

Partnership Examples

Name of Event/Group: The Fruit Loop (Hood River Valley, Oregon, USA)

Type of Partnership: Seasonal/Year-round Circular Route (self-guided)

Description: A scenic loop tour of the picturesque Hood River Valley. Thousands of acres of orchards, vineyards, and farmland provide visitors with endless opportunities to experience rural life. The main route is 35 miles long, and has many side routes for visitors to explore as well.

Background: The Hood River Valley Fruit Loop was established in 1993. The original membership of 16 farm operators has steadily grown year by year to now total 24 farm stops along the Loop. They are now known throughout Oregon as one of the most recognizable and successful agriculture marketing groups.

tidbits:

- Brochure includes seasonal events listings, a harvest schedule, a detailed map with legend and travel distances, a history and story of the area, and some tips on proper farm etiquette (cost of brochure was \$1000 for design, and then \$13,500 for 75,000 printed color copies).
- \$400 membership fee (gets you on the brochure/map and website), plus \$50 for every event listing.
- Created a cookbook to sell as fundraiser... sold 2500 copies!
- Behind the scene tours.
- Travel discounts (return strategy).
- Great Web-site (www.hoodriverfruitloop.com).
- Funding from government grants, membership (\$10,000), and selling advertising space in brochure to local businesses (advertising money raised last year topped \$11,000).
- Income tracking has shown that members of the Fruit Loop see on average a 20 – 30% increase in gross income on a monthly basis (tracking started in 2000).

For more information, contact:

Hood River Valley Fruit Loop
Phone: (541) 386-7697
Email: jamqueen@aol.com
Website: www.hoodriverfruitloop.com



name of Event/Group: **Rural Routes: An Agricultural Adventure** (Niagara, Ont.)

type of Partnership: Weekend Event - Inventory & Map (self-guided)

Description: One weekend in summer farms in the Niagara region of Ontario open up their gates for the public to come out and experience farm life. The inventory/map and all farm tours are FREE for all.

Background: Started in 1995 by the Ontario Federation of Agriculture, this activity aims at educating the public about farms and farm life in rural Ontario. The number of farms that participate in this event varies year to year, but a core group of operators keep the annual event alive. In 2002, Rural Routes brochure listed and mapped 15 area farms stretching over 7 communities in the region.

Tidbits:

- Brochure includes detailed descriptions of each farm operation, and precise directions on how to get there, farm tour etiquette section, and a kids coloring page.
- Map includes locations of available washrooms.
- Funded through selling advertising space on brochure map (business card-sized ad space sold for \$250/each).
- Estimated 1000 visitors per year participate in the weekend-long tour.
- Annual budget for the event is around \$8000 (\$3000 of which was spent on production of 15,000 brochures in 2002).
- Signage that identifies farms as participants in the Rural Routes tour are set up at farm gates, and are used each year.

For more information, contact: **Mrs. Arden Vaughn** @ (905) 688-4570

Name of Event/Group: **Huron Harvest Trail** (Huron County, Ont.)

Type of Partnership: Seasonal/Year-round Inventory & Map (self-guided)



Description: Choose your route and specific farms/businesses to visit while enjoying the lush countryside of Huron County. The operations themselves range from fresh produce farms, game farms, country markets, farm vacation properties, B&B's, farmers markets, and heritage buildings.

Background: Huron Harvest Trail was first started in 1998, with a federal grant from the Agriculture Adaptation Council. At that time, there were 75 stops identified in the booklet and map. In 2002, only 22 stops were listed in a much smaller version of the booklet (now a brochure)

tidbits:

- Legend depicts four symbols that identify the type of operation on the map; attraction, retail, food & beverage, or accommodation.
- Booklet during 1998-2000 was very handy, no folding involved! Pleasing to the eye too.
- Detailed descriptions of operations, contact information and directions to their doors/gates.
- "Did you know?" trivia information included in booklet increases awareness of agriculture and its history in the area.
- Special events listed for spring-fall seasons.
- Partners/Sponsors include Huron Tourism Assoc., Huron Federation of Agriculture, Huron Business Development Corp., County of Huron, Human Resources Development Canada.

For more information, contact: **Huron Tourism Association** @ (519) 524-2188



Name of Event/Group: **Ryder Lake Ramble** (east of Chilliwack, BC)

Type of Partnership: Single Day Event - Inventory & Map (self-guided)

Description: Explore the gardens, farms, woodland trails and natural beauty of Ryder Lake, BC. This one-day annual event provides a full day of entertainment and learning at various farms in the area.

Background: Started in 1998, this single day event is a big hit in the Chilliwack area for locals and tourists alike. There are 16 farms that participate in this event, surrounding the small community of Ryder Lake, and they each average approx. 1800 visitors during this event. When they first started, they charged \$2/person or \$5/car, but the next year raised the cost to \$5/person or \$10/car. Money raised is then split evenly between the arms and operators.

Tidbits:

- Brochure includes basic map of area, location of public washrooms, brief descriptions of farms, and the cost for the daytrip.
- Started in 1998, has seen attendance grow from 300 to 1200.
- Serve breakfast at local hall bright and early the morning of the event.
- Involve local 4H members and clubs by doing demonstrations and a BBQ.
- Organized FAM tour for operators to learn about and get to know each other
- Farms offer a variety of experiences, from blacksmithing and gardening demos to petting miniature donkeys and exotic brahma cattle!
- All sites blanket insured through Farmers Institute, pay additional \$100 for the day.

For more information on this year's event, please contact: **Lee** @ (604) 858-5141