

Networking Bus Tour

Saturday, Feb. 6 - Monday, Feb. 8, 2010

What can you count on for your 2010 NAFDMA Tour of Lancaster County?

- ◆ Countryside. Picturesque scenery at every turn.
- ◆ Horse and buggy. It's the only thing that will slow our busses down. There's no big city travel on the route.
- ◆ Food. Pennsylvania Dutch Style.
- ◆ Business. Lancaster County, Pennsylvania consistently ranks #1 among all counties in the United States on the chart of Direct Sales from Farms to Consumers by USDA's Census of Agriculture.
- ◆ Tried and true. There is no shortage of new ideas in this region. Even so, the hallmark of success is its tradition and maturity of the industry. Everything in farm direct marketing and agritourism is time-tested in Lancaster County. If you see it happening here... it works.
- ◆ Simple as that!

Two tour options

Look at the bus tour table to compare stops and make your choice between Group 1 and Group 2. They are similar. Both visit many of the same stops. Both criss-cross through Lancaster County. Both join together at the start and end of each day for lodging, breakfast and dinner.

General overview

A feature of the NAFDMA convention is the three-day Networking Bus Tour. It's commonly referred to as NAFDMA's School on Wheels. You'll spend three full days on and off a bus with about 50 other people. You'll develop relationships and learn as much from your bus colleagues as from the tour stops. And THAT'S saying something!

We have about half a dozen featured stops lined up for you. These are the "must see" destinations for every farm direct marketer and agritourism operator who visits Lancaster County. All tour busses will see these features. Incidentally, each of the key stops is owned and operated by longtime members of NAFDMA. Is it a coincidence that these are among the most successful businesses in the area? We're thrilled to be hosted by our friends at Cherry Hill Orchards, Brown's Orchards and Farm Market, Maze Quest and Maple Lawn Farm, Weaver's Orchards, Country Barn and Cherry Crest Farm.

We'll also bring you to three other key locations that are unique to Lancaster County. They'll give you the full flavor of rural tourism in this area. Our stops at Bird-in-Hand, the Kitchen Kettle Village in Intercourse, and Shady Maple have been selected because of the multi-faceted businesses at each stop. You'll choose from as many as 3 or even 12 different businesses to visit when the bus drops you at each of these locations. Be forewarned, you won't be able to see them all, but with a little preparation on your part, there is no down side. Concentrate on what you want to see, experience, and learn from, not on the things you'll miss. After all, this is only a three-day tour. Tourists and locals alike are apt to spend a full day at each of these destinations.

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That's not all. We have been coordinating with nearly 20 other operations too! Each bus visits 3 or 4 of them. Many of these are very small. They can handle only one bus in a day, let alone one bus at a time. Others see thousands of visitors each day in peak season.

But that's what makes Lancaster County so special. From its Amish families to its mega-attractions, thousands of businesses prosper in this region. For some, prosperity is measured by sharing their life with a family from the city

for a couple hours while earning a couple thousand dollars extra each year through tourism. For others, a one million dollar investment for an expansion is a starting point. We'll expose each NAFDMA tour goer to this diversity one bus at a time. You'll compare notes with other busses during meal times and evening social events to get the full breadth of this wondrous phenomenon.

This is the Mecca of rural tourism and farm direct marketing. It's known as Lancaster County. And, There is nothing simple about this.

More questions?

Click on the buttons below for more details. You can even link to the web site of most locations for a preliminary virtual tour. But if you want to take your own business to the next level, then nothing compares to being on one of our busses.

Also refer to Travel, Lodging, and Registration buttons on these pages for additional details.



**Log on to our website
www.NAFDMA.Com
For Complete Details!**

Bus Stops	Group 1	Group 2
Bird-in-Hand Village	x	x
Brown's Orchard & Farm Market	x	x
Brown's Orchard & Farm Market at Shiloh Nursery	x	
Cherry Crest Adventure Farm	x	x
Cherry Hill Orchards Outlet	x	x
Country Barn Market	x	x
Flinchbaugh's Orchard & Farm Market	x	
Funk's Farm	x	
Hershey's Chocolate World		x
Kitchen Kettle Village	x	x
Lancaster Country Showcase	x	x
Maize Quest Fun Park & Maple Lawn Farms	x	x
Shady Maple Farm Market & Smorgasbord	x	x
Weaver's Orchard, Inc.	x	x

Networking Tour, continued



Bird-in-Hand Village

When in Lancaster County, do as the Amish do.

Our stop to Bird-in-Hand Village gives us a sense of what Lancaster County is all about – simple, community, sufficient.

Back in 1734 when the Old Philadelphia Pike became a well-established route of transportation for those Conestoga Wagons traveling west to the Allegheny Mountains, Lancaster became known as the Gateway to the West from Philadelphia and much of the mid-Atlantic region. Inns were built every few miles as convenient rest stops for the travelers. The businesses are owned and frequented by Amish, Mennonites and English. Over the years this convenient location satisfied each type of traveler that came along. Today, it remains a trendy business area frequented by the locals, and sought after by tourists too.

As we travel through Bird-in-Hand you'll see the famed horse and buggies that are simply a way of life for the 26,000 Amish people who live in Lancaster County. You'll get a feel for the seamless interaction between the varied micro-cultures living here. The only thing you won't see during our visit is the huge crowd of tourists. Roughly 11 million tourists visit Lancaster County each year, mostly in July, August, September and October. Barely half a million people call Lancaster County home.

For our time in Bird-in-Hand, the bus will stop in one location and you can walk to any of the nearby businesses that will be open. Choose the one or two you'd like and enjoy. This is real. You haven't stepped back in time you've just stepped into Lancaster County as it is in February 2010. There's Nothing Simple About This.

Locations you'll choose from include:

Bird-in-Hand Bakery - Our own PA Dutch Baked Goods baked fresh daily

Bird-in-Hand Candle & Gifts - Locally made items including soy candles, clocks and music

Bird-in-Hand Farmers' Market - Over 30 local stakeholders

Ruthie's Tee Company - Tee shirts, teddy bears, gifts and more

The Old Village Store - Unique and nostalgic inventory.

Cherry Crest Adventure Farm

Jack and Donna Coleman began farming in New Jersey where they produced grain. In 1987 they sold that farm and moved to Lancaster County where they ran a dairy until 2003. They currently raise beef cattle, broilers for Tyson Foods and crop farm 300 acres.

And then there is our focus – Cherry Crest Adventure Farm! It's the recipient of NAFDMA's 2006 Farm Direct Marketer of the Year Award.

With over ¾ of a million adventurers annually, this, our final stop on the 2010 NAFDMA Tour in Lancaster County is guaranteed to WOW anyone that brings folks to the farm. From the dynamic and interactive 5-acre corn maze with over 2.5 miles of paths, scenic bridges, to the jumping pillow or Jack's personal favourite this year – his new washroom facilities.

We will then check out the barnyard, boasting of 36 fun farm activities, to see the singing chicken show, obstacle course, giant hay chute slide and other mazes and interactive children's games areas. Other events that go on throughout the season include corn and potato festivals. New activities are added every year and this year geocaching using handheld GPS units has been keeping the adventurers entertained.

NAFDMA members who have visited Cherry Crest in the past have said, "There's so much to see... They have one of everything we've ever seen at NAFDMA!" But they highlight some originals too. Be sure to stop into the unique Make a Friend Workshop Shed.

The only challenge with this stop will be trying to get everyone back on the bus because of the number of activities and overall quality contained on this site. Yes, there are hours of learning at this stop. But you don't need to take it all in here. Send a representative of your farm to listen in when Jack and Donna join with John and Sue Roba for their concurrent session on Participation Day entitled, How and Why We Reinvest in Our Agritainment Business.

Brown's Orchard & Farm Market

This one is certain to be talked about for years to come by all of the NAFDMA folks on the 2010 bus tour. It is hard to imagine what you will not see at Brown's Orchard and Farm Market. The market includes a large scratch bakery with some specialties that you will only find here. Also included in the market is a deli, café, gift section, florist, gift basket sales and preparation area. Of course the nucleus is the produce department led by sales of apples and other fruits grown on the large orchard located along the beautiful Susquehanna Trail. A brand new wine store was added just this past summer. An outdoor pavilion and ice-cream area with covered seating area provides plenty of space for customers to enjoy the great outdoors at this picturesque York County orchard. Did we mention apple cider? In 2003, Browns' cider was recognized as one of the best on the continent by our own distinguished NAFDMA judging panel.

Brown's Orchard and Farm Market



Brown's Orchard & Farm Market North at Shiloh Nursery

If you've ever wondered what comes next when you have a mature business and are searching for the next big thing - How about opening another location? That is exactly what the Brown's have done by forming a cooperative arrangement with a popular nursery and landscaping retail outlet in a city 30 miles away from their original operation. They call it Brown's North. David Brown spearheaded the opening of this outlet this past spring and will describe in detail the changes that have been made to include a bakery and a completely new POS system in addition to their complete produce line.

This is not an expansion strategy for the light-hearted or the weekend farmer. It's been a major undertaking. The business expansion strategies by Stan, David, Nona and their team are as much the purpose for this stop as the market and nursery themselves. For our NAFDMA, the stop and the story will help formulate the discussions that take place on our Group 1 Busses throughout Day 2 of the tour. This is guaranteed to be advanced learning for serious multi-generation producers and retail operators.

There is so much to learn from these brilliant business operators that we've asked Stanley and David to give presentations on Innovation Day too. So pay attention during the tour, and attend their sessions the following Thursday to get a thorough understanding of this business model that features local food and community at its core. The lessons learned are likely to help elevate your business to the next level.



Networking Tour, continued

Cherry Hill Orchards Outlet

Cherry Hill Orchards is owned and operated by Richard and Tom Hass. Phyllis Shenk manages the retail farm market. They have all been long time NAFDMA members. Their expertise and attention to detail reflects their many years of picking up great ideas on previous tours and incorporating them into their farm market.

Our industry has seen a massive shift in consumer interest toward locally produced foods in the past few years. Cherry Hill Orchards will be the stop to learn how that has affected business. Over 1/3 of it's 100 varieties of fruit are sold as pick your own and another 1/3 sells through their retail outlet. The Hass family has run this farm for over 40 years and it is one of the oldest pick your own cherry orchards in the state producing about 10 % of the state's entire sweet cherry crop. These, together with apples, apricots, peaches and plums and the hallmark of this outstanding production and retail operation. But there's more.

Cherry Hill Orchards is open year round. Phyllis takes pride in the details incorporated into their simple building structure that enhance the produce shopping experience. Notice the design of the sliding doors, the banana display, the color scheme blending the orchard boxes with the market, and so many other details that make Cherry Hill Orchards so successful and popular with the local clientele.



Country Barn Market

If you know our host, and NAFDMA member Jim Stauffer, then you know passion for our industry. Over the past decade, Jim has transformed this old farm into one of Lancaster

County's hidden jewels. He'll be the first to say it's still a work in progress, but we're in for a real treat when we visit. Jim, his partner Lonnie Thomas, and his parents Jay and Miriam will give us a warm welcome. So warm in fact, we'll actually stop here on two different occasions.

One stop will be for a dinner event on Sunday evening when all busses converge for a good old Lancaster Country American hoedown. Food, football, fun, fancy footwork and festivity will be in the air. 'Nuff said about that for now.

The second visit will focus our attention on the many facets of the Country Barn Market and the Barn itself. In peak season, the country market features many different organic and conventionally grown fruits, vegetables, baked goods, jellies and jams, salad dressings and a wide variety of bulk foods. The family also raises their own all-natural beef, free-range chicken and pork.

The Barn was first built in the 1800's. It is constructed with brick and stone and captures the charm of old Lancaster County. The Barn features a great room with a large hardwood dance floor. With 4000 square feet of indoor space, it is capable of holding 300 people. And that's just the ground floor! It's popular for weddings, school groups, special events of all kinds, and regularly scheduled Country Line Dancing every Tuesday and Friday.

The catering kitchen is another building many NAFDMA members will need to see. There is much to discuss about this little building when we get there. For now we'll use just one word – efficient. A few others may want to take this time for a small group visit to Jay and Miriam's Manor View Inn bed and breakfast.

We could go on and on about the Country Barn Farm Market and all the different venues that intertwine to build a successfully diversified farm direct marketing and agritourism business. But we won't do that now. We'll see you on the bus.

Flinchbaugh's Orchard & Farm Market

Three generations of Flinchbaugh's are involved in this dynamic operation that in 2006 built the market we will see on our tour. Our hosts Julie and her brothers Michael and Andrew all returned to the farm after college and have taken the business to the next level. The family passionately believes in community and is very active in farmland and farming issues. The family farms on 120 acres and produces orchard and produce crops, as well as field corn, soybeans, wheat and hay.

History and story lines? Oh yeah... This farm was once owned by Stanley Brown's Family. The connections on this tour day for Group 2 enhance the entire depth of learning. But why are we really bringing you here? The excitement of youth! Julie brings the unbridled enthusiasm of the next generation of our industry to life every day at the market and farm. So be prepared for the excitement as these young folks share their energy and vision for the future of this family farm that is a center piece of their community. It sure is nice now, and likely worth a visit again in ten more years!



Funk's Farm



Fred Funk has been an icon in the Pennsylvania retail farm market industry for over 40 years. The farm itself has operated since 1873. It was a dairy farm for two generations. In the early 60's Fred changed the direction of the farm and began his life-long successful career in the produce and retail farm sales industry. In the early 80's, over 240 acres of produce were being harvested.

Today, the retail market features a full service deli, bakery and retail gift area. It has over 4 acres of greenhouses and areas for the sale of nursery stock, including annuals and perennials attached to the retail farm store retail (12,500 square feet). Many of Funk's innovative retail ideas are on display here. Like so many other mature farm market businesses across the continent, each corner, nook and cranny of the building tells a story in the evolution of the farm market business.

As the Funk's move forward at this stage in their lives with no children entering the business, they have chosen to assist other marketers through their farm retail consulting business, as well as following the evolution of the farm to the next adventure. The discussion is certain to be lively as our host describes the current business and plans for the future.

**Be An Ultimate Networker,
and save!**

Includes lodging!

(Package Price is \$1399 before Dec.15, 2009 then \$1499 through Jan. 6, 2010)

Log on to our website at www.NAFDMA.com for up-to-date details!

Networking Tour, continued

Hershey's Chocolate World

Group 2 will visit Hershey's Chocolate World where we'll take the Chocolate Tour Ride and visit the Marketplace Shops. It gives agritainment operators a chance to view a very sophisticated educational tour of a very successful American business. The tour incorporates product promotion, propaganda, education, tasting and experience marketing all into a ride. How can you adapt morsels of this experience into your school tour or wagon ride to the PYO fields?

From the "Disney style" surroundings to the tasty treats, Hershey World appeals to all the senses.

You'll take note of customer traffic management, suggestive selling, and superb script writing that even discusses Hershey's special ingredient as "nutritious whole milk." And guess where the ride ends? Yup, the Marketplace Shops. For experienced operators like NAFDMA members there are plenty of reinforcing, albeit obvious, messages on the surface at this stop. But if you look really carefully you'll pick up a few new ideas too.

Hershey's Chocolate World is a must see for anyone in the business of "fun" when in the Hershey area.



Lancaster Country Showcase

Now here is something different!

NAFDMA's objective on tour is to show the best our members have to offer when we visit their region. We also search for stops that will introduce our membership to innovative approaches taken by others in their quest for business excellence. Lancaster County Showcase brings together the cooperative spirit this region is known for, together with high quality products and a relationship building business approach that can be modeled by others.

The Lancaster County Showcase was established in January, 2005 by the Amish Oak Direct partnership of John Day & Ben Stoltzfus, Jr. Together they have more than 38 years of experience in the furniture industry, both from the manufacturing end and the marketing and distribution side. The Showcase is like a trade show, except that it is open all year-around. Retail store owners can visit anytime Monday through Friday, from 8:00am to 4:00pm, to find out what new products are out on the market. Beginning with just a handful of booths, it has now grown to the point where there are over 60 manufacturers displaying their wares. The variety has also grown. Product lines include furniture from the very fine to items made with stumps & roots; there is something for every store that sells furniture or country accessory items.

Each NAFDMA guest will walk away with something different from this stop. Some will just be in awe of the Amish influence and craftsmanship. Some will simply want to load up a tractor-trailer truck to furnish their complete home. Some will actually become customers of Lancaster Country Showcase as a supplier for resale items for years to come. Some will be inspired to adopt a form of the business model to support craftsmen in their area by showcasing local products in their part of the continent back home. Whatever the take home for you, you'll be glad we added this unique stop to the tour.

www.NAFDMA.com



Kitchen Kettle Village

Kitchen Kettle Village is a Lancaster County tourism treasure. It's a microcosm of cooperation among business operators. You can visit the butcher shop, the candle shop, the gift shop or the animal area. You can choose to treat this stop as a learning experience and bring home ideas. Or you can make it your own tourism shopping experience and bring home souvenirs. But you can't do it all, so decide where you'll visit before you get off the bus, otherwise you'll just be crazy with stimulation!

The Jam & Relish Kitchen is truly the heart of Kitchen Kettle Village. Quaint buildings that have been crafted over the past 50 years from the family homestead, the original garage, stables and even an old chicken coop provide authenticity while staying true to

Kitchen Kettle's philosophy of simple things and doing them right. Tree-lined lanes with names like Peach, Pepper, Rhubarb and Blueberry lead visitors to over 40 clothing, crafts, artisan and food shops, a fine arts gallery, two restaurants, 17 lodging rooms, plus special attractions for children. Kitchen Kettle Village is famous for its series of free seasonal Food Festivals that include live concerts, street entertainers, food tastings, crafts demonstrations, and fun activities for children of all ages.

Just follow your nose in and you'll find Lancaster's most celebrated canning kitchen. It's an amazing family story that started in 1954 when Pat and Bob Burnley started canning in their new 2-car garage. People used to come as far away as Philadelphia to stock their pantries.

Today, the Kitchen Kettle Jam and Relish Kitchen also incorporates a bake shop, and annually attracts over a million visitors from points worldwide.

With two generations of Burnley's by her side in the family business, Pat vows she will stop coming to work "when it is not fun any more." She can be found in the Village's Kling House Restaurant bussing tables, at new product meetings, and gracing newspaper ads and billboards.

If you process products on your farm or are just interested in how the products you have private labelled are produced, then you will be in awe of this stop. The store is absolutely full of marketing and sampling ideas. The Kitchen Kettle Village overall has take home nuggets for agritourism operators across the continent.

Your Bus—Your unique tour

As always on a NAFDMA tour, every bus becomes an experience unto itself. You will benefit from the guidance of your trained NAFDMA bus guide team and from all the passengers who join you for the three-day tour. You'll see more photos and hear more ideas from co-passengers than you'll take at the stops.

Due to the dynamics emerging from the different guides, fellow passengers, variety stops and order of major stops, each bus provides a unique learning and entertainment experience. In fact, NAFDMA runs as many different tours as there are busses on the road. It's the priceless part of the NAFDMA Tour!

Maximize your farm's return on investment. Bring your farm managers on tour too. Put them on different busses and gain from the multitude of information that flows through NAFDMA's 7 or 8 different tours. Your Networking Association for Farm Direct Marketing and Agritourism provides professional development for the newest hire, the next generation, and the most experienced farm direct market operator like you can't buy anywhere else. It's that simple.

Networking Tour, continued

Maize Quest Fun Park & Maple Lawn Farms

If you have ever attended a NAFDMA conference then chances are you know the Maze Master, crazy Hugh McPherson. He founded Maize Quest Fun Park in 1997 with one corn maze and opened in the fall with, The Tree of Life Maze. Since then he has continued to build quality attractions at the farm to the point where he is now open year round with indoor and outdoor mazes. Hugh tells us Maze Quest Fun Park is the home to the largest collection of people-sized mazes in the world. Maybe it's true!

Currently summer and fall season features the corn maze plus over 20 attractions in the park including the Bamboo Maze, Maze Mountain 80 foot Tube Slide, Pedal Karts, Miner Max Gemstone Mining, Perilous Planks, Boulder Dash and the Mist Maze.

In the winter, indoor attractions include the 3-D play maze, party rooms, and the Lost in Toyland Adventure Maze keep the children and families coming to the farm for magical moments. Hugh and his team are always working on something new, so who knows what we'll see when we get there.

If mazes and agritainment are not your thing, don't worry! Those who have more interest in production farming and retail marketing can view The Market at Maple Lawn Farm and visit with Hugh's father Paul. Paul will be happy to talk orchard production or even grains. Maple Lawn Farms produces cherries, blueberries, apricots, peaches, plums and apples as well as corn, wheat and soybeans. The market, though not open in the off season, is a conversion from the old barn. It includes an ice cream counter, beautiful murals, a brand new floor that's worth looking at, and a number of other physical features that are designed to tie Maple Lawn Farm's retail together with the Maze Quest Fun Park during the busiest seasons.

Paul, Hugh, and all the gang at Maize Quest and Maple Lawn Farms are looking forward to our visit. Hold on to your hat, this stop is likely to be one you will remember for a long time!



Shady Maple Farm Market & Smorgasbord



It's a gift shop. It's a smorgasbord. It's a grocery store. It's a farm market.

You'll hear all of the above, so you'll just need to see it for yourself. Our purpose for making this stop is primarily to give you lunch and learning at the smorgasbord. But sure, you can visit the gift shop or the farm market turned grocery store, or even the nearby RV Lot. You might even be interested in walking through Good's Store for a unique look at the rural discount store the locals use. This is yet another location where the bus will stop and you will have more choices than you can shake a buggy whip at.

Your tour guide will give you instructions on the timing for your buffet lunch sitting. You'll be amazed at the size of this catering business. It's built for tourism. A bus load here is like a needle in a hay stack. NAFDMA members who have any interest in catering should be prepared with a note pad when they come here.

Directly downstairs from the smorgasbord is the gift shop. It's worth a quick look for everyone. But, beware. It's liable to set our more avid shoppers waaay off schedule. Those who want to get a little exercise, (a wise call based on the volume of food you'll eat for lunch) might want to walk to the Shady Maple Grocery Store or to Good's Store for a few minutes just to see more local color. The history of Shady Maple is pretty magnificent, and well worth a visit to their web site. Give it a look and decide for yourself how you can best use this NAFDMA learning experience to your best advantage.



Weaver's Orchard, Inc.

Open year round the market at Weaver's Orchard includes a deli, ice-cream deck, fresh fudge, gift boxes for both local and out of state delivery and their own special blend of UV pasteurized apple cider. Weaver's Orchard's goal is to provide families with a fun atmosphere where they can experience a wide range of pick your own crops as well as be entertained throughout the fall with their weekend festivals.

Weaver's Orchard grows many kinds of fruit on our 100 acre farm beginning with strawberries in the spring and ending with apples in late fall, with a variety of other fruits and vegetables in between. Pumpkins and hayrides provide a great family outing in September and October.

The market carries a full line of locally grown produce when in season along with fruits and vegetables from around the world. Their bakery specializes in fruit pies including standards such as apple and various berry pies but also such regional delicacies as shoefly, and a line of no sugar pies that include apple, blueberry, pumpkin, peach, and cherry.

We'll be hosted by Ed Weaver, his son Justin, and the Manager of the Market, Dwayne Musser, who is also President of Pennsylvania Retail Farm Market Association. They're willing to talk to us about anything you see on the farm from the orchards to the high tunnels. Our focus in February will be on the market, where customer service comes first. That can be a challenge in peak season when things are so busy the customers are lined up out the door and the line meanders through the market until they end up at the register. Here is a market where maximizing space is key. Still they take pride in the way the market stays true to its roots. The farmers and staff can always interact with customers face-to-face across the fruit counter over the fruit displays and standing in front of the

Variety Stops

We have detailed the major stops for you. There are additional stops that will be added to your tour. We'll run two different tour groups as outlined on the bus tour table. Each of the two groups will have as many as 4 different busses. Each bus may have access to different add-on stops based on routing and timing. All stops have been previewed to enhance the variety of businesses you see and learn from in this unique region. These stops will be smaller operations. Some have capacity to accommodate one bus in a their day. We'll learn meaningful lessons from these too.