

### New ATPI Logo

ATPI presents a newly designed logo! The updated identity will brand itself with the new ATPI website, [www.agfun.com](http://www.agfun.com). Special thanks to Trittenhaus Design for the new look!

### The ATPI newsletter is going electronic!

Starting with the next issue, we will begin distributing an e-newsletter to your email. If you prefer to continue receiving a print version, please send a note to [atpi@agfun.com](mailto:atpi@agfun.com) or call (217) 525-7980 and we will ensure it is mailed to you. Otherwise, watch your inbox for the ATPI newsletter this winter!

### Illinois State Fair, Ag Day

The Illinois State Fair will be held this year August 8-17. Agriculture is a focus of the fair in general, but will be highlighted on Agriculture Day, Tuesday, August 12<sup>th</sup>.

Events that day will feature the Governor's Sale of Champions, an auction of the grand champion junior live-stock, and the Commodity Auction, a sale featuring the best of Illinois processed foods. Also included on Ag Day will be the Cutest Little Farmer Contest, the Truck & Tractor Pulls, and Harness Racing at the Grandstand.

For more information on the State Fair, visit [www.agr.state.il.us/isf/](http://www.agr.state.il.us/isf/).

### Visit [agfun.com](http://www.agfun.com) !!

Please remember to visit the new ATPI website, [www.agfun.com](http://www.agfun.com) !! Explore other agri-tourism attractions in your area and throughout the state. Update your attraction listing and stay informed!!

### Absolutely Ament

By Ross Ament, ATPI President

The internet and the World Wide Web have become an integral part of many of our lives. Can you remember when there were no e-mails to connect us instantly with people, businesses or places across the globe? Or how about when we had to drive around seeking answers to our questions? Now we just sit down at our computer, type in what we are looking for, and viola, thousands of choices! Of course, with these fuel prices, we do save money. Some think that the internet can be an intrusion, but it is definitely a powerful tool.

Hopefully, all of you use the internet to tell the world about your business, as it is now becoming the most effective method of attracting customers and visitors. Many of you are already selling your products directly through the "net." In enhanced marketing, you use your website and e-mails to stay connected, and to announce new developments to your customers. You are creating an online community of fans, and even though they cannot physically be at your farm or business every day, they can see what is going on virtually. Pictures of the giant growing pumpkin, the birth of a new calf, or this year's design for the corn maze, all create a desire to visit your farm or business soon.



Ross Ament

ATPI is working to help you find new customers for your business. As you may know, our new website, [www.agfun.com](http://www.agfun.com) was launched last fall. We were honored that our site received "Best Website" at the 2008 Illinois Governor's Conference on Tourism in February.

Numbers now show that the public likes the website as well. Due to the ease of the internet, people all over the world are able to enjoy it. Since October 2007, [www.agfun.com](http://www.agfun.com) has hosted 13,965 visitors, with 83,668 page views. We have had visitors from the Netherlands, Sweden, Portugal and China, not to mention from all over the United States.

One of the top challenges in agritourism is marketing and attracting visitors to your farm or destination. The website works to provide a solution to your challenges by promoting your business, and so far the results have been positive. Now, ATPI's challenge is to promote the website to an even wider audience. To do that, we will need everyone's continued support.

ATPI is also working to maximize our efficiency, timeliness, and responsiveness by transforming our newsletter to an e-mail format. We will save on postage, paper (many trees) and time, which will allow us to put your dues dollars to other uses, such as marketing and education. As you can see, the internet is a powerful tool if used effectively.

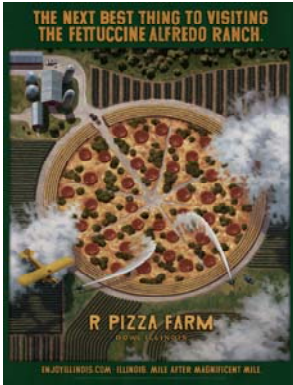
Have a safe and successful season!  
Ross Ament, President



## Save the Date

### 2009 Illinois Specialty Crop and Agritourism Conference

The Agriculture and Tourism Partners of Illinois are proud to partner with the Illinois Specialty Growers once again for the 2009 conference. The dates for next year's conference will be January 7-9 at the Crowne Plaza Hotel in Springfield, Illinois. A Buy Local-Eat Healthy seminar will be held on January 10th at the same location. Please check [www.specialtygrowers.org](http://www.specialtygrowers.org) for updates and registration information.



### ATPI MEMBER SPOTLIGHT

#### R Pizza Farm

25873 IL. Rte. 3

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Walt Gregory, a retired insurance agent, and his business partner, Lynne Weis, are growing pizza in the Southwestern community of Dow, Illinois! R Pizza Farm, open since 2002, grows ingredients for pizza organically on their half-acre circular plot. The circle is divided into wedge-shaped sections, each growing something used to make the pizza. Everything from the herbs to season the meat, to the goats for cheese, is produced on the farm organically.

April through October, you can enjoy a tour of the farm. Guests are briefed about the farm and the ingredients, and then a walking tour is given through each of the ingredient wedges. Afterward, you are invited to enjoy pizza and soda in their pizzeria located on the farm!!

R Pizza Farm was recently featured as an "Offbeat Illinois" attraction by the Illinois Bureau of Tourism and can be seen throughout the state on bus stops, posters, and t-shirts.

### Upcoming Sustainable Agriculture Tours

#### University of Illinois Extension

Registration for each tour is \$20 per person which includes lunch and can be completed by visiting [http://web.extension.uiuc.edu/smallfarm/ag\\_tours.cfm](http://web.extension.uiuc.edu/smallfarm/ag_tours.cfm)

August 8—Organic Apple Field Day at University of Illinois Dixon Springs Agricultural Center in Dixon Springs

The morning will begin with information about organic certification by Deirdre Birmingham, coordinator of the Midwest Organic Tree Fruit Growers Network. Then, U of I professor Richard Weinzierl will discuss disease, pest, and weed management. Horticulture research specialist Jeff Kindhart will give a presentation on small-plot trials and demonstrations of the organic apple block insecticide trial. The tour will officially adjourn at 1:00 p.m. after lunch, but visitors are welcome to stay for a tour of the Dixon Springs berry, tomato, and pepper crops.

September 8—Iyabo Farms in Momence, Illinois

This small organic farm of fifteen acres has been in operation for fourteen years. The additional thirty acres of land owned by the family are left for nature hikes, educational research, and natural beauty! This tour will focus on vermaculture, poultry, composting systems, aquaponics, Black Oaks, and gardening. Lunch will be catered by Iyabo Farms and the tour will adjourn at 1:00 p.m.

October 3—Mill Creek Farm in Quincy, Illinois

Mike and Theresa Roegge of Mill Creek Farm will host this presentation and tour. First will be a tour of the pumpkin patch, followed by an adventure through the corn maze! Then the presentation will move to the Adams/Brown Unit Extension Office for great information on "Marketing a Locally Grown Initiative". Lunch will be provided and the tour will adjourn at 1:00 p.m.



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