

Bringing Customers to Your Farm...and How to Keep Them Coming Back

Loren Liebscher, The MAIZE, Weatherford, OK

Six Steps to Agritourism

1. Develop plan and mission
2. Prepare facilities
3. Invite guests—then invite them again
4. Show guests a good time
5. Thank guests for visiting your farm
6. Invite guest back again and again

Develop YOUR Mission

- P_Bar Farms mission:
Provide a memorable and fun place to visit and learn about agriculture.
- Only you can create your mission. Don't attempt to make someone else's your own—it won't work.
- Set goals and write them down, along with rewards.

Cultivate YOUR Mission

- Market it.
- Ensure that all employees understand and buy into the mission.
- Ensure that employee share the mission with guests.

Don't Forget to FISH

- Play.
- Make their day.
- Be there.
- Choose your attitude.

INVEST in Your Dream

- Sponsors
- Grants
- Department of Agriculture
- Foundations
- Department of Education
- Loans
- Department of Agriculture
- Local banks

GROW Your Dream

Facilities: Ensure they will meet your needs (think big)

- Bathrooms
- Meeting area
- Concessions
- Lighting / Electricity
- Heat / Air
- Insurance
- *Keep the farm feeling; this is what they are coming for.*

Break New Ground—Market

- Attend trade shows / conferences.
- Coupons / Free passes
- Signs
- Web development
- Media—print, radio, television, and web
- Word of Mouth

Develop Partnerships

- Identify stakeholders and resources.
- Form agreements / trades (i.e., Pizza Hut, airport).
- Corporate / School nights
- Chamber of Commerce
- Tourism centers
- Community organizations—Rotary / Kiwanis / Lions

Educate and They Will Come

- Educate guests of all ages.
- Offer hands-on exhibits.
- Show how farming is a part of their daily lives.
- Offer variety of crops and exhibits.

Cultivate Relationships

- Parties
 - Birthdays
 - Family reunions
- Special events
 - Cornstock
 - Scouting day

About Loren Liebscher

Loren Liebscher, originally from El Reno, is the owner of "The MAIZE" in Weatherford, OK. Loren has farmed in the Hydro/ Weatherford area for the last twenty years. He and his wife Kim have two teenage daughters, Kelsey 16 and Lindsey 14.

For more information

Loren Liebscher
P Bar Farms
Rt. 2, Box 92-G, Weatherford, OK 73096
580-772-4151
loren@pbarfarms.com • www.pbarfarms.com

- Conferences/Meetings
 - FHA/FFA
 - Religious groups
 - Community
 - Organizations

Share HARVEST with Guests

- Let guests take pieces of farm home.
- Crops (corn, peanuts, pumpkins, wheat)
- Photos
- T-shirts
- Patches
- Pamphlets
- Photo-op sites
- Signs
- Displays

ENJOY Harvest with Guests

- Take time to enjoy your guests.
- Share your experiences in farming; guests want to hear the good and the bad.
- Take plenty of pictures.
- Look and listen to see what worked and what didn't.

Visit P_Bar Farms

- The MAIZE
- Farm crops
- Bucket rides
- Field trips
- Hayrides
- Farm animals
- Photo-op
- Scout day
- Hay bale maize
- Parties
- Church parties
- Milk the cow
- Harvest corn
- Mill around the farm
- A great time!

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Bring Guests to the Farm

...and keep them coming back