

Promoting Agritourism in your Community

Connecting Entrepreneurial
Communities Conference
October 2016

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**“AND
JUSTICE
FOR ALL”**

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Outline

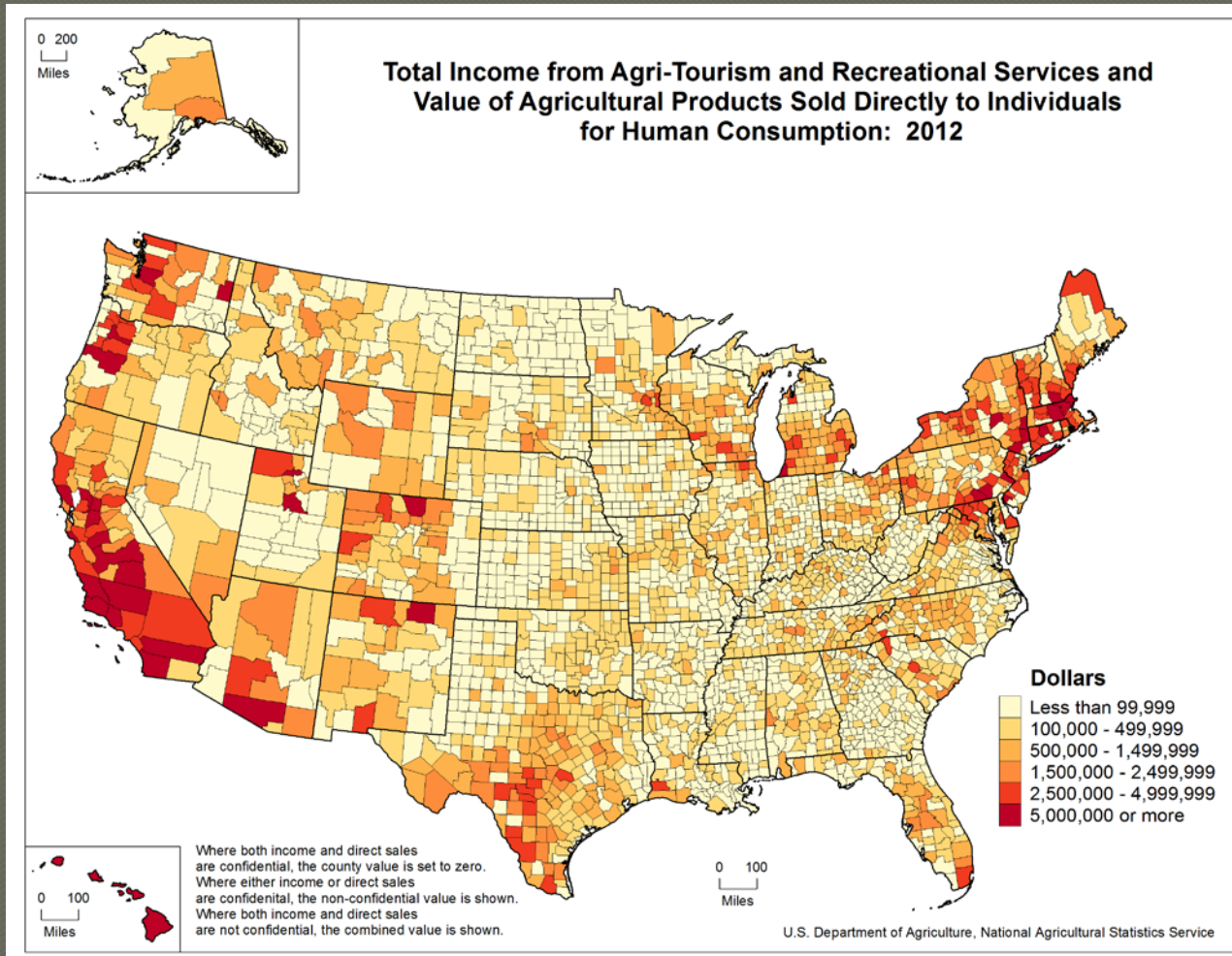
- ◉ Why Agritourism
- ◉ What is Agritourism
- ◉ Considerations
- ◉ Success Stories

Why Agritourism

Why Agritourism

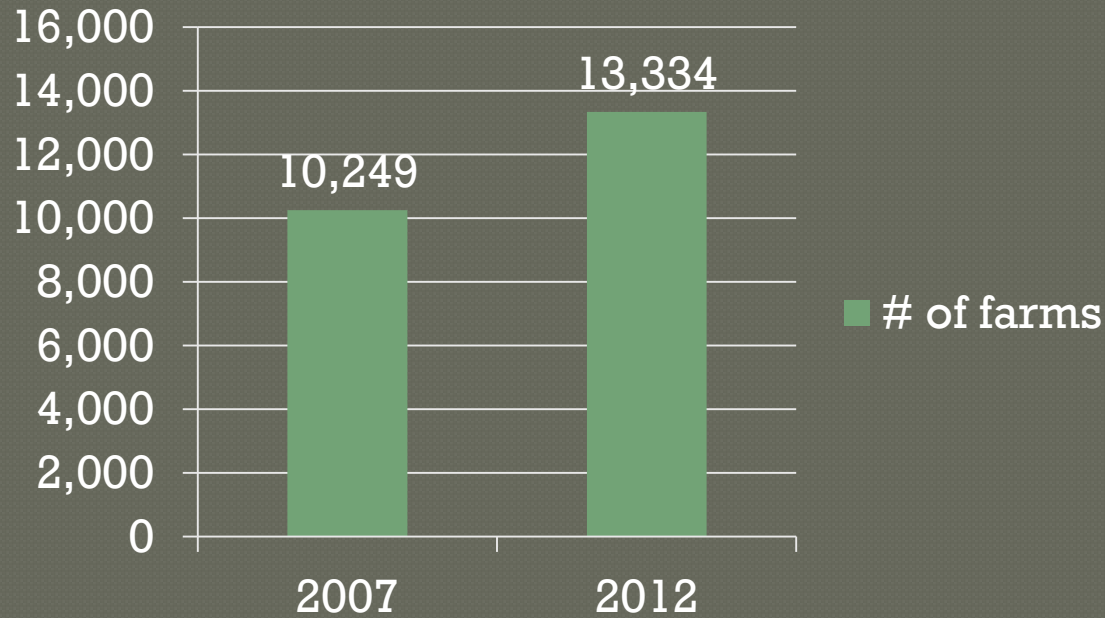
- Additional income to farms
- Diversification
- Education
- Preservation
- Increase community economic activity

Direct Sales and Agritourism

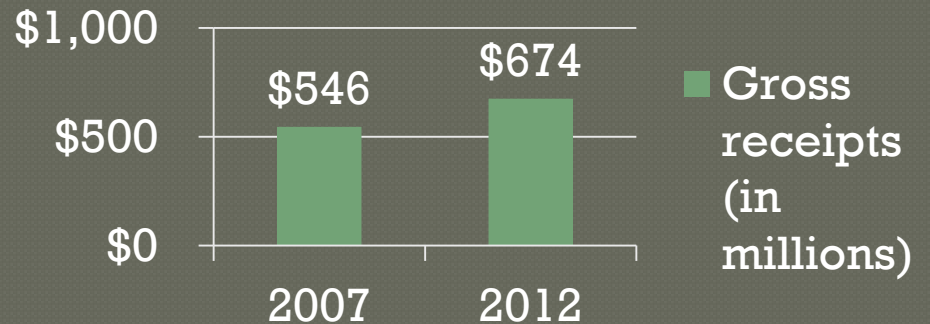


Direct Sales plus Agri-tourism & recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.

of farms



Gross receipts (in millions)



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



"People are looking for more than cookie-cutter vacations, and agritourism is a way to help sustain small family farmers." USA Today

Why Agritourism in MI?

Agriculture and tourism are the second and third largest industries in MI



Department of
Agriculture & Rural Development

PURE *M* ICHIGAN®

MI ranks
2nd in the
US in
terms of
crop
diversity



MICHIGAN

Grape & Wine

INDUSTRY
COUNCIL

MI ranks 4th in
grape production
and 8th 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

Defining Agritourism

- 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.



Defining Agritourism

"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

Agritourism
Farm Visits

Agritainment Agrotourism

Farm Tourism Agricultural Tourism

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 Community Capital Framework



Source: Emery and Flora 2006; revised graphic: C. Cox

Considerations

- 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!

DEMAND

Disconnected consumers are looking for authentic experiences where they can connect to others, to place, and to history

SUPPLY

Family farms are no longer the predominate source of food production and are looking for new markets to

- Make a profit
- Keep the farm in the family
- Educate the general public about the value of agriculture

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



Restrooms



Concessions



Marketing



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

20% MALE
80% FEMALE

70 MILLION USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

9,100 TWEETS HAPPEN EVERY SECOND

289 MILLION ACTIVE USERS



FACEBOOK

MOBILE IS FACEBOOK'S CASH COW

1.31 BILLION MONTHLY ACTIVE MOBILE USERS

MOBILE AD REVENUE MAKES UP 76% OF ALL AD REVENUE (\$2.9 BILLION IN Q2 OF 2015)

USERS SHARE 1 MILLION LINKS EVERY 20 MINUTES

1.5 BILLION MONTHLY ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS NIKE

300 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

HANGOUTS AND PHOTOS HAVE BEEN SEPARATED FROM GOOGLE+ BUT POSTS WILL REMAIN AS "STREAMS"

300 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

380 MILLION USERS WORLDWIDE

On-Farm Signage

- Directional
- Safety
- Educational

**CAUTION
THIS IS A
WORKING
FARM**



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



BLACK STAR FARMS



UNCLE JOHN'S

HOME

EVENTS

ACTIVITIES

FRESH
GROWN

SHOPS

CIDER MILL

WINERY

ABOUT US

TOURS

HOURS/MAP

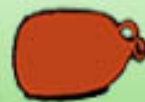
[Click Here to Sign Up
for our E-Newsletter!](#)



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!



CIDER MILL



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St. Johns, MI 48879
989-224-3686
cider@ujcidermill.com



DEBUCK'S CORN MAZE and PUMPKIN PATCH THE FAMILY FUN FARM



50240 MARTZ ROAD, BELLEVILLE, MICHIGAN 48111 (734) 260-0334

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- Events & News
- Corn Maze
- Family Fun Area
- Pumpkin Patch
- Country Kitchen
- Hours & Admission
- Sponsors & Coupons
- Group Events & Tours ▶
- Directions
- Employment
- Buy Tickets Online
- About Us ▶
- Contact Us

Sign up for our E-Newsletter
for a Get Coupon!

**Open for the Season:
Sept. 17 - Oct. 30, 2016**

Fridays:
5 p.m. to 9p.m.

Saturdays:
12 p.m. to 9 p.m.

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



Buffalo Ranch Tours



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



Round Barn

winery • distillery • brewery

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Wine Shop

FREE SHIPPING

on orders of 12+ bottles

- ▶ WINE
- ▶ GIFTS
- ▶ APPAREL
- ▶ ACCESSORIES
- ▶ WINEMAKING CAMP
- ▶ FUN LABELS

Customer Care

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

NEW!

Tasting by reservation starting April 30

[Book Now](#)

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

Enjoy
Pumpkins
Jellies
Pies
corner
rides
wagon
enjoy
bakery
unique
corns
flowers
foods
horses
Maze
cider
wine
shop
fun
corns
acres
minery
Fun
fall
pears
mill
picnic
visit
store
barn
corn
delicious
Barn
visit
events
veggies
Dairy
pick
Fall
Food
market
asparagus
wreaths
parties

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