**Agritourism**

**Class activity for Chapter 11**

***Food, Farms and Community***

**Material Requirements: None**

**Time Requirement: 20-30 minutes**

It is common knowledge that it is hard to make a living in agriculture. Producing and selling food is often done on very slim margins, with labor and input costs relatively high and retail prices constrained by customers’ expectations and ability to pay. Agritourism represents a way for some farms to add revenue streams, capitalizing on aspects of their operation that may be valued by local non-farmers and tourists who frequent the area.

For this exercise, break the class into small groups of three to five based on where they come from, and invite each group to select and describe a small farm-based business that might exist in their region. Once they have sketched out the basics of the business, invite them to brainstorm what sorts of agritourism enterprises might emerge from that business to provide an additional revenue stream. Once the group comes up with some possibilities, have them design marketing strategies for those enterprises. What news outlets or other media might they advertise in and what sorts of people are they targeting? Will there be educational components to their agritourism enterprises? How might the agritourism enterprises contribute positively to the farm, and to the local community and the region?

Once students have worked in small groups for 20-30 minutes, bring the class together to discuss the businesses they invented and the marketing strategies they developed. How do the proposed agritourism enterprises differ from region to region? If they differ, how do their marketing strategies compare?