



***The Time For Agritourism is NOW!***

**San Luis Valley Tourism Conference**

Alamosa, Colorado

February 10, 2010



## Generations Removed From Family Farm

- Fewer than 1% of Coloradans live on farms compared with 27% in the 1930s.
- Families no longer have a grandparent, aunt, uncle, etc. who have a farm/ranch to visit.
- Children and adults often don't know where their food comes from.



## **Trends Positively Affecting Agritourism Development and Growth**

- **Rise of the “Locavore”**
  - **Trends in the Local Food Movement**
  - **Desire to Reconnect with Agriculture**
  - **Promoting “Local”**
- **Travelers Sticking Close to Home**
  - **Staycation**
- **Resources Available**



## **Rise of the “Locavore”**



## What is a Locavore?

- “A person who endeavors to eat only locally produced food.”
- 2007 Word of the Year for the New Oxford American Dictionary



## **What is Local?**

- **Varies depending on where you are.**
  - “Local” may include products from across state line in certain areas.
- **Colorado Proud promotes food and agricultural products grown, raised or processed in Colorado.**



## **Listening to Colorado Consumers**

- **92% of Colorado consumers would buy more Colorado grown and produced products if they were available and identified as being from Colorado.**

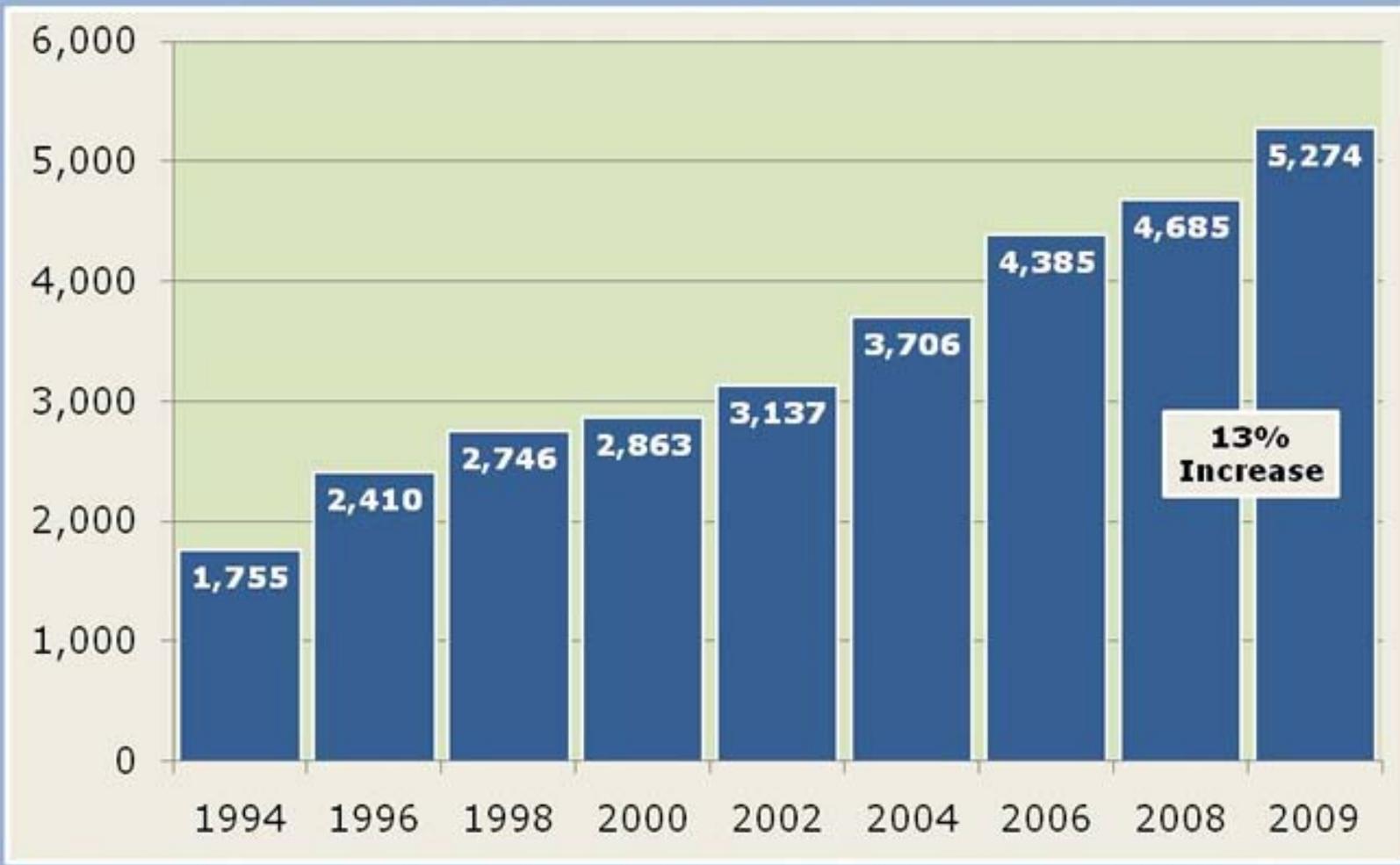
Source: CSU "Public Attitudes about Agriculture in Colorado - 2006"

- **84% of people purchase at least some Colorado products.**
- **55% are looking for the Colorado Proud logo more now than they used to.**
- **67% are very or somewhat familiar with the Colorado Proud logo, up from 59% in 2008.**

Source: Survey USA - 2009



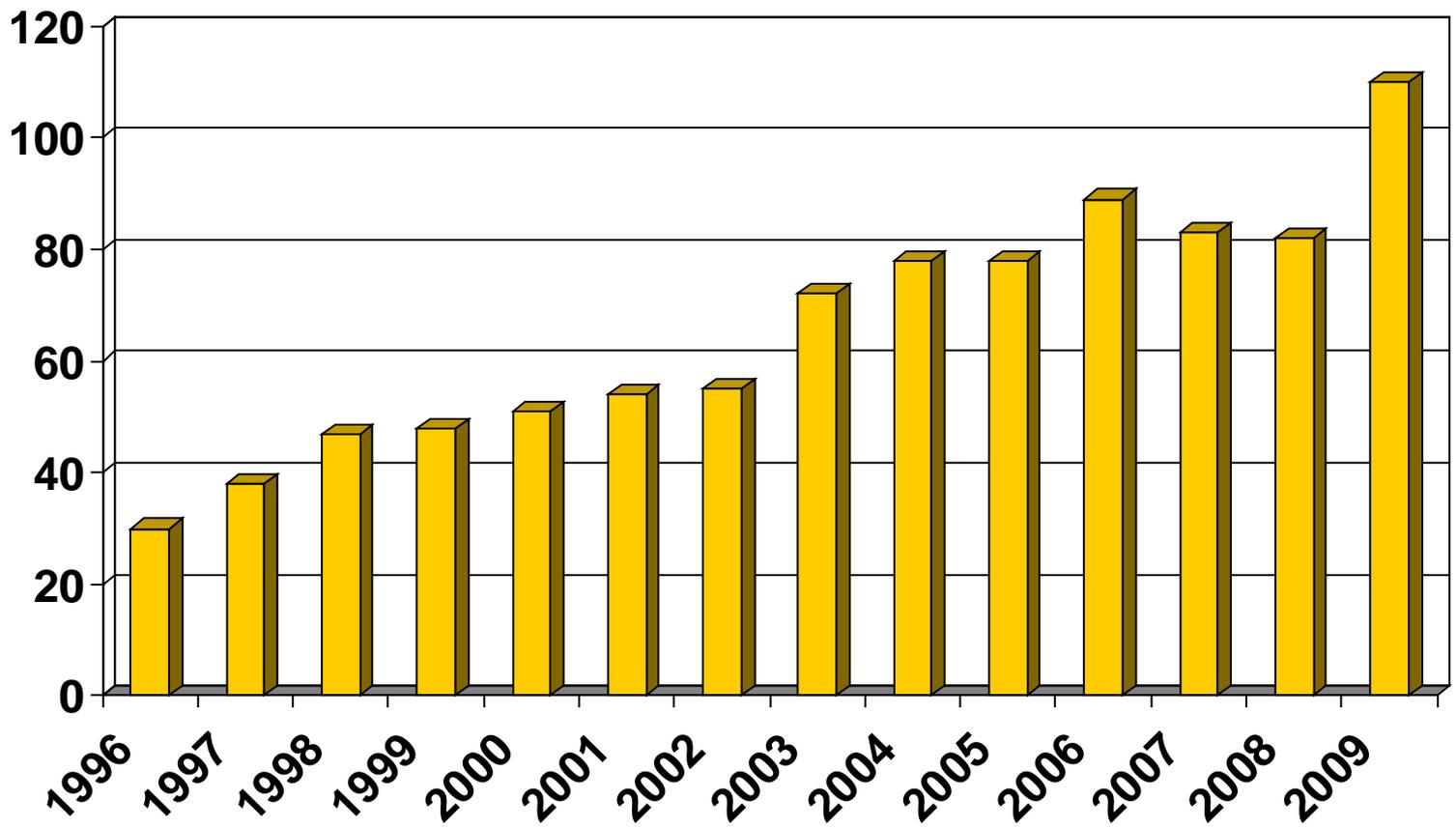
## Number of Operating Farmers Markets



Source: USDA-AMS-Marketing Services Division



# Farmers' Market Listings In "Farm Fresh"





# WHAT'S HOT?

*The top 10 hot trends in the 2009 National Restaurant Association What's Hot Chef's Survey*



<b>1 Locally grown produce</b>	<b>89%</b>
2 Bite-size/mini desserts	83%
3 Organic produce	82%
4 Nutritionally balanced children's dishes	81%
5 New/fabricated cuts of meat (e.g. Denver steak, pork flat iron, bone-in Tuscan veal chop)	78%
6 Fruit/vegetable children's side items	74%
7 Superfruits (e.g. acai, goji berry, mangosteen)	73%
8 Small plates/tapas/mezze/dim sum	73%
9 Micro-distilled/artisan liquor	73%
10 Sustainable seafood	71%

**Observing Restaurant Trends**



# **Why Consumers are Buying Local**

- Help Local Economy
- Fresher More Nutritious Products
- Food Safety—Want to Know Where Food Comes From
- Personal Connection with Producer
- Decrease Carbon Footprint
- Maintain Ag-Related Jobs and Businesses
- Sustain Family Farms, Family Values, Strong Work Ethic
- Support Western Heritage
- Enriches Landscape
- Maintain Open Space and Wildlife Habitat



# **Travelers Sticking Close to Home**



# Staycation

- Economic Conditions
  - Gas Prices
  - Falling Dollar
  - Job Loss
  - Housing Market
  
- Local businesses and agritourism activities can benefit from travelers taking shorter trips.



## **Use the “Local” Trend to Promote YOU!**

- Consumers want to get away from the urban “rat race” and escape to the country.
- Parents want to reconnect with agriculture and share the experience with their children.
- Tourists are willing to “pay to work.”
- Partner with other businesses in your area (cross promotion).
- Make getting to you a part of the overall experience.
- Offer local products for sale for visitors to take home.
- Develop all-inclusive packages.
- Promote “value” by offering combo deals including admission, meal, etc.



# Resources Available



# Agritourism Promotion

- CDA/CTO Partnership w/ Funding!
- Agritourism Committee
- Promotion and Development
- Workshops
  - Rocky Ford-Date TBA
  - Grand Junction-September 11, 2010



[www.coloradoagritourism.com](http://www.coloradoagritourism.com)

**Resources for agritourism  
operators and visitors.**



COLORADO

MARKET  MAKER™

Linking Agricultural Markets

- **Colorado MarketMaker is a free tool to:**
  - Help Consumers find Producers
  - Help Producers Promote their Operations and Products
  - Assess the food and agriculture of an area: Providing an inventory and great networking resource





**COLORADO**

**MARKET MAKER™**

Linking Agricultural Markets

## ➤ **What Can CMM Do?**

- Provide searchable online directories and food system mapping for agricultural products in Colorado.
- Locate other producers, processors, wholesalers, food retailers, restaurants, and farmers markets within Colorado.
- Connect buyers and sellers from Colorado to the world.





## Directories/Publications



- Colorado Farm Fresh Directory
- Colorado Food & Beverage Gift Guide
- Colorado Hay Directory
- Pumpkin Patch List
- Christmas Tree List



# Colorado Proud



**FREE** marketing program to help consumers, restaurants and retailers identify and purchase Colorado food and agricultural products.



## **Keys to Success**

- Choose something you love to do
- Do research – follow consumer demands
- Create a high quality product or service
- Start small – grow naturally
- Get family or partners involved
- Make decisions based on good records – expect change
- Establish a loyal customer base
- Provide more than just food or a product, “Experience”
- Continual evaluation
- Adequate capitalization



**Thank You!**

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