

THE PENNSYLVANIA WOMEN'S AGRICULTURAL NETWORK
PRESENTS

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>



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Pennsylvania Women's Agricultural Network is a partnership of Penn State Cooperative Extension & Outreach, Penn State College of Agricultural Sciences, PA Association for Sustainable Agriculture, PA Certified Organic, PA Department of Agriculture, PA Department of Environmental Protection, Natural Resources Conservation Service, and The Rodale Institute.

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