

TRAIL TALK

MARKETING, ADVOCACY, AND
AGRITOURISM ASSOCIATIONS



Who we are,
How we met,
Why we work together...



Who Does What?
Who Needs Who?
Collaboration / cross-pollinating



WHO ARE WE?





460 Total Members



162 Winery



40 Grower



155 Associate



102 Hospitality

OUR MISSION

We are dedicated to the promotion and protection of the Paso Robles Wine Country, and the continuous improvement of the quality of its wines, vineyards, and experiences.



FARMstead ED | *SLO County Farm Trail*

Bringing folks together with locally grown

WHAT WE DO:

We promote local agriculture, growers, producers, purveyors and makers.

HOW WE DO IT:

By introducing and spotlighting local farms, ranches and makers to folks via educational experiences, workshops, marketplaces, & at pop-up classrooms held at local farms, ranches and related venues.

WHY WE DO IT:

To share with folks about our many unique and locally grown and made resources, AND because people really do want to meet their farmers, makers, moo-vers & shakers!

REGIONAL COLLABORATION



Strength in Numbers

A farm trail or agritourism association can be a way to unite small and larger producers in your county or region for larger benefits.



Let's start by
asking ourselves
a few questions...

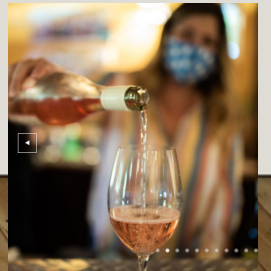
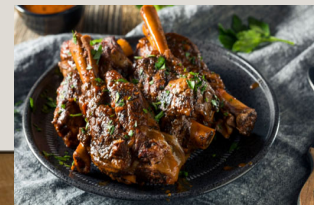


WHAT DO WE DO?

It's much more than simply
Marketing a Marketing Organization...



What's possible
for one business, may not be
possible for another.





Marketing the Paso
Wine region to the
world.

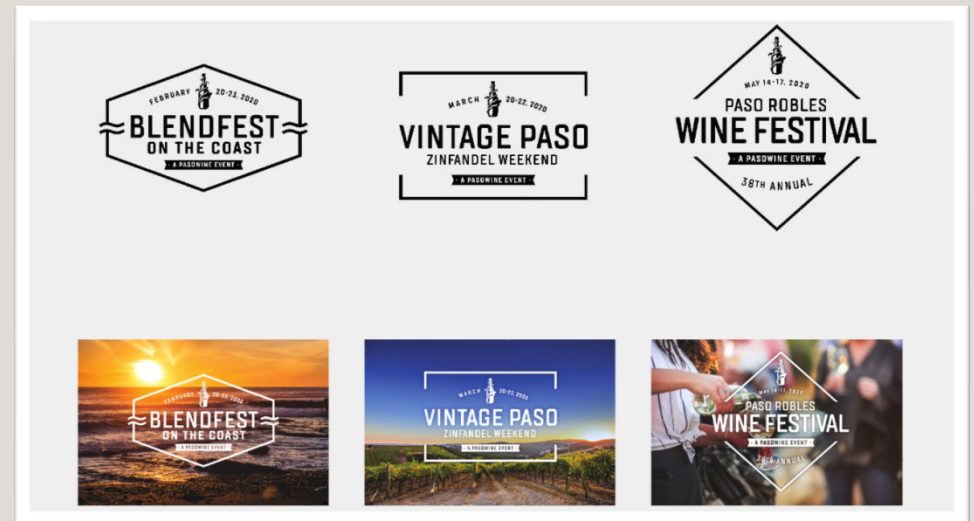
Tools include:
Website, map,
partnerships, social
media, events, digital &
print ad campaigns.




WE'RE MORE THAN JUST EVENTS . . .
MARKETING IS A LONG GAME . . .

YOU GET OUT OF IT WHAT YOU PUT INTO IT.

- Education
- Ag-vocacy
- Public & media relations
- The message (voice of the region)
- Figuring out what's working
... and what isn't!




WORKSHOPS & agriCULTURAL
experiences happening
along the trail...



Private Groups
Farm Tours & Tastings
Hands-on Workshops
Virtual Experiences
Agricultural EDucation
Pop-up Marketplaces
Farm Stays
"Table-to-Farm" Dinners & more



 **FARMstead ED**
SLD County Farm Trail
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How do we do it you ask!?! ---

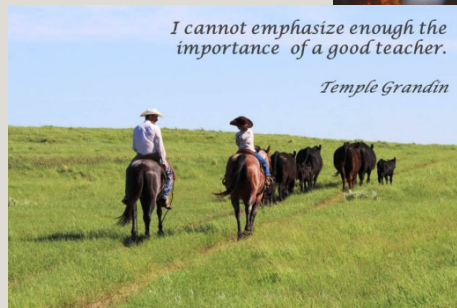
We celebrate our locally grown and made via educational experiences, activities and gatherings at pop-up classrooms held at farms, ranches and Ag related venues.

Our Partners are introduced to loads of new cross promoting & marketing opportunities both inside and outside our region, attracting new customers via:

- [FARMstead ED Workshops](#)
- [Artisan Marketplaces](#)
- [Table to Farm Dinners](#)
- [FAM | Media Tours | Blogger articles](#)
- [eBlasts | Trail Times | Press | Social Media | Radio spots](#)

REASONS WHY WE DO IT ... DEFINING OUR ETHOS AS A COUNTY.

- Showcase our locally grown & made
- Offer an entertaining experience
- Provide a sustainable product
- Feed our community
- Earn a living
- Educate



*I cannot emphasize enough the
importance of a good teacher.*

Temple Grandin



Moo-chas Gracias for joining us today !



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← Bringing folks together with locally grown →



PASO ROBLES
WINE COUNTRY ALLIANCE