

PEARL RIVER COMMUNITY COLLEGE

NEWS & INFORMATION

101 HWY. 11 N., POPLARVILLE, MS 39470

601 403-1312; 601 403-1328

ALWAYS MISSISSIPPI'S FIRST

Sept. 1, 2015

Agritourism can bring in big bucks

(Photo attached; caption below)

POPLARVILLE - Combining agricultural and tourism can be a significant source of community income, Rachael Carter told members of the Poplarville Area Chamber of Commerce during a Lunch and Learn meeting on Sept. 1.

Several annual events, including the Blueberry Jubilee and the Thunder on the Pearl rodeo, fit the agritourism niche, she said.

The meeting was held at Pearl River Community College, which had its beginnings as an agricultural high school.

"Agriculture is what has sustained Poplarville and Pearl River County throughout the years," said Mayor Brad Necaie in his introduction of Carter. "All we need to do is access what we have to thrive, to be successful."

Agritourism narrows the gap between the realities and perceptions of agriculture through farm tours, petting zoos, tractor shows, rodeos, trail rides, barrel racing and livestock shows, she said.

"Agritourism can be and probably is a very strong part of your economy," Carter said. She works with the center for Technology Outreach at the Mississippi State University Extension Service and described herself as a "horse person."

She cited research showing family average spending of \$750 at a three-day livestock show.

"Tourism frequently brings in people who have a higher income than the local region," Carter said.

The program also included a presentation by Dr. Amy Townsend on PRCC's Quality Enhancement Plan.



Rachael Carter of the Mississippi State University Extension Service discusses agritourism during the Sept. 1 Poplarville Area Chamber of Commerce's Lunch and Learn at Pearl River Community College.

PRCC Public Relations photo

Pearl River Community College offers equal education and employment opportunities. We do not discriminate on the basis of race, religion, color, sex, age, national origin, veteran status, or disability. For inquiries regarding the non-discrimination policies or to request accommodations, special assistance, or alternate format publication, please contact Tonia Moody, ADA/Civil Rights Coordinator, at P.O. Box 5118, Poplarville, MS 39470 or 601 403-1060.
Janet Braswell
PRCC Public Relations assistant
601 403-132