

# **Chapter V:**

## **Agritourism**

## Chapter V: Agritourism

Note: It is important to review the resource material in Chapter IV: Tourism Development; Chapter VI: Nature Tourism; Chapter VII: Heritage and Cultural Tourism because some of the material is not repeated in every chapter. Also, contact the local Extension Office and Visitor's Bureau to locate contacts at the local and state level.

### Alternative Enterprises—For Higher Profits, Healthier Land USDA/NRCS

Fact sheet lists over 100 ideas.

Available from 1-888-LANDCARE or [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise)  
Reproduce as needed.

### Entertainment Farming and Agri-Tourism

Appropriate Technology Transfer for Rural Areas

This publication contains information on agritourism and provides a list of agritourism resources.

Available online at: <http://www.attra.org/attra-pub/entertainment.html> or call  
800-346-9140

### Agricultural Tourism Fact Sheets

University of California Small Farm Center

Agritourism home page and "What is Agritourism?" fact sheet included.

Available at: <http://www.sfc.ucdavis.edu/agritourism/factsheets.html>  
Phone 530-752-7774

### Stories Across America: Opportunities for Rural Tourism

National Trust for Historic Preservation and the American Express Company

This publication includes the stories of rural regions and small communities that have developed successful tourism programs. It is designed like a guide book listing the names and phone numbers of the people that were involved in developing these success stories. See Pages 22-27, New Growth Industry: Agritourism in Minnesota.

Available at [www.nal.usda.gov/ric/ricpubs/stories.htm](http://www.nal.usda.gov/ric/ricpubs/stories.htm) or contacting Jim Maetzold at  
202-720-2307 or [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov) for a 4-color copy.

### Agritourism in New York State: Opportunities and Challenges in Farm-Based Recreation and Hospitality

Duncan Hilchey

Farming Alternatives Program, Cornell University

This publication provides a realistic look at some of the important concerns of agritourism and includes information on the economics of agritourism operations.

Available by calling (607) 255-9832 or visit the web at [www.cfap.org](http://www.cfap.org)

*Agritourism in NY: Management and Operations*

Diane Kuehn and Duncan Hilchey

New York Sea Grant

Fact sheet reports result of a state-wide survey showing business types, management and operations, insurance and liability and future business concerns.

Available at: <http://cce.cornell.edu/seagrant/tourism/agmtgfs.pdf> or by calling 315-312-3042

*Agriculture Tourism in Cochise County, Arizona*

By Julie Leones, Douglas Dunn, Marshall Worden, and Robert E. Call

194027 (June 1994)

Available online at: [www.msue.msu.edu/msue/imp/modtd/33839801.html](http://www.msue.msu.edu/msue/imp/modtd/33839801.html)

*Farm Tourism: A Strategy for Diversification*

By Evans N and Ibery B.

Published: December 2001

ISBN: 0851994601

*Farm-Based Tourism*

By Bob Townsend

University of Vermont (Extension System)

Available online at: [www.msue.msu.edu/msue/imp/modtd/33830523.html](http://www.msue.msu.edu/msue/imp/modtd/33830523.html)

*Considerations for Agritourism Development*

Diane Kuehn, et al

Sea Grant NY, Cornell University

This publication discusses agritourism businesses, farmers' markets, farm festivals and regional agritourism planning and provides a good reference list.

Available online at: <http://cce.cornell.edu/seagrant/tourism/wwwagrifs.pdf>

Hardcopies available from Diane Kuehn at (315) 470-6561 or [dkuehn@esf.edu](mailto:dkuehn@esf.edu).

*Agritourism: Points to Consider*

Cornell Cooperative Extension

This publication is a brief introduction to what should be considered when starting an agritourism business.

Available online at: [www.msue.msu.edu/msue/imp/modtd/33831715.html](http://www.msue.msu.edu/msue/imp/modtd/33831715.html)

*Everything You Want to Know and More, But Were Afraid to Ask*

Nancy Robbins (1998)

This is a 30 minute videotape that profiles a year of events at a recreational farm. The videotape also offers tips on what to do and what to avoid.

Cost: \$49.95

Available from:

Nancy Robbins  
Route 2, N. Harbor Road  
Sackets Harbor, NY 13685  
Ph: (315) 583-5737

*Agritourism Resource Packet*

Farming Alternatives Program, Cornell University  
This resource packet contains materials used in the 1996 and 1997 Farming for the Future Leadership workshops. Available by calling (607) 255-9832 visit the web at [www.cfap.org](http://www.cfap.org).

*Farm Holidays and Ranch Vacations*

Rural Information Center (Publication Series, No.39)  
NAL, USDA  
This is a 15-page list of articles and books on getting started in agritourism.  
Available from the National Agricultural Library or by calling 1-800-633-7701

**Mazemaker**

This company designs and builds mazes all over the world. Their website has pictures of some of the mazes they have built.  
Website: <http://www.mazemaker.com/>  
US Ph: (702) 733-7722  
Email: [adrian@mazemaker.com](mailto:adrian@mazemaker.com)

**The MAiZ**

This is the world's largest cornfield maze company. Their website provides information on the company's educational program, Planting Seeds of Knowledge, and information on how to build your own maze.  
Website: <http://www.cornfieldmaze.com/>  
2361 S. Goodnight Dr.  
Springville, UT 84663  
Email: [ktmaize@aol.com](mailto:ktmaize@aol.com)

*Economic Impacts of Farm & Ranch Recreation in Oregon*

Prepared for: Oregon Tourism Commission and Oregon Department of Agriculture  
October 1996  
Prepared by: Dean Runyan Associates  
For more information:  
815 SW Second Avenue, Suite 620  
Portland, Oregon 97204  
Ph: (503) 226- 2973

*Farms, Gardens & Countryside Trails of Western North Carolina*

By Jan J. Love  
Published by HandMade in America, Inc.



This is a tourism guidebook to the back roads, scenic byways, farms, gardens, orchards, etc of Western North Carolina.

Copies may be obtained by calling:

HandMade in America at 1-800-331-4154

### **Eagle Mills Cider Co.**

Eagle Mills is a water powered cider mill that is open to tourists. They offer tourists the opportunity to pan for gem stones, and enjoy fresh apple cider and other sweets from their country bakery.

Website: <http://www.eaglemillsfun.com>

Craig Boyko

Eagle Mills Cider Co.

PO Box 788

Broadalbin, NY 12025

Ph: (518) 883-8700

Email: [CiderMill@eaglemillsfun.com](mailto:CiderMill@eaglemillsfun.com)

### **This Old Farm: Fifty Acres of History and Future**

This is an agritourism business in Brainerd Minnesota. This Old Farm includes the Birch Ridge Museum, a corn and paintball maze, a grower's market and various special events.

Website: <http://www.thisoldfarm.net/>

### **Belvedere Plantation**

The Belvedere Plantation is a sustainable biological/organic farm. Their business includes pick-your-own strawberries, The Great Pumpkin Patch, educational programs for school, and the Great Adventure Maze (a cornfield maze). Their website provides information about all their businesses.

Website: <http://www.belvedereplantation.com>

1601 Belvedere Dr.

Fredericksburg, VA 22408

Ph: 1-800-641-1212 or (540) 371-8494

Email: [belvederfarm@aol.com](mailto:belvederfarm@aol.com)

### **10<sup>th</sup> Annual Country Living Field Day**

The largest small farm educational program in the US! For details, visit the field day website at:

<http://carroll.osu.edu/countryliving.com>

### **Vermont Farms! Association**

This is an example of an association of farmers that are involved in alternative enterprises and agritourism. **The Vermont Farms! Association** was founded in 1998 to provide educational opportunities about agriculture to the public. One of the major goals of the association is to sustain and further develop the working landscape that characterizes Vermont. It is a directory of products and events on farms.

Website: <http://vtfarms.org>

Ph: 877-VTFARMS

*Town and Country Bed and Breakfast: Supplemental Income for Wyoming Families*

By Susan J. Rottman and Jeff Powell

This publication addresses opening a business, facilities, guest relations, business management and marketing. It is available as the sixth chapter in the Farm and Ranch Recreation Handbook by S. Rottman and J. Powell. Online at:

[http://uwadmnweb.uwyo.edu/RanchRecr/handbook/table\\_of\\_contents.htm](http://uwadmnweb.uwyo.edu/RanchRecr/handbook/table_of_contents.htm)

*Bed & Breakfast: Is it the Right Business for You?*

Missouri Cooperative Extension Service, University of Missouri and Lincoln University

This workbook should assist homeowners and other entrepreneurs in assessing their potential for opening and operating a Bed and Breakfast. It has a good reference list of publications and authors. A video is also available.

Available by calling 1-800-292-0969

*Start and Run a Profitable Bed and Breakfast: Your Step-by-step Business Plan*

Monica Taylor and Richard Taylor

Published by: Self Counsel Press (1992)

ISBN: 0889089892

This book discusses topics that include finances, business licenses and inspections, customer service, and advertising for bed and breakfasts. It takes into account the good and bad aspects of running a bed and breakfast. This book is available from the publisher as well as from other common booksellers.

*So – You Want to be an Innkeeper: The Complete Guide to Operating a Successful Bed and Breakfast Inn*

By Mary E. Davies, Pat Hardy, JoAnn M. Bell, and Susan Brown

Published by: Chronicle Books

ISBN: 0877017212

Recommended by the American Bed and Breakfast Association and the Professional Association of Innkeepers International, this book contains savvy insider information on how to start, operate, and promote a successful bed and breakfast. This book is available from the publisher as well as from other common booksellers.

*Starting a Bed and Breakfast*

Edward L. Smith and Ann K. Smith

Morgantown W. Va.: Extension Service, West Virginia University, 1993

RD No. 767

NAL Call No. HN79.W43C67

This publication is designed for those people interested in starting a bed and breakfast. It takes into account amenities, complying with the law (zoning, permits, licenses and registration), business organization and finances, and hospitality management. More information and an abstract of all the chapters are available at:

<http://www.msue.msu.edu/msue/imp/modtd/33420037.html>

Ph: 517-355-2308

Fax: 517-355-6473

Email: [msue@msue.msu.edu](mailto:msue@msue.msu.edu)

*Beginning a Bed and Breakfast in South Carolina: Guidelines for Development*

This is a 75-page publication on how to develop, organize, administer, operate and promote a B&B. Several SC B&B's are noted in the publication. It has worksheets and checklists to help you with your planning. For more information, contact Developing Naturally, Strom Thurmond Institute of Government & Public Affairs

Website: <http://www.strom.clemson.edu/publications/Potts/bb/>

Perimeter Road

Clemson, SC 29634

Ph: (864) 656-0372

*Bed and Breakfast Worksheets: a collection of resources for aspiring innkeepers*

By Eleanor Ames

This publication provides worksheets on being a good host, developing a business plan, family considerations, food service, rules and regulations, making a good impression, marketing issues, starting a bed and breakfast, start up costs, and zoning.

Available online at: <http://bandb.about.com/library/aspire/blwk-index.htm>

**Professional Association of Innkeepers International:**

A two-page flyer about the benefits of being a member even if you not an innkeeper.

Website: <http://www.paii.org>

PO Box 90710

Santa Barbara, California 93190

Ph: (805) 569-1853

Email: [jmb@paii.org](mailto:jmb@paii.org)

*The Innkeeper's Library*

This book catalog offers a variety of books on the topic of inn keeping.

PAII

PO Box 90710

Santa Barbara, CA 93190

Ph: (805) 569-1853

*Ten Questions to Ask Yourself in Considering Innkeeping as a Profession*

Professional Association of Innkeepers

Ten questions experienced innkeepers recommend one should ask yourself.

Available at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) and click on resource manual Chapter V.

*The 10 or 12 Best Resources: to guide you to success as an Innkeeper*

Professional Association of Innkeepers

The guide presents a list of books and consultants to available for innkeeping assistance.

Available at [www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise) and click on resource manual Chapter V.

*Establishing the Ambiance in a Bed and Breakfast or Farm Vacation Home*

By Alexander, Harold

University of Minnesota (1987)

ID: He-FO-3219

Available online at: [www.msue.msu.edu/msue/imp/modtd/33420034.html](http://www.msue.msu.edu/msue/imp/modtd/33420034.html)

*Low Cost Home Business or Resort Furnishings*

By Harold Alexander

University of Minnesota (1988)

ID: HE-FO-3366

Available online at: [www.msue.msu.edu/imp/modtd/33400021.html](http://www.msue.msu.edu/imp/modtd/33400021.html)

*Resort Interiors*

By Harold Alexander

University of Minnesota (1988)

ID: CD-FO-3630

Available online at: [www.msue.msu.edu/imp/modtd/33400020.html](http://www.msue.msu.edu/imp/modtd/33400020.html)

*New York's 1993 Bed and Breakfast and Inn Industry*

Sea Grant Tourism January 1995

Cornell Cooperative Extension and State University of New York

By Diane M. Kuehn

This study identifies the status of New York's B&B's and inns in 1993. It reports marketing, promotion, and business management information based on a survey of innkeepers.

Available from

Diane Kuehn

Phone: 315-470-6561

Email: [dmkuehn@esf.edu](mailto:dmkuehn@esf.edu)

*A Profile of South Carolina's Bed and Breakfast Industry*

By Thomas Potts and Carole Amos

Clemson University

Available online at: [www.msue.msu.edu/msue/imp/modtd/33420040.html](http://www.msue.msu.edu/msue/imp/modtd/33420040.html)

*A Profile of Minnesota's Bed and Breakfast Industry-1988 (Research Summaries)*

By Barbara A. Koth

University of Minnesota (1989)

ID: CD-FO-3808

Available online at: [www.msue.msu.edu/msue/imp/modtd/33420029.html](http://www.msue.msu.edu/msue/imp/modtd/33420029.html)

*The Minnesota Bed and Breakfast Market: Guest Profile*

By Barbara Koth and Norman, William

University of Minnesota State Extension (1989)

ID: CD-FO-3843

Available online at: [www.msue.msu.edu/msue/imp/modtd/33420025.html](http://www.msue.msu.edu/msue/imp/modtd/33420025.html)

*Bed and Breakfast Zoning: A Guide to Regulations*

By Jim Huss, N. Brown, S. Huntington, and C. Ouverson

Iowa (1990)

ID: NCR358

Available online at: [www.msue.msu.edu/msue/imp/modtd/33420043.html](http://www.msue.msu.edu/msue/imp/modtd/33420043.html)

*Arrington's Bed & Breakfast Journal*

This magazine is geared for the bed & breakfast, country inn, innkeeper, and aspiring owner. It is published every month and provides information that is readily applicable to daily inn operations and issues.

Website: <http://www.bnbjournal.com/>

214 W. Texas, Suite 400

Midland, Texas 79701

Ph: (915) 684-6800

Fax: (915) 684-5374

Email: [Stephanie@bnbjournal.com](mailto:Stephanie@bnbjournal.com)

**BedandBreakfast.com**

This website provides information on over 27,000 bed and breakfast inns worldwide, contains a search engine, a listing of inns that are for sale and a newsletter.

<http://www.bedandbreakfast.com/>

**Bed & Breakfast: Inns and Ranches of Wyoming**

Wyoming Homestay and Outdoor Adventure Guide

This website provides a listing of Wyoming inns and ranches.

<http://www.wyomingbnb-ranchrec.com/>

**Our Heritage Bed and Breakfast**

This is a Bed and Breakfast operation in Crawford Nebraska. Activities available to visitors include fishing, hunting and fossil hunting.

Website: <http://www.bbc.net/ohbedandbreakfast/>

Ph: (308) 665-2810 or (308) 665-1613

E-Mail: [jnkolling@bbc.net](mailto:jnkolling@bbc.net)

**The Pizza Farm**

Darren Schmall

This is an example of how an idea has turned into an education program. The pizza is used to teach children and adults about how and where their food is produced.

Available at

[pizzafarmer@psnw.com](mailto:pizzafarmer@psnw.com)

[www.pizzafarm.org](http://www.pizzafarm.org)

1-800-557-1222

*Sustaining Western Rural Landscapes, Lifestyles, and Livelihood: West-Wide Conference, Sheridan, Wyoming, 2002 Proceedings*

Proceeding contains presentations on hunting, leases, habitat management, watchable wildlife, insurance, and value-added livestock enterprises. See Chapter VI for lists of topics and speakers

Available from

Boyd Byelich

USDA/NRCS

8416 Hildreth Road

Cheyenne, Rd. WY 82009

Email [boyd.byelich@wy.usda.gov](mailto:boyd.byelich@wy.usda.gov) or call 307-772-2015

*Future Farms 2002, A Supermarket of Ideas Conference and Trade Show*

Kerr Center for Sustainable Agriculture

Proceedings contain information on agritourism, high value crops and livestock, business and finance tips, direct marketing ideas, food businesses, leases for wind, mineral and hunting, cooperatives, organics and value-added agriculture.

Available from

Kerr Center For Sustainable Agriculture

PO Box 588

Poteau, OK 74953

Call 918-647-9123 or [www.kerrcenter.com](http://www.kerrcenter.com)

## **Websites**

**See end of Chapter I for a list of websites or Chapter XIX.**

**[www.cals.cornell.edu/agfoodcommunity/afs\\_temp3.cfm?topicID=270](http://www.cals.cornell.edu/agfoodcommunity/afs_temp3.cfm?topicID=270)**

This is a website with an agritourism marketing page and links to several sources that are free.

**[www.farmstop.com](http://www.farmstop.com)**

This is a website where you can find agritourism activities by state and county as well as list your own agritourism business. It is recently developed and growing!!

**[www.rpts.tamu.edu/tce](http://www.rpts.tamu.edu/tce)**

A website with many links to tourism and agritourism activities

*List of Agritourism (farms and ranches) entrepreneurial websites.*

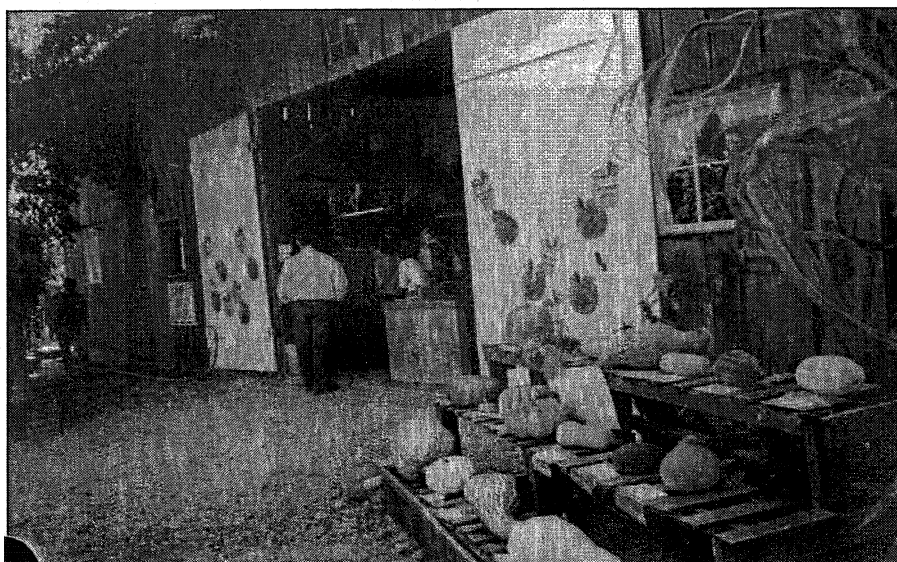
This is a list of farmers and ranchers who have listed their business of direct marketing, and agritourism on the internet. These were selected at random and are not representative of the number and types of businesses that are currently listed on internet.



# Entertainment Farming & Agri-Tourism

Business & Marketing Series

ATTRA is the national sustainable agriculture information center funded by the USDA's Rural Business - Cooperative Service.



Focusing on the sale at Centennial Farm Store

## Abstract

This publication discusses agri-entertainment — a new, highly consumer-focused type of agriculture, which may offer additional options for diversification and add stability to the farm income stream. Farmers have invented a wide variety of "entertainment farming" options.

By Katherine Adam, Program Specialist  
March, 2001

Joel Salatin, innovator in small-scale agriculture and Proprietor of Polyface Farm in Virginia, has published a

**Introduction** handbook for beginning farmers (1). In it he offers a perspective on an important dimension of the future of American farming—education and entertainment. At least one state has re-directed the bulk of support for agriculture into rural tourism. Salatin and other agricultural writers believe that this is what the

public wants and will pay for. While the popularity of specific enterprises—such as pumpkin patches or U-Pick—may ebb and flow, the idea of catering to the public desire for a "farm experience" remains.

Small diversified farms are ideally suited to agri-entertainment. Unlike the mega-hog facility or a corn/soy operation producing raw materials for industry, the small farm can recreate a picture of an earlier, simpler, human-scale ideal of farming. The chief qualification for the rural landowner who expects to make a living from his land through agri-tourism is the desire and the ability to cater to tourists and meet their expectations of a farm visit.

Tourism is an important industry in most states. For example, it is the second largest industry in New York and the largest in Arkansas. Most writers agree on three main components of rural tourism: small businesses, agricultural events, and regional promotion. Some state agri-tourism

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promoters lump new direct marketing methods such as CSAs, as well as farm sales of such new crops as flowers, garlic, and Asian pears, within the general category of agri-tourism. State-led agri-tourism initiatives work to expand existing businesses, create new festivals and farm markets,

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**There are three agri-tourism basics:**

- ◆ Have something for visitors to see
- ◆ Something for them to do
- ◆ And something for them to buy

◆◆◆◆

How well you relate the various components (through a theme or otherwise) will determine how successful your entertainment enterprise will be. Things to see and do are often offered free of charge; but there is still an awful lot of money to be made in selling to meet the farmer's profit-making goals. Research has shown that tourists buy mainly food, beverages, and souvenirs (2).



and tie this all together regionally to attract visitors. Federal, state, and corporate grants funded the 500-mile Seaway Trail along Lake Ontario in New York state, providing advertising and promotion of its agri-tourism enterprises along the way.

At the same time, Farm Again sponsored a farm tour project for school children as part of its aim to "reinvent agriculture" in a farming community on the edge of suburban sprawl (3). This type of tour as part of an overall regional public education strategy is an example of comprehensive organization and far-reaching goals. On the other hand, the Wachlin farm ("Grandma's Place"), Sherwood, OR (4), provides a package deal for the school tours it specializes in. They charge \$4 per child, the child receives any size pumpkin carried from the field, food for animals in the petting zoo, and a 20-minute talk on farming.

While having several "tour" farms in proximity is always desirable, most farmers interested in agri-tourism develop their own farm attractions. Many herb farms open to the public include a tour of the different herbs they are growing, and may include a "nature walk" to show wild plants in their native habitat—riverbank vegetation, scarce examples of native prairie, rock outcroppings, or natural woods. (Former pasture land or plowed ground let go to weeds is *not* recommended

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## **THINGS TO SEE**

### **Educational Tours**

In 1993 fourteen farmers in largely agricultural Dutchess County, New York, cooperated in creating an educational tour using "crop art" as the focal point. Their aim was to publicize the plight of the family farmer and create a positive image for agriculture with the next generation of urban voters and consumers. The art consisted of large sculptures made from hay bales and other farm crops. (Different types of "crop art" will be discussed in more detail below.) One of the tour's sponsors, Farm Again, is an organization that seeks to match beginning farmers with retiring farmers to ensure that land is kept in family-sized agricultural production. Others involved in sponsoring the project included Cornell Cooperative Extension, the local Farm Bureau, and the Dutchess County tourism agency.

### **Advice for New Entrepreneurs**

Starting any new enterprise can be risky. Before investing money, time, and energy into a new venture in special agricultural products and services, new entrepreneurs should complete personal, market, project feasibility, and financial evaluations. Technical and managerial assistance in these evaluations is available from a wide variety of sources. Examples of these sources include county extension educators, local and regional organizations committed to an area's economic development, small business development centers, state departments of agriculture, economic development agencies, banks, tourism agencies, state universities, and local community colleges. Refer to ATTRA's publications *Holistic Management* and *Evaluating a Rural Enterprise* for further guidance and resources.



## Some Successful Entertainment Farming Enterprises & Techniques (farm recreation and hospitality businesses):

Wineries with Friday happy hours	Educational tours	Historical re-creations
Arts & crafts demonstrations	Farm Schools	Living history farms
Farm store	K-12 Schools	Heirloom plants and animals
Roadside stand	Outdoor Schools	Civil War plantations
Processing demonstrations	Challenge Schools	Log buildings
Cider pressing	Movement-based	Antique villages
Maple sugarin	Retreat center	Native American village
Sheep shearing	Herb walks	Frontier village
Wool processing	Workshops	Collection of old farm machinery
Sorghum milling	Festivals	Miniature village
Apple butter making	Cooking demos	Farm theme playground for children
		Fantasyland
Fee fishing/fee hunting	Pick-your-own	
Farm vacations	Pumpkin patch	Gift shop
Bed and breakfast	Rent-an-apple tree	Antiques
Farm tours	Moonlight activities	Crafts
Horseback riding	Pageants	Crafts demonstrations
Crosscountry skiing	Speakers	Food sales
Camping	Regional themes	Lunch counter
Hayride		Cold drinks
Sleigh rides	Mazes	Restaurant
A place for snowmobilers or	Crop art	
cross-country skiers	Pizza farm	Theme (apple town, etc.)
Bad weather accommodations	Native prairie	Pancake breakfast during sugaring season
Picnic grounds	preservation	
A shady spot for visitors to rest	Buffalo	Tastings
Campground	Hieroglyphics, rock	August "Dog Days" –50% off dogwoods if
RV ark	art	customer brings a picture of family dog, etc.
Dude Ranch	Mounds, mound	
Hunting lodge	formations	

for a nature walk.) For a profile of an herb farm that offers tours, see the ATTRA publication, *Herb Overview*.

Archeological sites are usually too fragile to become the focus of regular tours by the public. However, many farms have done well with re-creations of a former era.

### Historical re-creations

Creating an agri-tourism attraction on your farm can be a lot of work and must be a labor of love. Some attractions grow out of the owners' hobby collections—old farm machinery, old log structures, heirloom seeds,

a collection of bird houses, a narrow-gauge railroad. Most are created new from the owner's concept—especially one that appeals to children.

### Festivals/pageants/special events

Special events can include either private parties or public events. They range from offering food, drink, and overnight accommodations to sportsmen, to birthday parties, weddings, and company picnics, to Halloween festivals. To put on an annual festival or pageant open to the public may be beyond the scope of all but the largest farm entertainment businesses. Individual farms often participate in a countywide or regional festival with significant government and organizational



sponsorship. A few farms are now hosting 700 to 1000 visitors per day for their unique offerings. Farms along the road to well-known annual festivals can find many ways to participate in opportunities created by the tourist traffic.

### Processing demonstrations

Wineries and brew pubs have long appealed to the public fascination with how foods and beverages are made. Other possibilities are a water-powered grist mill, sorghum milling, apple butter making, cider pressing, maple sugaring, sheep shearing, wool processing—all activities with an old-timey flavor.

### Crop art

Invite a crop artist to turn one of your cornfields into a work of art. It will be the talk of the countryside and may attract national media attention (especially if an actor dressed in a pale blue wetsuit with antennae periodically runs around and pops up at unexpected times near the artwork). The crop art displayed by the fourteen Dutchess County, NY, farmers attracted thousands of visitors, including 1000 school children, a month. Additional people came to their summer on-farm educational programs intended to strengthen urban ties to agriculture. Many farms that encourage school tours aim to build goodwill and long-term customers, rather than charging for the tours.

Crop art runs the gamut from the fanciful sculptures of Dutchess County to floral designs, to designs mowed in a field, to Halloween pumpkin displays like those seen on the Rohrbach Farm near St. Louis. (For a fuller description of the Rohrbach Farm's crop art, see the ATTRA publication *Direct Marketing*.) Most crop art—at least in the Midwest—consists of designs cut into standing

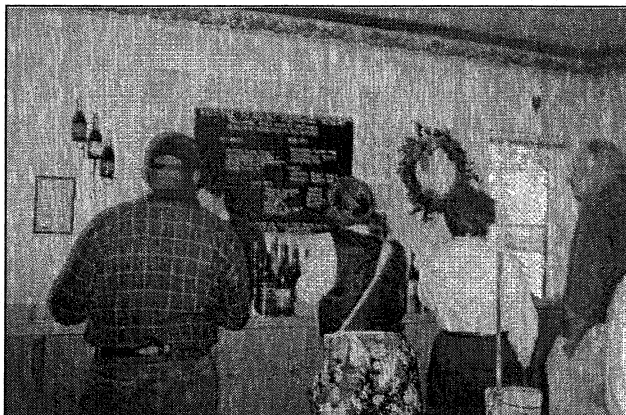
crops in a field, or alternatively, designs created by having different colored plantings. Such crop art is best viewed from the air or from a raised structure. There have also been proposals for creating mound-like structures with Native American designs outlined in edible native plants, and there are agricultural mazes—which provide something to do as well as see. Full-time professional crop artists

exist. Maze designers and franchisers are to be found mainly on the Worldwide Web. (Mazes are discussed more fully below.)

The "Pizza Farm" is a subspecies of crop art. One field is devoted to a circular arrangement of crops and animals. Pie-shaped wedges of pepper plants, wheat, tomatoes, and so on depict pizza ingredients. Several sections may house hogs and cattle (representing sausage and cheese). This is reportedly one of the fastest-growing species of crop art. Children may use a coin-operated feed pellet machine to feed the animals.

It is hard to charge for crop art; it is usually offered as a free

attraction. Sometimes maze operators will charge to travel through a maze. Joel Salatin advises farmers to build a haybale observation deck with a view of the maze, so that grandparents and other relatives can take photos. Sales of food, beverages, and photo supplies can take place here. "While no one is certain that providing some activities *free of charge* improves the net return to the farm, they undoubtedly increase the farmer's gross receipts through increased customer traffic" (7).



In photo above, a tourist bus stops for a taste of vino at Mount Pleasant Winery.

Below, visitors at Rohrbach Farm near Jefferson City, MO, pose for photos against a background of crop art near a soybean field.



## Natural features

An outstanding natural feature on a farm may become a tourist attraction—a bluff or rock outcropping, a waterfall, a grove of persimmon trees, a stream, or a spectacular view. Water is a popular natural attraction; sometimes natural features of interest to a visitor may have been overlooked by the farmer.

### A Unique Iowa Little Village

A unique form of agri-entertainment is the "little village" run by Farn and Varlen Carlson of Stanhope, Iowa. The tiny community includes a school, general store, church, livery stable, and blacksmithy. Appropriate artifacts fill the buildings, which are one-half to two-thirds scale. The Carlsons hope to add a barber shop, telephone office, bandstand, and fire station. There is an admission charge for viewing all the buildings, and the Carlsons cater to bus tour groups. Groups can also arrange to have barbecues at the village. Special events scheduled during the year include a threshing bee, an ice cream social on Father's Day, Apple Cider Days in August, and a Christmas Stroll, when the Village is decorated for the season (5).



## THINGS TO DO

### Farm schools/workshops/educational activities

Various types of educational activities offered in a rural setting range from day classes or short-term workshops to a full-scale, accredited course of study. Farm schools accommodate interns or apprentices, and some charge tuition for the learning opportunity afforded. There are also farm schools geared toward residential living for the developmentally disabled. Many small herb or vegetable farms offer classes in cooking, flower arranging, or making herbal medicines. They depend on such activities to help them build a clientele for their main products.

Farms have traditionally offered field days, sometimes sponsored by a farm organization. Many tours are also considered educational.

Some of the best examples of farm diversification involve education. Two of the most notable are The Land Institute (which has just received a grant to launch a 50-year research project on perennial grains) and

Heritage Farm, home of the Seed Savers Exchange and Seed Saver publications. Launching such an enterprise takes considerable connections, savvy, outside-the-box thinking, and dedication. It is a life's work dedicated to something beyond just farming, and is probably not for everyone.

Many of the farms listed on the ATTRA *Sustainable Farming Internships and Apprenticeships* list have

elements of an educational or entertainment farm. Several plantations on the Potomac River, including Mt. Vernon, have been turned into educational farms. The workers on Mt. Vernon grow 18<sup>th</sup> century crops and gardens, use 18<sup>th</sup> century tools, and dress in period costumes.

*"Diversification into ... such opportunities as agricultural or educational tours, u-pick operations, farm stores, pumpkin patches, agricultural festivals, and farm stands is not a substitute for a pro-family farm agenda. ...[However,] one of my fears is that if farmers and ranchers are too tardy in their response to this emerging opportunity, theme park operators will develop simulated farms and operate them as agri-tourism attractions."*

— Desmond Jolly, Director  
Small Farm Program  
University of California—Davis

### Petting zoos/children's amusements/playgrounds, horseback riding/hayrides

Old McDonald's Children's Village, the largest petting farm in New York State, is seen by its operators as a way to increase cash flow to expand a market hog and feeder pig business. Ponies, rabbits, ducks, lambs, baby goats, calves, and



calves, and piglets are a sure-fire attraction for city children (and their parents). Pony and wagon rides are part of the mix. Playgrounds and hayrides also provide something for children to do at Pick-Your-Own farms.

### Accommodations for outdoor sports enthusiasts

Some farms adjacent to recreational areas build a business catering to the needs of recreation seekers. A farmer in Missouri opened a lunch counter for the convenience of parents bringing children to a nearby summer camp. Farmers in the Adirondacks regularly accommodate skiers and hikers with shade, food, and drink, sometimes extending to overnight accommodations. A 1500-acre wheat farm on the Great Plains became a pheasant hunting ranch in the off-season, with a lodge and a gift shop (more about fee hunting below).

### Pick-Your-Own (U-Pick)

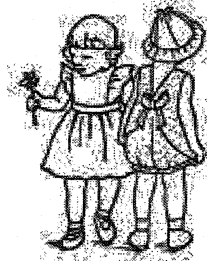
In the 1970s U-pick farms were at their height of popularity. Families with three or four hungry teenagers and full-time homemakers were still common. Canning a couple bushels of green beans or putting a flat of strawberries in the freezer helped out the family budget significantly. Raw materials were harder to come by than labor, compared with today. Canning has been all but eliminated today as a home activity because of changing consumer buying practices and busy family schedules. While the U-pick operation can still be found, successful ones are most likely to be part of a total farm entertainment concept.



U-pick offers several advantages to the farmer. He is relieved of the burden of securing and paying temporary seasonal labor at harvest time. This type of labor is becoming harder and harder to find. The hours are long and hot; work is back-breaking. If people can be persuaded to pick as entertainment and get a few cents off per unit, the farmer is way ahead. However, sustainable farmer Kelly Klover (8) has recently observed,

### Children's Activities for a Harvest Festival

- ✎ Vegetable contest (from children's gardens).
- ✎ Vegetable Bingo (cards with names and/or pictures)-veggie seed prize.
- ✎ Flower Smashing (use rubber mallets, put flowers between thick paper. Pound-ing makes cards in flower patterns).
- ✎ Vegetable Shape Mobiles (sticks and cutouts from old office paper).
- ✎ Ecopots (newspapers made into little pots for planting seeds).
- ✎ Chia Pets (old footie stockings filled with soil and grass seed, paint faces on).
- ✎ Potato Prints (tried and true).
- ✎ Making Recycled Paper (need blender, water, flat strainers).
- ✎ Hair Wreaths (raffia, flowers, ribbon).
- ✎ Bookmarks (tried and true - wax paper, flowers, and an iron).
- ✎ Root/Stem/Bud/Seed (kids have cards with words and must match to appropriate produce after brief lesson).
- ✎ Seed Sprouts in Baggies (soaked bean seeds, paper towels, baggies).
- ✎ Leaf Prints (leaves, crayons, paper).



— From Karen Guz  
Horticulture Associate  
Bexar County, AZ

listserv:

communitygardening@ag.arizona.edu  
6/25/98)

"The whole premise of 'here we are/come out and get dirty picking our crops/then pay us handsomely for the privilege' is a hard sell" in today's world and may depend on how attractively the experience can be packaged and how aggressively it is marketed. "Above all, the average farmer's natural distaste for selling must be overcome





and he must learn to think like a customer."

This means, at a minimum, creating adequate parking, having restroom facilities, having a safe entertainment area for small children, and working with an insurer on liability issues. Small children are best kept away from the picking area, as they contribute to damaged crops and "inventory shrinkage." Attention to these basics will help build repeat sales, a primary goal of all direct marketing.

U-pick operations do best when they are located within an hour's driving time of a population center of at least 50,000 people.

This stipulation leaves out much of the Midwest, mountain states, eastern Kentucky, and parts of the Deep South. U-pick is about selling to families who do not have the space to grow their own seasonal vegetables in quantities sufficient for canning and freezing. The mix of vegetables and fruits will depend on the tastes of customers (constantly becoming more sophisticated), rather than what can easily be grown. Like other forms of entertainment farming, U-Pick may be adversely affected by any dramatic upward shift in the price of gasoline.

### Themes for entertainment farming activities

Most entertainment farming concepts depend in large part on attracting visitors from urban centers. Your neighbors in all likelihood won't be your customers. Something about your farm must be so distinctive that it draws people from large distances—even

Canada or Europe. Perhaps you could invite a Native American group to hold regular pow-wows on your land; you operate the food concession and give tours of your farmhouse dressed in period costumes. Hold a summer festival, "Trail Days."

Add a historical garden to increase the draw. Add

a gift shop, an antique shop, a lunch counter, crafts, nutraceutical products. Add a herd of buffalo. People will come from Europe to see a herd of buffalo or prehistoric White Park cattle when they won't cross the road to see your prize herd of Black Angus. Have a widely publicized farm festival—harvest festivals with music and plenty of good food and drink, and maybe facepainting and personalized cupcakes. In the fall, public schools emphasize the American fall holidays, in which the pumpkin plays a significant role. Pumpkins are easy to grow, readily available, large, and colorful. Invite busloads of schoolchildren to visit your farm.

Following the disastrous Missouri/Mississippi River flood in 1993, the Rohrbach Farm, 50 miles from St. Louis,

turned a significant portion of corn/soy acreage into an entertainment farm featuring pumpkins. One field became a parking lot, with ample room for tour buses. When visitors come (by busloads) to view the large, attractive, free displays constructed by the Rohrbach clan, few leave without buying a pumpkin, or something from the farm store.

The pumpkins are, of course, not pumpkins of eating quality. Those pumpkins remaining after the season is over are taken to the woods to compost. One lesson the modern farmer learns, according to Joel Salatin, is that you have to accept a certain amount of waste and have to give something away free at times. (For a more complete account of activities at the Rohrbach Farm, see the ATTRA publication, *Direct Marketing*).

### A rural theme park

A Maine dairy farm converted into an agri-tourism business draws 100,000 people a year and employs 100 people. Attractions include ice cream and sandwich sales, a petting zoo, retreat center specializing in one-day mini-retreats, and activities for the 700 school children per day that may visit. Kids can climb in, on, and over a wooden train, a fire truck, and a small barn with a loft and places for cute photo opportunities. They can dig sand with kid-powered backhoes and steam shovels. Children mingle with animals in the petting barn area. Ducks and rabbits have the run of their own doll-house-like "Duck House" and "Rabbit House." Group activities include tours, birthday parties, summer farm programs, wagon and sleigh rides, Halloween and maple season events, and cross-country skiing and skating.



## Mazes

Mazes are another option. In 1993 Don Franz (a former Disney producer) created a 3.3-acre dinosaur maze in a Pennsylvania cornfield, and later created the American Maze Company, now producing increasingly elaborate mazes around the country and advertising on the Internet. The success of this farm entertainment venture has inspired a number of competitors throughout the American Cornbelt. Franz says, "We try to keep them entertained for about two hours (about the length of a movie), and charge them about what they'd pay for a movie." He recommends good crowd control, ample restroom facilities, refresh-

ments, and other farm products to sell. Most important is an integrated marketing plan, which the top maze designers now all sell as a part of their design packages. Joel Salatin suggests building a strawbale observation deck where grandparents can take photos or video of their grandchildren running through the maze.

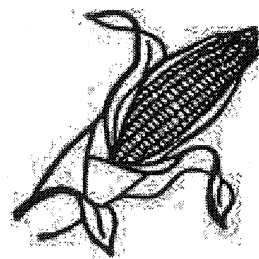
The Jamerry Farm in Madill, Oklahoma, features a 3-acre maze, funded in part by a grant from the Kerr Center at Poteau. Visitors pay \$5 to walk through the maze and the farm's 5-acre Pumpkin Patch (or ride a hay wagon). The farm also features a picnic area, a playground, and pumpkin sales. Personnel from the nearby Noble Foundation assisted in setting up the maze.

### *Joel Salatin's List of Farm Activities*

- |                     |                             |
|---------------------|-----------------------------|
| ✎ Petting zoo       | ✎ Strawbale maze            |
| ✎ Baked treats      | ✎ Arts and crafts           |
| ✎ Hay rides         | ✎ Haunted house             |
| ✎ Homemade toys     | ✎ Miniature golf            |
| ✎ Full food service | ✎ Observation deck          |
| ✎ Company parties   | ✎ Catering                  |
| ✎ Pumpkin patch     | ✎ Face painting             |
| ✎ Concessions       | ✎ Bonfire with marshmallows |

## Maze puts Colorado farmer in the black

A cornfield "Bronco" maze has put Glen Fritzler's 350-acre vegetable farm in the black for the first time in 10 years. Busloads of school-children and tourists pay \$6 each to walk through the maze, created by Utah designer Brett Herbst using a patented process. Herbst has done 61 mazes so far, as of the fall of 2000. The Bronco is, of course, the mascot of a Colorado pro football team.



Herbst gets a fee for the design and a per-centage of the gate. The Fritzler family mans the ticket booth and sells t-shirts, often until 10 p.m. on weekends. Fritzler is thankful to find this new source of income, and feels he may have found a good way out of the agriculture boom-bust cycle by offering to entertain the public.

For more information on Fritzler's maze, call (970) 737-2129.

*From the listserve Market Farming, Sept. 12, 2000. [market-farming@franklin.oit.unc.edu](mailto:market-farming@franklin.oit.unc.edu).*

## THINGS TO BUY

The bottom line for most entertainment farms is how much you can sell—either now or later—to the people attracted to your farm. Surprisingly, many farmers feel that even farmers' markets are primarily useful in building a steady customer base, not in daily sales. These potential customers will get to know you and later seek you out to meet their unique needs. This is the principle of "relationship marketing." Sell to people who come to know you and count you as a friend. Your farm store or gift shop should display your farm's finest products to maximum advantage to build repeat sales.

### Food/Drink

A long day's activities on a warm day will make anyone thirsty. Ready-to-eat food and a selection of beverages is part of the experience of your entertainment farm. It can also be a profit center. Be as creative as you can and try to have refreshments fit your farm's theme. If you are a winery, you will naturally have your product displayed. Think of opportunities for



selling cold beverages to the grandparents photographing the maze, the u-pickers, the children who have just done 100 turns on the slide out of the miniature haymow. On a recent visit to an herb farm, I was offered the opportunity to buy a commercially bottled nutraceutical drink—containing St. Johnswort, valerian, and guarana. Apple cider is a good drink for the Midwest; and people may want to buy a gallon to take home.

Homemade ice cream, sandwiches, fresh fruit, barbecue and roasting ears are all possibilities for ready-to-eat food sales.

### Gifts/souvenirs

There is a huge industry overseas manufacturing regional souvenirs for the U.S. If at all possible, have your gift items represent your farm, something that is actually produced locally. Stick to a theme, something that truly represents the uniqueness of your farm and your region. Items for sale on an herb entertainment farm include everything from potted rosemary plants to a complete set of essential oils for aromatherapy. Wood carvings (traditionally done in the slow winter months), dolls, quilts, basketry, wheat weavings, pottery, packets of heirloom seeds, decorative items such as pumpkins, and corn shocks, handloomed wool, meats, cheeses, other milk products, winter squash, and flowers (both fresh and dried) are all possibilities. One farmer realized that decorative shocks were worth more than his corn. Another has sold echinacea flowers when the bottom dropped out of the market for echinacea root. Research done by the North Central Region Extension Service revealed that wood is the medium preferred by tourists for crafts. This research also determined that women probably don't charge enough for the craft items they market, since men typically charge 2–4 times as much.

You will need an approved commercial kitchen for any value-added food products produced on the farm. This type of facility can cost \$100,000 or more. You will need access to a USDA-approved slaughterhouse for any meat products. An alternative is a cooperative community kitchen, renting

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✎ **Tip:** Farmers who have become successful in value-added enterprises typically find retail profits so attractive that they begin to outsource much of their raw material. The farm then takes on the character of a land-based business enterprise, rather than a producer of commodities. Think about it.

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a commercial kitchen for a fee, and coming soon, a mobile commercial kitchen being developed at Cornell.

### Shopping at the farm store

Maureen Rogers of The Herbal Connection provides this advice (originally from *Bottom Line/Business*, 1/97):

*The key to successful retailing for [the next few years] will be to make shopping not merely pleasant but entertaining as well. Despite the growth of catalog shopping, consumers will continue to go to stores. But the stores they visit will be the ones where they not only find what they like at the right price, but where they can have a good time. Bookstores with coffee bars are a good example.*

#### Related ATTRA Materials:

- ✓ *Direct Marketing*
- ✓ *Evaluating a Rural Enterprise*
- ✓ *Keys to Success in Value-Added Agriculture*

A 1992 study of tourists' shopping habits, conducted by the North Central Regional Extension Services, determined that "after meals and lodging, [tourists]

spend most of their tourist dollars on clothing, crafts, and local food products. Almost 70 percent buy gifts for future events and for mementos" (2).

The farmer must be prepared to sell himself as well as his business, so image is all-important. People want to see an attractive facility and personnel—neat and clean. Location and appearance are the most important aspects of a farm business which caters to the public, not necessarily price.

Remember that return customers are the key to success. Eighty percent of your business comes from 20% of your customers, and it takes five times



as many resources to get a new customer as it does to keep an old one.

### A Maine farm store

In the mid-1980s Gregg Varney bought his parents' Maine farm after they sold their dairy herd during the dairy buyout. The farm included excellent crop land. The first farm business was Gloria's yarn shop, which started people coming to their farm. This became the impetus for the Varneys to expand their offerings at the farm store to include their own meats (beef, veal, lamb, pork, chicken, and turkey), raw milk, and baked goods. In 1994 with the help of apprentices, Gloria and Gregg implemented a five-year plan to "learn how to make cheese and raise animals on a small scale with minimal grain purchases." After initially hitting a wall when they realized they needed a state-inspected cheese facility and pasteurizer that could cost \$10,000, they arranged to borrow the money up front from future customers, paying off the loans with food from the store. A \$100 loan could be redeemed at a later time for \$110 worth of farm-raised food.

The goat cheese operation has been a huge success, and it allows an April to November schedule which fits in well with their farmers' market schedule and the Thanksgiving season, giving them a break from the end of November for the next six months. In 1995 the Varneys converted to 100% organic with the conversion of the dairy cow operation. They now have over 100 organic cows.

Their product line in the farm store has expanded, as well. Surplus vegetables go into value-added products such as pickles, relishes and stewed tomatoes. Other excess is used to feed the pigs and chickens. This integrated operation is a big hit with customers, who now have no question about where their food originates. People now come to the farm not just to buy their food, but to spend time and let their children see the animals (9).

The Varney Farm is not the only farm in Maine oriented toward tourism. A regular schedule of farm tours is maintained. Tickets for farm daytrip tours in Maine, generally including two or three farms in a single county, cost \$12-\$15 per person, with children under 12 free. Lunch is extra.

### Fee hunting and fishing

A further option for recreational farming is leasing wooded land or marginal cropland for hunting, fishing, or hiking. Hunting

leases are the most common form of recreation leases and can range from on-day trespass fees to guided trips and lodging. Of course liability, licenses, and regulations are important considerations in planning for a recreational lease (10). Such use can sometimes be combined with

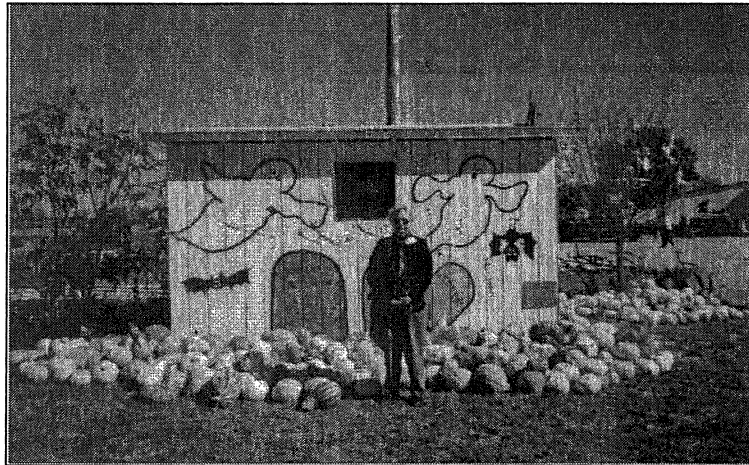
overnight lodging, campgrounds, and a farm store.

For information and technical advice on licenses and regulations, contact local offices of the following agencies:  
Fish and Wildlife Service  
USDA Natural Resources Conservation Service  
State Department of Natural Resources

Another source of information on hunting leases is *Managing Your Farm for Lease Hunting and a Guide to Developing Hunting Leases* (11).

### e-Commerce

Many farms, farmers' markets, and producer directories are now on-line. With a click of the mouse comes the opportunity for a worldwide audience to access your information. Sites featuring particular farms and selling farm products directly to consumers



ATTRA author Katherine Adam poses amidst the Halloween spirits at Rohrbach Pumpkin Farm at Jefferson City, MO.



are beginning to emerge. Sample farm websites are listed in ATTRA's *Direct Marketing* publication.

## Liability

Liability issues for farms that host the public are generally resolved with appropriate insurance. Insurance needs will vary by operation. Neil Hamilton's book *The Legal Guide for Direct Farm Marketing* provides guidance on choosing and consulting with an insurance agent (see Resources, below). Insurance representatives can provide guidance on specific steps for reducing risks in your operation. A new database on farm injuries may be found at [www.nsc.org/farmsafe.htm](http://www.nsc.org/farmsafe.htm).

## Complying with Americans With Disabilities Act (ADA)

Modifications to allow the differently abled access to your farm attraction include the following:

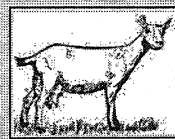
- Reserve space for handicapped parking.
- Provide a hard packed or paved surface for the farmstand.
- One bathroom accessible to the handicapped (can be rented).
- Erect a ramp to a platform that's slightly higher than the hay wagon (for handicapped access to hayrides).
- Provide a "long reacher" for apple picking.
- Provide raised beds for strawberry picking.
- For seasonal events, use a sign saying, "If you need assistance...."
- Provide large-print signs, brochures, or audiotapes of brochures.
- Make sure door openings are at least 32 inches wide (to accommodate wheelchairs). Doors should be able to be opened with a closed fist (knobs are out).
- Tape rugs to the floor with velcro.

An Americans with Disabilities Act (ADA) representative will usually be glad to come out and advise you on specifics.

Other costs incurred when the public is invited to a farm may include soil compaction, damage to orchards and crops, trash

## Appleton Creamery

Appleton Creamery is a small-scale goat farm and dairy where Brad and Caitlin Hunter grow flowers and organic vegetables, including many heirloom varieties.



Brad, a home brewer, has included in the garden two essential ingredients for beer and wine—hops and grapes. A collection of bird houses surrounds the traditional cottage garden, where the Hunters grow edible flowers and herbs to use in the farm's goat cheeses, and a path through the garden leads to the barn, where visitors can see the goats.

The grounds also house "garden sculpture" created out of found objects—old farm equipment, flea market furniture, cast-off children's toys.

collection, and of course increased liability. Such costs have been estimated at \$1-2 per visitor, which should be factored into fees and prices.

## Conclusion: The New Outlook

Looking toward the new millenium, Professor Duncan Hilchey of the Cornell Sustainable Agriculture program (7) offers advice to American farmers:

*Growers have to adopt a new outlook and switch their thinking away from production toward giving today's consumers what they want. That might include farm tours, value-added products, or even adding a petting zoo. People come out to the farm these days not so much to buy large quantities of produce, but for the immersion experience for themselves and their children. They are looking for a farm-fresh feeling – not just food. (p. 20).*

The University of California's Small Farm Center (12) is developing an on-line agricultural tourism directory, which aims to provide tourists with an easy way to "search for a farm experience." Farm proprietors interested in listing their farms are encouraged to contact the Center at the address referenced.

The number one requirement for a successful agri-entertainment venture is an abundance of energy. A willingness to think unconventionally may be equally important. Whatever you do, do it with a flair for showmanship. Let your creative side come out. Almost any farm anywhere could be adapted to agri-entertainment if enough thought, ingenuity, determination, and capital were applied. Too much focus on traditional individualism and suspicion of change may work against success in entertainment farming. A willingness to make the leap into providing what the public truly wants and is willing to pay for is the way to success. Just as the railroads of the 19<sup>th</sup> century needed to start thinking of themselves as being in the transportation business (instead of the railroad business) in order to compete successfully in the 20<sup>th</sup>; so the farms of the 20<sup>th</sup> century must begin thinking of themselves as being in the land management business, rather than the farming business, in order to successfully attain farm family goals and dreams in the 21<sup>st</sup> century.

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### Guarding against risks to children on the farm

<u>Age 0-5</u>	Careful supervision by adults. Physical barriers such as locks and fences. Safe distractions. Prohibiting riding on farm machinery.
<u>Age 5-10</u>	Consistent rules; discussing safe behavior; careful supervision of activities.
<u>Age 10-16</u>	Consistent rules, with consequences for infractions and rewards for safe behavior.
<u>Age 16-18</u>	Prohibition of drugs and alcohol, Emphasis on acceptance of adult responsibilities. Opportunity to be role model for younger children.

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- 3) Buck, Cathy. 1995. Ag tourism opens opportunities; Crop art is more than pretty pictures. American Agriculturist. September. p. 7.
- 4) Hancock, Gael. 2000. Pick-your-own methods for marketing your pick-your-own farm. AgVentures. August-September. p. 10.
- 5) Beetler, Dianne L. 1996. On-farm tourist attraction. Small Farm Today. October. p. 52-53.
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- 7) Hilchey, Duncan. 1999. Regional food identity. Farming Alternatives. Summer. p. 1.
- 8) Klobber, Kelly. 2000. U-Pick Marketing. Small Farm Today. May. p. 41-42.
- 9) Adapted from Maine Organic Farmer & Gardener (MOFGA) News, June-August 2000, p. 27.
- 10) Elias, Debra. 1996. Recreational Leases. Minnesota CRP Information Series. December. 2 p.
- 11) Delaware Cooperative Extension Service. 1988. Managing Your Farm for Lease Hunting and a Guide to Developing Hunting Leases. No. 147. DCES, Georgetown, DE.
- 12) Small Farm Center University of California One Shields Ave. Davis, CA 95616-8699 (530) 752-8136 (530) 752-7716 FAX e-mail: sfcenter@ucdavis.edu

## Resources:

### General

Jolly, Desmond. 1999. Agricultural tourism: Emerging opportunity. *Small Farm News*. Summer. p. 1, 4-5.

Jolly, Desmond and Jeanne McCormack. 1999. Agri-tourism: A desperate last straw? *Small Farm News*. Fall. p. 2.

Lyson, Thomas. 2000. Some thoughts on civic agriculture. *Farming Alternatives* [Cornell University]. p. 1, 4.

*"A substantial number of smaller-scale, locally oriented, flexibly organized farms and food producers are taking root.... [to] fill the geographic and economic spaces... passed over or ignored by large... producers. These farms will articulate with consumer demand for locally produced and processed food.... Civic agriculture is not only a source of family income for the farmer, but contributes to the social, economic, political and cultural health and vitality of the communities in which they exist."*

McCue, Susan. 1999. Successful agricultural tourism ventures. *Small Farm News*. Summer. p. 1, 6-7.

SAN. 2000. Marketing Strategies: Farmers and Ranchers Reap New Profits. *Small Farm Today*. May. p. 35-38.

Staff. 2000. Augment your earnings with agri-tourism: Part 1—Offering farm tours is just one way to expand your bottom line! *AgVentures*. June-July. p. 8-9.

### Advertising

Gibson, Eric. 1996. The magic wand called word-of-mouth advertising. *Farm Direct Marketing Digest*. No. 2. Spring.

Ramos, Linda Stanley. 1999. Promoting PYO operations. *Northland Berry News*. Spring. p. 10-11.

Staff. 1996. Attracting tour buses to your farm. *Farm Direct Marketing Digest*. Spring. p. 5.

### Agricultural tourism

Buck, Cathy. 1995. Tourism opens opportunities: These farmers hang out the welcome sign for tourists to learn about farming. *American Agriculturist*. September. p. 6-7. Cornell University Materials

✓ Agritourism (Resource Packet)

✓ Agritourism in New York: Opportunities and Challenges in Farm-Based Recreation and Hospitality (Publication)

✓ Considerations for Agritourism Development (Publication)

✓ Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises (Publication)

May be ordered from:

Educational Resources Program  
(607) 255-9252

Media Services (607) 255-2080

Farming Alternatives (607) 255-9832

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*Points out that many rural areas are presently inadequate to cater to tourists – lack road signs, public phones, rest areas, 24-hour access to meals, ATMs, police protection, and auto services. For urbanites, traveling unfamiliar back roads can be an unsettling experience. In most cases, rural tourism has been developed from the point-of-view of local residents, rather than tourists.*



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Kiwanee County [CA] Ag Tourism Association  
Mary Pat Carlson  
(920) 487-2709

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*Montana Rambouillet sheep ranch makes garments from its wool.*

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 American Agriculturist. May. p. 12-13.

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*"If you make something fake that's so foreign to the core of what it means to be a farm or to be rural, you'll be just like anyplace else.... Your business needs to remain authentic."*

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Cypress Bay Plantation  
960 S. Ribault Road, Ste. 2  
Daufort, SC 29902  
(843) 524-7865, (843) 524-4425  
(843) 524-4468 FAX

National Wild Turkey Federation  
Pineland Stewards Project  
(803) 637-3106

Forest Landowners Association, Inc.  
P.O. Box 95385  
Atlanta, GA 30347  
(404) 325-2954

### Legalities

Centner, Terence. 1998. New laws to reduce lawsuits against and liability of PYO operations. HortTechnology. October-December. p. 464-470.

Hamilton, Neil. 1999. The Legal Guide for Direct Farm Marketing. Drake University Press, Cedar Rapids, IA. 235 p.

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*"Urban kids still find farm animals entrancing, and will flock to duck ponds, laying hens and beehive windows. Later they bring their parents back for Pumpkin Patch. Balking Farms in Northfield invites school classes to visit during lambing season in March and April. Baby crias, pygmy goats and bunnies are also winners. Cheviot, Dorset, and Navajo Churro sheep, geese, peacocks, emus, oxen, Black Angus cattle, relief heifers, miniature horses, and donkeys succeed with the more venture-some. Tendercrop Farm in Newbury offers 'buffalo viewing,' while Valley View in Charlemont hosts llama-picnic treks."*

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### Resources: (cont.)

American Maze Company  
Don Franz  
e-mail: Don@AmericanMaze.com  
(212) 769-3920

The Fritzler Farm  
(970) 737-2129

The Pizza Farm  
Darren Schmall  
Pizzafarmer@pizzafarm.org  
(800) 577-1222  
<http://www.pizzafarm.org>

Jamerryfarm.com  
(580) 795-3868  
<http://www.jamerryfarm.com>

### Petting Zoo

Fuerstenberg, Kelly. 1999. The "cute critter" factor. *New England Farmer*. February. p. 40.

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Gentry, Karen. 2000. Farm markets & pick-your-own: Arizona growers transition into full-time entertainment farming. *The Vegetable Growers News*. July. p. 21-22.

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Schuster, Angelique. 1994. U-Pick diversity. *Agrarian Advocate*. May-June. p. 6.

### Video

Robbins, Nancy. 1998. Everything You Want To Know and More, But Were Afraid To Ask. 30 min.

*Profiles a year of events at a recreational farm that has been in business for ten years. Also offers tips on what to do and what to avoid. Available for \$49.99 from:*

Nancy Robbins  
Route 2, N. Harbor Road  
Sackets Harbor, NY 13685  
(315) 583-5737

### Other resources:

The *Rural Update* is delivered by e-mail at no charge. To subscribe, send a message in the following format to be added automatically to distribution list. Address the message to [ruralupdate@lists.aspeninst.org](mailto:ruralupdate@lists.aspeninst.org) with the word "subscribe" (no quotes) in the subject field, and in the body, place your name, organization, address, phone, fax and web site. Within a few minutes, you will receive an automated reply confirming your request. If you don't receive confirmation, or have other questions, please contact Aspen Institute directly. If you don't have e-mail, you may be able to find a friend who will subscribe for you.

## Other resources (continued):

### FEDERAL PROGRAMS GUIDE

The FY 2000 "Federal Financial Assistance At-A-Glance" is a valuable resource for locating funding for rural projects. Published by the National Rural Electric Cooperative Association, this year's version includes a subscription service that delivers alerts via e-mail or fax.

## Appendix

---

### Check List of Agritourism Development Considerations\*

#### Agritourism businesses

- ☐ Personal evaluation
- ☐ Market evaluation
- ☐ Project feasibility evaluation
- ☐ Financial evaluation
- ☐ Business plan development
- ☐ Marketing plan development
- ☐ Insurance needs
- ☐ Regulations and permits

#### Farmers' markets

- ☐ Market coordinator
- ☐ Planning meetings
- ☐ Advisory committee
- ☐ Organizational structure
- ☐ Visitor market groups
- ☐ Location of market
- ☐ Vendor fees
- ☐ Promotional campaign
- ☐ Insurance needs
- ☐ Appearance of market
- ☐ Customer amenities
- ☐ Vendor support and policies
- ☐ Coupon programs
- ☐ Evaluation

#### Farm festivals

- ☐ Planning Committee
- ☐ Festival mission
- ☐ Location of festival
- ☐ Licenses and permits
- ☐ Attractions, entertainment, food
- ☐ Budget strategy
- ☐ Promotional campaign
- ☐ Insurance needs
- ☐ Management considerations
- ☐ Public safety plan
- ☐ Evaluation

#### Regional agritourism planning

- ☐ Region identification
- ☐ Community involvement
- ☐ Concerns about development
- ☐ Visitor market groups
- ☐ Planning sessions
- ☐ Goals and objectives
- ☐ Resource and attraction inventory
- ☐ Theme
- ☐ Action plan
- ☐ Promotional plan
- ☐ Evaluation

*\* from: Kuehn, Diane et al. 1998. Considerations for Agritourism Development. p 1.*

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The ATTRA Project is operated by the National Center for Appropriate Technology under a grant from the Rural Business-Cooperative Service, U.S. Department of Agriculture. These organizations do not recommend or endorse products, companies, or individuals.





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## Agricultural Tourism

### Small Farm Center and Partners Launch Agricultural Tourism Project

Agricultural tourism, or agri-tourism, is one alternative for improving the incomes and potential economic viability of small farms and rural communities. Some forms of agri-tourism enterprises are well developed in California - including fairs, festivals, etc. Other possibilities still offer potential for development.



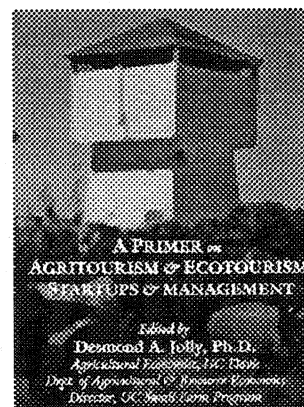
*Agricultural tourism operations provide a bridge between urban and rural dwellers.*

- [About the Agricultural Tourism Project](#)
- [California Agricultural Homestay Bill \(AB 1258\)](#)
- **NEW** [California Agri-tourism Database](#)
- **NEW** [Agri-tourism Information Needed](#)
- **NEW** [Fact Sheets: Managing Agri- and Nature-Tourism Operations](#)
- [Agricultural tourism definitions](#)
- [Small Farm News Agri-tourism Farm Profiles](#)
- [Agritourism publication, "Unique Niches: Agritourism in Britain and New England"](#)
- [Articles/presentations by the Statewide Agricultural Tourism Working Group](#)
- [Links](#)



**NEW** *Agritourism and Nature Tourism in California: [Click here](#)*

**NEW** *A Primer on Agritourism and Ecotourism Startups and Management*  
[Click here](#)





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## Fact Sheets for Managing Agri- and Nature-Tourism Operations

### What is Agri -Tourism?

Farm/ranch recreation refers to activities conducted on private agricultural lands, which might include fee-hunting and fishing, overnight stays, educational activities, etc. This category of tourism is a subset of a larger industry known as agri-tourism. Agri-tourism is "a commercial enterprise at a working farm, ranch, or agricultural plant conducted for the enjoyment of visitors that generates supplemental income for the owner."



*Dru Rivers and her child pick a pumpkin at the family's Full Belly Farm pumpkin patch.*

Agritourism and nature-tourism enterprises might include:

- Outdoor recreation (fishing, hunting, wildlife study, horseback riding).
- Educational experiences (cannery tours, cooking classes, or wine tasting).
- Entertainment (harvest festivals or barn dances).
- Hospitality services (farm stays, guided tours or outfitter services).
- On-farm direct sales (u-pick operations or roadside stands).

Agri-tourism is a subset of a larger industry called rural tourism that includes resorts, off-site farmers' markets, non-profit agricultural tours, and other leisure and hospitality businesses that attract visitors to the countryside.

Rural Tourism differs from agri-tourism in two ways. First, rural tourism enterprises do not necessarily occur on a farm or ranch, or at an agricultural plant, they do not generate supplemental income for the agricultural enterprise.

#### Potential Enterprises:

##### Outdoor Recreation:

Horseback riding  
Wildlife viewing & photography  
Fee fishing  
Camping/picnicking (combined)  
Fee hunting  
Wagon/sleigh rides  
Cross-country skiing

##### Educational Experiences:

School tours  
Garden/nursery tours  
Winery tours  
Agricultural technical tours  
Historical agriculture exhibits  
Crop sign I.D. program  
Micro-brewery tours

Game preserve  
Clay bird shooting  
Off-road vehicles

Exotic animal farm

**Direct Agricultural Sales:**

On-farm sales  
Roadside stand  
Agriculture-related crafts/gifts  
U-pick operations

**Accommodations:**

Bed & breakfast inn  
Farm/ranch vacations  
Guest ranch  
Youth exchange  
Elder hostel

**Entertainment:**

Concerts or special events  
Festivals or fairs  
Petting zoo  
Hunting/working dog trials/training

**Miscellaneous:**

Guide/outfitter operation  
Farmers' market  
Horse pack team

---

*This Fact Sheet was adapted by Desmond Jolly, Cooperative Extension agricultural economist and director, UC Small Farm Program, from the Agri-tourism Workgroup and Resources, Oregon Department of Agriculture.*

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## Fact Sheets for Managing Agri- and Nature-Tourism Operations

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### Why People Vacation

Now that you've examined some information on types of travelers and gathered some demographic facts, let's take a look at why people take vacations. Understanding what the client is looking for can help assess the opportunities on your property for various recreational enterprises.

The major reasons people go on vacation, ranked by survey results, include:

- **To build and strengthen relationships.** The number one reason for going on vacation is to be together as a family. Families find they have little time to be alone together. They want to get away from the stress of home and work. They look to travel as an opportunity to rekindle relationships. Many also seek social interactions on trips, and view vacations as a time for making new friends.
- 
- **To improve health and wellbeing.** The vast majority of adults say that a vacation is vital to their family's physical and mental well being. Most travelers who visit California want to refresh and renew themselves by actively participating in outdoor activities.
  - **To rest and relax.** Getting away from work, worry, and effort enables vacationers to refresh and renew. This is the third most common reason why Americans vacation.
  - **To have an adventure.** Many travelers look to vacations for exciting experiences that stir emotions. Adventure, whether dangerous or romantic, provides the heightened sensation that these consumers seek.
  - **To escape.** Many people travel to gain respite from routines, worry, and stress. They are looking for something different: a better climate, prettier scenery, slower pace of life, cleaner air, quieter surroundings or anything else that is missing or deficient in their lives back home.
  - **For knowledge.** Learning and discovery are strong motivators for today's better-educated travelers. People travel to learn or practice a language, study a culture, explore gourmet foods or wines, investigate spirituality, discover something about themselves, or a host of other learning pursuits. They want to see, touch, or feel something unfamiliar.
  - **To mark a special occasion.** Some travelers take

vacations to celebrate milestones in their lives: new relationships, marriages, birthdays, or professional achievements. Vacations that mark special occasions are usually taken with loved ones and provide memories that last a lifetime.



- **To save money or time.** Although going on vacation almost always costs money and time, where one goes on vacation can influence costs. Money and time constrain virtually every vacation decision. By traveling close to home, or taking a short vacation, travelers can save time and money. California residents can be key targets of agritourism ventures.
- **To reminisce.** Many people travel to relive fond memories. In the case of agritourism, some vacationers, especially older travelers, will choose a farm visit to rekindle memories of the simple, rural lifestyle they remember from childhood. Vacationers pay money for food, lodging, transportation, and souvenirs, but they are really buying a sentimental journey.

---

This Fact Sheet was adapted by Desmond Jolly, Cooperative Extension agricultural economist and director, UC Small Farm Program, from the Agri-tourism Workgroup and Resources, Oregon Department of Agriculture.

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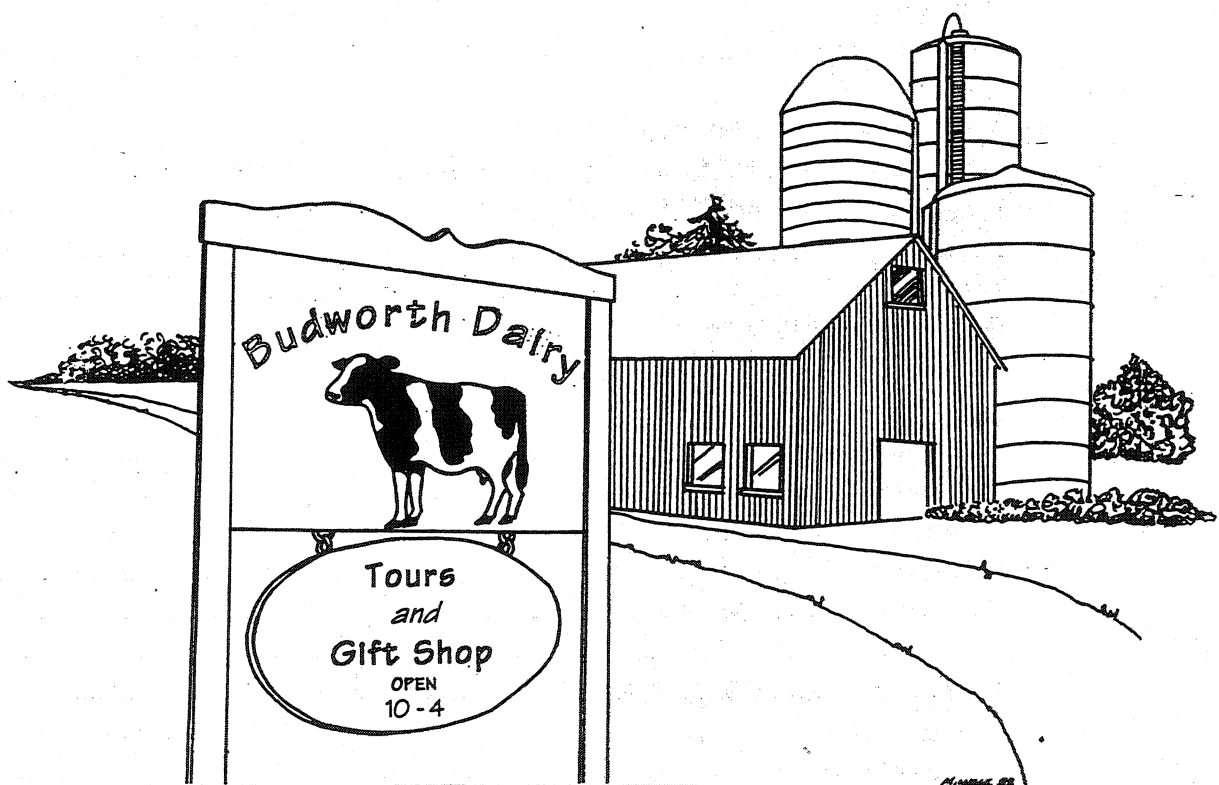
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# Agritourism

## in New York State

Opportunities and Challenges in  
Farm-Based Recreation and Hospitality



Duncan Hilchey  
Farming Alternatives Program  
Department of Rural Sociology  
Cornell University

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## Summary

This publication is a detailed examination of farm-based tourism enterprises as alternative opportunities for New York farmers. The purpose of this publication is to provide a realistic look at the important concerns and the economics of agritourism operations, including first-hand accounts of operators in New York State. The present recession is affecting tourist expenditures, but long-term trends in consumer demand for tourism and recreation suggest agritourism enterprises such as farm tours, petting farms, and bed and breakfasts can fill an important recreational niche. In-depth case histories of four New York farm tour operators show the potential for agritourism development in New York. However, they also suggest these are challenging enterprises to establish and maintain—particularly for farmers with limited time, labor and financial resources. Examining the aspirations and motivations of agritourism operators, this study also provides insight into the process of farm decision-making, diversification, and risk-taking.



## CONSIDERATIONS FOR AGRITOURISM DEVELOPMENT

by  
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# RESOURCE PACKET: AGRITOURISM



Farming Alternatives Program  
Department of Rural Sociology  
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Community Agriculture Development Series

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Orleans County Farmers Markets

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Cooperative Extension System Efforts In Support of the  
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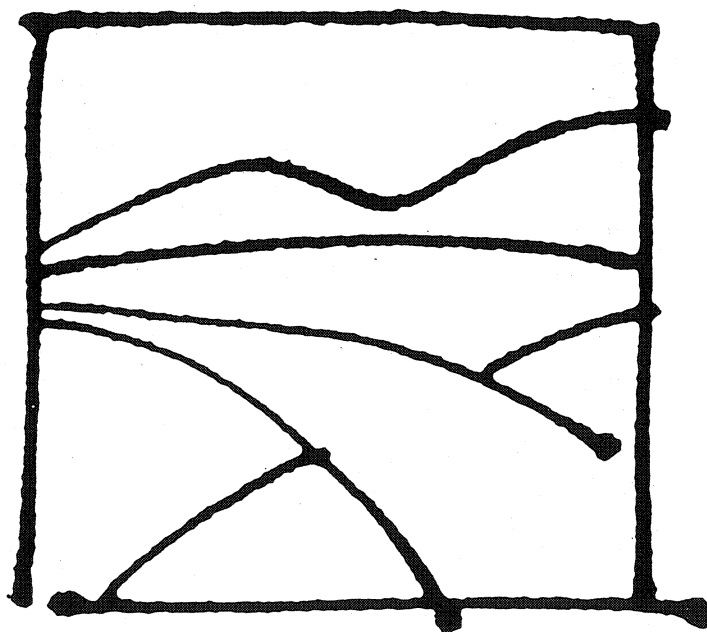
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# Agritourism

## in New York:

### Management and Operations

by

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### Introduction

Many farm businesses in New York State today are opening their doors to visitors. Farm stands, wineries, maple syrup and honey producers, greenhouses and plant nurseries, and Christmas tree farms are just a few of the many types of farm-based businesses that are open to, and attract, visitors. Documenting the status of these agritourism businesses involves study of the management and marketing strategies used by business owners as well as the economic impacts provided by these businesses around the state.

In order to provide agritourism business owners across the state with up-to-date information, NY Sea Grant and Cornell University's Farming Alternatives Program, in conjunction with the Cornell University Statewide Committee on Community and Economic Vitality Tourism Work Group, conducted a two-part study of agritourism business owners and their customers in New York State in 1999 and 2000. Funding for this research was provided by the United States Department of Agriculture through Cornell University's Research and Extension Integration Grants Program. The results from this study are presented in this fact sheet and in "Agritourism in New York: a Market Analysis."

### Methods

The 1999 New York State Agritourism Business Study consisted of two components: a customer survey and a business owner survey. The customer survey was conducted in 1999 with the assistance of six agritourism business owners in New York State. Business owners were requested to ask their customers to complete a short survey. A total of 299 customer surveys were completed and analyzed.

In 2000, a survey of agritourism business owners was conducted. A mailing list of 2,416 agriculture-related businesses open to the public was generated with assistance from agriculture and tourism agencies and organizations across New York State. The size of this initial mailing list is likely conservative since businesses not included in agency mailing lists may have been excluded. A systematic random sample of 2,000 businesses was generated from this initial mailing list. Farm business owners in this sample were sent surveys by mail and asked to report on their business activities for the calendar year 1999. A reminder postcard and follow-up survey were mailed to non-respondents. After businesses with undeliverable addresses and businesses not classified as agritourism by their owners were removed from this sample, a qualified sample of 1,661 businesses remained. From this qualified sample, 9.7% of the surveys were returned by owners who did not wish to participate in the study, 51.5% were not returned, and 38.8% (645 surveys) were completed and used in this study.

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**Table 1.** Types of agritourism businesses sampled in New York State and the estimated total number of each type in New York State in 1999.

Business type	Number of respondents	Percentage of respondents	Estimated total number in NYS
Farm stands	241	37.4%	781
Christmas tree farms/sales	77	11.9	248
U-pick operations	62	9.6	200
Maple products production/sales	60	9.3	194
Greenhouses/plant nurseries	59	9.2	192
Wineries	40	6.2	129
Livestock breeding/sales*	29	4.5	94
Farm-based B&Bs**	18	2.8	58
Others***	59	9.1	191
<b>TOTAL</b>	<b>645</b>	<b>100.0%</b>	<b>2,087</b>

\* "Livestock breeding/sales" includes cattle, horse, sheep, goats, pigs, exotic animals, poultry, and fish.

\*\* "Farm-based B&Bs" includes B&Bs on both currently operating as well as historic farms.

\*\*\* "Others" includes herb and perennial farms, petting zoos, community supported agriculture farms, farm-related museums, farm tour operators, horse riding stables, honey production and sales, cider mills and sales, cheese production and sales, campgrounds, corn mazes, food processors, breweries and hops farms, hunting preserves, and Halloween-related businesses.

Businesses were defined as "agritourism businesses" if responding owners indicated on the survey that they were a farm-based business open to visitors. Many farm business owners did *not* consider their businesses to be agritourism businesses (e.g., farm stands that cater to local residents only) and were not included in the study. However, the definition of "agritourism business" used in this study (i.e., a farm-based business that is open to visitors) is broad. Businesses such as CSAs (community supported agriculture farms) and greenhouses that obtain much of their income from local residents were included in the sample because they offer tours, educational programs, and products to visitors. Estimates found throughout this report were calculated from this estimated number of agritourism businesses. Percentages included are based on the number of responses to each individual question (n).

## New York's agritourism industry

New York State's agritourism industry consists of an estimated 2,087 businesses (Table 1) which brought in an estimated total gross income of \$210,873,600 for their agritourism components in 1999. (Note: income estimates include income from both residents and visitors.) However, after deducting business expenses, the total estimated net profit received by these businesses was \$25,768,800.

Many different types of businesses comprise New York's agritourism industry. In order to identify which types of businesses exist, business owners were asked to categorize their business *primarily* (i.e., the business type from which *most* of their agritourism income came) as one of the following: farm stand, greenhouse and/or nursery, u-pick fruit and/or vegetable operation, Christmas tree farm and/or sales, winery and/or vineyard, farm-stay bed and breakfast, or "other" type of agritourism business. Because of the abundance of livestock breeding and sales farms (originally categorized as "other" by business owners), this type of agritourism business was separated from the "other" category. In addition, several country store and gift shop businesses, also categorized as "other" by business owners, were added to the "farm stand" category because of similarities in retail operations and management. Table 1 lists the estimated number and percentage of each type of agritourism business existing in New York State.

The gross income, gross expenses, and net profit of businesses varied greatly by the type of business (Table 2). Greenhouses and plant nurseries on average made the highest profits from the agritourism components of their business, while owners of livestock breeding and/or sales businesses made the lowest average profit. While the average agritourism business in New York State did make a profit in 1999, 25% of the responding agritourism businesses did not (i.e., their costs were higher than their income). Of the businesses that did not make a profit in 1999, 29% were farm stands, 15% were Christmas tree farms, and 12% were maple syrup producers.



**Table 2.** 1999 gross incomes, gross expenses, and net profits for the agritourism components of businesses sampled, listed in increasing order of average net profits by business type (n = 399).

Business type	Average Gross Income*	Average Gross Expenses	Average Net Profit
Greenhouses/plant nurseries	\$158,112	\$136,926	\$25,669
Farm stands	108,267	95,872	15,221
U-pick operations	53,592	41,709	12,006
Other	78,805	74,589	11,479
Christmas tree farm/sales	29,235	23,298	8,308
Maple products production/sales	36,816	31,653	7,074
Farm-based B&Bs	36,455	31,017	4,110
Wineries	381,413	340,335	3,604
Livestock breeding/sales	30,694	31,939	860
<b>ALL BUSINESSES COMBINED</b>	<b>\$101,041</b>	<b>\$88,499</b>	<b>\$12,347</b>

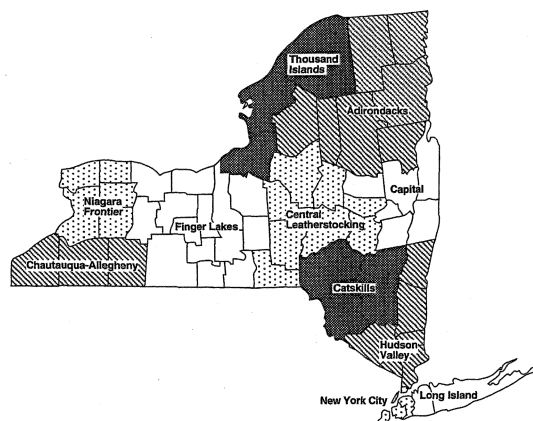
\*"Average gross income" includes income from sales to both local residents and visitors.

## New York's agritourism industry by region

The New York State Department of Economic Development recognizes eleven tourism regions in New York State (Figure 1). Results from this survey have been broken down into these regions. Table 3 lists the estimated number of agritourism businesses within each region as well as the estimated income to agritourism businesses by region. Agritourism businesses within the Finger Lakes Region received over an estimated \$66 million in income in 1999, the highest gross income and number of businesses of all regions in New York State.

Knowing which types of agritourism businesses exist in each region can be useful to business owners interested in expanding their business. Table 4 lists the most frequently found types of businesses in each tourism region. To avoid competition with other businesses within a specific region, business owners seeking to expand their businesses should use this table as an *indication* of which businesses are already frequently found. (Note: Table 4 does not identify specifically where, within each region, competing businesses are located.)

**Figure 1.** New York State Department of Economic Development tourism regions.



**Table 3.** A breakdown of responding agritourism businesses according to New York State Department of Economic Development tourism regions (n = 645).

Tourism region	Number of respondents	Percentage of all respondents	Total estimated number of agritourism businesses	Total estimated gross income of agritourism businesses in region
Adirondacks	51	7.9%	165	\$7,817,200
Capital	64	9.9	207	14,281,200
Catskills	47	7.3	152	15,332,400
Chautauqua-Allegheny	42	6.5	136	8,573,700
Central Leatherstocking	73	11.3	236	16,464,200
Finger Lakes	174	27.0	563	66,250,100
Hudson Valley	62	9.6	201	21,897,400
Long Island	32	5.0	104	34,691,700
Niagara Frontier	63	9.8	204	21,130,500
New York City*	1	0.1	2	—
Thousand Islands	36	5.6%	117	7,444,700

\*The total estimated income to the New York City region could not be determined because of the region's small sample size.

## Management and operations

Business owners were asked to identify all components of their *entire* farm business. These components included a range of operations, services, and attractions such as offering farm tours, producing cider, leasing farm property, selling fruits and vegetables, and growing field crops. The most common farm business components are listed for each major agritourism business type in Table 5. Components *not* commonly used include cheese production and/or sales, miniature and/or 18-hole golf, property leases, for-fee fishing, and campgrounds. The income from components developed for visitors (i.e., agritourism components) comprised an average 43% of the *entire* farm business income of respondents (n = 553). Businesses were generally most successful (i.e., had the greatest average net profits) when income from these agritourism components comprised between 25% and 75% of the entire farm business income.

While only 4% of respondents indicated that they charge an admission fee for their business, many owners do charge a fee for specific activities on their farms. Agritourism activities frequently charged for include for-fee hunting and fishing, hayrides and/or sleigh rides, educational programs and/or demonstrations, farm or business tours, petting zoos, and viewing historic farm buildings. Owners may choose not to charge visitors for activities for several reasons, including that the activity is offered as a community service rather than as a profit-making enterprise, the activity is offered to attract visitors to a farm retail store, or because of the reduced liability resulting from not charging a fee.

Most respondents decided to open their agritourism businesses to increase the profitability of their existing farm business (82% of respondents; n = 593). Respondents also started their agritourism businesses because they enjoy working with people (42%), to teach others about farm heritage, farming, or their specific business or product (39%), to provide employment for their family members (18%), or for other reasons (12%) including generating income, providing a community service, or selling a specific product.

While 30% of respondents (n = 635) indicated that their businesses are open during all four seasons or portions of all seasons, the majority of agritourism businesses are open only during specific seasons. Most are open during the fall (78%) and summer (76%), with fewer open during the spring (60%) and winter (43%). Twenty-five percent of respondents (n = 547) indicated that October is their busiest month, followed by December (15% of respondents), July (13%), and August (12%). While the average agritourism business received 7,099 customers in 1999 (n = 409), customer visitation ranged from 0 customers to 258,000.

With regard to employees, the average agritourism business had three family-member employees, six employees who were not family members, and one private contractor in 1999 (n = 607). Twenty-four percent of employees work 10 hours or less per week, 22% work 11 to 20 hours per week, 16% work 21 to 30 hours, and 38% work 31 hours or more (n = 480).

## Insurance and liability

Adequate insurance coverage was of high concern to many agritourism business owners (Table 6). While 50% of respondents (n = 624) indicated that they carry general comprehensive business insurance, 30% carry homeowner's policies, 16% have homeowner's insurance with a small business rider, and 11% have some "other" type of policy (e.g., a farm owner policy). Several respondents indicated that they have special riders for horseback riding, hayrides, or their u-pick operations. While most businesses have liability insurance, the cost of liability insurance remains high. A number of business owners indicated that they obtain their liability insurance through agriculture organizations or other organizations, most likely because of the lower group rates.

Liability continues to be a major concern of many agritourism business owners. Eighty-four percent of respondents indicated that it is a concern (n = 619). To protect themselves from liability, 90% of respondents (n = 614) have purchased liability insurance, 71% regularly make any needed repairs, and 41% have added safety precautions. Less frequently used but important liability protection measures include conducting a risk analysis of the business (11% of respondents use this measure), turning the businesses into limited liability partnership or corporation (10%), and having visitors sign a disclaimer (4%). Other liability protection measures used by respondents include posting hazard or "posted" signs, carefully managing and monitoring visitor activities, training staff about safety concerns, not charging visitors for visiting the farm, and not permitting potentially dangerous activities (e.g., cutting down Christmas trees or using a ladder in an apple orchard). While certain actions such as not charging an admission fee and limiting the activities of visitors *might* decrease the liability of business owners, these actions do not remove all liability responsibilities. Owners are still responsible for maintaining a safe environment for visitors at all times.

The combination of adequate liability insurance, having an insurance agent conduct a thorough risk analysis of a business, adding safety precautions and signs, and regularly making all needed repairs are the best ways to reduce business liability. Owners should also review the type of ownership they have for their business (e.g., partnership, sole proprietorship, corporation) with their lawyers and accountants to identify which ownership structure would provide them with the best protection from liability.

**Table 4.** The common agritourism business types for each New York State Department of Economic Development tourism region. Business types comprising less than 10% of each region's total number of agritourism businesses are not included (n = 645).

Region	Business type	Percentage of business type in region
Adirondacks	Maple production/sales	35.3%
	Farm stand	29.4
	Christmas tree farm/sales	15.7
Capital	Farm stand	51.6
	Christmas tree farm/sales	14.1
Catskills	Farm stand	31.9
	Other	12.8
	Christmas tree farm/sales	10.6
	U-pick operation	10.6
Chautauqua-Allegheny	Farm stand	31.0
	Greenhouse/nursery	14.3
	Maple production/sales	14.3
	Other	14.3
	U-pick operation	11.9
Central Leatherstocking	Farm stand	41.1
	Maple production/sales	15.1
	Other	13.7
Finger Lakes	Farm stand	31.6
	Christmas tree farm/sales	13.8
	Winery	13.8
	U-pick operation	11.5
Hudson Valley	Farm stand	30.7
	Christmas tree farm/sales	22.6
	Greenhouse/nursery	12.9
	Livestock breeding/sales	11.3
Long Island*	Farm stand	57.6
	Winery	15.2
Niagara Frontier	Farm stand	46.0
	Greenhouse/nursery	14.3
	Maple production/sales	12.7
Thousand Islands	Farm stand	36.1
	U-pick operation	16.7
	Other	13.9
	Christmas tree farm/sales	11.1%

\*Includes the information from the one respondent from New York City.

**Table 5.** Common business components used by agritourism business owners in New York State in 1999 (n = 645). The percentage of businesses offering each business component are given in parentheses. Components comprising less than 10% of each business type are not listed.

Business type	Frequently used business components
Farm stand	Fruit and/or vegetable sales (91%), homemade-food sales (39%), u-pick operation (35%), craft sales (33%), greenhouse/nursery (30%), orchard (29%), field crop production (29%), farm tours (24%), cider (19%), herb production (18%), Christmas tree farm/sales (18%), educational programs and/or demonstrations (16%), hayrides/sleighrides (16%), honey production/sales (14%), maple production/sales (12%), petting zoo (12%), meat sales (11%), restaurant/snack bar (11%).
Christmas tree farm/sales	Timber production (21%), farm tours (16%), educational programs and/or demonstrations (13%), hayrides/sleighrides (12%), farm stand/country store (10%), greenhouse/nursery (10%).
U-pick operations	Fruit and/or vegetable sales (72%), farm stand/country store (63%), orchard (39%), homemade-food sales (34%), hayrides/sleighrides (29%), craft sales (24%), field crop production (24%), farm tours (24%), educational programs and/or demonstrations (21%), greenhouse/nursery (19%), petting zoo (16%), historic buildings (14%), cider (14%), vineyard (13%), Christmas tree farm/sales (11%).
Maple products production/sales	Timber sales (18%), farm tours (18%), educational programs and/or demonstrations (17%), field crop production (13%), farm stand/country store (12%), dairy production (12%).
Greenhouses/plant nurseries	Farm stand/country store (46%), fruit and/or vegetable sales (36%), herb production (32%), educational programs/demonstrations (22%), Christmas tree farm/sales (20%), field crop production (19%), craft sales (14%), u-pick operation (12%), farm tours (10%).
Wineries	Vineyard (85%), farm tour (15%), restaurant/snack bar (12%), historic buildings (12%).
Livestock breeding and/or sales	Meat sales (55%), educational programs and demonstrations (48%), livestock breeding (48%), farm tours (41%), dairy production (31%), field crop production (24%), exotic livestock breeding and/or sales (21%).
Farm-based B&Bs	Fee hunting (28%), farm tours (28%), dairy production (17%), field crop production (17%), wool and woolen goods sales (17%), hayrides/sleighrides (17%), livestock breeding and/or sales (17%).
Other	Farm tours (53%), educational programs and/or demonstrations (36%), field crop production (31%), farm stand/country store (24%), herb production (24%), petting zoo (22%), meat sales (20%), honey production/sales (20%), hayrides (19%), historic buildings (19%), homemade-food sales (19%), fruit and/or vegetable sales (15%), craft sales (15%), greenhouse/nursery (15%), u-pick operation (14%), museum exhibits (14%).

## Other business owner concerns

Business owners expressed many concerns about different aspects of their businesses and the agriculture industry as a whole (Table 6). While liability was the most commonly mentioned concern, other frequently mentioned concerns included marketing, promotion, and advertising, labor, taxes (i.e., income, sales, property, school, and excise taxes), making a profit, and government regulations. Concerns about competition with other small businesses, large retailers, and foreign suppliers combined were mentioned by 11.5% of respondents. (Note: these types of competition are listed separately in table 6.)

Labor concerns were identified as the third highest concern of agritourism business owners (16.4%; Table 6). Many business owners indicated that they were having difficulty finding dependable staff, largely because of the seasonal nature of their businesses, and affording employee wages. Most agritourism businesses depend on a combination of family members, non-family employees, and private contractors for employees. Several owners of CSAs (community supported agriculture farms) indicated that labor concerns were less of an issue since their CSA members now help with picking crops.

Many agritourism business owners indicated that the large number and types of government regulations were making it increasingly more difficult to manage their business and make a profit. For example, some Christmas tree growers mentioned that the regulation that prohibits the use of live Christmas trees in public buildings negatively affects their potential income. Several wine producers indicated that regulations governing interstate transport of wines prevented them from selling wines outside New York State.

In addition to these specific concerns, 13.8% of respondents indicated that government regulations in general were of concern to them.

## The future of New York's agritourism businesses

Planning is an important part of any business. Twenty-four percent of survey respondents (n = 633) indicated that they have a current, written business plan for their entire farm business. Of these respondents (n = 141), 67% indicated that their plan includes agritourism considerations.

Many agritourism businesses depend on diversification for their continued growth. When asked what management changes they expect to make within the next five years, 64% of respondents (n = 581) indicated that they plan on expanding or diversifying their business or product lines. In addition, many business owners also plan to invest more funding in their business (34%), maintain their current income level (24%), hire more employees (21%), or incorporate their business (8%). Seven percent of respondents indicated that they may have to go out of business within five years.

Many respondents likewise plan on making physical changes to their business over the next five years. Adding more parking (38% of respondents; n = 404) and enlarging the existing retail store (38%) are the plans of many business owners. In addition, 28% of respondents plan on adding a new retail store, 26% plan on adding or enlarging the rest rooms, 13% intend to build hiking trails, and 27% mentioned other changes such as enlarging other aspects of their business, improving signage, adding access for people with disabilities, or renovating existing facilities.

Business owners planning on making future changes to their business may choose to consider the facilities and services most requested by visitors in 1999. While rest rooms were the most highly requested facilities (70% of respondents indicated that customers requested this facility; n = 429), other facilities and services such as guided or self-guided farm and business tours (54%), tourism information about the area (44%), snack bars or restaurants (30%), and gift shops (24%) were also highly requested. The location of overnight accommodations, picnic areas, water fountains, and horseback riding stables were also requested. Services requested include wine and product tastings, as well as credit card use.

Seventy-two percent of the agritourism customers surveyed (n = 267) indicated that the friendliness of the staff working at an attraction was most important to them, followed by the scenic appearance of the attraction (71%). When choosing an attraction to visit, the presence of activities at the attraction itself were important to 58% of the customers surveyed. Other factors of importance to customers include the presence of farm animals (33% of customers), the presence of barns or other historic buildings and the presence of a restaurant or snack bar (24%). Factors that were less important to visitors choosing an attraction included the presence of a souvenir shop or other store (16%) and the proximity of the attraction to other attractions, hotels, and restaurants (16%).

Customers also were asked to indicate what activities they would like to try in the future. Table 7 lists the different activities in which customers indicated that they would be interested in participating. Customers indicated the most interest in sampling local foods, produce, and wines.

**Table 6.** Agritourism business owner concerns. The concerns below are the "top three" concerns of respondents (n = 492) -- not their only concerns. Concerns mentioned by less than 1.0% of respondents are not included on this list.

Business owner concerns	Percentage of respondents listing concern
<b>Top ten concerns:</b>	
Liability and liability insurance concerns	26.1%
Marketing, promotion, and advertising concerns and costs	17.0
Labor costs, finding reliable labor, and other labor concerns	16.4
Government regulations	13.8
Taxes	13.0
Maintaining a profit margin	12.6
Attracting more customers	9.3
Weather	8.5
Producing quality products and other production concerns	7.1
Insurance coverage and costs	5.8%

**Other concerns** (indicated by between 5% and 1% of respondents): Preserving open space and farm land; Competition with other small businesses; Educating the public about agriculture; High fuel prices; Visitor safety; Low prices for products; Insects and crop diseases; Societal changes that influence customer base; Competition with large retailers; Competition with foreign suppliers; Costs of operating an agritourism business; Traffic flow problems near business; Obtaining financing; Time constraints; Increasing product sales; Signage costs, regulations, and other concerns; Customer satisfaction and enjoyment; Cider pasteurization regulations; How to expand my business; Insufficient government support; Maintaining a customer base; Obtaining fair prices for products; Competition of live Christmas trees with artificial; Regulations concerning the interstate shipping of wine; Meeting customer demands; Need for more agritourism promotion by the government.

**Table 7.** Activities in which visitors indicated they would be interested in participating in the future (n = 267).

Activities	Percentage of customers indicating an interest in the listed activity
Sampling local foods and produce	47.2%
Sampling wines at a winery	44.2
Picking fruit or vegetables	43.4
Horseback riding	36.3
Going on a hayride	34.1
Visiting a petting zoo	32.2
Staying at a farm-stay B&B	32.2
Touring a farm	25.5
Fishing in a farm pond	20.6
Learning more about farm history	17.6%

## Conclusion

Agritourism businesses contribute a great deal to the economy of New York State and its tourism industry. In 1999, the gross income for the agritourism components of farm-based businesses was estimated at nearly \$211 million. However, increasing business expenses, government regulations, and competition from other retailers are making it more difficult for agritourism business owners to stay in business. Nearly 7% of survey respondents (n = 581) indicated that they were considering going out of business in the next five years. Twenty-five percent of respondents (n = 399) indicated that their agritourism business costs exceeded their agritourism business income in 1999.

Innovative strategies for agritourism business management need to be considered to maintain and create successful businesses. Alternatives such as obtaining insurance through farm-related organizations can reduce insurance costs. However, alternatives are obviously not suited for every business. Understanding visitor needs and offering unique services and products to meet those needs are critical to the success of all businesses. In addition, careful study of who visitors are and where they are coming from, as well as existing competitors, are essential. Working through agriculture-related organizations to bring regulation concerns to the attention of legislators is also needed. By working together with statewide, regional, and county tourism promoters and existing agricultural organizations, agritourism business owners can help agritourism reach its full potential in New York State.

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# **ECONOMIC IMPACTS OF FARM AND RANCH RECREATION IN OREGON**

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## SUMMARY

This report, prepared for the Oregon Tourism Commission (OTC) and the Oregon Department of Agriculture (ODA) by Dean Runyan Associates (DRA), describes the economic impacts associated with farm/ranch recreation in Oregon. The principal aim of this study is to determine the level of spending by those traveling to Oregon's farms and ranches for recreation and/or educational purposes and to provide estimates of the payroll, employment and tax revenues generated by these expenditures.

The scope of the project focuses on measuring impacts for facilities that pertain most directly to the travel industry: facilities and activities that attract and retain visitors and accordingly generate on-site as well as off-site traveler expenditures for lodging, food, transportation, recreation and retail sales. The operations that provide these services for visitors include hunting and shooting preserves, working farms and ranches that cater to visitors, B&Bs located in farm or ranch settings, guest ranches, and education-oriented farm or ranch operations. A complete listing of the establishments included in this analysis appears in Appendix B.

For this project an inventory was first compiled of the farms and ranches across the state which offer recreation opportunities for visitors. Then information was gathered to the extent possible from these facilities, including visitor trip characteristics and spending patterns. Finally, the data gathered from individual operations were used, in conjunction with data from other sources, to measure the economic impacts of spending by visitors to these establishments.

Of the 76 farms and ranches in Oregon that are included in this analysis, reportable data were gathered from 52. The following is a summary of these findings.

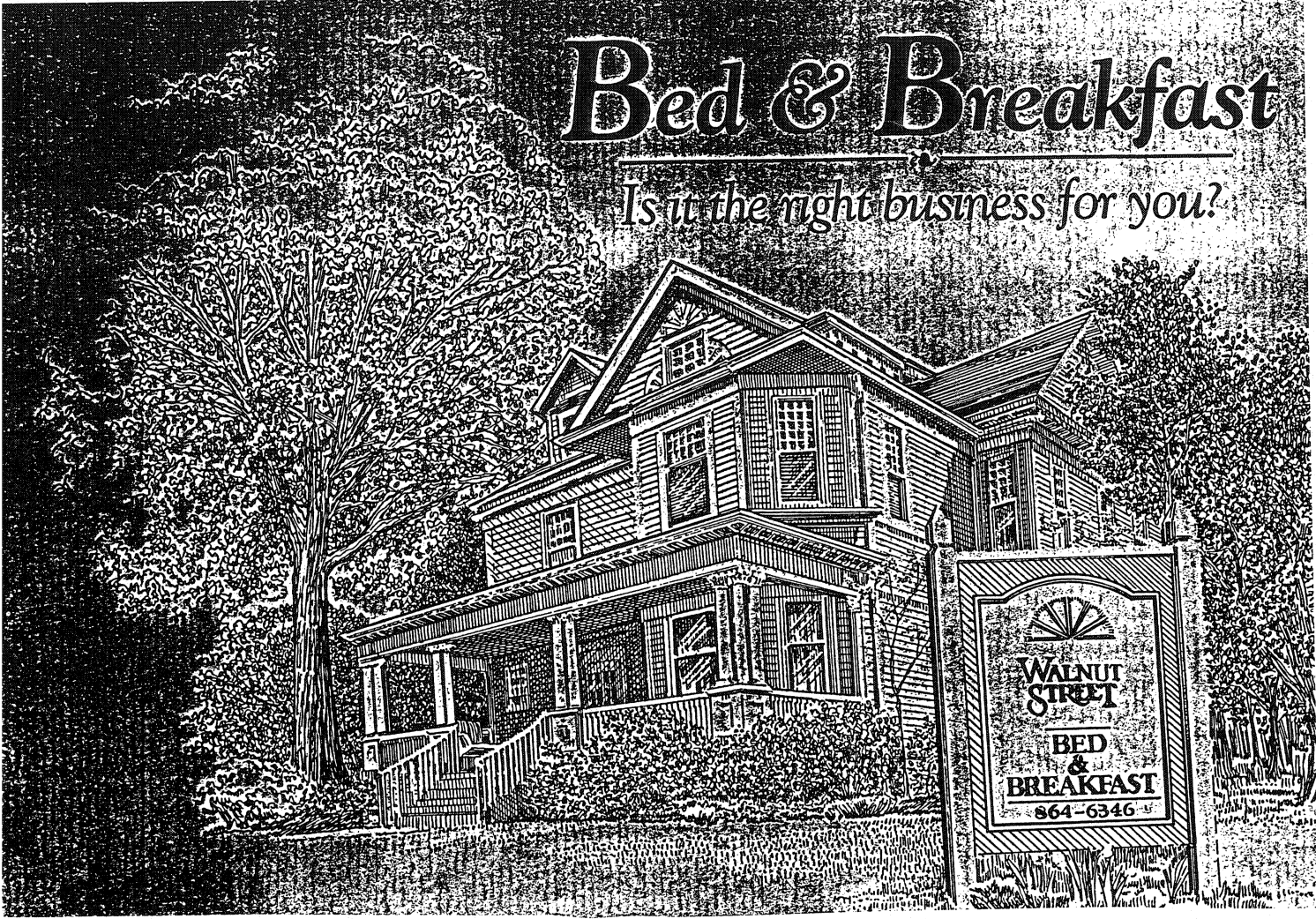
- The majority of farm/ranch operators with recreation opportunities for visitors own the land on which the facility is located
- The majority of these establishments (70%) use the money generated by visitors to supplement their crop or livestock income
- Many facilities are family-owned and -operated
- Most activity occurs during the summer months
- The majority of visitors to farms and ranches travel in parties of two to four people; some facilities do not allow children due to the nature of their business and the activities occurring there
- Most visitors to the smaller establishments stay two nights; this number is higher for those facilities that have the ability to host larger groups such as for meetings, conferences, family reunions and weddings
- Approximately 49% of visitors to farms and ranches are from Oregon, while 39% come from other parts of the United States; the remaining 12% are foreign

- There is no standard set of activities offered at these facilities; visitors can participate in activities appropriate to the location and type of facility, the time of year and the ability of the visitor; one of the most common activities is horseback riding

Total spending by farm and ranch visitors was \$26.4 million during 1994. Spending by overnight lodging visitors was \$22.8 million, representing 86.4% of the total. Visitors staying in an RV, camper or tent contributed 10.1% or about \$2.7 million, and those who did not stay overnight contributed \$923,000 (3.5%).

On-site spending includes the money spent at the farm or ranch on lodging, meals and recreation, amounting to approximately \$15.9 million, representing 60.1% of total farm/ranch visitor expenditures. Spending that occurred off-site on food, transportation and retail purchases in the local area amounted to \$10.6 million.

Travel spending associated with farm/ranch recreation supported 456 jobs in Oregon during 1994, 381 of which were employees of the farms and ranches. The remaining 75 jobs were in the surrounding communities in such businesses as grocery stores, gasoline stations, and retail shopping stores. Visitor spending at farms and ranches in Oregon generated \$404,000 in tax revenues for local governments and \$792,000 for state government.



# Bed & Breakfast

*Is it the right business for you?*

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On the cover:  
Walnut Street Inn  
A Bed and Breakfast  
Springfield

*Beginning  
a  
Bed and Breakfast  
in  
South Carolina*

# **GUIDELINES FOR DEVELOPMENT**

**Dr. Thomas D. Potts, Extension Tourism Specialist  
Clemson University**

**Carole Jones Amos, Rural Development Coordinator  
Community Development Division,  
South Carolina Department of Parks, Recreation & Tourism**

**Strom Thurmond Institute  
Clemson University**



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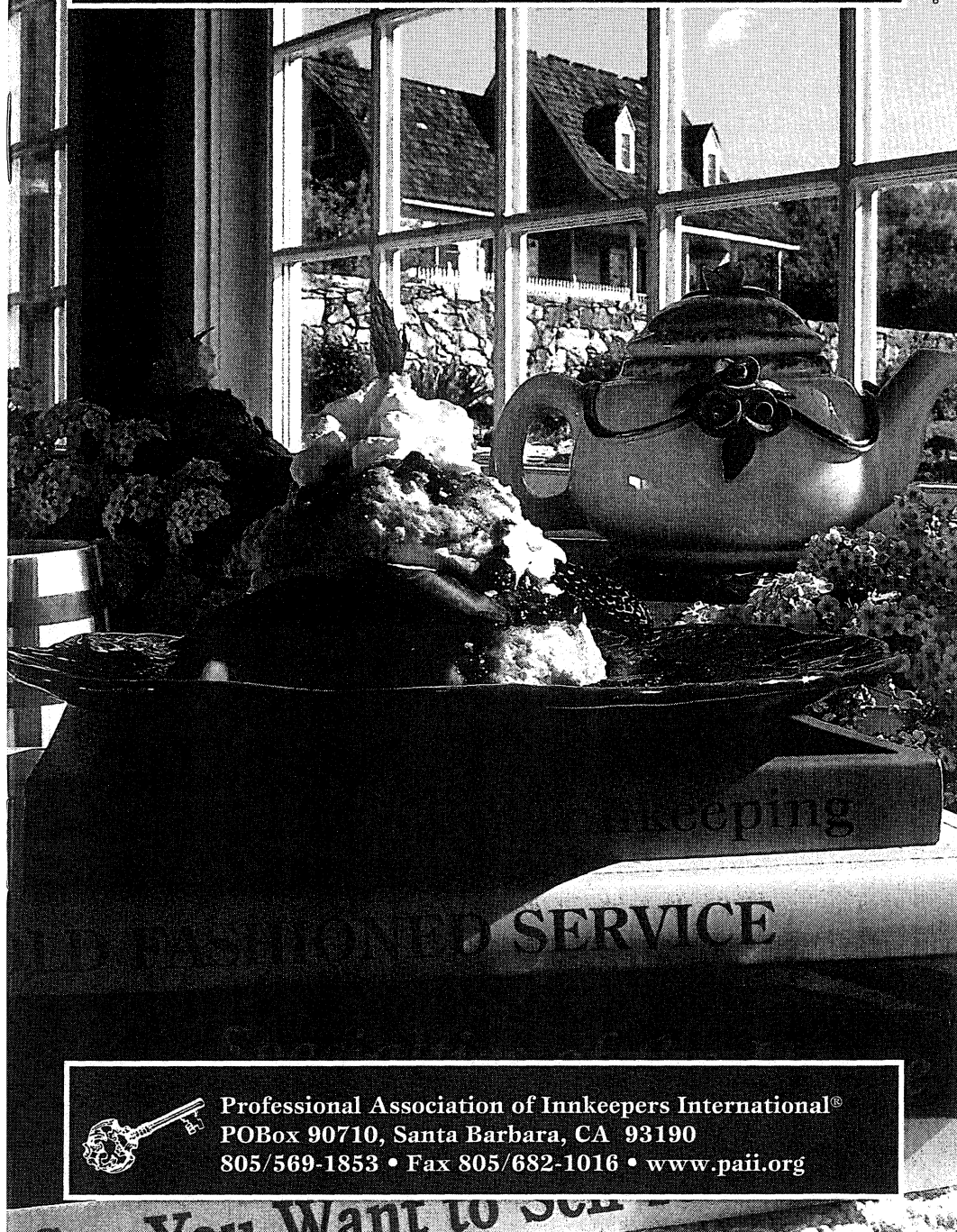
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UPDATED AND REVISED FOR 2001-2002

# The Innkeeper's Library

The most complete catalog of books on innkeeping

Photo by Tom Bagley • Styling by Gail Greco



Professional Association of Innkeepers International®  
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# You should join PAII\* especially if you are not *yet* an innkeeper!



When you join, be sure to ask for your up-to-date list of realtors, internships, consultants and workshops

- Just finding a source that has in-depth information on opening or buying an inn is not easy. ••
- At PAII you discover it all—offered at an exclusive PAII-member-only discount. ••
- Free member-only Hotline where all your questions are answered. ••

## Save time with up-to-date take-to-the-bank industry research:

- Financial survey and operational analysis of bed-and-breakfast/country inns. This national study is utilized by lenders and appraisers.
- Statistics on who actually is the inn guest. This helps in building your business plan.
- Extensive, practical literature on inn-specific operations and marketing.

## Help in finding the right location through:

- *innkeeping* newsletter's ad pages with property listings.
- Referrals to aspiring innkeeper classes throughout North America. (discounts may apply.)
- Referrals to brokers and consultants who specialize in small inns.

## Break the "zoning barrier:"

Special report on zoning to assist you with Hotline consultation and strategizing with PAII staff.

## Get a head start on being an innkeeper:

- *innkeeping* newsletter gives you a chance to peek over the innkeeper's shoulder, with its insider's approach and understanding of bed-and-breakfast/country inns.
- Participate in a private Internet discussion group exclusively for PAII members.
- Find a permanent position at an inn through PAII's exclusive *Staff Locator*.

## Work with those who have been there:

- Pat Hardy and Jo Ann M. Bell, former innkeepers and co-authors of *So You Want to Be an Innkeeper (The Complete Guide to Operating a Successful Bed and Breakfast Inn)* and PAII CEO Jerry Phillips (Old Rittenhouse Inn) have taught aspiring-innkeeper seminars for more than 19 years. They are available to PAII members for free Hotline consultation.

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- If you are serious about being an innkeeper, or even if you just want to "try on the hat," join PAII now. Your membership fee of \$179 includes a subscription to *innkeeping* newsletter which, along with numerous available resources and discounts, will prove invaluable for your journey.
- If you just thought of this wonderful idea, first buy the book *So You Want to Be an Innkeeper* and subscribe to *innkeeping* newsletter.

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# “What’s a PAII membership worth?”



ROBIN T. KLEFFMAN, CLU  
Auto-Life-Health-Home and Business  
HILLTOP PLAZA  
EAGAN, MN 55122 PHONE (651) 452-0060  
P.O. BOX 21272 LIC# 516374

September 07, 2000

Pat Hardy  
PAII  
PO Box 90710  
Santa Barbara, CA 93190

Dear Pat:

The next time someone asks what a PAII membership is worth, tell them \$50,000.

Please let me explain. My wife, Elaine and I are aspiring innkeepers and have been PAII members for over two years. We have found the PAII materials invaluable in developing our business plan and working with the banks and public officials. We own a farm just outside of Red Wing, Minnesota (on the Mississippi River in Southeastern Minnesota) that has a beautiful round barn on it. We have been working on this project for over three years and are about ready to start construction.

When we were developing our plans, we met with the Goodhue County Building Official (the person in charge of the building inspectors) to make sure we complied with all requirements regarding ADA, etc. That person determined that we did not have to sprinker our bed and breakfast building even though it was 2 1/2 stories high.

When we submitted our building plans for our building permit earlier this year the NEW building official called us and told us that we had to sprinker this building since it was classified as "congregate housing" and over 2 stories high. He refused to be swayed by my arguments and by those of the former building official.

I called the PAII hotline. After I explained my situation to Trish she put me in contact with you and you referred me to Pam Thoreson (Theodorewood Inn, Hastings, MN) whom we met at the PAII 1999 convention. Pam, in turn, had a wealth of people for us to contact including Barb Truman (Alcott House) in Duluth. Barb has an historic stone building that she was told needed to be sprinklered. The required holes in her stone building would have ruined it and she worked with the state fire marshal's office developing legislation regarding sprinkling buildings and B & Bs.

She told me whom to contact in the fire marshal's office, and 15 pages of faxed building code later, I was able to convince my building official that we were a "lodging house" not "congregate housing" and with 5 units we were excluded from the requirement to be sprinklered.

The savings were estimated to be \$50,000 but in reality it kept our project moving forward rather than killing it.

Thanks to you, Trish and all the innkeepers who helped us!

Sincerely,  
Robin & Elaine Kleffman

PAII, POBox 90710, Santa Barbara, CA 93190

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## Ten Questions to Ask Yourself in Considering Innkeeping as a Profession

Being a bed-and-breakfast/country inn innkeeper, like marriage and parenting, has to be experienced. It cannot be adequately described. But if aspiring innkeepers are willing to attend to the experience of "old hands" and honestly evaluate their own feelings about the job demands, they will minimize the surprises when hanging out their own sign.

Experienced innkeepers recommend these ten questions to ask yourself if you want to be an innkeeper:

### 1. How do you feel about people?

Successful innkeepers like people. There is no quality more important. The innkeeper's appreciation and enjoyment of every guest is what keeps visitors coming back. This is first because it is most important.

### 2. Do you have the energy?

People who consider themselves dynamos get winded operating an inn. It is not only the quantity of energy necessary, it is also a restructuring of when it must be expended. Weekends and evenings are no longer time off; weekdays and afternoons more likely are. At the same time, those spare moments when guests do not demand your attention are the times you will fill with repairs, inventory, advertising, promotion, and confirming and taking reservations. The less your start-up capital, the more you will do yourself, and the less leisure time you will experience.

### 3. How do you feel about providing service to others?

In *Honest Business*, Phillips and Rasberry define service as "the conscious act of offering our talents, resources, and support of other people." This is innkeeping, and you can tell how well it is done almost the moment you enter an inn. It does not mean you have to become a bellhop or offer room service. It is an attitude that puts a special stay for a guest at the top of the priority list.

### 4. How persistent are you?

This quality will be important in every area of your life as an innkeeper. It is "being willing to keep trying something long after your energy is used up, long after your enthusiasm has waned and certainly long after other people have lost interest in helping you. The people who cannot make it in business are the ones who give up easily or divert their attention from the long, hard parts to do the easier, more glamorous parts." It is facing life with an awareness that change comes slowly and wisdom is gained in the process.

### 5. What is your hands-on quotient?

Innkeeping requires many and varied skills from plumbing to cooking to bookkeeping and gardening. Using all these is for many a highlight of the business. Being willing to jump in and actually get your hands dirty is often a basic necessity just to get the job done but also makes you a knowledgeable and respected manager.

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## **6. What is your level of acceptance of other people?**

All kinds of people visit inns, and almost all of them probably offend someone. Unmarried couples, mixed-race couples, gay couples, single women or men traveling alone, older men with younger women and visa versa, the unsociable and the gossip, drinkers, smokers, bratty kids and macho males. In some areas, like smoking and drinking, you can set limits at your inn. In others, you cannot. Beware of opening an inn if you are uncomfortable with people different from you.

## **7. How flexible are you?**

If being in the center of everything happening at once sounds like fun to you, so will innkeeping. If wearing different hats is your style, innkeeping is too. If you can shift gears quickly without stripping them, innkeeping is your career vehicle and if you can break briefly from a heated argument to book a room with grace, you've got what it takes.

## **8. How do you feel about business?**

Prospective innkeepers frequently explain their interest in the career change as a way to escape to a quiet country life, avoid the competitive rat race of business, and get back to the earth. In fact, owning this kind of small business brings a deluge of mundane problems and repetitive tasks such as preparing breakfast, doing dishes, painting, and repairing. After the first year, some aspects of innkeeping get boring. You will be tempted to make unnecessary changes for excitement's sake. Enjoying the challenge of providing a quality stay for every guest is crucial. You must delight in a smooth operation—accurate confirmations, prompt follow-up on mail, regular maintenance. You must thrive on a near-total commitment to the needs of your business. Persisting through the trials and tribulations is easier when you enjoy innkeeping's business side.

## **9. How do you handle conflict?**

The idyllic image of unhurried, pastoral calm is that of the guests, not the innkeeper. There is always some deadline to meet: breakfast at 9 A.M., rooms cleaned by 2 P.M. You will have to handle disagreements with staff and guests, and it is disillusioning. Someday, some couple will take one look at the room they have reserved and ask for their money back. Some staff person will rearrange your carefully planned parlor.

However, the greatest pressure is often financial: how to pay too many bills, increase income, renegotiate swing loans or credit lines, make refunds, pay staff, pay for necessary repairs and a new washing machine. An innkeeper makes a supermom look like a duffer.

## **10. How is your sense of humor?**

Being an innkeeper is fun. You will make it that way. The longer you are in business, the less the disasters feel like your fault and the more humorous the problems seem. Laughing at problems removes them from that anxious area in your stomach to a warmer place in the heart.

The successful innkeeper has a business plan and has researched the bed-and-breakfast industry. The idea is not a flight of fantasy. A written research project can force the future innkeeper to hear and face all the facts and thus minimize the risks of failure and increase the chances for an enjoyable, predictable lifestyle change.

Excerpted from *So... You Want To Be An Innkeeper?!* by Davies, Hardy, Bell and Brown, Chronicle Books. (\$17 + \$5 s/h).

**For more details on becoming an innkeeper, contact the Professional Association of Innkeepers International, Box 90710, Santa Barbara, CA 93190 or call 805.569.1853; fax 805.682.1016 or visit our Internet site at [www.paii.org](http://www.paii.org)**



## The 10 or 12 Best Resources to Guide You to Success as an Innkeeper

### 1. Read the book —

*So...You Want to Be an Innkeeper?!*, the complete guide to operating a successful B&B inn, Chronicle Books. [Completely revised—1996; more than 50 checklists.] Check your local bookstores or send \$17 plus \$5 s/h to PAII, POBox 90710, Santa Barbara, CA 93190.

*And view the video — Innkeeping: The Inside Story* (video) Locklin Productions, Molly Locklin, 1782 Fifth Street, Berkeley, CA 94710. 510/644-1165.

### 2. Attend a class —The following classes are at least two days in length and have been offered for over two years:

- *So You Think You Want to be an Innkeeper?!*, Nancy Donaldson and Susan Brown, 1267 Casitas Pass Road, Carpinteria, CA 93013. 805/684-2805.
- *How to Purchase and Operate a B&B or Country Inn*, Oates & Bredfeldt, POBox 1162, Brattleboro, VT 05302. 802/254-5931.
- *Inn Deep Workshop*, Mid-Atlantic Center for the Arts, POBox 340, Cape May, NJ 08204. 609/884-5404.
- *Acquisition & Start-up of Bed/Breakfasts and Country Inns*, David Caples and Helen Cook, Lodging Resources Workshops, 98 South Fletcher Avenue, Amelia Island, FL 32034. 888/201-7603. Email: [lodging@worldnet.att.net](mailto:lodging@worldnet.att.net) [www.lodgingresources.com](http://www.lodgingresources.com)
- *Successful Innkeeping*, Innkeeping Consultants, Bob Fuehr POBox 79, Okemos, MI 48805. Phone/Fax 800/926-4667. One day with follow-up, two-day practicum.
- *The Innkeeping Balancing Act; Business vs. Hospitality*, Kit Riley, Sage Blossom Consulting, POBox 17193, Boulder, CO 80308. 303/664-5857.
- *"How to" Seminar for Aspiring Innkeepers*, Wedgwood Inn, 111 W. Bridge Street, New Hope, PA 18938. 215/862-2520.
- *Innkeeping From The Inside*, Carol & Tom Edmondson, Captain Freeman Inn, 15 Breakwater Road, Brewster, MA 02681. 800/843-4664.
- *Inn Your Dreams*, Don Johnson Consultants, 94 Park Street, Portland, ME 04101 800/721-9304.
- *Innsitting "Hands-On" Workshop*, Jo Ann Garside, AIM (Association of Innsitters & Managers), 20B Masters Court Drive, New Bern, NC 28562. 252/349-5573.
- *How to Open and Operate a B&B Inn*, Greg Brown, New England B&B Consultants, RR 1, Box 41A, Whitefield, NH 03598. 603/837-9320.
- *The Innkeeper's Inn-Stitute*, Peg Mosley, The Groveland Hotel, 18767 Main Street, Groveland, CA 95321. 209/962-4000.
- *Inn Group*, Mary-Lou Wolfe & Tim Wilk, 23561 Lakeview, Edwardsburg, MI 49112 616/699-4667.

3. Peek over an innkeeper's shoulder by subscribing to the monthly 12-page newsletter preferred by serious innkeepers — *innkeeping*. Also find many properties listed for sale. \$95/year or included in PAII membership.

4. Invest in the Innkeeper's Starter Kit: Includes *So You Want to Be an Innkeeper?*, *New Secrets of Entertaining*, *Insurance: That Nine-Letter Word*, *How to Write a Business Plan* (which comes with an actual business plan of a B&B inn), plus a PAII Special Report: "Coping with the IRS." \$69 (\$59 for PAII members). (See the enclosed *Innkeeper's Library*.)

5. Better yet, if you are really serious, join PAII (information enclosed) the trade association for professional and aspiring-to-be professional innkeepers. You'll receive *innkeeping* newsletter, free 800-number Hotline consultation and product/service discounts.

6. Subscribe to consumer newsletters and magazines, some of which list properties. All give you an idea of today's bed-and-breakfast/country inns marketplace. If you are a PAII member, ask for your member discount:

- |   |                     |                        |              |
|---|---------------------|------------------------|--------------|
| • <i>Innquest</i> (newsletter)            | POBox 1162          | Brattleboro, VT 05301  | 802/254-5931 |
| • <i>Discerning Traveler</i> (East Coast) | 504 W. Mermaid Lane | Philadelphia, PA 19118 | 800/673-7834 |
| • <i>Yellow Brick Road</i> (West Coast)   | POBox 1600          | Julian, CA 92036       | 800/792-2632 |
| • Arrington's B&B Journal                 | POBox 2071          | Midland, TX 79702      | 915/684-6800 |

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WWW site <http://www.pail.org>

**7. Contact a broker/consultant in your area:**

• Northeast

Don Johnson Consultants (ME)	800/721-9304
Greg Brown/New England B&B Consultants (NH)	603/837-9320
Barbara Furdyna/Diane Turton Realtors (NJ)	732/449-4441
Beverly Conover/Diane Turton Realtors (NJ)	732/449-4441
Gary Gosselin/The Hearthside Group (VT, NH)	802/863-2150
Gustave J.S. White Real Estate/Lynn Creighton-Freeland (RI)	401/848-6723
Harmony Gardens/Judy Lenz (NY)	716/759-7318
Hospitality Consultants/Dick Palmer (VT)	802/862-5286
Oates & Bredfeldt/Bill Oates & Heide Bredfeldt (VT)	802/254-5931
Parker Consulting/Kenneth & Phyllis Parker (MA)	508/325-7181
Swan Agency/Kimberly Swan-Bennett (ME)	207/288-5818

• Mid Atlantic

Carl Glassman (PA)	215/862-2570
Sharon Kazary/Haystack Mountain Workshops (MD)	301/895-3138
Coldwell Banker Bob Yost-Sites (PA)	717/334-7636
Innkeeper's Innkeeper/Carolyn L. Hughes Consultant (PA)	610/847-8142

• Midwest

Bob Fuehr/Inn Broker (MI)	800/926-INNS
Alex & Mona Connors/Woods and Water Realty (WI)	715/798-3661

• West

Barry Cusick/Mendo Realty (Northern California)	707/937-4010
Commerce Team Real Estate; Frank & Karen Kovacik (CO)	719/547-9185
Gillentine Associates; Tom Gillentine (NM)	505/983-6580
Hugh Daniels/"Ask Hugh" Small Business Consulting Services (UT)	435/645-3931
InnkeepingForSale.com; Tom Vella (ME)	800/861-7717
Jay Richolson/InnVestment Specialist (Northern CA)	707/942-5500
Kit Riley/Sage Blossom Consulting (CO)	303/664-5857
Lyman Robbins (Northern CA)	707/547-2770
Jim Stacy/Eagle's Nest Real Estate (CO)	303/665-0604
Realty Execs of Napa Valley/Kathy Luebcke (CA)	707/944-9200
Taos Properties/Jim Pollard (NM)	505/758-9500

• Northwest

Susan & Doug Williams/InnServices NW (WA)	206/285-0810
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Southeast

BB-4-Sale.com/ Lois Cleveland (TX)	281/403-9335
Bed & Breakfast Consulting Services/Helen Bartlett (AR)	501/623-9829
Bill Sheehan Inn Consultant (VA)	540/967-0844
Bed and Breakfast for Sale/David Caples & Helen Cook (FL)	904/321-2720
Best Advantage Marketing Group/Susan Long (TN)	865/281-9073
Claude & Mariette Gagne/B&B Country Inn Marketplace (NC)	800/871-8977
Coldwell Banker Camelot Realty/Amie Polcaro/Pauline Watson (FL)	352/735-1010
Cecil Keen & Pete Holladay/TMG Real Estate Consultants (VA)	540/672-7239
Linda Adkins/Distinctive Properties of Atlanta (GA)	770/262-2938
Peter Scherman/B&B Team (VA & WV)	804/974-4667
Prudential Carolinas Realty/ Dee & Jim Parrish (NC)	800/810-4778
Ken Schultz RE/MAX Southernmost (FL)	800/436-7011

8. Purchase the PAII *B&B/Country Inns Industry Survey and Analysis* to understand the operations, marketing and financial aspects of your future inn. (See *Innkeeper's Library*).

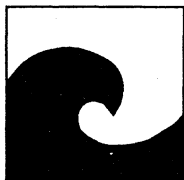
9. Visit inns using the guidelines on "How to Talk to Innkeepers" and "Worksheets: Property Evaluation" found in *So You Want to Be an Innkeeper!*? Possibly the place you want may not be "listed" for sale, but would be open to an offer.

10. Find an accountant who understands small business operations, real estate and your financial position so you are prepared once you find your perfect inn.

11. Consider being an apprentice at an inn to acquire a "feel" for the lifestyle and the business of innkeeping. (PAII members: Call your PAII Hotline for a list.)

12. Guest research. For details on what guests want from your inn. Comprehensive "1995 National B&B/Inn Guest Study." Contact YBR Marketing at 800/792-2632.

*This information provided as another service of the Professional Association of Innkeepers International 0701*



# Sea Grant

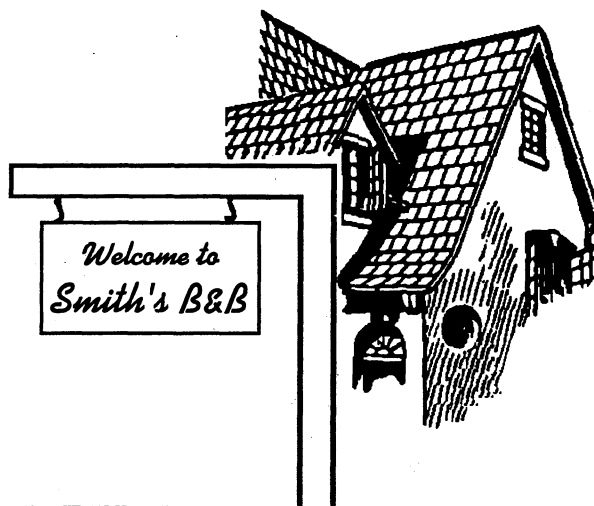
Tourism  
January 1995

Cornell Cooperative Extension • State University of New York

## NEW YORK'S 1993 BED AND BREAKFAST AND INN INDUSTRY

by

Diane Kuehn  
New York Sea Grant  
Extension Specialist



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after year; after year; after  
year; after year....*

*Bring the Whole Family!  
When was the last time  
everyone agreed on "what  
can we do today?"  
When was the last time you  
smelled farm - fresh vegetables  
and herbs?  
When was the last time you  
spent a day together just  
havin' some fun?*

The **Pizza Farm** has a built-in customer base that just keeps growing and growing: **KIDS!**

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**Agri-tourism is hot! Really hot!**

And the **Pizza Farm** is one of the newest and most innovative attractions ever! Kids aren't the only ones who love pizza. Almost everyone likes it! But how many have ever been to a **Pizza Farm**.

In about an hour most people will learn more about the food they eat and the importance of farming than they learned in a lifetime. All for a few bucks!

**Don't wait** another day. Call now for more information on how you can start making money for yourself, your family, your church, your association, your school - whatever! And at the same time provide a valuable service for your community.



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<http://www.usagrouptours.com>  
<http://www.vafarmvacation.com>  
<http://www.vafarmvacation.net>  
<http://www.valleyranchvacations.com>  
<http://www.valleyviewgquestranch.com>  
<http://www.virtualduderanch.com>  
<http://www.walesfarmholidays.com>  
<http://www.wayagriturismo.com>  
<http://www.wayagriturismo.net>  
<http://www.wayfarmholidays.com>  
<http://www.wayfarmholidays.net>  
<http://www.welshfarmholiday.com>  
<http://www.welshfarmholiday.net>  
<http://www.welshfarmholidays.com>  
<http://www.westcountryfarmholidays.com>  
<http://www.west-country-farm-holidays.com>  
<http://www.wildbillsduderanch.com>  
<http://www.willowspringsgquestranch.com>  
<http://www.workingranchvacations.com>  
<http://www.wooof.co.nz>  
<http://www.wooof.com>  
<http://www.wooof.com.au>  
<http://www.wooof.de>  
<http://www.wooof.org>  
<http://www.wooof.pe.kr>  
<http://www.wooofatc.co.kr>  
<http://www.wooof-australia.com.au>  
<http://www.wooofkorea.com>  
<http://www.wyomingduderanchers.com>  
<http://www.wyomingduderanches.com>  
<http://www.wyominggquestranches.com>  
<http://www.yellowstonegquestranch.com>  
<http://www.yourfarmvacation.com>  
<http://www.yourgquestranch.com>

### **Interesting and well designed advertising agritourism sites**

[www.geocities.com/SoHo/Bistro/4117/](http://www.geocities.com/SoHo/Bistro/4117/) - "House-in-the-Woods House Concerts and CSA farm"

[www.pickyourown.com](http://www.pickyourown.com) - pick-your-own fruit farm in MD

[www.thewhitepig.com](http://www.thewhitepig.com) - B&B at Briar Creek Farm in VA

[www.westmorelandberryfarm.com](http://www.westmorelandberryfarm.com) - berry farm in VA with farm visits, goat walks, and other events

[www.libertyhillfarm.com](http://www.libertyhillfarm.com) - VT dairy farm and B&B

[www.chanslorranch.com](http://www.chanslorranch.com) - historic working guest ranch in CA

[www.pizzafarm.org](http://www.pizzafarm.org) - educational agritainment farm in CA that grows ingredients for "farm fresh pizza"

[www.longacrefarms.com/2002/Home.htm](http://www.longacrefarms.com/2002/Home.htm) - NY farm with gift shop, bakery, corn maze, and educational tours

[www.coffeeofkona.com/lionsgate.htm](http://www.coffeeofkona.com/lionsgate.htm) - Bed & Breakfast on a coffee farm in Hawaii

[www.davidranch.com](http://www.davidranch.com) - a working guest cattle ranch in Wyoming

[www.severscornmaze.com](http://www.severscornmaze.com) - corn maze and fall festival at working MN farm

[www.blackmtnranch.com](http://www.blackmtnranch.com) - guest and cattle ranch in CO

[www.whistlingacres.com](http://www.whistlingacres.com) - guest ranch in CO with cattle drives, hunting, and snowmobiling

[www.priello.com](http://www.priello.com) - Bed & Breakfast farm in Priello, Italy

[www.boulderriverranch.com](http://www.boulderriverranch.com) - MT ranch with horseback riding and fly-fishing

[www.ninequartercircle.com](http://www.ninequartercircle.com) - MT guest ranch near Yellowstone

[www.davisfarmland.com/farmland/index.htm](http://www.davisfarmland.com/farmland/index.htm) - MA farm with the "nation's largest exhibit of endangered farm animals" and offers many activities for children

[www.buttsmillfarm.com](http://www.buttsmillfarm.com) - GA farm offering wading and cane-pole fishing, petting-zoo, pony rides, hayrides, carriage rides, horseback riding, and swimming

[www.chanuteks.com/mazeks](http://www.chanuteks.com/mazeks) - KS farm with angel-shaped corn maze

[www.rockingcranch.com](http://www.rockingcranch.com) - Utah dude ranch offering horseback riding, paintball, and fishing

### **Success Stories**

<http://news.siu.edu/windows/11701/agritourism.html> - "Agritourism Leads to New Economic Opportunities": news article with success story

[www.bizjournals.com/albany/stories/1999/09/06/smallb1.html](http://www.bizjournals.com/albany/stories/1999/09/06/smallb1.html) - "Farms find ways to grow business": The Business Review article

[www.senior-inet.com/articles/article25.htm](http://www.senior-inet.com/articles/article25.htm) - "Old Farms Drawing Modern Travelers"

[www.goupstate.com/hj/escape/0921cornmaze.asp](http://www.goupstate.com/hj/escape/0921cornmaze.asp) - "Apple farm's corn maze delights young and old"

<http://the.honoluluadvertiser.com/2000/Sep/21/921islandlife12.html> - "Truly amazing entertainment found in old cane field"

[www.onlineathens.com/stories/090800/new\\_0908000032.shtml](http://www.onlineathens.com/stories/090800/new_0908000032.shtml) - "Cornfield labyrinth offers 'agritainment'"

[www.fruitgrowersnews.com/pages/2000/issue00\\_02/issue00feb\\_tn\\_maze.html](http://www.fruitgrowersnews.com/pages/2000/issue00_02/issue00feb_tn_maze.html) - "Tennessee Maze Creates Opportunity for 'Agritainment'"

[www.tennessean.com/sii/00/11/19/wfarmfun019.shtml](http://www.tennessean.com/sii/00/11/19/wfarmfun019.shtml) - "Fun may save farms"