

Agritourism Priorities for Extension and the National Agritourism Professionals Association (NAPA)

**National Extension
Tourism Conference**

October 29, 2015



This session will briefly...

- Identify Agritourism
- Present some facts and figures
- Introduce NAPA
- Give preliminary results of the 2015 NAPA survey of agritourism professionals

Identifying “Agritourism”

Questions

- Already working with direct sales, on-farm education and agritourism?
- Concerns about marketing?
- Liability and zoning?
- Farm safety?
- Other issues?

What is Agritourism?

"a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm" [definition from Vermont Farms! Association]

Variety of terms & labels used interchangeably.

Recent research suggests 'Farm Visit' may be best understood by stakeholder groups

This is NOT to suggest the term agritourism should not be used but rather some additional education & communication may be required to ensure the intended audience understands the term and expectations.

-Arroyo, Barbieri, & Rich, 2013

Agritourism
FarmVisits
Agritainment
Agrotourism
FarmTourism
Agricultural Tourism

Examples

- Direct sales of agricultural products (e.g., farmstands, CSAs, PYO operations)



Roadside Corn Stand in Wallingford, VT

Photo by Mike Dresser (Creative Commons by-nc)

Examples

- Education (e.g., school tours, winery tours, farm work experiences)



UVM Extension Youth Agriculture Project in Brattleboro, VT

Examples

- Events and entertainment (e.g., hay rides, corn mazes, petting farms)



Shelburne Farms

Examples

- Accommodations (e.g., bed & breakfasts, farmstays)



Liberty Hill Farm in Rochester, VT

Examples

- Off-farm events (farmers markets, agricultural fairs, harvest festivals)



Farmers Market in Burlington, VT; Sugar-on-Snow, VT

Examples

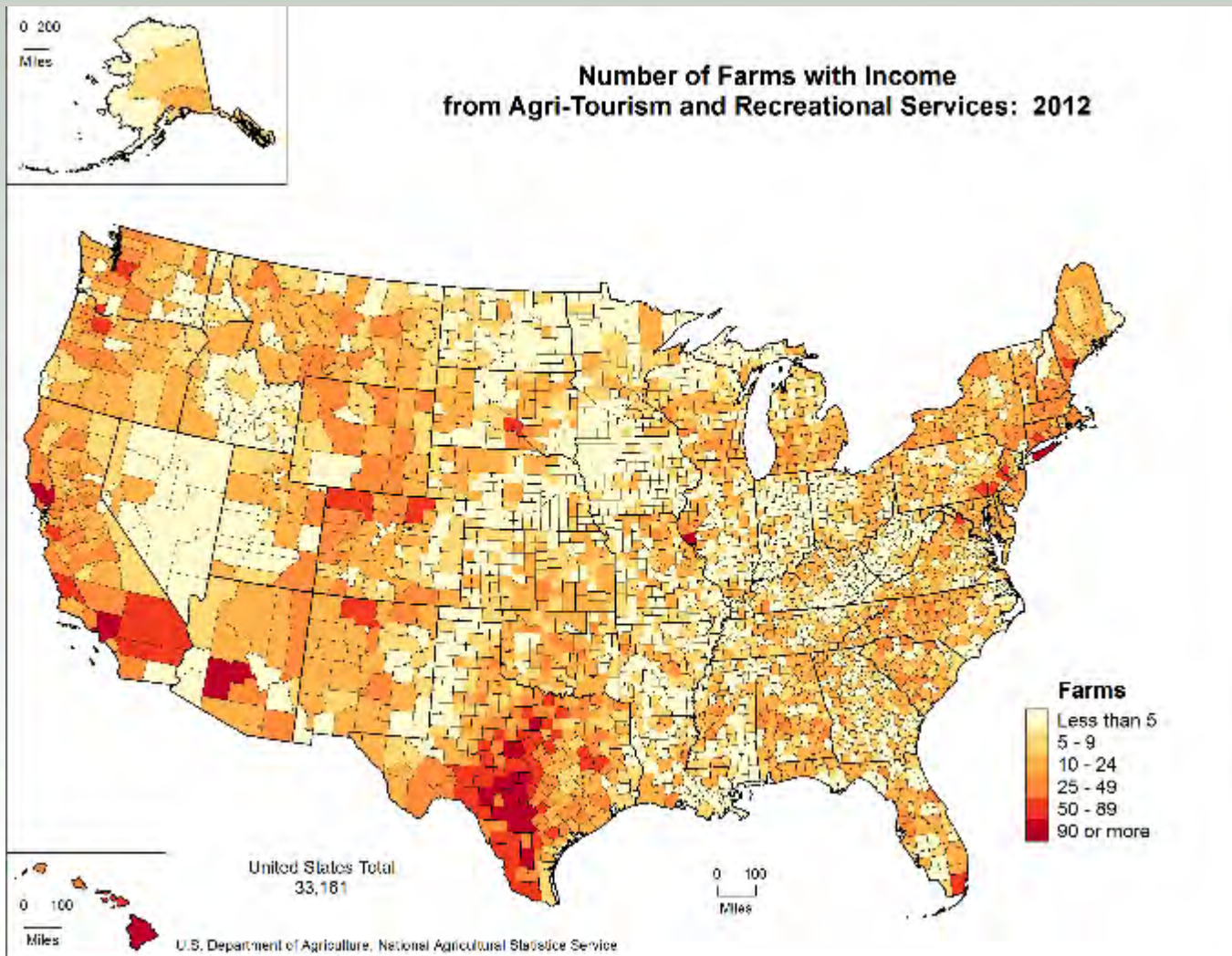
- Outdoor recreation (e.g., horseback riding, hunting, fishing, bird watching)



Cross-country skiers

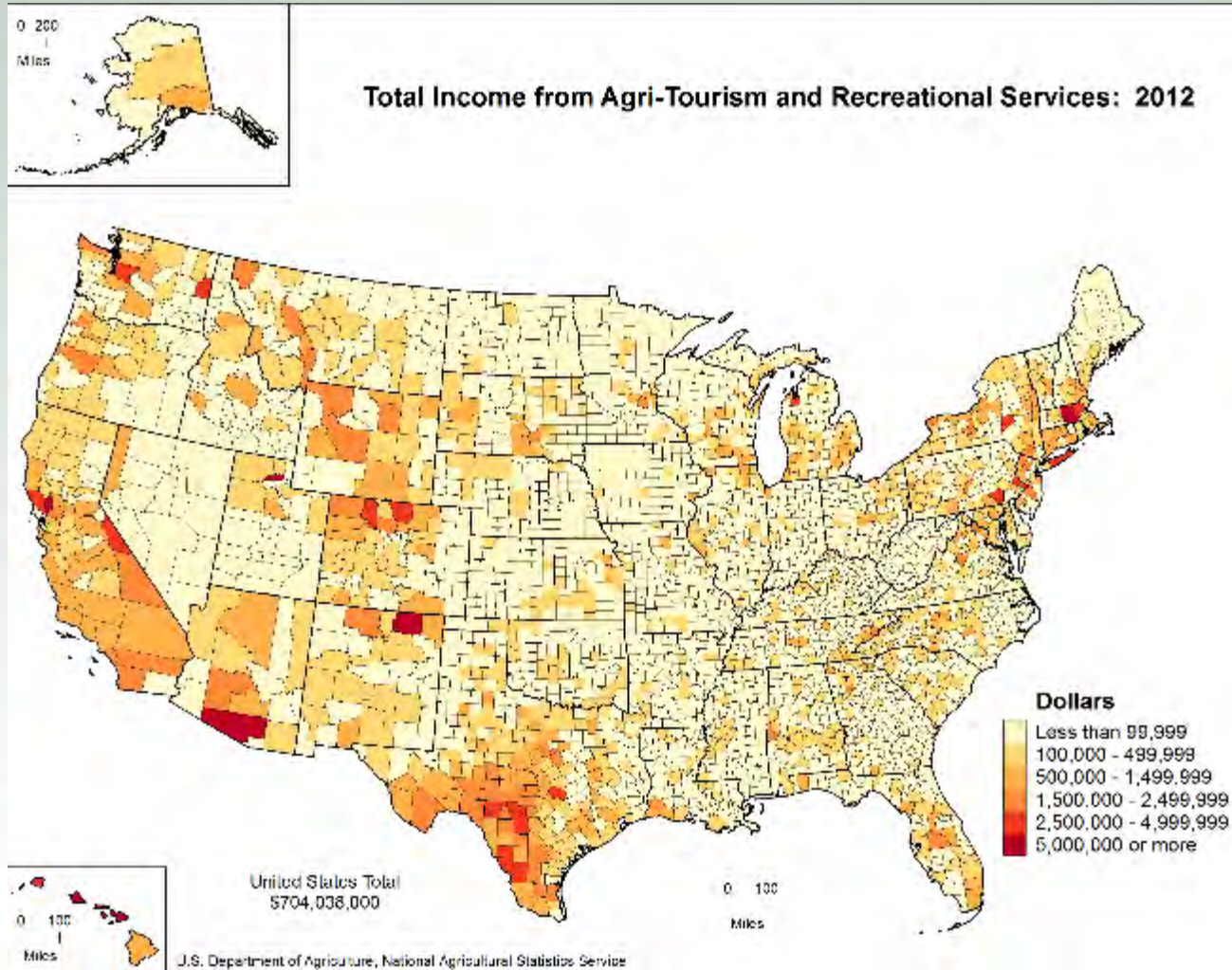
Agritourism Facts & Figures

Agritourism – No. of Farms



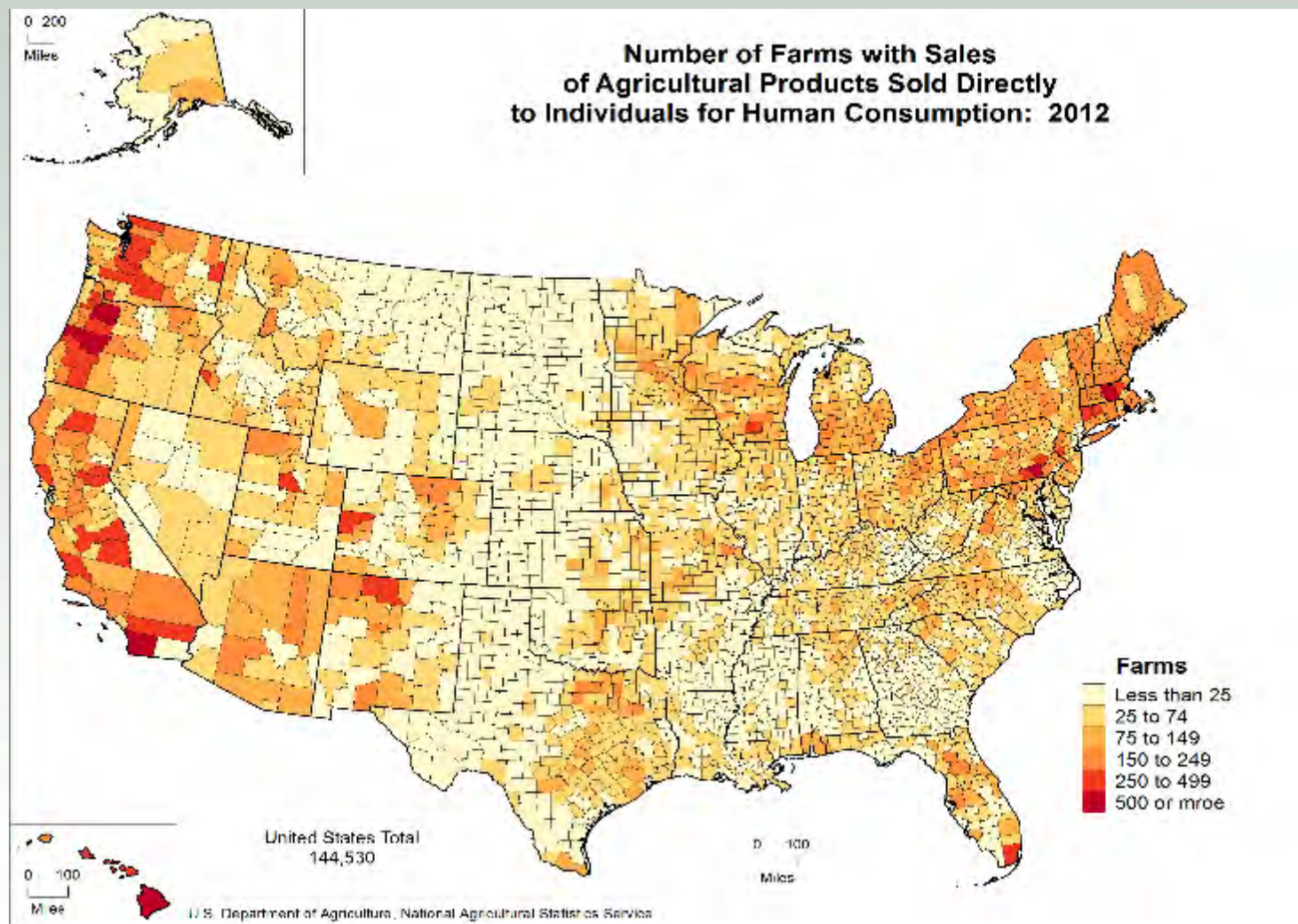
Agri-tourism & recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.

Agritourism – Income

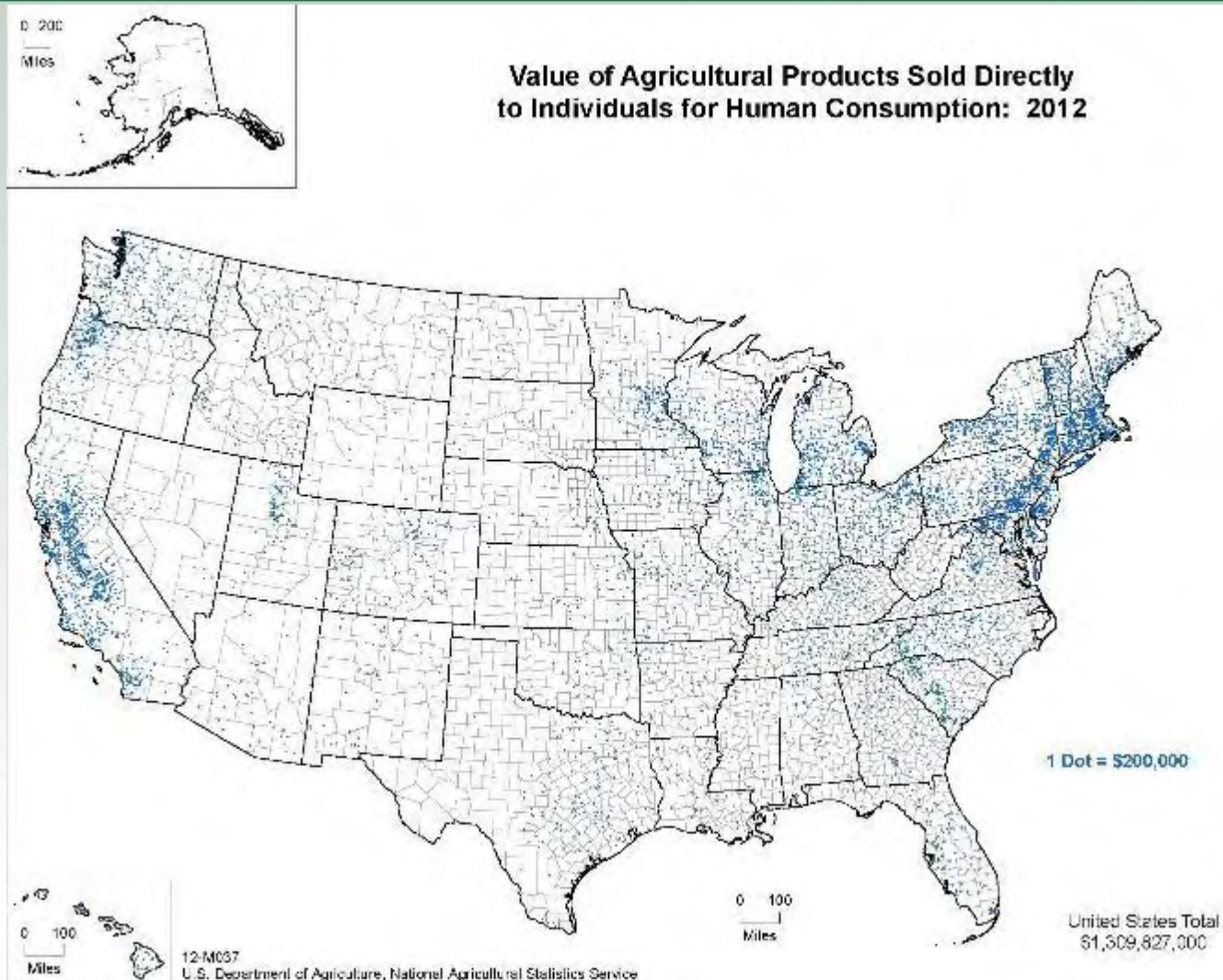


Agri-tourism & recreational services, such as farm or winery tours, hay rides, hunting, fishing, etc.

Direct Sales – No. of Farms



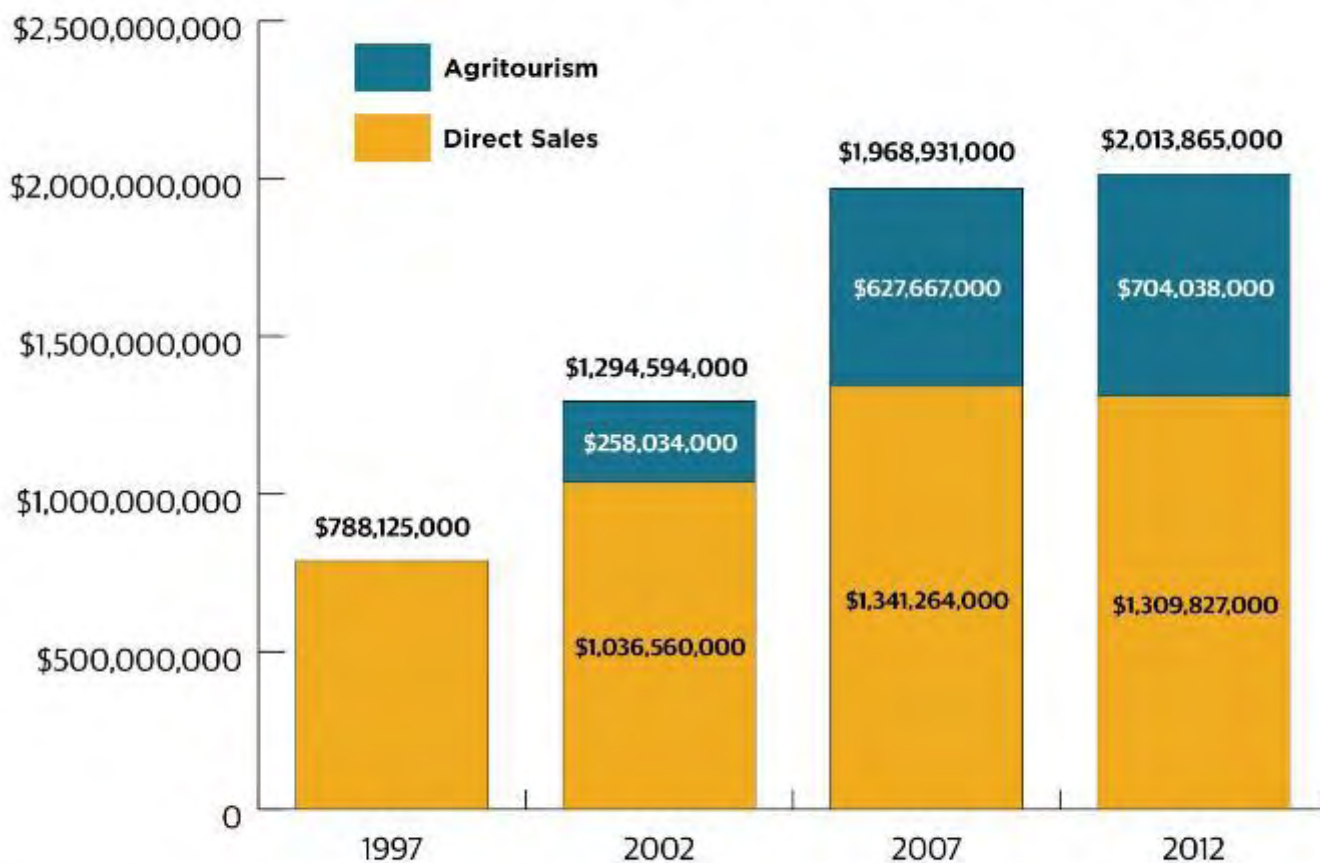
Direct Sales – Income



Source: USDA National Agricultural Statistics Service 2012 Census

Direct Sales and Agritourism

U.S. Direct Sales and Agritourism Income



Source: USDA Census of Agriculture, multiple years, adjusted for inflation to 2012 dollars,
<http://www.agcensus.usda.gov>

Introduction to NAPA



<http://napa-usandcanada.com/>

Current NAPA Vision and Mission



Vision Statement NAPA will create sustainable prosperity for agritourism venues through commitment to applicable research, current information, and personal mentoring.

Mission Statement NAPA will provide resources, consultation and communication avenues for agritourism venues in the United States and Canada.

Brief History

- Martha Glass opens the Agritourism Office in the North Carolina Dept. of Agriculture and Consumer Services after attending NAFDMA in 2003
- SERAC forms in 2005 and re-organizes in 2012 as NAPA
- 2014 meeting in Indianapolis where vision and mission are crafted
- 2015 Board of Directors chosen and by-laws decided



NAFDMA 2015



L-R: Front row: Diane Handley, Illinois; Lori Coats, Oklahoma; Amelia Wilson, Kentucky; Pamela Bartholomew, Tennessee, Vice Chair; Jackie Moore, South Carolina; Marsha Salzwedel, Wisconsin; Megan Bruch Leffew, Tennessee; Martha Glass, North Carolina, Executive Director.

Back row: Ron Goldy and Beth Hubbard, Michigan; Tom Chesnutt, Alabama; Jamie Cummings, Oklahoma; Mark Newman, Indiana, Treasurer; Melissa Hunt, Florida; Sue Stringer, Kansas, Secretary; Dean Ihla, North Dakota; Karen Kollars, Nebraska; Tom Tweite, Minnesota; Becky Smith, Mississippi; Ruth Pepler, Arkansas; Stacy Tomas, Tennessee; Stanley Wise, Mississippi. Attending but absent from the picture was Anna Lyles, New Mexico.

Approximately 56 members today, covering close to 65% of all states in the US and one province in Canada

Initial Priorities

In no particular order and not voted on:

- Meet needs of support professionals
- Provide needed research
- Help communicate value of agritourism
- Develop of curriculum
- Clearinghouse for materials
- Information on liability and insurance
- Create master list of operations
- Resource list of experts in different types of on-farm activities

- Monthly Board conference calls
 - By-laws
 - Executive Director compensation structure
 - Newsletter
 - Member recruitment
- Still working on
 - Revenue model
 - Where/How/When to meet regularly
 - Ensuring value to members
 - How are states organized around agritourism?
 - How/what are states funding agritourism support?

NAPA Member Benefits

- Networking opportunities
- Reduced pricing for meetings and events
- Member-only access to research, presentations, and papers
- Online member forum with questions and answers about agritourism challenges (been there, done that section)
- Access to the member-only NAPA Facebook page
- Social media promotion by NAPA (Twitter, Facebook, blog)
- Online member newsletter
- Inclusion in online membership directory of members (full contact information available only to members)
- Online calendar of agritourism events

Join NAPA



NAPA OFFERS NEW MEMBERS FREE MEMBERSHIP THROUGH DECEMBER 2015 WITH 2016 DUES PAYMENT!

Pay \$100 Dues for 2016 and New Members
Receive

October - December 2015 Membership Benefits

JOIN NAPA and WORK WITH CURRENT NAPA AGRITOURISM PROFESSIONALS!

Preliminary Results of the 2015 NAPA Survey







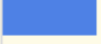


Still open—please take it and share with other support professionals

Email me: becky.smith@misstate.edu and I will send this link:

https://msudafvm.co1.qualtrics.com/SE/?SID=SV_6lkvcVYe2u8dhC5

Employed as..., n=28*



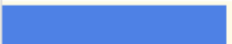
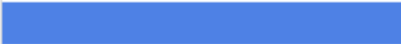




1. Check all of the following that apply to your employment:

#	Answer		Response	%
1	Extension Service		10	36%
2	University (not Extension)		2	7%
3	State Agriculture Department/Agency		5	18%
4	State Tourism Department or Agency		6	21%
5	Consultant		3	11%
6	Legislator		0	0%
7	Non-profit organization		4	14%
8	Farm		3	11%
9	Other		0	0%

*3 respondents are non-NAPA members





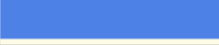
Primary Role, n=28

2. What are your primary roles?

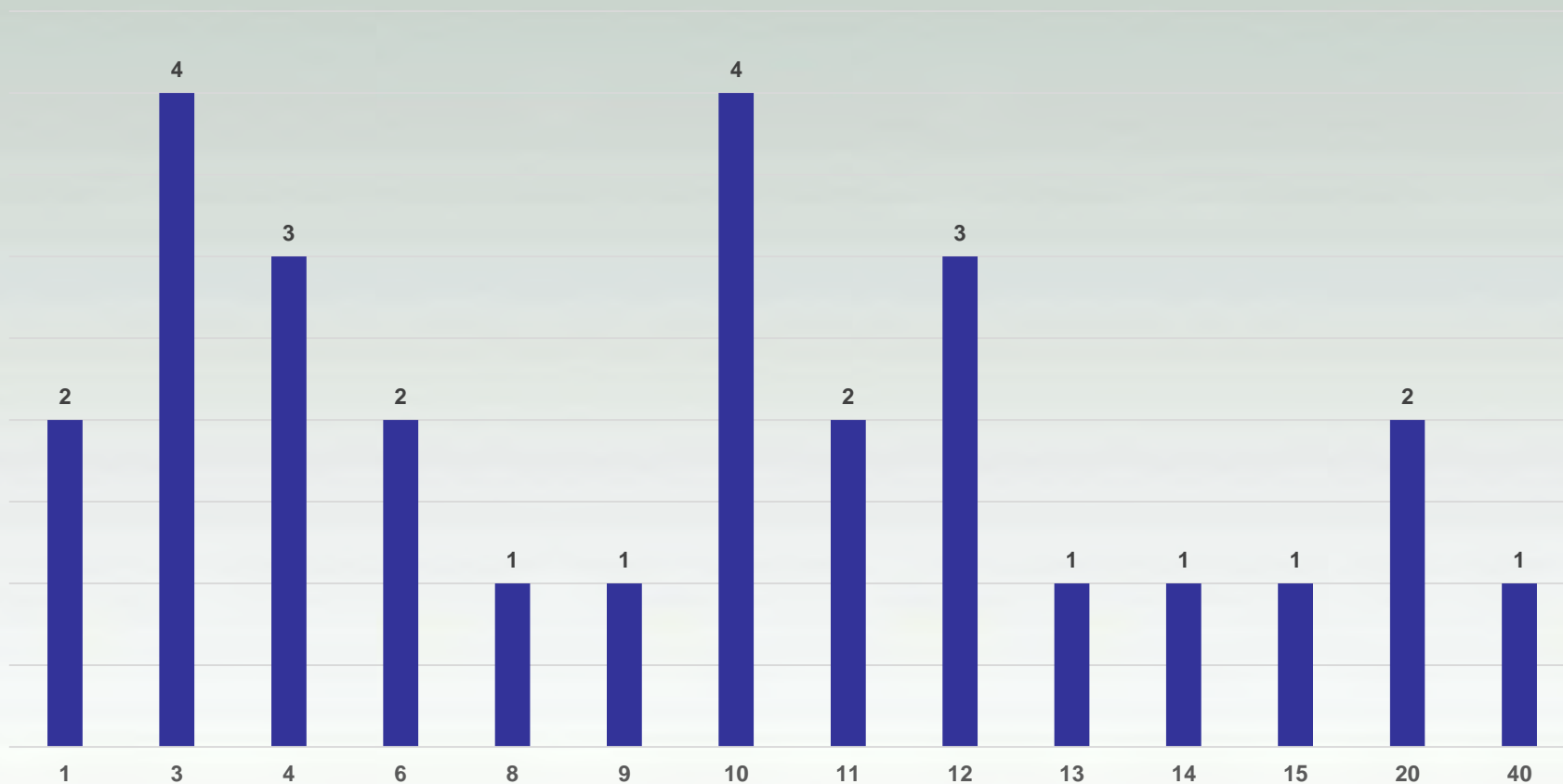
#	Answer		Response	%
1	Educator		19	68%
2	Service Provider		10	36%
3	Advocate		9	32%
4	Marketing		16	57%
5	Regulation		2	7%
6	Legislator		1	4%
7	Other		2	7%
8	Researcher		3	11%

% Time Devoted to Agritourism

3. Approximately what percentage of your work time is spent on agritourism?

#	Answer		Response	%
1	Full-time		6	22%
2	More than half		5	19%
3	Half		3	11%
4	Less than half		3	11%
5	A quarter or less		10	37%
	Total		27	100%

Years in Agritourism



Location of Service

US	2	HI		MI	1	NC	2	UT	
AL	1	ID		MN		ND	1	VT	1
AK	1	IL	1	MS		OH		VA	
AZ		IN		MO		OK	1	WA	
AR		IA		MT		OR	1	WV	1
CA	1	KS	2	NE	3	PA		WI	1
CO	1	KY		NV		RI		WY	
CT		LA	1	NH		SC	1		
DE		ME	1	NJ		SD			
FL		MD		NM	1	TN	2		
GA		MA		NY		TX			

8. Does your state or province have a generally agreed upon definition of agritourism?

#	Answer	Response	%
1	Yes	22	81%
2	No	5	19%
	Total	27	100%

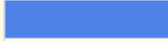



MISSISSIPPI STATE
UNIVERSITY


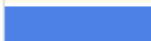
EXTENSION

Improvement Needed

10. How much improvement is needed on a national level to support the agritourism industry?

#	Answer		Response	%
1	Significant Improvement Needed		13	59%
2	Some Improvement Needed		9	41%
3	No Improvement Needed		0	0%
	Total		22	100%

11. How much improvement is needed in your state or province to support its agritourism industry?

#	Answer		Response	%
1	Significant Improvement Needed		12	57%
2	Some Improvement Needed		9	43%
3	No Improvement Needed		0	0%
	Total		21	100%

Association Effectiveness

12. If your state or province has an agritourism association, how effective is it in meeting its objectives?

#	Answer		Response	%
1	Very Effective		0	0%
2	Effective		7	35%
3	Neither Effective nor Ineffective		2	10%
5	My state does not have an <u>agritourism</u> association		10	50%
6	Ineffective		1	5%
	Total		20	100%

Two models reported:

1. Owners organize themselves and elect leaders, funded primarily on membership dues
2. Tourism Department serves as director of the association

Top Concerns According to Operators You Work With

Question	Very	Important	Not
Marketing	17	3	0
Liability	16	4	0
Availability and/or cost of insurance	14	6	0
Zoning	13	5	2
Signage	10	10	0
Networking with other operators	9	11	0
Safety	9	11	0
Lack of communication and collaboration across state agencies and legislature	8	9	3
Lack of consistent information on the number of operations and their profits and economic impact	8	7	5
Lack of information on how to run a profitable business	7	9	4
Employee training	5	14	1
Employee compensation laws	4	12	4
Other	2	0	1

Top Concerns According to Agritourism Professionals You Work With

Question	Very	Important	Not
Liability	15	5	0
Safety	14	6	0
Lack of consistent information on the number of operations and their profits and economic impact	14	6	0
Marketing	14	5	1
Networking with other operators	13	7	0
Availability and/or cost of insurance	12	8	0
Signage	10	9	1
Zoning	10	9	1
Lack of communication and collaboration across state agencies and legislature	8	10	2
Lack of information on how to run a profitable business	6	12	2
Employee training	5	13	2
Employee compensation laws	5	13	2
Other	1	0	2

Strengths & Improvements

Strengths

- Limited Liability Laws
- Cooperation among public service agencies

Needed Improvements

- Stronger Agritourism Associations
- More personnel
- Information on Insurance
- Funding
- Improved communication

What I Need to Improve My Service to the Industry

- More **time** and resources to do this work
- Media coverage
- Resources and information
- Lower costs of disseminating customized information
- Greater collaboration with other in-state agencies
- Improved ability to provide training on marketing
- More national training and research webinars

Contact

Lisa Chase

lisa.chase@uvm.edu

802-257-7967 x311

Becky Smith

becky.smith@msstate.edu

662-617-5243

NAPA

<http://napa-usandcanada.com/>