

# Visit NC Farms mobile phone app supports farms through tourism. Is your farm included?

The **Visit NC Farms** phone app is a collection of rural assets for residents and visitors to discover farms, local food, and experiences at their fingertips.

To explore farms, learn about local food and how each farm is interconnected within the community, the app encourages and directs customers to the many facets of agriculture.

By product and activity, search capabilities are organized by:

- Farms + Fisheries
- Farmers Markets + U-pick
- Food Pantries
- Local Food + Drink
- Shop Local
- Farm Stays + Lodging
- Tours + Trails
- Special Events

Other highlighted categories include farms offering:

- Tours
- Animals
- Farm Stands
- Products in Local Stores
- Kid-friendly
- Events

Potential visitors are one click away from each farm's description, captivating visuals, phone number, website, directions and social media.

Navigation to farms and other destinations within the app work both when Wi-Fi is available, and more importantly, when offline.

Updating your hours, seasonal products and promotional messages is simple. With a Feedback button within the app, your farm is connected to one administrative contact within the county for updates that happen every 24 hours. Farms can use marketing push notifications to alert users to what's new, what's in season, and special events and offerings to reach more visitors.

**Thanks to an investment by your county, the app is available to farmers and the community connected to farms. Tell your neighbors about the app!**

**Learn more at [www.visitncfarmstoday.com](http://www.visitncfarmstoday.com)**

*\*Download for the first time when connected to Wifi. The mobile app content is captured at the initial download with the user benefit of navigation and mapping available when the user is offline.*



## Let's get started! It's easy.

1.

**While connected to Wifi, download the Visit NC Farms app** from the App store. It may take a few minutes to gather all Farms.

2.

**Check out how it works.** Download and learn. Farms benefit how, when and where they do business, be it on the farm, at farmers markets, to restaurants/shops or at special events.

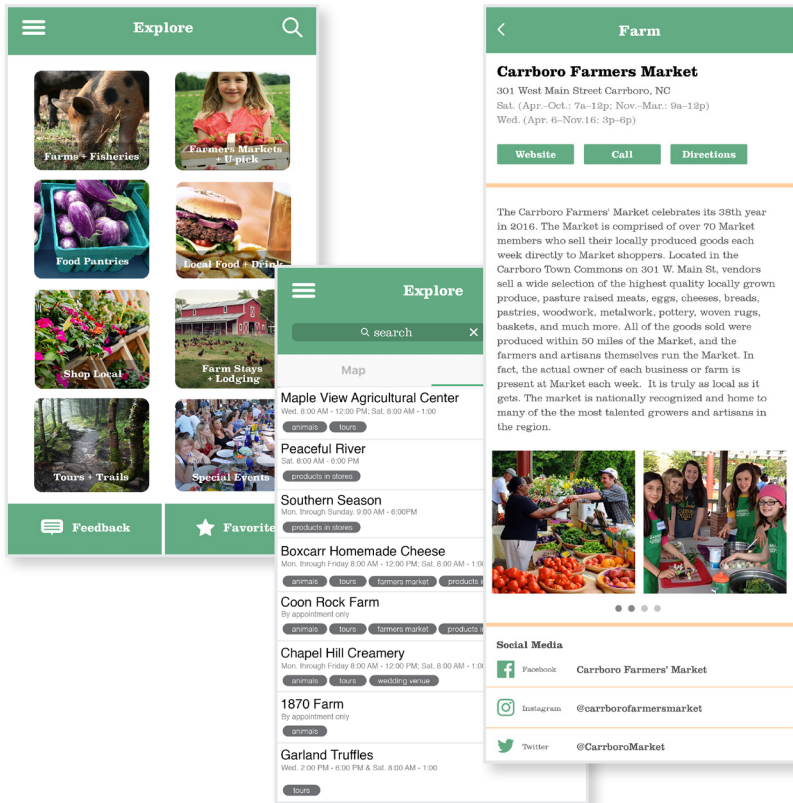
3.

**Don't see your farm? No problem.**

If your farm engages with the public and you want to join in, contact your county's Cooperative Extension Director, Tourism, or Economic Development office to learn more.



SAMPLE SCREENS



## How will this benefit me?

You will be able to reach a broader audience of potential customers and repeat patrons by joining the app.

- Listed among an expansive and ever-growing database of agriculture based offerings.
- With both a map and list view, users will be able to easily find the farm closest to them or filter based on offerings.
- Listings feature a brief summary, engaging imagery, and push button shortcuts to call, visit your website and get directions or connect to your farm's social media accounts.
- Dedicated tourism admin reviews and processes all user and member feedback to ensure that the app stays functional and up to date.

## Promotional Materials

After the content is assembled and the app is live, it's time to promote the farms. Our partner, YellowDog: Creative has created promotional materials that offer a cohesive look, feel and message including:

- One-page Fact Sheets
- Roadside Signage
- Posters
- Window Clings
- Buttons
- Web and Social Media Graphics
- Banner Stands
- Tabletop Posters

BUTTONS



STICKERS



WINDOW CLINGS



BANNER STAND