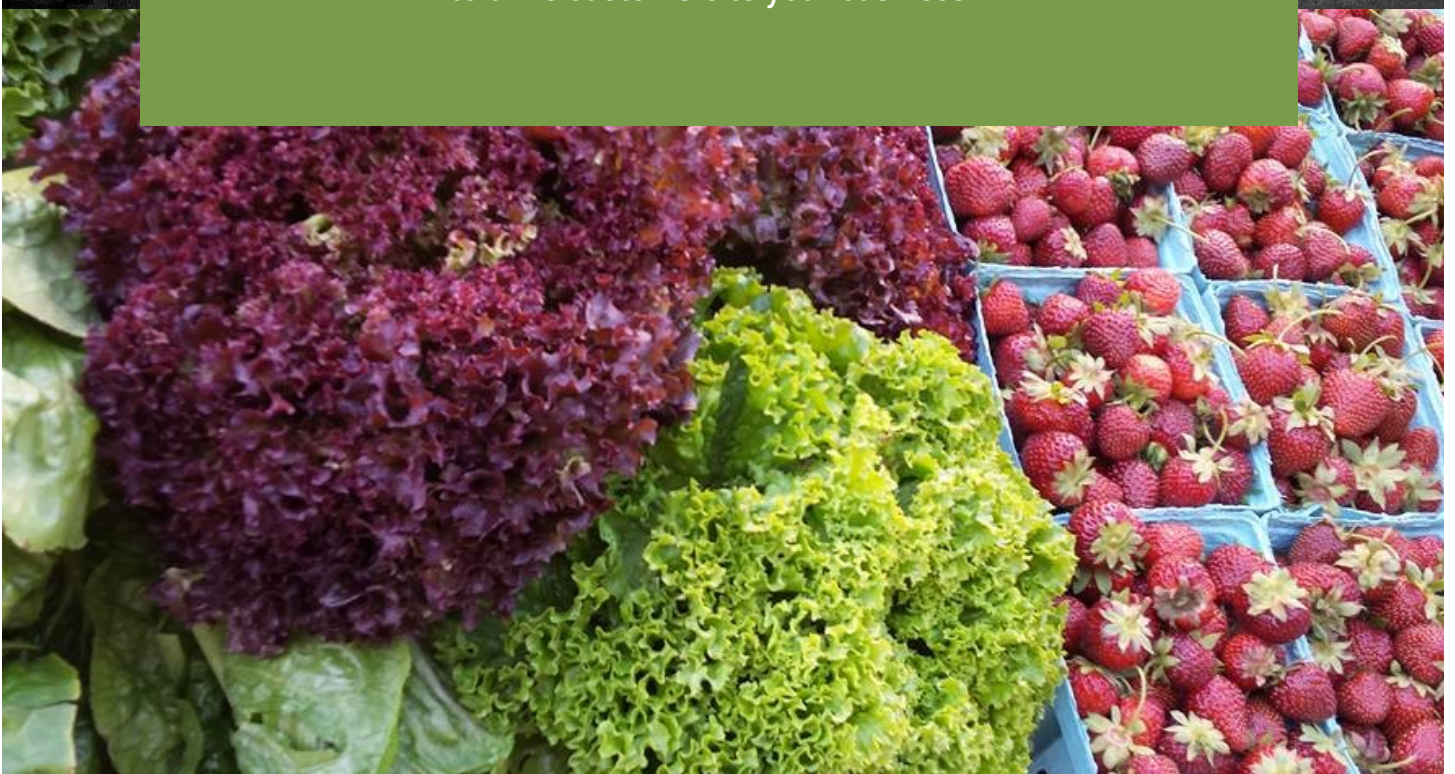




FINGER LAKES FARM COUNTRY

AGRITOURISM PARTNER GUIDE

Learn how to harvest success using the Finger Lakes Farm Country brand
to drive customers to your business.





What is Finger Lakes Farm Country

Finger Lakes Farm Country is a regional agritourism marketing brand that combines agriculture and tourism to promote the abundance of agricultural resources in the southern Finger Lakes. The campaign is meant to create a memorable brand for agritourism attractions and businesses in the area while showcasing educational and recreational activities for visitors to the region.

To sustain local farms and create an environment for entrepreneurship, Finger Lakes Farm Country will promote the region's abundant agritourism resources through a variety of marketing strategies. The partner counties of Chemung, Schuyler, Steuben, Tioga and Yates, along with the Cornell Cooperative Extension and Finger Lakes Wine Country Marketing Organization, invite short- and long-distance travelers alike to taste all this historically agricultural area has to offer.

From farm to table and market to stand, the Finger Lakes accommodates a wide array of agritourism interests. Home to one of the largest farmers markets in the state and some of the most scenic drives anywhere, Finger Lakes Farm Country is fertile ground for exploration.





How Does This Benefit Me?

You will enjoy increased exposure to new and existing markets through the various marketing channels that Finger Lakes Farm Country uses.

- Listing on www.FingerLakesFarmCountry.com .
- Mentions in curated content and stories.
- Mentions on Finger Lakes Farm Country social media channels.
- Agritourism and Marketing workshops conducted by your local Cooperative Extension Office.
- Increased digital presence
- Ability to promote your products and services to new and existing customers
- Opportunities to participate in Finger Lakes Farm Country promotions and special events.





What Can I Do to Participate?

In order to get the most out of the Finger Lakes Farm Country marketing brand we have outlined steps that you can take to make sure you are taking full advantage of this opportunity.

1. Review and make sure your listing is accurate on www.fingerlakesfarmcountry.com.
2. If you have a Facebook page or Instagram be sure to like and follow us @fingerlakesfarmcountry.
3. When posting on your social media channels be sure to always add #flxfarmcountry to your post to expand your audience reach.
4. Include a poster in your place of business letting customers know that you proudly do business in Finger Lakes Farm Country
5. Utilize the resources under the "For Producers" link in the footer of www.fingerlakesfarmcountry.com

To submit updates or if you have questions about Finger Lakes Farm Country please contact Kevin Peterson at kpeterson@corningfingerlakes.com or call 607-936-6544

