Growth and Opportunities for Agritourism in Kent County
What is Agritourism?

- Delaware Agritourism Association represents authentic farms, gardens and educational sites that present activities where visitors can learn and have fun! We aim to promote our state's proud agricultural heritage.
- Mission: Work together to promote Delaware’s agricultural history by offering Delawareans and Visitors a diverse range of farm experiences.
- Membership: Farms in Delaware that are open to public visits; those who participate in events; and tourism and other related marketing entities.
Fifer Orchards, Wyoming

- Open eight months with monthly themes based on crops such as “Blueberry Peak Party.”
- Satellite operating in Dewey Beach
- Fresh produce, farm to fork dinners
- Farmers Markets
- Special Events
Agritourism in Kent County

Willow Rock Gardens, Clayton

- Open seasonally
- Three-generation enterprise
- Hundreds of varieties in individual gardens
- Hosted daylily conference summer 2013 with 100+ attendees and overnights
Agritourism in Kent County

Harvest Ridge Winery, Marydel

- Opens October 19, 2013
- Multi-acre farm/agritourism operation
- Several varieties of grapes in the ground; several varieties of wines
- Production facility, event space, retail shop
Agritourism in Kent County

Painted Stave Distillery, Smyrna

- Renovating old theater
- In Smyrna’s downtown
- Distilling, tasting room, event space
- Will use some Delaware crops for some small batch recipes
Wine and Beer Festival

- Fourth year, October 20, DE Agricultural Museum & Village
- 3,000 event-goers
- All DE wineries, breweries, distilleries
- Delaware artisans
- Delaware eateries
Opportunities in Kent County

- Brewery businesses – Great wastewater treatment capacity in Kent County. In past 10 years, 2,500 brewery upstarts (brewery, micro, nano) in the U.S.
- Kent County could position itself as a brewery incubator zone.
- Off-shoot businesses – Branding, label art, growlers, bottles, cartons, cases, etc.
- Equipment design, welding, assembly
- Liquor stores, growler fills (new law 2013)
Spin-Off Businesses

Drink Duets, Greenwood

- “Mom-preneur” invented out of need.
- Part-time Bethany resident Karen Stellato-Sa.
- Manufactured in Greenwood at New Process Fibre Manufacturing.
- Hoping to sell in winery and brewery retail locations in Delaware
More Opportunities

- Farm-to-fork dinners and events; “locavore” and “eat local” is hot!
- Small crop specialty products – hot peppers, hot sauce (Peppers in Rehoboth Beach); mushrooms; grapes; specialty products for local distillers
- Blogs – Eating Rehoboth
- Food Tours – Rehoboth Foodie
- Direct-purchase by local eateries from local farms
- Special Events – Celebrate the tomato, the mushroom, the watermelon, scrapple
Thank You!

Kent County Tourism
800-233-5368
Email: csmall@visitdover.com
Main Web: VisitDover.com
Facebook: Delaware’s Capital Region
Twitter: Delaware Capital