Agritourism Trends & Activity Decision Making

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WHAT WE’LL COVER

1. What’s new and hot
   - Agritourism marketing trends and opportunities
2. What may come
   - Anticipated legal challenges for the future
3. How to deal with it
   - Thoughts on managing agritourism risk

Overall Trend

1. Agritourism 365
   a. More than fall!
   b. Events & activities out of season
   c. Spread Fix Costs & Financial Risk
   d. More than revenue – Customer Awareness
   e. Keep crowds down – Intimate experiences
   f. Keep ‘best’ staff for all/most of year
2. Authenticity

Trends We See...

1. Safe Environment
2. Beer, Wine, Spirits
3. Porch/Field games
4. Weddings
5. Private Events & Photography
6. Culinary
7. Engage with Plants (5 senses)
7. Engage with plants
- High ability to be socially distant, but engaged
- Sunflowers
- Lavender
- Hydrangeas
- Growing experiences
- By spring, we will see a new influx of ideas in this area

6. Culinary
- On-Site Food
- Dinner you do/promote
- Dinner for charity
- Specific, higher value added products
- Cooking classes

5. Photography
- Birthdays
- Engagements
- Showers
- Animal interactions
- Social Media
- Contracts, farmstead rules, etc.

4. Weddings and Private Events
- Zoning
- Pricing
- Add planning services
- Alcohol?!?
- Rent items
- Being outside…new opportunities
1. Safe Environment
- Know the issues
- Farm
- Activities
- Write plan, partnership with local partners
- Communicate plans
  - Employees
  - Customers

Workbook
Emergency procedures and safety information for agritourism and related outdoor events
Download this workbook to build your plan at u.osu.edu/agritourismready

Planning Agritourism Activities
Where do we begin?

2. Beer, Wine, Spirits
- Always cutting edge!
- Adding more value to crops
- Tastings
- Hard Cider

3. Porch/Field Games
- Active/Hands On
- Great Additions to Engage guests
- Used to Extend the activity

Planning Agritourism Activities
Where do we begin?
How are decisions made?

“It looks fun!”

“It seems to make money for them!”

“I can build that!”

Before planning, everything is exciting!

Decision Making for New Agritourism Activities

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

Decision making for new agritourism activities at the farm 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.

Enhances My Farm Brand – The farm’s brand is its biggest asset. The brand keeps people returning year after year for activities and events. 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 ensure continued success. Using the mission statement to guide the discussion and talk about how the activity fits within the brand and specific aspects of the farm.

Fits My Target Market – Teenagers are very different from toddlers. Keeping mom and dad or grandma and grandpa engaged during visits to the farm matters. 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 checklists 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. 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.

Topics to Guide Discussion

1. Enhances My Farm Brand
2. Fits My Target Market
3. Safety and Insurance Considerations
4. Labor, Expertise and Cost to Build/Install
5. Labor to Operate
6. Income or Benefit to the Farm
Combine State

Yes – active, great for small children, Mom and Dad can do it!

Connects parents/kids

Regular safety checks needed

Seasonal maintenance needed for rides

Inspection, buildings plans may be needed.

Labor to operate

Person per

Operating season cost would be $15,000

Budget: The farm will net $15,000

Income or

benefit to the farm

Dads loves the idea, it’s the combine he used in the 80’s

Cost

Material

$30,000

Labor

$9,000/year

$12,000/year

$9,000/year

Dads loves the idea, it’s the combine he used in the 80’s

Financial Risk

AGRITOURISM RESOURCES

nationalaglawcenter.org

go.osu.edu/awesomeness

u.osu.edu/agritourismready

AGRITOURISM READY

Agritourism Ready

A New Step Tool to prepare you for your emergency management plan

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Agritourism Emergency Preparedness

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