



'Fresh from the Field' digital passport trail launches

Initiative encourages support of agritourism businesses

STATE COLLEGE, PA, March 1, 2024 – The Happy Valley Adventure Bureau (HVAB) and the Chamber of Business & Industry of Centre County (CBICC) announced a new initiative to support local farmers and agritourism destinations with the launch of the *Fresh from the Field* digital passport trail.

From pick-your-own blooms to field-to-fork dining and gourmet local foods to cow-to-cone ice cream, the *Fresh from the Field* trail takes passport holders to 16 stops to experience Centre County's rich agricultural heritage and enjoy what is grown, crafted, and produced in Happy Valley, PA.

HVAB President and CEO Fritz Smith said the HVAB collaborated with a company popular with other destination marketing organizations – Bandwango – on the development of the digital passport. Bandwango's signature technology allows communities to organize things to do into experiences that integrate directly into websites, delivering a seamless user experience for customers.

After downloading the free pass onto a mobile device, passport holders earn points for GPS-based check-ins at participating trail locations. They can then redeem those points for exclusive trail branded merchandise. Many businesses on the trail are also offering noteworthy deals and discounts for purchases made.

-more-

“Supporting Centre County’s ag-focused businesses has been the goal of Happy Valley Agventures since the initiative launched nearly five years ago,” Smith said. “The Fresh from the Field trail is a fun new way to promote our agritourism offerings, while rewarding residents and visitors for doing so.”

The digital passport is easily downloadable onto mobile devices from the [HVAB website](http://www.happyvalley.com/fresh-from-the-field-trail) (www.happyvalley.com/fresh-from-the-field-trail).

Destinations on the trail are:

- Rooted Farmstead
- Wasson Farm
- Way Fruit Farm
- Tait Farm Harvest Shop
- The Heirloom Farmer
- Nittany Valley Creamery
- Berkey Creamery
- Meyer Dairy
- Pine Grove Hall
- RE Farm Café
- Elk Creek Café + Aleworks
- Harner Farm
- Goot Essa
- Kinfork
- Pasto Agricultural Museum
- Penn’s Cave & Wildlife Park

“The Fresh from the Field trail not only offers an adventure through the array of agritourism experiences in our region, but also cultivates economic growth right here in Centre County,” said CBICC President and CEO Greg Scott.

Smith expects the new trail will also provide continued awareness about the more than 60 destinations that comprise Happy Valley Agventures.

“The trail includes specific establishments, but Centre County’s overall agriculture and agritourism product is quite robust and ever evolving, featuring plenty of memorable, enjoyable, flavorful and educational experiences,” Smith said. “I encourage residents to make it a goal to not only complete the trail but visit all of the Agventures destinations.”

The Fresh from the Field trail expires March 1, 2025, giving passport holders ample time to earn points, take advantage of unique offers and collect fun prizes in the process.

Happy Valley Agventures is a joint initiative of The Happy Valley Adventure Bureau and the Chamber of Business & Industry of Centre County.

###