

# Agritourism and Agritourism Cluster Development



Megan L. Bruch and Benjamin P. Sanders  
Extension Specialists



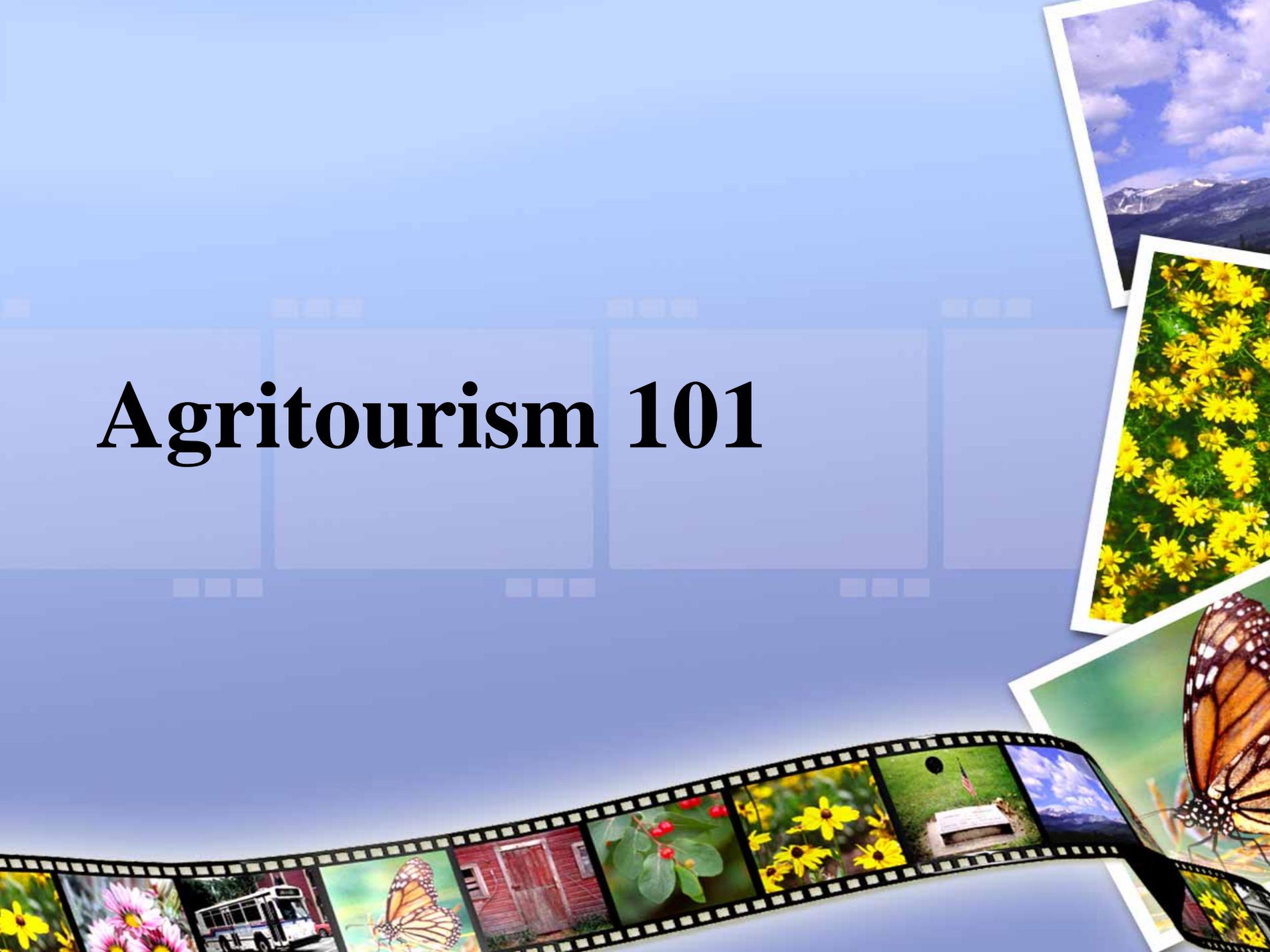
September 26, 2005



# Presentation Overview

1. **Agritourism 101**
2. **Agritourism Clusters**
3. **Examples**
4. **Criteria for Success**
5. **Steps for development**

# Agritourism 101



# What is Agritourism?

*An enterprise  
which combines  
elements of  
agriculture and  
tourism*



# Example Attractions

- **On-farm**
  - Retail Markets
  - Petting zoos
  - Horseback riding
  - Fee-fishing
  - Festivals and fairs
  - Bed and Breakfasts
  - Vacations
  - Tours
- **Pick-your-own/  
Cut-your-own**
- **Wineries**
- **Agriculture-related  
museums**
- **Farmers' markets**
- **Agriculture related  
festivals and fairs**

# Potential Target Markets

- School Teachers/School Groups
- Youth Civic and Church Groups
- Adult Civic and Church Groups
- Garden Clubs
- Business Groups/Retreats
- Birthday Party Groups
- Brides and Grooms To Be/Weddings
- Married Couples
- Local Families with Children
- Families on Vacation
- Business Travelers
- Fair and Festival Goers
- Teenagers
- History Buffs
- Wine Connoisseurs
- Hunters
- Wildlife Watchers
- Landscape and Wildlife Photographers
- Outdoor Enthusiasts (Hikers, Bikers, Boaters, Rafters, etc.)
- Equine Enthusiasts
- Travel/Tour Firms







# Enterprises and Attraction Types

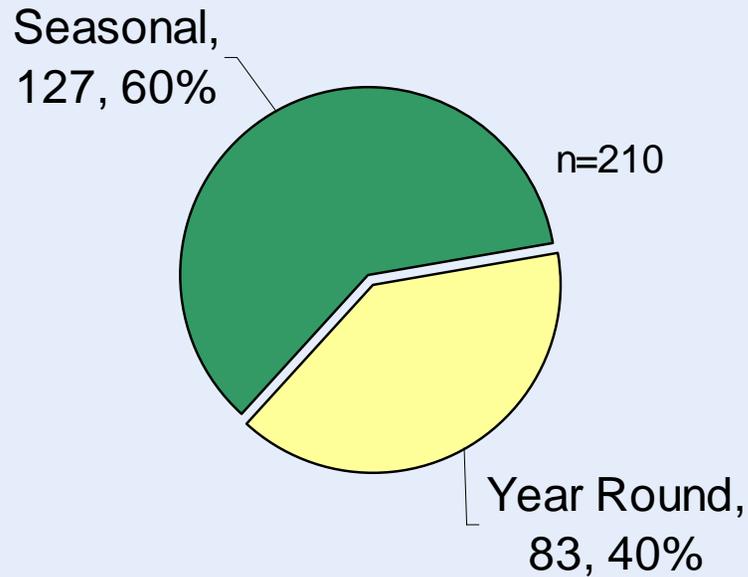
- **61% of enterprises offered an “on-farm retail market”**
- **44% offered an “on-farm tour”**
- **25% offered a “pick-your-own”**

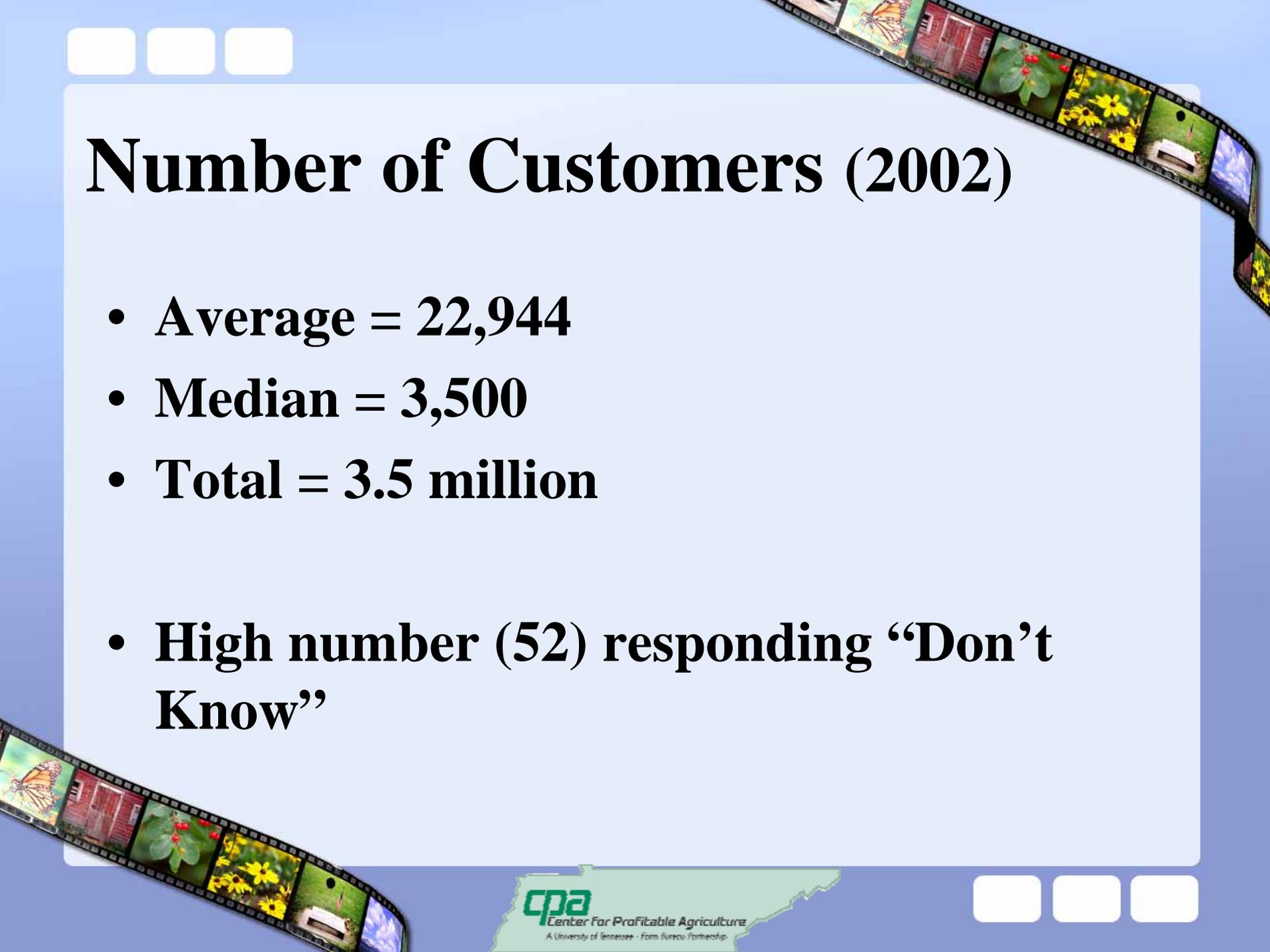
# Number of Attractions/Enterprise

- Approximately 80% of enterprises offer >1 attraction
- ~25% offer 3 attractions



# Operation Schedule

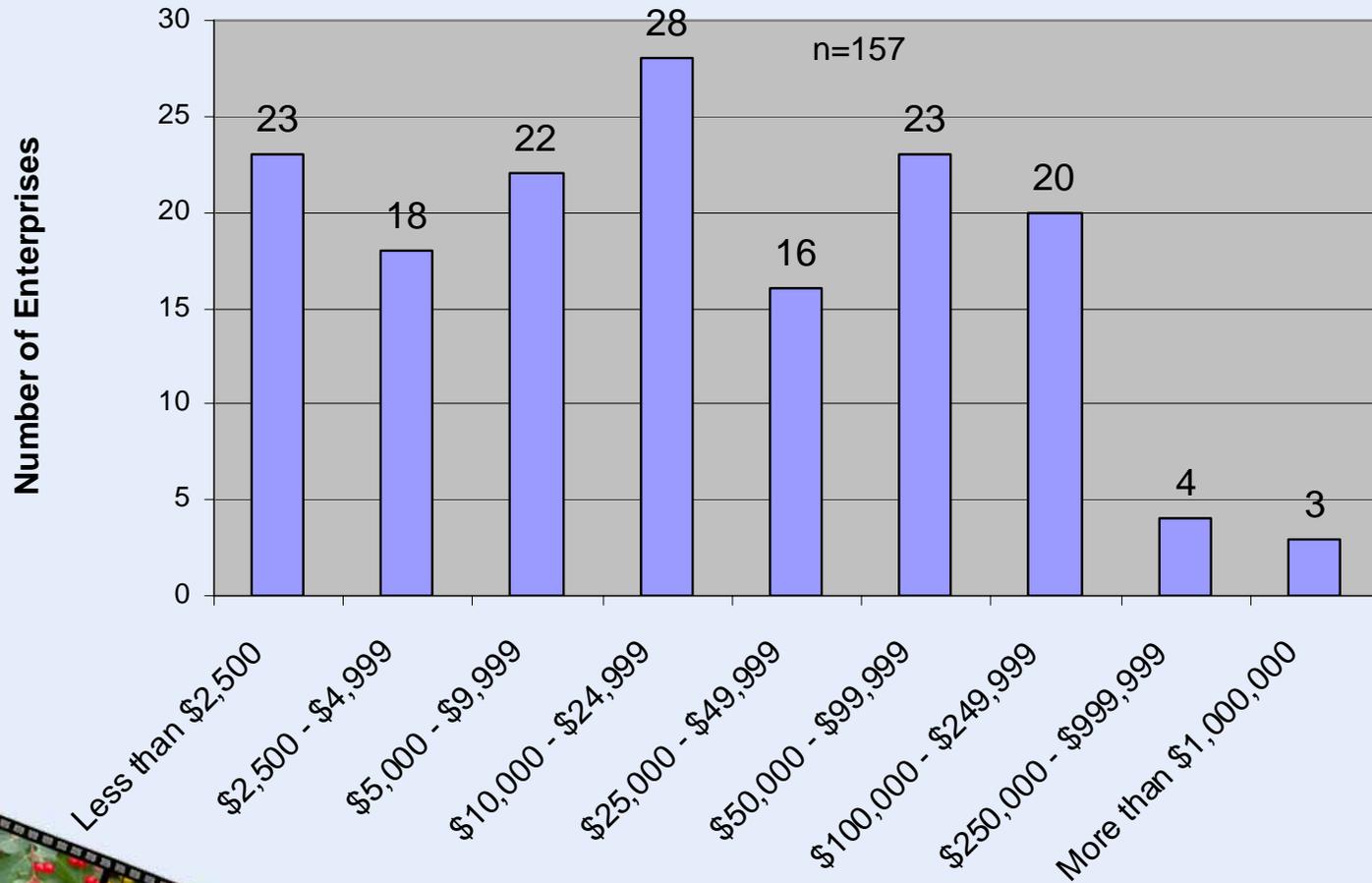




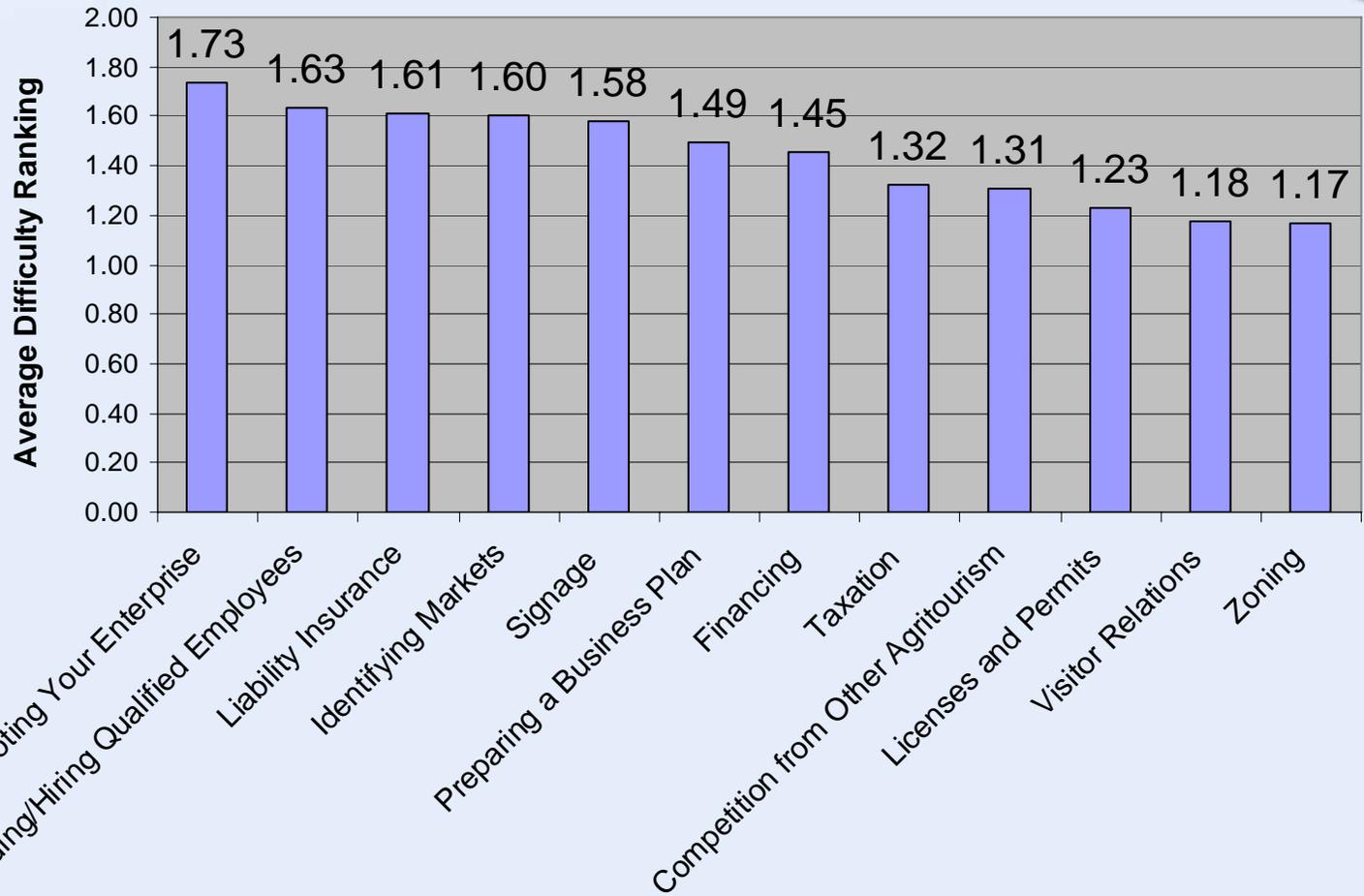
# Number of Customers (2002)

- **Average = 22,944**
- **Median = 3,500**
- **Total = 3.5 million**
  
- **High number (52) responding “Don’t Know”**

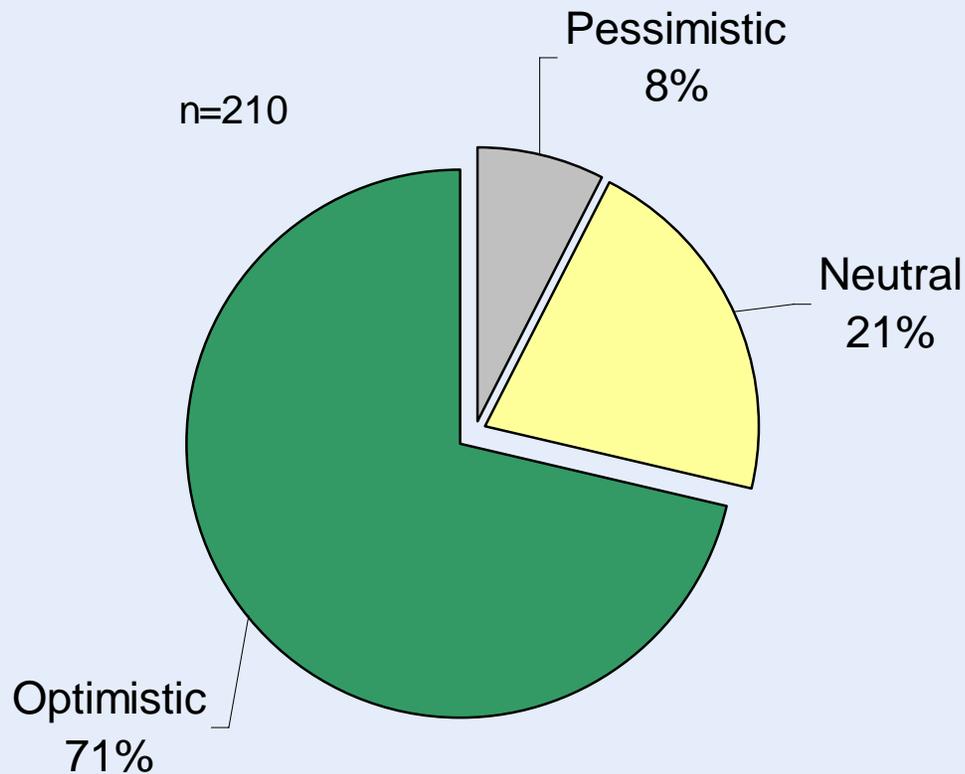
# Gross Value of Sales



# Issues Faced – Average Ranking



# Future Outlook



# Factors of Success

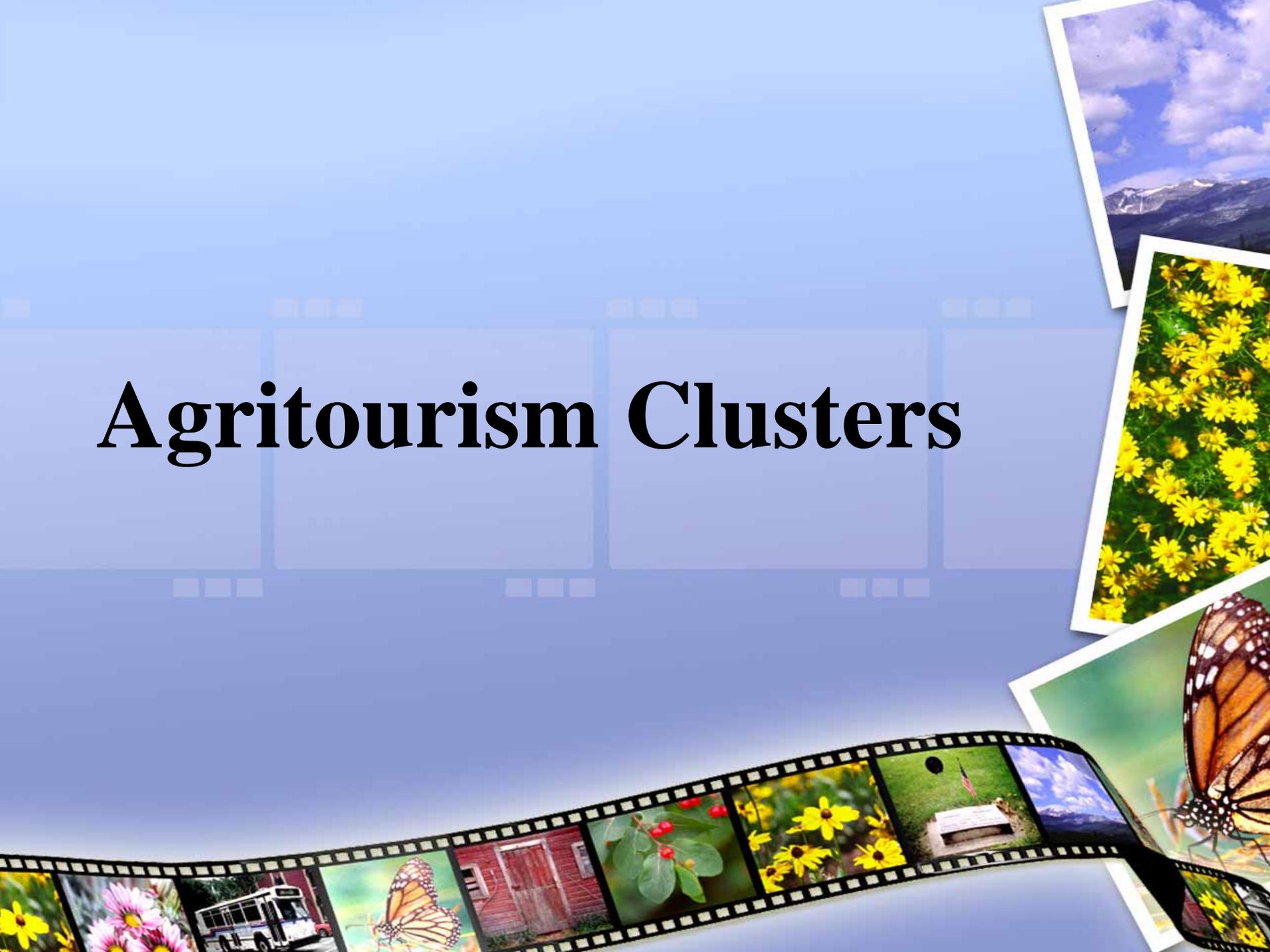
- **22.4% identified “advertising,” “promotions” and “marketing”**
- **6.6% identified “location”**
- **6% identified “customer relations/satisfaction”**

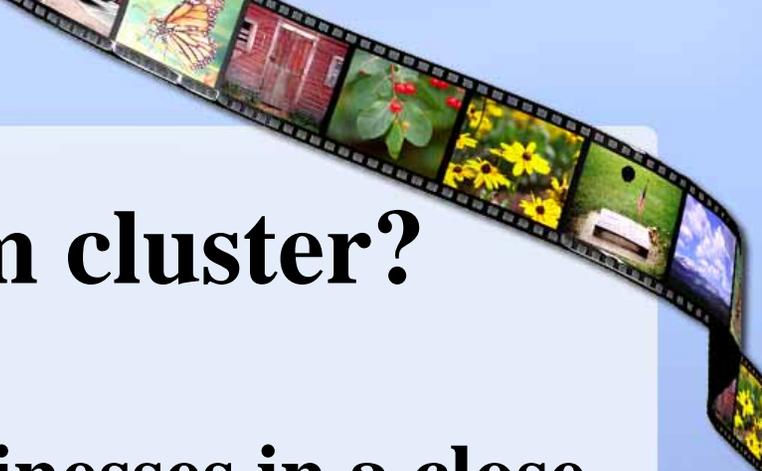


# Additional Factors of Success

- **A unique combination of resources**
  - **Organizational management skills**
  - **Strong financial position**
  - **Commitment to the long-term**
  - **People skills and marketing savvy**
  - **Labor management skills**
  - **Ability to manage and maintain cash flow**

# Agritourism Clusters





# What is an agritourism cluster?

- **A network of related businesses in a close geographic proximity with market identity and distinctive culture**
  - **who follows a common vision, strives for continuous innovation and works closely with local institutions and organizations**





# Potential Purposes/Objectives

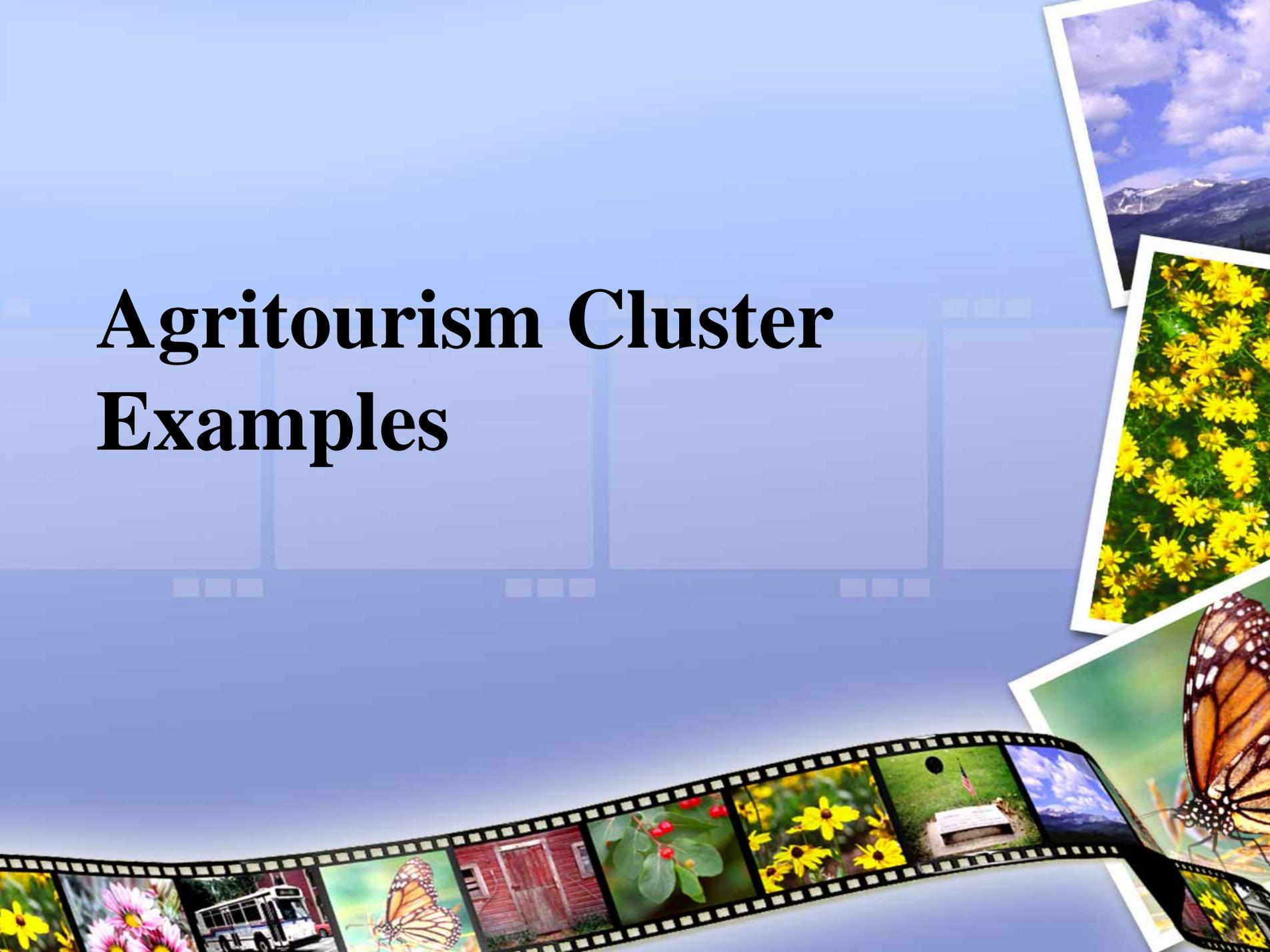
- **Increase income at the farm gate**
  - Increase appeal and draw to region
  - Increase exposure and awareness of offerings
  - Access new markets
  - Pool marketing resources to gain marketing efficiencies
  - Maintain product quality standards



# Potential Purposes/Objectives (con't)

- **Maintain environmental conservation standards**
- **Gain purchasing power for supplies/inputs**
- **Work to obtain grant funds or subsidies**
- **Network – share experiences and exchange ideas**
- **Lobby**

# Agritourism Cluster Examples

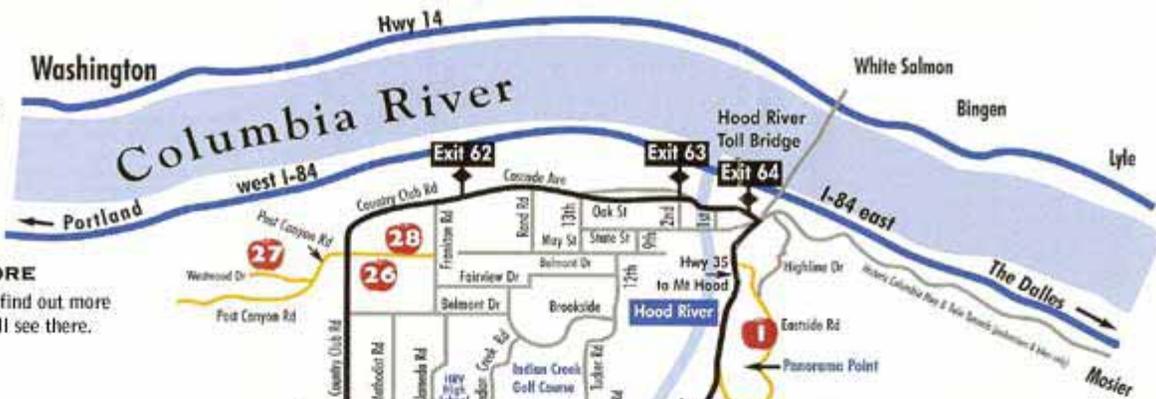


# Example 1:

## Hood River Valley Fruit Loop

- 35 mile driving tour of orchards, vineyards and rural scenery
- Established in 1993
- Began with 16 enterprises
- Currently have almost 30 enterprises
- Located in Hood River Valley, Oregon
- Population
  - ~70,000 w/in 30 miles
  - ~1.5 million w/in 60 miles

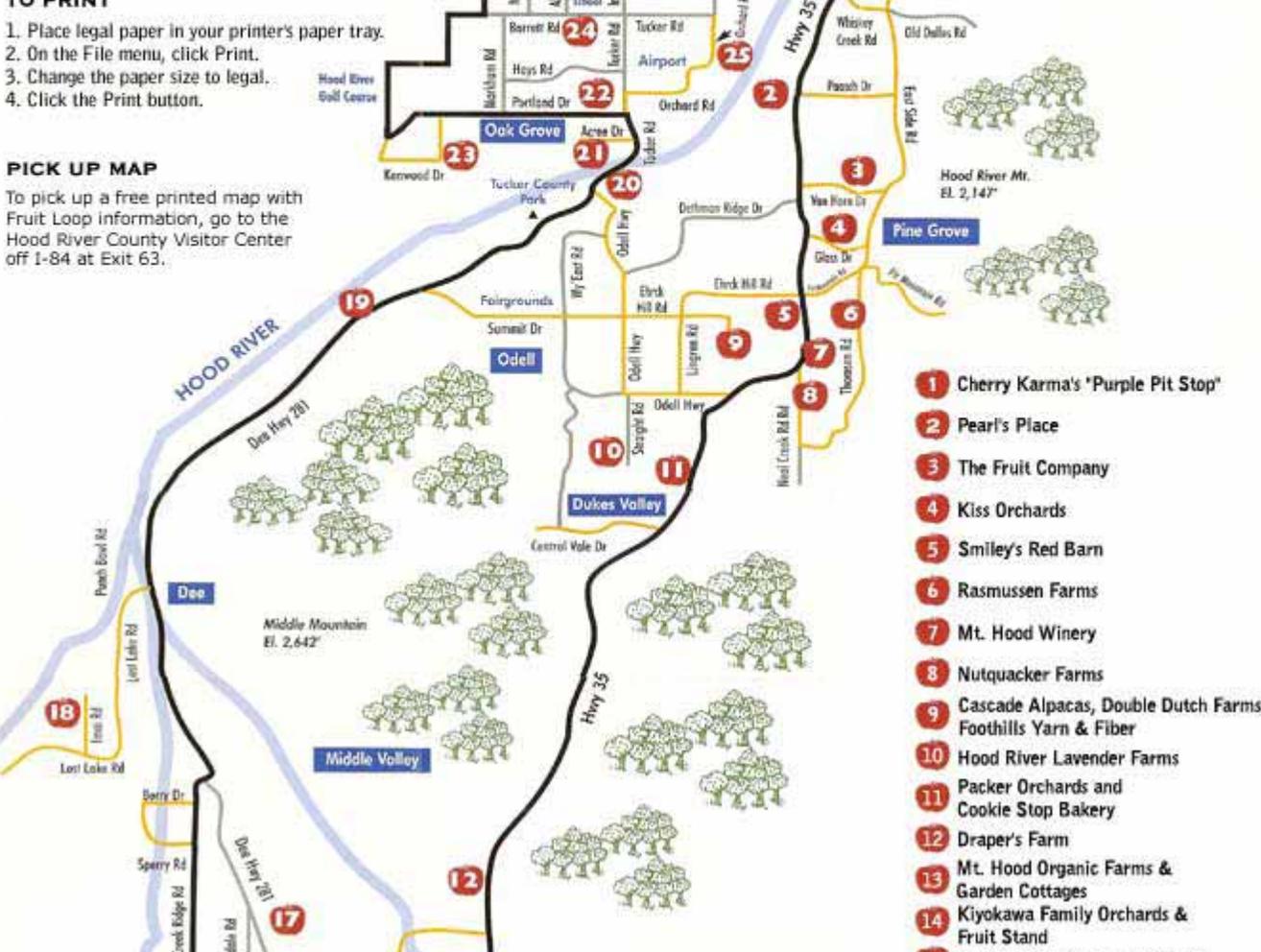




**FIND OUT MORE**  
Click a number to find out more about what you will see there.

**TO PRINT**  
1. Place legal paper in your printer's paper tray.  
2. On the File menu, click Print.  
3. Change the paper size to legal.  
4. Click the Print button.

**PICK UP MAP**  
To pick up a free printed map with Fruit Loop information, go to the Hood River County Visitor Center off I-84 at Exit 63.



- 1 Cherry Karma's 'Purple Pit Stop'
- 2 Pearl's Place
- 3 The Fruit Company
- 4 Kiss Orchards
- 5 Smiley's Red Barn
- 6 Rasmussen Farms
- 7 Mt. Hood Winery
- 8 Nutquacker Farms
- 9 Cascade Alpacas, Double Dutch Farms, Foothills Yarn & Fiber
- 10 Hood River Lavender Farms
- 11 Packer Orchards and Cookie Stop Bakery
- 12 Draper's Farm
- 13 Mt. Hood Organic Farms & Garden Cottages
- 14 Kiyokawa Family Orchards & Fruit Stand
- 15 Mt. Hood Organic Fruit Stand



# Example 2:

## Apple Hill Growers Association



- Began in 1964 with 16 enterprises
- Needed method to diversify from pear production and improve farm income
- Entered apple and tourism industry
- Researched successful marketing program and tweaked
- Formed formal association and began marketing efforts

# Apple Hill Growers Association



- **Currently has over 55 enterprises**
  - including orchards, bake shops, wineries, cider mills, Christmas trees...
- **Located in El Dorado County, California**
- **Population**
  - ~400,000 w/in 30 miles
  - ~2.5 million w/in 60 miles



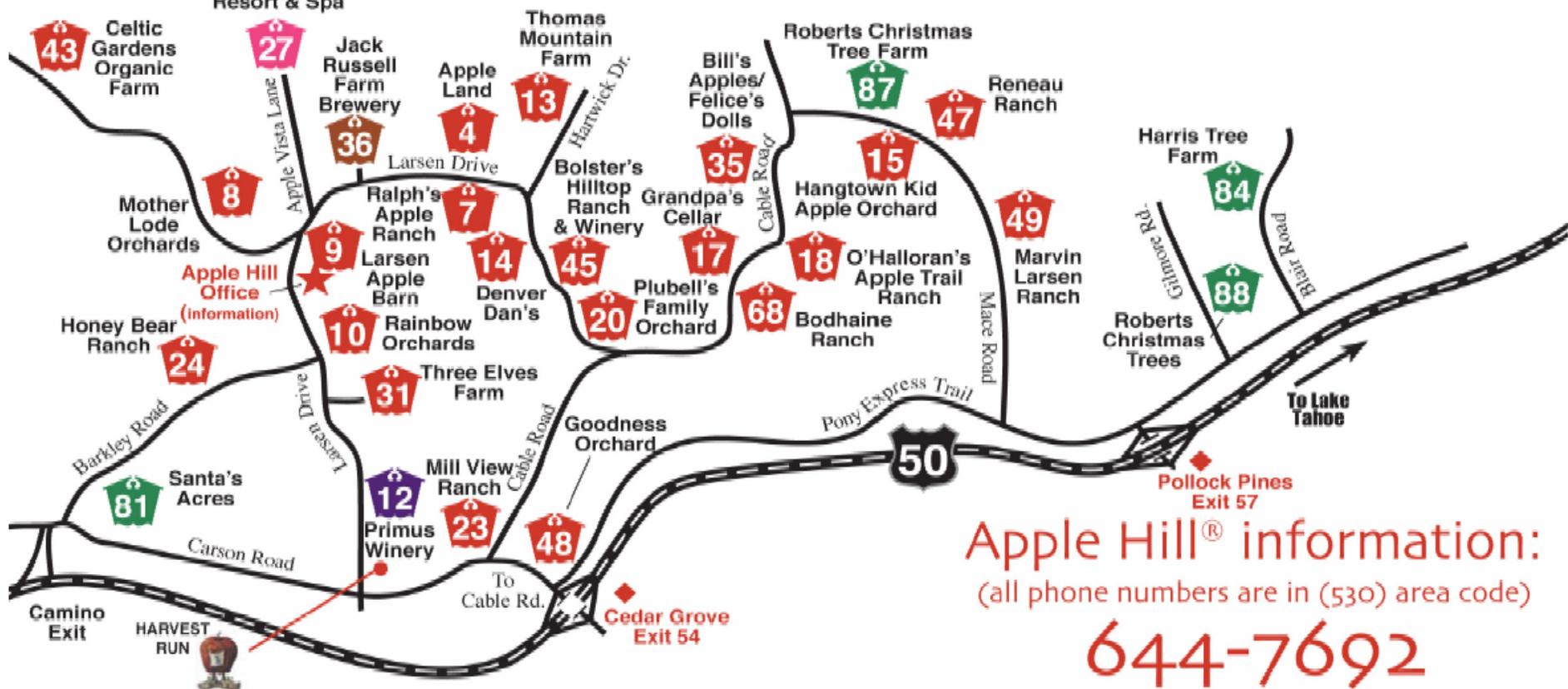




Time Out

Time Out  
Resort & Spa

# Apple Hill® Scenic Drive



★ - Apple Hill office (information) 10-2 Wed. - Sun. during season

Apple Hill® information:  
(all phone numbers are in (530) area code)

644-7692

www.applehill.com

# Criteria for Success





# Criteria for Success

- 1. Close proximity/access to major markets**
- 2. Critical mass of market-ready agritourism product**
- 3. Sufficient interest, commitment and time availability of local stakeholders**



# Development Steps





# Steps for Development

## 1. Strategic Planning: *What is “it”?*

- What would this cluster “look like”?
- What is the mission of the initiative?
- What are the purposes and benefits?
- What are the goals?





# Steps for Development

## 1. Strategic Planning: *What is “it”?*

- What strategies might be utilized?
- Who are the beneficiaries?
- What is the target audience?
- Educational tours?



# Steps for Development

## 2. Assess Potential

- A) Determine proximity/access to major markets
- Define target audience
  - Analyze competition and market potential





# Steps for Development

## 2. Assess Potential

- B) Determine if region has critical mass of market-ready agritourism product
- Inventory agritourism enterprises
  - Analyze attraction options
  - Analyze cluster potential



# Steps for Development

## 2. Assess Potential

- C) Determine if region has sufficient interest, commitment, and time availability of local stakeholders
  - Determine who is needed
  - Assess interest, commitment, and availability





# Steps for Development

## 3. Introduce concept to operators

- Assess willingness to participate, commitment, and time availability



# Steps for Development

## 4. Strategic Planning: *How to do “it”*

- Choose a strategy
- Determine responsible parties
- Develop funding and financial plans
- Develop timeline
- Develop a *Plan of Action*



# Steps for Development

**5. Do it!**



# Steps for Development

## 6. Evaluate

- Future direction and actions
- Additions/ adjustments



# Steps for Development

1. **Strategic Planning: *What is “it”?***
2. **Assess Potential**
3. **Introduce Concept**
4. **Strategic Planning: *How to do “it”***
5. **Do it!**
6. **Evaluate**



# Closing Thoughts

- **Agritourism can have a positive impact on farm income and local communities**
  - **Agritourism clusters can strengthen individual agritourism enterprises**
- **Development of an agritourism cluster is an involved process that includes proper planning, community support, and commitment of operators**



# Agritourism Conference



- **November 7-9, 2005 in Franklin**
- **Information available at**  
**<http://cpa.utk.edu>**