

Mississippi Agritourism Conference

April 9-10, 2010



www.mississippiagritourism.org

Country Inn & Suites Motel
Meridian, Mississippi
&
Lazy Acres Plantation
Chunky, Mississippi

Mississippi Agritourism Association Conference Agenda

April 9 - 10, 2010

Friday April 9 Country Inn & Suites – Meridian, MS

7:00 PM – Networking Social & Business Meeting - (*Light Refreshments*)
Room # TBA - Country Inn & Suites – Meridian, MS.

Saturday April 10 Lazy Acres Plantation – Chunky, MS.

8:00 AM – Registration

8:45 - Welcome - Stanley Wise, President MAA

Introduction of Speaker – Jo Lynn Mitchell, Past President MAA

9:00 – Workshop – Growing Green: Making More Money at Your Farm Business
Ms. Jane Eckert, Eckert AgriMarketing

10:30 – Break

10:45 – Workshop, continued

12:00 – Lunch

Eckert AgriMarketing Workshops
sponsored by USDA Specialty Block Grant
Mississippi Department of Agriculture and Commerce.

1:00 PM – Workshop – Farm Marketing from Scratch
Ms. Jane Eckert, Eckert AgriMarketing

2:00 – Break

2:15 – Workshop, continued

3:00 – Wrap-Up Announcements

3:15 – Tour of Lazy Acres Plantation

4:30 – Adjourn



For more information about the 2010
Mississippi Agritourism Association Annual
Conference, please call

Stanley Wise – 662-266-0328

Jo Lynn Mitchell – 601-606-0762

Conference Information

Conference Hotel:

Country Inn & Suites, Meridian, MS

538 Bonita Lakes Drive, Meridian MS 39301,

Reservations: 1-800-596-2375 US/Canada Toll-free

Telephone: (601) 693-3110 **Fax:** (601) 693-3350

Email: cx_mems@countryinns.com

Room Cost: \$78.30 plus tax per night for April 9 & 10.

Anyone wishing to make a reservation will need to contact Country Inn and Suites at the phone number above and ask for the block of rooms reserved for the Mississippi Agritourism Conference.

Registration: *(deadline April 1) – after, please call*

\$15.00 – MAA Members

\$20.00 – Non-Members

Farm Name: _____

Address: _____

Email: _____ Phone: _____

Number of Attendees: _____ X (\$15 or \$20 non-member) = _____ Total Enclosed

Names of attendees:

_____	_____
_____	_____
_____	_____

Mail Registration to:

Jo Lynn Mitchell
626 Leaf River Ch. Rd
Collins, MS 39428

601-606-0762
jolynn.mitchell@yahoo.com

Workshop Information

Presented by
Jane Eckert, Eckert AgriMarketing

“GROWING GREEN: MAKING MORE MONEY AT YOUR FARM BUSINESS”

If you've been selling products at your farm or at a farmer's market and you want to expand your on-farm income potential, this session is for you!

How can you expand your farm business and what factors should you consider? Jane Eckert, expert on farm marketing and agritourism, will give you a map of the options. As a farm consultant, Jane has visited hundreds of farms and has seen first-hand why certain approaches work and why certain owners succeed at growing their businesses and others do not. From the economics to the enterprises, Jane will teach you the proven, logical steps to take in order for your farm to become a thriving destination for customers and tourists.

“Farm Marketing from Scratch”

Whether you're an advanced or novice farm marketer, it is critical to develop a plan to grow your customer base and increase sales. Jane Eckert helped increase revenues at her family farm more than 300% by creating an innovative marketing approach based on the specific needs of farmers. The Eckert Farm Marketing Pie includes promotions, customer communications, media relations, advertising and customer service. Jane understands that most farmers have a very limited marketing budget, so her effective approach stresses the use of simple ideas that require more creativity than cash.



About Ms. Jane Eckert

Jane Eckert is a **marketing professional** with a lifetime of farm experience and a **passion to help farms, ranches, and tourism professionals learn more about agritourism**, and how to **make their business profitable**.



Jane was inducted into the Hall of Fame by North American Farmers' Direct Marketing Association

Jane is the founder and **CEO of Eckert AgriMarketing**, a full-service marketing and **consulting** firm that offers a variety of services to both the agriculture and tourism industries, helping them harvest the rewards of agritourism. As a **public speaker and trainer**, Jane has provided Keynote Presentations, Workshops, and Breakout Groups in **36 U.S. states and 8 Canadian Provinces**.

A **sixth generation farmer's daughter**, Jane grew up on the **family's agritourism-focused apple orchard**, earned a college degree in Business Administration, and honed her skills for 15 years in an executive career providing corporate marketing for firms such as **Atlantic Richfield**. She then returned to the family farm, **Eckert's Country Store and Farms**, as **Vice President of Marketing** to develop the farm into one of metropolitan St. Louis' most popular entertainment and tourist destinations, **attracting 400,000 guests annually**. She left the farm in 2001 to establish Eckert AgriMarketing.

Jane has been featured in *U.S.A. Today*, *Time* and *This Week in Agribusiness* on RFD-TV, and interviewed for hundreds of newspapers, magazines and radio shows throughout the country. In her speeches and workshops, she has helped thousands of tourism and ag professionals to see the financial benefits of promoting the niche product of agritourism.

Lazy Acres Plantation

Conference Location

Chunky, MS

Lazy Acres Plantation is a second generation Christmas tree farm located in Chunky, MS. Michael and Cathy May purchased the 120 acre farm from his parents in 2000. In 2002, a Pumpkin Patch was added to the farms operations. Visitors in the fall enjoy numerous activities including pig races, animal park, mazes, etc.



The Mays began construction on a new multi-purpose facility called Plantation Hall in 2008. The new building contains a Christmas gift shop, concession/kitchen area, bathrooms, and a 4,000 square foot banquet area.

Lazy Acres Plantation is located in Chunky, Mississippi. Chunky is located about 12 miles west of Meridian, MS and about 75 miles east of Jackson, MS.

How do I get there?

FROM MERIDIAN: Take Interstate-20 West to the Chunky exit (#121). Turn **RIGHT** off the Interstate and go north 1 mile. Turn **LEFT** on the first paved road (Lazy Acres Road). Go 1 mile, the farm will be on the **RIGHT**.

FROM PHILADELPHIA: From Holland Ave. take Hwy. 19 South for 17 miles. Turn **RIGHT** on Hwy. 491 (Chunky-Duffee Road). Go 16 miles then turn **RIGHT** on Lazy Acres Road. Go 1 mile and the farm will be on the **RIGHT**.

FROM JACKSON: Take Interstate 20 East to the Chunky exit (#121). Turn **LEFT** after exiting and go 1 mile. Turn **LEFT** on Lazy Acres Road. Go 1 mile and the farm will be on the **RIGHT**.

