

Gov. Evers: Joins DATCP and Tourism to kick-off Agricultural Tourism Week in Wisconsin

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MADISON — Gov. Tony Evers, together with Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) Secretary Randy Romanski and Wisconsin Department of Tourism Secretary-designee Anne Sayers, kicked off Agricultural Tourism Week in Wisconsin yesterday at a press conference in Amery with Farm Table Foundation, celebrating the industry and its importance to Wisconsin's rural and statewide economies. Photos of the governor's visit to the Farm Table Foundation are available [here](#) and [here](#).

"Farmers, growers, producers, and other agricultural workers play an essential role in the health and well-being of folks across our state and country," said Gov. Evers. "This week, and every week, we join in honoring the critical work they do to support our state economy and put fresh, healthy food on our tables, and celebrate the importance of agriculture and agricultural tourism to our cultural and economic livelihood."

The state of Wisconsin is home to more than 64,000 farms, and Wisconsin's agricultural industry supports upwards of 435,000 jobs. Employing nearly 12 percent of the state's total workforce and generating \$104.8 billion annually to the economy, Wisconsin agriculture is a critical component of the state's overall economic success. Wisconsin's agricultural industry also generates millions of dollars for our state's tourism industry by offering visitors outdoor, socially-distanced, family-friendly, and experiential farm-based entertainment such as farm-to-table events, corn mazes, pumpkin patches, harvest festivals, farm stays, weddings, and more. In celebration of Agricultural Tourism Week, Gov. Evers, Secretary Romanski, and Secretary-designee Sayers also visited Mommsen's

Harvest Hills-Pumpkin Patch and Orchard in Rice Lake. A photo of the visit is available [here](#). Today, the governor continued to highlight Agricultural Tourism Week by visiting Vesperman Farms in Lancaster. A photo of his visit is available [here](#).

“Agritourism helps people experience some of the agricultural character that makes Wisconsin not only a leading tourist destination, but a top agriculture state,” said Secretary Romanski. “We are fortunate in Wisconsin that, no matter where you go, you are not far from someone who grows or processes delicious, healthy food, which helps consumers build relationships with local producers and learn where their food comes from. I am proud to highlight these agritourism opportunities in our state with Governor Evers and Secretary-designee Sayers to support agriculture’s \$104.8 billion economic impact to our state.”

“At a time when travelers are looking for meaningful, hands-on experiences, nothing beats Wisconsin’s agricultural tourism offering,” said Secretary-designee Anne Sayers. “Whether it’s apple picking, exploring a corn maze or enjoying a farm-to-table meal, Wisconsin has countless opportunities for travelers from near and far to make memories and discover the unexpected.”

In demonstration of Wisconsin’s commitment to supporting the agricultural tourism industry, Gov. Evers proclaimed Sept. 27 through Oct. 3 as “Wisconsin Agricultural Tourism Week.” A copy of the proclamation is available [here](#).