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 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/ruc/ricpubs/stories.htm or contacting Jim Maetzold at 202-720-2307 or 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
**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/agmtfss.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

**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

**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) 476-6561 or 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

**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  

*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

*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

*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](http://www.eaglemillsfun.com)
Craig Boyko
Eagle Mills Cider Co.
PO Box 788
Broadalbin, NY 12025
Ph: (518) 883-8700
Email: 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/](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](http://www.belvedereplantation.com)
1601 Belvedere Dr.
Fredericksburg, VA 22408
Ph: 1-800-641-1212 or (540) 371-8494
Email: belvederefarm@aol.com

**10th 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](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](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:

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
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

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 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 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

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

Resort Interiors
By Harold Alexander
University of Minnesota (1988)
ID: CD-FO-3630
Available online at: 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

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

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

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
**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/](http://www.bnbjournal.com/)
214 W. Texas, Suite 400
Midland, Texas 79701
Ph: (915) 684-6800
Fax: (915) 684-5374
Email: 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.

**Bed & Breakfast: Inns and Ranches of Wyoming**
Wyoming Homestay and Outdoor Adventure Guide
This website provides a listing of Wyoming inns and ranches.

**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/](http://www.bbc.net/ohbedandbreakfast/)
Ph: (308) 665-2810 or (308) 665-1613
E-Mail: 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
[psnfw.com](http://psnfw.com)
[www.pizzafarm.org](http://www.pizzafarm.org)
1-800-557-1222
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 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

Websites

See end of Chapter I for a list of websites or Chapter XVIX.

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
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
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.
**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.

**Introduction**

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

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).

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.

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)

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):

<table>
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<tr>
<th>Wineries with Friday happy hours</th>
<th>Educational tours</th>
<th>Historical re-creations</th>
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<td>Arts &amp; crafts demonstrations</td>
<td>Farm Schools</td>
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<td>Farm store</td>
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<td>Sorghum milling</td>
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<td>Farm theme playground for children</td>
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<td>Fantasyland</td>
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- Fee fishing/fee hunting
- Pick-your-own
- Pumpkin patch
- Rent-an-apple tree
- Moonlight activities
- Pageants
- Speakers
- Regional themes

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<th>Mazes</th>
<th>Crop art</th>
<th>Tastings</th>
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<td>Pizza farm</td>
<td>Native prairie preservation</td>
<td>August “Dog Days”—50% off dogwoods if customer brings a picture of family dog, etc.</td>
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<td>Buffalo</td>
<td>Hieroglyphics, rock art</td>
<td>Pancake breakfast during sugaring season</td>
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<td>Mounds, mound formations</td>
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<td>Theme (apple town, etc.)</td>
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<th>Gift shop</th>
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<td>Crafts</td>
<td>Crafts demonstrations</td>
<td>Theme (apple town, etc.)</td>
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<td>Food sales</td>
<td>Lunch counter</td>
<td>Tastings</td>
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<td>Cold drinks</td>
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- A place for snowmobilers or cross-country skiers
- Bad weather accommodations
- Picnic grounds
- A shady spot for visitors to rest
- Campground
- RV ark
- Dude Ranch
- Hunting lodge

### 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 support.

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ATTRA // Entertainment Farming & Agri-Tourism
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).
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.

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 18th century crops and gardens, use 18th century tools, and dress in period costumes.

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

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).
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 Klober (8) has recently observed,

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**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. Pounding 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 certain amounts 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).
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, refreshments, 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 Jamberry 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.

**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 percentage 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 listservo Market Farming, Sept. 12, 2000. Market-farming@franklin.oit.unc.edu.

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

**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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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 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.

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**Related ATTRA Materials:**

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

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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
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.

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 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 19th 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 20th; so the farms of the 20th 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 21st century.

### Guarding against risks to children on the farm

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

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### References:


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
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

Cogswell, Robert. 1995. Doing right by the local folks: Grassroots issues in cultural tourism. Preserving and Promoting Cultural Resources. p. 3-16.


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.
Resources (continued):


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


Antiques and Farm Village


Crop Art

Buck, Cathy. 1995. Crop art is more than pretty pictures. American Agriculturist. September. p. 7. Fourteen Dutchess County, NY, farmers create crop art as a regional tourist attraction, attracting 1000 children a month, plus additional visitors to summer on-farm educational programs intended to strengthen urban ties to agriculture.


Harlow, Susan. 1997. Catering to customers: Loyal locals make this farm market a blooming success.

Crafts


Databases


Farm tours


Staff. 2000. Augment your earnings with agri-tourism: Part 1: offering farm tours is just one way to expand your bottom line.

Farm Store/Market

Resources (continued):

  "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."

Nation, Allan. 2000. Direct marketing convinces a cynical skeptic there are a lot of good people in his community. The Stockman Grass Farmer. April. p. 1, 6-9.

Farm Vacations/Bed and Breakfast


Williams, Linda. 1996. Farm vacations can mean extra dollars. Small Farm Today. p. 56.

Hunting/Fishing


Cypress Bay Plantation
960 S. Ribault Road, Ste. 2
Buena Vista, SC 29902
(803) 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


Marketing

  "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. Balky 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."


Resources (continued):

Maze/Labyrinth


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

Jamberryfarm.com
(580) 795-3888
http://www.jamberryfarm.com

Petting Zoo


Pumpkin Farm


U-pick


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 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**

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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.
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.

- About the Agricultural Tourism Project
- California Agricultural Homestay Bill (AB 1258)
- California Agri-tourism Database
- Agri-tourism Information Needed
- 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

A Primer on Agritourism and Ecotourism Startups and Management

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."

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

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

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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Wednesday, November 26, 2003 08:15:59

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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Wednesday, November 26, 2003 08:15:00
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

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Durham, NY 12422 - (518) 239-5350
A National Bicentennial Farm

Farming Alternatives Program
Department of Rural Sociology
Cornell University

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Community Agriculture Development Series
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Agritourism in New York: Management and Operations

by

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NY Sea Grant

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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.
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.

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

* “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).

<table>
<thead>
<tr>
<th>Business type</th>
<th>Average Gross Income*</th>
<th>Average Gross Expenses</th>
<th>Average Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greenhouses/plant nurseries</td>
<td>$158,112</td>
<td>$136,926</td>
<td>$25,669</td>
</tr>
<tr>
<td>Farm stands</td>
<td>108,267</td>
<td>95,672</td>
<td>15,221</td>
</tr>
<tr>
<td>U-pick operations</td>
<td>53,392</td>
<td>41,709</td>
<td>12,006</td>
</tr>
<tr>
<td>Other</td>
<td>78,405</td>
<td>74,589</td>
<td>11,419</td>
</tr>
<tr>
<td>Christmas tree farm/sales</td>
<td>29,235</td>
<td>23,298</td>
<td>5,938</td>
</tr>
<tr>
<td>Maple products production/sales</td>
<td>36,816</td>
<td>31,653</td>
<td>5,163</td>
</tr>
<tr>
<td>Farm-based B&amp;Bs</td>
<td>36,455</td>
<td>31,017</td>
<td>5,438</td>
</tr>
<tr>
<td>Wineries</td>
<td>381,413</td>
<td>340,335</td>
<td>40,904</td>
</tr>
<tr>
<td>Livestock breeding/sales</td>
<td>30,694</td>
<td>31,039</td>
<td>860</td>
</tr>
<tr>
<td><strong>ALL BUSINESSES COMBINED</strong></td>
<td><strong>$101,041</strong></td>
<td><strong>$88,499</strong></td>
<td><strong>$12,547</strong></td>
</tr>
</tbody>
</table>

**“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).

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

*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 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).

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

*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.

<table>
<thead>
<tr>
<th>Business type</th>
<th>Frequently used business components</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farm stand</td>
<td>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%).</td>
</tr>
<tr>
<td>Christmas tree farm/sales</td>
<td>Timber production (21%), farm tours (16%), educational programs and/or demonstrations (13%), hayrides/sleighrides (12%), farm stand/country store (10%), greenhouse/nursery (10%).</td>
</tr>
<tr>
<td>U-pick operations</td>
<td>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%).</td>
</tr>
<tr>
<td>Maple products production/sales</td>
<td>Timber sales (18%), farm tours (18%), educational programs and/or demonstrations (17%), field crop production (13%), farm stand/country store (12%), dairy production (12%).</td>
</tr>
<tr>
<td>Greenhouses/plant nurseries</td>
<td>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%).</td>
</tr>
<tr>
<td>Wineries</td>
<td>Vineyard (85%), farm tour (15%), restaurant/snack bar (12%), historic buildings (12%).</td>
</tr>
<tr>
<td>Livestock breeding and/or sales</td>
<td>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%).</td>
</tr>
<tr>
<td>Farm-based B&amp;Bs</td>
<td>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%).</td>
</tr>
<tr>
<td>Other</td>
<td>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%).</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Activities</th>
<th>Percentage of customers indicating an interest in the listed activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sampling local foods and produce</td>
<td>47.2%</td>
</tr>
<tr>
<td>Sampling wines at a winery</td>
<td>44.2</td>
</tr>
<tr>
<td>Picking fruit or vegetables</td>
<td>43.4</td>
</tr>
<tr>
<td>Horseback riding</td>
<td>36.3</td>
</tr>
<tr>
<td>Going on a hayride</td>
<td>34.1</td>
</tr>
<tr>
<td>Visiting a petting zoo</td>
<td>32.2</td>
</tr>
<tr>
<td>Staying at a farm-stay B&amp;B</td>
<td>32.2</td>
</tr>
<tr>
<td>Touring a farm</td>
<td>25.5</td>
</tr>
<tr>
<td>Fishing in a farm pond</td>
<td>20.6</td>
</tr>
<tr>
<td>Learning more about farm history</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

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.

Acknowledgements

Special thanks to all the people who helped with this project, especially Griff Mangan, Alasa Farms; Rita Kellogg, Side Hill Acres; Norman Greig, Greig Farm; Gale Black, Vinewood Acres Sugar Shack; Bob Brown, Brown’s Berry Patch; Carol Murphy, Murphy’s Orchards; Bill Kimball and Bob Lewis, NYS Department of Agriculture and Markets; Robert Remillard, Lake Plains R&D; Chad Dawson, SUNY College of Environmental Science and Forestry; Rod Howe, Cornell Cooperative Extension; Carol Doolittle, Cornell University; Douglas Verveer, Cornell Cooperative Extension of Oswego County, David Hawley, Cornell Cooperative Extension of Rensselaer County; Judy Wright, Cornell Cooperative Extension of Cayuga County; Sharon Mullen, Dale Baker, and David White, NY Sea Grant; all the members of the Statewide Committee on Community and Economic Vitality Tourism Work Group; and all the agritourism business owners across New York State who responded to the business owner survey.
ECONOMIC IMPACTS OF
FARM AND RANCH RECREATION IN OREGON

October 1996

Prepared for
Oregon Tourism Commission, Oregon Department of Agriculture
Salem, Oregon

Prepared by
Dean Runyan Associates
815 SW Second Avenue, Suite 620
Portland, Oregon 97204
(503) 226-2973
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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.
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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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** Free member-only Hotline where all your questions are answered. **

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- 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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Turn over for how to save $50,000!
"What's a PAII membership worth?"

Pat Hardy
PAI, 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 over two years. We have been working with the back offices 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 and 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 ABA, etc. That person determined that we did not have to sprinkle 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 NMB building official called us and told us that we had to sprinkle 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 (Thorwood Inn, Hastings, MN) whom we met at the PAII 1999 convention. Pam, in turn, connected me with Barb Truman (Acott House) in Dutch. Barb has an historic stone building that was told needed to be sprinkled. 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 marshall'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 a "congregate housing", and with 5 units we were excluded from the requirement to be sprinkled.

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,

[Signature]

[PAI, POBox 90710, Santa Barbara, CA 93190]
805.569.1853 • Fax: 805.682.1016
Visit PAII at www.paii.org • Also for travel info: InnPlace.com • Email to info@paii.org
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 how 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.
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
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 PAIL, 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 Bed & Breakfast 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
   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.
   • "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 02631. 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 Innkeepers & 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-Situare, 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 PAIL 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 PAIL Special Report: "Coping with the IRS." $69 ($59 for PAIL members). (See the enclosed Innkeeper's Library.)

5. Better yet, if you are really serious, join PAIL (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 PAIL member, ask for your member discount:
   • Innquest (newsletter) POBox 1162 Brattleboro, VT 05301 802/254-5931
   • Discerning Traveler (East Coast) 504 W. Mermaid Lane Philadelphia, PA 19118 800/673-7834
   • Yellow Brick Road (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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California 93190
Phone 805/569-1853
Fax 805/682-1016
E-mail jmb@pail.org
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/Carolyne L. Hughes Consultant (PA) 610/847-8142

**Midwest**
- Bob Fuehl/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 Richardson/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) 303/665-4004
- 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

**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/Amy 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.)


*This information provided as another service of the Professional Association of Innkeepers International*
NEW YORK'S 1993 BED AND BREAKFAST
AND INN INDUSTRY

by

Diane Kuehn
New York Sea Grant
Extension Specialist
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See Our Article On Page 33!

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http://www.yellowstoneguestranch.com
http://www.yourfarmvacation.com
http://www.yourguestranch.com
Interesting and well designed advertising agritourism sites

www.geocities.com/SoHo/Bistro/4117/ - “House-in-the-Woods House Concerts and CSA farm”
www.pickyourown.com – pick-your-own fruit farm in MD
www.thewhitepig.com – B&B at Briar Creek Farm in VA
www.westmorelandberryfarm.com – berry farm in VA with farm visits, goat walks, and other events
www.libertyhillfarm.com – VT dairy farm and B&B
www.chanslorranch.com – historic working guest ranch in CA
www.pizzafarm.org – educational agritainment farm in CA that grows ingredients for “farm fresh pizza”
www.longacrefarms.com/2002/Home.htm - NY farm with gift shop, bakery, corn maze, and educational tours
www.coffeeofkona.com/lionsgate.htm - Bed & Breakfast on a coffee farm in Hawaii
www.davideranch.com - a working guest cattle ranch in Wyoming
www.severscornmaze.com – corn maze and fall festival at working MN farm
www.blackmtnranch.com - guest and cattle ranch in CO
www.whistlingacres.com - guest ranch in CO with cattle drives, hunting, and snowmobiling
www.priello.com – Bed & Breakfast farm in Priello, Italy
www.boulderriverranch.com – MT ranch with horseback riding and fly-fishing
www.ninequartercircle.com - MT guest ranch near Yellowstone
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 – GA farm offering wading and cane-pole fishing, petting-zoo, pony rides, hayrides, carriage rides, horseback riding, and swimming
www.chanuteks.com/maze - KS farm with angel-shaped corn maze
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.senior-inet.com/articles/article25.htm - “Old Farms Drawing Modern Travelers”
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.tennessean.com/sii/00/11/19/wfarmfun019.shtml - “Fun may save farms”