks payable to Riverway South Apalachicola Choctawhatchee (RWSAC) and mail with your registration form to:

Riverway South Apalachicola Choctawhatchee
Post Office Box 506
Sneads, FL 32460



Jane Eckert

Agritourism Marketing Professional



Jane Eckert is a marketing professional with a lifetime of farm experience and a passion to help farms, ranches, and tourism professionals learn more about agritourism, and how to make their business profitable.

Jane is the founder and CEO of Eckert AgriMarketing, a full-service marketing and consulting firm that offers a variety of services to both the agriculture and tourism industries, helping them harvest the rewards of agritourism. As a public speaker and trainer, Jane has provided Keynote Presentations, Workshops, and Breakout Groups in 36 U.S. states and 8 Canadian Provinces.

She was inducted into the Hall of Fame by North American Farmers' Direct Marketing Association. A sixth generation farmer's daughter, Jane grew up on the family's agritourism-focused apple orchard, earned a college degree in Business Administration, and honed her skills for 15 years in an executive career providing corporate marketing for firms such as Atlantic Richfield. She then returned to the family farm, Eckert's Country Store and Farms, as Vice President of Marketing to develop the farm into one of metropolitan St. Louis' most popular entertainment and tourist destinations, attracting 400,000 guests annually. She left the farm in 2001 to establish Eckert AgriMarketing.

Jane has been featured in *U.S.A. Today*, *Time* and *This Week in Agribusiness* on RFD-TV, and interviewed for hundreds of newspapers, magazines and radio shows throughout the country. In her speeches and workshops, she has helped thousands of tourism and Ag professionals to see the financial benefits of promoting the niche product of agritourism.

Recognitions and Memberships:

- Elected to NAFDMA's Hall of Fame
- Awarded the Agri Tourism Excellence Achievement Award, World Agri Tourism Day, Pune, India
- Outstanding Leadership Award, North American Farmers' Direct Marketing Association
- Has been an Active member of Convention and Visitors Bureaus both in Missouri and Illinois
- Past president, St. Louis Attractions Association and the Belleville Tourism in Illinois
- Past president, North American Farmers' Direct Marketing Association
- Member, National Speakers Association-St. Louis
- Member, National Agri Marketing Association
- Served both the Missouri and the Kansas Agritourism Councils
- Founder and CEO of RuralBounty.com