Visit NC Farms mobile phone app supports farms through tourism. Is your farm included?

The **Visit NC Farms** phone app is a collection of rural assets for residents and visitors to discover farms, local food, and experiences at their fingertips.

To explore farms, learn about local food and how each farm is interconnected within the community, the app encourages and directs customers to the many facets of agriculture.

• Tours

Animals

• Farm Stands

Kid-friendly

Events

By product and activity, search capabilities are organized by:

Other highlighted categories include farms offering:

Products in Local Stores

- Farms + Fisheries
- Farmers Markets + U-pick
- Food Pantries
- Local Food + Drink
- Shop Local
- Farm Stays + Lodging
- Tours + Trails
- Special Events

Potential visitors are one click away from each farm's description, captivating visuals, phone number, website, directions and social media.

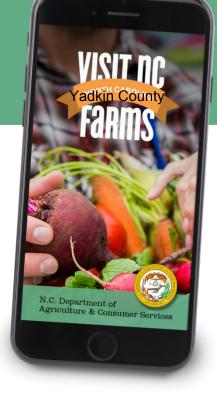
Navigation to farms and other destinations within the app work both when Wi-Fi is available, and more importantly, when offline.

Updating your hours, seasonal products and promotional messages is simple. With a Feedback button within the app, your farm is connected to one administrative contact within the county for updates that happen every 24 hours. Farms can use marketing push notifications to alert users to what's new, what's in season, and special events and offerings to reach more visitors.

Thanks to an investment by your county, the app is available to farmers and the community connected to farms. Tell your neighbors about the app!

Learn more at www.visitncfarmstoday.com

*Download for the first time when connected to Wifi. The mobile app content is captured at the initial download with the user benefit of navigation and mapping available when the user if offline.



Let's get started! It's easy.

1.

While connected to Wifi, download the Visit NC Farms app from the App store. It may take a few minutes to gather all Farms.

2.

Check out how it works. Download and learn. Farms benefit how, when and where they do business, be it on the farm, at farmers markets, to restaurants/shops or at special events.

3.

Don't see your farm? No problem.

If your farm engages with the public and you want to join in, contact your county's Cooperative Extension Director, Tourism, or Economic Development office to learn more.



SAMPLE SCREENS

Explore	Q	< Farm
Farms ^e Fisheries	a a	Carrboro Farmers Market 301 West Main Street Carrboro, NC Sat. (AprOct.: 7a-12p; NovMar:: 9a-12p) Wed. (Apr. 6-Nov.16: 3p-6p) Website Call
Ford Partie Image: Constraint of Constra	Explore C search C se	The Carrboro Farmers' Market celebrates its 38th year in 2016. The Market is comprised of over 70 Market members who sell their locally produced goods each week directly to Market shoppers. Located in the Carrboro Town Commons on 301. W Main St, vendors sell a wide selection of the highest quality locally grown produce, pasture raised meaks, eggs, cheese, breads, pastrise, woodwork, metalwork, pottery, woven rugs, baakets, and much more. All of the goods seld were produced within 50 miles of the Market, and the farmers and artisana themselves run the Market. In fact, the actual owner of each business or farm is present at Market each week. It is truly as local as it gots. The market is nationally recognized and home to many of the the most talented growers and artisans in the region.
	Coon Rock Farm By appointment only animals tours farmers market products if	● ● ● ●
	Chapel Hill Creamery Mon. Ibrough Friday 8:00 AM - 12:00 PM; Sat. 8:00 AM - 1:00 animals tours wedding venue	
	1870 Farm By appointment only	O Instagram @carrborofarmersmarket
	Garland Truffles Wed. 2:00 PM - 6:00 PM & Sat. 8:00 AM - 1:00	y Twitter @CarrboroMarket

Promotional Materials

After the content is assembled and the app is live, it's time to promote the farms. Our partner, YellowDog: Creative has created promotional materials that offer a cohesive look, feel and message including:

- One-page Fact Sheets
- Roadside Signage
- Posters
- Window Clings
- Buttons
- Web and Social Media Graphics
- Banner Stands
- Tabletop Posters



BUTTONS

How will this benefit me?

You will be able to reach a broader audience of potential customers and repeat patrons by joining the app.

- Listed among an expansive and evergrowing database of agriculture based offerings.
- With both a map and list view, users will be able to easily find the farm closest to them or filter based on offerings.
- Listings feature a brief summary, engaging imagery, and push button shortcuts to call, visit your website and get directions or connect to your farm's social media accounts.
- Dedicated tourism admin reviews and processes all user and member feedback to ensure that the app stays functional and up to date.

Now join others in Yadkin County by becoming an "Asset" or a "Sponsor"!

Asset: \$ 50 annual fee, profile and location on the app, features photos and information that highlights your businss as well as contact information - phone, website, address, etc.; and notifies app users of special events you wish to be posted!

Sponsor: \$ 500 annual fee, sponsor name is listed under a category within the app, and listed on the Visit NC Farms Official Website with a link to the sponsor's website.

A Sponsor can also be an asset if they have events they wish to promote. The Sponsor name will stay the same within the app but the asset can change throughout the year.

Payment to Yadkin County Chamber of Commerce. Cash, checks or credit cards accepted; receipts provided.



WINDOW CLINGS