

## Our Mission

Michigan Agritourism is a nonprofit association that supports the agritourism industry through promotion, education, advocacy, problem resolution, and networking. Our goal is to keep family farms sustainable, support economic growth and provide rich and unique experiences for visitors to make lasting memories.

Michigan Agritourism was founded in 2007 by a group of farmers that understood the hard work and perseverance that it takes to create and maintain an agricultural operation that serves the public.

Because of their own experiences, they realized the value of creating a supportive network that provides a voice for the industry in our communities and in Lansing, and they understood that by networking together, every agritourism destination in Michigan is stronger.



## Testimonials

"I attended my first meeting and I'm glad I did! It was impressed with the leadership of the organization, particularly the topics that were being discussed that are very important to agricultural business owners. I looked around and there were a wide variety of farm enterprises there. It is a very welcoming environment. I had a member tell me to call her if I needed a resource on how to start a baking business. I did and the information has been very helpful in guiding us through the challenges! I think it's important to learn from each other and I feel this organization will help us all do this together and promote Michigan agriculture." --Julie Frost, The Frosty Apple

Our relationship with Michigan Agritourism was most helpful this year. The resources available within this group provided extremely beneficial when working through some Agritourism-related zoning concerns with our local township. Their understanding of the rules and knowledge of how similar businesses are handled in other localities was irreplaceable. - John Behrens, Farmhaus Cider, Hudsonville

Every year, Michigan Agritourism has the most complete directory serving Michigan's agritourism industry. I cannot say enough good things about it. - Steve Lecklider, Lehman's Orchard and Winery, Niles



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## Join the Michigan Agritourism Association







# Member Benefits

## Annual Membership includes:

Marketing and promotion that increases traffic to your destination:

- A listing in *Discover Michigan Farm Fun*, distributed statewide to: 14 Michigan Welcome Centers that attract 10 million visitors annually, 450 Farm Bureau Insurance offices, 300+ agritourism destinations, 30+ regional tourist office, many local libraries, sponsor and advertiser offices and special events across the state
- Your own page on our mobile website, [www.michiganfarmfun.com](http://www.michiganfarmfun.com), which reaches up to 13K visitors per month, including maps to your location
- Facebook posts featuring your news

## Professional Support:

- A "real voice" to talk to about issues--and assurance that if we don't have the answer, we'll help find it
- Problem solving for your business with support from experts on zoning, marketing, liability and more

## Learning Opportunities:

- Educational sessions that are beneficial to your business from leaders in the field

## Be Heard:

- Advocacy for your business and the industry at the local, state and national level

## Connections:

- Networking opportunities to share ideas, swap success stories and discuss challenges
- Invitation to Annual Member Bus Tour

## Discover Michigan Farm Fun

What started as a simple booklet aimed at attracting visitors to local farms—almost 40 years ago—has become Michigan's beloved annual directory, showcasing the amazing diversity of agricultural venues that open their doors to the public.

Highly sought-after by visitors from Chicago and the surrounding Great Lakes Region, and by Michigan residents looking for the latest information about extraordinary farm experiences in every region of the state, *Discover Michigan Farm Fun* offers something for everyone, from family-friendly activities to great weekend escapes, and for every age and interest.

### UNIQUE FEATURES:

- Michigan's only statewide publication solely dedicated to agritourism—the farms that are open to the public
- User-friendly—A handy printed directory is practical for visits to rural areas where cell phone reception is less reliable
- Lasting value—many consumers use their directory for years
- A true Michigan product—produced and printed in Michigan with authentic photos from Michigan destinations and information about what's special about every region
- A gateway to Michigan's farmers—connecting the public with farm life and the people behind one of the most important industries in the state
- Goes hand-in-hand with our website, [www.michiganfarmfun.com](http://www.michiganfarmfun.com), which offers easy searching across Michigan.