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Trends, Challenges and Opportunities in Tribal Agritourism Development

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AGENDA

- Overview of Agritourism
- Examples of Agritourism
- Exercises
- Case Studies
- Questions



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TAKEAWAYS

- Agricultural & culinary market trends
- Understand visitor wants and needs
- Discuss strategies for culinary and agricultural tourism development
- Understand specific opportunities for tribal communities





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FOOD AND FARM
COMMUNICATIONS FUND

AGRITOURISM PROJECT

- Partnered with Food and Farm Communications Fund
- Agritourism is a growing trend in Indian Country
- Visitors want culturally specific agricultural experiences
- AIANTA will be a resource on agritourism programs/products
- AIANTA will provide training on how to market their agritourism products utilizing NativeAmerica.Travel



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WHAT IS AGRITOURISM?





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WHAT IS AGRITOURISM?

“The act of visiting a working farm or any agricultural, horticultural or agribusiness operation for enjoyment, education, or participation in the activities of the farm or operation”

- Agritourism Master Plan for Clackamas County, Oregon



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WHAT IS AGRITOURISM?

- Well established in Europe
 - Usually consists of a farm stay and / or meal
 - Well supported by governments to preserve scenery
- England: 23% of farms provide some form of tourism
- France known for combining outdoor recreation with Agritourism



WHAT IS CULINARY TOURISM?



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WHAT IS CULINARY TOURISM?

“The pursuit of unique and memorable food and drinking experiences.” - Alberta Culinary Tourism Alliance



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WHAT IS CULINARY TOURISM?

- **Culinary Tourism has been long tradition**
 - **Been coupled with hospitality services**
- **Promotes cultural heritage**
- **Increase in culinary tourists**

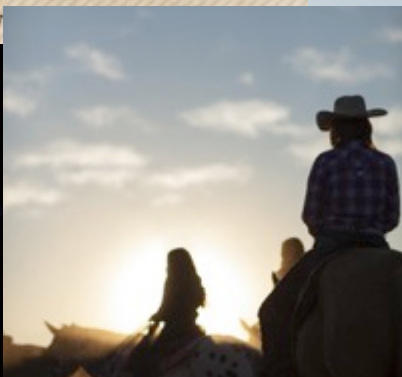




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**Native American cultivation
and harvesting is not limited
to farms and ranches**





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EXPANDED DEFINITION

- **Vast prairies: ranches for bison hunting / ranching**
- **Lakes in the North Woods: Farms for harvesting wild rice**
- **Lush meadows: Bulbs and tubers**
- **The shores of the Salish Sea: dense with berry thickets**





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EXPANDED DEFINITION

- **Fire used to manage forests for acorn production in what is now California.**
- **The Tlingit placed hemlock boughs in estuaries for herring to lay eggs upon**
- **Blending modern and traditional techniques: Connecting travelers to a place and a culture**





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MEET THE MARKET

Agritourism is increasing by 30% annually
nationwide

60% of leisure travelers interested in *agritourism*

33,000 U.S. farms participated in some form of direct
agritourism and generated \$704,038 million.



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MEET THE MARKET

- Domestic (from the US)
- Married Women
- Age 35-44
- University degree
- Media preference:
newspapers, travel
websites; watch garden,
travel and cooking shows





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MEET THE MARKET

What do they want?





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MEET THE MARKET

- Authentic interactions
- Variety of activities
- Stories - where do the products come from
- Experiential learning
- Animals - to pet or to see
- Something to bring home





WHY AGRITOURISM?



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WHY AGRITOURISM?

- **Income diversification strategy for farms**
- **Growth in small farms**
- **Pastoral landscape is highly valued**
- **Tourism is growing**
- **Great way to tell your story / cultural perpetuation**





WHY NOW?



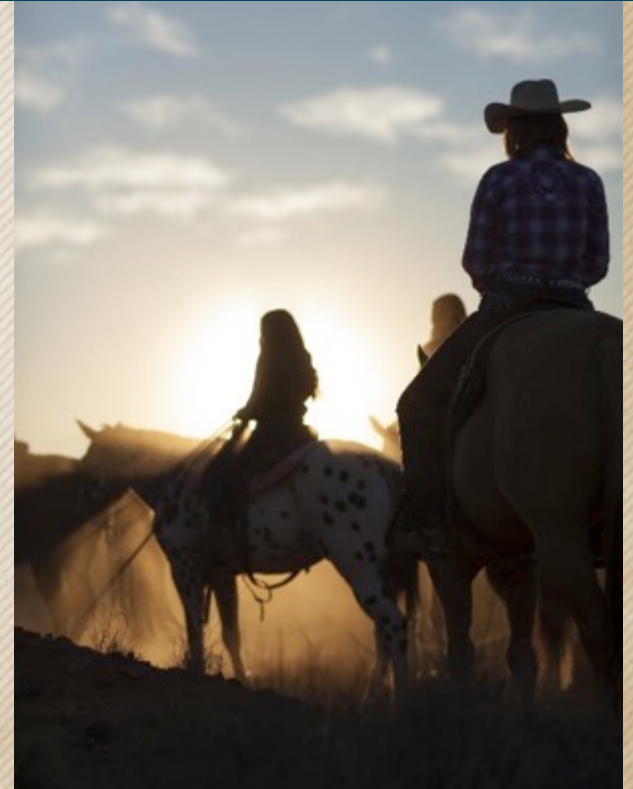


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WHY NOW?

- **Growth of the multi-cultured consumer**
 - **Food and Fiber experiences are powerful cultural experiences**
- **Disconnect between urban and rural**
- **Renewed emphasis on family travel**
- **Popularity of celebrity chefs and food media**





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WHY NOW?

- **Rejection of mass production**
 - **Rise of artisan production**
- **Slow Foods and Buy local**
- **Environmental and health concerns**
- **Desire for experiential learning**
- **Deep desire to connect with traditional knowledge**





BENEFITS





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BENEFITS

- **Diversify income channels**
- **Bring money in out of season**
- **Maintaining traditional knowledge**
- **Preserve the heritage of the land / Cultural perpetuation**
- **Educate about agriculture**
- **Advertisement for the farm itself**
- **U-picks can minimize labor**



A photograph of a man standing in a vast tulip field. The man is wearing a grey jacket, dark pants, a dark cap, and sunglasses. He is standing on a dirt path. The field is filled with rows of tulips, with a large section of red tulips in the background and a large section of purple tulips in the foreground. The sky is overcast with grey clouds. A dark teal banner is overlaid across the middle of the image, containing the word "CONSIDERATIONS" in red capital letters.

CONSIDERATIONS



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CONSIDERATIONS

- **Ensure good match for farm business**
- **Tourism is a separate industry - different expectations**
- **Must enjoy customer service / educating visitors**
- **Extra work to maintain farm safety and aesthetics**





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CONSIDERATIONS

- **Added liability and insurance**
- **Additional regulatory considerations including zoning and land use (tribal, state, federal)**
- **Appropriate tribal / community approval**
- **High travel season might coincide with busy farming season / possible opportunities**





STRATEGIES



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STRATEGIES

- **Identify assets**
- **Develop agritourism experiences**
- **Build partnerships with other tourism experiences**
- **Market to targeted consumer**
 - **Links (nativeamerica.travel)**
 - **Connect with DMOs**





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GETTING STARTED

Identify Assets

Experiences

Attractions

Events

Human Resources



IDENTIFY ASSETS



Experiences



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EXAMPLES OF AGRITOURISM



U-pick



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EXAMPLES OF AGRITOURISM



Educational



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EXAMPLES OF AGRITOURISM

Farm Tours





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Lodging



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IDENTIFY ASSETS



Attractions



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EXAMPLES OF AGRITOURISM



Farm Stands



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EXAMPLES OF AGRITOURISM

Farm to Table





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EXAMPLES OF AGRITOURISM



Farm Animals





IDENTIFY ASSETS



Events



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EXAMPLES OF AGRITOURISM



Celebrations



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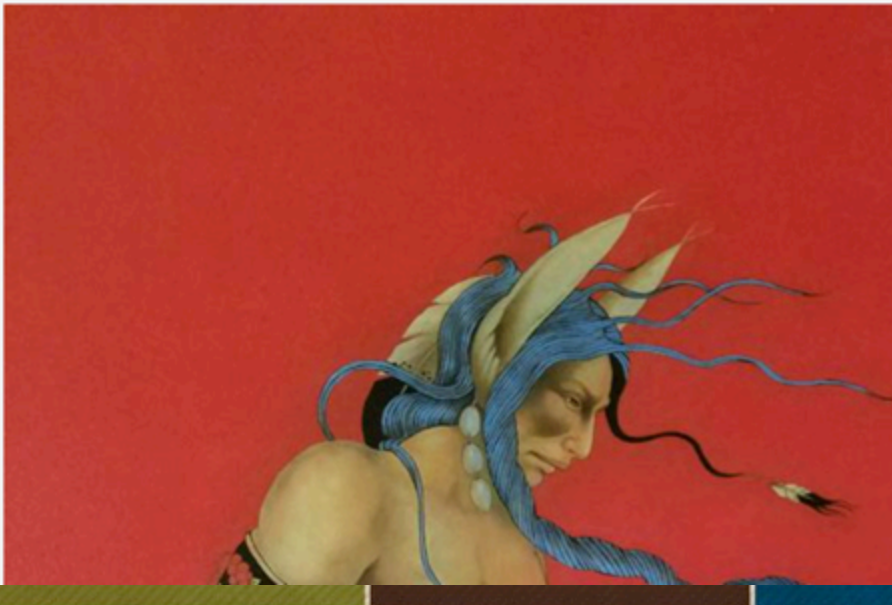
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EXAMPLES OF AGRITOURISM

SUNDAY, JULY 30, 2017 AT 06:00 PM

The Northland Arboretum in Baxter, MN

WILD RICE FEAST WITH THE SIOUX CHEF



Special Events

IDENTIFY ASSETS



Human Resources

ACTIVITY: IDENTITY ASSETS

Step 1: Form smaller groups (4 - 6 people)

Step 2: List assets in your community under each category

- **Experiences**
- **Attractions**
- **Events**
- **People**

Step 3: You do not have to limit to just Agritourism

Additional Considerations:

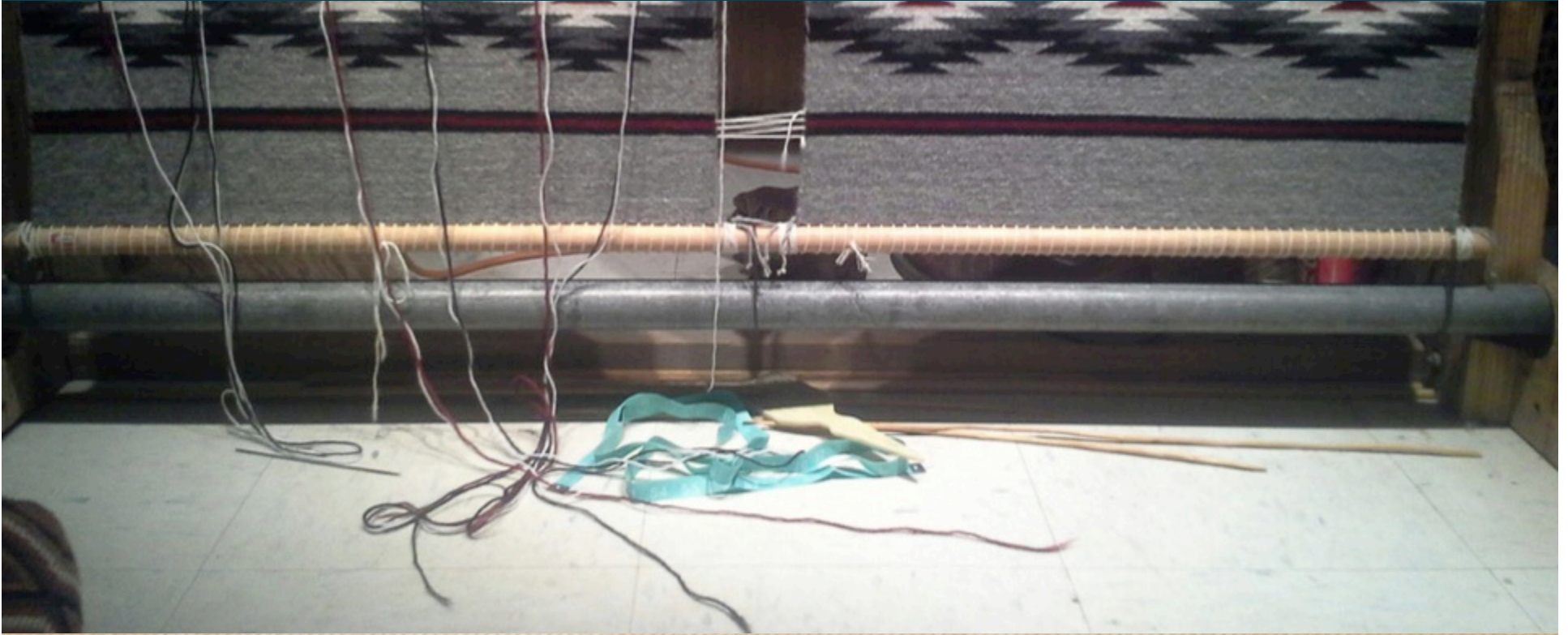
- Do you have a mix from the entire region?
- Be sure to list partnerships (people)



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PRODUCT DEVELOPMENT





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PRODUCT DEVELOPMENT

Travelers are attracted to a story
containing a 'suite' of tourism
opportunities

(ex. cultural heritage and/or
outdoor recreation opportunity)



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PRODUCT DEVELOPMENT

Itinerary Basics

- Who is your target traveler?
- What is the length of travel?
- What's the main itinerary hook? The "wow"?
- Where else are they going to go?
- What is the story?



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CHALLENGES / OPPORTUNITIES

It is harder than it seems!





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CHALLENGES / OPPORTUNITES

Why?

- **Complex regulations**
- **Lack of required skills**
- **Difficult to scale and find adequate capital**
- **Poor understanding of sophisticated market**
- **Lack of coherent strategy and cohesion**



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PRODUCT DEVELOPMENT



Suggestions





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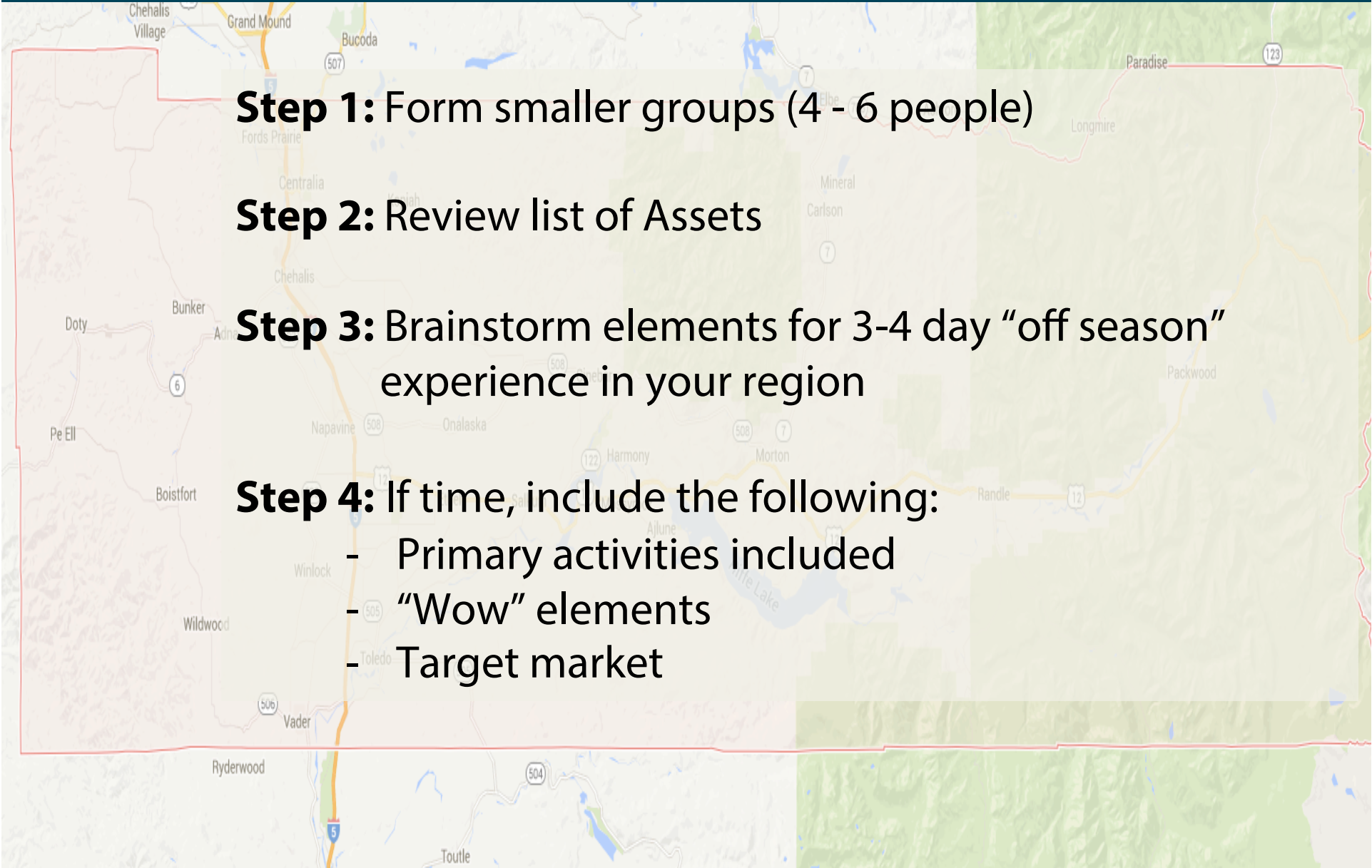
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PRODUCT DEVELOPMENT

Suggestions:

- **Develop agriculture-based activity that brings visitors to a farm / rural area**
 - **i.e B&B, harvest festivals, sleigh rides**
- **Couple agritourism with other sectors:**
 - **Nature-based (bird watching, nature hikes)**
 - **Cultural heritage (feast day, storytelling)**
 - **Adventure (hiking, canoeing)**
- **Design experiences to attract who you want**

ACTIVITY: BRAINSTORM EXPERIENCES



Step 1: Form smaller groups (4 - 6 people)

Step 2: Review list of Assets

Step 3: Brainstorm elements for 3-4 day “off season” experience in your region

Step 4: If time, include the following:

- Primary activities included
- “Wow” elements
- Target market



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- **First destination website to promote Indian Country tourism to the world.**
- **Mission: To be the leading travel resource for Native America**

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EXPERIENCE & EXPLORE
NATIVE AMERICA

Featured Experiences

The Excitement of
Indian Relay

Red Earth Festival

King Kamehameha Day

Featured Destinations

Alaska

Great Basin

Southwest

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New HOTEL Accommodation

Cancel

Approve Accommodation

Accommodation Information

* Name

Description* Limit: 1000 characters. Tell visitors about your accommodation or attraction(e.g. history, owners, decor, amenities, location, nearby attractions, inclusions, etc.)

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, bulleted list, numbered list, link, unlink, and code.

Type something

0

...to add accommodations, attractions, itineraries and

[Share](#) [Add To Bucket List](#)

Day 1

Arrival in Pipestone, Minnesota

- Tribal storytelling and histories of pipestone
- Noon lunch (Indian tacos by Keepers)
- American Indian Dance Presentation
- Guided tour of Pipestone National Monument
- Attend tribal concert: Connecting the Circle
- Dinner and overnight in Pipestone



Day 1

1 Pipestone, MN

Day 2

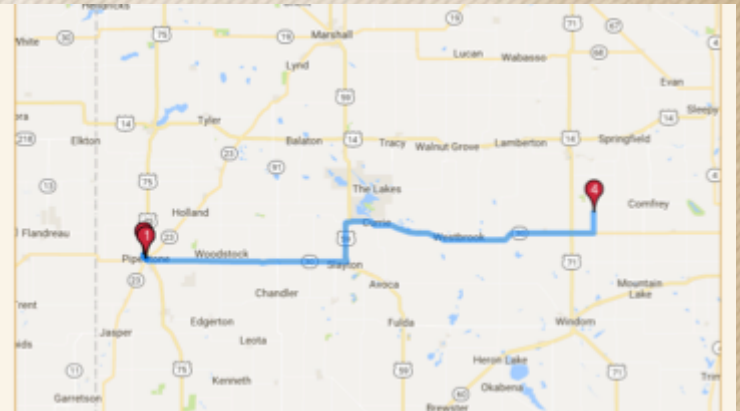
2 Leon's Nature Preserve

Day 3

3 Pipestone Pow-Wow

Day 4

4 Jeffers Petroglyphs



your Agritourism product!

NATIVEAMERICA.TRAVEL | Experiences | Destinations | Map | Travel Tips | Q

Experiences

- Arts and Culture
- History
- Outdoor Adventure
- Family Fun
- Shopping
- Agritourism**
- Attractions
- Accommodations
 - Hotel
 - Casino Hotel
 - Motel
 - Bed and Breakfast
 - RV and Camping
 - Resort/Spa
 - Specialty Lodging
- Tribes

SraiWi Family Experiences

Zoom to



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CASE STUDIES

- Icy Strait Point
- Seminole Nation Vineyard & Winery
- Oneida Community Integrated Food Systems





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ICY STRAIT POINT

- **Opened in 2004**
- **130 total employees**
- **85% of the staff at ISP are local Tlingit from Hoonah**
- **Owned by Huna Totem Corporation**





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ICY STRAIT POINT

“In Alaska’s Wildest Kitchen”

- Demonstration of how to prepare Alaskan dishes
- Hear stories of fishing and living in Alaska
- Grill your own catch of the day





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ICY STRAIT POINT

“The Tlingit Kitchen: A Taste of Southeast Alaska”

- Learn traditional and contemporary harvest methods
- Hear medicinal benefits of traditional foods
- Taste local favorites
- Harvest food in nature





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SEMINOLE VINEYARD & WINERY

- Seminole Nation owned winery
- Eventual seven acre tribal vineyard & forty-five acres of individual tribal vineyards
- SNVW holds self-distribution license allowing for direct sells to liquor stores, restaurants and casinos





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SEMINOLE VINEYARD & WINERY

- Program to train and equip Seminole farmers to grow grapes
- Opening up a restaurant serving minimum 50% food from Indian Country





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ONEIDA COMMUNITY INTEGRATED FOOD SYSTEMS





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THANK YOU!

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