Promoting Agritourism in your Community

Connecting Entrepreneurial Communities Conference
October 2016
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Outline

- Why Agritourism
- What is Agritourism
- Considerations
- Success Stories
Why Agritourism
Why Agritourism

- Additional income to farms
- Diversification
- Education
- Preservation
- Increase community economic activity
Direct Sales and Agritourism

Direct Sales plus Agri-tourism & recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.
# of farms

- 2007: 10,249
- 2012: 13,334

Gross receipts (in millions)

- 2007: $546
- 2012: $674

Source: AgMRC 2015 Agritourism Profile
“Farm vacations offer urbanites, looking for ways to reconnect to the land, a chance to experience an almost forgotten world.” USA Today
Agriculture and tourism are the second and third largest industries in MI.
MI ranks 2\textsuperscript{nd} in the US in terms of crop diversity.
MI ranks 4\textsuperscript{th} in grape production and 8\textsuperscript{th} in wine grape production. Vineyard area has doubled over the last 10 years.
Defining “Agritourism”
Defining Agritourism

- Agritourism is a business conducted by a farmer or rancher for the enjoyment or education of the public to promote the products of the farm and generate additional farm income.

  - D. Hilchey, 1993
Activities that include visiting a working farm or any agricultural, horticultural or agribusiness operations to enjoy, be educated or be involved in what is happening on the locale.
"a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm”

~Vermont Farms! Association
Defining Agritourism

- Agritourism defines the places where agriculture and tourism connect. Anytime a farming operation opens its doors to the public and invites visitors to enjoy their products and services--that's agritourism.

~ Michigan Agritourism Association
Types of Agritourism

**Farm Direct Sales**
- Purchasing farm products at the farm
- CSA, Pick Your Own (PYO), farm stand

**Hospitality**
- Farm stays
- Ranch stays
- Outfitter services

**Education**
- Classes
- Tours
- Tastings
- Farm-work experience

**Recreational activities**
- Fishing
- Hunting
- Wildlife viewing
- Horseback riding

**Entertainment**
- Festivals
- Events
- Corn maze
- Petting farms

**Off-farm Sales and Events**
- Farmers markets
- Agricultural fairs
- Harvest festivals
Agritourism

- Sleigh Rides
- Hay Rides
- Pumpkin Patch
- Christmas Tree Farms
- Farm stands
- Farm markets
- Bed and Breakfast

- Festivals
- Tours
- County Fairs
- Wineries
- Pick Your Own
- Hands On Chores
- Petting Zoo
Connecting Agritourism & Community Development
The protection of a community’s natural environment and sustainable use of renewable resources is imperative in maintaining the quality of life for residents and ensuring that future generations live in healthy productive surroundings.

Preservation of agricultural land is important to the community.
## Demand meets Supply equals Agritourism!

<table>
<thead>
<tr>
<th>DEMAND</th>
<th>SUPPLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Disconnected consumers</strong> are looking for authentic experiences where they can connect to others, to place, and to history</td>
<td><strong>Family farms</strong> are no longer the predominate source of food production and are looking for new markets to</td>
</tr>
<tr>
<td></td>
<td>• Make a profit</td>
</tr>
<tr>
<td></td>
<td>• Keep the farm in the family</td>
</tr>
<tr>
<td></td>
<td>• Educate the general public about the value of agriculture</td>
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Local Benefits of Agritourism

- Family farmers preserve land for future generations
  - Avoiding problems of monoculture systems
    - Prone to weed infestation
    - Prone to soil erosion
    - Lack of diversification

- Agritourism is the fastest growing sector in the tourism industry
  - $150 million in US
Considerations
Visual Appearance
Knowledge of Staff

- About the farm
- About the farm products
- About the community
- Customer Service!
Parking
Concessions
On-Farm Signage

- Directional
- Safety
- Educational

Stay Healthy, Have Fun!

WASH your HANDS

 Especially after visiting the animals and before consuming food.

Good hygiene reduces the risk of illness.

CAUTION THIS IS A WORKING FARM

TODAY AT THE FARMYARD

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>10:00</td>
<td>Welcome</td>
</tr>
<tr>
<td>10:30</td>
<td>Chicken Parade</td>
</tr>
<tr>
<td>11:00</td>
<td>Milk a Cow</td>
</tr>
<tr>
<td>11:30</td>
<td>Meet the Goats</td>
</tr>
<tr>
<td>12:00</td>
<td>Goat Kid Playtime</td>
</tr>
<tr>
<td>12:30</td>
<td>Working with Webs</td>
</tr>
<tr>
<td>1:00</td>
<td>Raptors in residence</td>
</tr>
<tr>
<td>1:30</td>
<td>Groom a Draft Horse</td>
</tr>
<tr>
<td>2:00</td>
<td>Milk a Cow</td>
</tr>
<tr>
<td>2:30</td>
<td>Bristle, Rabbit</td>
</tr>
<tr>
<td>3:00</td>
<td>Chicken Round Up</td>
</tr>
<tr>
<td>3:30</td>
<td>Farm chores</td>
</tr>
<tr>
<td>4:00</td>
<td>Machine Milking</td>
</tr>
<tr>
<td>4:15</td>
<td>Goat Milking Demo</td>
</tr>
</tbody>
</table>
Considerations

- Zoning
- Permits & Licenses
- Insurance
- Tax Issues
Top Concerns According to Operators

- Marketing
- Liability
- Availability and/or cost of insurance
- Zoning
- Signage
- Safety
- Networking with other operators
Top Concerns According to Agritourism Professionals

- Liability
- Safety
- Lack of consistent information on the number of operations and their economic impact
- Marketing
- Networking with other operators
- Availability and/or cost of insurance
- Signage
- Zoning
Community Examples
Uncle John’s Cider Mill is pleased to bring you family fun and delicious food in a friendly atmosphere. Stop in and enjoy some fresh donuts, homemade pies, our famous apple cider and award winning wines. There’s something fun for everyone at Uncle John’s!

Click Here to Sign Up for our E-Newsletter!

8614 North US 127
St. Johns, MI 48879
989-224-3686
cider@ujcidermill.com
DeBuck’s Corn Maze and Pumpkin Patch

OPEN FOR THE SEASON

Make sure you visit us this year we have a NEW human size FOOSBALL court!! Bring your game face:

With more than 13 acres of twisting and winding trails, DeBuck’s Corn Maze offers some of the best fall fun in the Detroit-Ann Arbor-Ypsilanti area.

We also have a huge, 18-acre Pumpkin Patch! You can take a wagon ride into the fields, where you can pick out pumpkins of every size, shape and color to buy.

Our Giant Corn Maze is actually 3 mazes with varying degrees of difficulty, with a total of more than 5 miles of trails. For even more fun, try out Night Maze. Bring your own flashlights, or rent ours.

Pumpkin Patch Fun!

In addition to acres and acres of beautiful pumpkins, we also have pedal go-kart races, corn cannons, a petting farm, a super slide, and much more fun at the Pumpkin Patch.

You’ll also want to leave plenty of time to stop by Linda’s Country Kitchen for a pulled pork sandwich, nachos, hot dogs, the best homemade cinnamon donuts...
Buffalo Ranch Weddings

Come see and experience Michigan’s largest Buffalo Herd and meet “Outlaw,” Michigan’s only White Buffalo.

Cheboygan, Michigan

www.newbeginningsranch.net
313-580-6776
Wine Shop

FREE SHIPPING on orders of 12+ bottles

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- GIFTS
- APPAREL
- ACCESSORIES
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- FUN LABELS

Customer Care

Wines, Beers and Spirits, hand-crafted one bottle at a time.

NEW!
Tasting by reservation starting April 30

Round Barn Brewery &
PUBLIC HOUSE

CURRENT MENU (pdf)
HOURS & DIRECTIONS
FACEBOOK PAGE

NEW! DAILY SPECIALS

W: $2 off pints for Beer Club Members
Th: $5 Martinis & $3 off growler refills for Beer Club Members
Su: $6 Bloody Marys & Mimosas
Michigan Agritourism

Experience Our Local Farm Fun

Michigan Agritourism is a nonprofit association that supports the agritourism industry through promotion, education, advocacy, problem resolution, and networking. Our goal is to keep family farms sustainable, support local economic growth, and provide rich and unique experiences for visitors to make lasting memories.

www.michiganfarmfun.com
For More Information

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