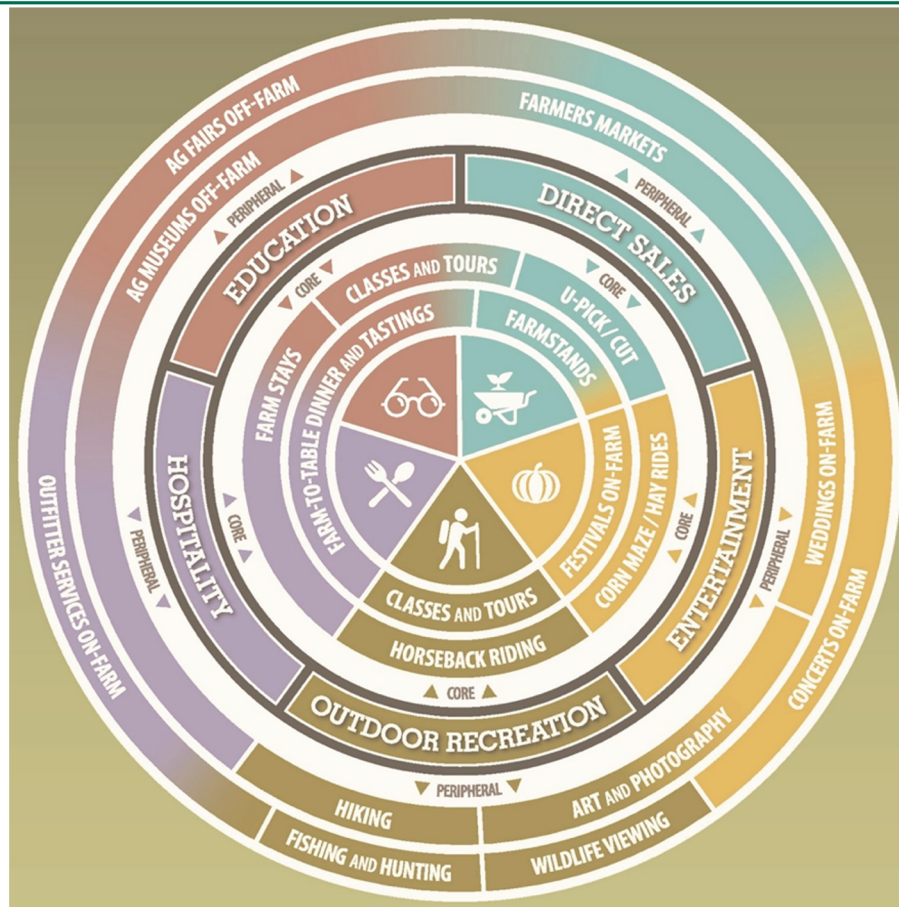


# Adapting Extension Tourism Programming for COVID-19

April 23, 2020

Lisa Chase,  
University of Vermont, Extension Professor  
Vermont Tourism Research Center, Director





## What is Agritourism?

- The core is **on-farm experiences and product sales** closely tied to agriculture such as harvest festivals, farm stays, pick-your-own, farm dinners, field trips, and farm stands.
- Authenticity is an important characteristic of high-quality agritourism.
- **Farm-related experiences** that may not be considered agritourism depending on the context include farmers' markets and agricultural fairs as well as **culinary experiences that support agriculture**.

Source of graphic: 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>

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## Advice for farms (and everyone really)

1. Keep in touch with your customers – while socially distancing
2. Pivot when you can – be creative!
3. Seek support for unavoidable losses – financial and emotional support

# ZOOM GOATS





MAY 20

NORWICH

## The Isolation Baking Show with Gesine and Jeffrey | King Arthur Flour

Calling all baking lovers: Join superstar bakers Jeffrey Hamelman and Gesine BP on Facebook Live for The Isolation Baking Show every Friday until May 29th! Jeffrey Hamelman is one of the very few Certified Master Bakers in the United...



MAY 1, 2020

## Virtual Taproom | Stowe Cider

Missing out on the Stowe Cider taproom experience? As soon as it's safe for their taproom doors to be open again, they promise to let you know. But for now, tune in for their Virtual Taproom. Friday, at 5:30pm, Mark Ray, owner and head...

## An Online Conversation Series: Sourcing & Selling Vermont Food in the Time of COVID-19



As essential businesses, how are farms adapting to the evolving COVID-19 situation with no-contact direct sales, restaurant closures, and farmers markets in flux? Vermont is fortunate to have creative farmers leading the way.

Farmers interested in direct sales, as well as agricultural service providers and others supporting farms are invited to join with professionals from [UVM Extension](#), the [Vermont Agency of Agriculture, Food & Markets](#), [NOFA-VT](#), [Vermont Fresh Network](#), [Vermont Farm to Plate](#), and farming peers to share strategies, challenges, and resources in a series of online

conversations. **Plan to log on or call in** to take part in the live sessions, and check back on this page for recordings and resources after.

### Past Session: Tuesday, April 21, 2020, 2-3pm: Accepting SNAP/EBT as a Direct Market Farm



A conversation with Emmet Moseley and Jennie Porter from [NOFA-VT](#) about how direct market farms can get authorized to accept SNAP/3SquaresVT benefits (formerly known as food stamps) and obtain EBT processing equipment. With the temporary closure of farmers markets and the

# Get to Know Vermont's Farms From Home

Explore life on a Vermont farm.



## FARMS

- [Silloway Maple](#) is offering virtual tours of its sugarmaking operation.
- [Gold Shaw Farm](#) in Peacham educates and delights with frequent video updates from their duck farm.
- Find ways to experience Vermont's farms from home with this [roundup from partner DigInVT](#).
- [Learn about pruning apple trees](#) with Eden Ciders' orchard manager.
- Take a virtual tour of the maple sugaring operation at [Hartshorn Farms](#) where they've been doing it for five generations.

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## Videos of farm experiences

1. [Silloway Maple](#)
2. [Lambs at the Parsons Farm](#)
3. [Solar Sweet Maple Farm](#)
4. [Woods Cider Mill](#)
5. [Rebop Farm Stand](#)