

Agritourism

Part 1: Best of Both Worlds



Featuring: Dr. Joy Rumble

Main Ideas

- Agritourism is an effective form of marketing because products are local, and the experiences are nostalgic and educational.
- Demonstrations, workshops, and learning activities are great opportunities for agricultural education.
- Agritourism is for people of all ages.
- Producers should start small with marketing and educational opportunities, and work their way up based on consumer feedback.

Discussion Questions

1. How could demonstrations or educational opportunities increase customer satisfaction?
2. What types of agritourism operations would be enjoyable for all ages?
3. What types of agritourism have you personally experienced? How did that affect your views on the operation and agriculture in general?

Tips from the Speaker

1. Explore what agritourism your community has to offer.
2. Support smaller operations by purchasing food locally.
3. Agritourism is a great opportunity for company growth.

Other Resources

<https://edis.ifas.ufl.edu/entity/topic/agritourism>

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Agritourism

Part 2: Red, White, and U-Pick Farming

Featuring: Jeff Manley



Main Ideas

- Agritourism is an alternative source of income for small farms.
- Agritourism serves as a tool for educating the public on agriculture.
- Many jobs are created through agritourism operations.
- Operations like H&A Farms have increased engagement through customer service, media marketing, and interactive experiences.

Discussion Questions

1. How does agritourism differ from traditional production agriculture?
2. Why are consumers more likely to engage with an operation that offers interactive experiences like tours, u-pick, and workshops?
3. What are some examples of agritourism operations within your community?
4. Why is it important to support local farmers?

Tips from the Speaker

1. Learn about your target audience to better cater to their needs.
2. Operations can be improved through engaging with the public.
3. Customer service goes a long way in the eyes of the consumer.

Other Resources

<https://redwhiteandbluesfarm.com/>
<https://atwoodfamilyfarm.com/>
<https://handafarms.com/>

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