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New Logo Points Kentucky Travelers to Fun and Exciting Farm Destinations

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LOUISVILLE, Ky. — Kentucky officials unveiled a new state agritourism logo to raise public awareness of Kentucky's more than 250 farm-based destinations today at the Kentucky State Fair in Louisville.

The logo appears on the Kentucky Farms Are Fun Web site, an online directory of Kentucky farm attractions that enables consumers to search for agritourism adventures by activity, region or county. The Kentucky Department of Agriculture and the Tourism, Arts and Heritage Cabinet launched the Web site earlier this year.

"Farms are exciting places to live, work and – increasingly – to visit," said Governor Steve Beshear. "By merging our agricultural heritage with marketing principles, we can create tourist attractions that not only entice visitors but also provide business opportunities for our farmers. Since 2005, the Kentucky Agricultural Development Board has provided \$2 million to develop and stimulate the growing agritourism industry."

Agriculture Commissioner Richie Farmer said the Kentucky Farms Are Fun Web site lists 269 agritourism businesses in 76 Kentucky counties.

"Although these days fewer Kentuckians live on the farm, many want to learn more about agriculture, which has always been such an important part of our Commonwealth's heritage," Commissioner Farmer said. "Today we unveil the new logo for the Web site and for a new campaign to let our guests know about the many fun activities they can enjoy on the farm."

Marcheta Sparrow, secretary of the Tourism, Arts and Heritage Cabinet, pointed out that tourism generates \$10 billion in economic activity every year in the Bluegrass State. She tied agritourism into the Department of Travel's "Discover Your Own Backyard" campaign.

"I'm proud that our backyard includes those barnyards, pastures and farm operations that are so important to the Commonwealth," Secretary Sparrow said.

The blue, green and red colors of the new agritourism logo match the Kentucky Proud logo, which identifies food products made in Kentucky.

To find out more about Kentucky farm destinations, go to www.kentuckyfarmsarefun.com.

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