



“AGRITOURISM” C’mon...How Hard Could It Be?

Sonoma/Marin
Agritourism Summit

Feb 16, 2017

YOU NEED TO BE THIS PERSON...

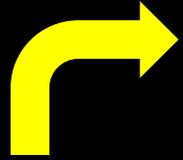


...AND THIS PERSON



KNOW YOUR APPROACH INSIDE OUT

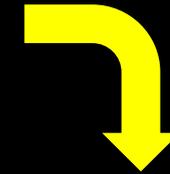
MATURE GROWTH



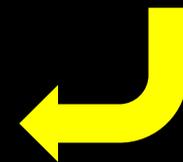
RECOVERY



CHICKEN TILLING



COW GRAZING



OPTIMIZE FOR EFFICIENCY & PROFIT



WHAT WE LEARNED

(sometimes the hard way)



CRISPLY DEFINE YOUR MISSION



ALIGN EVERYTHING YOU DO AROUND IT



MAKE THE BENEFITS OBVIOUS

HEALTHIER



MORE HUMANE



BETTER TASTE



MORE JOBS



STRONGER COMMUNITY



GET PERSONAL WITH YOUR STORY



GET PERONAL WITH YOUR STORY



DRAW IN YOUR TARGET AUDIENCE

TARA FIRMA FARMS
Presents
Better Soil, Better Food...A Better World
APRIL 23, 2016



Joel Salatin
Polyface Farms



Paul Kaiser
Singing Frogs Farm



Toby Hemenway
Author: *Gaia's Garden*

Special appearance by **Robb Wolf**, *The Paleo Solution*

Join Us

12 - 3pm **Main Event** Presentations and Q&A session
4 - 6pm **Pasture Walk** walking tour of Tara Firma with Joel
7 - 9pm **Farm-to-Table Dinner** with Joel Salatin

More information and to purchase tickets visit:
www.tarafirmafarms.com/events

JOIN US FOR



BBQ!



FARM TOURS!



SCAVENGER HUNT!

Family Day
at



TARA FIRMA
FARMS

May 14, 2016
11am - 4pm



ANIMALS!



FACE PAINTING!



MUCH MORE!

Building a strong community of healthy families is our mission!
So we're bringing together mother's groups from Sonoma,
Marin & San Francisco at our 250-acre farm for a day dedicated to
enjoying nature, wholesome children's activities, and connecting
with like-minded Bay Area moms. Bring your kids and join us!

Admission: FREE!

Location: Tara Firma Farms, 3796 I St EXT, Petaluma, CA 94952

Questions?: call 707.765.1202

DRAW IN YOUR TARGET AUDIENCE

TOURS



VIP EVENTS



COMMUNITY



REACH OUT VIA LOCAL NETWORKS

The Press Democrat



ALWAYS, ALWAYS HIGHLIGHT THE CTA

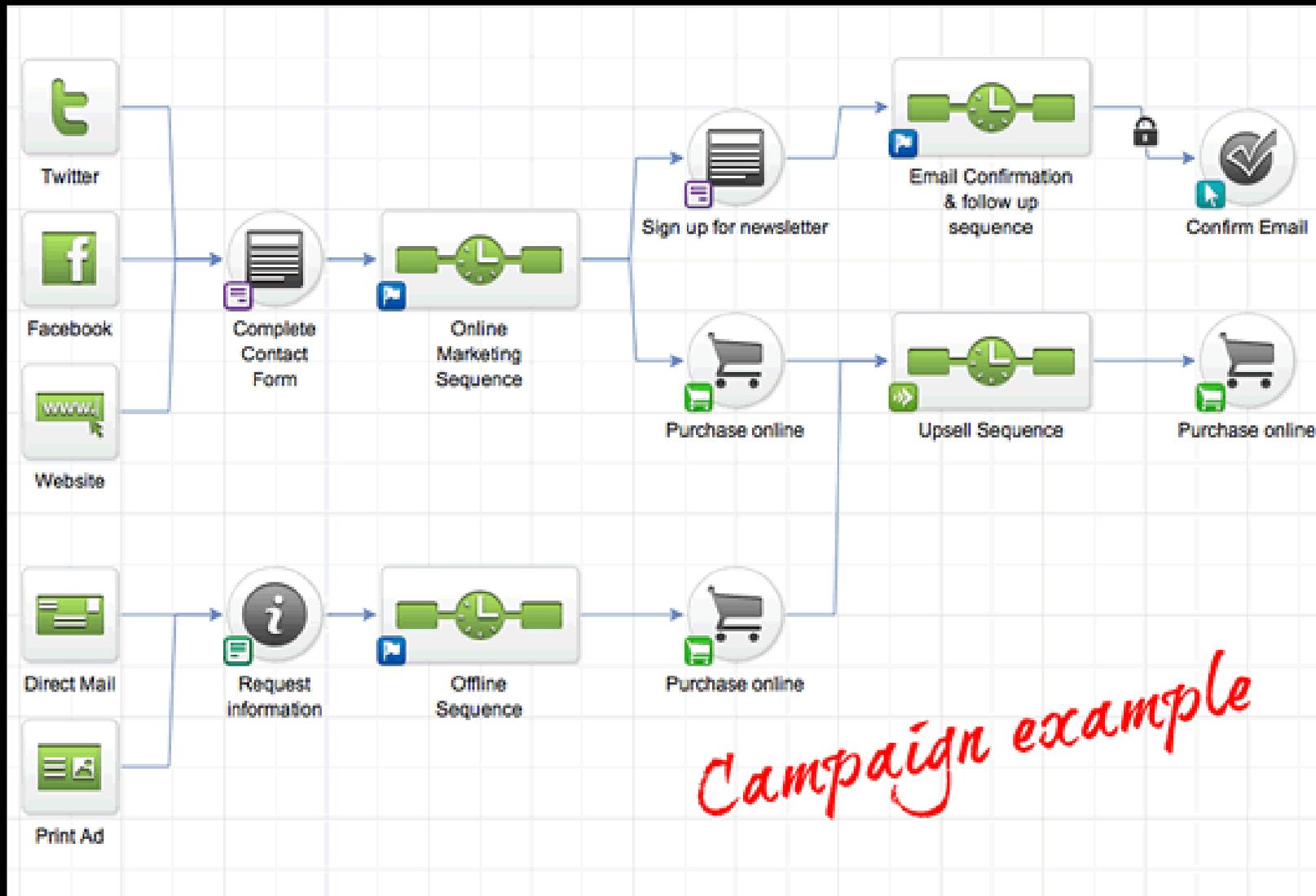
 TARA FIRMA FARMS STORE

Pastured Chicken • Pork • Beef • Eggs • Local Produce 



INVEST IN CRM (IT'S CHEAP)

InfusionSoft



WHEN IN DOUBT, ASK

SurveyMonkey

Create surveys
anywhere, anytime.

4:21 PM 100%

Edit

Add Logo

Customer Feedback Survey

1. How well did the customer service agent answer your questions?

- Extremely well
- Very well
- Moderately well
- Slightly well
- Not at all well

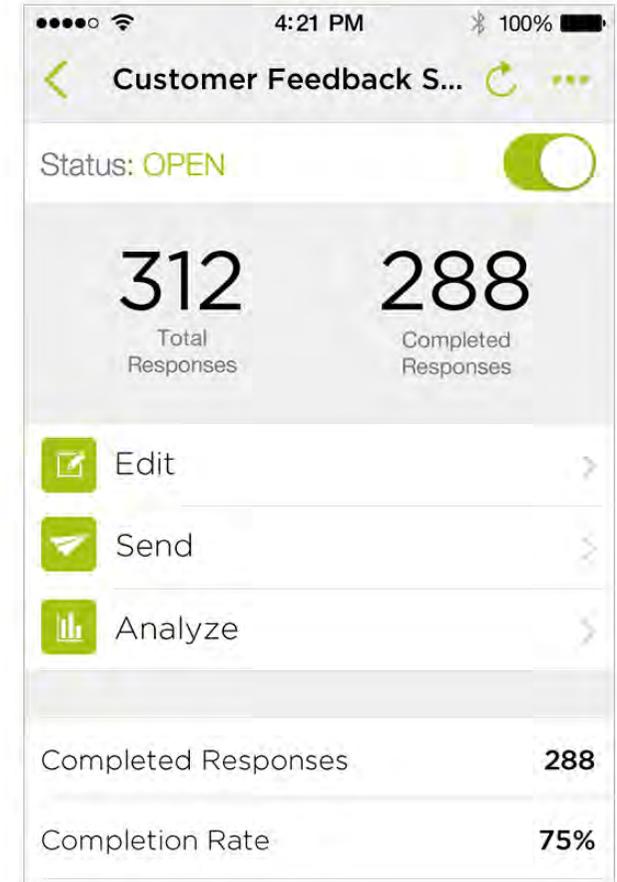
+ Add Question

+ Add Page

Analyze your survey
results on the go.



Track your results
in real-time.



WHAT'S YOUR UNFAIR ADVANTAGE?

RECONNECTING
WITH NATURE



WHAT'S YOUR UNFAIR ADVANTAGE?

RECONNECTING
WITH NATURE



CUTE
BABY ANIMALS



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CUTE
BABY ANIMALS



BACON



THAT'S ALL, FOLKS!!

