BOGGIO'S
Orchard & Produce

www.boggiosorchardandproduce.com
A Little About Our Farm…

• Located in Granville, IL
  – 2 hours south of Chicago
  – 1 hour north of Peoria or Bloomington
• 3rd generation vegetable farm
• 2nd generation apple orchard
• 1st generation Agritourism
Getting involved in Agritourism

- Conventions
- We learned that if you keep people on your farm longer they will spend more $$$
- We wanted to become a destination
- We are a farm, NOT a circus
U-Pick Apples and Pumpkins

• Sell the experience…
Corn Maze and Pony Rides
The Race Track
Tunnels of Fun
Pumpkin Harvest Craft Show

- 10th year
- Always the last weekend in September
- If you wouldn’t buy it…. Don’t sell it!
- Plan new things every year
  - Wood carver, story tellers, music, face painting, kettle corn, cow pie bingo
Marketing…

- Local Newspapers
- Billboards
- Local attractions/events
  - Starved Rock, Mark’s Centennial
- Radio Stations
- How to get free publicity!!!
Have Something for Everyone

• School tours
  – Send them home with your logo

• Invite the local Nursing homes out, let them know you are handicap accessible
Staying With The Program

• Added POS
• Jumping Pillows
• Chicken Show
• New Animals
• More Festivals
Thank you...

Justina Boggio
Boggio’s Orchard and Produce

www.boggiosorchardandproduce.com
Email – info@boggiosorchardandproduce.com