

Trends in Agritourism¹

Ideas for starting or growing an agritourism business

Agritourism trends	Ideas for my farm based on trend.
Trend 1	
Trend 2	
Trend 3	
Trend 4	
Trend 5	
Trend 6	
Trend 7	

¹ Rob Leeds and Eric Barrett, Ohio State University Extension



Decision Making for New Agritourism Activities¹

What activities worked for you? For others? How do you decide if it will work for your farm?

Decision making for new agritourism activities are complex. Many farms adopt new activities based on seeing the activity at another farm or venue. While lots of planning goes into the activity, few farms have a comprehensive process they use in developing new activities. The categories below were developed based on reviews of agritourism farms in Ohio to use in selecting new activities. The attached chat will help guide a discussion with the farm team about new activities. Much more detail will be needed as the discussion and approval process evolves.

Enhances Farm Brand – The farm's brand is its biggest asset. The brand defines the farm, sets customer expectations and keeps people returning year after year for activities and events. The brand is part of the farms story. The brand says who the farm is, how they operate and how they treat customers. Reviewing each new activity as a part of the farm's brand helps ensures the farm stays true to its self. Use the mission statement to guide the discussion about how the activity fits within the brand and specific aspects of the farm.

Fits Target Market – Every farm should have a defined target market. It helps focus marketing, customer service and safety. Teenagers, pre-teen and toddlers have very different wants and needs with it comes to agritourism experience. Keeping mom and dad or grandma and grandpa engaged during visits to the farm is more important the younger the target customer. How can you keep everyone enjoying the experience is important. . Discuss how the target market will engage with the activity.

Safety and Insurance Considerations – Begin by researching best practices for the event (if they exist), and think through scenarios of customer use. Review the idea with your insurance company to see what questions or suggestions they might have. Utilize the website safeagritourism.org provides detailed information to plan for new activities and best practices for many common activities on farms in the US. The website includes walkthroughs of activities, safety checklists, and many resources to assist. In addition to using this information for new activities, agritourism farms should utilize this website for reassessing current activities on their farms.

Labor, Expertise and Cost to Build/Install – While farmers love to build things themselves, this is not always the best choice. Some insurance companies require manufacturer's specifications and use requirements. Some activities may fall under Ohio Department of Rides inspections and other items such as bridges may fall under county jurisdiction. Make decisions on which parts of the activity can be built versus what should be purchased. Purchasing decisions should pay special attention to quality of products and life expectancy.

Labor to Operate – Some activities look profitable because of long lines or popularity. Understanding the initial costs to operate the activity may shed some light on the actual profitability. Does the number of staff needed or the skills of the staff needed change the potential of the activity to fit the farm? Some activities may not require staffing, but add to the farm in other ways.

Income or Benefit to the Farm – A positive bottom line says it all. Will the activity make money, or will it be a loss leader? Sometimes the activity is a profit center. Other times the activity may encourage customers to stay longer, adding sales in areas of food, value added products and more. However, more time on the farm adds to parking issues. Figuring the cost and benefit of activity and making the decision early on how it benefits the farm helps the team understand the reason for having the activity. Put through is an industry term relating to the amount of people an attraction can handle in a specific period of time. Determining the put through for each activity is the only way to know the true income of an activity and the best way to operate the activity for maximum experience and profitability.

¹By Eric Barrett and Rob Leeds, Ohio State University Extension



Activity Idea	Enhances my farm brand	Fits my target market	Safety and Insurance considerations	Labor, expertise and \$ to build/install	Labor to operate	Income or benefit to the Farm	Other
Example: Barrel Train	Yes. We will design the cars to be ears of corn.	Yes. Fits the toddler market we are focused on.	Cars could tip. Area needs to be flat and fenced. Drive must be over 18. Need to compare build v. buy.	Fenced in area: \$2,300 with drainage and fence. Lawn tractor: \$3,000 12 car train: \$8,355	Two staff members, \$26/hr total	10 min rides \$2/child x12 5 rides per hour \$120/hr (need to chart out based on traffic, day, etc)	





Publications: Agritourism

Ten Legal Issues for Farm Stay Operators

Peggy Kirk Hall, Associate Professor- Agricultural and Resource Law Program; Ohio State University Extension
Abigail Wood, Research Assistant; OSU Agricultural and Resource Law Program

For farm and ranch owners, offering a farm stay accommodation can generate a new stream of revenue, and many appear to be recognizing and capitalizing on this opportunity. As with any new business idea, operators will benefit from a careful examination of legal requirements and legal risks in addition to determining the physical, economic and management needs for the farm stay endeavor. This article reviews the top ten potential legal issues operators may face when considering adding a farm stay business to the farm or ranch and illustrate the connection between the type of farm stay and resulting legal risks and requirements. It also includes a checklist to assist with the process of considering and managing farm stay legal issues. [Download](#)

Recent Agritourism Litigation in the United States

Peggy Kirk Hall, Associate Professor- Agricultural and Resource Law Program; Ohio State University Extension
Ellen Essman, Sr. Research Associate; Ohio State University Extension

There has been significant growth in agritourism entrepreneurship in recent years. "Agritourism," also referred to as "agricultural tourism," and "agritainment," refers to visiting a working farm or an agricultural, horticultural or agribusiness operation to enjoy the rural setting, be educated, or be involved in special activities. With the growth of agritourism, however, comes legal issues for agritourism operators. In order to help agritourism operators understand legal issues and manage agritourism legal liability risk, this report summarizes findings of recent court cases involving agritourism operations, and also highlights legal incidents that occurred but did not produce litigation. [Download this article.](#) Posted April 22, 2020.

Reducing Risk in Agritourism: Factsheet Series

Peggy Kirk Hall, Associate Professor- Agricultural and Resource Law Program; Ohio State University Extension
Evin Bachelor, Law Fellow- Agricultural and Resource Law Program; Ohio State University Extension

The number of farms receiving income from agritourism in the U.S. expanded from 23,350 in 2007 to 33,161 in 2012. Research suggests that agritourism operations will continue on this track in the future due to consumer interest in food and farming coupled with an economic need to augment farm income through diversification. Running an agritourism business is not without its challenges, however. This series of factsheets discusses legal issues essential to reducing risks on potential agritourism operations. Each factsheet will identify questions to consider, and will also include a checklist or tips for operators to consider in reducing risk.

A National AgLaw Center Research Publication

- [Farm Animals and People: Liability Issues for Agritourism](#)
- [Food Sales at Agritourism Operations: Legal Issues](#)
- [Agritourism Immunity Laws in the United States](#)
- [Agritourism Activities and Zoning](#)
- [Agritourism and Insurance](#)

States' Agritourism Statutes

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nationalaglawcenter.org

go.osu.edu/awesomeness

u.osu.edu/agritourismready

Awesome Customer Service¹



- 1. Prepare** - Write a plan, select, train, and reward employees.
- 2. Respond & Mitigate** - Understand it is a long term relationship, not just about the issue at hand. Fix things. Respond on social media.
- 3. Recover** - Have a plan for potential customer service fails. Designate who is in charge. Communicate.
- 4. Improve Practices** - Update the plan. Prepare for next time. Anticipate future customer service issues.

¹ Rob Leeds and Eric Barrett, Ohio State University Extension
More information and handouts available at - go.osu.edu/awesomeness

AGRITOURISMREADY

Agritourism Emergency Preparedness



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

- [HOME](#)
- [HOW TO START YOUR PLAN](#)
- [RISK MANAGEMENT](#)
- [EMERGENCY ACTION PLANS](#)
- [NATURAL DISASTERS](#)
- [MAN-MADE DISASTERS](#)
- [SECURITY EMERGENCY](#)
- [RECOVER PRACTICES](#)
- [IMPROVE PRACTICES](#)
- [ADDITIONAL RESOURCES](#)
- [FILL-IN WORKBOOK](#)

Agritourism Ready

A One Stop Shop for preparing your emergency management plan

Ohio State University Extension is excited to bring this curriculum to farm families in Ohio and across the nation. This project is the result of two grant projects, focusing on the unmet need for emergency preparedness materials within the agritourism industry in Ohio.

The curriculum focus is seven units, comprised of chapters specific to Risk Management and addressing potential emergencies. Chapters within each unit strive to educate the farm management team to develop their plan, including the details needed to print a detailed emergency preparedness plan for use in their business. Part of this plan will be a posted flip-chart for hands-on access to employees and others who will assist with the response to and mitigation of the emergency.

This optimized website was developed for use by the management team in preparing the plan and to educate employees on how to deal with specific emergencies. It can also be used by educators to teach this curriculum.

This project aims to increase the overall emergency preparedness capacity of agritourism and direct marketing enterprises, which in turn increases the preparedness of the communities in which they exist.

Follow us at u.osu.edu/directmarketing, and click follow button at the bottom of the screen.