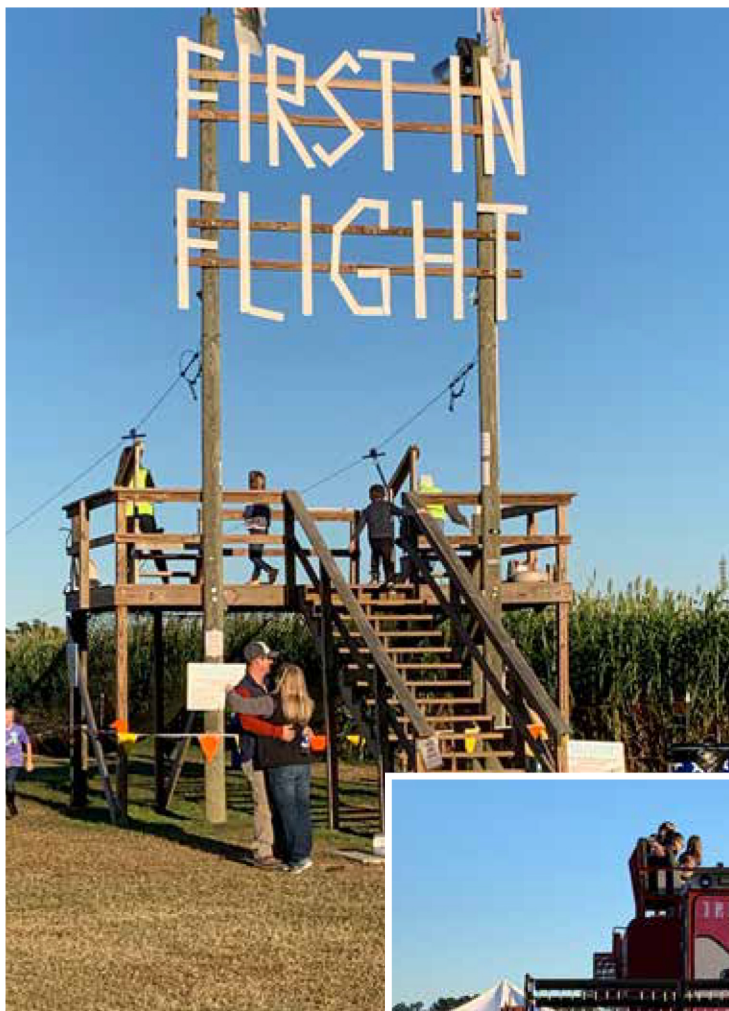


Hubbs Farm in NC keeps rocking on...

By Dennis Macready



to service, Hugh McPherson's vibrant personality combined with his ability to think outside the square and the perfect mix of Tammy Peterson's personality and marketing ability combined with husband John's hands on ability to create attractions that work.

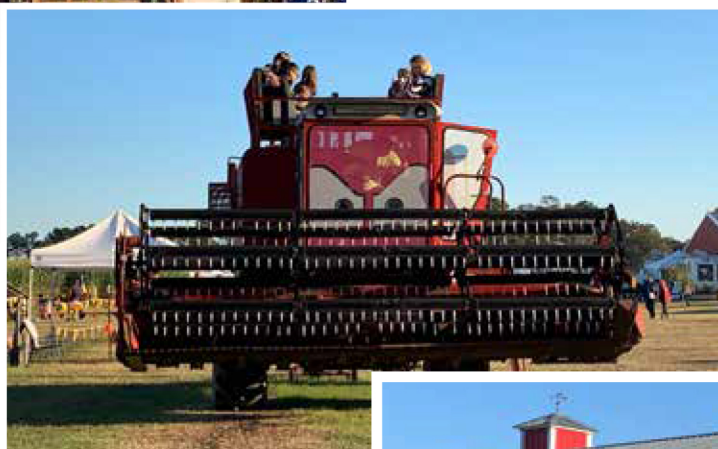
Sunday's weather was perfect for a visit to Hubbs. At first glance the car parking was overflowing- a good sign! Tammy and John gave Merryly and I a very informative tour around the farm, stopping along the way to impart their history and knowledge to do with each attraction and the story around each product.

Bounce Pillow, Jump Pad, Corn Cannon, Gem Mine, Sand Mountain, Zip Line, Express Train, just to mention a few along with Cranky the Combine, Barrel Train, Tire Mountain, Slides, Hay Rides and of course their Pumpkin Patch and a very large Maze.

Over the 12 years of operation each year new events and attractions are planned in order to ensure visitor numbers remain on the rise. Covering fifty acres of which thirty are used, ten for the maze with twenty used on attractions leaving twenty acres for expansion.

Strong supporters of NAFDMA (Farmers Direct Marketing Association) Tammy and John regularly attend farm tours arranged by the association along with the annual conference held each February.

For more info visit:
www.hubbsfarmnc.com/



AFTER visiting Lucky Ladds in Tennessee and Maize Quest farms in Pennsylvania on our farm tour last Sunday we were very fortunate with both weather and hospitality when visiting Tammy and John Peterson's Hubbs Farm in North Carolina.

It would appear that for a successful agritourism farm some common links appear. Enthusiasm and dedication combined with the ability to react to the market and have a real sense on how to engage

with that market. It also helps to have the onsite ability to create and hand make affordable, simple attractions that fill the commercial activities that are on offer.

All three farms visited cover these steps admirably- Amy and Jason Ladd's dedication

