

ISDA and Tourism logos

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New agritourism and farmers' market directory helps visitors find fun-filled farm destinations close to home!

Experience life on a family farm, taste wine from locally-grown grapes, enjoy the bounty of Indiana's fresh fruits and vegetables or see the innovations of today's modern agriculture—all close to home!

The Indiana State Department of Agriculture (ISDA), in partnership with the Indiana Office of Tourism Development, has created the *2008 Indiana Farmers' Market, U-Pick and Agritourism Directory* to help Hoosiers and visitors find agritourism destinations and locally grown food across the state.

"Agritourism has grown in recent years and is a unique niche that blends two of Indiana's biggest industries – agriculture and tourism," said Acting Indiana Agriculture Director Ken Klemme, "More families are looking to experience or reconnect with life on the farm. This guide will give visitors and Hoosiers alike ideas on where to enjoy a day on the farm or find fruits, vegetables or other farm items close to home. Indiana agriculture has so much to offer, and much of it is located in this guide."

"By promoting agritourism, this guide will strengthen Indiana's overall tourism industry," said Amy Vaughan, director of Indiana State Tourism. "It will encourage Hoosiers to support local wineries, orchards and other rural experiences."

The *2008 Indiana Farmers' Market, U-Pick and Agritourism Directory* have been distributed statewide to Indiana Welcome Centers and Convention and Visitors Bureaus – just in time to for Labor Day travelers. The Directory is also located on the ISDA Web site www.in.gov/isda under "Farmers' Market."

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