

WEMPLE'S PUMPKIN PATCH

Dena and Fred Wemple

FIRST YEAR OF WEMPLE'S PUMPKIN PATCH

- Opened in 1994
- 1/3 of an acre
- Open Friday, Saturday, Sunday
- Craft tent
- Food trailer-ish
- Hunting trip
- Naïve



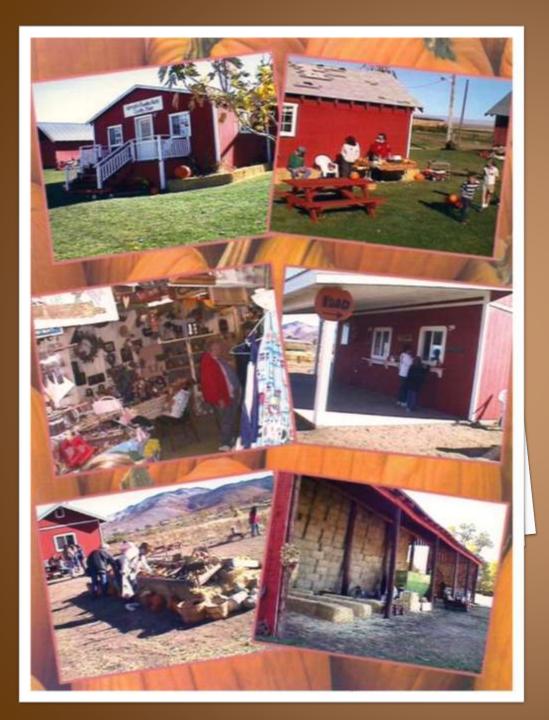
THE FIRST YEAR



THROUGH THE YEARS

- Built gift shop
- Planted lawn and trees
- Built a commercial kitchen
- Expanded pumpkin crop to 10 acres
- Corn Maze

- Converted to drip irrigation
- Mechanical weeder
- "Bird Condo"
- Wedding venue



STORE AND KITCHEN



CORN



LAWN



PUMPKIN PATCH



PLANTING WITH DRIP IRRIGATION



MECHANICALLY WEEDING



CONDO"



WEDDING VENUE

CHALLENGES

- Expansion
- Growth
- Social media

AGROTOURISM

- Additional crop
- Finished with other operations/offseason
- More potential

CUSTOMERS

- Local schools
- Families
- Family friends
- Northern California and Nevada

MARKETING

- Word of mouth
- Radio
- Newspaper
- Magazine
- Social media

FUTURE PLANS

- Turn the family business over to the kids
- Retire (or at least try)
- Some expansion
- Trial and error
- To be better businessmen



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QUESTIONS?