



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 MAZE



LAWN
AREA



PUMPKIN PATCH



PLANTING WITH DRIP IRRIGATION



MECHANICALLY WEEDING

“BIRD
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



1927 MODEL D

1927 MODEL T



QUESTIONS?