

Agritourism and the Arts



Center for Profitable Agriculture

A University of Tennessee - Farm Bureau Partnership

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Cultural Crossroads: Heritage Tourism & the Arts 2
October 20, 2006 Jonesborough, TN



Session Outline

- What is agritourism?
 - Agritourism and the Arts
 - Agritourism 101
 - Overview of the Tennessee Agritourism Initiative
 - Available resources
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What is agritourism?



What is agritourism?

- *An enterprise which combines elements of agriculture and tourism*

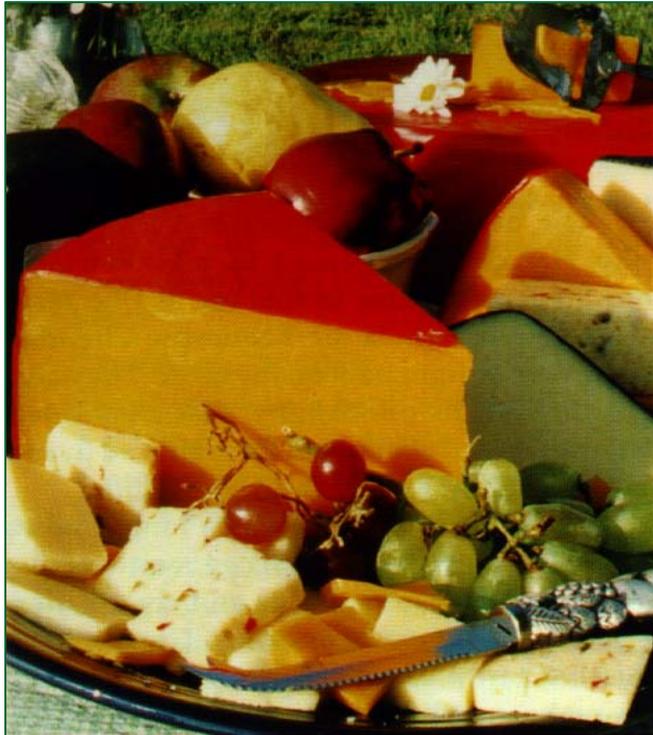


Example Attractions

- On-farm
 - Retail Markets
 - Animal exhibits
 - 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
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Sweetwater Valley Farm

- Dairy tour and on-farm retail market



Honeysuckle Hill Farm



Ring Farms

- Corn maze, hay ride, corn cannon...



Santa's Place Christmas Tree Farm

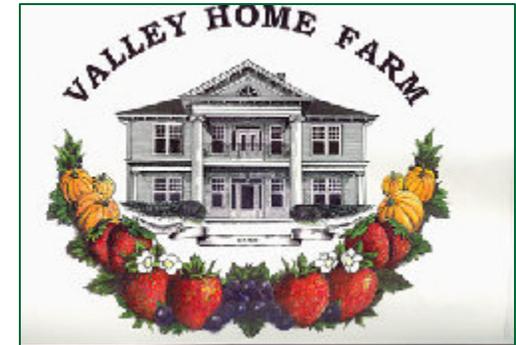


- Cut-your-own trees
- On-farm demonstrations



Valley Home Farm

- Pick-your-own strawberries
- Value-added products
- Special events



Agritourism and the Arts

Natural ties...

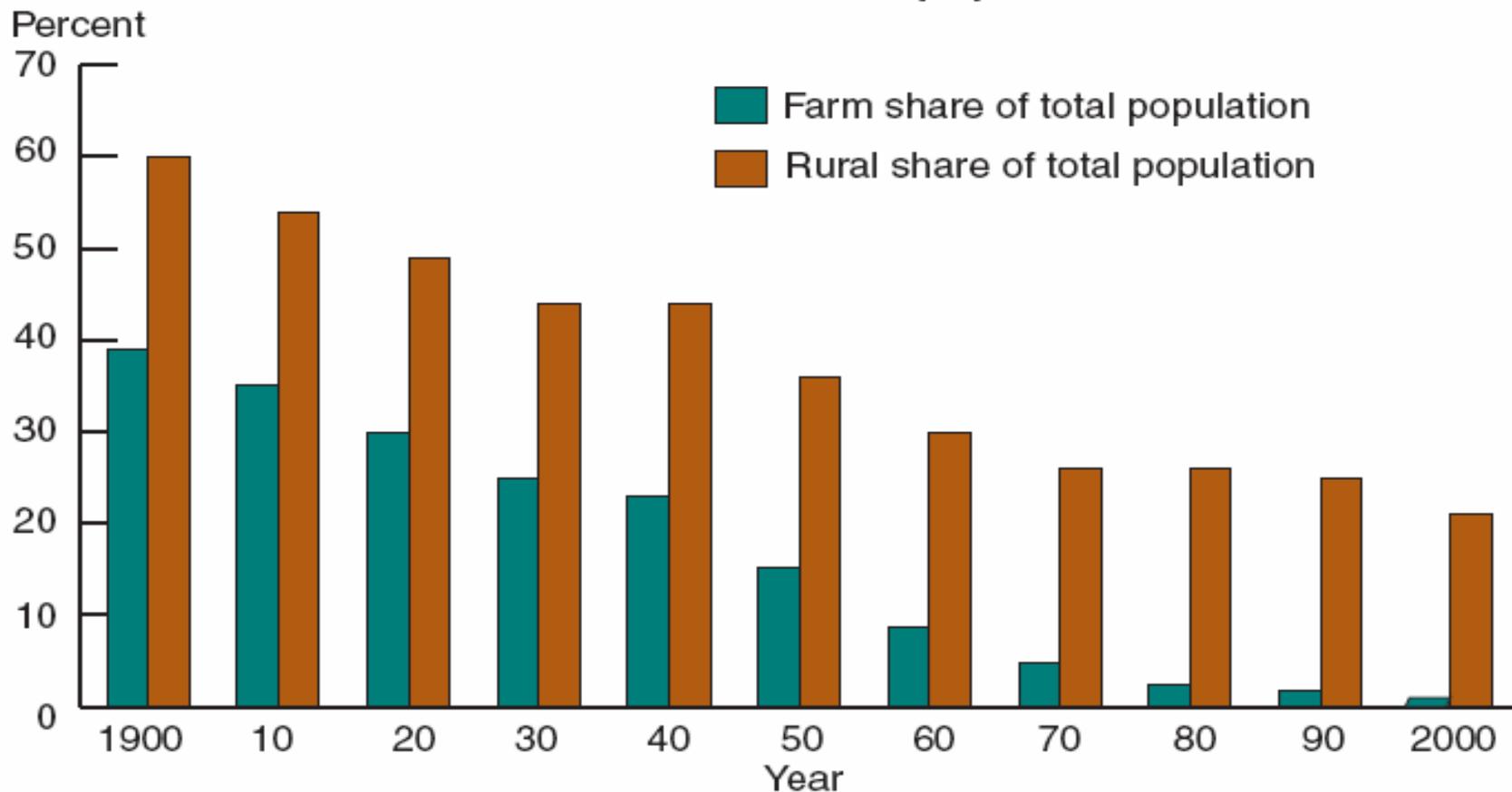


Agritourism and the Arts

Agriculture and the arts
are tied by heritage.

More people used to live on farms and in rural areas

Both the U.S. farm population and rural population have dwindled as a share of the Nation's overall population



Sources: Share calculated by Economic Research Service, USDA using data from *Census of Agriculture*, *Census of Population*, and *Census of the United States*.

In the past, farm/rural people engaged heavily in arts...

- In order to create products needed, for education and entertainment
 - ❑ Spinning/Weaving
 - ❑ Sewing/Quilting
 - ❑ Carving/Woodworking
 - ❑ Basket Weaving
 - ❑ Food Preparation and Preservation
 - ❑ Blacksmithing
 - ❑ Storytelling
 - ❑ Music
-

Agritourism and the Arts

Farm/rural people have access to resources used by some artists.

Farm/rural resources

- Farm animals
- Farm structures
- Farm equipment
- Farm products (food & fiber)
- Farmers
- Rural landscape
- Wildlife



Agritourism and the Arts

Many people interested in agritourism experiences are interested in experiencing the arts.

Potential Target Audiences for Agritourism Enterprises

- 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
-

Target Audience Desires

- **Experiences**
- Education
- Rural landscape
- Recreation
- Event location
- Family activity
- “Genuine” farm experience
- Relaxing or romantic getaway
- Product purchases (fresh, local, home-made)



Agritourism and the Arts

Utilizing the synergies between agritourism and the arts can benefit both.

How to Tie Agritourism and the Arts

- Cooperative or cross marketing of venues/events
- Bring the arts to the farm
 - Demonstrations
 - Classes/Workshops
 - Recitals/Concerts
 - Exhibits
 - Products for retail stores



Pictures of Franklin Farmers' Market

Myers Pumpkin Patch & Corn Maze



Bulls Gap, TN

Myers Pumpkin Patch & Corn Maze



Agritourism 101



Why agritourism for entrepreneurs?

- Potential to increase net income from farm for existing farmers
 - Sustain farm as a business
 - Ability to work on-farm
 - Add jobs for next generation
 - Educate the public about agriculture
 - Lifestyle change for professionals/retirees
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Why agritourism for communities?

- Additional recreation choices
 - Sustain/maintain farm land
 - Revenue multiplies through community (jobs, expenses, investments)
 - Additional tourism revenue and tax dollars (gas, food, lodging)
-

Show Me the Money

- Projections from a visitor study indicate
 - For every dollar spent on site at an agritourism venue, about \$0.77 of additional economic impacts are multiplied through the state's economy.
 - For every dollar spent on site at winery venue, about \$0.87 of additional economic impacts are multiplied through the state's economy.
 - These projections do not include impacts from off-site expenditures.

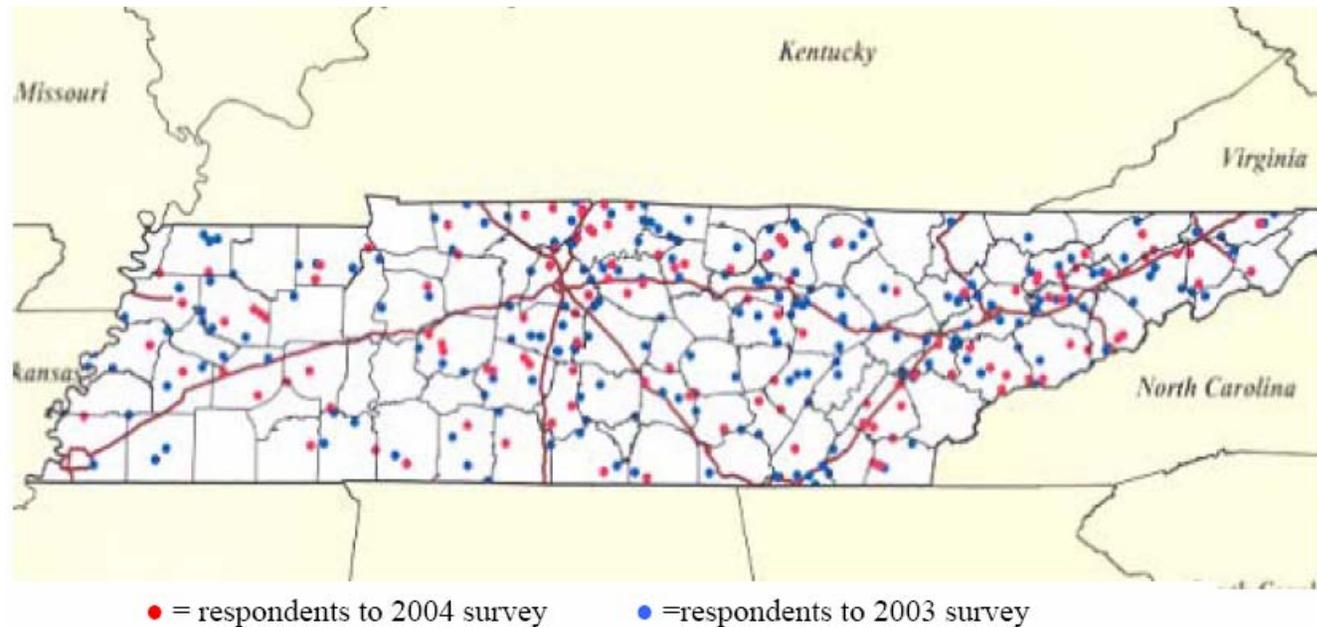
(Jensen, et al., 2006) Full report available on <http://cpa.utk.edu>.

History of Agritourism

- 1800's – family visited farming relatives to escape city's summer heat
 - 1920's – automobile makes travel to country easier
 - 1930's-40s – people escape stress of great depression and WWII
 - 1970's – interest in horseback riding, petting zoos and farm nostalgia
 - 1980's- 90's – farm vacations, bed and breakfasts and farm tours popular
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Tennessee Agritourism

- 2003 and 2004 studies
- 335 enterprises inventoried



Attractions

Attractions	Percent of Enterprises
On-farm retail market	48%
On-farm restaurant/ concessions	43%
On-farm tour	35%
Pick-your-own	26%
Pumpkin patch	19%
Petting zoo	16%

Gross Sales

- 18% had gross sales less than \$2,500
 - 20% had gross sales of \$10,000-\$25,000
 - 15% had gross sales greater than \$100,000

 - Total for 273 enterprises estimated at more than \$21 million
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Success Factors (CPA Experience)



- 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

Success Factors (2003 Enterprise Inventory)

- Most important factor or success
 - 22.4% identified “Advertising,” “promotions” and “marketing”
 - 6.6% identified “Location”
 - 6% identified “Customer relations/satisfaction”
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Overview of the Tennessee Agritourism Initiative

Initiative Partners

- Tennessee Department of Agriculture
- Tennessee Department of Tourist Development
- Tennessee Department of Economic and Community Development
- Tennessee Farm Bureau Federation
- University of Tennessee Extension
- USDA Rural Development



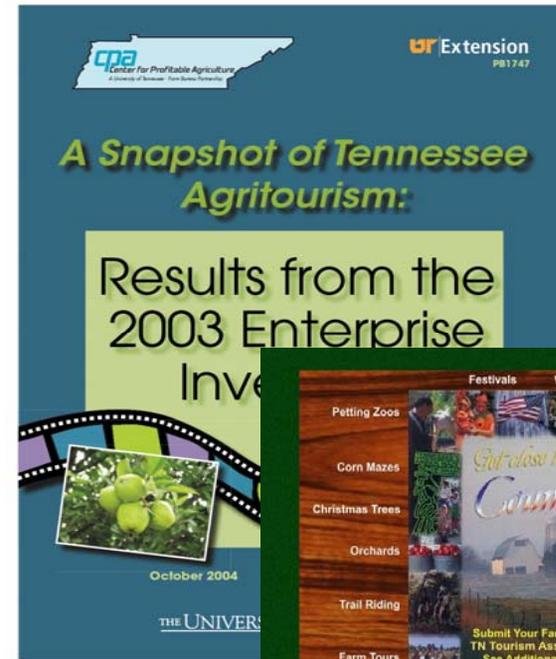
Initiative Goals



1. Build farm income through agritourism
 2. Expand tourism income within rural communities
 3. Establish a sustainable, long-term program
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Initiative Activities

- Research and investigations
- Promotions
- Teaching and outreach activities/events



Available Resources



TN Department of Agriculture

- TDA Agritourism Contact
Dan Strasser
Marketing Specialist
Dan.strasser@state.tn.us
(615)837-5160
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TN Department of Agriculture

- Ag Tag Grant Program
 - For non-profit and tax-exempt agricultural organizations, government entities, cooperatives and institutions
 - Has been used for tourism groups/organizations
 - Funds made possible by sales of the Tennessee Ag Tag (license plate)
 - Used to “promote market development for agricultural products”
 - Funding amounts
 - Minimum \$2,500
 - Maximum \$10,000
 - Fund 50% of total project costs
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TN Department of Agriculture



- Pick Tennessee Products
 - Web site directory for enterprises
www.picktnproducts.org
 - Use of logo on materials/packaging
 - Promotion of Web site and Tennessee products/enterprises
 - Application process
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Tennessee Department of Agriculture

- Agricultural Enhancement Funds Cost-Share Program

- Administered by the Tennessee Department of Agriculture
- Agritourism entrepreneurs eligible
- Funds available for marketing, infrastructure, specialty equipment
- 35% of eligible project costs
- Maximum of \$10,000 in cost-share funds
- Application process
- Projects must be approved in advance
- More information

<http://www.tennessee.gov/agriculture/enhancement/growth.html>

Tennessee Agritourism Association

- Association for agritourism entrepreneurs, farmers interested in agritourism and supporters of agritourism
- Contact
 - Dan Strasser, TDA
 - Vera Ann Myers
Myers Pumpkin Patch & Corn Maze
423-235-4796 or
veraann@xtn.net



TN Department of Tourist Development

- Listings for agritourism enterprises
 - Tennessee Vacation Guide
 - www.tnvacation.com
 - Looking for additional enterprises to list
 - News Bureau
 - Welcome Centers
-

Center for Profitable Agriculture

■ Educational Materials

- ❑ Presentations
- ❑ Publications
- ❑ Newsletter
- ❑ Web site

<http://cpa.utk.edu>

- ❑ Technical assistance



Tennessee Agritourism Today

Tennessee Agritourism Today

An electronic newsletter dedicated to educating and informing agritourism industry partners

Volume 1, Issue 1 February 2006

CPA Extension



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Welcome to Tennessee Agritourism Today

Exciting things are happening in Tennessee agritourism as evidenced by the overwhelming participation at the *Agritourism: Cultivating Farm Revenue* conference in November.

It was incredible to watch more than 280 attendees soak up experience and expertise shared by 25 presenters and network with entrepreneurs and professionals from across Tennessee and 10 other states. The responses to the conference and other Tennessee Agritourism Initiative activities are evidence of the dedication and ambition of agritourism entrepreneurs to learn and

build their businesses and the importance of the industry to rural communities.

While more educational programs are being planned for the future, I thought it may be useful to develop a method to communicate with agritourism industry partners periodically throughout the year. Thus, the idea for *Tennessee Agritourism Today* was born.

Tennessee Agritourism Today is an electronic newsletter designed to educate and inform agritourism operators and professionals who work toward enhancing the

industry. It will include information about available resources and opportunities, market trends, fundamental business concepts and other topics of potential interest. It may also provide a method to gain feedback from you about specific topics or issues.

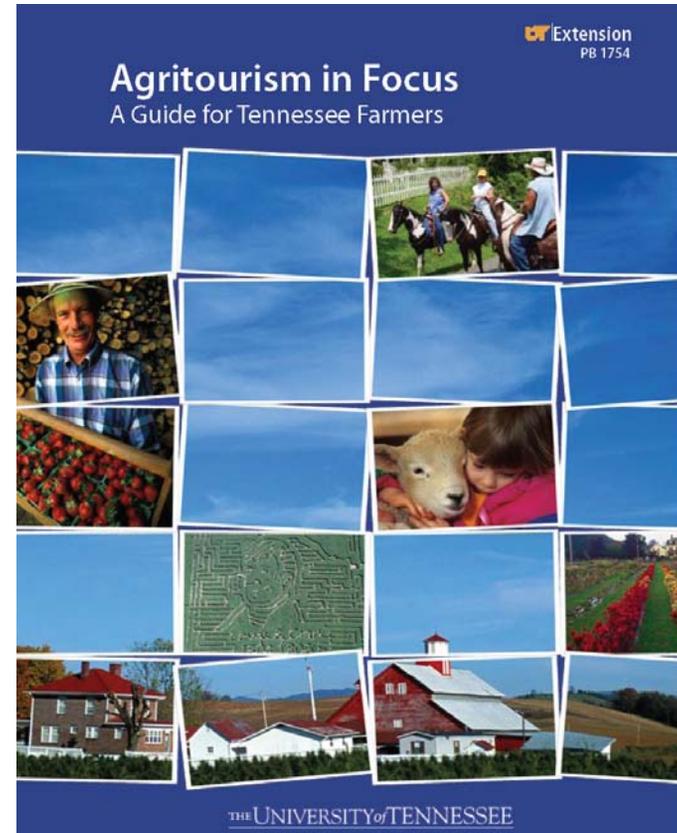
I hope you enjoy the first issue of *Tennessee Agritourism Today*, and I look forward to trying out this new method of communication over the next few months.

Megan L. Bruch
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Center for Profitable
Agriculture

- To educate and inform agritourism industry partners
- Available on-line <http://cpa.utk.edu>
- To subscribe to notification, send request and e-mail address to cpa@utk.edu

Agritourism in Focus

- A Guide for Tennessee Farmers
- Available on-line at <http://cpa.utk.edu> or from UT Extension



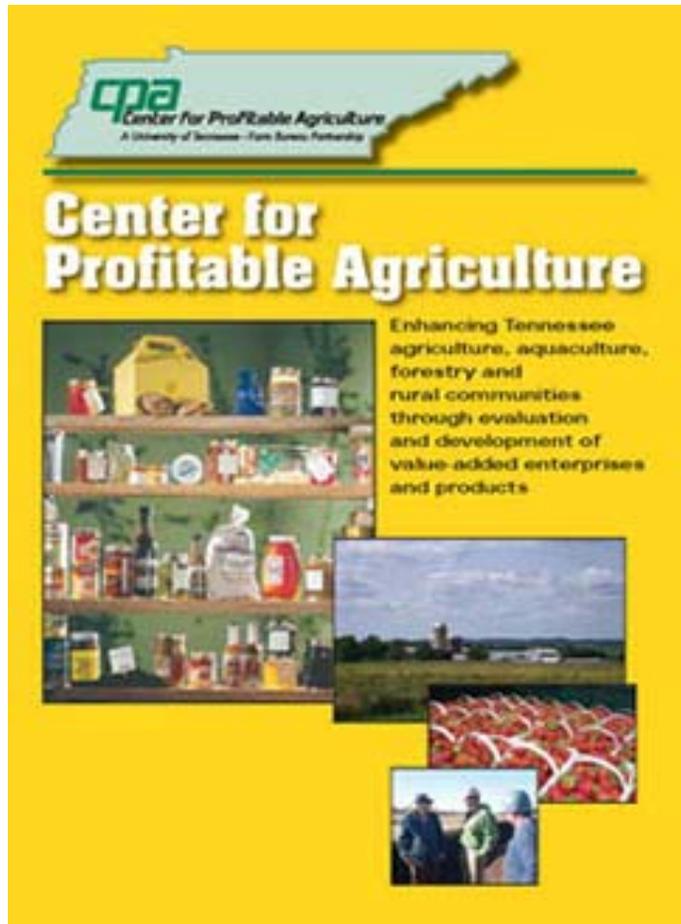
Agritourism: Cultivating Farm Revenue Conference

- January 22-23, 2007
 - Pigeon Forge, TN
 - \$75 registration fee (before Dec. 15)
 - More info at <http://cpa.utk.edu>
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Regional Workshops

- 3 across the state
 - February/March 2007
 - How to...marketing strategies
 - Information will be made available on <http://cpa.utk.edu> as it develops
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