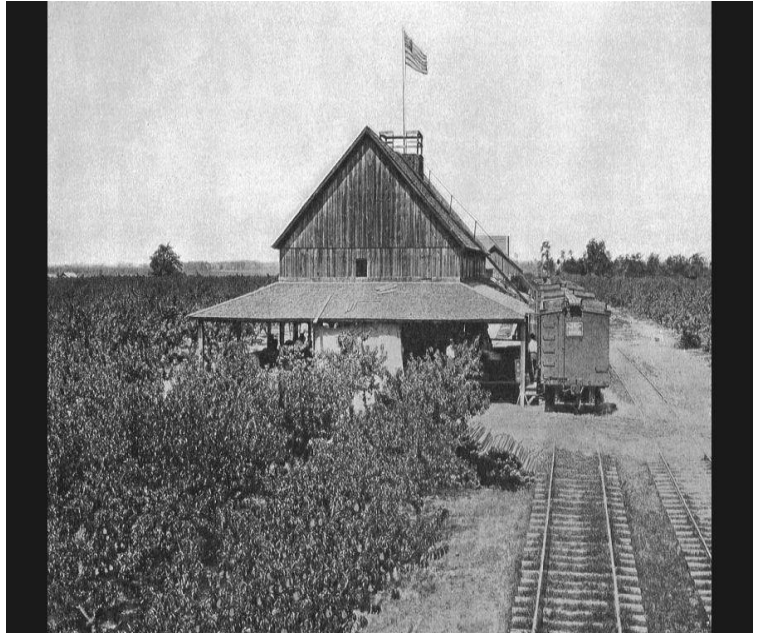


Member Spotlight-Lane Southern Orchards And Harvest Hosts Together Are Increasing Profits One Camper at a Time!

What started in 1908 as a peach and row-crop farm, then a cinder block building for the sales team to sell peaches out of evolved into a major Agritourism Business for 425, 000+ visitors a year! Lane Southern Orchards is the largest growers of both peaches and pecans in the state of Georgia.

In the beginning, folks passing by the building would stop and knock on the door and ask if they could please buy peaches. As a result, the Lane family bought a picnic table and hired a college student on summer break to sit at that table and sell peaches. They were astounded at the number of sales in three short months of peak peach season!



The second year of selling peaches off the picnic table, they added an Ice cream churn in the kitchen and began selling ice cream made with culled peaches. They continued adding ice cream makers each year to keep up with demand! Eventually they ran out of room and purchased a machine to do what they had been doing manually. In time, they added a few rocking chairs to the front porch to complete the whole southern hospitality experience.

One picnic table, a shared chicken salad sandwich, an ice cream shop, fruit bar and four rocking chairs eventually turned into the Peachtree Café complete with a Bakery, a Roadside Market with fresh produce, gourmet items, craft beers & wine, a Cleaning Plant, and a Packing House. The farm has grown to over 13,000 acres, 5,000 acres of peaches, 6,000 acres of pecans and 5 acres of U-pick strawberries in the spring, and a 6-acre corn maze in the fall.



Not liking the answer “the grocery store” that they got from *little patrons* when they asked them where their food came from, the Lane family began hosting field trips for the area schools to educate kids about growing food and farming. “The top two industries in Georgia are agriculture and tourism,” stated Wendy Barton, Lane’s Marketing and Public Relations Director, “the Lane family were among the patriarchs of Agritourism. They were doing both agriculture and tourism before there was even a word for it!” Located just off I-75 at Exit 142, five miles West in Fort Valley, Lane Southern Orchards hosts berry picking field trips, special events, and campers all year long.

“We started the Harvest Hosts program in 2020. It’s been a great partnership,” Barton stated, “our business is quite slow during January, February, and March. Working with Harvest Hosts allows us to increase business during those normally sluggish months.”

Since 2020 they have hosted thousands of RV campers. They host 10 campers a day all year long, during peak growing season they cut that number to less than half, due to crowded parking lots. They have quickly grown into one of the top three destinations of the more than 3500 current Harvest Hosts locations that include farms, orchards, wineries, and many other attractions that invite RVer’s to stay overnight free of charge.



Barton said that the campers are committed to the program and follow a code of conduct that Harvest Hosts puts in place, which includes purchasing from the hosts, and that has dual benefits. They can capture that contact information and market specifically to those customers. She hasn’t been able to track every single transaction that occurs through Harvest Hosts, but she has captured enough information to know the benefits are definitely significant!

Barton said she gets an email from Harvest Hosts every morning telling her who is going to be staying that night, which can also be accessed anytime through Harvest Hosts website. “Prior to Harvest Hosts, we literally could have closed our doors during January, February and March,” Barton noted, “but we still have workers and expenses to consider, Harvest Hosts helps us maintain a strong business during our slow times.”

Wendy encourages farmers and businesses to get creative. “If you have a parking lot, a pasture or a driveway join this program,” she said, “It costs businesses nothing to be a host, plus you get Harvest Hosts privileges for being a host. It’s a win-win!” She also pointed out that businesses that have the ability to be pet and family friendly will enhance their camper’s experiences and have even more success. As a life-long camper she appreciates the ingenuity that it took to start and expand the Harvest Hosts business.

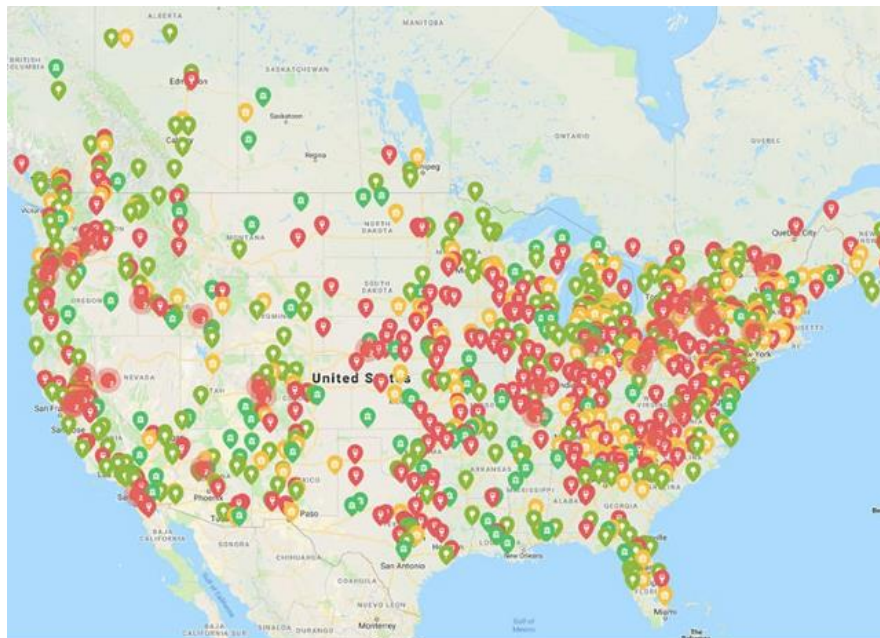


Harvest Hosts-Unique/Free Marketing

Our members spend millions of dollars each year while visiting Harvest Hosts locations.

Are you looking for a unique and FREE marketing option or additional revenue stream for your business? Harvest Hosts [“Host Location Program”](#) is a cost-free opportunity for small businesses (“Hosts”) to share their offerings with our members by simply opening up space for an overnight stay. Harvest Hosts members spend millions of dollars each year while visiting Host locations.

The program that provides access to a network of stunning locations completely free to members, in return for supporting the local businesses that they visit. Harvest Hosts connects self-contained RVer’s to the hidden gems of Real America, where they find unique experiences and make lasting memories with family and friends.



Harvest Hosts has been around since 2010 but has grown exponentially since 2018 from 3,000 members grown to 225,000 members, currently. They have expanded from 6 employees a year ago, to 50 to date and host locations have grown to more than 3,500 farmers/ranchers, orchards, wineries, breweries, golf courses and other unique attractions.

“The business exploded during the pandemic.” Noted Harvest Hosts Partnership Coordinator, Sash Hickey, “we were a bit pandemic proof because people were still traveling, many people bought RVs and had no place to go because the commercial campgrounds were full.

Harvest Hosts is conscious of small farm and business operations. Hosts pay nothing to be a part of Harvest Hosts. There is no participation fee and no out-of-pocket expenses to hosts who belong to Harvest Hosts. ([Learn more](#))



Campers are required to be self-contained. Hosts do not provide water, sewer, or electricity for campers (unless they want to do so, then they may charge a nominal fee). Hickey said, “the campers come to Harvest Hosts come because they want to support small businesses and they are looking for a unique place to stay not a traditional campground.” Harvest Hosts accommodations are typically only one-night stays (multiple night stays can be arranged on a case-by-case basis). Campers are encouraged to follow Harvest Hosts guidelines including supporting the farmer/business with purchases of products, meals, fuel, etc.

[Camper members](#) pay a small yearly membership fee to Harvest Hosts, giving them access to

- On-line directory all 3500+ Hosts and their individual information pages with descriptions, web addresses, photos, reviews and more.
- Membership Dashboard that allows you to-
 - Request a stay
 - View and make changes to your account.
 - Download your Harvest Hosts membership card and vehicle badge.
 - Upload your reviews and photos for the Hosts you visit on your travel adventures.
- Interactive Host Map that allows you to-
 - Search Hosts by State, Locations, or Route
 - Create trips and save Hosts that look interesting to you.
- Savings of over \$700 in additional discounts through Harvest Hosts external partnerships.
- Harvest Hosts App for your mobile device
- Monthly Newsletter
- Member Success Team dedicated to helping you.

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