

FROM FARMERS MARKETS TO FARM STAYS



Promoting to a Foodie,
Experience-Seeking
Demographic

SCOTTIE JONES
FARM STAY USA
NET CONFERENCE, ASTORIA OR
OCTOBER 10, 2019



INTRODUCTION

- Founder and Executive Director, Farm Stay USA (aka U.S. Farm Stay Association). Launched 2010 www.farmstayusa.org and www.farmstayus.com
- Co-owner, Leaping Lamb Farm and Farm Stay, Alsea OR. Since 2003 (farm stay since 2006) www.leapinglambfarm.com
- Interact with our farm stay hosts regularly so get to see what they do well, ask them questions, pepper them with surveys
- Also interact with my own guests so get to ask them questions and send them surveys as well!

FARM STAY USA MISSION

- To market to travelers about staying on farms and ranches as a way to learn about farm life and local food.



- To educate farmers and ranchers about travel industry & best practices in hospitality and market their lodging.

2017 FMPP GRANT RECIPIENT

(FARMERS MARKET PROMOTION PROGRAM)

- Grant requirement:
 - To find ways to acquaint consumers with local food. Know Your Farmer. Know Your Food.
 - To benefit farmers in their education, development and marketing of products, in this case lodging
- Our focus: Oregon. To duplicate nationwide



WHAT IS A FARM STAY?

- Our definition:
 - From the consumer view: Lodging on a working farm or ranch, with a benefit being the education of the guest about farm life.
 - From the farmer view: A diversification strategy to reduce the risk of farming by adding an operation independent of that risk.



4 OBJECTIVES

- #1 Connect guests with food on the farm and info about local resources
 - Had no concrete info on guest demographics. Wanted to help clarify interest in local food
- #2 Update to responsive website
 - Noticing more travelers using mobile devices for travel planning
- #3 Farmer trainings for best practices
 - Huge resource in membership to mentor startups and existing operations
- #4 Ask farmers markets to help market farm stays
 - Seemed like a no-brainer

OBJECTIVE #1: CONNECT GUESTS WITH LOCAL FOOD

OREGON FARM & RANCH STAYS SUPPORT OUR FARMERS MARKETS

We are happy to supply you with in-season products from our own farm or ranch, but you may also want to venture out to the local farmers market to add to your meals!

You will find our local farmers market(s) here:

| <u>Name</u> | <u>Location</u> | <u>Day(s)</u> | <u>Hours</u> |
|-------------|-----------------|---------------|--------------|
|-------------|-----------------|---------------|--------------|



Farm Stay Guest Exit Survey

Please Help Us Determine Our Impact

Thank you for taking the time to fill out this survey! We received a grant to help connect Oregon farm stays with travelers as a way to introduce local food. One of the objectives is to determine whether a farm stay experience might influence guest consumption habits of regional agricultural products on departure - in a positive way. We don't know!

1 How many people are in your party?

2 During your stay, did you eat agricultural products grown on the farm or ranch?

- Yes
 No

3 During your stay, did you shop at a local farmers market?

- Yes
 No



→ COLLECT RESPONSES → ANALYZE RESULTS → PRESENT RESULTS

NEXT →

- Yes
 No

5 Did your farm stay experience give you new insights into local food production in terms of pricing and labor?

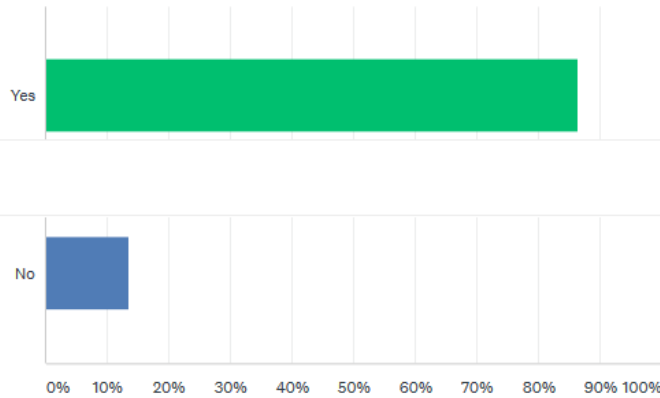
- Yes
 No

6 Comments?

FARM SURVEY RESULTS @ FOOD ON FARM

During your stay, did you eat agricultural products grown on t...

Answered: 103 Skipped: 1

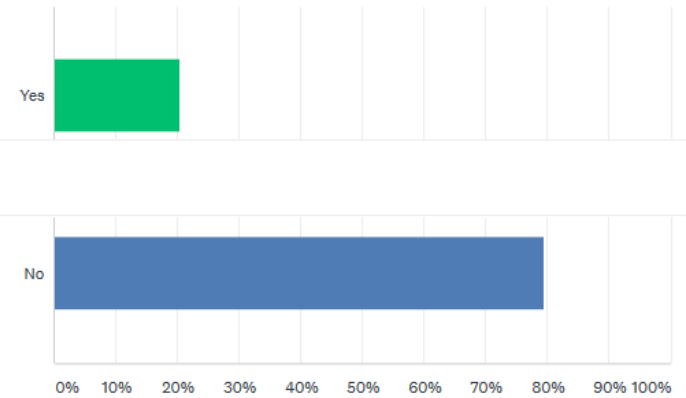


Farm Stay Guest Exit Survey

🔍 (0)

During your stay, did you shop at a local farmers market?

Answered: 103 Skipped: 1

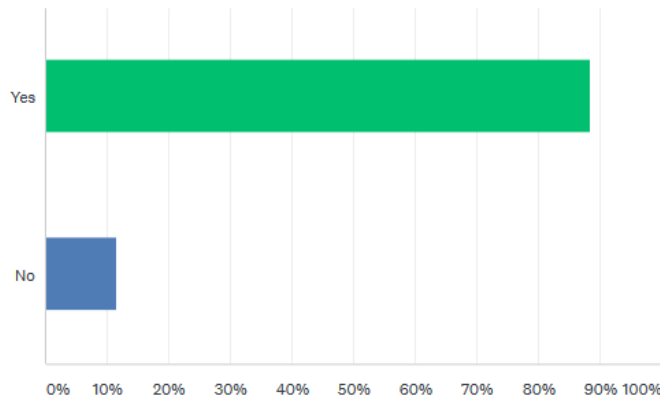


Farm Stay Guest Exit Survey

🔍 (0)

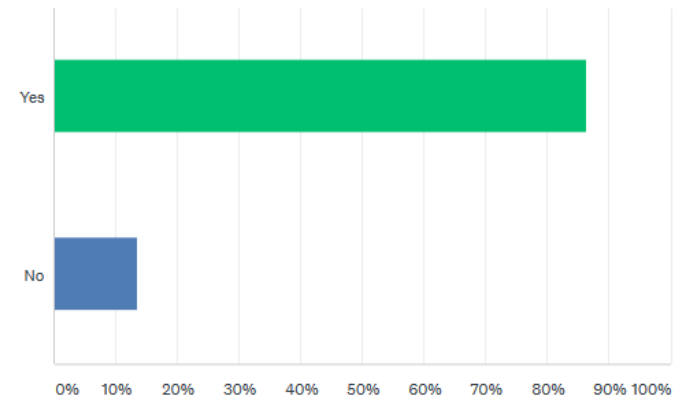
Will your farm stay experience influence future buying of loca...

Answered: 103 Skipped: 1



Did your farm stay experience give you new insights into local...

Answered: 103 Skipped: 1



OBJECTIVE #2: UPDATED WEBSITE



MENU



FARM STAY
USA
FARM AND RANCH VACATIONS

Logged as Scottie Jones (Logout)

FIND A FARM

AUTHENTIC FARM & RANCH STAYS

The Best Lodging on Working Farms & Ranches in the USA

Find a Farm or Ranch

GO

City, State, or Farm/Ranch Name





Pholia Goat Farm

Rogue River, Oregon 97537
Rate: \$49.00 - \$89 Units: 2 Capacity: 5

Goats are the Greatest!



Overview

Eco-Farm Stay in a super cute 1970 Airstream Land Yacht or our tiny cedar Bunk House.

You can participate in milking, feed baby goats in the spring, or hike our forest trails. The farm is completely off the power grid and nestled on 24 acres of forest and farmland. It is family run, sustainable, and organically managed.

Located 10 miles outside of the City of Rogue River, and 40 minutes from Ashland-home of the Shakespeare Festival. The Rogue River is famous for its scenic beauty, rafting, and fishing.

The farm is a working farm, not merely a display. The country is peaceful, but the farm is bustling!



Check Availability

Save



OBJECTIVE #3: FARMER EDUCATION

Webinar series: 8 webinars on business setup and best practices

Webinar 3 – May 30th: The Farmer Host – Hospitality with Scott Shappell of Netherfield Natural Farm



OBJECTIVE #4: CONNECT WITH FARMERS MARKETS

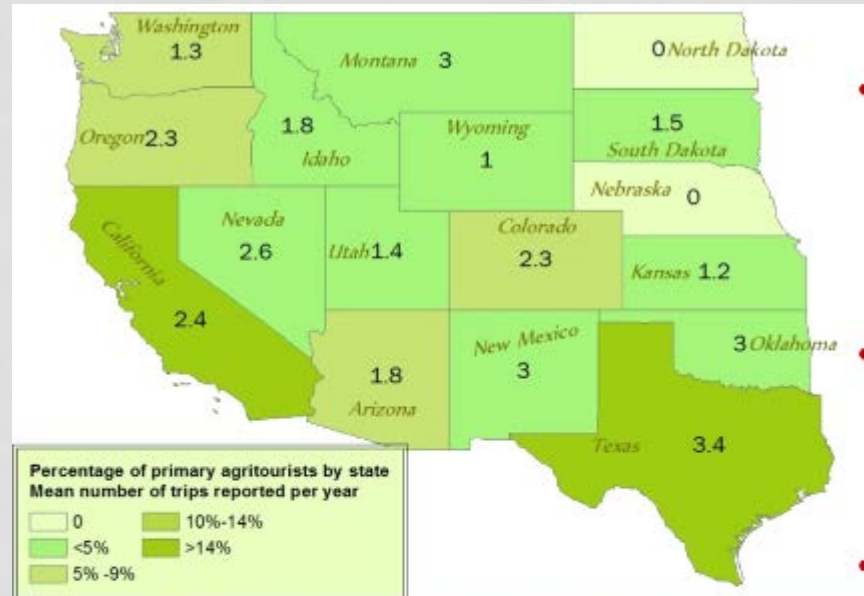
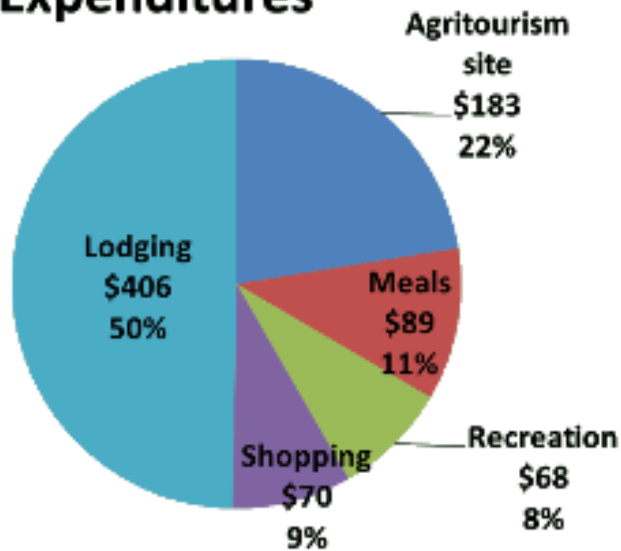
- Hypothesis: Demographics of foodies and experience-seeking travelers often shared. Good place to market to foodies – at the farmers markets
- Worked with **Portland Farmers Markets, Hood River Farmers Markets, Corvallis & Albany Farmers Markets, Rogue Valley Growers Market**



AGRITOURISM DEMOGRAPHICS IN WESTERN US

Data compiled from 2015 NIFA grant awarded to Colorado State and UC-Davis – 806 responses

Trip Expenditures



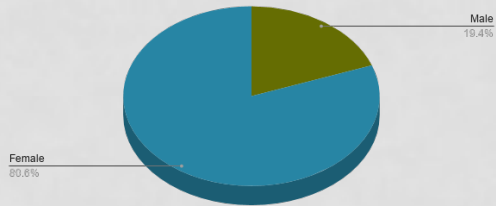
Results based on 2014 survey of 806 travelers

- Ages 18-84; (median=34)
- 43% male; 57% female
- 2% retired; 19% not employed
- 41% earned >\$75K

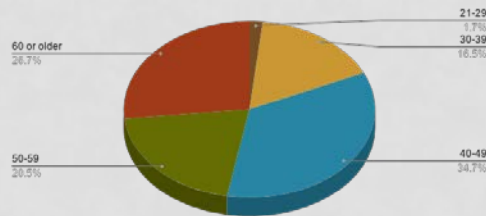
FARM STAY DEMOGRAPHICS

Data compiled from 2019 Farm Stay USA survey of guests across US .
177 responses

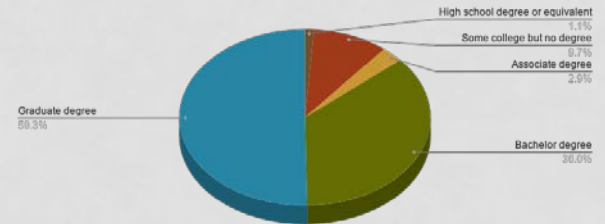
Gender



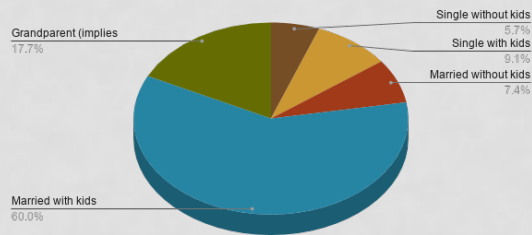
Ages



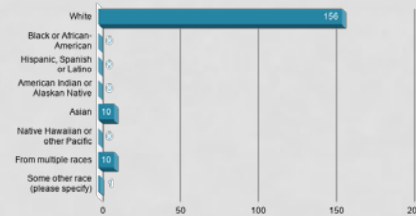
Education



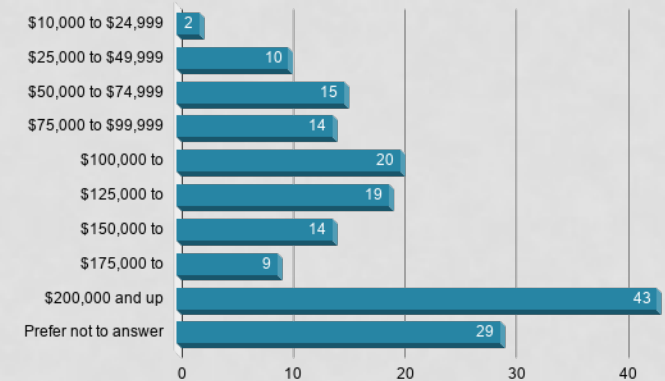
Family Structure



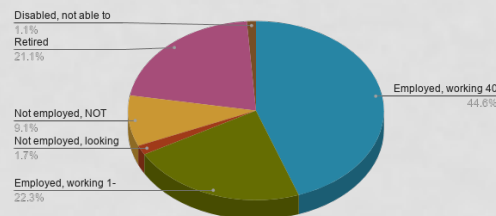
Ethnicity



Household Earnings



Employment



FARMERS MARKET DEMOGRAPHICS

Data pulled from Characterizing Farmers' Market Shoppers: A Literature Review Authors: Carmen Byker, Justin Shanks, Sarah Misyak, & Elena Journal of Hunger and Environmental Nutrition." 7, no. 1 (January 2012)

- **Gender:** 64-72% female (probably because that is who does the shopping)
- **Age:** 40+ (seems older shoppers use for social interaction as well)
- **Income:** inconclusive. (Mostly middle-high, but willingness at all levels to pay from food from f.m.)
- **Education:** 60-94% college education (greatest predictor of direct market shoppers)
- **Race:** majority white (but not true indicator of f.m. support since based on location of surveys)
- **Lifestyle traits:** like to cook, religious observance, interest in gardening, health, food

BLOG, SOCIAL MEDIA, ADS, BOOTH SPACE, RACK CARDS

AGRICULTURAL | HAND-CRAFTED | LOCALLY SOURCED | FARM & RANCH 2019 October Session - March 9 through November

FARM STAY USA

Home | Markets | Our Vendors | Events & Programs | Contact Us | About Us | Blog

MARKET NEWS

FARMSTAY US

May 27, 2018

Willow Weir Ranch

Thinking about a wholesome vacation where you can get close to the earth and animals and fill your lungs with the freshest of open air? Try a farmstay at one of the beautiful gems that we have here in Southern Oregon!

See more about this amazing program [HERE](#)

Book a farmstay at Willow Weir Ranch [HERE](#).

Twitter Facebook Print Email RSS Feed

ALSO IN MARKET NEWS

| | | |
|---|---|---|
| <p>RYGCN OPENS WINTER MARKET!</p> <p>October 15, 2018</p> <p>Continue Reading ></p> | <p>KIDZ DAYZ 2018!</p> <p>July 03, 2018</p> <p>Continue Reading ></p> | <p>DOUBLE UP FOOD BUCKS</p> <p>May 27, 2018</p> <p>Continue Reading ></p> |
|---|---|---|

RECENT ARTICLES

- RYGCN OPENS WINTER MARKET! October 15, 2018
- KIDZ DAYZ 2018! July 03, 2018
- FARMSTAY US May 27, 2018
- DOUBLE UP FOOD BUCKS May 27, 2018
- GOESPEED MARKET MARRIA May 27, 2018
- Market Vendors by Ben Collins February 20, 2018
- 2018 DESIGN! February 20, 2018
- VENDOR APPLICATIONS RE-OPEN FOR 2018! February 19, 2018
- PRODUCE FOR YOUR WINTER WARDROBE! November 20, 2017
- Answering New Market Vendor! November 13, 2017

CATEGORIES

- Classes
- Community
- crafts
- family
- farmers market
- fiber arts
- flowers
- food
- local
- meet
- pottery
- produce
- shopping

FOOTER MENU

Contact Us

Become A Vendor

Vendor Login

About Us

Product Search

SIGN UP FOR OUR NEWSLETTER

Subscribe to our newsletter and always be the first to hear about what is happening.

WE ACCEPT:

© 2019 RYGCN. Rogue Valley Grower 1.5 Crafters Market, 300 E. Patton Marketing. Powered by Shopify

FROM MARKET TO FARM
EXPERIENCE YOUR FOOD FROM THE
GROUND UP

Susan, Kankinack Farm

COME STAY WITH US!

farmstayusa.org
overnight lodging on working farms and ranches

FROM MARKET TO FARM
EXPERIENCE YOUR FOOD FROM THE
GROUND UP

Gianakis, Phokio Farm

COME STAY WITH US!

farmstayusa.org
overnight lodging on working farms and ranches

BOOTH DISPLAYS



QUESTIONS/COMMENTS FROM CUSTOMERS

- I had no idea you could stay on a farm
- What is this like – Airbnb on a farm?
- I think this would be great for our kids
- I grew up on a farm, so no thanks!
- Why would I want to do something like that?
- Can I eat food from the farm?
- Do I have to work?
- Can I milk a cow?
- Can I feed a lamb?
- I don't live in this state. Oh, so they are all over?



WHAT WE HEARD FROM OTHER VENDORS

- I've never heard of a farm stay.
- Why haven't we seen you here before?
- Wow, so great to finally meet you.
- I have an Airbnb on my farm. How do I join?
- I have an Airbnb on my farm. Why would I join?



WHAT WE HEARD FROM MARKET MANAGERS

- We are so glad you are here since we think this is a perfect match with our customers.
- What can we do to help get the word out?
- Any time you want to come back, just ask.
- We like your booth.
- I would like to go stay on a farm.
- I thought these were only in Italy.



NON-SCIENTIFIC OBSERVATIONS



- **1%** of people we spoke with were **farmers**
- **1%** of people we tried to speak with either laughed nervously or said they **had no interest**
- **98%** of the people we spoke with³ were **interested and wanted to know more.**
- **Market differences:**
 - **Corvallis** market – little interest, mostly from out-of-towners, gave us back our rack cards
 - **Hood River** market – lots of interest for size of market
 - **Portland State U** market - ran out of cards to distribute, then ran out of cards we had given market. Partly due to fact market is large
 - **Rogue River** market – we did not host a booth there since Willow Witt Ranch was handing out our cards.

CONCLUSION: FOODIES SEEKING AN IMPACTFUL TRAVEL EXPERIENCE ARE A GOOD MATCH FOR FARM AND RANCH STAYS



GRASS ROOTS CHALLENGE: WE NEED YOUR HELP AND IDEAS



- We can partner with our farm stay members if they attend their local farmers markets, however:
 - How do we partner with farmers markets across the country where we don't have a member onsite?
 - What's in it for the farmers market?
 - Where do we start: largest metropolitan markets?
 - Is there a marketing campaign that comes to mind?



Thank you!

Happy to answer your questions or listen to your ideas if there is time

Scottie Jones

541-487-4966

scottie@farmstayus.com