

Engaging the Public on Working Farms: Successes and Challenges of Agritourism

National Farm Viability Conference ~ September 27, 2013



SHELBURNE FARMS
Cultivating Change for a Sustainable Future



Presenters

- Lisa Chase, UVM Extension
- Mari Omland, Green Mountain Girls Farm
- Don and Judy Leab, Ioka Farm
- Vera Simon-Nobes, Vermont Farms Association and Shelburne Farms



Questions

- Where are you from?
- Already working with agritourism?
- Questions about marketing?
- Liability and zoning?
- Farm safety?
- Other issues?

What is Agritourism?

- Business of establishing farms as travel destinations for educational and recreational purposes.
- Farming-related experiences enjoyed on a farm or other agricultural setting for entertainment or educational purposes.

Variety of terms & labels used interchangeably.

Recent research suggests 'Farm Visit' may be best understood by stakeholder groups

This is NOT to suggest the term agritourism should not be used but rather some additional education & communication may be required to ensure the intended audience understands the term and expectations.

-Arroyo, Barbieri, & Rich, 2013



Examples

- On-farm sales of agricultural products direct-to-consumer (e.g., farmstands, PYO operations)



Roadside Corn Stand in Wallingford, VT

Photo by Mike Dresser (Creative Commons by-nc)

Examples

- Educational tourism (e.g., school tours, winery tours, farm work experiences)



UVM Extension Youth Agriculture Project in Brattleboro, VT

Examples

- Entertainment (e.g., hay rides, corn mazes, petting zoos)



Shelburne Farms

Examples

- Accommodations (e.g., bed & breakfasts, farmstays)



Liberty Hill Farm in Rochester, VT

Examples

- Outdoor recreation (e.g., Horseback riding, hunting, fishing, bird watching)



Cross-country skiers

The Current State of Agritourism

➤ From 2000 to 2001, an estimated **62 million** adults visited farms and ranches across America

-United States Department of Agriculture

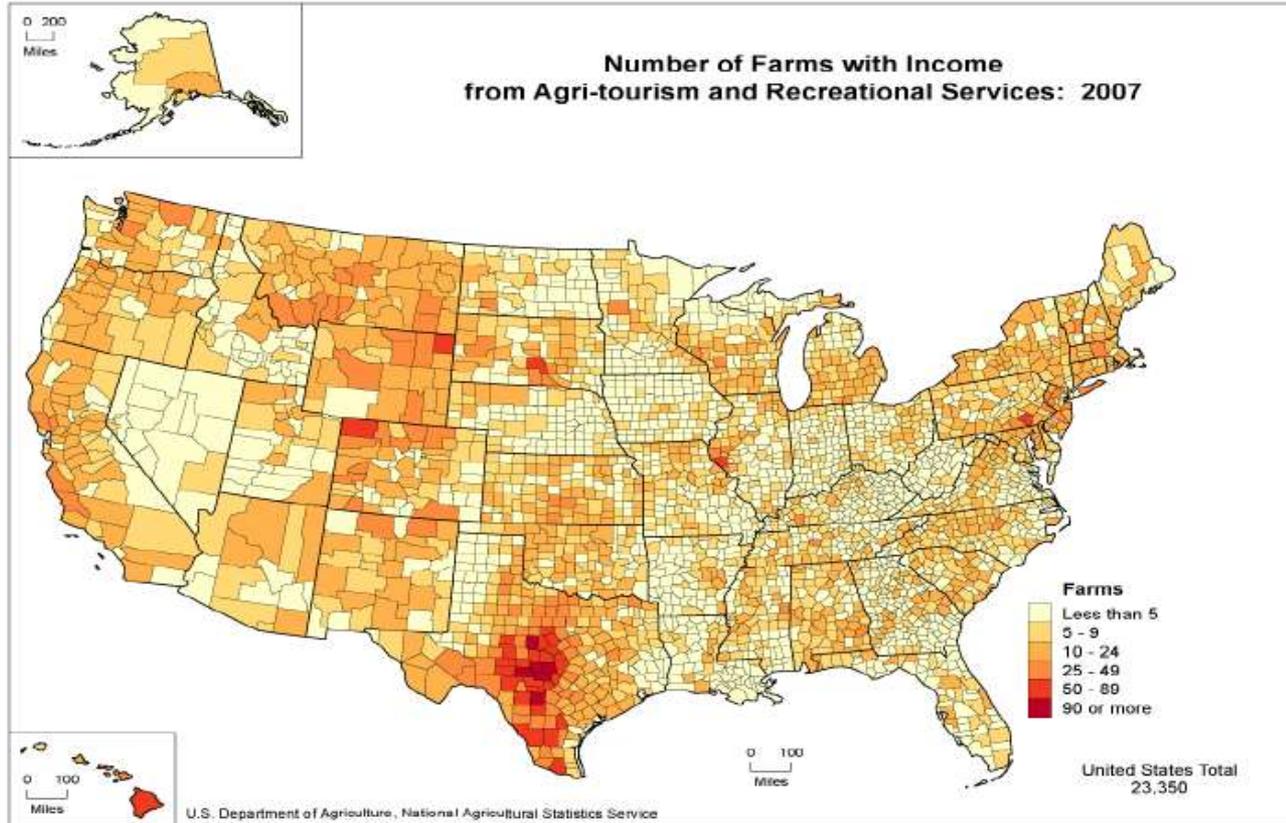
➤ In 2008, estimated annual agritourism income in the U.S. varied from \$800 Million to \$3 billion

-Carpio, et al.

Agritourism Income

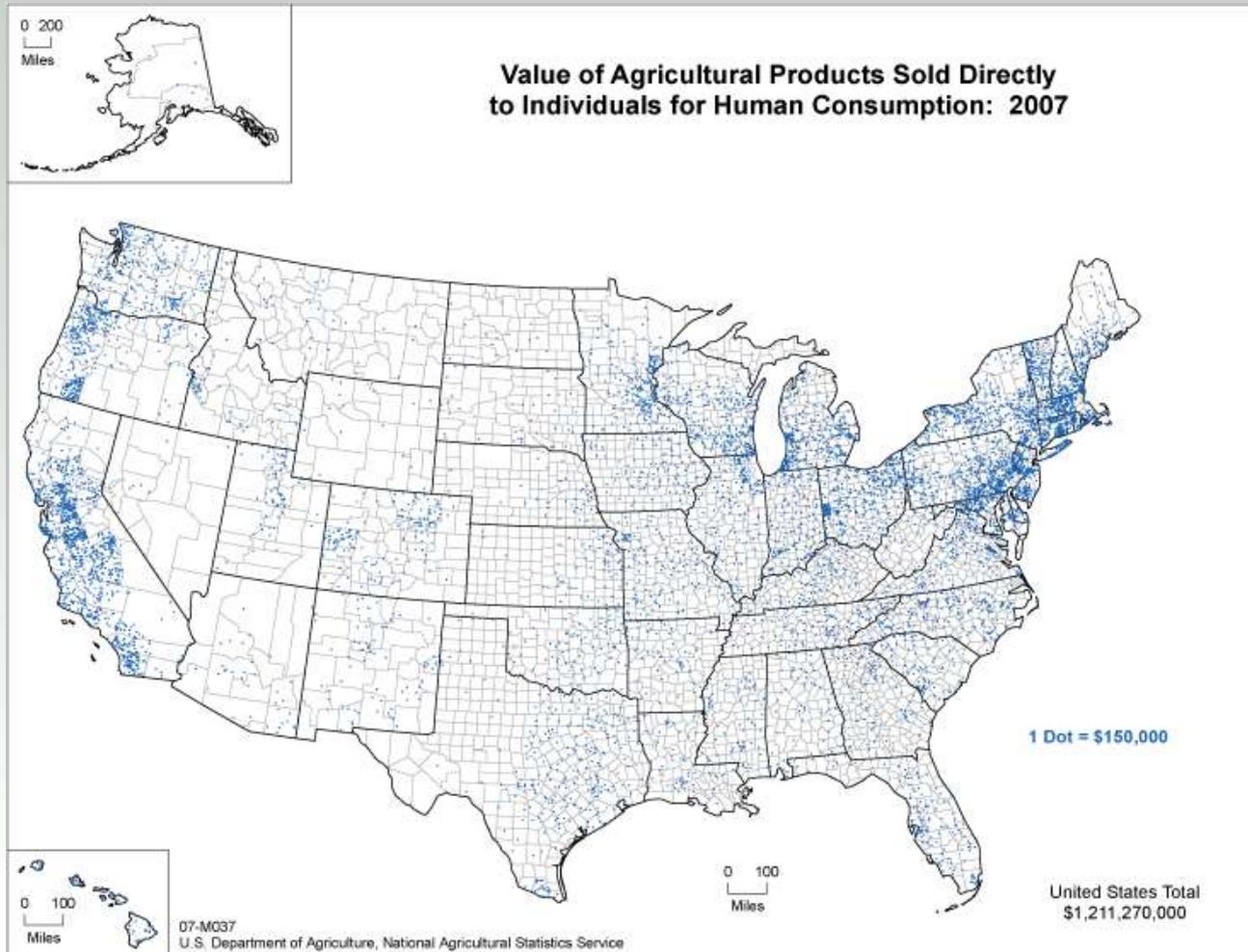
23,350 farms w/ Agri-tourism income

Agri-tourism & recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.



Source: USDA National Agricultural Statistics Service 2007 Census

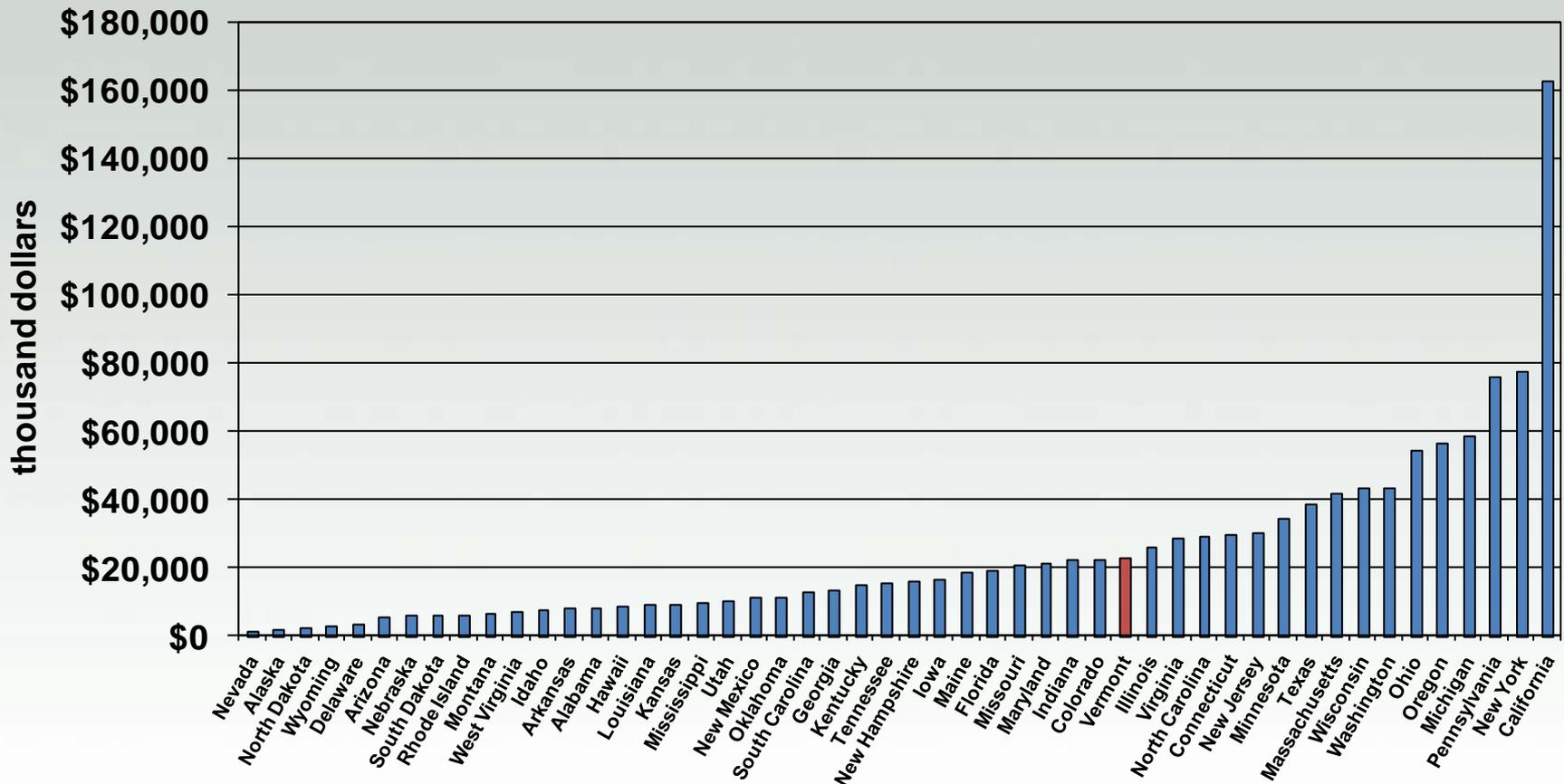
Direct Sales



Source: USDA National Agricultural Statistics Service 2007 Census

Direct Sales by State

2007 Direct Sales by State



MA=9, CT=13, VT=17, ME=23, NH=25, RI=42

Source: USDA National Agricultural Statistics Service 2007 Census

Why Agritourism?



Farmer/Provider Perspective

- Generate additional/new income
 - Often from underutilized resources
- Product line/market diversification
- Keep land in the family
- Employment for family members
- Interest/hobby
- Education of public and customers
- Build neighbor/community relations
- Tax incentives
- Companionship with guests/visitors



Visitor/User Perspective

- Amidst increasing urbanization, farms offer
 - Connection to culture, farm heritage & food
 - Access to fresh, locally-produced products
 - A tie to the land
 - Opportunity to enjoy the outdoors
- Family friendly
- Increase in weekend/local travel
- Want to support agriculture



Economic & Community Perspective

- Jobs, personal income, tax revenue
- Preservation of farm-based rural amenities
- Encourages visitation
 - Revenue generated from outside visitors often stays within the local economy (economic multiplier effects)
 - Visitors can influence quality of life – e.g., helping to finance community facilities
- Community events & attractions intended for tourists also benefit & attract local residents
- Defined sense of place/local identity



Words of Caution

Agritourism has its downsides and is not for everyone

- Liability exposure
- Intrusion into one's privacy (for most, the farm is home)
- Concerns that agritourism “cheapens” the image of farming
- Possible tensions with neighbors and municipalities
- Regulatory/policy issues (e.g., zoning, right to farm protection, deed of easement permissibility)
- New business model for many farmers
 - Increased risk level for capital investments
 - New skill sets required (e.g., hospitality, retail marketing, customer service)
 - Most farmers do not have formal business or marketing plans

Source: Schilling (2008) – Agritourism Industry Development in New Jersey

Will it work?

Agritourism is not for everyone.

Help farmers determine if agritourism is right for them & their farm.



Assess
Personality

Assess
Goals

Assess
Resources

Assess
Potential

New Issues

- Business planning
- Funding
- Liability
- Zoning
- Farm and food safety
- Marketing

Agri-eco-geo tourism: Farmer Panel September 27, 2013



EAT.



STAY.

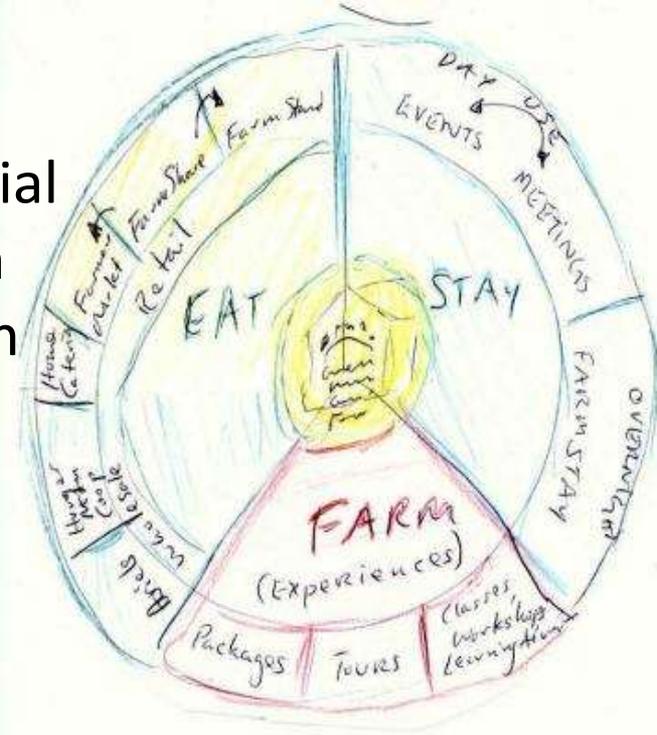


FARM.

WWW.EATSTAYFARM.COM

What value do we create?

We grow delicious food and celebrate this special place, restoring balance and connections for an expanding circle of people who share the Green Mountain Girls Farm. Integral to our success is ensuring the farmers, land, livestock and community are thriving.





Green Mountain Girls Farm Value Creation: relational farming producing a blend of values a.k.a. our "complex bottom line"

Value created	What does success look like?	How will we measure success?	2011 Indicators of success
High Quality Products Delivered			
Pride in our products	Happy with practices and management of crops and animals, vegeation!	are we proud of our products and practices, heart & gut seal of approval	scale appropriate for land, following organic, pasture-based, healthy animals, coherent record keeping implemented
Satisfied customers	customers pleased with quality of food, lodging, experience(s)	customer feedback	complements from customers, survey responses positive
Safe food	no food related illnesses	investigate any concerns or reported illness	best practices adopted
Vegeation	customers appreciate quality, organically raised food may not appear "perfect" & gain appreciation for non mainstream cuts etc.	customer interest in organ meats! & unusual offers, creative interactives ie taste tests of spotted chard & kale, surveys	weekly newsletters distinguish taste & nutritional quality from aesthetics > 10 specific examples
Natural Systems are Functioning Well			
Nutrient Cycling	Healthy soils verdent & productive pastures & gardens	productivity of gardens & pasture monitoring	test & amended gardens & pature, compost deliberately, pasture plan & monitoring system established
soil building	excellent tilthe and structure in gardens & pasture	annual soil test show phosphorous levels, compost tests and analysis	vehicles limited to specific roads, animals rotated & in large enough spaces, keyline 4 compaction, use cover crops ↑ soil organic matter
Minimize waste	reducing environmental costs of food, produce for local consumption (short travel), buy tools and equipment designed and built to last or decompose, less non-renewable energy use (propane, fuel oil, electricity)	less trips to dump, Limit use of non-renewable resources, number of broken/used up equipment	analyze and explore options to reduce energy use & produce more renewable energy, fy12 or beyond carbon footprint of farm and members reduced
pollinators & beneficials	habitat for polinators & beneficials preserved & created in or near growing spaces, floral resources, nesting habitat, etc	presence of known polinators & beneficial insects detected	yellow sticky traps presence/absence
water quality	pond & streams healthy and wells test clean	annual test of water quality of wells and pond, continued presence of known amphibians	test results show clean water, monitor any change against good existing baseline, annual photos of amphibians & their eggs

Community is Enriched

Member Contact List.xls updated
 "Member Contact List.xls" was updated to the latest version. (click to view)

Paste

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Slides

- 1
- 2
- 3
- 4
- 5
- 6

OLD CONSUMERS VS. NEW CONSUMERS

Lowest **price**

Waiting for solutions

Asks, "What's in it for **me**?"

Seeking more **stuff**

Trusts marketing messages
on front of the box

Passive recipient of brand
communications

Total **value**

Creating their own solutions

Asks, "What's in it for **we**?"

Seeking meaningful **experiences**

Looks at ingredients
on back of the box

Active co-creators of content,
products and experiences



Indifferents: 40%

Enlighteneds: 10%

Aspirationals: 20%

Practicals: 30%

Enlighteneds, the most conscious consumers, represent 10% of the U.S. population.



Savoring Local Food and Sharing Our Farm with You

Vermont is a special place and we are lucky to be at its center. Our farm is convenient, [just 2 miles from I-89](#). The views, vernacular architecture, charisma of our animals, and inspiration of our gardens are rewarding. Our farm has a complex "bottom line": healthy natural systems; thriving farmers; profitable enterprises; engaged community; and high quality products. Come be part of it!

- [Eat](#)
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Sharing Risk and Bounty: Community Supported Agriculture

- Eat
- Stay
- Farm
- About Us

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A neighbor recently expressed how much she likes driving by, and seeing the farm develop over time. "I like it so much I probably should be paying for it!" Mari joked "It may come to that!"

We glance back at our logo. Five seasons into "[farming relationships](#)", our herds and flocks continue to spread fertility without sending excess nutrients or pollutants down the watershed. Our neighbors are engaged. Katie Pedrick's "[Grumpy When Hungry](#)" blog entry of last week is a delight! We are confident our approach is wealth creating, though in four years of selling our food we also know we've seen too much red ink. That isn't as worrisome as the fact that this is typical for most farms, even in this new era.

And the positive feedback couldn't have come at a better time. As the harvest comes in, the impact of the some of the wettest May, June and July weather ever recorded is obvious. Our onions had the bad luck of being in our newest, wettest field this year. Their volume is a tiny fraction of last year's. And whereas last year we had 330 pounds of shallots, this year we have only five successful bulbs! And the garlic is affected too and the lesser harvest is already not storing too well. We are always keen to hear your feedback on quality and have the following "[satisfaction guaranteed](#)" policy.



Overall we still feel lucky. Many farms have lost their onions as well and others were flooded out of business. C.S.A.s are a critical way to mitigate some of this risk. They typically



A Quick Dip: 1-2 Hour Farm Experiences

The Chickens & The Eggs

Who came first? It doesn't matter. We have to feed the chickens, collect the eggs, and get them washed and packaged for folks who, like you, love the vibrant, orange yolks of eggs from chickens who forage, fly, and frolic, enjoying life on pasture. Good for all ages/abilities. \$10/person, \$30 minimum.



Be a Goat Milking Assistant

Meet the milking team up close and personal, escort them between pasture and milking barn, prepare the goat buffet of their daily feed, watch milking, and ask questions. Good for all ages/abilities. \$10/person, no minimum.



Young Chick Care & Enjoyment

Little ones of all species require more care. On our farm, small piglets and young goat kids are cared for by their mothers, but our chickens and turkeys are born elsewhere and their mothers don't live on the farm. You can assist us as we care for (food, water, fresh space, etc.) and socialize our young birds. Available May, June, July and sometimes August. Good for all ages/abilities. \$10/person, no minimum.

Lattes on the Hoof

Enjoy some coffee or tea with warm, foamed milk, direct from our goats. Meet the goats, have milk foamed into your mug and then stroll the farm while you enjoy your latte. Available during morning or evening milking. \$10/person, no minimum.

Morning (or Afternoon) on the Farm (2-4 hours)

Animal Care & Feeding

Join us as we make our rounds to the of animals, providing them with food, water, health checks, and new pasture. Get a chance to accompany the farmers, and meet and learn about the pigs, chickens, goats and turkeys. Good for all ages; children under 12 must be accompanied by adults. \$25/person, no minimum.

Welcome the Baby Chicks

Join the farmers as we pick up the baby chicks or turkey poults from the post office and welcome them to the farm. Includes preparing the space and introducing each chick upon arrival to food and water and frequent checks to make sure all are thriving. Ceremonious, respectful composting of any mortalities. Pre-determined limited days available, requires overnight stay as pick-up is generally early in the morning. Good for all ages. \$30/person, no minimum. Available for arrival of turkey chicks Aug 9-11 or Aug 16-18.



Farm to Plate

Tour the garden and harvest some of the delights of the season, collect the freshest eggs, stop at the farm stand for pasture-raised meat, and then cook yourself a delicious farm-fresh meal in the barn kitchen. Delight in knowing that you are eating fresh, sustainably raised food. Good for all ages. Veggies, milk, eggs and 1 pound of your choice of pastured raised meat is included in each person's experience price.

Can be arranged for any meal (breakfast, brunch, lunch or dinner). Contact us for more details if you are interested in Farm to Plate for a weekend of meals. \$65/person, \$45/person for those staying at the farm.

From Teat to Table

Spend a Day on the Farm

Chèvre from Start to Finish

Learn all the steps and make your own chèvre cheese! This experience will take place in at least three different segments over the course of 36-48 hours. Sample your finished product plain or harvest your choice of herbs or other embellishments for the finished cheese. If your time is limited, we can pack all the steps into a 2.5 hour workshop by pre-prepping some steps. \$250 for 1-8 people.



Yes You Can!

Help with the harvest of the day and then head into the farmhouse kitchen for hands on processing of the day's delights, and initiate or upgrade your dehydrating or canning skills. Take home the fruits of your labor. Schedule early for a multi-day, fill-your-pantry option. (Times and prices can vary depending on the number and types of products you wish to make.)



Farmer-in-Training

For the kid in all of us. Spend a morning, day or weekend as a Farmer-in-Training. Your chance to assist the farmers with their daily work, learning how to care for the animals and plants on the farm. This could include learning the names of the animals, feeding and moving the animals to new pasture, caring for crops, checking the compost, collecting and packaging eggs, harvesting vegetables, joining us at the farmers market and, of course, answering **all** of your (or your child's) questions. Step beyond our barnyard and right into our farm operation. This package will be tailored to the experience level of each farmer-in-training and can be



Stay on a Working Vermont Farm

If you appreciate...

- Vermont's pastoral beauty,
- playful antics of farm animals,
- the inspiration of 160-year old hand-hewn beams,
- gardens and the grounded humility of a working farm,
- peaceful forest trails and mountain streams,
- the sweet smell of hay, and
- quick access to Interstate 89 in the center of Vermont,

...you may just want to stay at the Green Mountain Girls Farm!



- Eat
- Stay
 - The New Farmhouse Inn
 - Barn Guesthouse
 - Barn Guesthouse kitchen & Breakfast
 - Rates & Reservations
 - Activities During Your Farmstay
 - Meetings & Short Stays
 - Open Hours & Events
 - Weddings
 - Availability
- Farm
- About Us

What a treat and a *retreat* to revel in two peaceful nights and luxurious mornings here! Dinner was fantastic – almost all of it from the land. It's such a pleasure to be here.

- Sylvia



Barn Guesthouse

Our barn guest-space combines the cozy comforts you would expect from a top notch bed and breakfast with the independence of a rental property.



The New Farmhouse Inn

The new Farmhouse Inn, a three-bedroom luxurious vacation space, complete with gourmet kitchen

Tags

- [ariels restaurant](#) [Bacon](#)
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- [Cilantro](#) [Compost](#) [Eggs](#) [ethical](#)
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- [Garlic](#) [Goat](#) [Goat Milk](#)
- [Goats](#) [Greens](#) [Green](#)
- [Tomatoes](#) [hens](#) [kale](#) [kids](#) [Milk](#)



MOUNTAIN PEAKS

THE TANGIBLE MAGIC OF GREEN MOUNTAIN GIRLS FARM

BY COREY BURDICK

Green Mountain Girls Farm is not a landscape you drive idly by on a Sunday afternoon, admiring cows and hay bales. The magic of being on a farm like this is challenging to depict without experiencing it firsthand—and so many do exactly that. In fact, in the 4½ years since Mari Omland and Laura Olsen purchased the property, it has quickly become a cornerstone of the Northfield community.

"People still want to have a meaningful experience with the land and the foodscape. The inspiration they get back is so gratifying," Mari said. "People will visit for one reason, but end up becoming hooked on the farm lifestyle."



Special Offer for Park Slope Food Coop Members

**Come enjoy Vermont's
Farms, Food and Views**

Book a 2 night Vermont Farmstay and stay a third night for half-price.

Good for either the Barn Guesthouse or the new Farmhouse Inn

Good Through March 31st, 2013

To check availability or make reservations go to: EatStayFarm.com
or contact us at: Farmers@EatStayFarm.com or 802-505-9840

For views of the farm, you can also view PSFC member Iki Nakagawa's documentary of the farm: *Sustainability in Action: Green Mountain Girls Farm at Hyenalife.org*



When Rutland native Mari Omland and UVM graduate Laura Olsen returned to Vermont via Washington, DC, in 2007, they planned to match their interests in land conservation with their desire to create an ambience that would foster community involvement.

"We made a mid-career shift into agriculture, each bringing with us 15 years of experience managing small to large nonprofits and the skills and talents we developed along the way." Passion for community engagement, local food and sustainably raised food comprise the staples of their relational farming model and people in the surrounding area have wholeheartedly embraced the concept. Mari said she was warmed by how quickly and thoroughly they were folded into the community.

"People see the potential of farms," she said. The evidence lies in the remarkable response to their CSA free choice omnivore share (they also offer a Farm Stand Share, where you commit to at least \$100 per month in purchases of your choice and get a 10% discount off retail prices) and their farm stay program.

Their CSA model is unique in that once an individual signs up, every member of the household must be included and you are a member for life. One can choose meat, eggs, milk, vegetables,



The Ecological Life of Shepherds in Southern France

Green Mountain Girls Farm: Sustainability In Action

Kebe: The African Tailor

Liix Part 02: Liix goes to Eurobike

Liix Part 01: The Lifestyle of a Bicycle Shop Owner

The Park Slope Food Coop Part 03: Product Choices

The Park Slope Food Coop Part 02: Work Share

The Park Slope Food Coop Part 01

Categories

Topics

Episodes

Archives

April 2013

November 2012

October 2012

September 2012

June 2012

March 2012

February 2012

Production Credit:

Camera by Iki Nakagawa and Kunihiko Nakagawa

Editing by Iki Nakagawa

Sound Mix by Florent Barbier

Music by Evan Premo

Photos by Mari Omland and Laura Olson



Floating Bridge Food & Farms Cooperative



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[Member Farms](#)

[Member Businesses](#)

[Farm Products](#)

[Food Options](#)

[Lodging](#)

[Vacation Packages](#)

[Events](#)

[Attractions & Resources](#)

[Contact Us](#)

Farm Products

Dining

Experience small farm living, locally raised food with big flavors, and the seasonal beauty of Central Vermont's working landscape.

Floating Bridge Food & Farms is a co-operative of working farms, food producers, lodging properties and dining establishments located in Brookfield, Randolph



Planning a Wedding? Think Local!

Whether you are planning a wedding, family reunion, milestone birthday, anniversary or other special event, the Floating Bridge Food & Farms Cooperative offers world-class, localvore elements to make your day or weekend memorable.

Catering • Lodging • Local, Seasonal Flowers • Wedding Favors
Event Space • Farm Fresh Food • Wedding & Thank You Gifts
Celebrant • Custom Tours and Workshops • Square Dance Caller

Catering

Ariel's Restaurant specializes in delectable meals custom designed to your wishes using the region's best local products and world class wines.

Field Stone Farm offers on or off-farm wood-fired pizzas with farm fresh ingredients great for in-between meals or more casual get-together or rehearsal dinner.

Lodging

Unique lodging options in Central Vermont from cozy bed and breakfasts to private guesthouses at one of our participating farms or retreat centers.

floatingbridgefoodandfarms.com/packages/lodging-descriptions

Flowers and Decor

Local seasonal flowers from Spruce Lane Farm or Pagoda Ponds Daylilies. For winter events wreaths, holiday trees and seasonal centerpieces, see LH Stowell & Son Christmas Tree Farm and Spruce Lane Farm.



Favors

Memorable and unique local treasures specially packaged for your guests.
Fat Toad Farm Farmstead Caramel • Maple Syrup • Jams
Honey • Soap • Beeswax candles

Floating Bridge Food and Farms Cooperative
floatingbridgefoodandfarms.com
[facebook.com/floatingbridgefoodandfarms](https://www.facebook.com/floatingbridgefoodandfarms)
(802) 276-0787





EAT
EXPERIENCE the AUTHENTIC
TASTE of VERMONT

- HOME
- DIG IN to VERMONT PLACES
- DIG IN to VERMONT EVENTS
- DIG IN to VERMONT TRAILS
- DIG IN to VERMONT REGIONS
- DIG IN to VERMONT BI...

Floating Bridge Food and Farms Trail

+ ADD ALL TO MY PLACES MY P...



The Floating Bridge Food & Farms is a co-operative of working farms, food producers, lodging properties and dining establishments located in Brookfield, Randolph Center and Northfield, Vermont. We offer great opportunities to meet the farmers, spend time with the animals, take workshops and classes, attend events, eat amazing food and stay at beautiful inns, Bed and Breakfasts and

farmstays. Come for an hour or a weekend- there's tons to do! Check out our website for a listing of all of our members and find out more about our unique agricultural community!
<http://www.floatingbridgefoodandfarms.com>







Ioka Valley Farm



WINTER



FALL



SPRING



SUMMER

[Home](#)

[Calf-A](#)

[Contact Us](#)

[History](#)

[Location](#)

[Natural Beef](#)

[Online Maple Store](#)

[Special Events](#)

[Sugar House](#)

[Uncle Don's Barnyard](#)

[Strawberries](#)

[Pumpkins](#)

[Christmas Trees](#)

Welcome to Ioka Valley Farm!

Seasonal Farm Fun for ages 1 to 101
in the Beautiful Berkshire Hills

Welcome to Ioka Valley Farm home to natural, hormone free beef, perfect pumpkins & squash, fragrant, real Christmas trees, contented farm animals, pure maple syrup, and specialty maple products. Ioka Valley Farm is a diversified, family owned and operated working farm dedicated to providing high quality locally grown products as well as enjoyment for all ages. Our maple products are available for sale by appointment or by chance.

Fall Pumpkin Fun!

Weekends only September 21st – October 27th, 10am – 5:30pm.

Looking for a unique and local fundraiser, Ioka Valley Farm will help you with a "maple fundraiser." For more information email or call Missy.



Cultivating Change for a Sustainable Future

Agritourism Focus Groups

- May 20 Billings Farm, Woodstock
- May 22 Center for an Ag. Economy, Hardwick
- May 27 Taylor Farm, Londonderry
- May 28 Snow Farm Vineyard, South Hero

Who attended?

- ◇ 44 individuals
- ◇ 13 service providers, non-profit or gov't. employees
- ◇ 31 farmers
- ◇ Breakdown by sector:



Focus group participants meeting at Taylor Farm, Londonderry

Diversified Livestock - 

Commercial Vegetable & Fruit Farm - 

Dairy Farm and Bed and Breakfast - 

Bed and Breakfast - 

Vineyard 

Maple Sugarmaker - 

Orchard - 

Dairy Farm - 

Service Providers - 

Educational Farm - 

Tourism Sector - 

NOFA Farm to Community Mentor - 

Event Space on Farm - 

Other - 

What are best practices for Vermont Agritourism? How should they be used? What are major decisions and goals you have made in developing your agritourism business? What is the best case scenario for Agritourism in Vermont? What form should a best practices resource take?

Barriers Faced

- Insurance confusion
- Family buy-in, business partner buy in
- Guests that are unmanageable at events, kids
- Money
- Physical strain
- Timing
- Family financial situation
- Social media
- Exclusive websites
- Regulations
- Zoning
- “I just cannot join 19 more associations and keep track of all that”
- “Galaxy of membership organizations, websites and associations to join”



So we were working on an idea of taking the top hay loft of the barn and making it a nice space where people can gather for summer weddings, parties, festivals around religious holidays) with tables, and a barbecue outside. But when we raised this with the land trust, they said, oh my gosh, don't even think of it you will never get through the regulations. I don't know if that is an over exaggerated response. For us that would just block so much of what we're talking about...

Education Desired

Trip Advisor
Insurance
Interns, housing and pay
Social Media
School groups
How to set up a website
How to get grants for school busses
Business planning
Self assessment
Funding resources including grants
What animal species are good for the farm and tourist
Pricing experiences
Workers compensation

Everyone here has to make decisions for reasons every day, but how do you (facilitate) that process of assessing yourselves, your community?



Dinner in the Field, Cedar Circle Farm

Goals

Less physical, more cerebral. It's part of our goal for the next 10 years.

I think that we are connecting people to what we're doing, to the land, and to me that's what makes it authentic. Even people coming for a day or two for a wedding, but they're coming back with a different idea, a reminder of what food and place and all of that is.

To have a successful (business), to raise revenue and hopefully build something that my children and my nieces and nephews can do, can work at as a job and source of income if they want to, so there's less pressure for them when they inherit (the farm).

Advance consumer education of “local” for tourists



Campers at Farm and Wilderness Camp

Best Practices

- Partnerships for marketing – neighboring farms, caterers, resorts, package it!
- In order for it to be successful, we need communication that's open and clear.
- Openness to unlikely partners, unlikely markets.

Goals

I think one of the goals for me has been from the beginning to use that beautiful spot in Colchester, to use that beautiful place as a way to help New Americans...to create an intercultural gathering place where old Vermonters and new Vermonters can come together over shared interest in the animals and sustainable agriculture.

We have to educate tourists, but we have to educate all our children.

We should not become competitors. That's almost the job of the common group, that we're building a whole pie. The more that Vermont has these things going on, it's actually better for all of us. There's more people attracted to come here because they know these things are coming up, they can go to Grace's place and stay a whole week instead of two days.



Tomato Tasting at Cedar Circle Farm



Chuda Dhaurali of the Vermont Goat Collaborative

Authenticity

So what is an authentic experience? An experience is being on a dairy farm, a stall barn where you walk down and see the cows, or is it going into the milking parlor, or going to a goat farm, taking a hike in the sugar woods. They're all authentic, but they're all very different.

For me, the word I would use is focus instead of authenticity because Vermont is authentic and I haven't been to any farm in Vermont that isn't authentic, but what I look for when I being working with a new farm is a focus...as a guest visiting that place, that just shines right through.



Farm and Wilderness

Chapter One – Assessing Your Agritourism Potential

Posted on September 15, 2013 by vtfarms

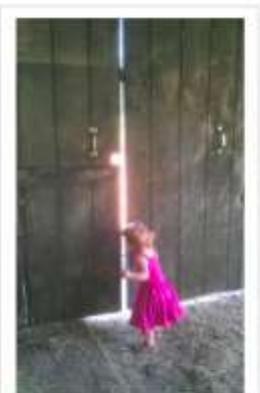
There are several tools to help you evaluate your farm's assets when it comes to hosting visitors. Use these resources to consider personal characteristics and skills, target markets, market potential, land and property resources and characteristics, individual and family goals, time and labor considerations, and financial needs and resources.

READ

- [A Snapshot of Your Potential Chapter Two of from Agritourism In Focus: A Guide for Tennessee Farmers](#)
- [Assessing Your Assets from University of California Cooperative Extension Small Farm Program](#)
- [Getting Started in Agritourism from Cornell Cooperative Extension](#)
- [Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide from Maryland Resource Conservation and Development Board, USDA and NRCS](#)

DO

- [Are You Ready to Host Visitors at Your Farm? A Checklist from the University of Vermont](#)
- [Visit Vermont farms that are hosting events! Ask your community about places to go, or visit Dig In VT for a](#)



Liberty Hill Farm

Chapters

- Chapter Seven: On-Farm Events
- Chapter Six: Marketing
- Chapter Five: Farm-Based Education
- Chapter Four: Safety and Liability
- Chapter Three: Funding
- Chapter Two: Business Planning
- Chapter One – Assessing Your Agritourism Potential



Knoll Farm

Vermont Open Farms

an information hub for farms that host visitors

Home About Watch

Watch

Farms in Vermont are offering a wide array of on-farm activities for people of all ages. Take a video tour of several farms that are open to the public. Learn how they interact with visitors and identify pieces of their education and agritourism models that can apply to your farm business.

Event Signs



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Extension Training to Support Agritourism Development in the Northeast

[Home](#)

[Training Modules](#)

[Training Videos](#)

[Supplemental Materials](#)

[Online Budget Calculator](#)

[Fact Sheets](#)

[Webinars](#)

[Contact Us](#)

Training Modules

The following modules were developed as part of a series of in-person training sessions conducted throughout the Northeast project region. They are designed to be used by agricultural educators and professionals to provide guidance and information to farmers currently offering or considering the addition of an agritourism enterprise on their farm.

Module 0 - Introduction to Training Program [Download](#)

Background on agritourism and why farmers choose to pursue it.

Module 1 - Introduction to Agritourism [Download](#)

Provides goals and background of project and training modules.

Module 2 - Marketing Agritourism While Providing Quality Customer Service [Download](#)

Provides goals and background of project and training modules.

Module 3 - Financial Management: Budgeting & Pricing for Agritourism [Download](#)

Information on budgeting, pricing, and meeting the income goals of the farmer.

Module 4 - Managing the Safety Risks of Agritourism Farms [Download](#)

How to identify hazards and risks on an agritourism operation and properly manage them through employee training, risk communication to customers, and establishing emergency response procedures.

Module 5 - Agritourism Liability [Download](#)

Understanding agritourism liability and strategies for managing and limiting a farms liability.

<http://agritourism.rutgers.edu/training>

Search This Site:

Go



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Home

Training
Modules

Training
Videos

Supplemental
Materials

Online
Budget
Calculator

Fact Sheets

Webinars

Fact Sheets

The following fact sheets were developed at the New Jersey Agricultural Experiment Station at Rutgers University and may be useful to farmers interested in pursuing an agritourism operation on their farm.

Is an Agritourism Venture Right for Your Farm? [Download](#)

Marketing 101 For Your Agritourism Business [Download](#)

Developing a Mission Statement for Your Agricultural Business [Download](#)

Community Supported Agriculture: A Farmer's Overview [Download](#)

Agritourism - Keeping Passengers Safe on Hay Rides [Download](#)

The Economic Contributions of Agritourism in New Jersey [Download](#)

Agricultural Tourism as Income-Based Risk Management Strategy for Greenhouse and Nursery Producers [Download](#)

<http://agritourism.rutgers.edu/training>

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