

On-premise Growing Area Required to Qualify for the Agricultural Tourism Signage Program

The intent of the legislation that created the Agricultural Tourism Signing Program is to introduce visitors to the growing area of a farm or vineyard. The NCDA&CS has determined that Agricultural Tourism Program signing will not be allowed unless the facility has an actual growing area of at least 500 square feet that can be toured from the signed facility location. Tours must be offered of the growing area, in addition to tours of any production area located on-premises. Permanent on-premise signing specifying the times for the tours and hours of operation of the facility must be in place prior to the qualification site visit by NCDA&CS. The growing area must be complete and in production prior to the qualification site visit by NCDA&CS.

If a facility produces wine or other agricultural product but does not have a growing area on the property, it would not qualify for the program. *Reference: Letter from Martha Glass (Manager, NCDA&CS Agritourism Office) dated June 23, 2008.*

Clarification Posted: 07-01-2008