



## **The Destination Farm in Transition**

A Six-Part Video Training Series

For

Farm Operators Engaged in Agritourism and Those That Serve Them

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### **About The Rhode Island Center for Agriculture Promotion & Education (RICAPE)**

Since 2002, RICAPE has served as an independent, not-for-profit 501c (3) organization. We are not a department or a division of any federal or state office, college or university.

We develop and conduct programs and provide services to farmers and the agricultural community to generate revenue for our activities which include training, technical assistance and marketing support services.

#### **Our mission**

- Keep viable the NE region's farm communities.
- Strengthen pride of place.
- Enhance quality of life.
- Reinforce connections between people and the land and those that steward it.
- Conduct programs that nurture our young, build awareness, inspire engagement, cultivate knowledge values and skills, and promote jobs and careers in the agricultural, horticultural and natural arts and sciences.

### **About New England FarmWays (NEFW)**

New England FarmWays is a special initiative of RICAPE established to make New England's farms and nature-based sites more visible and accessible to people of all ages and interests.

Through NEFW's programs and services we help focus farm operators on building successful and profitable alternative agricultural enterprises and activities that promote agritourism and on-the-farm experiences for the public.

## About the “Destination Farm in Transition” Video Series

### The Series

- 1. “Agritourism from the Ground Up” 11:16**  
An Introduction to Agritourism success as told by destination farm operators
- 2. “Agritourism’s Cutting Edge” 16:49**  
An advanced primer for destination farm operators
- 3. Agritourism – “Old Zoning for the New Agriculture” 19:53**  
The simple act of building a winery on a century and a half old vineyard becomes a complex web of intrigue - local farm/community friction, a broad town vision but old rules and regulations that don’t reflect the times.
- 4. Agritourism – “It's all about YOU! Assessing Your Farm Experience” 10:09**  
The joys (and profits) of hosting visitors on your farm are not just for the big, well-financed operations in heavily populated areas. Any farm operator with some land and passion for what you do and can offer can succeed.
- 5. Agritourism – “A Family Success Story” 11:26**  
In business since the 1920's, the Confreda Family shows how it's done - through generational changes and knowing how to respond to the demands of a changing public eager for an authentic, on-the-farm experience.
- 6. Agritourism – “A Baker's Dozen and more of tips for successful agritourism on your farm” 12:44**  
Here it is in small bites! Build your customer base, attract families, work the seasons, serve great food, employ tourism pros - and keep it lively!

### Advantages to Our Buyers

#### Professional Production

The series is professionally produced in partnership with First Priority Media of Cranston, RI, filmed on High Definition (HD) video and employing experienced writers, directors, producers and film crews. The series is written and hosted by Stu Nunnery, RICAPE Director. For more than a decade Mr. Nunnery has been a leading voice and activist in the emergence of agritourism in the region and a popular speaker and trainer. He is also a professional writer and actor and a 35-year member of the Screen Actors Guild (SAG), the American Federation of Television and Radio Artists (AFTRA) and the American Federation of Musicians (AFM) with international television, radio, film and music recording credits to his record. (Bio available upon request.)

#### Compelling Instructional Material

Hosted narrative, live interviews, visuals and graphics, recent and archival photography, music. The farms in the series represent a unique cross section of destinations to fit any viewer’s goals, finances and interests.

### **High Quality Content**

Original and licensed content covers multiple themes and provides dozens of practical and innovative ideas and images. From concept development through post-production, a very high-quality series, unique to the agritourism field and to the content presented.

### **Thoroughness and Brevity**

Key ingredients for today's training protocols: the ability to teach multiple skill points in 20 minutes or less. Our series runs seventy-five plus minutes total with each video coming in at less than 20 minutes. The shorter attention-friendly format encourages multiple viewings, easier note taking and retention. Whether the centerpieces for a convention, conference or training session each video can be run through and/or stopped intermittently for discussion without degrading the viewing experience.

### **Accessible to a broad range of viewers**

The series is an excellent training program for not only destination farm operators and their staff, but also for your professional staff, other agricultural professionals and service providers, as well as for educators, legislators, policy makers, planning and zoning officials and others whose actions and decisions influence the growth and expansion of agritourism in your state and the region.

### **Transfer**

We will be happy to discuss with you special transfer formats for your purposes.

### **Viewing Tips**

- ❖ While these videos are not designed to be marketing videos for public viewing, they may be used as such at your discretion.
- ❖ We recommend multiple and regular viewings to get the greatest benefit from them.

### **Pricing**

The entire series of six videos can be purchased for two hundred ninety-nine dollars (\$299.00) Additional sets can be purchased for \$150.00 each.

### **How our pricing works**

#### **❖ Low Cost-per-view/training**

To understand pricing, amortize your cost over the number of viewers who will see the videos and learn from them over the course of one year or more - much less than if you had produced these videos yourself at the standard \$1000-\$3000 per minute

#### **❖ Up-to-date Training Format**

The six-part series also covers more material in a more compelling way in a shorter span and is less expensive than bringing in multiple speakers to present single issues to a single audience. From our point of view, our videos are a relative bargain. And you can use them again and again over many years, each time relaying a consistent message and information.

❖ **Meet your Goal**

These videos will promote a highly engaged and energized farmer sector. And they do so inexpensively.

**Usage rights**

- ❖ As buyer, you may use these videos for your purposes in-state. Please notify us of any usage conflicts or special usage questions or considerations that may arise.
- ❖ **PLEASE NOTE:** This six-part video training series bears a copyright and is the property of RICAPE. Please direct anyone wishing to purchase these videos to RICAPE at [StuNunn880@gmail.com](mailto:StuNunn880@gmail.com). Thank You!

**Please note:** At the end of each video, we direct viewers to the New England FarmWays website to access additional information and materials. These materials are no longer available. Please call us if we can be of any further service until the site is back up. Call us anytime, of course with your questions and suggestions.

**Buy Right Now!**

To purchase the complete set of videos to have in your own video library, please fill out the form below and send your check for **\$299.00** (\$150. 00 for each additional set) to the address below. Contact us at [StuNunn880@gmail.com](mailto:StuNunn880@gmail.com) and we'll be happy to answer your questions and discuss the best use/value of your exciting purchase.

Many thanks.



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*"The Destination Farm in Transition"  
Video Series Order Form*

Name(s): \_\_\_\_\_

Farm/Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail \_\_\_\_\_

**Please send to me/us ASAP:**

\_\_\_\_\_ 1 set of six videos @ \$299.00 (includes shipping and handling)

\_\_\_\_\_ Additional Sets @ \$150.00 each (Includes shipping and handling)

**Total Enclosed:** \$ \_\_\_\_\_

\_\_\_\_\_ I am including a check made payable to "RICAPE"

**Please make your check(s) out to RICAPE** and mail along with this form to:

**RICAPE**

C/o Stu Nunnery

12 Inkerman Street

Providence, RI 02908

401-714-1877

With our sincere thanks!

Stu Nunnery, Director

New England FarmWays is a program of the  
Rhode Island Center for Agriculture Promotion & Education (**RICAPE**)  
**RICAPE** is a 501(c)(3) tax-exempt non-profit.