



FARMstead ED
SLO County Farm Trail

2024 MEMBER BENEFITS

Bringing folks together with locally grown



THE MAP Whether a dot on the MAP or a Friend of the Trail, your business will benefit from its placement in our annual Trail Map, which is distributed widely throughout SLO County, and beyond. Both tourists and townies use our map and website as a resource to connect directly with our local agricultural community (farmers, ranchers, producers, makers, farm to table restaurants and businesses that support local agritourism).



WEBSITE Our interactive page makes it easy for customers to find you on-line when you are on our trail map. Our website features beautiful imagery, stories and multiple entry points for consumers to search for your tours, products and experiences. We continually update the site with new seasonal happenings, and a new events calendar for member's tours, tastings and workshops they have in the works for 2023.

MARKETING We are your biggest fans, participating in and supporting activities that are beneficial to promoting you as our members. FARMstead ED is affiliated with many like minded organizations that are collaboratively working to strengthen and increase the success of your agritourism business in SLO County, and beyond.

MEMBER GATHERINGS & NETWORKING Learn and exchange ideas and best practices from other members and enjoy connecting at our member gatherings. Most successes, and challenges, have been learned by others - share intel and learnings with like-minded cross-pollinators.



“I want to be on the map again because it provides exposure for my business and I have created many good relationships with other farmers and leaders.”

- Bobbi Matuk, Coulere de la Vie

JOIN US TODAY! APPLY FOR MEMBERSHIP



OPEN FARM DAYS is a well-attended annual three day event that promotes your farm and business to guests that come from far and wide to experience life on the farm. You'll have the opportunity to sign up as a featured farm host, collaborating partner, workshop presenter, farm stand, food and beverage supplier, and more. Participants benefit from the vast out of county publicity and direct exposure to target customers.

“As a trail partner, our awareness into different markets has been magnified by the promotion and awareness generated by FARMstead ED and the FARMstead ED family. It is a great organization that truly represents the farms, makers and purveyors of our community and we are proud to be members!” - Life Elements

SOCIAL MEDIA & NEWSLETTERS provide increased exposure and sales with our thematic posts and emails to nearly 4,000 engaged subscribers and followers. We help you share your story, tours, products and unique offerings with SLO County and beyond...these stories encourage and inspire the support of local ag.

LEARN MORE ABOUT FARMSTEAD ED & THE SLO COUNTY FARM TRAIL AT FARMSTEAD.ED.COM

