

# OKLAHOMA DEPARTMENT OF AGRICULTURE, FOOD AND FORESTRY

2800 N. Lincoln Boulevard, Oklahoma City, OK 73105-4912  
**PRESS RELEASE: FOR IMMEDIATE RELEASE**

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## **Get on the Bus to Use Humor in Agritourism Business**

The Oklahoma Department of Agriculture, Food and Forestry (ODAFF) will host a workshop for agritourism participants from across the state. The rolling workshop will be held on August 25 and will last all day. A chartered bus will depart from Oklahoma City, Oklahoma and travel to four central Oklahoma agritourism destinations.

Agritourism is a term coined for farms and ranches that invite the public to enjoy activities and experiences based on agriculture. A recent Oklahoma State University study found the total contribution of 350 agritourism businesses to Oklahoma's economy is about \$64 million.

Coordinated by ODAFF Agritourism Program specialists, this rolling workshop will focus primarily on how agritourism entrepreneurs can "Use Humor in Your Business." Participants will be able to see the successes of four notable agritourism operations that incorporate humor into their daily operations. The group will also learn tips on how to excel at customer service.

"Humor is often overlooked as a business tool," Agritourism Coordinator Becca Lasich said. "You don't have to be a stand-up comic to use humor effectively in a business setting."

Farmers and ranchers who open their properties to guests can benefit from learning successful customer service techniques to relieve stressful situations and ensure guest satisfaction. Sometimes guests don't understand a farm's rules or don't want to follow them, but might be more willing if the explanation comes with a bit of humor according to Lasich. Popular fall activities like hay and corn mazes can ease the tension for lost or "cornfused" guests with funny signs.

Agritourism participants on the tour will gain key fundamentals of highly successful programs and ideas for implementing them in their own businesses. For more information on the Oklahoma Agritourism Program or the upcoming Central Oklahoma Rolling Workshop, please contact Becca Lasich at [becca.lasich@ag.ok.gov](mailto:becca.lasich@ag.ok.gov) or 405-488-7532 and Lori Coats at [lori.coats@ag.ok.gov](mailto:lori.coats@ag.ok.gov) or 405-420-9242. The tour is limited to the first 50 people who RSVP.

The tour will depart from ODAFF's headquarters building located at 2800 N. Lincoln Blvd., Oklahoma City, Oklahoma 73105 at 7 a.m. and return at 5 p.m. The tour will cost \$25 payable at the door. Lunch, snacks and water will be provided at no additional charge.

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Photo caption: Participants in the Central Oklahoma Rolling Workshop will tour four Agritourism Program sites to learn how to use humor effectively in business.

DON'T GET CORN-FUSED  
STAY ON THE PATH

