

Multi-State Survey on Critical Success Factors for Agritourism

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UNIVERSITY OF MINNESOTA



Presenters

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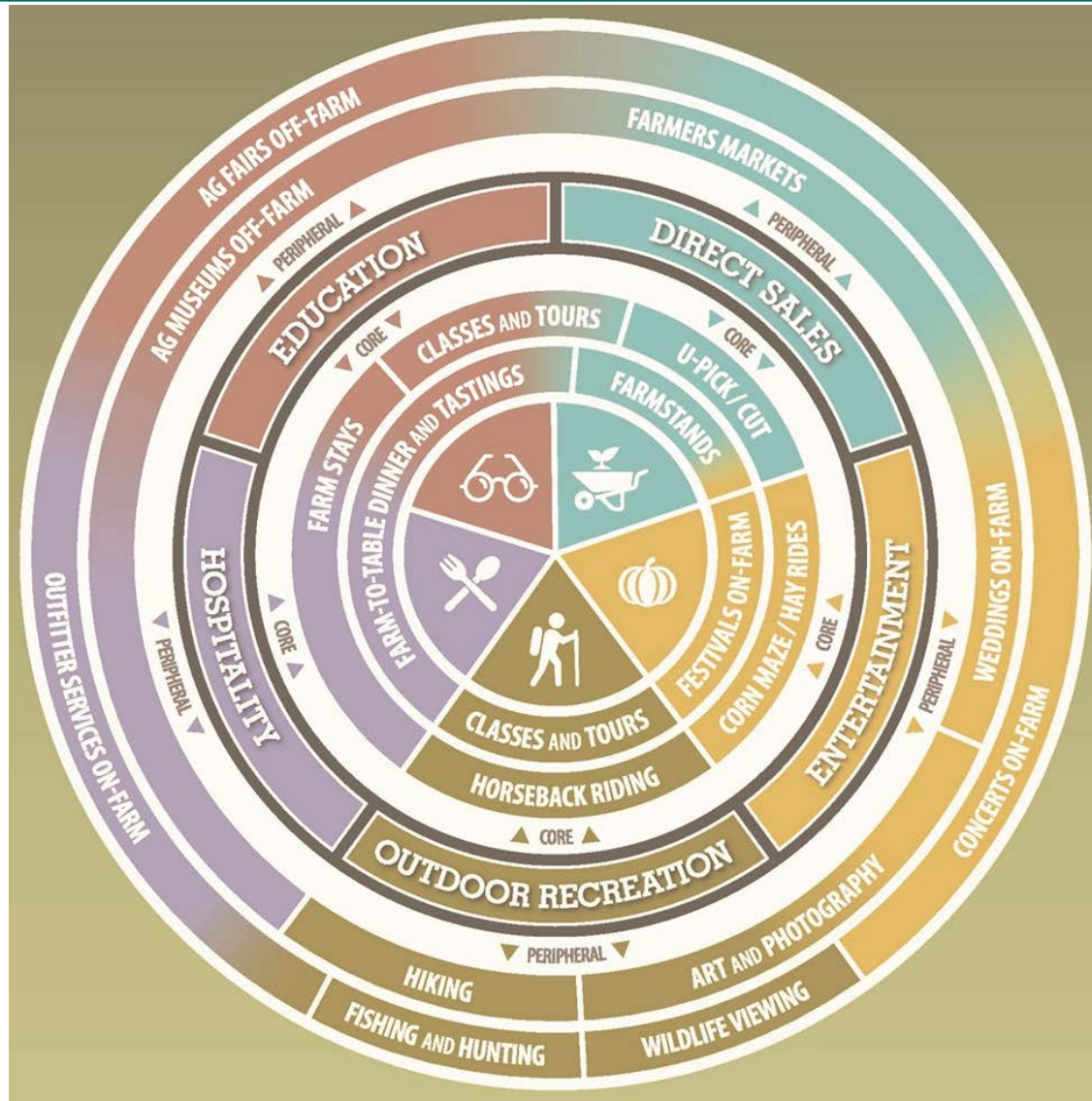
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Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.



What is Agritourism?

Chase, L. C., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13-19.

<https://doi.org/10.5304/jafscd.2018.081.016>

Research Methods

- 23 semi-structured interviews with farmers from Vermont, California, Oregon, West Virginia and Minnesota spring 2019
- Qualitative analysis of interviews
- Results used to create online survey that will be sent to farmers Nov 2019 – January 2020
- Quantitative analysis of survey results

Analysis

- In qualitative data analysis process, used constant comparative methods to identify themes across all interviews.
- Then focused on 5 key questions about agritourism perceptions.
- Conducted in-depth analysis of responses to question 2:

“How do you define and measure success in agritourism?”

- ❖ How important is agritourism to your farm or ranch?
- ❖ How do you define and measure “success” in agritourism?
- ❖ In what ways does agritourism bring other benefits?
- ❖ What are the key factors to success in agritourism that you have identified?
- ❖ What key lessons have you learned about agritourism?



Preliminary Findings

Motivations: framed by a complex set of immediate financial needs, longer-term business goals, and business opportunities.

Goals: differ from initial motivations, integrate experience and personal values.

Most farmers mentioned...

- firm/business goals such as financial profit and business growth.
- external goals such as education and community leadership.
- family and personal goals such as avoiding burnout, minimizing stress, spending time with family, getting to enjoy their work.

Obviously, money, it has to pay its way. Everything we did in value-added could never threaten the resource base. It had to enhance it...Second, it's more than profits. It's really important today to open your door to people who aren't in farming and ranching, to help them see the truth about the good work farmers and ranchers do. So success in agritourism is also not just economics. It's 'are we having an impact?'--a positive impact on the way agriculture is perceived."

-Oregon rancher



Opportunities and Challenges

Most farmers and ranchers feel there are considerable market opportunities within agritourism. They are particularly eager to take advantage of partnerships and collaboration.

Farmers and ranchers highlighted the following key success factors:

- Authenticity
- Willingness-to-try and learning from mistakes
- Divided efforts among family/staff
- Excellent customer service

Major challenges include:

- Regulations
- Issues with the public (reviews, neighbors, etc.)
- Location



Online Survey



The University of Vermont

[Load unfinished survey](#)

[Exit and clear survey](#)

National Agritourism & Direct Sales Survey

National Agritourism & Direct Sales Survey

Please consider completing this survey if you have visitors on your farm or ranch for any reason. Whether you have a farmstand, u-pick, CSA, tours, overnight stays, tastings, events, or any other ways you bring visitors to your farm or ranch, we would like to hear from you!

This multi-state research study is led by Lisa Chase, Extension Professor at the University of Vermont. The results of the survey will be used to develop tools and resources to increase the success of farms that offer on-farm direct sales, education, recreation, entertainment, hospitality, and other types of agritourism.

All results will be kept confidential, and no personal information will be shared. Your participation is fully voluntary and you may discontinue the survey at any time.

If you have questions about the survey, please contact Lisa Chase (Lisa.Chase@uvm.edu, 802-257-7967 x311). If you have questions about your rights as a participant in a research project, please contact the Research Protections Office at the University of Vermont at 802-656-5040.

By clicking the “Next” button below, you are volunteering to participate.

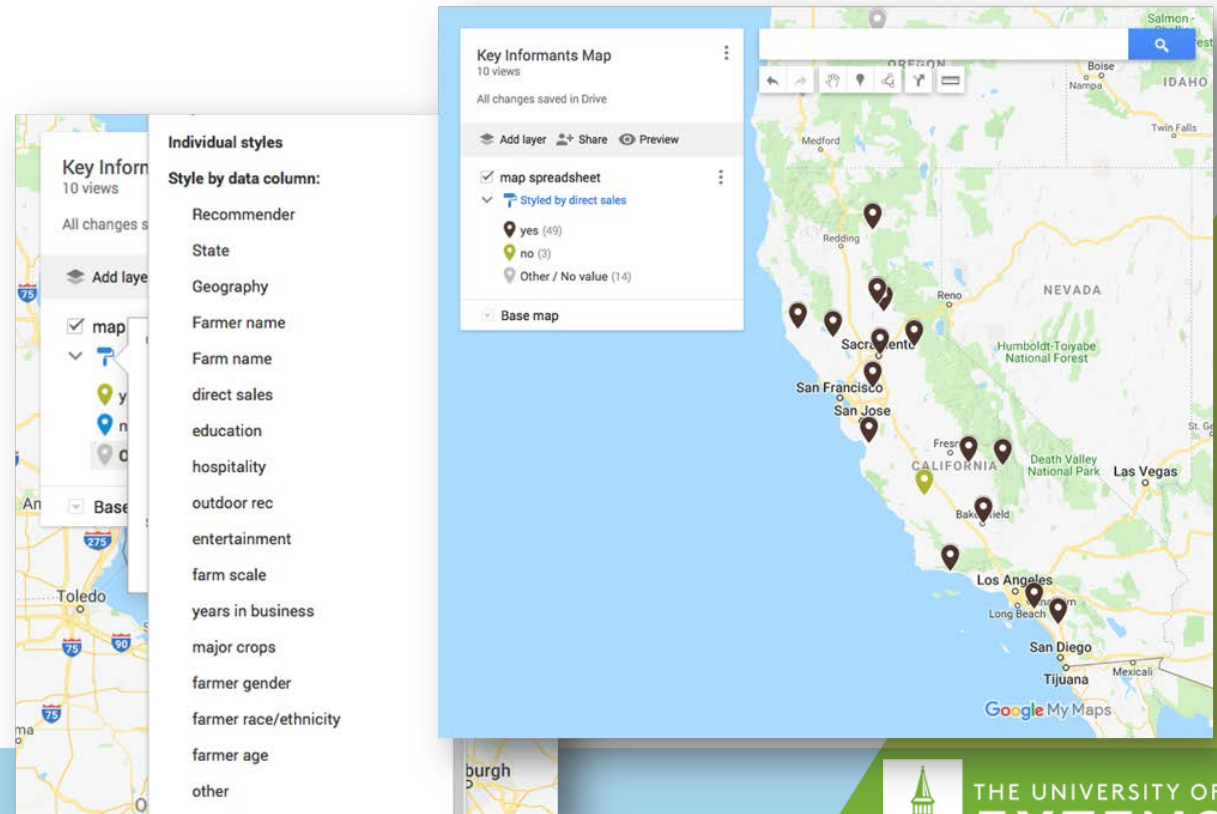
Thank you!

Project Goal: Toolkit

What decision aids and tools can be readily adopted by farmers to help them implement agritourism enterprises on their farms?

The final deliverable:

A toolkit for Extension and farmers to improve agritourism enterprises.



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October 27 - 29, 2020
Burlington, Vermont, USA

Photo Courtesy of [Vermont Department of Tourism & Marketing](#)

<https://www.agritourismworkshop.com/>



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A close-up photograph of a woven basket filled with fresh vegetables. On the left, several bright orange carrots are visible. In the center, there are several bell peppers in red, yellow, and green. To the right, there are purple eggplants and more orange bell peppers. In the background, a cob of yellow corn is partially visible. The basket is made of light-colored, woven material.

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