INTEGRATING AGRITOURISM INTO THE WHOLE FARM PLAN

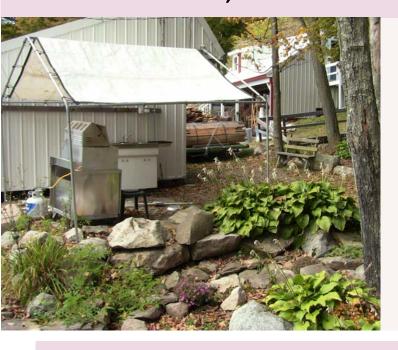
BERRY FIELDS FARM

138 BERRY LANE

NEW ALBANY, PA 18833 (BRADFORD COUNTY)

MAY 19, 2014

10:00 A.M.—4:00 P.M.



Join us at Berry Fields Farm as we learn how Barbara & Charlie Gerlach transformed their beautiful mountaintop farm into a thriving agritourism hot-spot.

The farm has grown, year by year, to incorporate more operations in an attempt to become self-sustaining. Twenty of the property's 51 acres are now home to cows, pigs, goats, turkeys, geese, chickens, ducks, guinea hens, and rabbits. Two acres are covered in blueberry bushes, and two more acres are cultivated for other produce, including an apple orchard.

The farm boasts a commercial kitchen and dining room, which Barbara and Charlie now operate as a restaurant during the weekend. Pies, jams and other homemade goodies are sold at the farm store. Guesthouses are used for one of the farm's most successful and pioneering ventures: the Farm Vacation. Guests from across the country and around the world come to stay and work on the farm for a few days at a time. Berry Fields Farm also hosts yearly festivals, bringing together the local community as they celebrate good food.

AGENDA

10:00 a.m. Welcome & Introductions

10:15 a.m. Berry Fields Farm History & Farm Tour

11:30 a.m. Bringing all the Enterprises Together to Sustain the Whole

Noon Networking Lunch 1:00 p.m. ABCs of Farm Stays

2:00 p.m. Operating an On-Farm Kitchen & Dining Room

3:00 p.m. A Variety of Agritourism Events: Concerts, Festivals, Farm Store

3:45 p.m. Question & Answer Session, Evaluation

4:00 p.m. Adjourn

REGISTRATION

Registration Fee: \$15

(includes lunch & materials)

Online Registration:

http://agsci.psu.edu/wagn/events

For additional details contact:

Patty Neiner at

prn103@psu.edu or 814-865-7031

All are welcome to participate in events sponsored by PA-WAgN.

DIRECTIONS

https://goo.gl/maps/ZjDom





United States Department of Agriculture National Institute of Food and Agriculture

This event was organized in collaboration with the Pennsylvania Women's Agricultural Network at Penn State with funds by USDA's National Institute of Food and Agriculture Grant#2012-49400-19602