BUSINESS PLAN

LABELLE FARM TOURS

HENDRY COUNTY

MAY 29, 2015

City of LaBelle
Under The Oaks Since 1925

UF | IFAS Extension
UNIVERSITY of FLORIDA

The Greater LaBelle Chamber of Commerce

SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL
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DEO
FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

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Deliverable #5 - A business Plan for the Sustainable future operations of the tours.

Draft Due: May 15, 2015

Final Due: May 31, 2015

Executive Summary

The City of LaBelle is developing a farm tour of Hendry County's most sophisticated agricultural operations including vegetable transplant and ornamental nurseries, citrus, sod, sugarcane and vegetable production as well as one of the largest beef cattle ranches in the state. Using agriculture as the draw, the tour will also feature a variety of interesting stops to promote local assets and businesses. Agriculture is critical to Florida's economy. The University of Florida has published research that Florida agriculture, natural resources and related industries provide 1,609,139 jobs and $76.5 billion in value added impacts annually. And when it comes to green acres, the State of Florida has nearly 24 million in forests, croplands and ranches – two thirds of Florida's total land area.

Agritainment (an industry comprised of agritourism and farm entertainment) has been described by some as a new cash crop for urbanites looking for hands-on rural experiences (McKenzie and Wysocki, 2012). Agritourism generally refers to out-of-towners (a.k.a. urbanites) visiting farms. While the term "agritourism" is a recently contrived term, it is not a new concept. In the United States, it can be dated back to the late 1800s, when city dwellers would visit friends and family in the county in an attempt to escape the heat and stress of the city.

The Hendry County Extension Office has historically conducted a large farm tour, once a year where three large 65 passenger busses are hired to provide transportation for a farm tour. Participants are picked up in Fort Myers and bussed to various locations in Hendry County to experience agritourism. This has been done successfully for many years and has always sold out. The program is held over an entire day and culminates in the participants receiving a bag of fresh farm produce or other goodies.

In 2012 the City of LaBelle purchased a smaller, used 21 passenger bus to provide transportation for the Recreation Department during the summer months with the youth program, a downtown historic bus tour, the Big "O" Birding Festival and other activities by similar non-profits who needed transportation. During one of the planning sessions of the Big "O" Birding Festival it was suggested a smaller, shorter, farm tour be offered on a regular basis. This report is the result of the early suggestion and the efforts of the city to develop a farm tour to highlight the area and incorporate the concept which Mr. E.E. Goodno had many years ago, "to take in the area's charm and economic potential" (Robb, 2014).

An interested group of individuals began meeting in the summer and fall of 2014 to discuss the potential for a mini-farm tour as a regular monthly offering beginning in October and going through April or May, corresponding to the growing period and when there is the most interest. As a result of those informal meetings, a list of the area's most interesting agricultural operations was elaborated. The recently formed Florida Agritourism Association is an effort to build agritourism in the state.

Highlights

As of March 2015, Hendry County employs 16,846 workers and has an unemployment rate of 7.4% (down from 9.0% in March 2014) Hendry County's population as of 2014 was 37,895. The county's seat, LaBelle, has a population of 4,708 and the town of Clewiston has a population of 7,420.

Agriculture is the dominant industry in Hendry County with 1,583 employees. 72.5 % of land in Hendry County is used for agricultural purposes. The number one crop in the area is citrus, followed by sugar cane and fresh vegetables.

U.S. Sugar is by far Hendry County's largest employer. The Clewiston Sugar Factory in Hendry County is the largest, most technically advanced, and fully integrated cane sugar manufacturing/refining facility in the world. The factory has the capacity to grind up to 38,000 tons of sugar can per day during the harvest season. The Clewiston Refinery is the nation's first fully integrated cane sugar facility in the nation.

The tour will depend on the Southwest Florida region which is comprised of Lee, Collier, Charlotte, Sarasota, Glades, and Hendry Counties. As shown in the graph below, SWFL's population has been steadily growing and is projected to grow even more in the future.

Mission Statement

Create a farm tour that delivers an enjoyable, affordable, and informative experience that increase the knowledge and appreciation of our area's rich agricultural industry for both locals and tourists.

Vision

The LaBelle Farm Tour is a popular attraction that provides valuable information on Southwest Florida's agricultural industry and provides an entertaining experience for all customers.

Goals and Objectives

- Generate awareness and interest in the agricultural industry in Southwest Florida
- Inform the public about local agriculture and how the food they eat gets to the supermarket
- Create a entertaining experience that will draw tourists to Hendry County
- Develop a valuable educational tool to help the public gain a greater understanding and appreciation of what agriculture is about while adding to the tourism draw of a region.

Services or Products

The LaBelle Farm Tours intends to deliver farm based excursions to customers. The Farm Tours intend to guide customers in selecting a tours(s) based on pre-defined criteria. These tours will be chosen by ridership of the consumers, which include preferences such as:

- Budget
- Activities sought
- Destination, and
- Time of Travel

A traveler will hence be able to select areas of interest based on their preferences and subsequently identify destinations to visit. The intention is to provide customers with access to exclusive destinations, not just sight-seeing, and access to special interest farms according to the group's/individual's preferences.

Description of Business

Company Ownership/Legal Entity

The LaBelle Farm Tours will be operated by the local Greater LaBelle Chamber of Commerce in conjunction with the City of LaBelle. In the future as the volume expands, it is possible that a new spinoff company will be formed and the intention would be to keep this as a non-profit organization, obtaining a 501(c) 3 status.

Principal Members

City of LaBelle - Ron Zimmerly

LaBelle Chamber of Commerce – Executive Director

University of Florida: Institute of Food and Agricultural Sciences – Gene McAvoy

Funding and Project Costs

Current funding is mainly through the public and civic organizations.

The tours are $35.00 per person. The bus holds 21 people and if the tour is filled to capacity it is estimated that $735.00 would be raised per trip.

The expenses vary and the local 4-H is the major recipient of any "profits." The City of LaBelle provides the bus and charges a reduced fee based on miles and time for the driver. Currently the fee to utilize the tour bus is $2 per mile and $15 per hour. It has been estimated that a tour could cost on the average approximately $177.00.

The tour cost will fluctuate depending on mileage but the driver time stays pretty constant at $75 for the driver. The drivers will be provided by the City of LaBelle or Hendry County as both will provide insurance coverage for the employee. All bus drivers are required to hold a CDL license.

The Chamber will be paid a percentage for handling the reservations and the credit card processing fees.

Assisting Organizations

- University of Florida: Institute of Food and Agricultural Sciences
- Southwest Florida Regional Planning Council
- Florida Department of Economic Opportunity
- City of LaBelle
- LaBelle Chamber of Commerce

Location

The LaBelle Farm Tour is currently located within the Greater LaBelle Chamber of Commerce.

All tours will begin and end at the Dallas Townsend Center in LaBelle due to an abundance of parking. The tour will visit various locations across Southwest Florida including LaBelle and Clewiston in Hendry County, Moore Haven in Glades County, Fort Myers in Lee County, and unincorporated areas of Collier County.

Hours of Operation

The LaBelle Farm Tour business center is open at the Greater LaBelle Chamber of Commerce from 9am to 3pm.

Tours begin between 8:30-10:00am, but most tours will begin at 9:00am. Tours will end between 1:00pm and 2:00pm.

Pricing Structure

The LaBelle Farm Tours will offer the following price structure for tours.

Tickets	Adults (12+) - $35.00 Children - $20.00
Season Tickets (6 Tours)	Adults (12+) $200.00 Children - $150.00

Tour Scheduling/Timing, Route & Length of Tours

Tours A through L are listed on the spreadsheet below as examples and may be modified as needed due to circumstances beyond control of the City of LaBelle. Weather conditions, time of year, seasonality of asset and other factors effect the availability of each tour/asset. Most tours will start at the Dallas Townsend Center (DTC) in LaBelle at 9:00 AM and return to the DTC after lunch. Ending times will vary due to various logistics and asset locations.

All tours provided will utilize the city bus. The city bus holds 21 passengers plus the bus driver. Tour reservations will be made on a first come, first served basis. If a tour is completely sold out, names will be placed on a waiting list and contacted in the case of a cancellation. If a tour is receiving enough interest and reservations to justify a larger bus, depending on the asset location, a larger bus may be hired to accommodate the additional demand.

Tour Sites

Name of Farm/Location	Principal Activity
Mobley Plant World	Vegetable Transplants
A. Duda and Sons Farms	Cattle, Citrus, Sod and Sugar Cane
Hilliard Brothers	Cattle
Alico Ranch	Cattle
United State Sugar Corporation	Sugar Refinery, Sugar Mill, Sugar Cane
Southern Gardens Citrus	Citrus, Citrus Processing
UF/IFAS Research Center	Agricultural Research
C & B Farms	Organic and Conv. Vegetable Farm
Greg Collier	Melon
Wheeler Farms	Citrus
Barnett Partain Farms	Vegetable Transplants
English Brothers Citrus	Citrus
Buckingham Farms	Hydroponic Farming
Jamerson Farms	Vegetable Farm and Packing House
Lipman Produce	Vegetable Farm and Packing House
Collier Enterprises	Organic Vegetable Farming
Gutwein Groves	Citrus
Westcoast Tomatoes	Tomatoes and Vegetables
Curtis Honey	Honey
Patties Blueberry Patch	Blueberries

Organization and Management

Management Summary

The human resources element shall be an essential component in the delivery of the total service. By encouraging all employees to handle customers well, and by having enthusiastic, capable and empowered people interacting with our customers, we intend to build the competitive advantage of being able to comprehensively meet our customers' needs. In the future there will be a need to evaluate job performance and remuneration packages against market benchmarks to employees for their agreed and set out tasks so as to ensure they are competitive. These principles extend to accident, medical, death and welfare benefits.

Proposed Staff

Currently the Farm Tour is operated by the City of LaBelle and the Greater LaBelle Chamber of Commerce. Additional staff will be added as needed.

- Operations Manager - City of LaBelle and/or Hendry County
- Bus Driver - City of LaBelle and/or Hendry County
- Tour Operator - City of LaBelle and/or Hendry County
- Volunteers

Market Analysis

Environmental Scan

Tourism is the dominant industry in the coastal counties near LaBelle, namely Lee County. Total tourist visitation in bordering Lee County was over 5 million in 2014 with tourist expenditures of about $2.9 billion. In the last 5 years visitation has risen by 3.9% and expenditures increased by 16.2%. Lee County visitors on average stay for 9 days. Most of these tourists are repeat visitors, 7/10 tourists have visited Lee County before.

Taking all of this into account, it would be wise of the LaBelle Farm Tour to take advantage of the Lee County tourism industry. The Lee County City of Fort Myers is an estimated 41 minutes from LaBelle. The farm tour offers a different kind experience than what Lee County can offer and tourists could potentially be very interested in a rural experience. An estimated 62% of people who visit Lee County arrive via the Southwest Florida International Airport, so advertising there may be an option. Marketing in Lee County will also bring in urban locals who are interested in learning more about their region's agricultural industry.

The Challenges

- Finding/training qualified tour guides to run more tours.
- Length of tours is being tweaked.
- Catering to attendees with varying levels of agricultural knowledge.
- Where/how to market tours.
- Lack of a reputation in comparison to our competitors. This is due to the fact that we are still new on the market. However this shall be addressed as shown in the marketing section of this plan.
- The introduction of new organizational practices and personnel who have not previously worked together presents a challenge to the organization.
- A limited financial base compared to the major players in the industry.

The Opportunities

- Tours are already taking place.
- Diversity of agrotourism sites.
- High level of interest.
- Participation from existing partners, including local farms and UF/IFAS.
- Tour infrastucture is already in place.
- Feedback from past tours shows strengths/weaknesses of the current tour.
- Educate the public on agricultural importance and issues in the region.
- International tourism trends indicate that today's traveler wants a more enriching experience than that provided by conventional 'sun and sea' vacations.

Marketing

Marketing Materials

The Southwest Florida Regional Planning Council has taken a majority of the initial marketing process. The first piece of marketing material is a map of the region that pinpoints the various tour destinations. The back of the map includes descriptions of each of the stops and which tour they appear on. Information on the tour's assisting organizations and their contact information can also be found on the map.

Marketing materials (see appendix) to advertise the farm tour in addition have been created. The flyers will provide detailed information on the tour and provide contact and ticket information. The brochures will be important to the future of the tour because they will reach people who have never heard of the tour before.

Marketing Strategy

One core element of the strategy will be that of differentiation from our competitors. In terms of marketing we will ensure that our name and services are marketed on an extensive basis so that customers are aware of existence. In price, we intend to offer reasonable and competitive prices in comparison to competition and we need to be able to sustain that. Our service marketing will strive to ensure that we establish long term relationships with clients.

Access to these local farms is not available to the general public and the only way to see them is through our exclusive tours.

We are different and these tours are only available through this tour. You can't show up at farm on our tour and get a tour on your own. These tours offer exclusive access that is unavailable any other way. Customer service will be very critical to the success of the tours and the sustainability.

See Appendix for additional Marketing Materials

- Press Release
- Postcard
- Flyers

Growth Strategy

To grow the operations, the LaBelle Farm Tours will do the following:

- Join and participate in local business networking groups sharing our mission and strategy with business owners in our community.
- Have our volunteers visit local schools to talk with local children.
- Set up booths at local community events to hand out literature about our tours.
- Help local charities raise money by volunteering to help at their events.
- Advertise our webpage and Facebook page keeping both updated frequently with pictures and videos.

Communication

The LaBelle Farm Tour will communicate with its customers by:

- Providing an e-mail newsletter with farm tour schedules.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, LinkedIn, Pintrest and Tumblr.
- Providing contact information on the City and Greater LaBelle Chamber of Commerce website.

Milestones/Implementation

Milestone	Task/Action	Start Date	End Date	Projected Budget
Business Plan	Create a business plan that lays out the foundation of the farm tour	4/15/2015	5/31/2015	N/A
Marketing Materials	Create maps and brochures that raise awareness of the farm tour		5/31/2015	N/A
Develop Tours	Finalize calendar of tours and work out logistics of the various tours		5/31/2015	N/A
Acquire Staff	Hire and train staff, including tour guides, to meet the increasing tour demand	As needed	As needed	N/A
Begin Tours	Start operations with the new tour schedule and staff	10/1/2015	N/A	N/A
Break-Even	Reach and surpass the point where the tour's total revenue (including startup costs) rises above zero			

Financial Projections

Profit & Loss

PROFIT & LOSS			
	Year 1	Year 2	Year 3
Sales	$8,820	$17,640	$26,460
Costs/Goods Sold	$2,124	$4,440	$7,200
GROSS PROFIT	**$6,696**	**$13,200**	**$19,260**

OPERATING EXPENSES			
Chamber (Office & Overhead)	$882	$4,410	$7,938
Payroll (taxes, etc.)	$0	$0	$0
Outside Services	$0	$0	$0
Supplies (office & operation)	$500	$1,000	$1,500
Repairs & Maintenance	0	0	0
Advertising	$1,500	$2,500	$3,500
Accounting & legal	$0	$0	$0
Rent	$0	$0	$0
Telephone	$0	$0	$0
Utilities	$0	$0	$0
Insurance	$0	$0	$0
Interest	$0	$0	$0
Depreciation	$0	$0	$0
Other expenses			
TOTAL EXPENSES	$2,882	$7,910	$12,938

CASH POSITION w/o reserve	**$3,814**	**$9,104**	**$15,426**

Notes:

- Currently the fee to utilize the tour bus is $2 per mile and $15 per hour. It has been estimated that a tour could cost on average approximately $177.00 Year1.
- The tour will fluctuates depending on mileage but the driver time stays pretty constant at $75 for the driver. The drivers will be provided by the City of LaBelle or Hendry County as both will provide insurance coverage for the employee. All bus drivers are required to hold a CDL license.
- The Chamber will be paid a percentage for handling the reservations and the credit card processing fees. The percentage is 10% in year one, 25% in year two and 30% in year three.
- The 4-H Contribution will be $100 per trip.
- A Reserve Account will be set aside for Contingencies equal to 5% of Sales.

Cash Flow

CASH FLOW				
	Year 1	Year 2	Year 3	Total Item EST
Cash on hand				$0.00
CASH RECEIPTS				
Cash Sales	$8,820.00	$17,640.00	$26,460.00	$52,920.00
Collections from CR Accounts				
Loan/Cash Injection				
TOTAL CASH RECEIPTS	**$8,820.00**	**$17,640.00**	**$26,460.00**	**$52,920.00**
TOTAL CASH AVAILABLE(before cash out)	$8,820.00	$17,640.00	$26,460.00	$52,920.00
CASH PAID OUT				
Purchases				
Chamber (Office & Overhead)	$882.00	$4,410.00	$7,938.00	$13,230.00
Contracted Services (Bus & Driver)	$2,124.00	$4,440.00	$7,200.00	$13,764.00
Supplies (Office & Operation)	$500.00	$1,000.00	$1,500.00	$3,000.00
Repairs & Maintenance				$0.00
Advertising	$1,500.00	$2,500.00	$3,500.00	$7,500.00
Car, delivery & travel				$0.00
Accounting & legal				$0.00
Rent				$0.00
Telephone				$0.00
Utilities				$0.00
Insurance				$0.00
Taxes (real estate, etc.)				$0.00
Interest				$0.00
Other expenses				$0.00
SUBTOTAL	$5,006.00	$12,350.00	$20,138.00	$37,494.00
Loan principal payment				$0.00
Capital purchase				$0.00
Other startup costs				$0.00
Reserve and/or Escrow	$441.00	$882.00	$1,323.00	$2,646.00
Others withdrawal				$0.00
TOTAL	**$3,373.00**	**$4,408.00**	**$4,999.00**	**$12,780.00**
Less (4-H Contribution)	$1,200.00	$2,400.00	$3,600.00	$7,200.00
CASH POSITION w/Reserve	**$2,173.00**	**$2,008.00**	**$1,399.00**	**$5,580.00**

Appendix

Links/Resources

Francesconi and Stein, (2014) Expanding Florida's Farming Business to Incorporate Tourism, UF/IFAS Extension publication FOR187 found at http://edis.ifas.ufl.edu/for187

McKenzie and Wysocki, (2012) Agritainment: A Viable Option for Florida Producers, UF/IFAS Extension publication RM008 found at http://edis.ifas.ufl.edu/rm008

Robb, Matthew, (2014) Edgar Everett Goodno, A Florida Pioneer and His Ghost Town Remembered, Charleston, SC

http://www.ussugar.com/sugar/agriculture.html

http://www.visithendrycounty.com/

http://www.bebr.ufl.edu/data/series/tables/347/annual

http://www.bebr.ufl.edu/data/series/catalog/alphabetical/p

http://www.hendryedc.com/overview/

http://www.leevcb.com/sites/leevcb.com/files/2014%20Visitor%20Profile%20and%20Occupancy%20Analysis.pdf

Marketing Materials

- Press Release
- Postcard
- Flyers

Marketing Materials

City of LaBelle Farm Tour

Deliverable 5

Due: May 31, 2015

Press Release

Press Release Template:

For more media information, contact:
Insert Name and Contact Information

FOR IMMEDIATE RELEASE

LABELLE FARM TOURS PROJECT FUNDED BY DEO

FORT MYERS, FL – (INSERT DATE) - The Labelle Farm Tours project was funded by the Department of Economic Opportunity (DEO) for $25,000 to develop a farm tour of the LaBelle area's most sophisticated agricultural operations including vegetable transplant and ornamental nurseries, citrus, sod, sugarcane and vegetable production as well as one of the largest beef cattle ranches in the state.

The purpose of this grant is to help promote the City of LaBelle's, Hendry County's rich and diverse agriculture industry by developing a business plan, marketing materials, and a brochure including an artistic map depicting the tour stops. The farms tours show case the various farms in the region and educates the public on the importance of issues that impact water, land use, fertilizers, and new farming techniques.

Contact the City of LaBelle Chamber for reservations, bus tours are $35 per person.

Florida Farming
Farming was important then and it remains the single most important economic driver in Hendry County today. With citrus groves, sugar cane, ornamentals, timber and other agricultural products, Florida is one of the nation's top ten most productive agricultural states. However, small and medium-size farms in Florida are undergoing the same economic crisis as other farms in the country. Competition with industrial agricultural corporations, high business expenses and low commodity prices are challenging the feasibility of small agricultural businesses. These reasons, along with Florida's massive population growth are contributing to the conversion of small and medium-sized farms into urban development projects (Francesconi and Stein, 2014).

- # # # -

Flyer

LABELLE

FARM TOURS

HENDRY COUNTY

COME TAKE A TOUR!!

Learn about the local farms!

Choose from 12 different tours!

$35 Per Person

Tours will start at the Dallas Townsend Center (DTC) in LaBelle at 9:00 AM and return to the DTC after lunch.

EACH TOUR INCLUDES:

- A variety of interesting stops that showcase Hendry County's rich and diverse agriculture industry
- Transportation to various locations aboard an air-conditioned bus
- Knowledgeable tour guides
- Lunch stop

Some tour stops are seasonally available depending on cropping cycles and weather conditions

EDUCATE YOURSELF

Getting to know your local farmer is a powerful way to support their efforts in providing fresh food to the community! We hope you'll be inspired by the farms you see on the LaBelle Farm tour and that their products become a delightful addition to your daily meals!

It helps you (and your kids) understand how the farms operate. You will eat better and learn great ways to grow your own food.

There is no better way to support these efforts than to go out and see local farms.

CONTACT FOR RESERVATIONS: The Greater LaBelle Chamber of Commerce 863.675.0125

lchamberofcomm@embarqmail.com

City of LaBelle

UF IFAS Extension UNIVERSITY of FLORIDA

The Greater LaBelle Chamber of Commerce

SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL

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DEO FLORIDA DEPARTMENT of ECONOMIC OPPORTUNITY

Starting Point
Dallas Townsend Center

Tour A
Tour B
Tour C
Tour D
Tour E
Tour F
Tour G
Tour H
Tour I
Tour J
Tour K
Tour L

Dallas Townsend Center:

The University of Florida/IFAS Hendry County Cooperative Extension

1085 Pratt Blvd, LaBelle

The University of Florida/IFAS Hendry County Cooperative Extension Office is a partnership between the University of Florida's Institute of Food and Agricultural Sciences, the U.S. Department of Agriculture, and the Hendry County Government. Hendry County Cooperative Extension Service has "county agents" whose role is to provide education and informational services for agriculture including homeowner or hobbyist horticulture, agribusiness, households, youth and community organizations in an informal, pragmatic manner.

Postcard

LABELLE FARM TOURS

HENDRY COUNTY

YOUR LABELLE FARM TOUR MAP INSIDE

DELIVERABLE 4
FINAL
APRIL 30, 2015

City of LaBelle

UF IFAS Extension
UNIVERSITY of FLORIDA

The Greater LaBelle Chamber of Commerce

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This guide is produced by the Southwest Florida Regional Planning Council in partnership with the City of LaBelle and funding from the Florida Department of Economic Opportunity.

LABELLE FARM TOURS

HENDRY COUNTY

For reservations please contact the LaBelle Chamber of Commerce at

Phone: 863.675.0125

Email: lchamberofcomm@embarqmail.com

SOUTHWEST FLORIDA REGIONAL PLANNING COUNCIL
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Rack Card

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The Greater LaBelle Chamber of Commerce

Collier County Economic Development Council
Business Planning Center
Best Ideas • Real Solutions

DEO
Florida Department of Economic Opportunity

FARM TOUR SCHEDULE

TOUR: A

9:00 AM	Depart from Dallas Townsend Center	
9:05-9:35	Mobley Plant World	2.0 miles
9:50-10:20	West Coast Tomatoes	12 miles
10:30-11:15	A. Duda & Sons	4 miles
11:40-noon	Curtis Honey	10.0 miles
12:10-1:10	Lunch	1.0 miles
1:10-1:15	Travel to Dallas Townsend Center	2.0 miles

TOUR: B

9:00 AM	Depart from Dallas Townsend Center	
9:15-9:50	Patty's Patch	6 miles
10:20-11:05	A. Duda & Sons	12.0 miles
11:15-11:45	Barnett Partin Farms	2.0 miles
12:15-1:15	Lunch	12 miles
1:15-1:20	Travel to Dallas Townsend Center	

TOUR: C

9:00 AM	Depart from Dallas Townsend Center	
9:15-10:00	A. Duda & Sons	11 miles
10:05-10:35	Monsanto	2 miles
10:50-11:30	Alico	6 miles
11:35-11:55	OK Slough	2 miles
12:20-1:20	Lunch	15 miles
1:20-1:25	Travel to Dallas Townsend Center	1 mile

TOUR: D

8:30 AM	Depart from Dallas Townsend Center	
9:30-10:30	C & B Farms	50 miles
10:45-11:30	Billy Swamp Safari	6 miles
11:30-12:30	Lunch at Billy Swamp Safari	
12:30-1:30	Travel to Dallas Townsend Center	55 miles

TOUR: E

9:00 AM	Depart from Dallas Townsend Center	
9:15-10:15	A. Duda & Sons	11 miles
10:30-11:00	UF/IFAS Research Center	8 miles
11:10-11:45	Immokalee Fresh Farmer's Market	4 miles
12:30-1:30	Lunch	23 miles
1:30-1:35	Travel to Dallas Townsend Center	1 mile

TOUR: F

9:00 AM	Depart from Dallas Townsend Center	
9:05-9:35	Mobley Plant World	2.0 miles
9:50-10:20	Wheeler Farms	7 miles
10:30-11:00	Ortona Indian Mounds	4 miles
11:15-11:35	Ortona Locks	7 miles
12:00-1:00	Lunch	14 miles
1:00-1:05	Travel to Dallas Townsend Center	2 miles

TOUR: G

9:00 AM	Depart from Dallas Townsend Center	
9:30-10:30	Southern Gardens Citrus	25 miles
11:00-11:30	OK Slough	20 miles
12:00-1:00	Lunch	20 miles
1:00-1:05	Travel to Dallas Townsend Center	2 miles

TOUR: H

10:00 AM	Depart from Dallas Townsend Center	
10:15-11:00	A. Duda & Sons	11 miles
11:15-11:45	UF/IFAS Research Center	8 miles
12:00-1:15	Lunch	4 miles
1:30-2:00	Lipman Produce	4 miles
2:00-2:30	Travel to Dallas Townsend Center	25 miles

TOUR: I

9:00 AM	Depart from Dallas Townsend Center	
9:15-9:45	Wheeler Farms	7 miles
10:00-10:30	Ortona Indian Mounds	4 miles
11:00-11:30	Greg Collier Heaven Melon	20 miles
12:45-1:45	Lunch	24 miles
1:45-1:50	Travel to Dallas Townsend Center	2 miles

TOUR: J

9:00 AM	Depart from Dallas Townsend Center	
9:15-9:45	Patty's Patch	6 miles
10:15-10:45	English Brothers Citrus	22 miles
11:15-11:45	Buckingham Farms	20 miles
11:45-12:45	Lunch at Buckingham Farms	
12:45-1:45	Travel to Dallas Townsend Center	35 miles

TOUR: K

9:00 AM	Depart from Dallas Townsend Center	
9:15-10:00	A. Duda & Sons	11 miles
10:20-10:50	Immokalee Produce Shippers	8 miles
11:15-11:45	Jamerson Farms	10 miles
12:30-1:30	Lunch	55 miles
1:30-1:35	Travel to Dallas Townsend Center	2 miles

TOUR: L

9:00 AM	Depart from Dallas Townsend Center	
9:15-9:45	Gutsens Groves	8 miles
10:00-10:30	Barnett Partin Farms	8 miles
11:15-11:45	Collier Enterprises	22 miles
12:30-1:30	Lunch	22 miles
1:30-1:35	Travel to Dallas Townsend Center	2 miles

LABELLE FARMS TOURS MAP

Starting Point
Dallas Townsend Center

Tour A
Tour B
Tour C
Tour D
Tour E
Tour F
Tour G
Tour H
Tour I
Tour J
Tour K
Tour L

Dallas Townsend Center:
The University of Florida/IFAS Hendry County Cooperative Extension
1115 Pratt Blvd, Labelle

The University of Florida/IFAS Hendry County Cooperative Extension Office is a partnership between the University of Florida's Institute of Food and Agricultural Sciences, the U.S. Department of Agriculture, and the Hendry County Government. Hendry County Cooperative Extension Service has "county agent" whose role is to provide education and informational services for agriculture including homeowner or hobbyist horticulture, agribusiness, households, youth and community organizations in an informal, pragmatic manner.

TOUR INFORMATION — Refer to Map

NO.	LOCATION NAME	ADDRESS	
1	Mobley Plant World	1358 N Cowboy Way	LaBelle
2	A. Duda & Sons	8680 SR 29 S	LaBelle
3	Hilliard Brothers	8500 Flaghole Rd	Clewiston
4	Alico Ranch	7515 CR 832	Felda
5	U.S. Sugar Corporation	111 Ponce De Leon Ave	Clewiston
6	Southern Gardens Citrus	1520 CR 833	Clewiston
7	UF/IFAS Research & Education Center	2685 INWT 15 ROAD 29 N	Immokalee
8	C & B Farms	27532 CR 858	Clewiston
9	Greg Collier/Global	SR 78	Moore Haven
10	Wheeler Farms	14548 SR 79	Moore Haven
11	Barnett-Partain Farms	1400 CR 830A	Felda
12	English Brothers Citrus	SR 78	Alva
13	Buckingham Farms	12951 Orange River Road	Fort Myers
14	Jamerson Farms	12500 Green Meadow Rd	Fort Myers
15	Lipman Produce	515 E. New Market Rd	Immokalee
16	Collier Enterprises	5321 Ave Maria Boulevard	Ave Maria
17	Gulvista Groves	3900 Sears Rd	LaBelle
18	West Coast Tomatoes	7220 SR 29 S	LaBelle
19	Curtis Honey	3551 N. Bridge St.	LaBelle
20	Perry's Blueberry Patch	1320 Hog Walow Lane	LaBelle
21	Monsanto	2221 CR 832	Felda
22	Billy Swamp Safari	30000 Gator Tail Trail	Clewiston
23	Immokalee Fresh Farmer's Markett	114 New Market Road	Immokalee
24	Ortona Lockks	1217 Locks Lane	Moore Haven
25	Ortona Indian Mounds	SR 78	Moore Haven
26	OK Slough	6265 CR 832	Felda
27	Truck	5084 9th Street	Immokalee
28	Immokalee Produce Shippers	2065 Church Rd	Felda

ASSETS OF NON-AGRICULTURAL STOPS (LOCAL RESTAURANTS)

Log Cabin BBQ	480 W. SR 80	LaBelle
Don's Steakhouse	93 S. Hall St.	LaBelle
Forney Grill	264 N. Bridge St.	LaBelle
Beef O'Brady's	177 E. SR 80	LaBelle
Tres Pasos	870 W. SR 80	LaBelle
Pancho & Corkscrew Mexican & Italian Grill	675 W. SR 80	LaBelle

CONTACT INFORMATION

The Greater LaBelle Chamber of Commerce
125 E. Hickpochee Ave.
LaBelle, FL 33935
Phone: 863.675.0125
Fax: 863.675.6160
Email: lchamberofcomm@embarqmail.com

Chamber Hours: 8-4 PM weekdays

* Some tour stops are seasonally available depending on cropping cycles and weather conditions. Call for an update.

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Margaret Wuerstle, AICP, Executive Director

Jennifer Pellechio, MBA, Deputy Director - Economic Development

Charles Kammerer, Planning Technician

Rebekah Harp, Design & Production

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- City of Labelle
- LaBelle Chamber of Commerce