



*February 6, 2007*

***Kentucky Farms a Fun Site will launch at Agritourism Summit***

The Kentucky Department of Agriculture in collaboration with the Kentucky Department of Tourism will launch a new Kentucky Agritourism website at the 2008 Kentucky Agritourism Summit on February 21 at the Center for Rural Development in Somerset.

“The new ‘Kentucky Farms are Fun’ Web site will enable Kentucky Agritourism operators to market their attractions quickly and efficiently,” Agriculture Commissioner Richie Farmer said. “Tourists from near and far will be able to find Kentucky farm destinations that the whole family will enjoy.”

The new website will promote Agritourism in Kentucky and provide an interactive search site to help consumer find Agritourism venues across the state. The attractions search page will allow consumers to search by activity, region, or county to select the perfect Agritourism adventure.

“The site is going to be a great marketing tool for the Kentucky Agritourism industry and for all Agritourism businesses,” said Stephen Yates, Kentucky Agritourism Director. “We are excited to be launching it at the 2008 Agritourism Summit where agribusinesses from across the state will be on hand to see the industry’s new marketing tool.”

The 2008 Agritourism Summit is a daylong event focused on providing business and educational information for emerging and established agribusinesses. Agribusiness operators will have an opportunity to learn valuable tips for business planning, insurance, signage, using MarketMaker: Kentucky and Kentucky Proud as marketing tools, and utilizing the media to promote their farms. The summit will close with four successful Kentucky Agritourism businesses owners leading an interactive discussion on establishing a successful agribusiness operation.

Registration for the Summit is \$20 until February 7 and \$30 after that date. The registration fee includes lunch.

If you would like to learn more about the 2008 Agritourism Summit, or if you would like to submit your Agritourism business information to be included on the Kentucky Farms are Fun site, contact Stephen Yates by phone at (502) 564-0260 or by e-mail at [stephenp.yates@ky.gov](mailto:stephenp.yates@ky.gov).