



**FOR IMMEDIATE RELEASE:  
Agritourism Website Ready For New Member Sign-Ups**

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(St. Louis – July 1, 2008) – The stampede is on to vacation in the countryside for a day, or a whole week, as urbanites flock to American’s farms, ranches, and wineries to rediscover fresh air and outdoor fun. Leading the charge is a new website, [www.RuralBounty.com](http://www.RuralBounty.com), a North American directory of the rich bounty of the rural countryside, including farm fresh products, activities, entertainment, attractions, and family events and festivals.

Rural Bounty™ seeks to become the premier listing for all farms, ranches, wineries, CSA’s, Farmers’ markets and other businesses with rural roots, according to its creator, Jane Eckert of Eckert AgriMarketing, one of the leading Agritourism experts in North America, and a sixth generation farmer’s daughter.

“North America needs a single website where you can quickly and easily search for a farm or a ranch, an activity such as a hayride or pumpkin patch, or for a special event, such as a winefest or a spring strawberry festival,” Eckert said. “RuralBounty.com allows you to choose a state, province, city, a zip code, a product, or a special activity, and our dynamic search engines will help you locate exactly what you are looking for in just a matter of seconds.”

Membership listings in the mega-website are just \$45.00 annually for a basic membership or \$125.00 for a premier membership, and are available to all businesses with a rural base, including farms, ranches, wineries, farmers’ markets, bed and breakfasts, CSA programs, organic farms, farm stands and markets, rural lodging, and outdoor sports such as hunting lodges and cross country ski lodges. Each member will have a full web page listing, with a description of their business plus an extensive listing of their products and services.

“Each new member has an opportunity to select from more than 500 products, activities and services that describe their business. These responses are then scanned by the search engines, and shown on the member’s respective websites,” said Eckert. “Our premier members will also be able to add additional descriptions and photographs to illustrate their page.” Every member’s page will provide their address, phone number, email address, and a link to their website, if they have one, she said. “If not, this website at least will provide them with a presence on the internet on a major site frequented by the public!”

The new website also provides an ideal environment for individual farm advertisers, allowing them to target customers looking at specific activities or locations related to their business. “Advertisers find the dynamic search engine capability perfect for communicating with their prospective customers, matching the buyer’s interest with the products they have available,” said Eckert. Farm suppliers will also have targeted advertising placements available to reach the farm membership.

Businesses with a rural base are encouraged to sign up immediately by going to [www.ruralbounty.com](http://www.ruralbounty.com). The site has begun signups now for all farms, ranches, winery, farmers’ markets, CSAs, outdoor recreations, rural lodging, and related advertisers, and intends to attract a sizable listing prior to this year’s fall harvest. Each member is also encouraged to list their special events on the website, and by fall, there is expected to be an extensive list of fall festivals and October celebrations listed by location and date.

For more information, visit [www.ruralbounty.com](http://www.ruralbounty.com), email [info@ruralbounty.com](mailto:info@ruralbounty.com), or call Jane Eckert, at 314-862-6288.