

---

# Agritourism A Strategic Approach

California Association for  
Local Economic Development

Annual Conference 2017

~ Growing Local Economies ~

San Diego

March 21-23, 2017



# About SMG Tourism Consulting

Located in South Lake Tahoe

Specialize in Tourism and Recreation

Marketing strategy, strategic planning, marketing research, tourism economic analysis.

Projects in a variety of areas with an ag tourism component



# Agritourism Defined

Any business conducted by a farmer for the enjoyment or education of the public to promote the products of the farm and to generate additional farm income.

It includes a variety of facilities and activities that are increasingly available in San Diego County, such as agricultural festivals, farm visits, farm tours, demonstration farms, farm stays, wineries, bursary trails, and agricultural museums.

University of California, Davis



# Elements of Agritourism

## Off the Farm/From the Farm Activities

- Farmers markets

Vendor at state and county fairs

Roadside produce stand

Farm to Table restaurant distribution

# Elements of Agritourism

## On Farm Activities

- Corn mazes
- U-Pick operations
- Petting and feeding zoos
- Hay rides
- Demonstration farms
- Agricultural museums
- Living history farms
- On-farm farmers markets
- Winery tours and wine tasting
- Rural bed & breakfasts
- Garden tours

# Why the interest in Agritourism?

## **A need to generate additional farm profit.**

Urban pressure

Generating additional profits helps farmers to maintain the farm land.

## **A need for farm diversification.**

Diversify their sources of income in order to minimize their risk of revenue generated from potentially vulnerable sources.

## **A need to improve utilization of all farm resources.**

Farmers and farms are under constant pressure to improve overall utilization of the farm land asset.

## **A need for distribution channels.**

For many small farms, agritourism represents a critical distribution channel. Often the only profitable channel of distribution is from farm direct visitation and purchase

# Social Trends Impacting Agritourism

## **The Locavore trend.**

This local food movement works to connect food producers (farmers) and food consumers in the same geographic region.

## **National concerns about health and obesity.**

Obesity is a growing global health problem.

## **An overall view of wellness that includes the quality and source of food.**

Wellness has expanded to the source of their food; where it is grown and how it is grown.

## **Demographic shifts that are changing consumer markets.**

This shift includes food consumption habits, as Millennials are more likely to support those food sources that are fresh and organic.

## **A growing support for local farms and businesses.**

There is a growing awareness to support local farms and businesses that tailor their offerings to the local community.



# Tourism Trends Impacting Agritourism

A need to be authentic

A need to promote a range of activities

A need to generate visitation to a destination

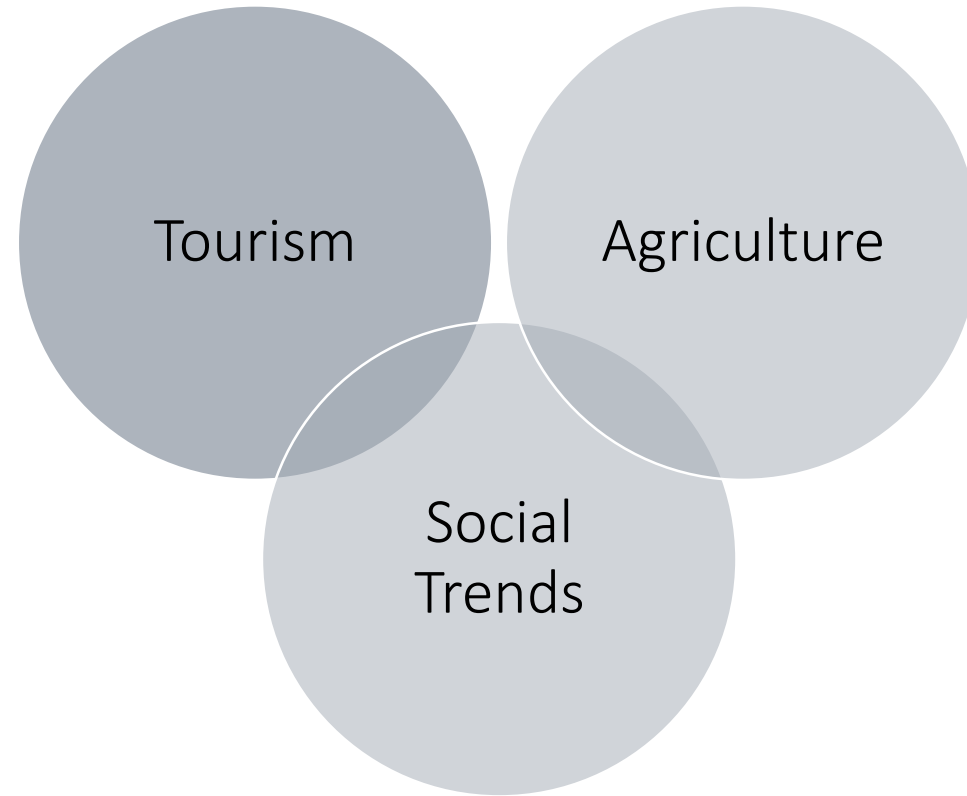
A need to attract an additional segment of interest

To help tell the story of a destination





# The nexus



# Challenges

Farm/community interface

Different Cultures (Ag, Tourism, Government)

Pressure to sell land

Planning department that does not understand agriculture

Adequate resources- Water etc.

Competitive pressure -NAFTA

# Strategic Implications

Provides farms with an additional revenue stream

Provides tourism with an additional reason for people to visit or extend a stay

Helps to maintain community ambiance and quality of life

Looks to generate additional tax revenue





*Ideas and solutions for your competitive world*

*[www.smgonline.net](http://www.smgonline.net)*