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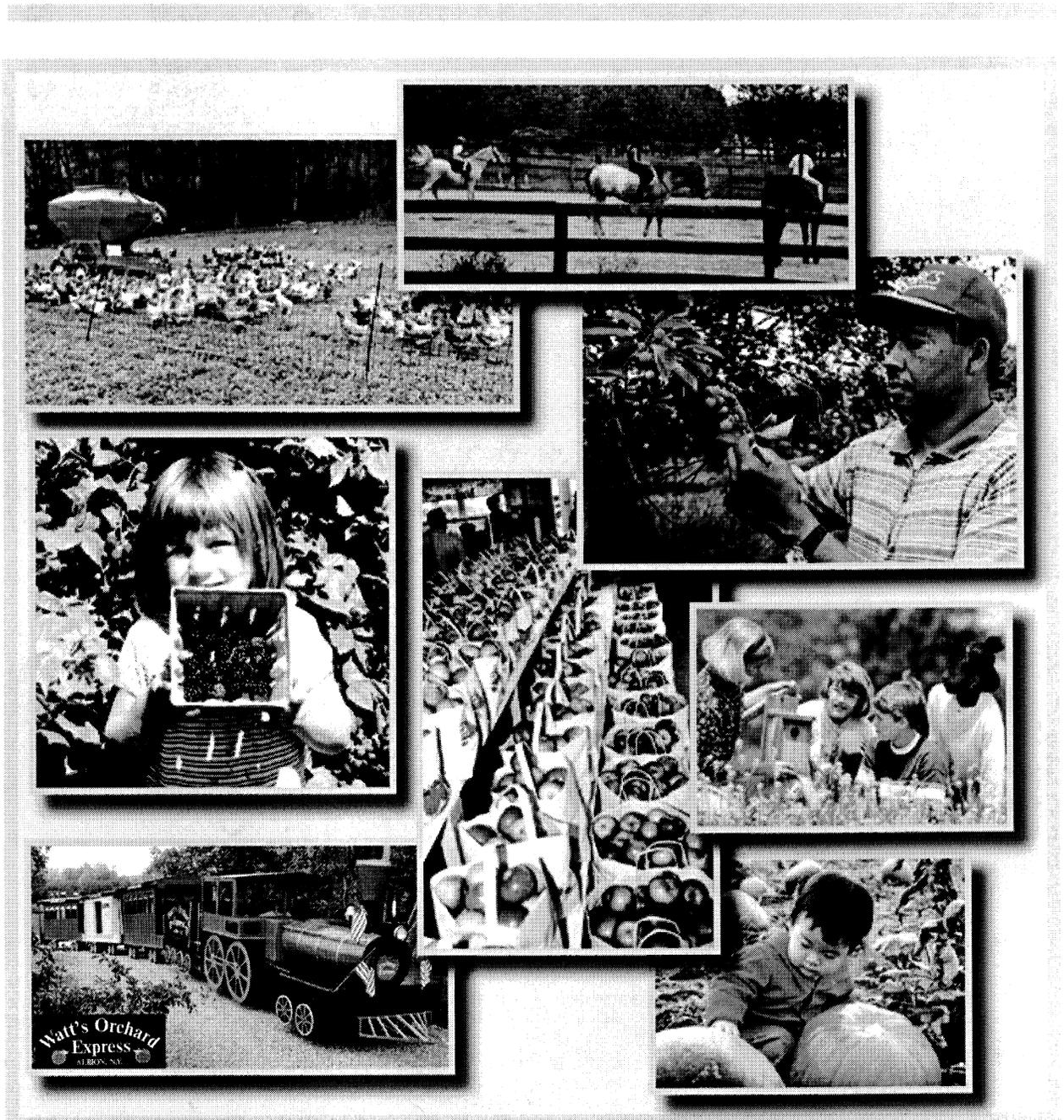
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Social Science  
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# Alternative Enterprises and Agritourism

*Farming for Profit and Sustainability Resource Manual*



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# **A Guide for Using the ALTERNATIVE ENTERPRISES AND AGRITOURISM: FARMING FOR PROFIT AND SUSTAINABILITY RESOURCE MANUAL**

## **What is in the resource manual?**

This resource manual is a reference manual for you or others working on or interested in alternative enterprises and agritourism. It is an update to the October 2000 “tool kit.” This resource manual is divided into 20 chapters that address alternative enterprises and agritourism. It is available on the web or CD as noted below. These chapters may be printed and arranged in a notebook that meets your needs. The chapters in the resource manual are:

Chapter I:	Alternative Enterprises and Agritourism Introduction
Chapter II:	Assessing Natural Resources for Alternative Enterprises
Chapter III:	Conservation Opportunities
Chapter IV:	Tourism Development
Chapter V:	Agritourism
Chapter VI:	Nature Tourism
Chapter VII:	Heritage and Cultural Tourism
Chapter VIII:	Other Alternative Enterprises
Chapter IX:	Success Stories
Chapter X:	Workshops
Chapter XI:	Trends and Data
Chapter XII:	Decision Making and Business Planning
Chapter XIII:	Regulations and Legal Concerns
Chapter XIV:	Liability Insurance
Chapter XV:	Marketing
Chapter XVI:	Funding and Assistance Programs
Chapter XVII:	Resource People
Chapter XVIII:	Outreach
Chapter XIX:	Website List
Chapter XX:	Resources

Each chapter has a “Table of Contents and Abstracts.” This “Table of Contents and Abstracts” includes a short statement about each publication, book, video, paper, report, brochure, website etc. included in the chapter. In all cases, this will show how to obtain the resource material identified by telephone number, address, web site, or e-mail address. In some cases when a publication, book or article is not available to us, but is very relevant to the chapter, it is noted in the “Table of Contents and Abstracts.” In other cases, the publication or book is applicable to several of the chapters where it will be cited but only the source referenced in one chapter. The material following the “Table of Contents and Abstracts” in each chapter contains either (1) a copy of the book, publication, etc. title page and its table of contents; or (2) the entire publication.

No attempt was made to determine if one publication or source is better than another. Our inclusion of information is based totally on availability to us. There tends to be some overlap of information in some of the publications, but all of them are included to show

what is available in a publication or on a web site. Users should order the material they are interested in using.

### **How should the resource manual be used?**

The “Table of Contents and Abstracts” for each chapter should be reviewed for topics of interest. A quick review of the contents of the topics of interest will help set the stage for the search of information.

The “Table of Contents and Abstracts” is designed for: (1) professional field staff to download and share the information available in each of the chapters “Table of Contents and Abstracts” in the resource manual with the public; or (2) it can be used by an interested entrepreneur. The next step would be to review the resource material of interest in the appropriate chapters. This desired information can be downloaded from the Internet or CD. The final step would be to order the resource material or access it on the Internet. The list of web sites and resource people may also be used to gather more in-depth information on the topic of interest. Telephone numbers, emails, and web sites are identified for use by interested individuals and professionals. There is a wealth of information available and much of it is in your state. Many community development specialists also have alternative enterprise and agritourism responsibilities.

Anyone who receives a copy of “Table of Contents and Abstracts” of all the chapters will have all the information identified in the resource manual. They will be able to request the material of interest, access the web for information and in most cases talk to or email the authors identified in the resource manual.

### **What is available electronically?**

This resource manual only exists electronically. A CD-ROM of it and other information can be obtained by calling 202-720-2307. A copy of “Table of Contents and Abstracts” information can be forwarded to you by e-mail for your use. The resource manual and other alternative enterprise and agritourism information is available on the Resource Economics and Social Sciences Division (RESSD) web site.

**[www.nrcs.usda.gov/technical/RESS/altenterprise](http://www.nrcs.usda.gov/technical/RESS/altenterprise)**

### **Where do I get additional assistance?**

An “Alternative Enterprises and Agritourism Liaison” has been identified in each state office. See Chapter XVII for a listing. You may also go to [www.rcdnet.org](http://www.rcdnet.org) to find the Resource Conservation and Development Coordinator near you. Or, call the local U.S. Department of Agriculture, Natural Resources Conservation Service to locate the nearest RC&D coordinator (in the phone book, under “Federal Government.) You can also contact James Maetzold at 202-720-2307 or email him at [jim.maetzold@usda.gov](mailto:jim.maetzold@usda.gov) or call the RESSD at 202-720-2307. Many of the references in the resource manual are web based. Local libraries have access to the internet.

# **Alternative Enterprises and Agritourism: Farming for Profit and Sustainability Resource Manual**

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