

Business Planning for Agritourism Enterprises

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Zac Smith - Ag Business Educator: Why Agritourism?

- Peace Corps Ecuador 2005 -2007
- Diversify Revenue Streams
- Random Suggestion



What did we do?

- Ran out of room
- Brainstormed
- Value-added activities
- Go to the park
- Attract buyers to farm
- Supermarket suggestion



What ended up happening?

We won “Farm of the Year” at the provincial fair.



Why Agritourism?

For Farmers & Ranchers

Increase & diversify farm income

Sell & market farm products

Connect with customers

Educate the public

Community & connectedness

For the Public

Access to farm products

Connect with the food system

Authentic weekend/travel experiences

For Communities

Maintain rural ambiance

Economic benefits

Recreation

Why Business Planning?

- The PROCESS
- Get the ideas out of your head
- Risk Management - Sometimes the idea doesn't make sense
(variety of reasons)

Business Planning for Agritourism

Challenges

Land Use / Zoning

Land Acquisition

Funding - Traditional

Funding - Creative
(crowdsourcing, etc.)

Proximity to Population Base

Marketing

Implementing Change to Business

A Few Resources

AgMRC

University of Vermont Extension

AIANTA

Global Agritourism Network GAN

University Extension Offices

What are the Needs for Resources

AgPlan

Research of Economic Benefits

Adirondack View Lavender

Lindsey Pashow

Keeseville, NY

*CCE Harvest NY: Agriculture
Business Development and
Marketing Specialist*





Unique Crop



View



Landscape

Adirondack View Vineyard & Lavender

- **Location:** Keeseville, NY (Adirondack Mountains)
- **Grow**
 - Lavender, Grapes, Sunflowers
 - Main Focus: Lavender, You-Pick
- **Farm Shop**
 - All Products Made on Farm
- **Events**
 - Kids Day: Fairies in the Lavender
 - Yoga in the Lavender
 - Workshops: Wreath, Wands, etc.
 - 20'x40' tent, porta potty, electricity, picnic tables, and Adirondack Chairs
 - No Weddings: Limited Events
- **Slowly Expanding**
 - Consider Short Term, Mid-Term, and Long-Term Goals





Diverse Products

Farm Products

Farm Shop



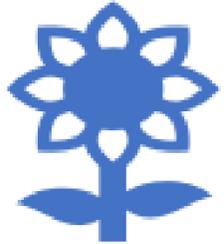
Why is a business plan important to our operation?



Current and Future Crops



Time Commitment/Lifestyles: Flowers (Annual/Perennial) vs. Livestock vs. Vegetables



Look at many different farm operations



Research: Growing Conditions and Market



Funding Opportunities/Taxes



Term, Mid-Term, and Long-Term Goals (Business Plan)



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Secure

https://**AgPlan.umn.edu**



How did AgPlan work for our operation?



PhotoCredit: Amanda Kelly

Business Planning Trainings

Online training to guide producers through the process of developing a business plan, Every Tuesday from February 13 to March 26 at 10am Pacific, 11am Mountain, 12pm Central, 1pm Eastern Time.

[Meeting Registration - Zoom](#)

More information at:



Thanks for joining us!

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