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- **APR Comment Period Extended - Final Listening Session on April 4th**
 - **Agricultural Tourism Craft Beverage and Farmer Workshops**
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APR Comment Period Extended - Final Listening Session on April 4th

MDAR is extending the comment period for the APR Program's 40th Anniversary Looking Forward series of Listening Sessions until 4:00 PM on April 13, 2018.

Comments may be submitted to MDAR at the [APR Looking Forward website](#) or directly to Gerard.kennedy@state.ma.us.

The final Listening Session will be held on the first Wednesday in April and will feature a short presentation followed by small facilitated discussion groups on key APR related issues.

Details: Wednesday, April 4 : 5:30 PM to 8:00 PM at the MassDEP Office, 8 New Bond St, Worcester (between Reed Machinery and Abby Kelly High School)

Pre-registration is not required, but is recommended by emailing Dorothy.Du@state.ma.us.

Agricultural Tourism Craft Beverage and Farmer Workshops

Attention **Massachusetts farmers interested in agritourism**, craft beverage producers of beer, wine, cider, and spirits and tourism professionals! Culinary tourism workshops in April will focus on **cross-sector marketing practices and branding strategies** to attract visitors to tours, tastings, and tap rooms with an emphasis on destination marketing. While the focus is on the craft beverage sector, farmers interested in agritourism will gain insights into building farm visits and opportunities for cross promotion.

Success stories from host businesses, panel discussions featuring wine, beer, cider and spirits experts sharing best practices, MA Office of Travel and Tourism's ad agency Small Army with recommendations on brand development and identifying social media priorities, and resources from craft beverage associations and state agencies MOTT and MDAR are part of the workshops, ending with networking.

This event is open to farmers interested in ag tourism, craft beverage businesses and tourism professionals. There is no cost to participate, however registration is required as space is limited. The Massachusetts Office of Travel and Tourism and the Massachusetts Department of Agricultural Resources have teamed up for this series of [workshops](#) to support the Commonwealth's craft beverage industry and farmers in agritourism.

April 2 - Stone Cow Brewery

500 West St B, Barre, MA 01005

1:00pm - 4:30pm

Host presentation by Stone Cow Brewery

Panelists: Bear Swamp Orchard (Jennifer Williams), Berkshire Mountain Distillery (Chris Weld), Black Birch Vineyard (Michelle Kersbergen), Nightshift Brewing (Rob Burns); Moderated by Katie Stinchon (Mass Brewers Guild)

Ad agency: Small Army

Industry/State: Mass Brewers Guild, MDAR, MOTT

Networking to follow

April 9 - Nashoba Valley Winery

100 Wattaquodock Hill Rd, Bolton, MA 01740

1:00pm - 4:30pm

Host presentation by Nashoba Valley Winery

Panelists: Aeronaut Brewing Co. (Jason McCool), GrandTen Distilling (Matt Nurenberg), Ragged Hill Orchard (Anne Garwood-Hampp), Truro Vineyards (Dave Roberts)

Ad agency: Small Army

Industry/State: MA Farm Wineries & Growers Association, MDAR, MOTT

Networking to follow

April 23 - Lookout Farm Brewing & Cider Co.

89 Pleasant St. South, South Natick, MA 01760

1:00pm - 4:30pm

Host presentation by Lookout Farm Brewing & Cider Co.

Panelists: Hardwick Winery (John Samek), Privateer Rum (Andrew Cabot), Wormtown Brewery; Moderated by Lisa Davol (Franklin County/CiderDays)

Ad agency: Small Army

State: Massachusetts Distillers Alliance, MDAR, MOTT

Networking to follow

Click link to register: [Craft Beverage Workshops](#)

MDAR's mission is to ensure the long-term viability of agriculture in Massachusetts. Through its four divisions – Agricultural Conservation & Technical Assistance, Agricultural Markets, Animal Health, and Crop and Pest Services – MDAR strives to support, regulate and enhance the rich diversity of the Commonwealth's agricultural community to promote economically and environmentally sound food safety and animal health measures, and fulfill agriculture's role in energy conservation and production. For more information, visit MDAR's website at www.mass.gov/agr. For Ag industry events, [click here](#), for consumer related events, visit the [Massachusetts grown and fresher Calendar](#).

