

# Caroline Millar, Balkello Farm, Angus, Scotland





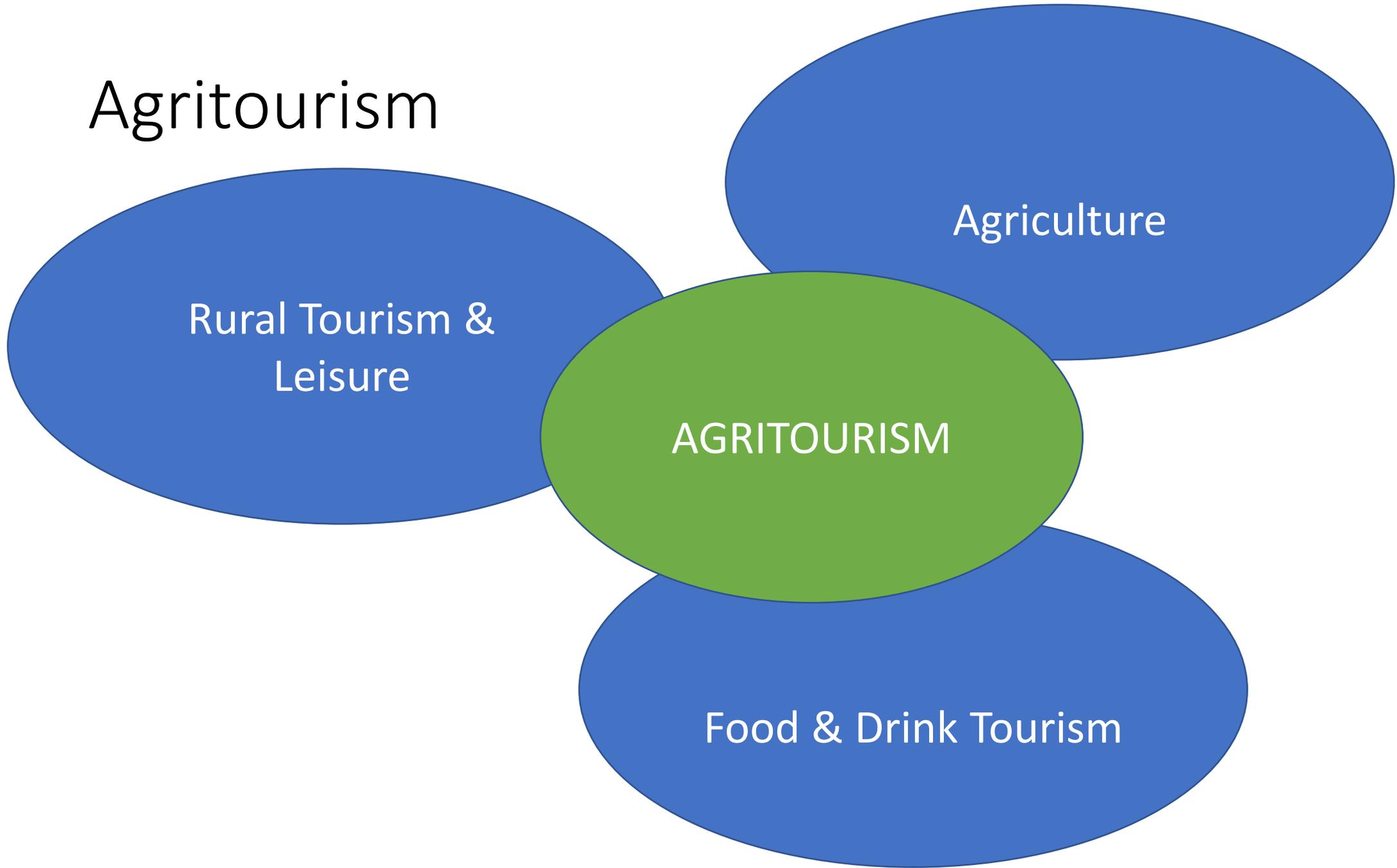








# Agritourism



Rural Tourism &  
Leisure

Agriculture

AGRITOURISM

Food & Drink Tourism

# Scottish Definition

“Tourism or leisure on a **working** farm, croft or estate which produces **food**.”



Real farmers  
Real farms  
Rearing livestock  
Growing crops

Are the core of Scottish Agritourism

No fakes!

Go Rural brand is guarantee

# What types of business in Agritourism in Scotland?

- Traditional Farmhouse B&B
- Glamping, camping, lodges, cottages, houses, castles on farms – all types of accommodation
- Farm retail – own produce & other Scottish produce
- Farm cafes, restaurants, pop up food and drink
- Farm tours
- Be a farmer for the day
- Children's farm parks
- Farm events space, weddings, conferences
- Action and adventure
- Farm trails
- Festivals around times of year e.g. Pumpkins, Lambing



SCOTTISH  
TOURISM  
ALLIANCE

Your voice in tourism matters



**Scottish Agritourism =**

**Business to Business**



**Go Rural =**

**Business to Consumer**

# Change in mindset - Adding Value to a Sheep

## “Sheep are good for your mental health”



£100



£300

Plus driving  
Scotch  
lamb  
demand

Surviving Brexit and Post Covid Recession

WELCOME to MY FARM – on main [www.facebook.com/gorural](https://www.facebook.com/gorural) page

The screenshot displays the Facebook interface for the 'Go Rural Scotland' page. At the top, the navigation bar includes the search bar with 'Go Rural Scotland' and the user profile 'Caroline'. Below this, the page navigation menu shows 'Page', 'Ad Centre', 'Inbox 20+', 'Events', 'COVID-19', 'Creator Studio', 'More', 'Edit Page Info', 'Settings', and 'Help'. The profile section on the left features the 'Go Rural Scotland' logo, which is a black cow silhouette with 'Go Rural SCOTLAND.COM' written on its side, and a blue plus sign. The main content area is dominated by a large, close-up photograph of a brown cow and a white calf. Below the photo, there are buttons for 'Liked', 'Following', 'Share', and a prominent blue 'Book Now' button. The 'Create' section offers options for 'Live', 'Event', 'Offer', and 'Job'. At the bottom, a 'Create post' section is visible with a 'Write a post...' prompt. The Windows taskbar at the very bottom shows the search bar and icons for various applications.

How the live tours started ... Farming friends in agritourism





Some  
examples  
Live Lambing



Bottle feeding  
lambs



A great trailer  
is important



Using humour & Highland Coos

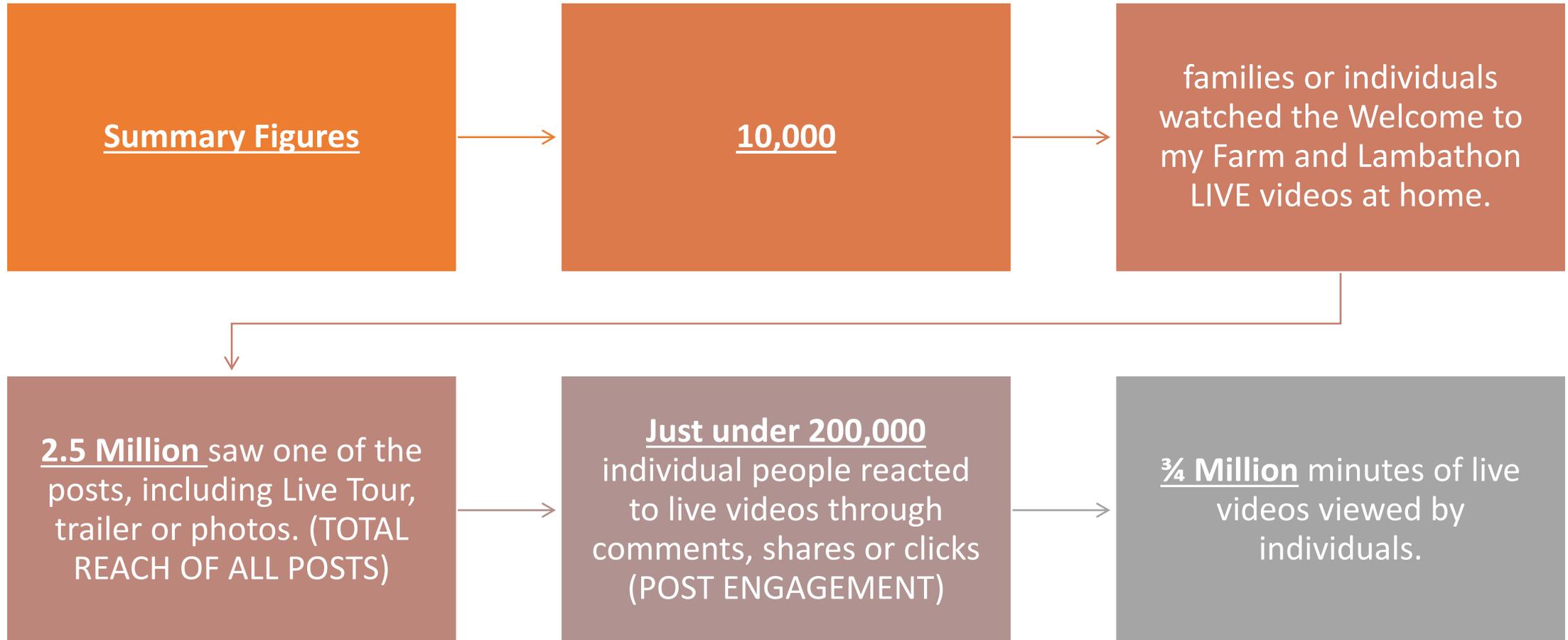


A Quiet  
Minute –  
mindfulness

# Farming & Scottish Culture



# LIVE TOURS – A POSITIVE REACTION TO A CHALLENGING TIME



# Lambathon

Results as at  
20.7.20

- 14 different farms took part from across Scotland.
- A total of 14 female and 7 male farmers appeared in videos, showcasing key role of women in agriculture and nature of equal partnerships for men & women in agritourism.
- **2076** families or individuals watched the 'Welcome to my Farm' videos live at home.
- **217,025** saw a post at least once of the actual live tour (POST REACH OF LIVE TOURS)
- **502,619** saw one of the posts, including Live Tour, trailer or photos. (TOTAL REACH OF ALL POSTS)
- **43,231** individual people who have reacted to live videos through comments, shares or clicks (POST ENGAGEMENT)
- **106,102** minutes of live videos viewed by individuals.

# Welcome to my Farm

Results as at  
20.7.20

- 68 different farms took part from across Scotland.
- A total of 59 female and 44 male farmers appeared in videos, showcasing key role of women in agriculture and nature of equal partnerships for men & women in agritourism.
- **7,194** families or individuals watched the 'Welcome to my Farm' videos live at home.
- **1,005,781** saw a post at least once of the actual live tour (POST REACH OF LIVE TOURS)
- **1,969,331** saw one of the posts, including Live Tour, trailer or photos. (TOTAL REACH OF ALL POSTS)
- **154,749** individual people who have reacted to live videos through comments, shares or clicks (POST ENGAGEMENT)
- **648,935** minutes of live videos viewed by individuals.

# Challenges

- No 4G meant several farmers couldn't take part
- Patchy 4G meant broadcasts interrupted
- Steep learning curve with technology, more training & support required

## Main skills issues/impacts

- 4G dropped out on the day
- Phone on its side/auto correct
- Can't hear – no sound or poor sound = rectified with microphones
- Can't hear as trying to interview someone with no microphone
- Health & Safety breaches 2 people on quad bikes with no helmets

# Top 5 Most Watched Videos of Lambathon and Welcome to my Farm – by 20.7.20

Video	Date added	Minutes viewed ↓
 <p>35:08</p>	<p>--</p> <p>12/05/2020 13:55</p> <p>Go Rural... Go Rural Scotland</p>	<p><b>19.4K</b></p> <p>██████████</p>
 <p>34:53</p>	<p>--</p> <p>23/06/2020 13:58</p> <p>Go Rural... Go Rural Scotland</p>	<p><b>17.4K</b></p> <p>██████████</p>
 <p>38:31</p>	<p>--</p> <p>14/06/2020 13:55</p> <p>Go Rural... Go Rural Scotland</p>	<p><b>16.4K</b></p> <p>██████████</p>
 <p>44:09</p> <p>Welcome to...</p>	<p>14/05/2020 13:52</p> <p>Go Rural... Go Rural Scotland</p>	<p><b>15.7K</b></p> <p>██████████</p>
 <p>35:16</p>	<p>--</p> <p>28/05/2020 13:55</p> <p>Go Rural... Go Rural Scotland</p>	<p><b>15K</b></p> <p>██████████</p>

1. Murray & Amy McConchie – 3 Little Huts Dumfries & Galloway
2. Rob McKenzie – Cullisse Highland Rapeseed Oil Highlands
3. Hazel MacKenzie – MacKenzie’s Farm Shop & Café Shetland
4. Tracey Roan – Roan’s Dairy Dumfries & Galloway
5. Duncan & Vikki McConchie – GGS Yard Dumfries & Galloway

# Top 10 Biggest Live Audience of Lambathon and Welcome to my Farm

Lambathon (L) or Welcome to my Farm (W)	Date	Name	Farm	Region	Live Viewers
Lambathon	Wed 29 <sup>th</sup> May	Jim Smith	Stralochy B&B	Perthshire	352
Welcome to my Farm	Wed 13 <sup>th</sup> June	Helen & Bill Smith	Byres Farm	Morayshire	249
Welcome to my Farm	Thurs 14 <sup>th</sup> June	Tracey Roan	Roan's Dairy	Dumfries & Galloway	210
Welcome to my Farm	Wed 24 <sup>th</sup> June	Steve Mitchell	The Buffalo Farm	Fife	207
Welcome to my Farm	Sun 7 <sup>th</sup> June	Duncan & Rebecca McEwen	Arnprior Farm	Stirlingshire	197
Welcome to my Farm	Mon 8 <sup>th</sup> June	Louise & Graeme Nicoll	Newton Farm Holidays	Angus	191
Welcome to my Farm	Sun 14 <sup>th</sup> June	Hazel MacKenzie	MacKenzie's Farm Shop	Highlands	190
Welcome to my Farm	Mon 25 <sup>th</sup> June	Fiona & John Scott	Fearn Farm	Highlands	187
Welcome to my Farm	Mon 15 <sup>th</sup> June	Katie & Mark Roberts	Craigduckie Shepherd's Huts	Fife	181
Welcome to my Farm	Thurs 28 <sup>th</sup> May	Duncan McConchie	GGs Yard	Dumfries & Galloway	175

## Top 10 Biggest Post Reach of Lambathon and Welcome to my Farm

Lambathon (L) or Welcome to my Farm (W)	Date	Name	Farm	Region	Reach
Welcome to my Farm	Tues 23 <sup>rd</sup> June	Rob McKenzie	Cullisse Highland Rapeseed Oil	Highlands	41,849
Welcome to my Farm	Mon 15 <sup>th</sup> June	Katie Roberts	Craigduckie Shepherd's Huts	Fife	39,667
Welcome to my Farm	Tues 12 <sup>th</sup> May	Murray & Amy McConnachie	3 Little Huts	Dumfries & Galloway	29,320
Welcome to my Farm	Mon 8 <sup>th</sup> June	Louise Nicoll	Newton Farm Holidays	Angus	28,579
Welcome to my Farm	Sun 14 <sup>th</sup> June	Hazel MacKenzie	MacKenzie's Farm Shop	Highlands	25,405
Welcome to my Farm	Tues 19 <sup>th</sup> May	Fiona Smith	Westerton Farmers/ The Spud Hut	Aberdeenshire	25,009
Welcome to my Farm	Tues 2 <sup>nd</sup> June	Alison Milne	Crafty Maltsters	Fife	23,663
Welcome to my Farm	Fri 29 <sup>th</sup> May	Anna & Ross Mitchell	Castleton Farm	Aberdeenshire	23,433
Welcome to my Farm	Thurs 14 <sup>th</sup> May	Tracey Roan	Roans Dairies	Dumfries & Galloway	23,040
Lambathon	Wed 22 <sup>nd</sup> April	Jim Smith	Stralochy B&B	Perthshire	22,343

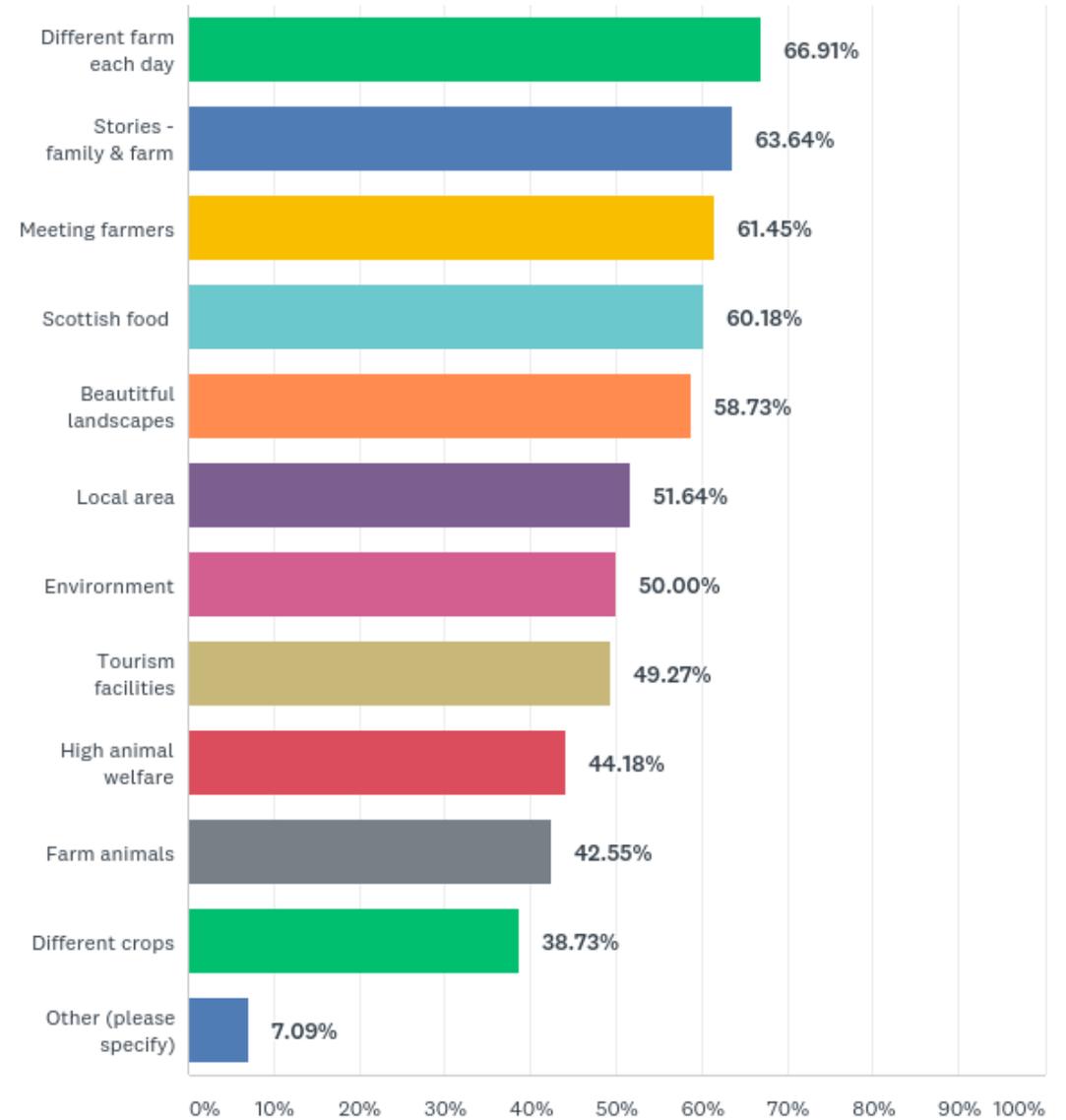
Ranking	Country	Reach (Number of people)
1.	United Kingdom	159,741
2.	United State of America	45,674
3.	Canada	8,280
4.	Australia	5,504
5.	Ireland	4,403
6.	South Africa	2,921
7.	Netherlands	2,876
8.	Germany	2,459
9.	Denmark	1,890
10.	Sweden	1,756

Go Rural Facebook Page Top Countries watching videos

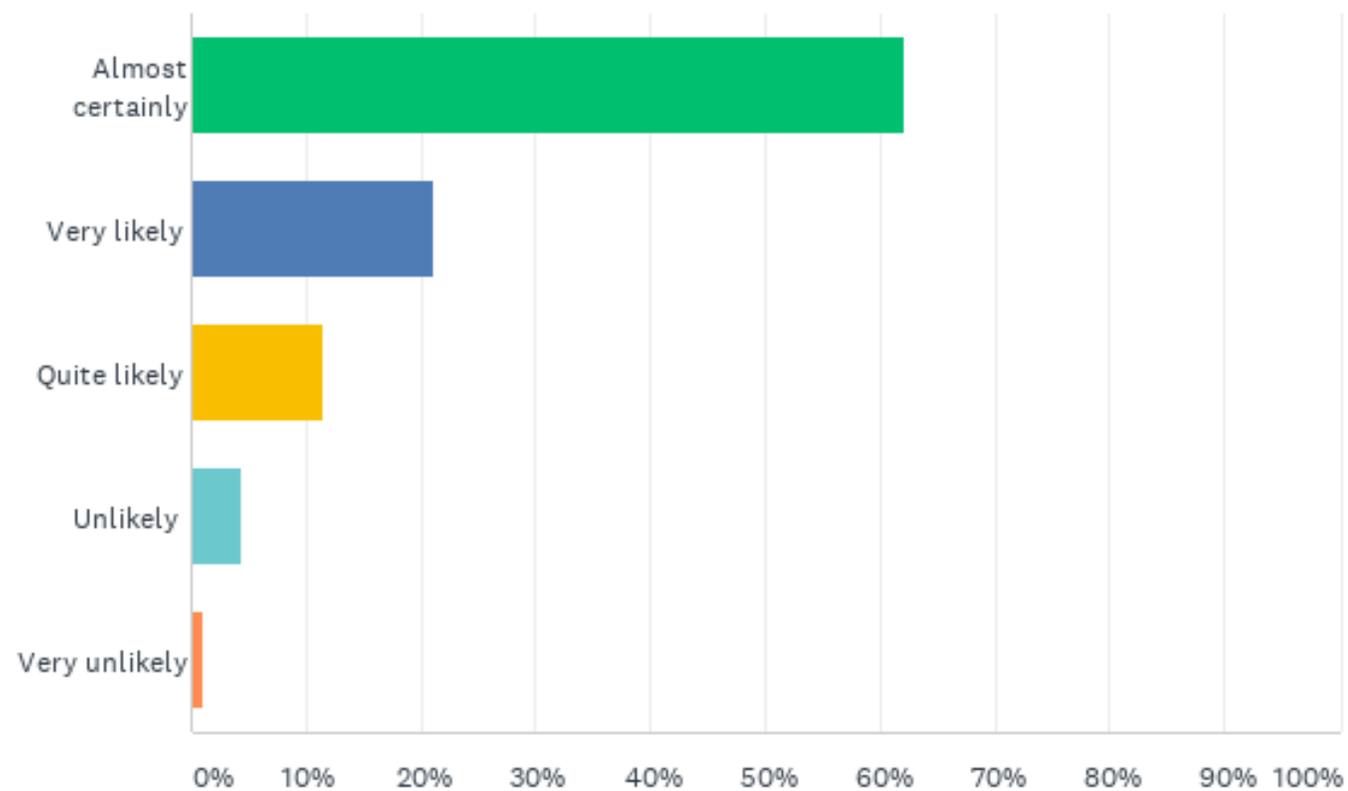
## Consumer Facing Survey 550 Responses

What did you enjoy most about the Go Rural Live Tours?

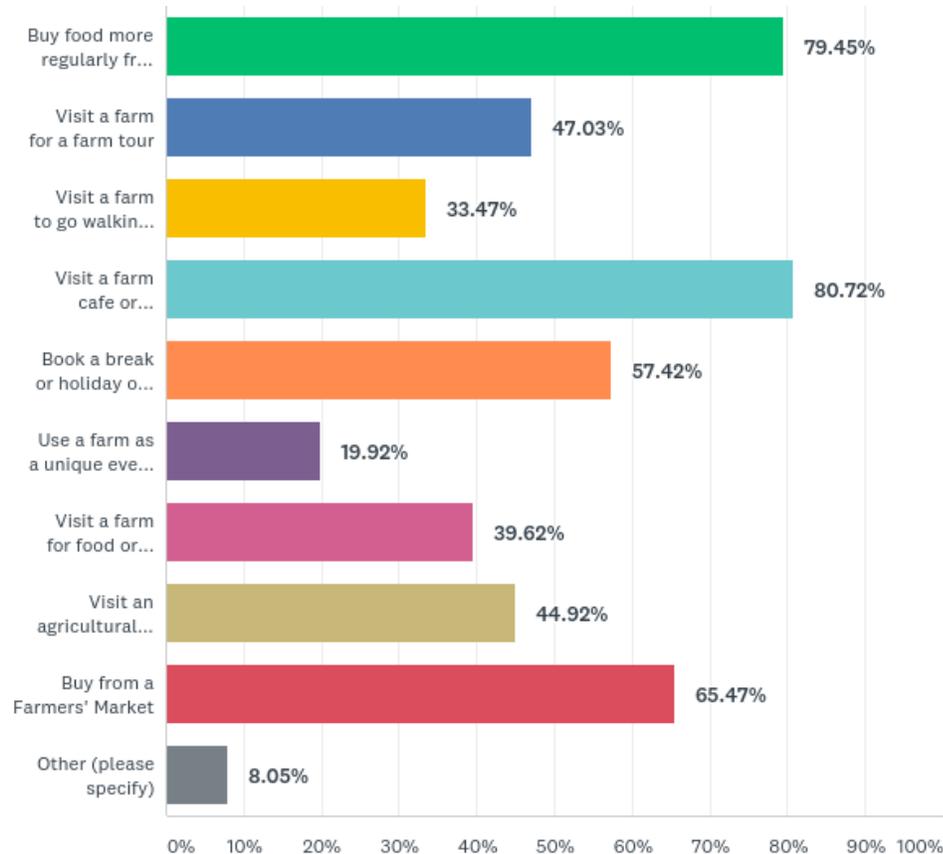
1. Seeing a different farm each day
2. Learning stories about the farm and farming family  
(2022 is year of Storytelling)
3. Meeting Scottish farmers
4. Finding out more about Scottish food
5. Seeing beautiful landscapes



## Q4 How likely are you to visit a Scottish farm in the next 12 months?



# As a result of the live farm tours, what are you most likely to do?



ANSWER CHOICES	RESPONSES
Buy food more regularly from a farm shop	79.45% 375
Visit a farm for a farm tour	47.03% 222
Visit a farm to go walking, cycling or take part in sports or adventure activities provided by the farm	33.47% 158
Visit a farm cafe or restaurant for lunch or dinner	80.72% 381
Book a break or holiday on a farm	57.42% 271
Use a farm as a unique events venue (e.g. hire for a party or wedding)	19.92% 94
Visit a farm for food or entertainment events (e.g. attend Pumpkin festival)	39.62% 187
Visit an agricultural show	44.92% 212
Buy from a Farmers' Market	65.47% 309
Other (please specify)	8.05% 38
Total Respondents: 472	

1. Visit farm café for lunch/dinner
2. Buy food regularly from farm shop
3. Buy from a Farmers Market

All the farms showcased on GoRural place a huge emphasis on the environment and being good stewards, taking care for future generations. I love that.

The diversity from some of the farms. How young and glamorous the farmers are

I've learned much about my ancestry and the places they lived and died, but being on these live tours enables to get much closer to the real Scotland. At the grass roots of life itself...

Nothing surprised me, just learned more about our farms and how to purchase from them and use their produce to achieve good quality meals which low food miles.

The vast amount of rural farm stays, and the diversity of activities. Not many are simply a farm and have much more to offer. Definitely inspired to adventure locally in a few months time.

I was surprised at the sheer variety of produce from Scotland

The superb quality and diversity of produce

Love how honest all the farmers have been and the clever diversification

The variety and high standard of all the farms/enterprises and farmers, who were all so very capable in front of camera

What is out there I wouldn't have known about if Go Rural hadn't broadcast it.

The diversity and innovation which rural Scotland has.

How eager the hosts were to share their information

That no two farms are the same.

The time and effort farmers go to to keep animals and stock. It has made me think more when buying.

It's opened my eyes to what goes on, the welfare, care and attention

## What next?

- Resource to keep tour content going and maximise impact (time to set up, monitor etc)
- 6 weeks of Lambathon starting in March – all live tours
- More campaigns throughout 2021 on different themes to tie in with other campaigns
- Continuing to support members with skills and confidence and encouraging new people to take part
- Maintaining momentum post Covid
- Convert live visitors into actual visitors (businesses tracking impact)

Thank you –

Please come and visit (when you can)

Caroline Millar

The Hideaway Experience

Scottish Agritourism and Go Rural

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