

# **GEORGIA RURAL DEVELOPMENT VIA AGRITOURISM**



**CAROLINE LEWALLEN**

**JAEMOR FARMS**

# Jaemor Farms



Owned & Operated by: The Echols Family  
Farm & Farm Market – Alto, GA | Farm Market – Commerce, GA











# GEORGIA AGRITOURISM

- What is it?
  - Two largest economic generators in Georgia
    - Agriculture (#1) + Tourism (#2) =  
***Agritourism***
- Exist: Quality of life, Education
  - ***Definition:*** “...charging admission for persons to visit, view, or participate in the operation of a farm or dairy or production of farm or dairy products for entertainment or educational purposes or selling farm or dairy products to persons who visit such farm or dairy.”





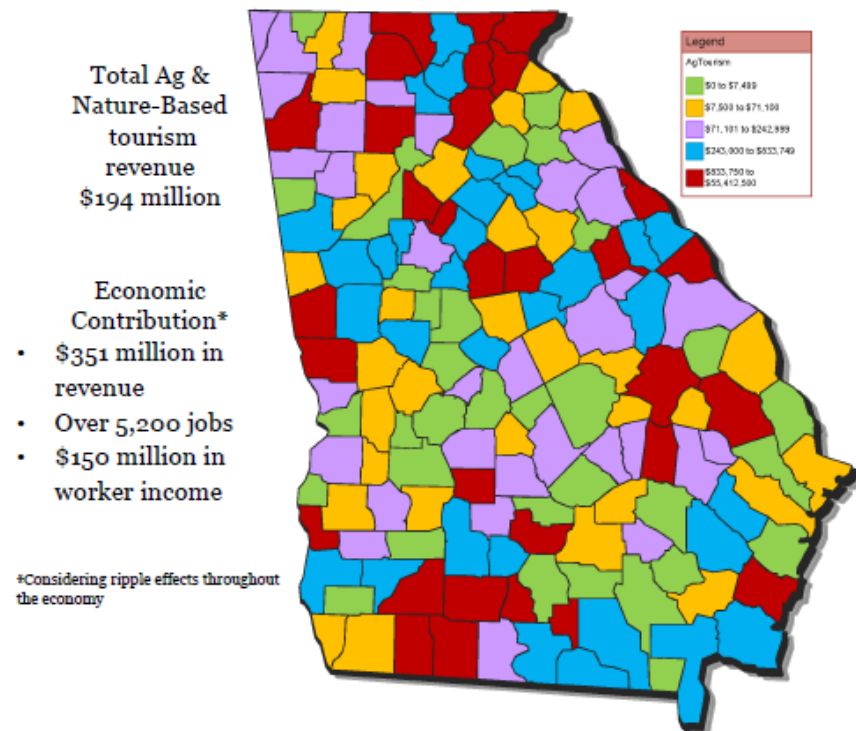
# FARM GATE VALUE

Agriculture and  
nature-based tourism:

**\$156 million**

**\*Over 700 locations  
in Georgia**

Ag & Nature-Based Tourism  
2012 Farm Gate Value





# HOW ARE THESE LOCATIONS PROMOTED?

- **GAA**
  - [georgia-agritourism.org/](http://georgia-agritourism.org/)
- **GA Dept. of Agriculture**
  - [agr.georgia.gov/agri-tourism\\_in\\_georgia.aspx](http://agr.georgia.gov/agri-tourism_in_georgia.aspx)
- **GA. Dept of Economic Development, Tourism Division**
  - [exploregeorgia.org/](http://exploregeorgia.org/)





Preserving agricultural traditions and increasing net farm income through the creative diversification of Georgia family farms

HOME ABOUT US MEMBERSHIP FIND A FARM NEWS & EVENTS GOVERNMENT AFFAIRS RESOURCES

## FIND A FARM

Agritourism Farm Map  
Membership Directory

## QUICK LINKS

Join Now  
About Us  
Contact Us

## FOLLOW US



## PLAN A FARM VISIT

Address:

Radius:  Miles

[SEARCH LOCATIONS](#)

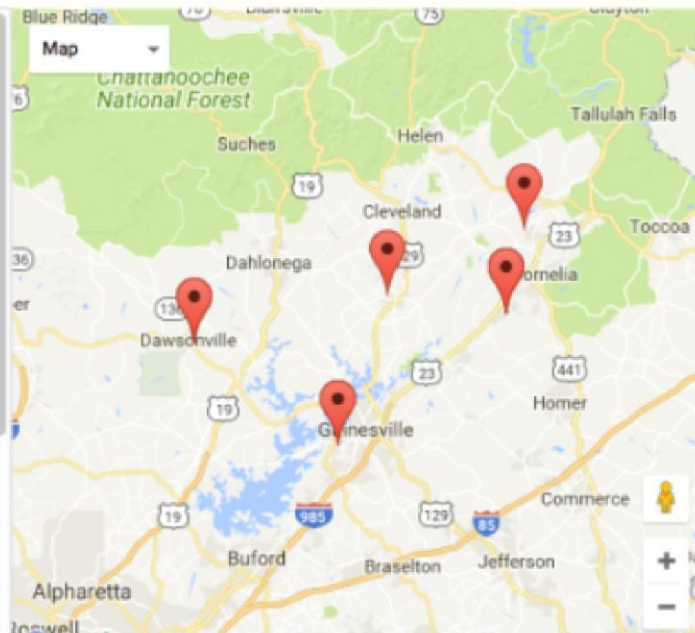
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# Georgia Department of Agriculture

Commissioner Gary W. Black

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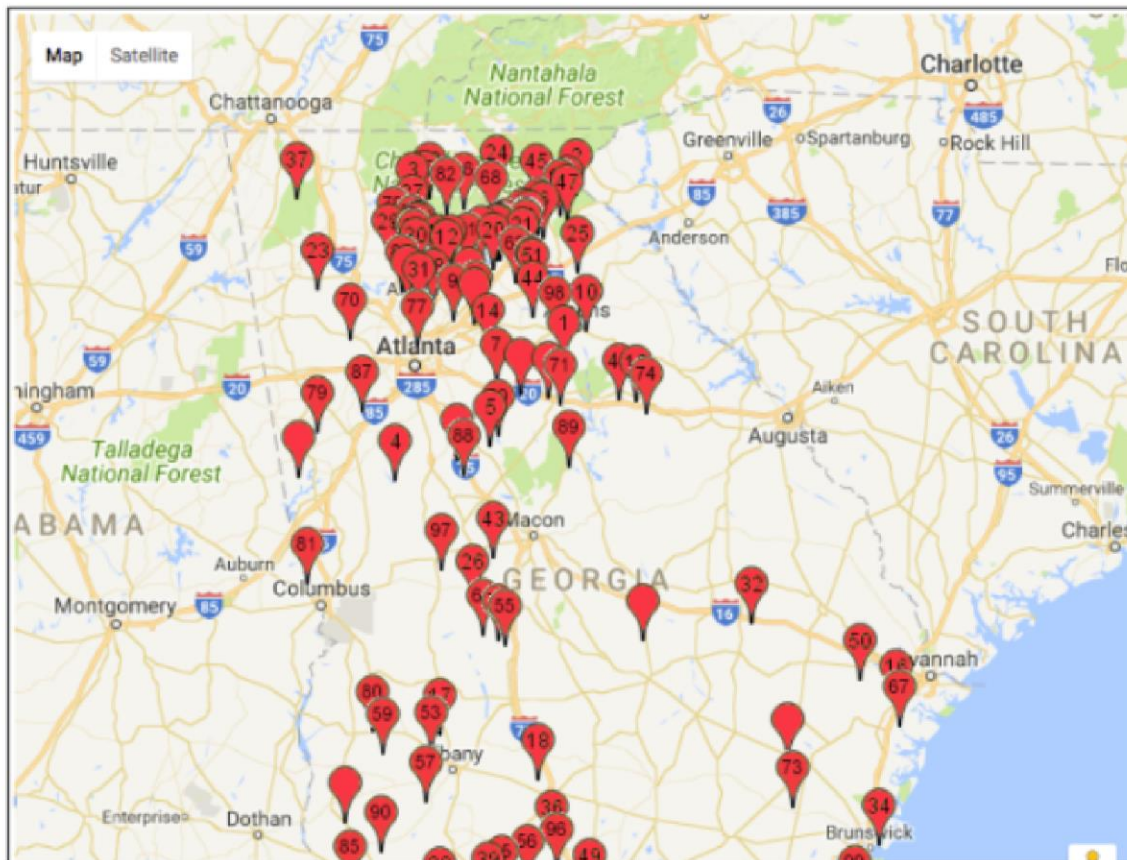
Forms

Market Bulletin



## What is Agritourism?

*Agritourism, an experience that combines traditional agriculture with tourism, is becoming increasingly popular throughout the state. With 4.5 million acres of cropland and diverse agricultural sectors, Georgia offers an assortment of agritourism sites and destinations that visitors are sure to enjoy. From corn mazes to pick-your-own veggies, it's a great way to enjoy the outdoors and to teach your children where their food comes from.*



- 1) [7 G's Farm](#)
- 2) [12 Spies Vineyards & Farm](#)
- 3) [Adventure Trail Rides](#)
- 4) [Adams Farm](#)
- 5) [Berry's Christmas Tree Farm](#)
- 6) [Blackhawk Fly Fishing & Farm](#)
- 7) [Big Springs Farm](#)
- 8) [BJ Reece Orchards](#)
- 9) [Bottoms Tree Farm](#)
- 10) [Boutier Winery](#)
- 11) [Bruce's Nut-N-Honey](#)
- 12) [Buck's Corn Maze](#)
- 13) [Buffalo Creek Blueberry Farm](#)
- 14) [Buford Corn Maze](#)
- 15) [Burt's Farm](#)
- 16) [Butterducks Winery](#)
- 17) [Café Campesino](#)
- 18) [Calhoun Produce](#)
- 19) [Cartocay Vineyards](#)



# EXPLORE GEORGIA

Official Georgia Tourism & Travel Site

DEALS VISITOR INFO @ E-NEWSLETTER FREE BROCHURES FILM MUSIC BLOG SOCIAL agritourism

Georgia®  
On My Mind


REGIONS & CITIES THINGS TO DO PLACES TO STAY DINING EVENTS TRIP IDEAS

## Site Search

corn maze

119 Results for 'corn maze'


### Buford Corn Maze



The Buford Corn Maze is a seasonal attraction with activities for the entire family. Open from September to November, the Buford Corn Maze features a five-acre corn maze, hayrides, Haunted Forest, a corn box play area, face painting, pony rides, bounce house, jumping pillow and farm animals. [Find Out More](#)

Listing/Business [+ My Trip](#)

### Uncle Shucks Corn Maze & Pumpkin Patch



Uncle Shuck's Corn Maze and Pumpkin Patch is a 12-acre complex in Dawson County that offers living pathways through a forest of cornstalks. Kids of all ages can have fun getting lost on three sets of maze trails, take a hayride, roast marshmallows, and feed the climbing goats. The Kiddie CORNER area with mini soybean maze is free. Corn Maze admission is \$11 for anyone 5 years and older. Hayrides (nights: includes bonfire and marshmallows) are \$5. Cob Combo Ticket (Corn Maze and Hayride) is \$14. Children 4 and under are free. Open September 10 through November 20. Only open weekends in September and November; everyday in October. For hours and directions, visit [www.uncleshucks.com](http://www.uncleshucks.com) or call 1-888-0-

### Filter Search Results

**By Type** ▾

- Listing/Business (66)
- Events (18)
- Articles (12)
- List (6)
- Trip Ideas**
- Blogs (6)
- Destination Guides**
- Itineraries (6)
- 360 Tours (1)

**By Location** ▾

# REACHING OUR COMMUNITIES

## How many Georgians are we touching? (Field trips 2015)

- Calhoun Produce – Ashburn – 5,111
- Southern Belle Farms – McDonough - 12,000 students
- White Oak Pastures – Bluffton – 2,650 adults
- Mercier Orchards – Blue Ridge -- 629
- Lane Southern Orchards – Fort Valley – 3,190
- Raisin' Cane – Valdosta – 10,000
- Jaemor Farms – Alto – 7,000
- Hillcrest Orchards – Ellijay – 6,000

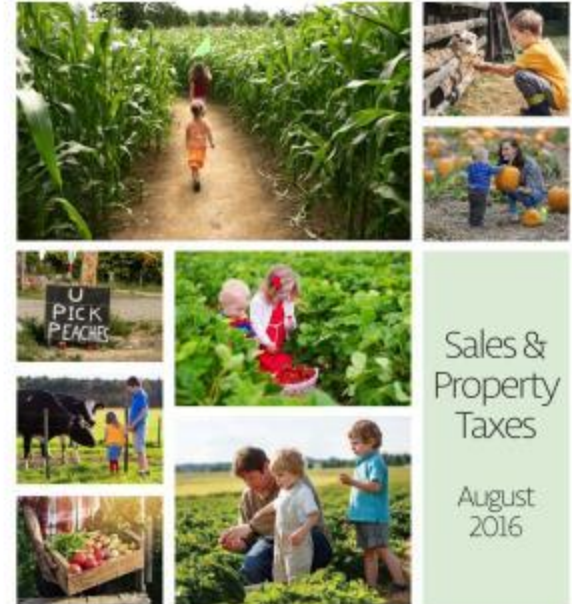




# CHALLENGES

- **Sales tax**
  - Resource guide for Direct-to-Consumer Sales & Agritourism Operations
- **Zoning**
  - CUVA: county-by- county decisions
    - *Clear definition is needed*
  - We need help educating our local county commissions and Chambers on the benefits of having an agritourism operation in their communities

## Resource Guide for Direct-to-Consumer Sales and Agritourism Operations



# CONSIDERATIONS FOR ZONING:

## **Troup County**

- Rural and Agritourism Development Standards Guide

## **Lamar County**

- Widely expanded definition of agritourism

## **Clayton County**

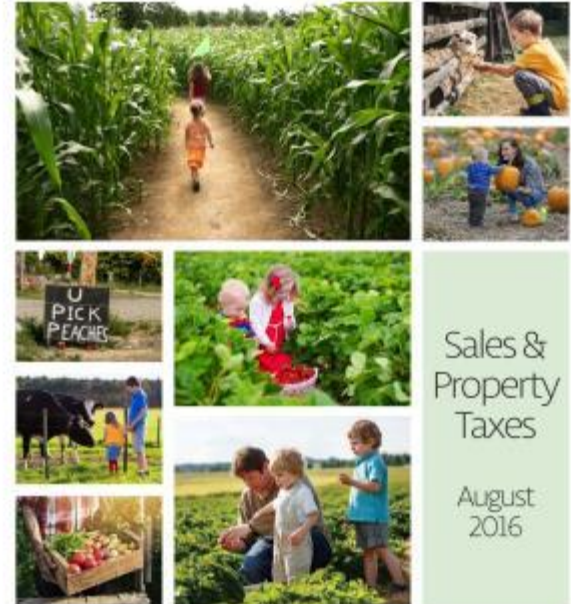
- Parking lot requirements



# CHALLENGES

- **Sales tax**
  - Resource guide for Direct-to-Consumer Sales & Agritourism Operations
- **Zoning**
- **Labor**
- **Marketing: Sign program**

## Resource Guide for Direct-to-Consumer Sales and Agritourism Operations



Endorsed by



Georgia Farm Bureau | Georgia Agritourism Association | Georgia Department of Agriculture





GEORGIA  
grown

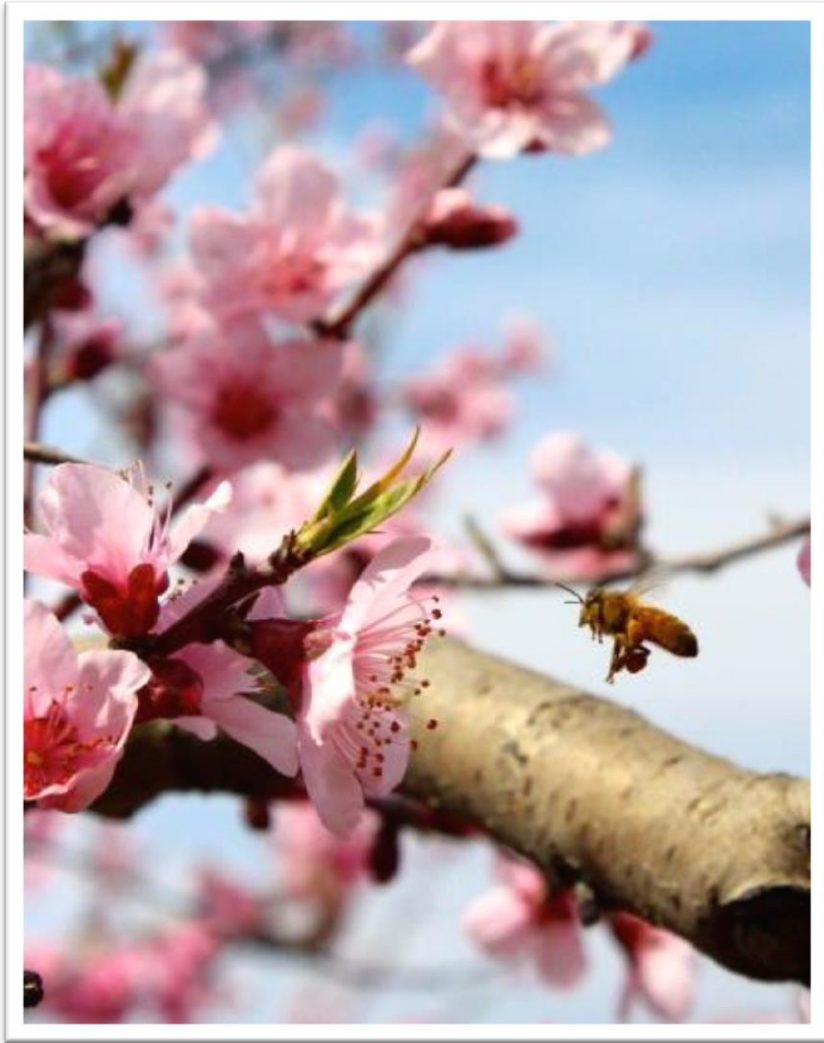








**We were *local* before local was cool!**



**Taste the Difference Family Makes  
Know your Farmer. Know your Food.**

