Sonlight Farms near Kenly is one of many agricultural locations available on the Visit N.C. Farms app, a new initiative from the N.C. Department of Agriculture and Consumer Services.
Contributed photo

Farm tour app adds Johnston County businesses

For the Johnstonian News

SMITHFIELD — There are now more than 70 Johnston County farms and agribusinesses listed on the Visit N.C. Farms app, a new initiative from the state Department of Agriculture and Consumer Services.

The app is a digital marketing tool aimed at the 10 million residents and more than 50 million visitors to the state annually. Johnston County was one of the first counties to sign on to the program and continues to add participants.

The Johnston County Visitors Bureau, in partnership with the Johnston County Cooperative Extension and on behalf of agritourism businesses across the county, has helped to begin and maintain Johnston's presence on the app. Johnston County listings include farms, you-pick operations, farmers markets, restaurants sourcing from local farms, and even farms that double as wedding venues.

The visitors bureau will continue to work with the Cooperative Extension, the state and participating farms in the county to market the app to residents and visitors.

"There are many Johnston County farms and agribusinesses that grow or process and package fresh vegetables, meat products, plants and more. The N.C. Farms app is a great way for local farmers to market what they offer for the public and for local citizens to connect with farms and agribusinesses in our county," said Bryant Spivey, director of the Johnston County Cooperative Extension Service.

The N.C. Department of Agriculture and Consumer Services describes the app as a way to promote farms and fisheries, farmers markets, local food and drink, farm lodging, value added products, farm-to-table restaurants, community food access and special events to residents and visitors. The app also helps farmers strengthen consumer awareness and connection to local food as well as highlight products that are grown, raised, caught, made and experienced on farms across the state.

"Both agriculture and tourism remain multi-million-dollar economic drivers for the county and the new Visit N.C. Farms app offers a unique way to combine the two for the benefit of consumers and the profitability of farmers," said Johnston County Visitors Bureau President Donna Bailey-Taylor.

To download the app, visit the Apple or Android store on your phone and search "Visit NC Farms."

For more information on the app, log on to www.VisitNCFarmsToday.com. To learn more about agritourism in Johnston County, visit www.johnstoncountync.org/agritourism.