



ARE YOU READY TO WELCOME VISITORS TO YOUR FARM?

This booklet is designed to help you understand whether developing an agritourism enterprise makes sense for you and your farm, and will also help you identify areas of growth and resources to seek out if you decide it's something you want to pursue.



AGRITOURISM CHECKLIST

>>> SECTION 1: PERSONAL ASSESSMENT

BUSINESS QUALITIES	YES	NO	WAYS TO IMPROVE
I am motivated to take on a new enterprise			
I have managed a business before			
I have a business plan for my current enterprise			
I feel confident in my ability to write a business plan for a new agritourism enterprise			
I keep good production and finance records			
I have experienced agritourism on a different farm			
Other business qualities and experiances that apply to this new venture:			

AGRITOURISM CHECKLIST

>>> SECTION 1: PERSONAL ASSESSMENT (CONT.)

PERSONAL QUALITIES	YES	NO	WAYS TO IMPROVE
I am a good planner/organizer			
I have creative ideas			
I have a high level of energy and contagious enthusiasm for what I do			
I enjoy doing new things			
I follow through on what I start			
I enjoy interacting with a variety of people			
I like to show people my farming operation			
I'm comfortable opening parts of my farm and property up to members of the public			
Other personal qualities that apply to this new venture:			

AGRITOURISM CHECKLIST

>>> SECTION 1: PERSONAL ASSESSMENT (CONT.)

SKILLS	YES	NO	WAYS TO IMPROVE
Business planning			
Marketing			
Digital Marketing (social media, paid online advertising)			
Art/Design			
Advertising/public relations			
Media experience, writing/radio			
Teaching			
Crafts (list):			
Other skills I have that could come in handy:			

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>>> SECTION 2: TIME AND CAPACITY ASSESSMENT

How much free time do I have per week? (Hours/week)

How much time am I able to devote to this new venture? (Hours/week)

Who else will be adding to the farm's capacity for this venture?

Are the members of my team supportive of this new venture?
Yes/No/Not sure

Are there neighbor farms that could potentially partner with me on this venture?
Yes/No/Not sure

Additional notes and ideas:

AGRITOURISM CHECKLIST

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SECTION 3: EXPERIENCE HOSTING VISITORS

See page 22 for a worksheet to help you identify your target visitor personas, and their unique interests and needs.

VISITOR PROFILE (AGE, GENDER, INTERESTS, INCOME LEVEL)

Notes

>>> SECTION 3: EXPERIENCE HOSTING VISITORS (CONT.)

WHERE DO I EXPECT MY VISITORS WILL COME FROM?		
%	How far away?	Communities
	Within 10 miles	
	Within 10-20 miles	
	Within 20-50 miles	
	Within 50-100 miles	
	100 miles +	
Total Individual Visitors/Year: Total Groups Hosted/Year:		

AGRITOURISM CHECKLIST

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>>> SECTION 4: FARM FACILITIES

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Finding the Farm			
Are there road signs at key intersections to direct visitors from main roads to the farm?			
Does my address show up accurately on Google Maps, Apple Maps, and other GPS tools?			
Upon Arrival			
Is there a well placed farm sign?			
Is it easy to find the driveway entrance?			
Is there good visibility to allow visitors to enter and exit safely?			
Is there a logical one-way traffic flow?			
Farm Image			
Is the first impression of an approaching visitor a favorable one?			
Has the farm atmosphere been preserved?			

AGRITOURISM CHECKLIST

>>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Parking			
Is it easy to figure out where to park?			
Is there signage directing visitors to parking areas?			
Are there barriers defining the parking area?			
Is it easy for visitors to park once they find the parking lot?			
Are parking spots marked?			
Is there adequate space to pull in/out?			

Notes:

>>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Condition of Farm Lanes and Parking Lots			
Relatively smooth?			
Free of potholes?			
Free of mud?			
Gravel to keep down dust?			
Paved for ease of walking?			
Landscaping			
Mowed lawn areas			
Nicely landscaped grounds			
Attractive flower beds and containers			
Outdoor Displays			
Are displays blocked from customer view by cars or other objects?			
Is interesting or antique farm equipment used?			

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>>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Outdoor Areas			
Are there places to sit – picnic tables, pavilion, benches?			
Is there a designated children's area?			
Do I have ACT 31 sign(s) that are easily seen by visitors?			
Are there signs with instructions/information?			
Outdoor Hazards			
Are there junk piles?			
Have tripping hazards been eliminated?			
Is farm equipment out of harm's way?			
Are farm chemicals locked up out of site?			
Are fuel tanks, pumps locked up?			
Are manure pits, ponds, etc. fenced?			

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>>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Animal Facilities			
Are pasture/paddocks fenced?			
Are electric fences marked?			
Is there double fencing to keep people away from animals?			
Are manure levels in barns and paddocks under control?			
Are booties or footbaths provided where needed for sanitation and disease prevention?			
People hygiene – is there soap/water, antiseptic hand lotion/wipes?			
Is there signage to instruct people how to behave around animals (what is acceptable and what is not)?			
Is public access to animal paddocks/barns limited for safe management?			

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>>> SECTION 4: FARM FACILITIES (CONT.)

BUILDING FACILITIES	BUILDING 1	BUILDING 2	BUILDING 3
Consider current or potential use of buildings and structures on the farm. Describe each building and its condition.			
Accessibility (e.g., ramps vs. stairs to access)			
Exterior condition			
Is the building nicely painted?			
In generally good repair?			
Is the entrance clearly marked?			
Building interior			
Are doorways wide enough?			
Are floors smooth and level?			
Is the space bright, clean, well lit?			
Have hazards been eliminated?			
Is clutter under control?			

AGRITOURISM CHECKLIST

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>>> SECTION 5: RETAIL FACILITIES

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Layout			
Can customers see over displays?			
Can customers find my checkout area?			
Is my self checkout process easy to understand?			
Are displays positioned for maximum exposure?			
Are impulse items located near checkout?			
Retail Display Equipment			
Are my displays of similar construction/style/vintage?			
Are my displays sturdy, safe, free of nails or splinters?			
Attractive Displays			
Are my displays arranged well, appealing, overflowing, with good use of color?			
Do I offer a variety of sale unit sizes to meet various shopper needs?			

AGRITOURISM CHECKLIST

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>>> SECTION 5: RETAIL FACILITIES (CONT.)

FRIST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Decorations			
Is there a predominant theme? Describe look:			
Is there consistency among decorations? (i.e., all antiques, all farm-related, photos of farm scenes, etc.)			
Are tablecloths, curtains, etc. made of similar fabric, complementary colors?			
Signage			
Is letter type consistent?			
Are the colors consistent?			
Are signs easy to read for accessibility?			
Use of farm logo in signage?			
Variety of signage (check all that apply):			
☐ Product signs			
☐ Info signs			
☐ Price signs			

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>>> SECTION 5: RETAIL FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
Customer Convenience (check all that apply)			
☐ Shopping basket/carts			
☐ Credit cards			
☐ Tasting			
☐ Recipes			
☐ Bathrooms			
☐ Seating areas/eating areas			
☐ Guest books			
☐ Newsletter			
☐ Ordering info			
☐ Information sheet with upcoming events			
☐ Brochure with hours			
☐ Visitor information/nearby attractions			

>>> SECTION 6: INDOOR FACILITIES

CUSTOMER SERVICE/HOSPITALITY	YES	NO	WAYS TO IMPROVE
Personnel			
Appearance is neat and clean. Wearing farm shirts and/or name tags			
Greet customer			
Helpful, courteous, cheerful, professional, enthusiastic			
Well informed about the farm and farm products			
Not overbearing			
Engaging: Ask where are you from, how did you hear about farm, etc.			
Know about other things to do in area; make helpful recommendations; provide directions.			
Services Offered			
LIST ALL THE THINGS VISITORS CAN SEE AT YOUR FARM.			

>>> SECTION 7: PROGRAMS AND OFFERINGS

THINGS VISITORS CAN EXPERIENCE AT MY FARM:

THINGS VISITORS COULD BUY AT MY FARM.

ACTIVITIES AVAILABLE TO VISITORS ANYTIME THEY VISIT:

ACTIVITIES THAT MUST BE PRE-ARRANGED:

>>> SECTION 7: PROGRAMS AND OFFERINGS (CONT.)

Farm tours (if offered)		Yes	No	How to Improve
Are they well planned and delivered?				
Can they be tailored to groups' interests?				
Name of Tour	Time it Takes	Target Audience		
Notes:				

>>> SECTION 7: PROGRAMS AND OFFERINGS (CONT.)

EVENTS/FESTIVALS			
Festival Name	Month Held	Purpose	How many people do you want to attend?

LODGING OFFERINGS		
Type of lodging (e.g., B&B, cabins, lodge, camping)	Numebr of rooms/beds/spaces	Price Range

>>> SECTION 8: NATURAL AREAS INVENTORY

ARE THESE A RESOURCE FOR VISITORS?

Feature	Yes	No	Could be developed
Ponds			
Woods			
Hiking trails			
Scenic views			
Hunting			
Fishing			
X-Country skiing			
Bike trails			

NOTES:

AGRITOURISM CHECKLIST

SECTION 8: NATURAL AREAS INVENTORY (CONT.)

Describe what would be involved in developing these resources.

>>> VISITOR PROFILE WORKSHEET

Use this template to describe your potential/current farm visitors, so that you better understand them and can tailor your marketing and agritourism programs to them. Make copies of this page to identify and profile your various target audiences!

Demographics (age, location, occupation, marital status, kids, income, etc.)	
Interests	
Challenges	
Steps to address challenges	
Travel goals	
Motivations	
Frustrations	
How do they get their information?	
Additional notes and information:	



Guide to Navigating Vermont's Agritourism Regulations

Scan this QR code to access a free tool designed to help both individuals new to agritourism or those interested in expanding their enterprises understand and access information about the permits, laws, licenses, land use regulations and liabilities involved in Vermont agritourism. It also increases accessibility to important information, including what steps farmers and agribusiness owners can take for a successful enterprise.



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DigInVT.com is an online portal and event guide to authentic food & farm experiences in Vermont. DigInVT is a partnership of 10 Vermont food and farm nonprofit organizations who are committed to promoting, preserving and supporting Vermont's working landscape. You can visit the site at www.diginvt.com. For additional authentic Vermont food and farm experiences, visit DigInVT.com and follow @diginvt on Instagram and Facebook.



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