

Morris County Tourism Bureau Launches New Farm Trail Passport

Program Highlights Local Agriculture & Seasonal Experiences at Participating Farms

MORRISTOWN, NJ, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- The Morris County Tourism Bureau has launched the Morris County Farm Trail Passport, a new initiative inviting residents and visitors to explore the county's farms, markets, orchards, wineries, cideries, seasonal festivals and other agricultural attractions throughout the year.

The Morris County Farm Trail Passport will officially launch on Tuesday, Aug. 11, at Riamede Farm in Chester, bringing together participating farms and local leaders to celebrate the new program and Morris County's agricultural community.

Developed in collaboration with Morris County's farming community, the Farm Trail Passport connects participating farms and encourages visitors to discover new destinations and support local farms and businesses. The program invites visitors to return throughout the seasons to experience the diversity of the county's agricultural offerings, including locally grown products, family activities and seasonal events.

"Our farms each have their own unique story, but together we create an experience that truly showcases the diversity of agriculture in Morris County," said Ashley Asdal, owner of Riamede Farm and member of the Morris County Tourism Bureau Board of Directors. "It has been exciting to work alongside fellow farmers to create a trail that makes it easier for people to discover everything our local farms have to offer. We hope the Farm Trail Passport encourages people to visit new farms, support local agriculture, and return throughout the seasons to experience

MORRIS COUNTY FARM TRAIL



Morris County Farm Trail Passport, a new year-round agritourism initiative connecting visitors with participating farms throughout Morris County.

everything Morris County has to offer."

Passports are available at all participating farms and at the Morris County Tourism Bureau, 6 Court Street, Morristown. A PDF may also be downloaded and printed from the Morris County Tourism Bureau website at www.morristourism.org

Stamps are collected after visiting each destination. Visitors who collect stamps from five or more participating farms will receive a Morris County Farm Trail gift. Those who complete the entire passport will be entered into an annual Grand Prize drawing for a basket valued at approximately \$1,200, featuring products, merchandise, gift certificates and experiences donated by participating farms and partners.

Completed passports submitted by Sept. 15 will receive one additional bonus entry into the annual Grand Prize drawing.

"Agriculture has long been part of Morris County's identity, and the Farm Trail Passport encourages residents and visitors to experience our local farms and support the families behind them," said Morris County Commissioner Director Stephen Shaw. "Through Morris County's nationally recognized [Farmland Preservation Program](#), we have helped to preserve 143 farms -- and counting -- ensuring that many of these working farms remain a permanent part of our communities and local economy. Beyond the farms participating in the Farm Trail Passport, we also encourage everyone to explore the [Morris County Farmland Preservation StoryMap](#) developed by our Office of Planning and Preservation to learn about all the farms preserved throughout the county."

The farms participating in the Morris County Farm Trail Passport program include:

- Alstede Farms
- Ashley Farms
- Bader Farm
- Hawk Ridge Farm
- High View Farms
- Hoppy Valley Farm
- Miller's Hill Farm
- Ort Farms
- Riamede Farm
- Stony Hill Farms
- The Feisty Pepper Garden Market
- Union Hill Farms
- Wightman Farms

"Visitors today are looking for authentic experiences that connect them with the places they visit, and the Morris County Farm Trail does exactly that," said Samantha Rutledge, director of Tourism

& Strategic Partnerships for the Morris County Tourism Bureau. "Whether you're picking apples in the fall, enjoying fresh berries in the summer, visiting a farm market in the spring or shopping for holiday greens in the winter, there is always something new to discover. We hope the passport inspires families to visit places they've never been before while supporting our local agricultural community."

The Morris County Tourism Bureau received financial support for this initiative from the Morris County Board of County Commissioners. The Bureau also recognized Brand Enchanting Media for its work developing the Farm Trail brand, passport, visitor experience and marketing strategy.

About the Morris County Tourism Bureau

The Morris County Tourism Bureau is the official destination marketing organization for Morris County. The bureau promotes Morris County as a travel destination by showcasing its history, arts and culture, outdoor recreation, agritourism, dining, shopping and year-round attractions while supporting local businesses, strengthening the county's visitor economy and enhancing quality of life for residents and visitors. Learn more on our website at www.morristourism.org

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