Agritourism in the Northeast: Building Collaborations that Work

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September 19, 2011
## Outputs

<table>
<thead>
<tr>
<th>Activities</th>
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<tbody>
<tr>
<td>(1) Agritourism training modules were developed</td>
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<td>(2) Nineteen workshops were held in ten states (ME, MD, DE, VT, NH, NY, MA, CT, WV, RI) in the Northeast with 763 farm operators. Completed evaluations were received from 143 farms.</td>
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<td>(3) Farm operators received technical assistance.</td>
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</table>
Outcomes - Short Term - Learning
First survey (n=126)

Increased knowledge of income-generating opportunities for agritourism businesses in general (97%).

- Strongly agree: 45%
- Agree: 52%
- Disagree: 1%
- Strongly disagree: 0%
- No opinion: 2%
Outcomes - Short Term - Learning

First survey (n=119)

Gained skills to better market and promote my business (96%).

- Agree: 64%
- Strongly agree: 32%
- Disagree: 2%
- Strongly disagree: 0%
- No opinion: 2%
Gained skills to increase the profitability of my business (83%).

- **Strongly agree**: 24%
- **Agree**: 59%
- **No opinion**: 15%
- **Strongly disagree**: 0%
- **Disagree**: 2%
Outcomes – Medium Term Projected
First survey (n=125)

Thoroughly assess business to determine where improvements or new ventures are needed (92%).

- Strongly agree: 54%
- Agree: 38%
- No opinion: 7%
- Disagree: 1%
- Strongly disagree: 0%
Outcomes – Medium Term Projected
First survey (n=125)

Implement improvements or new ventures based on information provided in today’s workshop (84%).

- Strongly agree: 35%
- Agree: 49%
- No opinion: 14%
- Strongly disagree: 0%
- Disagree: 2%
Outcomes

Outcomes – Medium Term
Web survey (n=98)

Farmers will take actions that help them:
(1) start a new agritourism venture;
(2) improve an existing venture; or
(3) decide not to begin a venture based on business analysis.
Outcomes – Medium Term

Thoroughly assess business to determine where improvements or new ventures are needed

(92% vs. 80%) n=80

- Did not accomplish: 20%
- Partially accomplished: 39%
- Completely accomplished: 41%
Outcomes

Outcomes – Medium Term

Implement improvements or new ventures based on information provided during workshop

(85% vs. 60%)  n=81

- Did not accomplish: 40%
- Completely accomplished: 22%
- Partially accomplished: 38%
Outcomes – Medium Term

• Increased involvement in local schools and organizations.
• Social media marketing.
• Maple tours for the off-season.
• Pairing and tasting events.
• Green Hotel certification.
• Customer satisfaction survey.
• Educational nature trails.
Outcomes – Long Term

Farmers that have adopted new agritourism practices report improved farm viability.
Outcomes

Outcomes – Long Term

How have the following items impacted the profitability of your business during the past year?

- The economy n=87
- The weather n=87
- Information received through last year’s agritourism workshop or technical assistance n=88
- Changes in your family life during the past year n=83

- Negative impact
- No impact
- Positive impact
Outcomes

Outcomes – Long Term

Impact on profitability from information received through agritourism workshop or technical assistance.

n=88

- No impact: 33%
- Positive impact: 67%
- Negative impact: 0%
<table>
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<tr>
<th>Factor</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Changes in personal time</strong></td>
<td>Changes in the amount of time I spend with my family \ (during both work and freetime). \ Changes in the amount of free time I have.</td>
</tr>
<tr>
<td><strong>Changes in personal satisfaction</strong></td>
<td>Changes in the amount of personal satisfaction I receive from my business. \ Changes in my enjoyment in sharing farm life and/or heritage with visitors. \ Changes in my satisfaction with preserving the agricultural landscapes of my farm. \ Changes in the wages I receive from my business \ Changes in my enjoyment with meeting new people through my business.</td>
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Outcomes

Outcomes – Long Term

Increased my enjoyment in sharing farm life and/or heritage with visitors  (64%) n=64

- Increased: 48%
- No change: 33%
- Greatly increased: 16%
- Greatly decreased: 0%
- Decreased: 3%

0%
Outcomes

Outcomes – Long Term

Increased my enjoyment with meeting new people through my business (66%) n=63

- Increased: 44%
- Greatly increased: 22%
- No change: 32%
- Decreased: 2%
- Greatly decreased: 0%
Outcomes – Long Term

Changed the amount of free time I have
(9% increase, 30% decrease) n=64

- Greatly decreased: 6%
- Greatly increased: 0%
- Decreased: 24%
- Increased: 9%
- No change: 61%
Outcomes

Outcomes – Long Term

Positive Impacts
n=72 (38 both, 13 QOL, 21 profitability)
Future Efforts

Continued regional collaboration

Complementary grants (NESARE, AFRI, NECRME)

Additional research & outreach efforts