

WELCOME



Plumas-Sierra Agtourism Workshop Series



United States
Department
of Agriculture

National Institute
of Food
and Agriculture



Feather River Land Trust, Plumas
County Tourism Council, Plumas Arts,
Sierra Booster, and other local partners



BRITISH
COLUMBIA
MINISTRY OF
AGRICULTURE

FARM DIVERSIFICATION THROUGH AGRI-TOURISM



A Manual to Guide Agri-tourism Development in British Columbia:
April 10, 2015



National Extension Tourism Conference, Galveston,
Texas – October 27-29, 2016

Dr. Nicole L. Vaugeois

*BC Regional Innovation Chair in
Tourism and Sustainable Rural Development*



Follow her blog: www.sustainable.ruraltourism.ca

“...tremendous concern relates to the stress and uncertainty within agriculture threatening the future of the family farm in Canada. The major concerns are the replacement of the family farm with corporate farms, financial barriers prohibiting young people from entering farming, increasing regulation burden on farms, farming and farmland, and a lack of understanding about the importance of agriculture and the benefit it holds for society.” *(Ainley, 2012; Martz & Brueckner, 2003, p. iv).*

The Same Can Be Said of USA Family Farms



Potential Benefits To Farms, Communities, Visitors & Tourism Industry



Benefits of Agritourism for Farms

- Generates additional income
- Creates additional job opportunities
- Improves living and working conditions on the farm
- Develops skills in managing, entrepreneurship and communications
- Spreads awareness about local agricultural venues and products
- Educates visitors about food security
- Increases farm resilience and prosperity
- Creates opportunities that keep family members on the farm
- Can generate off-season revenue



Benefits of Agritourism for Host Communities

- Generates supplement revenue for local business community from visitors
- Builds support for farming and agriculture in the region
- Preserves rural land, buildings and heritage
- Revitalizes local traditions and history
- Contributes to rural development
- Provides opportunities for cultural exchange
- Promotes regions tourism experiences



Benefits of Agritourism for Tourism Operators

- Expands the length of the tourism season
- Diversifies tourism services for visitors
- Integrates new market niches
- Increases the flow of tourists into the region

IF you're Interested, Willing and Able, YOU CAN SHARE AgriCULTURE



Tangible Products

- Customers can see, feel, touch or taste them prior to purchase
- The producer has control over quality and can ensure consistency
- There is some ability to store unsold products for future sales



Intangible Products "Visitor experiences"

- Customers cannot see, feel, touch or taste prior to purchase and have to imagine the benefits that will result in the experience
- The producer has less control over the quality and consistency of the experience due to factors outside of their control (i.e consumers, weather)
- Experiences are highly perishable and cannot be stored for future sales

People don't just want stuff, they want **Meaningful Experiences...**



Purchase products

Gate sales, markets,
restaurants, stores

Increases demand for
products



Visit farms (day trips)

Education, events,
activities, U-pick,
demonstrations

Diversify farm revenue
streams



Stay on farms (overnight)

Farm stays in venues like
Bed, Bale and Breakfast,
camping, cottages, cabins,
Teepees, Yurts, etc.

Diversify farm revenue
streams

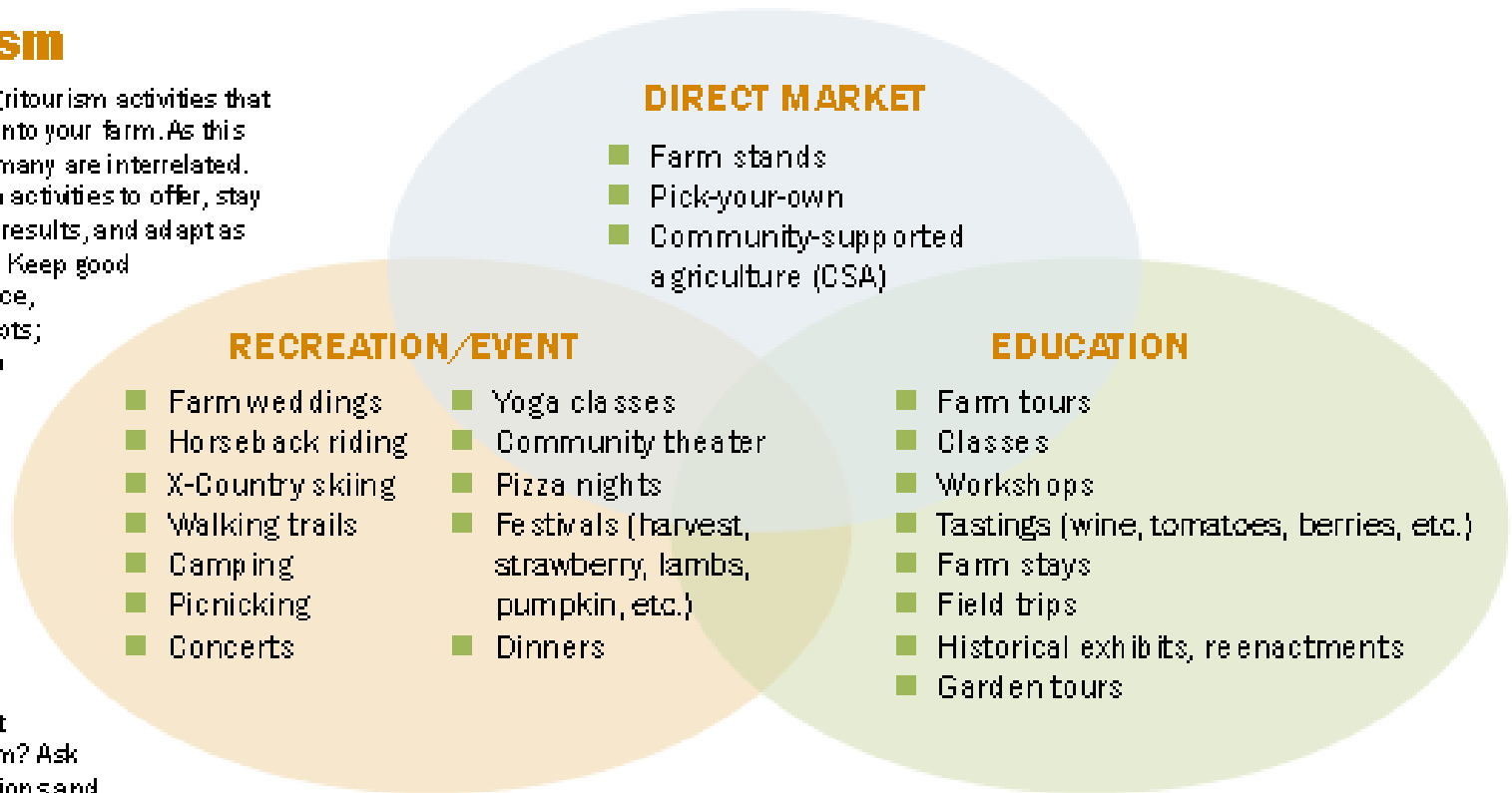
Tangible products

Intangible product: experience

Continuum of exposure to tourists

Agritourism

A small sample of agritourism activities that you might integrate into your farm. As this diagram illustrates, many are interrelated. As you choose which activities to offer, stay flexible, assess your results, and adapt as you gain experience. Keep good records on attendance, expenses, and receipts; how customers learn about you, and, of course, your overall well-being. Do your programs help you reach one of your farm's goals? What do you most enjoy about guests, and what do guests most enjoy about your farm? Ask yourself these questions and more as you plan for visitors.



WHAT is It? WHO do I want to invite to my Farm/Ranch? WHEN do I want to do it?

**Assessing Your Farm for Agritourism,
University of Vermont, December 2014**

www.uvm.edu/vtagritourism

Neck deep:

Invite visitors overnight to your farm for authentic experiences (overnight)

- Farm stays
- Bed Bale Breakfast
- Wwoofing
- Camping

Waist deep:

Invite visitors to your farm (day)

- Gate sales
- Demonstrations
- Activities and events
- Education

Knee deep:

Place products in front of visitors

- Farm markets or stores
- Links with restaurants



**How invested do YOU want to be
in Agritourism?**

Neck deep:

Invite visitors overnight to your farm for authentic experiences (overnight)

- Changes the activity of the working farm but opportunity for better returns
- Requires investment in farm enhancements to host visitors, provide activities, etc.
- Requires expanded business network and engagement with tourism partners
- Requires a focus on visitor experience (customer service, interaction)

Waist deep:

Invite visitors to your farm (day)

- Changes the activity of the working farm but opportunity for enhanced returns
- Requires investment in farm enhancements to host visitors (**volume**), provide activities
- Requires expanded business network and engagement with tourism partners
- Requires a focus on visitor experience (customer service, interaction)

Knee deep:

Place products in front of visitors

- Core activity of the farm remains the same
- Visitors provide additional customer base for sale of farm products

Knee Deep



Numerous examples – most farms do not recognize the role that tourism plays in generating demand for their products and thereby, their overall success.

YELLOW POINT
Cranberries



Welcome,
we are a family owned and operated
cranberry farm.

Little
Qualicum
Cheeseworks

Morning Star Farm

Certifications | Contact

ABOUT US

OUR CHEESES

WHERE TO BUY

WHAT'S NEW



WINE WITH YOUR CHEESE?

Waist Deep

More Engaged-Value Added-Experiences

Only, if YOU, Your Farm/Ranch & Community are Ready



“... a love of farming, a passion for wine, and the joy of cooking” !

Please click on the images below to visit each part of the site.

An organic farm



Natures Way Farm

A fruit winery



Blue Moon Estate Winery

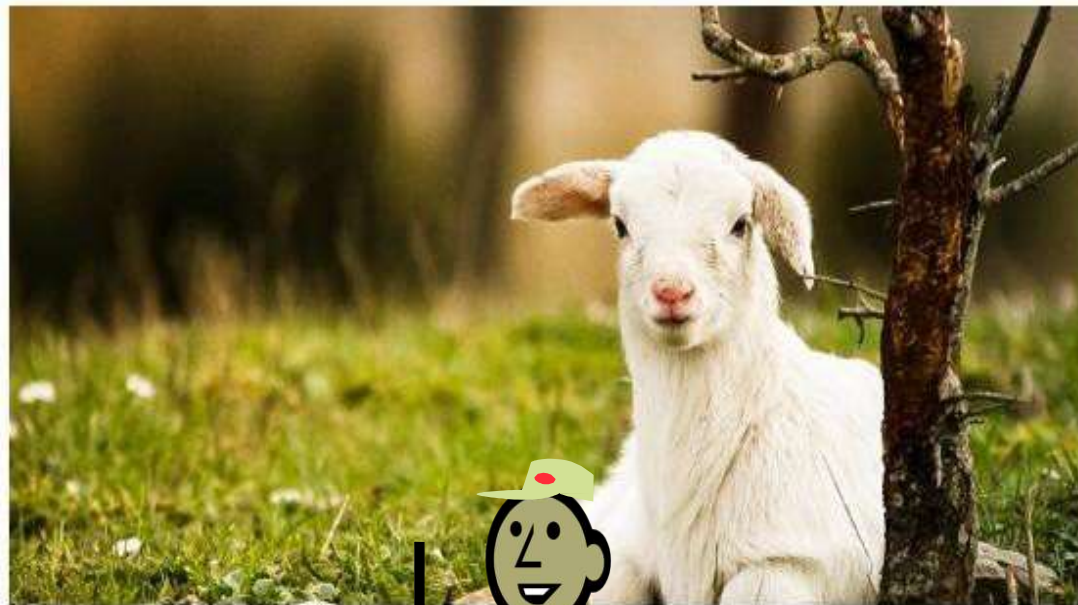
A culinary studio



Blue Moon Kitchen



An agritourism and wine and culinary tourism destination in the Comox Valley. Come to our beautiful farm and experience time on the farm with a farmer, time in the winery with a winemaker and time in the kitchen with a chef.



\$258+ Tax (Gratuities are not included).
- 2 Nights in a Harbour View Room
- Salt Spring Lamb Tour

Salt Spring Lamb
Tour



Plan a Visit

Arrival Date
2014-02-06

Nights	Adults	Kids
1	1	0

Under 13

[Check Availability](#)

[Full Availability Calendar >>](#)

Specials & Packages



January &

Neck Deep

Probably NOT how you want to get started...Better to begin small & grow your business.



It's NOT a Yellow Brick Road

We'll work together to Help YOU Understand Risks and Rewards to Decide IF you want to get involved and if so, How Deep to Provide Authentic Quality Experiences




Potential Costs of Agritourism for Farms



- Rezoning or development application fees if current local government regulations do not permit the intended uses
- Additional investments to the farm to hosting visitors
- Interference with other farming businesses
- Financial risk, increased liability and extra taxation
- Understanding and adhering to additional policies and regulations
- Requires developing new marketing strategies to reach visitors
- Recruitment and training of employees
- Neighbour and nuisance complaints

Don't Want Anyone Hurt or Hung Out to Dry





Planting a seed, cultivating, reaping what you sow---both farmer and artist share these activities. Both are independent, hard-working, passionate and creative people—

"Creative thinking is now the world's most valuable commodity: it can't be outsourced or automated, and it generates the innovations that lead to new businesses and industries."

Please Share a Key Intention

