Applied Research and Extension to Support Agritourism in the West

AFRI Project Directors Meeting
August 2017

Funding of this research project by USDA/AFRI Project #2014-68006-21842 is gratefully acknowledged.
What is agritourism?

- Direct to consumer sales
- Outdoor recreation
- Education
- Entertainment and events
Project Overview: Research, Instruction, Outreach

1. Multi-faceted research approach
   a. Spatial analysis
   b. Traveler survey: travel cost, traveler behavior, choice experiment for attribute valuation
   c. Producer survey: operator characteristics and personal, business, and community-level opportunities and constraints

2. Instruction
   a. Two undergraduate courses (UNC)
   b. Three, 2-credit graduate courses-hosted by CSU

3. Outreach and engagement
   a. Community-based case studies
   b. Website and fact sheets (http://agritourism.localfoodeconomics.com/)
   c. Workshops

http://agritourism.localfoodeconomics.com/
Leveraging Your Strengths

What personal & family business attributes, crops, livestock, and market channels can you take advantage of?

How can you take advantage of your community’s location?

Recognize what activities travelers in your region demand

Successful Agritourism

Ag Operation

Agritourism Demand
Place Matters for Agritourism

Agritourism Revenue per County, Thsd $ (2012)

AgTrsm Revenue (thsd)
- $1.00 - $350.00
- $350.001 - $1,000.00
- $1,000.001 - $3,000.00
- $3,000.01 - $6,000.00
- $6,000.01 - $24,000.00
Exploring Agritourism HotSpots

Successful Agritourism:

- Fruit, grapes, nuts, specialty livestock
- Value added products
- Drivable from towns/cities
- Scenic surroundings
- Drivable from National Parks
- Experienced farmers and ranchers

Potential Case Study Counties (Residuals)

- Contiguous U.S. States
- Cold Spot
- Hot Spot
- Worse than Predicted (-1, -0.5)
- Better than Predicted (0.5, 1)

+ Natural Amenities
+ Proximity to National Park
+ Rural areas
+ Per capita income
+ Scenic byways

+/- Regions
Evaluating Traveler Choice Sets

Hollybrook Family Farms - Agritourism

Photos Details Availability & Rates Map FAQs

Rating (153 reviews): ★★★★★
Distance from Home: 10 miles
Activities: Food preservation classes, horse drawn wagon rides, and artisan food demonstrations

$45 per person All activities included!

Est. Travel Cost From Home: Half a day’s travel with flight - $450
Surrounding Area:

From the National Park Entrance!

Check in Check out Guests
date date 2

Five Night Package:
Trip Guru Safe Payment Guarantee

Email the owner
What we Can Learn...
Enterprise diversification may change with experience

Percent of total revenue from each enterprise type

Newer businesses (<5 years)
- Direct sales: 84%
- Education: 5%
- Outdoor rec.: 3%
- Entertain. & events: 1%

Established businesses (20+ years)
- Direct sales: 48%
- Accommodations: 17%
- Education: 15%
- Outdoor rec.: 2%
- Entertain. & events: 18%
- Other: 4%
Butte County’s Uniqueness

Sierra Nevada Brewery is in Chico

Elevations range from sea level to 7,124 feet
- Sacramento River divides flat farmland from forests and steep mountain slopes
Sierra Oro Farm Trail

Members includes 16 wineries, 13 farms and ranches, 3 olive oil producers and 2 stores

Founded by Nicole Johansson, who owns Lodestar Olive Oil with husband Jamie

Passport weekend in early October
$30 advanced purchase/$35 onsite purchase
No additional charge at any stop for tasting
Sold out past 5 years--2500 passports
SUMMER 2016
RTH 321
University of Northern Colorado

June 20th - July 31st (Online)

Developing Agritourism Opportunities in the Experience Economy

Study of agritourism history, concepts, and opportunities. Inventory and assessment of agritourism products, creation of the agritourism visitor experience, and program planning and marketing.

Open to all!

For non-UNC students, visit www.unco.edu/regrec/NonDegree and complete the Student Information Form to register

• Use of Consumer Survey results to discuss types of Agritourists
• Needs analysis and asset mapping
• Strategic Marketing plan development
Graduate Certificate in

AGRITOURISM MANAGEMENT

• **Course 1**: Overview and Trends of Agritourism Management

• **Course 2**: Agritourism Enterprise Management

• **Course 3**: Spatial and Community Dimensions of Agritourism
Thank you

QUESTIONS?
Overall Western region travelers spent an average of $450.54 on lodging for agritourism;
- Compared to national travelers who spend $971.58 on lodging

Among Western region agritourists, however:

<table>
<thead>
<tr>
<th>Agritourist</th>
<th>No. respondents</th>
<th>Percent of sample</th>
<th>Average total lodging costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>720</td>
<td>72%</td>
<td>$483.22</td>
</tr>
<tr>
<td>Add-on</td>
<td>204</td>
<td>20%</td>
<td>$357.98</td>
</tr>
<tr>
<td>Spontaneous</td>
<td>76</td>
<td>8%</td>
<td>$397.93</td>
</tr>
<tr>
<td></td>
<td>1000</td>
<td></td>
<td>$450.54</td>
</tr>
</tbody>
</table>
### Community resources contributing to success

<table>
<thead>
<tr>
<th>Rank</th>
<th>Resource Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Neighboring farms/adjacent landowners</td>
<td>3.23</td>
</tr>
<tr>
<td>2</td>
<td>Local eating and dining places</td>
<td>3.19</td>
</tr>
<tr>
<td>3</td>
<td>Other local tourism, recreation &amp; retail businesses</td>
<td>3.18</td>
</tr>
<tr>
<td>4</td>
<td>Farm or wine trail, agritourism association</td>
<td>3.05</td>
</tr>
<tr>
<td>5</td>
<td>Tourism bureau, visitors center, chamber of commerce</td>
<td>3.02</td>
</tr>
<tr>
<td>6</td>
<td>Local motels, hotels, B&amp;Bs, campgrounds</td>
<td>2.93</td>
</tr>
<tr>
<td>7</td>
<td>Small Business Development Centers, University Extension, other educators</td>
<td>2.52</td>
</tr>
<tr>
<td>8</td>
<td>County/municipal planning and zoning dept.</td>
<td>1.97</td>
</tr>
</tbody>
</table>

**Other useful resources agritourism operators reported:**

- Schools
- Forest Service
- Partnering with local businesses
- Recreation District
- Farmers market
**PRIMARILY YEAR ROUND ACTIVITIES**

- **National Park OR Monument**: 50 minutes drive.
- **National Forests & BLM Lands**: 2 minutes drive.
- **State Parks**: 30 minutes drive.
- **Designated Scenic/Historic Byway**: 30 minutes drive to the scenic byway.
- **Designated Hiking Trails**: 30 minutes drive to trailhead.
- **Museum**: 20 minutes drive.
- **Golf Course**: 30 minutes drive.
- **Movie Theater**: 30 minutes drive.
- **Art Gallery**: 30 minutes drive.
- **Internet Cafe**: 30 minutes drive.
- **Wine Tours OR Tasting**: 30 minutes drive.

**PRIMARILY SUMMER ACTIVITIES**

- **Stocked Fishing Pond**: On site.
- **Fishing in Lake, Reservoir or Pond**: On site.
- **Boat Rentals: Canoe, Raft, Row, Paddle &/or Motor**: On site.
- **Whitewater Rafting Office/Pickup point**: 45 minutes drive.
- **Horseback Trail Rides (Guided)**: On site.
- **Jeep Trails**: Trails start on site. (off road, back country, 4WD, Jeep, or jeeping).
- **Mountain Bike Trails**: Trails start on site.
- **Bicycle Shop**: 30 minutes drive.

**HUNTING**

- **Hunting in Area**: On site.
- **Private Land Unguided Hunting On-Site**: Yes.
- **Rifle Hunting Season**: Yes.
- **Archery Hunting Season**: Yes.
- **Muzzle Loading Hunting Season**: Yes.
- **Deer Hunting**: Yes.
- **Elk Hunting**: Yes.
- **Bear Hunting**: Yes.