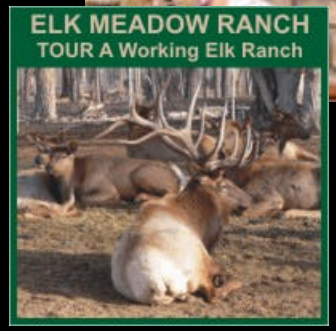


Issues in Agritourism

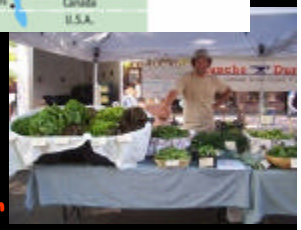
Colorado AGRITOURISM

Brent Warner

BC Agritourism Industry Specialist

NAFDMA

Agritourism

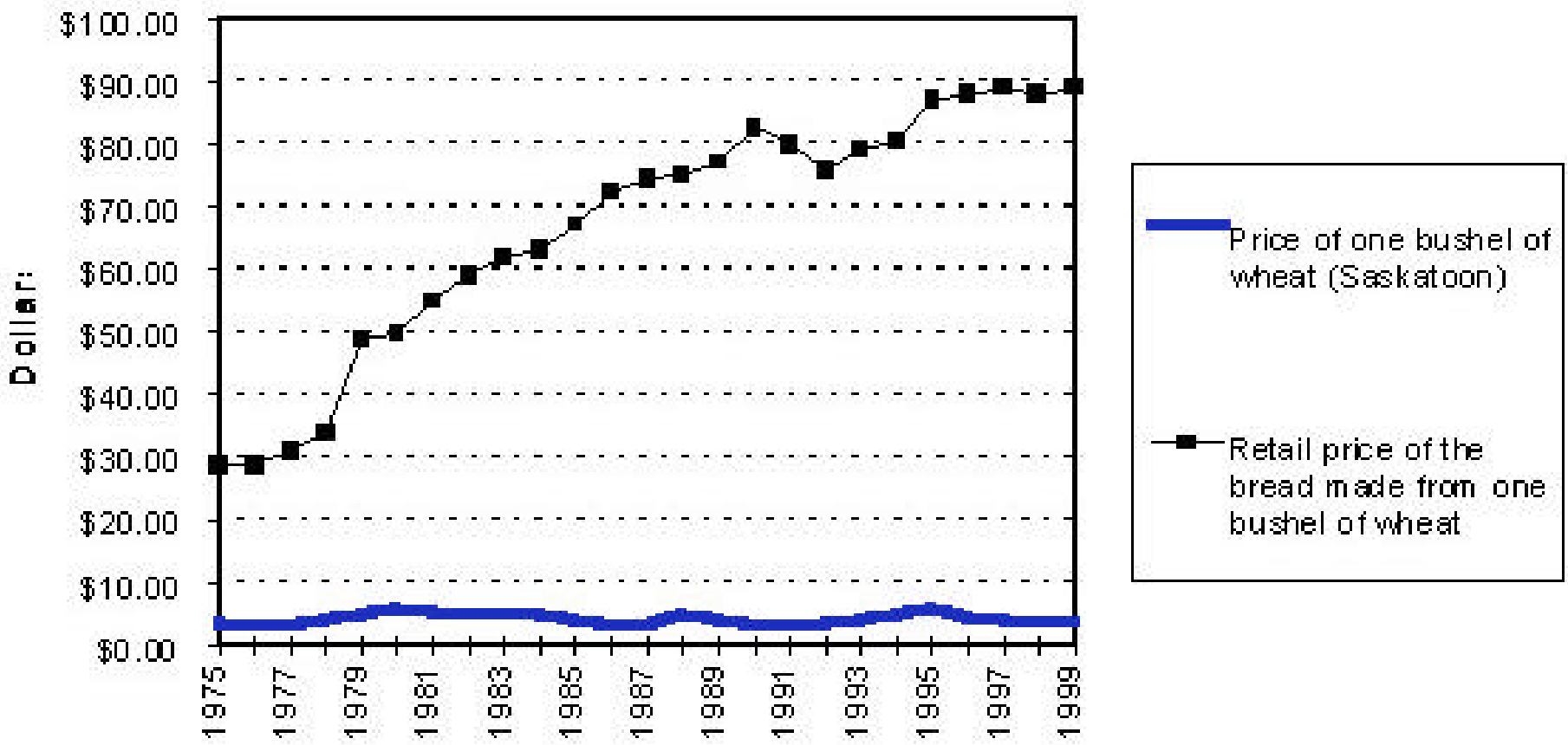


"travel that combines agricultural or rural settings with products of agricultural operations - all within a tourism experience that is paid for by visitors" (Peter Williams - Centre for Tourism Policy & Research – SFU. 2004). It encompasses:

- wineries
- direct farm marketing, on farm processing
- farmers' markets
- garden tours
- farm based accommodation and B & B's
- farm/ranch experiences and tours
- harvest festivals and events
- local culinary tourism
- farmers' markets
- and more

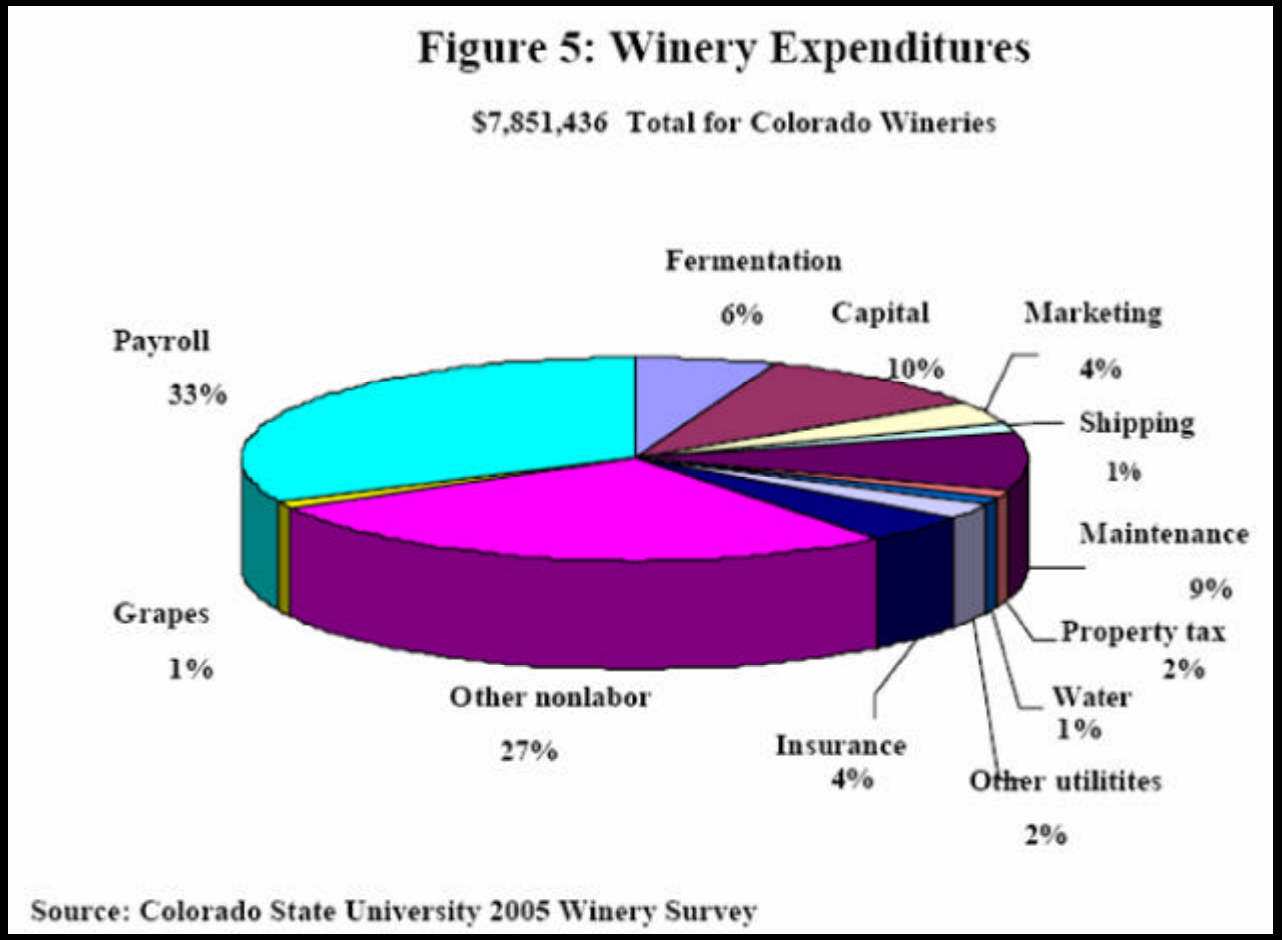
Why Agritourism ?

Farming as we have known it for the last 50 years is not sustainable



…this is a wheat farmer's reality…

Grapes are not worth much more than corn!



Grapes $1300 /acre

Corn $400/acre

We farmers have been told for decades to specialize. Specialize, specialize, specialize. And what do the big companies do? They diversify.

And folks, they are wiping us out.

Bill Heffernan

University of Missouri

Why Agritourism ?

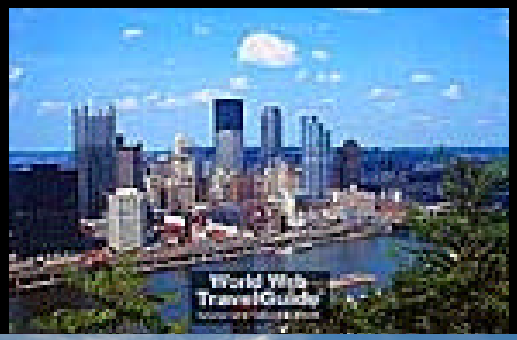
"The greatest benefit of agri-tourism may be in how this new industry leaves our communities with the same qualities that drew people to them in the first place.

Agri-tourism attractions can exist in communities while allowing those communities to keep their beautiful vistas and preserve their architectural and rural heritage."

Larry Goodsight, Executive Director,
Madison County Tourism.

Why agritourism is a growth industry

Urbanization of North America = Agricultural Confusion



- 1900 Urban Population was 39.7%
  - farm was 39.3%
    - non farm rural 21.0%
- 1990 Urban was 75.2%
  - farm was 1.9%
    - non farm rural was 22.9%

What is an Agriculture Tourist?

I visit a winery

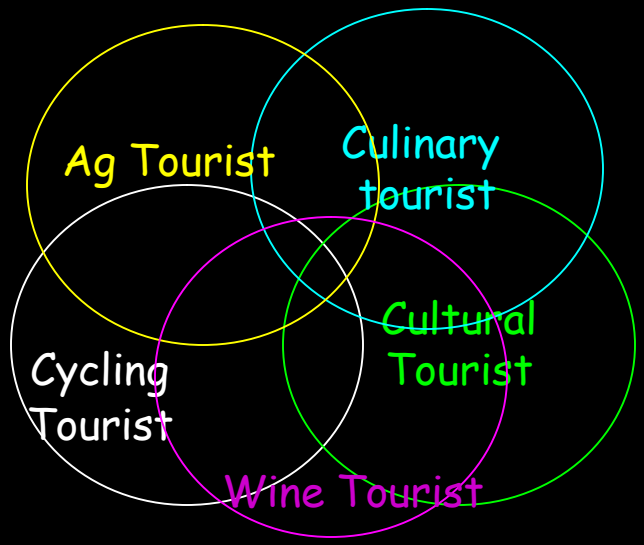
Wine or Ag Tourist ?

I eat at the winery

Wine, Culinary or Ag tourist ?

I visit a winery while on a trip to visit a museum

Wine, Ag or Cultural Tourist?



While on in Colorado to cycle I stop at a farm market, buy wine at a winery, attend a pumpkin festival (eat fresh pie) and visit a museum while staying at a B&B

What type of tourist am I?

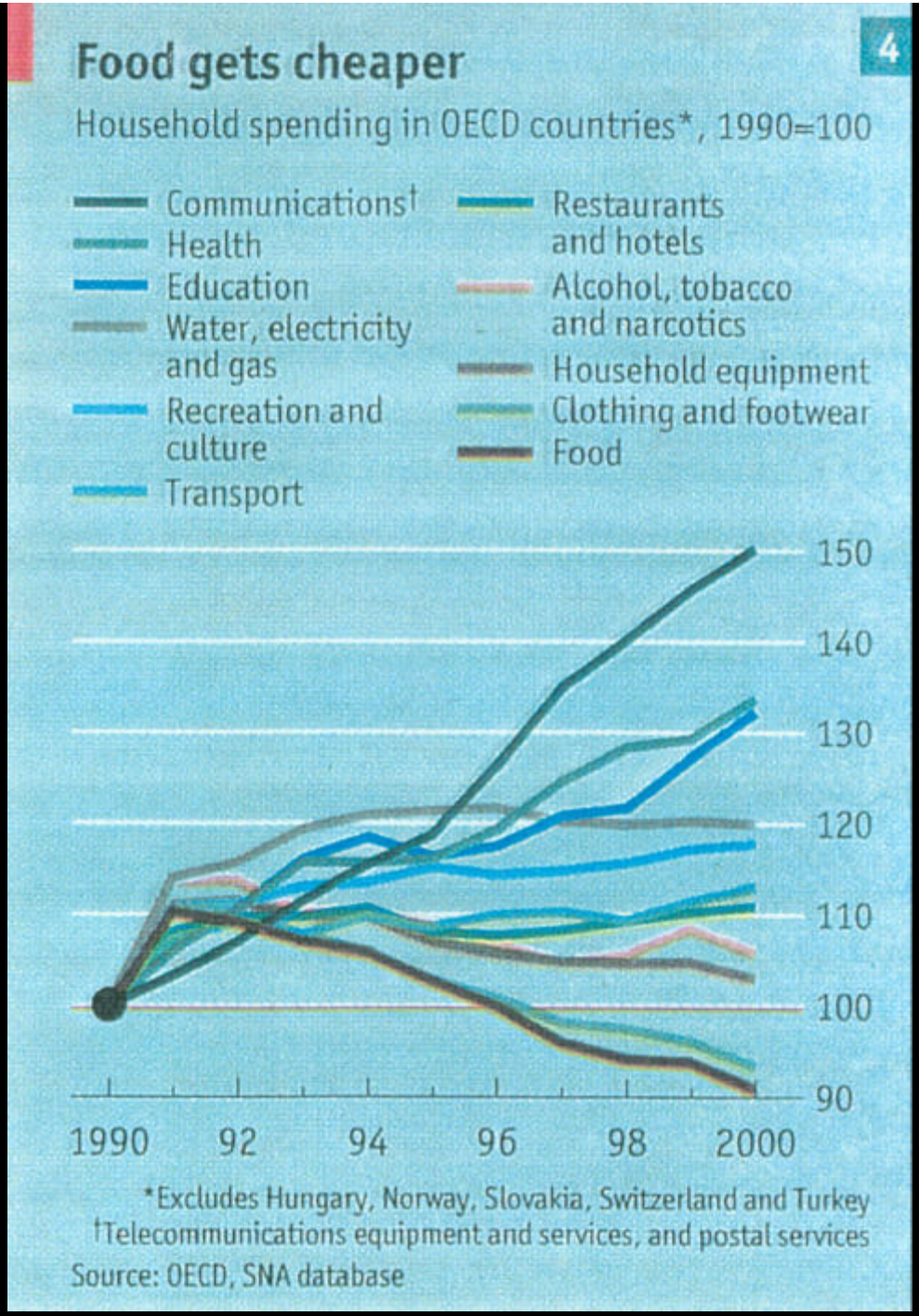
What are they looking for?

51 VEP respondents / 50 interview respondents

- Mostly domestic visitors from within BC
- Mostly well-educated, high-income baby-boomers
- Produced 590 photographs
- Mostly outdoor, positive images
- 19 focal themes identified

Focal Themes

1. Natural Focus
2. Agricultural Focus
3. Winery Focus
4. People/social Focus
5. Accommodation Focus
6. Other Attractions
7. Town Infrastructure
8. Dining Focus
9. Sky & Weather Focus
10. Information Focus
11. Heritage Focus
12. Outdoor Pursuits
13. Shops & Galleries
14. Festivals & Events
15. R&R Focus
16. Arts & Crafts Focus
17. Watercraft Focus
18. Environmental Mgt.
19. Entertainment Focus

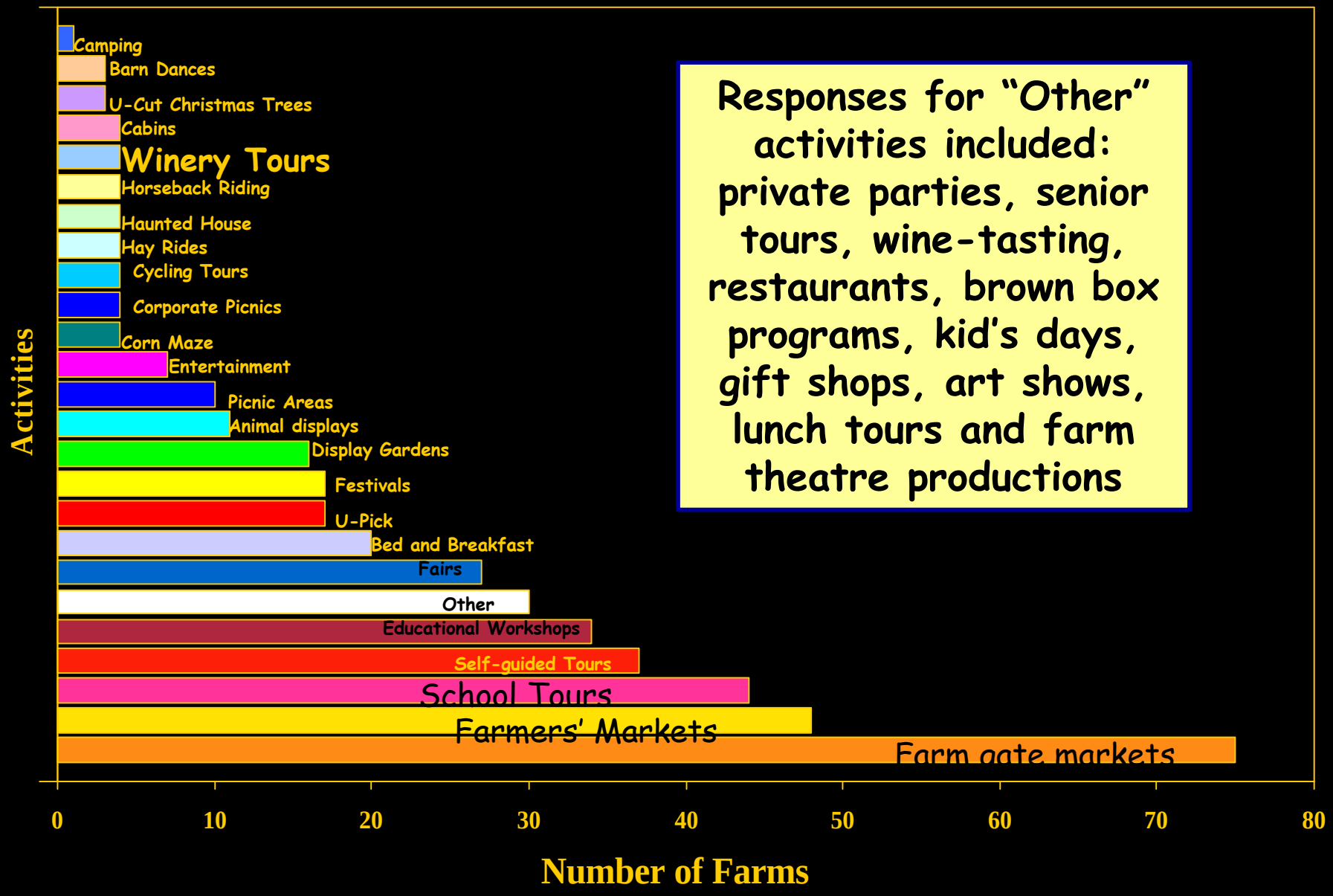


- what are we willing to pay for ?

1. Communications
2. Health
3. Education
5. Recreation
7. restaurants

11. FOOD!

Historical Agritourism



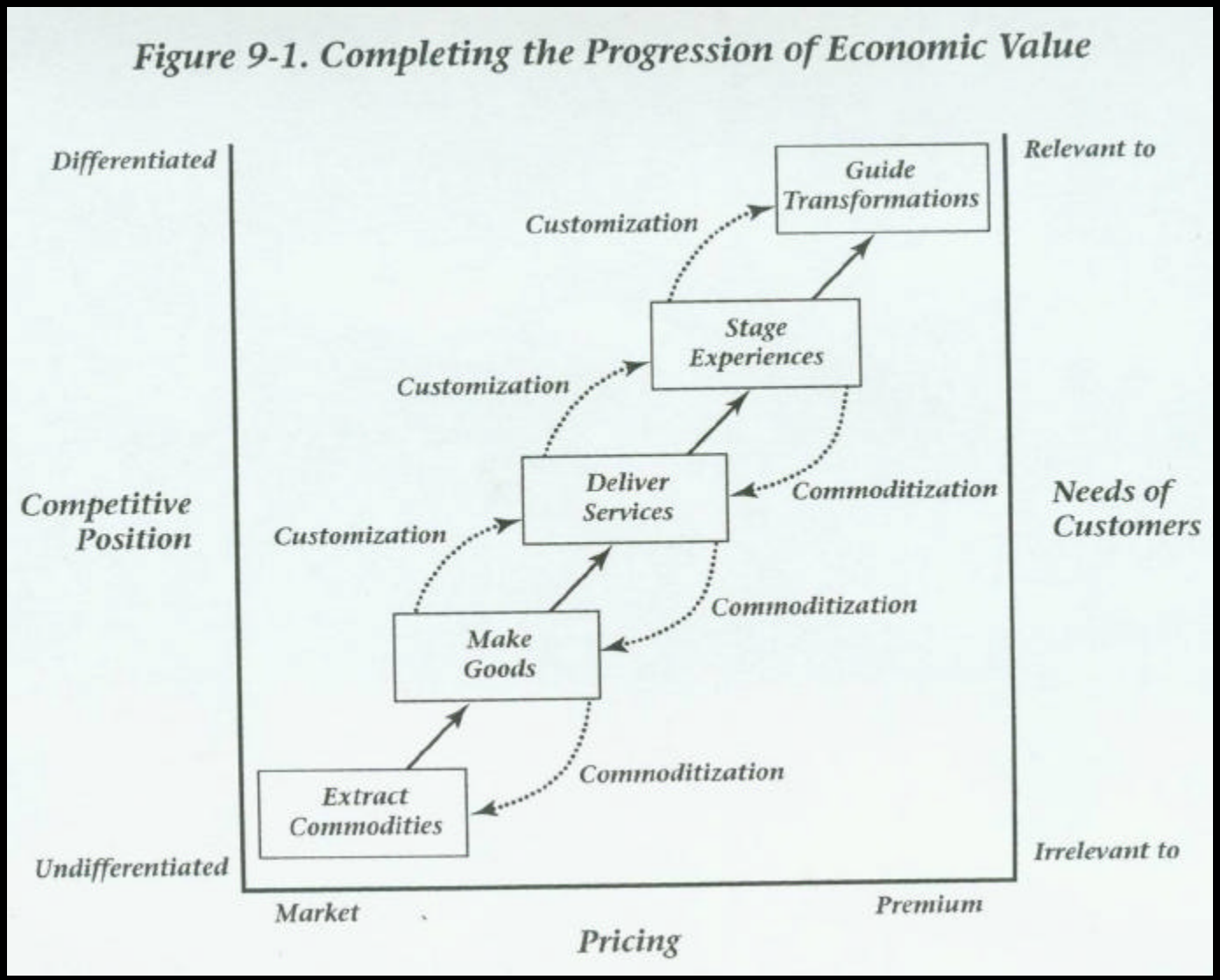
Responses for "Other" activities included: private parties, senior tours, wine-tasting, restaurants, brown box programs, kid's days, gift shops, art shows, lunch tours and farm theatre productions

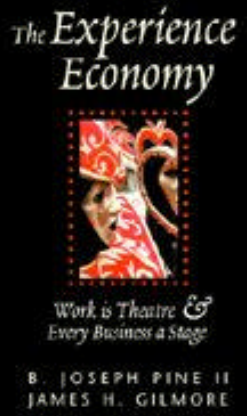
Colorado AGRITOURISM

	Top Agritourism Activities (out of 435 respondents)	Participation
On farm or ranch	Camping / picnicking	123
	Photography / painting/nature based art	101
	Bird watching & wildlife viewing	90
	Fishing (including winter ice fishing)	64
	Horseback riding	57
	Corporate/special events (weddings, retreats, family reunions)	45
Food	Farmer's markets	93
	Microbrew tour, visit and/or tasting	49
	Winery tour, visit and/or tasting	47
Heritage	Historical museums/sites (ag history, machinery, pioneer cabins)	92
	Rodeo or livestock based activity (Stock Show, county fair)	25
	Total Participation-more than one for some respondents	**1,047**

Colorado State University Extension

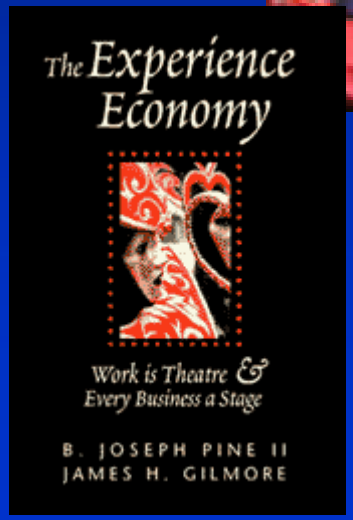
Agritourism evolution …

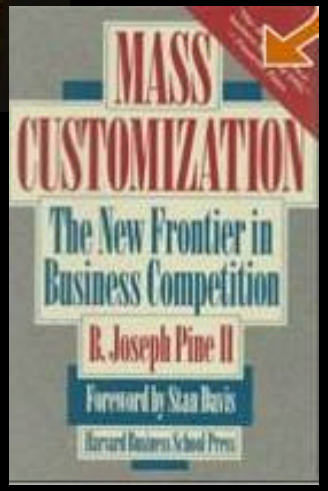




the Experience Economy, Pine, Gilmore

Authenticity in Farm Direct Marketing and Agritourism





What did he say?

Customers want to buy:

- the real from the genuine
- not the fake from the phoney

- it is about more than food or products…

it is the …

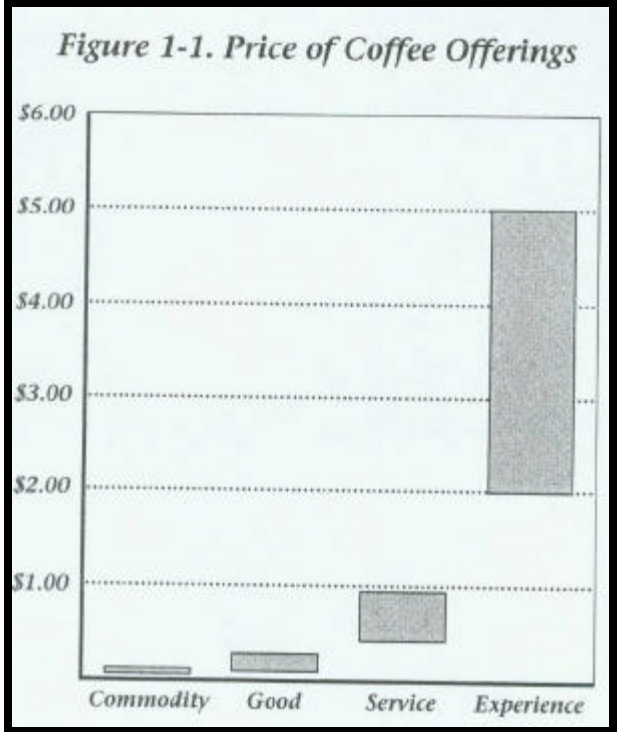
Experience

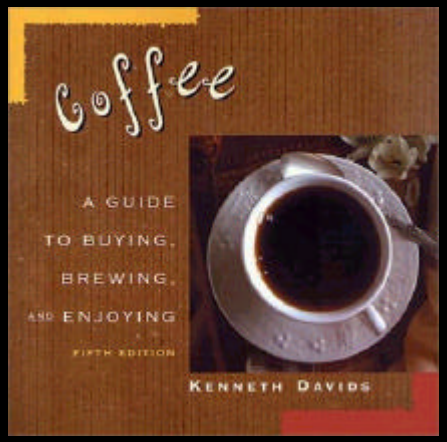
Learn from the wineries

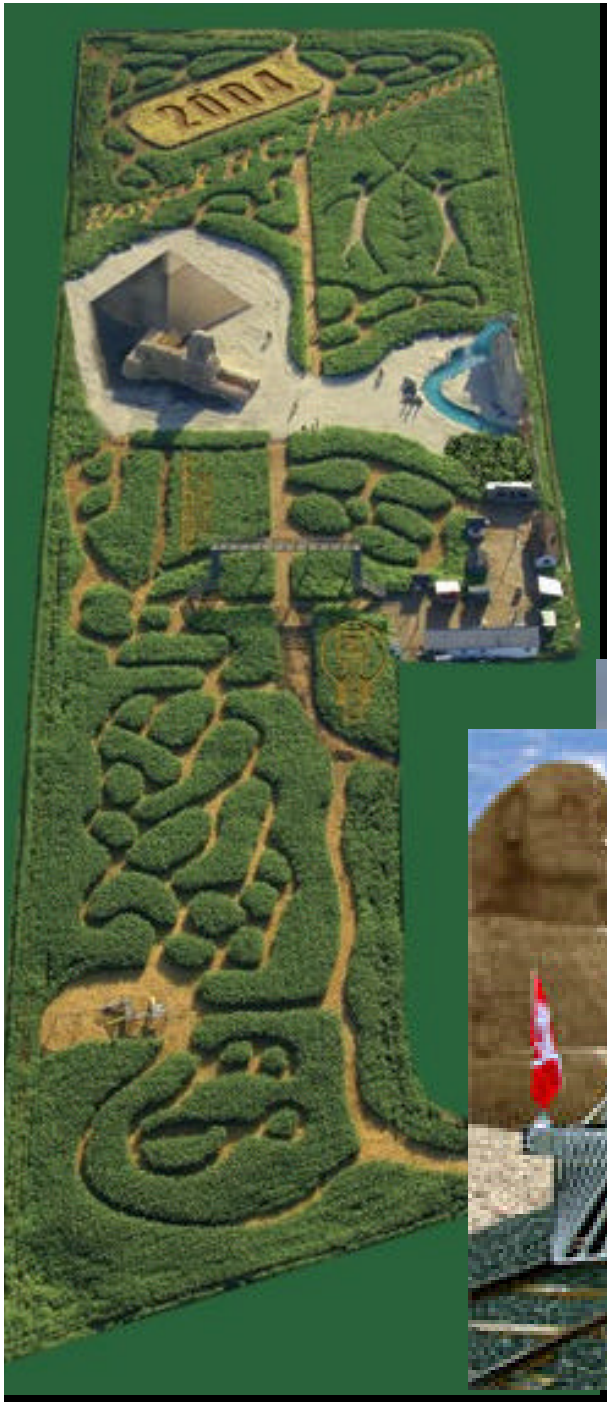
Coffee is… an experience

What is experience worth?

- the coffee bean costs a few cents a cup
- the product costs a bit more packaged and sold in the grocery store
- the service of delivering a hot cup costs a dollar
- but the new value in an experience can go for as much as five dollars.







Experience

A large investment in a corn maze…

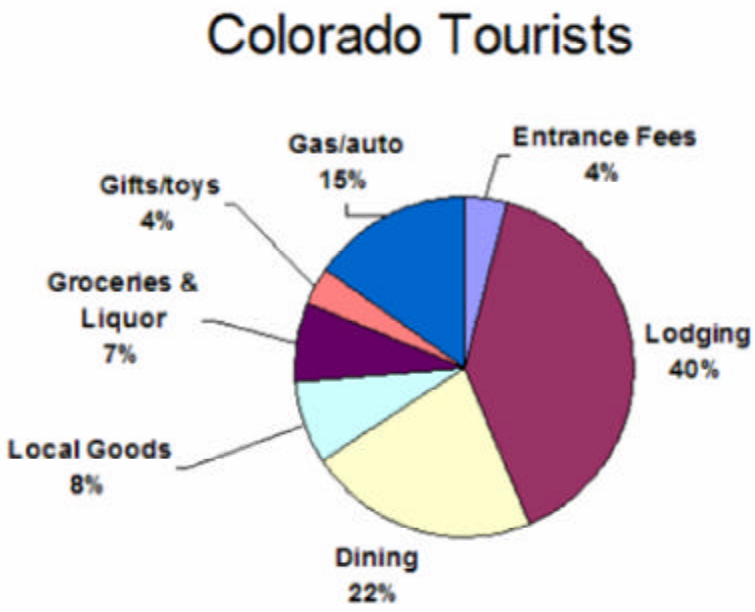
Retailers know how important this is!

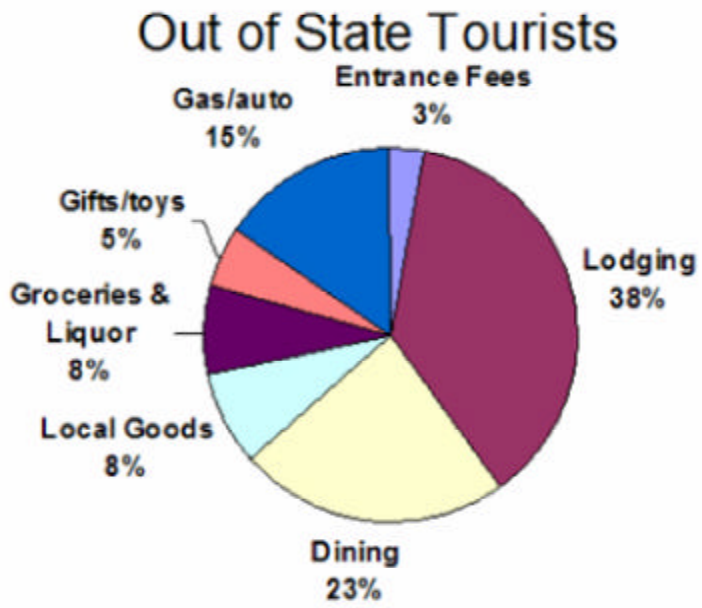
- local identification carried through the chain

Lavender is an…… ?????

..they spend their money…. Where ?

Figure 6: Spending Shares by Category





You have to offer an …

" experience"

2007 Economic Development Report, No.15

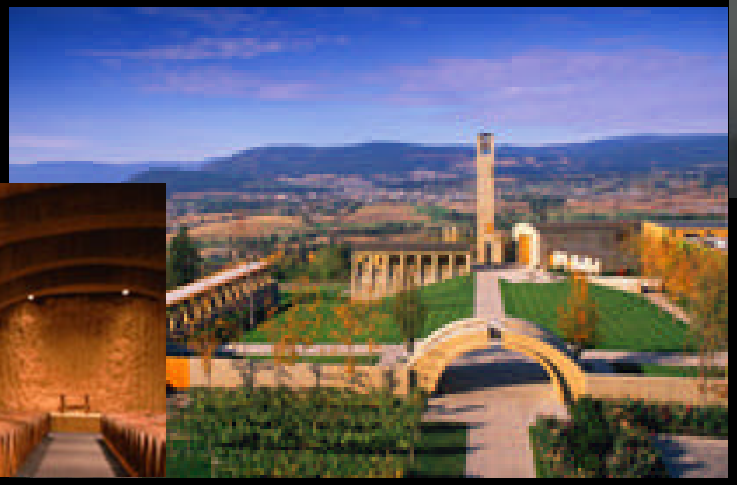
Colorado State University Extension

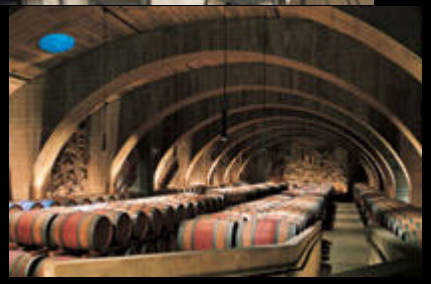
The number one issue in expanding the potential for agritourism is…

The legitimatization and recognition of agritourism as both an agriculture and tourism product

both with in and without of the industry!

…this is agritourism!





Hosted 150,00 visitors in 2007

1996
Developing the experience !

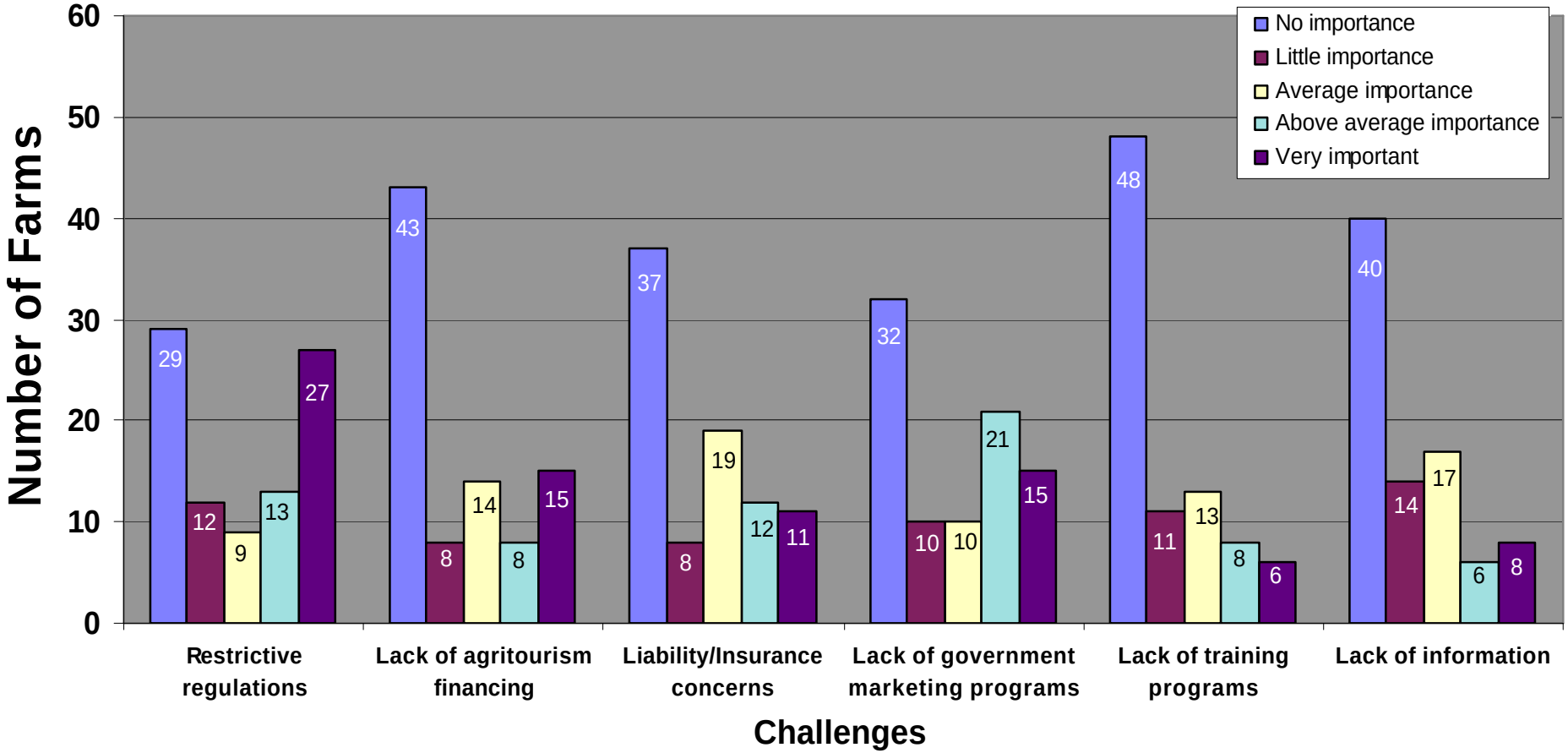
2006

- 2007, over 300,000 on site customers

…this is agritourism !

Agritourism Challenges

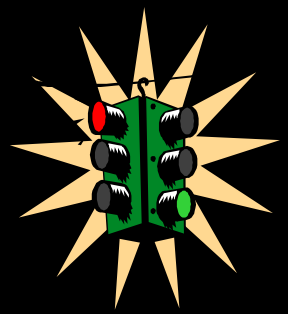
Is it agriculture or is it tourism ?



Challenges: Urban - Rural issues

Traditional

New - Agritourism



Industry development challenges

- "restrictive regulations" caused respondents the greatest challenge

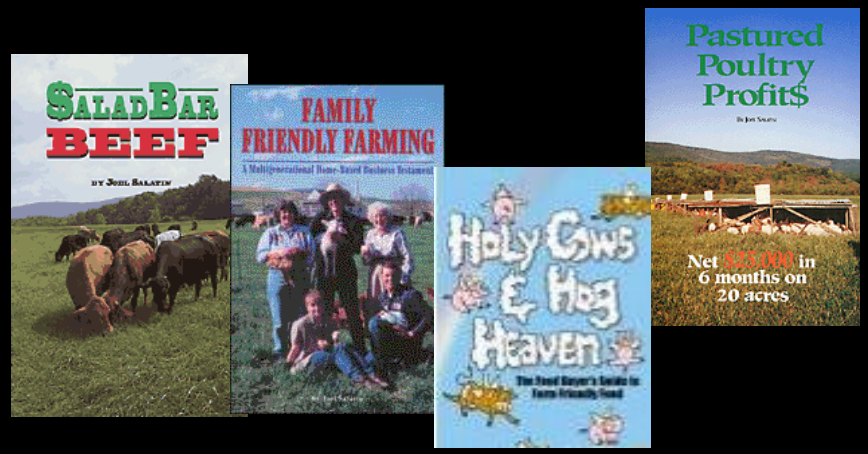
- signage, road access, parking, land use and building permits, were all commonly noted as sources of contention between agritourism operators and their local governments

Joel Salatin

Everything I Want to Do Is Illegal

Farms are not supposed to be places of enjoyment or learning. They are commodity production units dotting the landscape, just as factories are manufacturing units and office complexes are service units. In the government's mind, integrating farm production with recreation and meaningful education creates a warped sense of agriculture.

…and it does not stop with the agriculture bureaucrats. It includes all sorts of government agencies, from zoning to taxing to food inspectors. These agencies are the ultimate extension of a disconnected, Greco-Roman, Western, egocentric, compartmentalized, reductionist, fragmented, linear thought process.



Recognizing the changing landscape

"agri-tourism" ***means a tourist activity, service or facility accessory to land that is classified as a farm under the Assessment Act;***

The following activities are designated as farm use for the purposes of the Act and ***may be regulated but must not be prohibited*** by any local government bylaw except a bylaw under section 917 of the *Local Government Act*:

agritourism activities, other than accommodation, on land that is classified as a farm under the *Assessment Act*, if the use is temporary and seasonal, and promotes or markets farm products grown, raised or processed on the farm.

(Nov.1,2002) **http://www.lrc.gov.bc.ca/**

Agritourism Activities

- temporary, seasonal agritourism activities permitted
- temporary/seasonal < 12 months per year
- must have 'farm' classification
- must promote or market farm products from the farm
- farm products produced from permitted farm use

Raising the bar in the Industry

BCATA - British Columbia AgriTourism - Microsoft Internet Explorer

File Edit View Favorites Tools Help

BC AgriTourism

home | visitor site | news | media | contact

BCATA | Agritourism | Current Projects | Development Services | Alliances & Packaging | Resources

Current Projects

- > product development
- > marketing strategy
- > directory/guide
- > web site
- > standard's code
- > training/education
- > forum

Growing a sustainable future built on the bounty, values and character of rural life in British Columbia.

code of standards

One bad experience is bad for everyone in industry

BC Agritourism Code of Standards
- Draft for your review and refinement

Welcome to the BC Agritourism Draft Code of Standards. In this document, the code of standards is first listed, then details are given concerning the standards, and recommendations are made for the administration of the program.

This Draft Code of Standards has been developed through input from agritourism operators who participated in industry workshops conducted in the Fraser Valley during July and August, 2003. This is not the final

BRITISH AgriTourism COLUMBIA

We thank our partners:

- Investment Agriculture
- Foundation of BC

Investment Agriculture Foundation of British Columbia

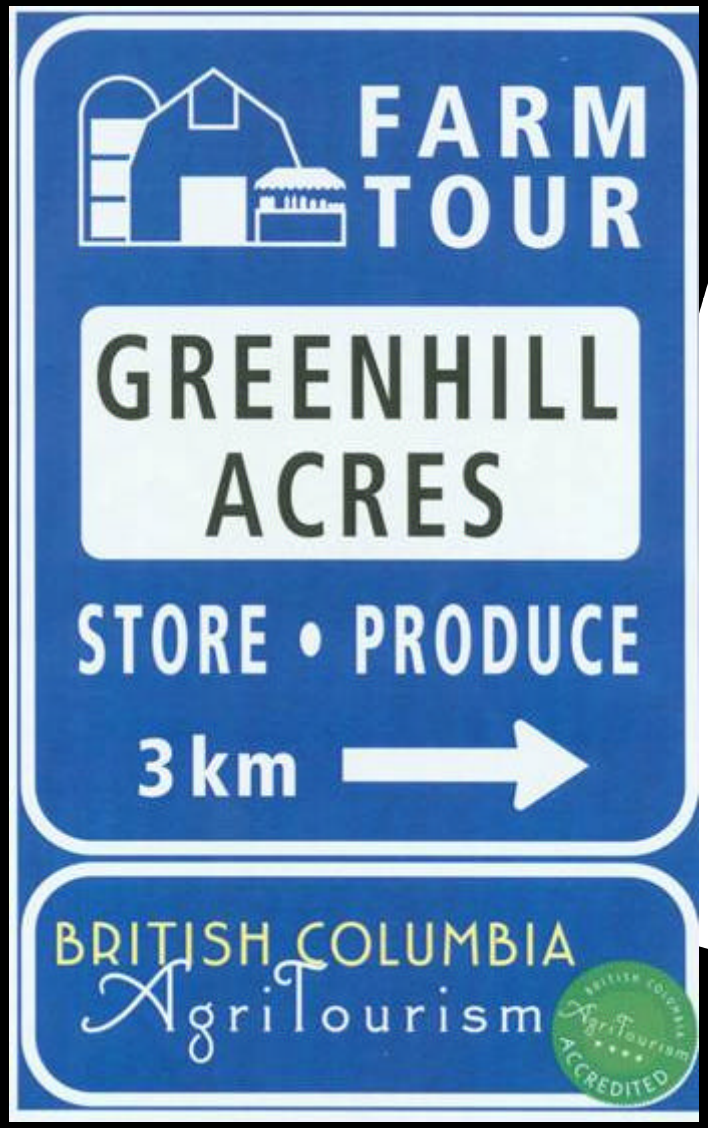
Canada

British Columbia Agritourism Alliance

WESTERN CANADA BED & BREAKFAST INNKEEPERS ASSOCIATION

BRITISH COLUMBIA AgriTourism

… the industry MUST raise the bar… to be in tourism



Why Quality Standards?

- Visitor Experiences
- Tourist Perceptions
- Credibility with Tourism Industry
- Insurance
- Marketing Opportunities

- WE MUST RAISE THE BAR!

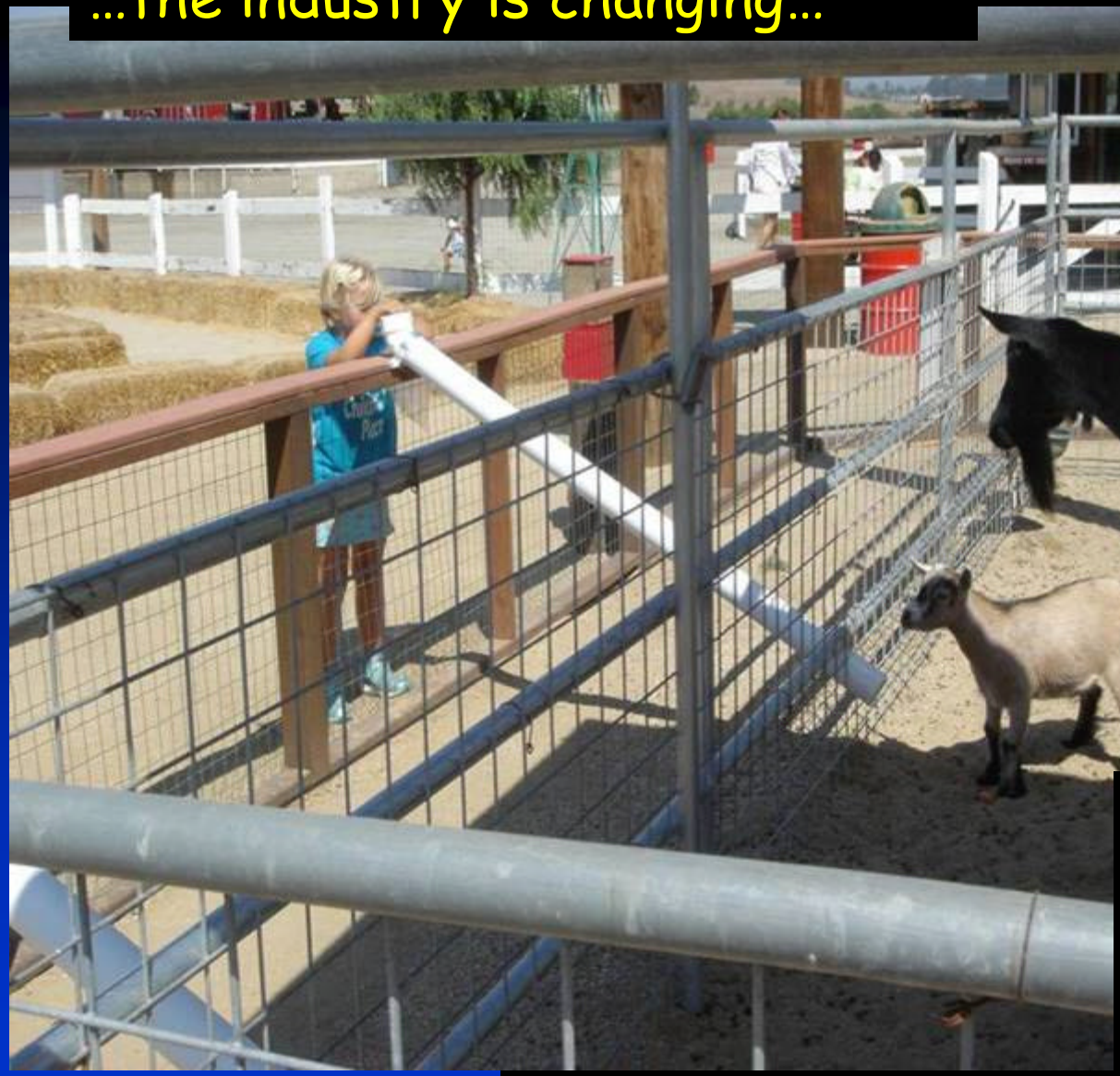
Required Standards (1)

- Business has met all necessary legal requirements and required permits
- Clean toilet facilities with hand washing facilities are available to customers.
- Hand-washing facilities with soap and clean paper towels are available.
- Areas accessible to guests are well maintained and free from hazards.

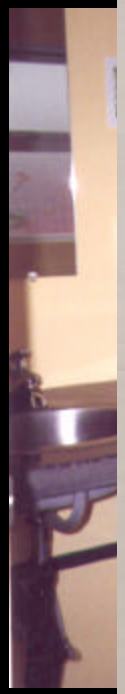
Why Standards ?

W
th

…the industry is changing…



double fence will be the industry standard… very soon!



Dear Valued Customer:

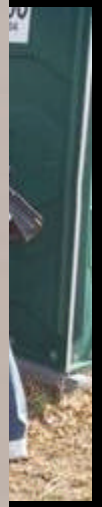
Thank you for choosing to visit our family farm.

We have provided these rest area facilities for your convenience. We have selected these units because they are not invasive to the low-lying environment surrounding The Vollmer Farm. Our farm borders the Tar River and Crooked Creek, part of the Tar-Pamlico River Basin. While they are not as comfortable as full service facilities, please keep in mind that they have minimal impact on the environment and help us to preserve all that you come here to see.

Please enjoy your visit and return soon!

Sincerely,

Farmer John Vollmer and Family



Raising the Bar

2006 Highway
Sign Campaign

Are you serious?

An experience?.....yes but…

Tourism needs more product

Agriculture needs to diversify

Benefits

Agricultural Industry

Rural Community

Tourism Industry

Experience

Local and regional

And that … is an identity

Developing an Hawaiian … agri - CULTURE

Peter Merriman comments on why using fresh locally grown products supports everyone:

"There are a lot of winners in this system, and no losers. The farmers get markets, the distributors get quality supplies, the restaurants get top quality produce, the customers get a fantastic dining experience and Hawaii gets to keep it all at home. "

The food experience

Mauka & Makai

Day Boat Fish

Merriman's specializes in local, troll boat caught fish.
These boats return daily to the dock ensuring the freshest fish.

Herb Grilled
Pinot Noir Butter Sauce,
Papaya Maui Onion Relish.

Macadamia Nut & Panko Crusted
Spicy Lilikoi Sauce,
Tomato Papaya Relish.

Merriman's Original Wok Charred Ahi
Seared on the outside,
Sashimi on the inside.
Market Price

Ponzu Marinated Mahi Mahi
Sautéed Fish with Sesame Grilled Shiitaki,
Ninole Hearts of Palm & Upcountry Onion Relish.
$29.95

Merriman's Mixed Plate
A taste of our signature seafoods:
Ponzu Mahi Mahi, Fresh Island Shrimp, Wok Charred Ahi.
$38.95

Roasted Mahi Mahi & Scallop Mousse
Lime Butter Sauce.
$34.95 /
Smaller Portion $30.95

Panko & Kefir Lime Crusted Scallops
Sautéed, Ume Vinaigrette,
Pipinola Relish.
$27.95 / Smaller Portion $23.95

Butter Poached Keahole Shrimp
Waimea Tomato & Sherry Sauce,
Hamakua Mushroom Flan,
Seasoned Macadamia Nut accompaniment.
$24.95 / Smaller Portion $20.95

Merriman's Platters

A Selection of Two Items in Smaller Portions
$38.95

The Prime Cuts

Grilled Filet Steak
Hamakua Mushroom Sauté
or
Cabernet & Foie Gras Sauce
Poha Berry Cumberland Relish.
$32.95 / Smaller Portion $28.95

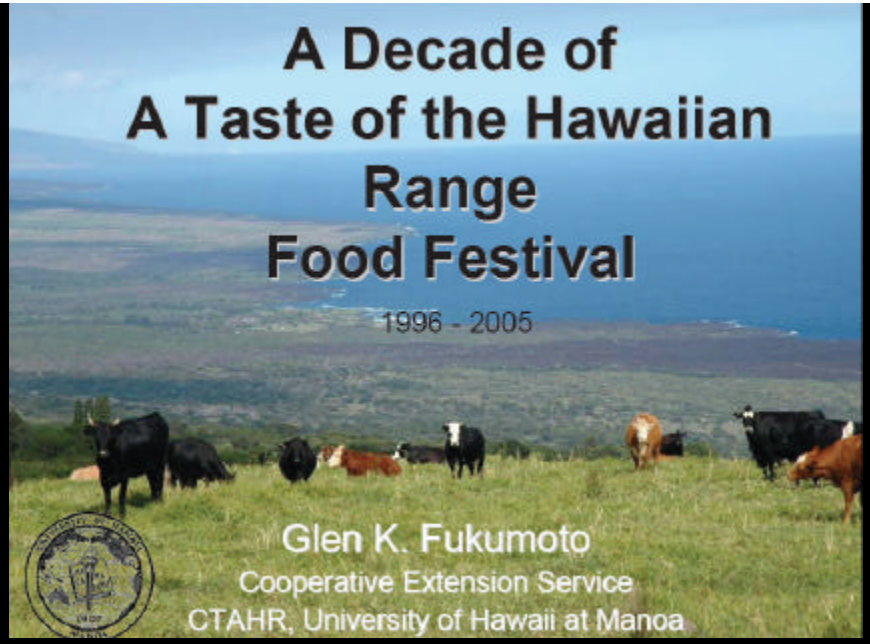
Prime New York Steak
"Kansas City" cut
Szechuan Peppercorn Rub,
Jack Daniel's Butter.
$37.95

Kahua Ranch Naturally Raised Lamb
A different selection daily.
Market Price / Smaller Portion Available

Children's Menu Available.
All entrées are accompanied by a fresh vegetable and a selected starch
Parties of 6 or more - 17% minimum gratuity

…the restaurant industry is about "experience"

Do we need more experiences ?



"Hotels need to provide an enriching experience."

"It is no longer mai tais and lie on the beach. We need to deliver a bit of history…and teach them more about Hawaii. We want our guests to learn and take something away when they leave."

Mary Lou Foley, Outriggers Waikiki's events coordinator.

United Airlines IN Flight Magazine, October 2006

Current agritourism in Hawaii

- **Hawaii's ag-tourism valued at $33.9 million in 2003**
- up 30 percent from the $26.0 million in 2000
- 187 farms State-wide that had ag-tourism related income
- 48 percent increase from 2000
- an additional 145 farms either started ag-tourism activities in 2004, or planned to in the future
- Hawaii county now accounts for 48 percent of the farms with ag-tourism and 37 percent of the total value.

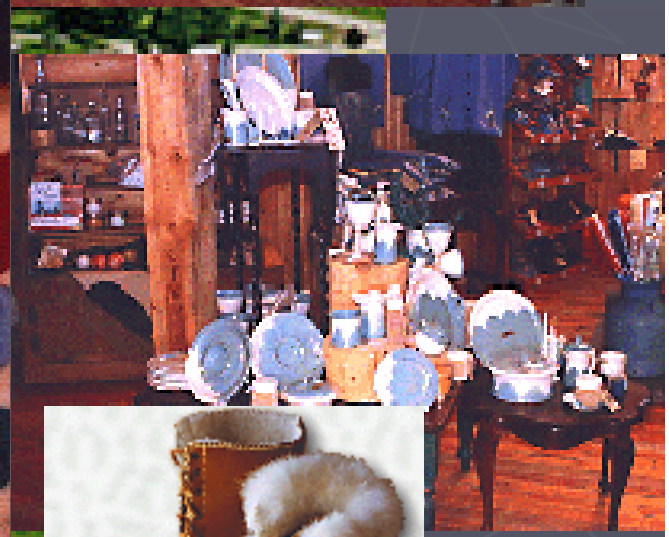
Agritourism drives repeat sales

many operations received orders for products related to ag-tourism after the visitors returned home

- 74 percent of operations reported 0-25 percent of their sales from off-site orders
- 21 percent of operations reported 26 to 50 percent
- 5 percent said that over 50 percent of their ag-tourism related sales came from off-site orders

KONA MOUNTAIN COFFEE

Any farm can be … an experience



Bison are a….. tourism experience!

Head-Smashed-In Buffalo Jump
Interpretive Centre

Hunt bison on huge ranch in South Dakota

This South Dakota bison hunt takes place on a 50,000-acre ranch. It is a family-owned operation with 3,500 head of bison and about 200 to 300 mature bulls. The ranch is fenced into separate pastures ranging in size up to 10,000 acres.

These bulls will not qualify for Safari Club International's record book but will not qualify for the Boone and Crockett Club's records. Typically more than half of the bulls taken each year are big enough to qualify for SCI listing. The hunter gets the head, hide and skull. Meat can be purchased at the ranch if so desired at the prevailing market rate, typically about twice the price of beef or more. The hunt can be conducted year round, but hides are best from October to February. Hunters can fly into Pierre or Sioux Falls and rent a vehicle. Hunters should schedule to be on the ranch at 8 am Central Time the day of the hunt. After taking your bull the ranch provides a big lunch and hunters are welcome to look over the operation and watch skinning or shop at one of the gift shops. Hunt BI567.

Hunt BI567

Hunt	Pric
Trophy bull: You get the head, hide and skull. Meat at market rates.	$1,550 in 2006 $1,750 in 2007 $1,750 in 2008
Cow or broken-horned 2 or 3-year-old bull. Hunter keeps entire animal, including meat.	Call for updated pric $1,250
Hunting Results	**Locati**
The animals live in open grasslands, so 100% success is the rule. Most bulls are five to seven years old and 70% to 80% make the Safari Club International record book.	50,000-acre private ra miles northwest of F Dakota, on HIghway headquarters are fou gate.
Meat	**Lodgi**
About $3 per pound for ground or cheaper cuts. Steaks: $10 to $17 per pound	Motels available in t included in hunt pric
Taxidermy	**Airport p**
Most hunters elect to have the head and hide picked up by one of three taxidermists, who typically charge $1,400 to $1,500	Not provided, you c or Sioux Falls and rent a truck or car.

The hunt….

Experience!

Is diversification the answer?... YES!

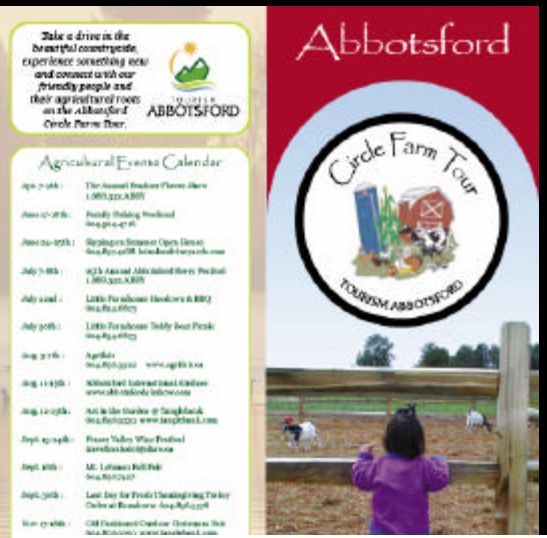
	British Columbia (n=100)		All Canada (n=251)		All North America (n=1135)	
Expansion Plans						
Planning to diversify more	**53.3%**		52.4%		56.0%	
Not planning to diversify more	46.7%		47.6%		44.0%	
Types of Additional Diversified Enterprises						
Crops	**32.7%**	(17.4%)	29.7%	(15.6%)	41.6% [a]	(23.1%) [b]
Livestock	14.3%	(7.6%)	11.9%	(6.2%)	22.7%	(12.6%)
Other agricultural products/services	16.3%	(8.7%)	13.6%	(7.1%)	19.5%	(10.8%)
Processing of foods and beverages	**30.6%**	(16.3%)	33.9%	(17.8%)	36.1%	(20.1%)
Recreation, tourism and events	**32.7%**	(17.4%)	45.8%	(24.0%)	50.0%	(27.8%)
Lodging and accommodations	22.4%	(12.0%)	22.0%	(11.6%)	17.1%	(9.5%)
Restaurants and food services	20.4%	(10.9%)	21.2%	(11.1%)	21.6%	(12.0%)
Health and cosmetics	2.0%	(1.1%)	4.2%	(2.2%)	5.5%	(3.1%)
Arts and crafts	8.2%	(4.3%)	10.2%	(5.3%)	14.3%	(7.9%)
Educational activities	16.3%	(8.7%)	20.3%	(10.7%)	30.7%	(17.1%)
Leases	4.1%	(2.2%)	1.7%	(0.9%)	2.7%	(1.5%)
Easements	6.1%	(3.3%)	2.5%	(1.3%)	5.2%	(2.9%)
Time-shares	2.0%	(1.1%)	0.8%	(0.4%)	0.5%	(0.3%)
Other products and services	8.2%	(4.3%)	6.8%	(3.6%)	7.7%	(4.3%)

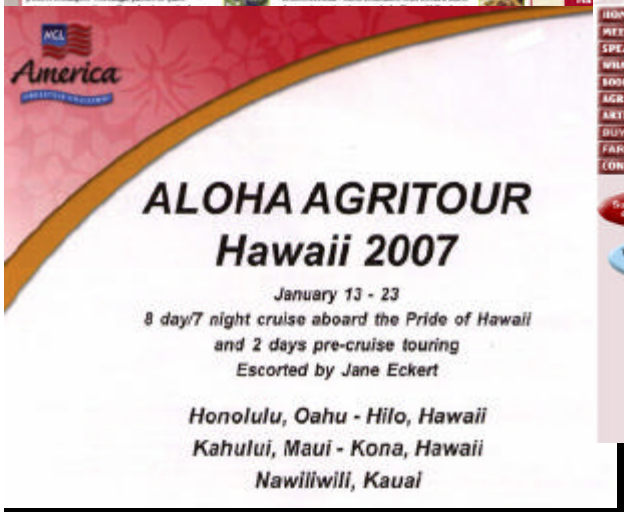
[a] This is the percentage of farms and ranches planning to further diversify.
[b] This is the percentage of all farms and ranches including those that do and do not plan to further diversify.

It is happening!

This is the farmers face back in agriculture !

Circle tours





Tourism and agriculture …working together

Which tourist is this ?

The agritourist!

The Wine Islands Project

" The important thing is not to stop questioning."

Albert Einstein

Thank you !