

JOIN GEORGIA GROWN TRAIL 27!

US Hwy 27 from Rossville at the Tennessee line to Roopville below I-20 west of Atlanta has been designated a Georgia Grown Trail, comprising Walker, Catoosa, Chattooga, Floyd, Polk, Haralson, and Carroll Counties. *Georgia Grown* is the marketing arm of the Georgia Department of Agriculture.



WHAT IS A GEORGIA GROWN TRAIL?

The trail is a specified route designed to highlight agriculturally related tourism sites, included but not limited to, u-pick farms, farm and farmers markets, vineyards and wineries, breweries and distilleries, restaurants using local and regional products, specialty stores with a selection of Georgia food/ag products, farm tours, agricultural-related events, and more.

WHO CAN BE ON THE TRAIL?

All the types of sites described above, plus trail supporters such as chambers of commerce, visitor centers, and other businesses supportive of promoting the area's agricultural products and events can join Georgia Grown Trail 27.

Note: All trail members must first be a member of Georgia Grown. <https://georgiagrown.com> The benefits of Georgia Grown membership include:

- Use of the Georgia Grown logo
- Inclusion in the annually produced Georgia Grown Guide
- Profile on GeorgiaGrown.com

Just to name a few!

DOES MY BUSINESS OR FARM HAVE TO BE LOCATED DIRECTLY ON US HWY 27 TO BE A PART OF THE TRAIL?

No. As long as it's in one of the counties traversed by the designated route, your business, farm, event can be considered as "on Trail 27."

WHAT ARE THE BENEFITS OF JOINING GEORGIA GROWN TRAIL 27?

- Recognition as a Georgia agritourism site, event or supporter
- Listing and link on the Trail 27 page of www.gagrowntrails.com
- Map brochure listing and advertising opportunity at additional cost
- Promotion of Trail 27 on Facebook page
- Promotion of Trail 27 by each county's chamber, CVB, visitor center
- Promotion through the Georgia Department of Agriculture and/or LEM Ag & Specialty

WHAT IS MY COST TO JOIN?

Georgia Grown Membership - \$100 annually

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TOTAL ANNUAL COST = \$200

Questions? Need more info? Contact:

Janet Cochran, Project Mgr, Georgia's Rural Center, 404-276-9142 or janet.cochran@abac.edu

Cheryl Smith, Agritourism Mgr, Georgia Dept. of Agriculture, 678-640-4355 or cheryl.smith@agr.georgia.gov