

Chapter II:

**Assessing Natural
Resources for
Alternative Enterprises**

Chapter II: Assessing Natural Resources for Alternative Enterprises

Taking the First Step: Agritourism and Alternative Enterprises Opportunity Identification Guide (Making the right decisions to sustain your farm or ranch and resources.)

Southern Maryland RC&D

This publication was prepared in response to requests from local advisors, farmers, and ranchers for a simple guide. A guide that would help identify alternative income-producing agricultural enterprises and agritourism opportunities. The requests stipulated that the guide be useful in developing business and marketing plans to help entrepreneurs reduce risk through diversification of farm and ranch enterprises.

The guide has three goals:

- To provide technical field staff, including Natural Resources Conservation Service, Resource Conservation and Development Coordinators, Extension staff, and other community-based leaders with a step-by-step process for helping land owners assess their natural resources for alternative agriculture and agritourism enterprises.
- To offer farm and ranch entrepreneurs a self-guided process to make the first step in enterprise diversification.
- To help entrepreneurs make informed decisions so the steps they take will increase income, sustain the farm and ranch and conserve natural resources.

Available online at

www.nrcs.usda.gov/technical/RESS/altenterprise or a CD that can be obtained by contacting

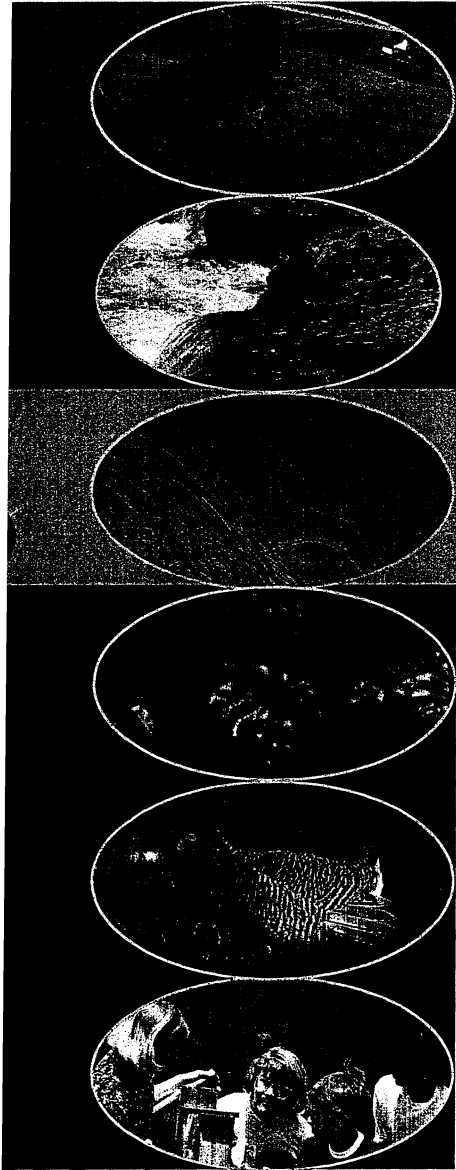
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Taking the First Step:

Farm and Ranch Alternative
Enterprise and Agritourism
Resource Evaluation Guide



Keeping the family on the farm and the farm in the family

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Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide

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III. Conservation Opportunities