

See you on the Farm Trail!



Central Shenandoah Planning District Commission
Shenandoah Valley Partnership



The Place Where Agriculture and Tourism Meet

Ready for an adventure? On the Fields of Gold Farm Trail, you'll discover the home-grown side of Virginia in the Shenandoah Valley.

Whether you are planning a day-trip with your family, a week-long excursion with friends or just a spur-of-the-moment getaway, adventure awaits you on the Fields of Gold Farm Trail.





Our Region

8 counties:

Shenandoah
Page
Augusta
Rockingham
Rockbridge
Bath
Highland
Botetourt

5 cities:

Staunton
Waynesboro
Lexington
Harrisonburg
Buena Vista





Farm Trail Destinations

Farm Trail Destinations



Ag-Venues



Christmas Trees, Nursery



Experience the Farm



Farm Stand



Farm to Table Restaurant



Farmers Market



Local Grocery Store



On-Farm Lodging



Pick-Your-Own



Trout Farm, Aquaculture



Winery, Brewery





Meet the Harrisonburg “Locals”

A Bowl of Good

Bella Gelato & Pastries

Bella Luna Wood-Fired Pizza

Friendly City Food Co-op

Harrisonburg Farmers Market

Joshua Wilton House

Little Grill Collective

LOCAL Chop and Grill House

On Sunny Slope Farm

Pure Eats

Rocktown Gift Shoppe

Three Brothers Brewing

Three Notch'd Brewing
Company





www.fieldsofgold.org

- Explore the Map
- Meet the Locals
- Find Events & Activities
- Discover the Area
- Check out What's Fresh
- Member Portal /Member Login
- List your Agri-business with the Fields of Gold

EXPLORE *the map* | MEET *the locals* | FIND *events & activities* | DISCOVER *the area* | CHECK OUT *what's fresh*

DISCOVER
Shenandoah Valley's Farm Trail

Explore the map

Ready for an adventure? On the Fields of Gold Farm trail, you'll discover the home-grown side of Virginia in the Shenandoah Valley. After all, it's where agriculture got its roots. Pick your own fruit in one of our orchards, stroll through a farmers' market, savor a wine tasting, tour a working farm, celebrate at a farm festival, or feast on a locally-grown meal at one of our farm-to-table restaurants. Whether you are planning a day-trip with your family, a week-long excursion with friends or just a spur-of-the-moment getaway, adventure awaits you on the Fields of Gold Farm Trail. Start your adventure now!

Plan your visit!

- Shop local >
- Take part >
- Savor >

Upcoming events

DATE	EVENT	TIME
SEP 7	HIGHLAND MAPLE FESTIVAL	9:00 am - 10:00 am
JAN 13	SHENANDOAH WINE AND JAZZ FESTIVAL	6:00 pm - 10:00 pm
JAN 27	VALLEYEST BEER AND WINE FESTIVAL	6:00 pm - 10:00 pm

What's fresh?

Strawberries are in season!

DISCOVER SHENANDOAH VALLEY'S FARM TRAIL

Member Login SUBMIT

- About Fields of Gold
- Explore the Map
- Meet the Locals
- Find Events & Activities
- Discover the Area
- Check Out What's Fresh
- Contact Fields of Gold

List your agri-business with Fields of Gold

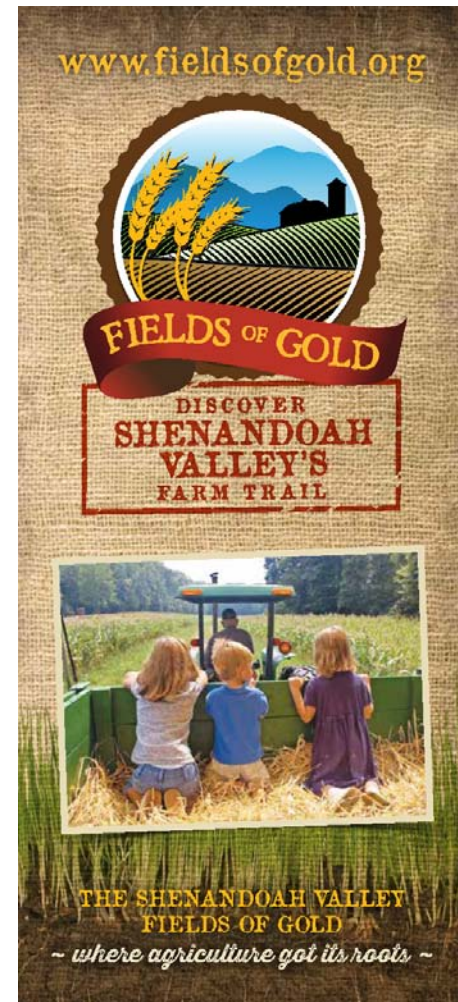
CSPDC Virginia is for Lovers

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Brochures & Rack Cards

- * Displayed in all member business locations and at member events and farmers markets.
- In several B&B, Inn, and Hotel establishments in each sub-region.
- In all of the tourist and visitors centers in the region.
- Displayed at various partner and stakeholder localities.

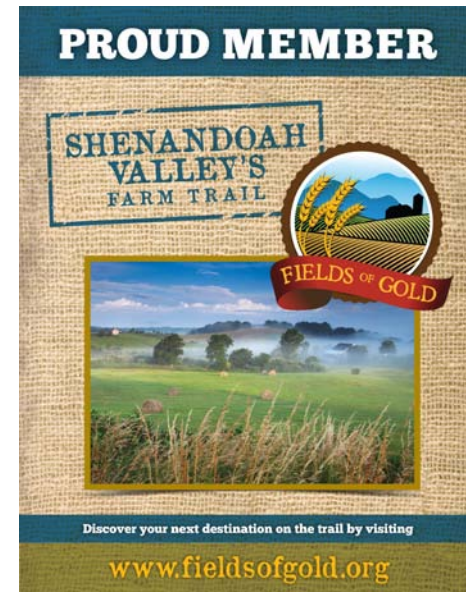




Bumper Stickers & Member Signage

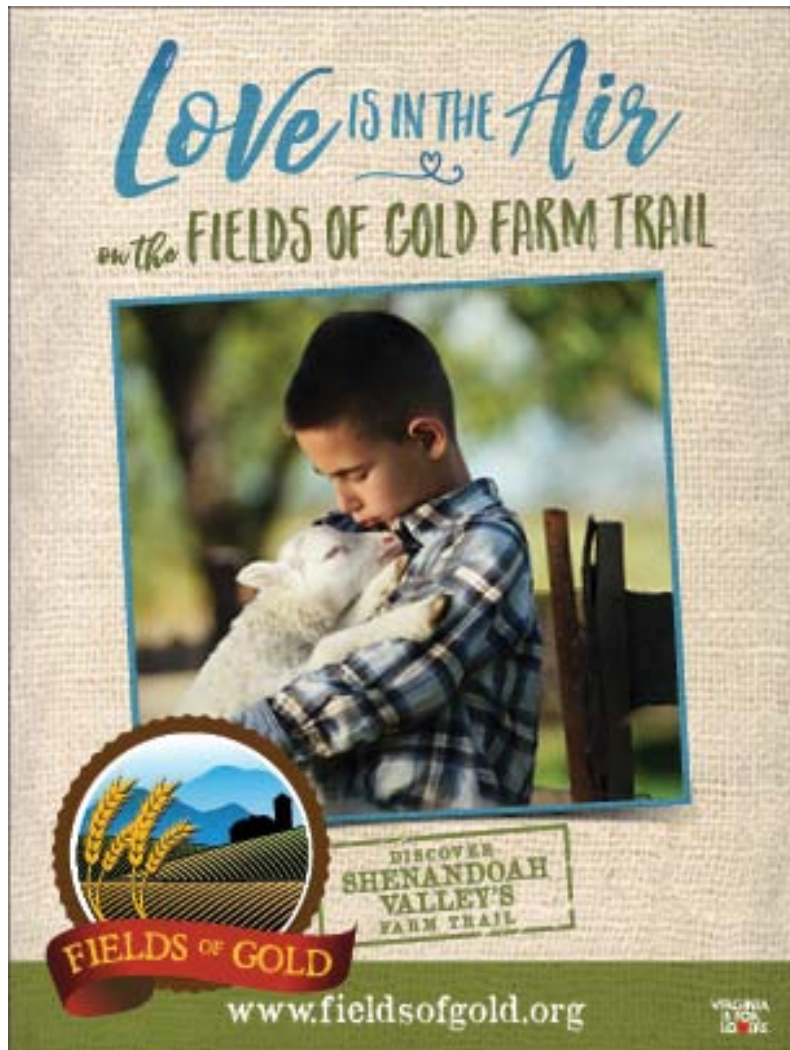
Bumper stickers are available at member locations and are handed out at conferences and events.

Identifying member signage will be displayed at each member locality signaling to visitors that their business is a member of the Farm Trail.





Spring Ad Campaign



- This ad will go out in Edible Blue Ridge and Blue Ridge Outdoors magazines and e-newsletters.
- We have posted it to our FB page and plan to do so regularly throughout the campaign period.
- We have asked members to post it to their FB pages and/or to print it out and put it up in their businesses.
- This ad is displayed on our table at all conferences and events.



Social Media



We are working to drive more potential farm trail visitors to:

Our website

Our Facebook page

& Instagram (Fieldsofgold_Farmtrail)



See you on the
Farm Trail!





On the Moooove





Member Newsletter

- Quarterly, members only benefit

- Included:

Signature Events

Grow Your Agribusiness

Fields of Gold Toolkit

What's Fresh

Meet the Locals

Did You know?





Visitors Newsletter

- Monthly e-newsletter
- Aimed at potential tourists and visitors to the trail
- Highlights 8 events or activities happening on the trail that month
- Features a business and a Farmers Market

Adventure Awaits!
Fields of Gold Farm Trail News

DISCOVER SHENANDOAH VALLEY'S FARM TRAIL

Adventure Awaits you on the Farm Trail!

Fields of Gold is the Shenandoah Valley's Farm Trail. It extends through eight counties and five cities in the Valley. All of the farms and farm businesses on the trail are open to the public and fall into at least one of the following categories: pick your own, on-farm lodging, experience the farm, trout farming & fishing, ag venues (weddings/festivals), grocery, farm-to-table restaurant, farmers markets, winery or brewery, Christmas tree/nursery, or farm stands. We are excited to share the following events and activities that will be happening on the trail in the next month or so! For more information about our Farm Trail and its members visit www.fieldsofgold.org.

Any
Questions?



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