

## VERMONT FRESH NETWORK

### *BUILDING VERMONT'S AGRITOURISM SECTOR THROUGH MARKETING*

The Vermont Fresh Network received a \$37,500 Working Lands Grant launch an integrated marketing platform to increase farm viability, improve quality of life, and increase public awareness of Vermont's brand identify through quality visitor experiences. Funds will be used to upgrade Vermont's agritourism portal, "DigInVT.com," and enhance the user's authentic Vermont food experiences.

DigInVT, a website with over 400 featured places, contains Vermont's most comprehensive food-specific tourism events calendar.

"Marketing and technology changes will help increase DigInVT's user traffic. As the site reaches more travelers & integrates more businesses, it becomes sustainable through marketing partnerships, dues & site sponsorships," says VFN's Executive Director, Meghan Sheradin. "Our major barrier is the needed site upgrades. The funds we are requesting will immediately impact VT farm businesses while bridging DigInVT to long term sustainability."

Vermont Fresh Network hopes upgrades to DigInVT.com will enable stronger marketing campaigns and integrate food & farms into a broader tourism experience.

"Vermont agritourism is innovative and diverse, from farm bike tours to craft beer pilgrimages; upgrades to DigInVT.com will allow us to promote this diversity," says Sheradin. "Our outreach plan ensures that technical improvements translate into better marketing strategies for farms. We are building on past agritourism work to increase the economic benefits when visitors connect with Vermont's working landscape."



<http://www.vermontfresh.net/>

<https://www.facebook.com/VermontFreshNetwork>