



Promoting Agritourism in Northwest Florida

Blake Thaxton, Commercial Horticulture Agent

Libbie Johnson, Agriculture Agent

Carrie Stevenson, Coastal Sustainability Agent

Rick O'Connor, Sea Grant Agent

Chris Verlinde, Sea Grant Agent



Situation

- Naturally EscaRosa (NER) is a website and marketing campaign to promote local agritourism/ecotourism.
- Visitors to and residents of are not aware of the wide variety of ecotourism and agritourism options available to them
- Businesses need to capitalize on their nature-based and/or agricultural tourism operations during the busy summer season and increase tourism during the traditionally “slow” times of the year
- Original website started with a small grant in 2006.
- Economic development setbacks (hurricanes, oil spills, etc) from 2004-2010



[Agritourism is...](#) [Destinations Map](#) [Our Partners](#) [Get Listed On This Site](#) [Ag and Natural Resource Facts](#)

This Website is dedicated to the development and promotion of Agritourism in Escambia and Santa Rosa Counties, Florida. The Naturally EscaRosa logo epitomizes our mission to encourage Agritourism in the two-county area. It features Florida's state wildflower, the coreopsis. The pine tree is representative of our forests and woodlands, while the road invites you to visit our agricultural and natural ecosystems.

Look for additional resources for Agritourism / Ecotourism in the ribbon at the bottom of this page.



Travel to Our Premier Agritourism Destinations in Escambia and Santa Rosa Counties, Florida!

- | | | |
|--|--|---|
| (1) Blackwater River State Forest | (17) Double D Farms | (33) Whitfield Farm |
| (2) Holland Farms | (18) Barth Campground and Lumber Co | (34) Chen's Equines |
| (3) Lundy Blueberry Patch | (19) Carraway Blueberries | (35) F & N Nursery |
| (4) Northwest Florida Aquatic Preserve | (20) A & N Blueberries | (36) Port City Farmers Market |
| (5) Arcadia Mill Complex | (21) Riverwalk Market | (37) Blackjack Creek Campground |
| (6) Chumuckla Farmers Opry | (22) WFL Research and Education Center | (38) The Tank |
| (7) Wildlife Sanctuary of Northwest FL | (23) Green Up Santa Rosa Nursery | (39) Sweet Season Farms |
| (8) PineRidge Farm | (24) Milton Gardens | (40) Beck's Lake Fish Camp |
| (9) Lake Stone Campground | (25) Panhandle Butterfly House | (41) Palafox Market |
| (10) Steve's Homegrown Sweet Corn | (26) Green Acres Farm | (42) M & K's Mayhaw Orchard |
| (11) J.W. Renfro Pecan Company | (27) Lowry Farm | (43) R & R Hair Sheep Ranch |
| (12) Touchablue Berry Farm | (28) Green Cedars Farm | (44) Panhandle Fresh CSA |
| (13) Beulah Berries | (29) Salter's Farm Market | (45) Adventures Unlimited |
| (14) Barrineau Park Community Center | (30) Perdido Natural Adventures | (46) Adventures Unlimited Perdido |
| (15) Matt's Produce | (31) Andrew's Sod and Fruit | (47) The Market @ Saint Monica's |
| (16) Tarkiln Bayou Preserve State Park | (32) MG Demonstration Garden | (48) Bartlett Meadows Farm |





Objectives

- In 2014, BP Gulf Tourism and Seafood Promotional Fund awarded NER \$171, 150 on the second attempt for funding.
- Increase traffic to local ecotourism and agritourism businesses, particularly during the fall and spring
- Increase local and out-of-area awareness of existing businesses
- New business creation tailored to serving the needs of visitors
- Improve relationships between hospitality industry and tour operators
- Increase professional development opportunities for agri/ecotourism businesses



Discover... Waterways

Agriculture



Trails



Paddling



Wildlife



Rentals



Fishing

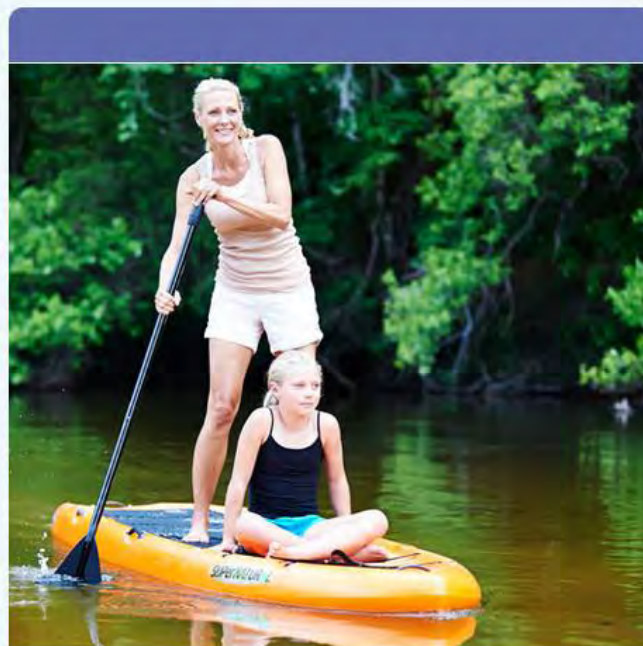


Padding

Did you know the state of Florida has a 1,515 mile Circumnavigational [Saltwater Paddling Trail](#) that begins at [Big Lagoon State Park](#) near Pensacola, travels around the Keys, and ends near the Georgia border, or that the Florida legislature designated Milton as the "Canoe Capital of Florida"? With over 183 miles of river paddling trails in Escambia and Santa Rosa counties plus countless creeks, bayous, bays, and the Gulf of Mexico, the western Panhandle is a paddler's dream. Paddling is good exercise for the mind and body and is a skill that can be learned as a child and pursued one's whole life.

Canoeing, kayaking, and stand-up paddleboarding are popular pastimes in Northwest Florida, and the quiet nature of paddling makes it the perfect way to see wildlife up close in their natural habitats. Small craft can navigate into shallow saltmarsh creeks to see redfish or blue herons feeding or paddle far up a crystal clear, 78° (even during the hottest part of the summer!) freshwater creek past stately cypress trees and white sandbars. In the open Gulf, paddlers regularly encounter dolphins, stingrays, and endangered sea turtles while exploring the turquoise waters.

Native Americans used canoes for thousands of years to traverse the Panhandle waters for fishing, hunting, trapping, and basic transportation. It's easy to carry on the tradition and become a modern day explorer—see our list of paddling outfitters and rental facilities and start your adventure today!



Padding Resources

[Map: Locate Activities](#)

[Visit Pensacola](#)

[West Florida Canoe & Kayak Association](#)



Blackwater Canoe



Blackwater River Heritage Trail



Blackwater River State Forest



Blue Basket Farms



Blue Basket Farms (Agriculture)



8655 Highway 89
Milton, FL 32570



850-623-0652



www.facebook.com

At Blue Basket Farm U-pick or We-pick blueberries. Also we have in season fresh fruit and vegetables, including a watermelon patch!





<https://www.youtube.com/watch?v=OWQ5OdMKj-c&feature=youtu.be>



Baggage Claim at Pensacola International Airports





Advertisements



Partnership with local minor league baseball team





Hospitality Industry Luncheon





2014 GULF COAST
Agritourism & Ecotourism
Business Development Conference
November 5-6, 2014

UF IFAS Extension
UNIVERSITY of FLORIDA



NATURALLY
Escata Rosa





Results and Conclusions

- Doubled from 48 locations in 2013 to 101 in 2014.
- Conference reached 75 people, 50% increased knowledge in agritourism/ecotourism marketing campaigns.
- 24% have implemented marketing techniques learned through the conference.
- When comparing web hits over a two year timeframe (2013-2015), traffic to the site has increased by 61% since the website redesign.
- Though this has had a local impact, the Naturally EscaRosa project and the Agritourism/Ecotourism Conference have the potential for statewide application through participants from central and south Florida.



What is next?

- Surveys! To assess the effectiveness of the marketing campaign and plan future marketing.
- Continue to cultivate relationships between agri/eco tourism operators.
- Market the new Smart Phone App to locals and visitors.



UF | IFAS Extension
UNIVERSITY of FLORIDA



DISCOVER NATURALLY ESCAROSA

Visit unique agritourism and ecotourism locations throughout Escambia and Santa Rosa counties.



← SANTA ROSA

Holland Farms (Agriculture)



www.hollandfarmsonline.com

www.facebook.com

Holland Farms is a family owned and operated peanut, produce, and row crop farm. What makes Holland Farms unique is that we grow and sell directly from the farm to the public. This ensures that you get the freshest produce possible. When you visit our farm you can relax in a rocking chair and enjoy a free cup of boiled peanuts! Don't forget to visit us in the fall for our annual pumpkin patch and at Christmas when Santa comes to the farm!





Thank You!
Any Questions?