

What is Agritainment

Agriculture?

Entertainment?

Tourism?

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Agritainment

- “An income-generating farm enterprise operated for the enjoyment and education of the public”

Why Agritainment?

- It's the buzz
- “People will pay for anything”
- Less than 2% of the population live on farms
- “It worked last year”
- There is a demand
- Incomes and populations have increased

Pros and Cons

- **PROS**

- Income
- Educational
- People-oriented
- Fun

- **CONS**

- Cost
- Marketing
- People business
- Liability . . . Regulations
- Long hours
- Labor
- Management
- *Different*

Agritainment Steps to Consider:

- Goals and philosophies (profit vs. non-profit)
- Market research . . . Market development
- People skills
- Site selection
- Liability
- Regulations
- Labor
- Finances
- What to offer?

Agritainment

- Enterprises should be considered, evaluated and planned carefully . . . with as much vigor as any new enterprise

What to offer:

- Bed & Breakfast
- Pick-Your-Own
- Hay Rides
- Maze (hay, corn, sudan)
- Pumpkin Patch
- Orchard Tours
- Petting Zoo
- General Store
- Workshops & Seminars
- Festivals
- Camps
- Trails
- Cabins
- Picnic
- Barnyard Olympics
- Museums
- Games

Options?

- “List all the things others have done . . . then challenge yourself to create that many more new ones”

Targeted Audience:

- Tourists
- Locals
- Groups

Groups to Target?

- School
- Day Care
- Church
- Seniors
- Civic
- Clubs
- Others?

Targeting Elementary School Groups

- UT Extension Publication - - PB 1669
- Survey of Elementary School Teachers

Results of Survey:

- Likelihood to take farm field trip?
- Number of field trips taken?
- Number of students/adults per trip?
- Maximum distance to travel?
- Cost limitations for trips?
- Willingness to pay?
- When trips are planned . . . and taken?
- How trips are selected
- Important factors when selecting a trip?
- Activities & facilities required?

Overall Considerations of Agritainment:

- UT Publication - - PB 1648
- Introduction
- Marketing
- Cost & Financial Analysis
- General Management Issues

Planning to Break-Even:

- Start-Up Costs
- Annual Operating Costs
- Variable Costs Per Student
- Average Admission Price
- Number of admissions needed to break-even?

Experiences from others . . .



Summary

- Goals
- What to offer
- Is there a demand?
- Pros & Cons
- Costs
- Revenues
- Break-Even
- Regulations
- How to stay current?