



Welcome
Session B4- Tourism Trends:
Tourism Development as a Tool for Food Sovereignty
Wednesday, September 19, 2018
2:00pm – 3:15pm



AIANTA
American Indian Alaska Native
Tourism Association

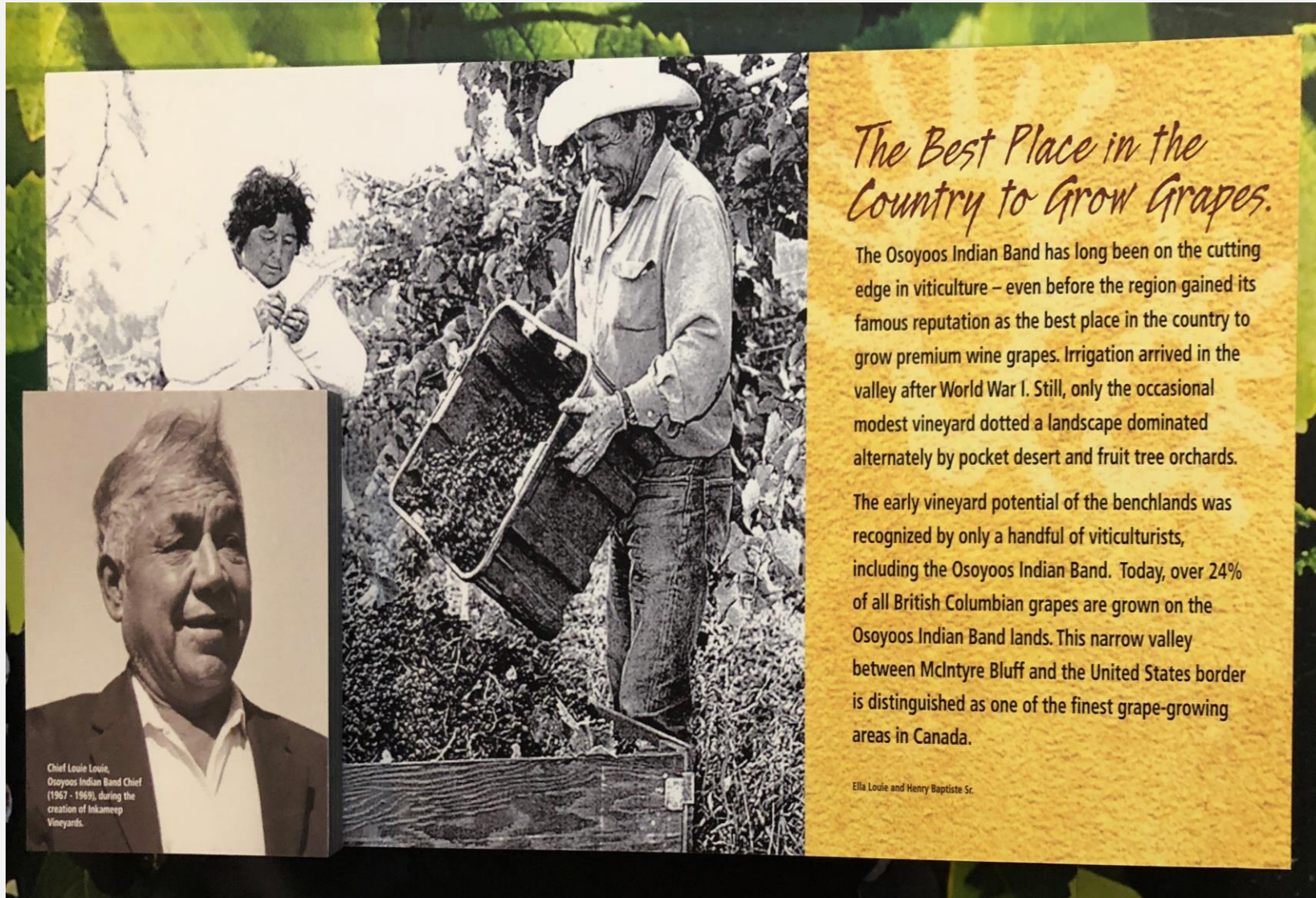
To receive a Certificate of Completion, please provide information requested in the session sign-in sheet for each session attended



INDIAN COUNTRY AGRICULTURAL TOURISM

Expanding opportunities and protecting
individuals and businesses

WHAT IS AGRICULTURAL TOURISM?



DIVERSIFYING FARMS: ENDLESS OPPORTUNITIES

Agritourism is the crossroads of tourism and agriculture. Stated more technically, agritourism can be defined as a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner.

Regardless of the exact definition or terminology, any definition of agritourism should include the following four factors:

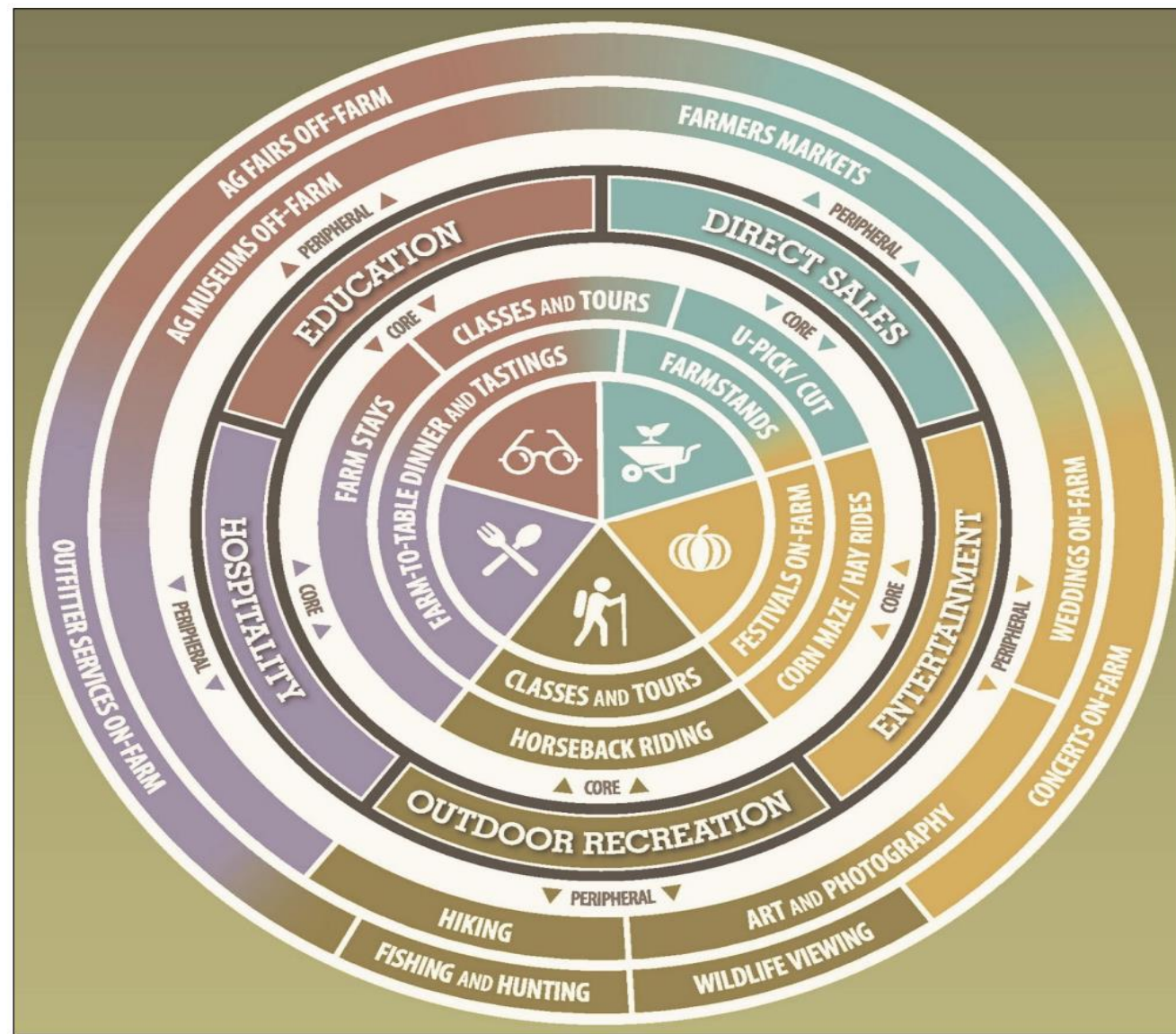
- combines the essential elements of the tourism and agriculture industries;
- attracts members of the public to visit agricultural operations;
- is designed to increase farm income; and
- provides recreation, entertainment, and/or educational experiences to visitors.



The term “agritourism” is often used interchangeably with “agri-tourism,” “agrotourism,” “farm tourism,” “agricultural tourism,” or “agritainment.”

TYPES OF AGRI TOURISM:

Figure 2. Five Categories of Agritourism including Direct Sales, Education, Hospitality, Outdoor Recreation, and Entertainment, and Examples of Core vs. Peripheral Activities



TRIBAL AGRICULTURAL TOURISM

“Early precursors to the modern concept of agritourism are evident in the movements of Native American tribes across long distances to participate in planting and harvesting feasts and ceremonies.”



EXAMPLES OF AGRITOURISM

Agritourism operations exist throughout the United States and the world. These operations range from small operations that operate on a seasonal basis and offer limited consumer services to large operations that operate throughout the year and provide numerous consumer services. Common examples of agritourism include:



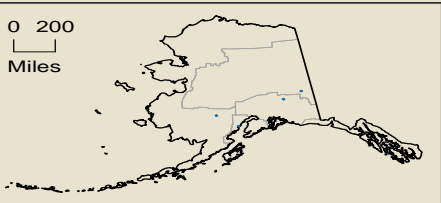
- pumpkin picking patches;
- corn mazes;
- U-Pick operations;
- petting and feeding zoos;
- hay rides;
- cut-your-own Christmas tree farms;
- dude ranches;
- demonstration farms;
- agricultural museums;
- living history farms;
- on-farm farmers' markets;
- winery tours and wine tasting;
- rural bed & breakfasts; and
- garden tours.

AGRITOURISM DATA:

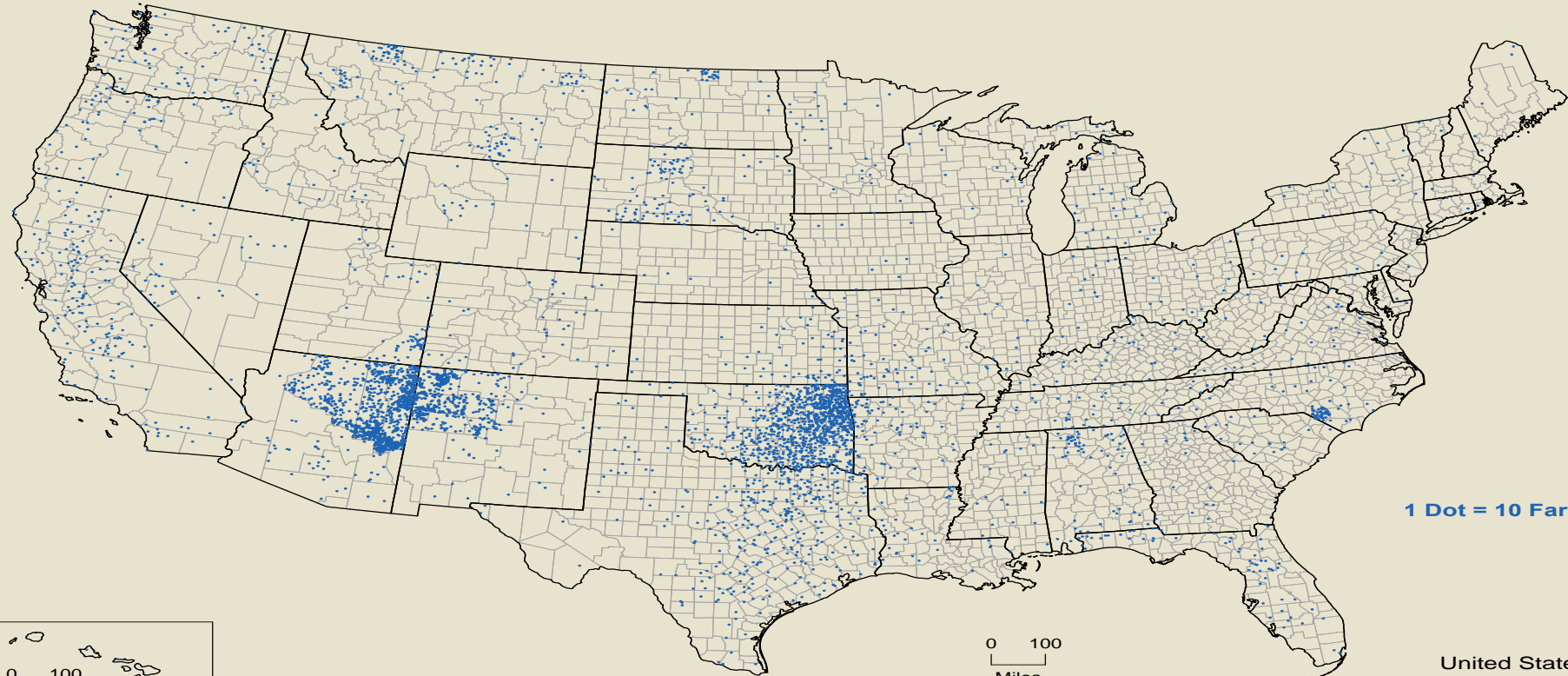
Table 1. Agritourism and Direct Marketing Income Reported in the 2002, 2007, and 2012 Censuses of Agriculture

	Agritourism sales, by source (US\$ million)			% chg. 2002-2007	% chg. 2007-2012
	2012	2007	2002		
MIDWEST					
Total Agritourism Sales	417.8	397.4	236.8	67.9	5.1
Agri-tourism and Recreational Services	111.2	96.7	29.2	231.7	15.0
Direct Marketing	306.6	300.8	207.6	44.9	2.0
NORTHEAST					
Total Agritourism Sales	481.8	395.9	225.4	75.6	21.5
Agri-tourism and Recreational Services	104.7	77.0	9.5	714.5	35.9
Direct Marketing	377.1	318.9	216.0	47.4	18.3
SOUTH					
Total Agritourism Sales	549.6	467.1	277.4	68.4	17.7
Agri-tourism and Recreational Services	274.6	251.1	160.9	85.5	27.1
Direct Marketing	275.0	251.1	160.9	56.1	9.5
WEST					
Total Agritourism Sales	564.7	517.7	274.8	88.3	9.1
Agri-tourism and Recreational Services	213.6	177.1	47.1	276.0	20.6
Direct Marketing	351.1	340.5	227.7	49.5	3.1
UNITED STATES					
Total Agritourism Sales	2,013.9	1,778.1	1,014.4	75.3	13.3
Agri-tourism and Recreational Services	704.0	566.8	202.2	180.4	24.2
Direct Marketing	1,309.8	1,211.3	812.2	49.1	8.1



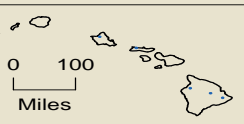


Number of Farms with American Indian or Alaska Native Operators: 2012



1 Dot = 10 Farms

United States Total
44,671



12-M127
U.S. Department of Agriculture, National Agricultural Statistics Service

2012 Census of Agriculture

FOOD AND AGRICULTURE IN INDIAN COUNTRY

Agriculture Census 2012:

- \$3.4B annual market value
 - Evenly divided between livestock and all other

57+M acres of land in Indian Country are already engaged in food and agriculture

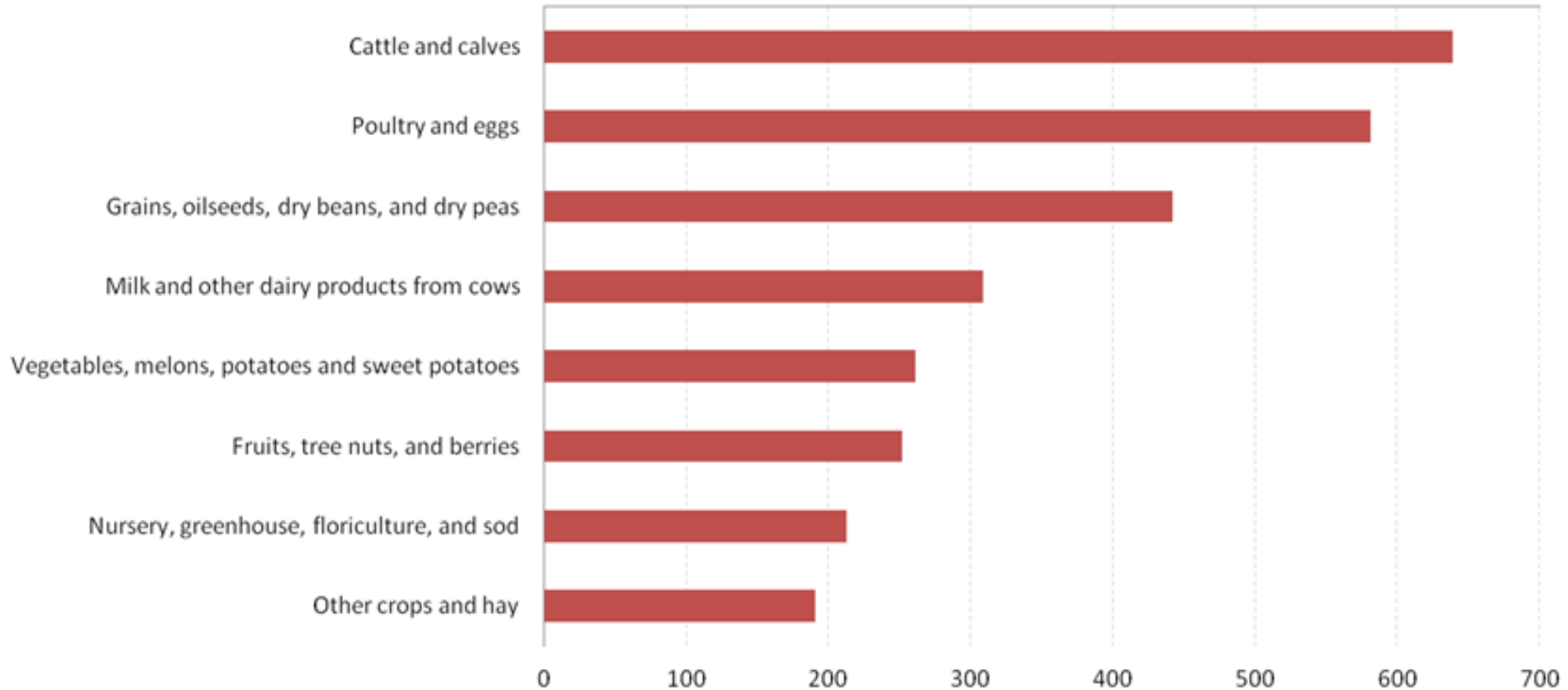
- Most of the value of that product leaves the lands and communities and doesn't return

20M of the 26M acres in Arizona involved in food and agriculture is under direct Tribal control

Largest contiguous farm in the US is Navajo NAPI; top 10 farms in SD, AZ, NM, OR, WA, CA, ID, etc. are Tribal farms



Sales of Top Commodities (Millions of Dollars Sold)



TOP SIX AGRICULTURE COMMODITIES IN NEW MEXICO

What's Growing?

Top Agricultural Products in **NEW MEXICO**

DAIRY
PRODUCTS
\$1.2B



Farm Fact: A dairy cow produces about 6.3 gallons of milk each day and 350,000 glasses of milk in a lifetime.

Farm Fact: A steer typically weighs about 1,000 pounds and yields about 450 pounds of edible meat.



CATTLE
& CALVES
\$895.5M

PECANS
\$213.1M



Farm Fact: Pecans are rich in oleic acid, a monounsaturated fat believed to help prevent heart disease.

Farm Fact: Cutting an onion releases chemical compounds containing sulfur, which is what causes you to cry.



ONIONS
\$106.6M

HAY
\$85.97M



Farm Fact: Sheep and goats refuse to eat trampled hay, but cows and horses will gobble it up.

Farm Fact: Chile peppers are part of the nightshade family and related to tomatoes, eggplants and potatoes.



CHILE PEPPERS
\$50.6M



WE ARE PROUD TO
CELEBRATE OUR
ROOTS BY RAISING
OUR BISON
HONORABLY AND
WITH GREAT CARE.

»»» OUR ANIMALS ARE «««



ANTIBIOTIC FREE



NO HORMONES



RESPECTED

A NATIVE AMERICAN OWNED COMPANY

Bison are an excellent source of lean protein and can be a great addition to a healthier diet and lifestyle. An integral part of the ecological process, so in addition to being good for us, they are good for the environment.



HOW TO PROTECT YOUR FARM AND VISITORS

Liability is a significant concern for farmers, ranchers, and others who operate agritourism enterprises.

Invitees are persons who enter upon the premises with the permission of the landowner or operator. Invitees provide an economic benefit to the landowner or operator and are owed the highest duty of care. The landowner must warn invitees of potential dangers and must keep the premises relatively safe for them. The term “invitees” not only includes paying customers at the agritourism operation, but may also include employees that are staffing the event. This heightened standard for invitees necessitates the creation of a risk management plan to address issues before they become a problem.

Due to the lack of tribal laws and regulations liability of individual Indians is a grey area, various factors and conditions can trigger various jurisdictional issues such as:

- Type of business tribal vs. individual (sovereign immunity)
 - Tribal vs. non Tribal - LLC, Section 17, Sole Proprietor etc.
- Type of land being used, trust, fee, inside or outside reservation boundaries
- Type of notice or signage/release form provided
- Level of danger or risk – level of training and safety precautions
- Food safety practices and standards
 - Food borne illness – traceability – food safety plans
- Animal risks, inherently dangerous activity and fecal contamination or animal attack

For more information regarding landowner liability issues, visit the [Landowner Liability Reading Room](#).



FOOD & AGRICULTURE LAW AND POLICY: INTERNATIONAL, NATIONAL, STATE, LOCAL – **TRIBAL?**

International law – many conventions, treaties and agreements in food

Federal Agricultural Law and Policy

➤ Farm Bills

- Most recent Agricultural Act of 2014 (2018 Pending this week or next)

Prior Farm Bills every five years beginning with the Agricultural Adjustment of 1933

➤ Food Safety Modernization Act of 2010

- Other Federal laws relevant to food and agriculture (natural resources, lands, forests, commercial obligations, interstate commerce, intellectual property, etc.)

State Laws

Most domestic laws in food and agriculture are found at the state level

Local Laws

Local governments also act in food and agriculture



THE MODEL TRIBAL FOOD AND AGRICULTURE CODE

- In 2008, the Indian Health Service published a presentation that stated 53 tribes had adopted some form of the Food and Drug Administrations “Model Food Code.” ([Young](#)).
- Only a handful of tribes have agriculture codes developed separate from the FDA’s code.
- There are 573 Federally Recognized Tribes and as of 2008 there were already over 5,000 tribal food service establishments ([Young](#)).
- Each State however has some form of agriculture statutes/code.
- “When tribal governments fail to exercise their sovereignty in this specific way, they are left with either local, state, federal or international laws being the “rule of law” that then apply to their activities the minute their foods cross tribal jurisdictional boundaries or their farmers transact business away from home.” ([Hipp](#)).

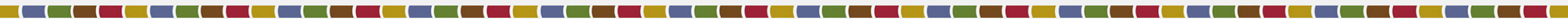


TRIBAL FOOD AND AGRICULTURE CODES SECTIONS

Model Food and Agriculture Code Development

Examples of sections:

- Foreign Ownership of Ag Land on Reservations
- Traditional foods
- Seeds and Seed Protection
- Animal Rights and Animal Welfare
- Aquaculture
- Commercial Relationships
- Biotechnology
- Cooperatives and other Business Entities
- Director's and Officer's Liability
- Ag Taxation in General
- Taxation of Unhealthy Foods
- Restrictions on Corporate Farming
- Energy Issues related to Agriculture
- Environmental Issues related to Agriculture
- Estate Planning related to Agriculture
- Farm Labor
- Child Labor
- Beginning farmer and rancher



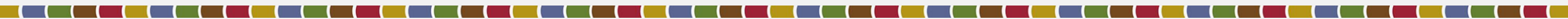
MORE FOOD AND AGRICULTURE CODE SECTIONS

- Food Law (covering food safety on the farm and in retail establishments as well as the entire supply chain)
- Hunger and Food Security/Food Access
- Hunting, Recreation and Wildlife
- Trade
- Land Reform to Support Agriculture
- Land Use Planning, Regulation, Farmland Preservation, Land Sales and Leases
- Farmer-Processor Relationships
- Finance and Credit issues related to Food and Agriculture
- Forestry
- Water and Soil Conservation
- Leases and Contracts
- Marketing
- Types of Farming and Ranching on Tribal lands
- Torts, Insurance and Related issues
- Transportation
- Perishable Products
- Prompt Payment
- Nutrition Programs



THE FOOD SAFETY MODERNIZATION ACT “FSMA”

- The Food Safety Modernization Act (FSMA) was signed into law in 2011
- The U.S. Food and Drug Administration (FDA) was tasked to develop and implement regulations related to FSMA.
- Included in this is a comprehensive effort to train growers and suppliers such that they meet certification requirements of FSMA.
- In September 2016, the Indigenous Food and Agricultural Initiative (IFAI) at the University of Arkansas was named as the Native American Tribal Center for Food Safety Outreach, Education, Training and Technical Assistance.
- IFAI is cooperating with a wide array of partners, including the Intertribal Agricultural Council, to bring a series of webinars and face-to-face certification trainings to tribal producers and food businesses to fulfill requirements of FSMA.





NATIVE FARM BILL COALITION



Seeds of Native Health
A Campaign for Indigenous Nutrition



About the Native Farm Bill Coalition

Need More Tribal Leadership and Tribal Organizations to get involved!

- Pass a resolution, send logo, and point of contact's information
- Provide input, get latest updates, and receive information
- Coalition will provide talking points, one-pagers, and tailored data to support your advocacy; regular lawyer/lobbyist strategy calls; regular webinar and discussions

Website: www.nativefarmbillcoalition.org

Email: info@nativefarmbillcoalition.org

N a t i v e F a r m B i l l C o a l i t i o n

Building the **Native Farm Bill Coalition**



Established in Oct. 2017 at the NCAI Annual Conf. in Milwaukee, WI

- Co-chaired by Keith B. Anderson, Vice-Chair of the Shakopee Mdewakanton Sioux Community, and Ross Racine, Executive Director of the Intertribal Agriculture Council

Founding Partners:

- Shakopee Mdewakanton Sioux Community
- Intertribal Agriculture Council
- National Congress of American Indians
- Indigenous Food and Agriculture Initiative (Research Partner)

Native Farm Bill Coalition

Update on the **Native Farm Bill Coalition**



Over **160 Tribes** represented

- **74 Native Nations** passed resolutions/sent letters of support
- **14 Intertribal/Native Orgs** and **Tribal Authorities/Businesses:**
 - Affiliated Tribes of Northwest Indians
 - All Pueblo Council of Governors
 - American Indian Alaska Native Tourism Association (AIANTA)
 - First Nations Development Institute
 - Four Bands Community Fund CDFI
 - Ho-Chunk, Inc.
 - Indigenous Food and Agriculture Initiative (research partner)
 - Intertribal Agriculture Council
 - National Congress of American Indians
 - National Indian Education Association
 - National Indian Health Board
 - Northwest Indian Fisheries Commission
 - Salish and Kootenai Housing Authority
 - United South and Eastern Tribes SPF
- Ally Organizations – including MAZON: A Jewish Response to Hunger

Native Farm Bill Coalition

Why the Farm Bill Matters

\$956 Billion – 2014 Farm Bill CBO projected spending over 10 year period

One of the only truly rural development focused pieces of legislation

- Food, agriculture, nutrition, infrastructure, housing, community buildings, research, education, broadband, and utilities

Rural and urban partnership for over 40 years – Nutrition Title and Farm Programs

- Nutrition Title acts as a “price support” for crops’ SNAP/Food Stamps helped secure votes of urban congressional representatives
- Now – 20 percent of rural households receive federal food assistance; over 25 percent in Indian Country with some communities reaching over 50 percent

The 2018 Farm Bill Could Mean nearly—

\$1 Trillion to Indian Country and Rural Areas

CONTINUING EDUCATION AND TECHNICAL ASSISTANCE

- Success stories and best practices in agritourism: *available at:* https://extension.usu.edu/iort/ou-files/pub__8433509.pdf
- Agricultural Marketing Resource Center AGMRC Online Agritourism Resources: *available at:* <https://www.agmrc.org/commodities-products/agritourism/agritourism-checklists/online-agritourism-resources>
- The National Agricultural Law Center Center Agritourism – Overview *available at:* <http://nationalaglawcenter.org/overview/agritourism/>
- The Intertribal Agriculture Council IAC *available at:* www.indianaglink.org
- The American Indian Alaska Native Tourism Association AIANTA – Is Your Tribe Ready for Agritourism? *Available at:* <https://www.ainta.org/is-your-tribe-ready-for-agritourism/>
 - See also:
https://firstnations.org/sites/default/files/webinars/FNDI_AIANTA_Tribal_Agritourism_Webinar_FINAL.pdf
- Agritourism and farm tours USDA, *available at:* <https://www.nal.usda.gov/afsic/agritourism-and-farm-tours>
- Safety and on farm risks (liability resources) *available at:* <https://www.uvm.edu/vtagritourism/?Page=safety-and-risk-management.html>

Food Safety Farm Bill Coalition VISTA Fellows Model Food Code Food Policy RWJF Feeding Ourselves Youth Summit
Available Trainings About Us



School of Law

Indigenous Food and Agriculture Initiative

Mission

The Initiative enhances health and wellness in tribal communities by advancing healthy food systems, diversified economic development and cultural food traditions in Indian Country. We empower tribal governments, farmers, ranchers and food businesses by providing strategic planning and technical assistance; by creating new academic and professional executive education programs in food systems and agriculture; and by increasing student enrollment in land grant universities in food and agricultural related disciplines.



www.indigenousfoodandag.com

Recent Posts

Building Indian Country's Future through the 2018 Farm Bill August 6, 2018

Hoeven: Subsistence Important For Native Communities, Economies and Cultures June 20, 2018

Every Farm Counts, By Zach Ducheneaux, Intertribal Agriculture Council June 11, 2018

RELEASE: USDA Announces Pilot Program to Increase Homeownership Opportunities on Native Lands June 1, 2018

Moore in Agricultural Economics Wins National Impromptu Public Speaking Contest May 25, 2018

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<https://seedsofnativehealth.org/native-farm-bill-coalition/>

www.nativefoodsafety.org

