



Discover Fresh Ways to Experience North Carolina Farms

From U-pick farms and vineyards to farm stays, tours and seasonal events, Visit NC Farms connects residents and travelers with authentic agricultural experiences across North Carolina.

About Visit NC Farms

Visit NC Farms is a statewide agritourism marketing program of the N.C. Department of Agriculture and Consumer Services. The program helps visitors discover working farms and agricultural experiences while supporting connections between agriculture, tourism and rural communities.



Photo: Sky Top Orchard, Fletcher, NC



Farm Visits +
Guided Tours



Farmers Markets
+ Farm Stands



Trails + Outdoor
Experiences



Educational
Programs



Farm Fresh
Sips + Bites



U-Pick Fruits +
Flowers



Farm-Stays +
Lodging



Special Events +
Venues

Why it Matters



982

NC farms reported
agritourism and
recreational services



\$30.4M

Agritourism and
recreational service
receipts



+28%

Increase in receipts
since 2017

Source: USDA 2022 Census of Agriculture

VisitNCFarms.com

Year-Round Media Opportunities

Seasonal Experiences: U-pick, farm tours, festivals and holiday traditions

Food + Agriculture: Farms, farmers, local food and culinary experiences

People + Communities: Farm families, rural communities and agricultural traditions

Visual Storytelling: Farms, markets, landscapes and hands-on experiences

North Carolina Story ideas

Four Seasons of Farm Travel: U-pick, orchards, flowers and Christmas tree farms

Beyond the Farm Gate: Agritourism revenue for working farms

Farm to Plate: Dinners, tastings, barbecue events and farm-grown experiences

Wine, Heritage + Innovation: Muscadines, the Mothervine, seven AVAs and wine tourism

The Rural Ripple Effect: How farm visitors support rural businesses and communities



Grown.



Raised.



Caught.



Made.



Experienced.



Looking for a story or source?

Visit NC Farms can connect you with farms and agricultural stories across North Carolina. Scan for ideas and resources.

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