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WHAT WE'LL COVER

1. What's new and hot
 - Agritourism marketing trends and opportunities
2. What may come
 - Anticipated legal challenges for the future
3. How to deal with it
 - Thoughts on managing agritourism risk



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Overall Trend

1. Agritourism 365
 - a. More than fall!
 - b. Events & activities out of season
 - c. Spread Fix Costs & Financial Risk
 - d. More than revenue – Customer Awareness
 - e. Keep crowds down – Intimate experiences
 - f. Keep 'best' staff for all/most of year
2. Authenticity



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Trends We See...

7. Engage with Plants (5 senses)
6. Culinary
5. Private Events & Photography
4. Weddings
3. Porch/Field games
2. Beer, Wine, Spirits
1. Safe Environment

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7. Engage with plants



- High ability to be social distant, but engaged
- Sunflowers
- Lavender
- Hydrangeas
- Growing experiences
- By spring, we will see a new influx of ideas in this area

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6. Culinary



- On-Site Food
- Dinner you do/promote
- Dinner for charity
- Specific, higher value added products
- Cooking classes



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5. Photography



- Birthdays
- Engagements
- Showers
- Animal interactions
- Social Media
- Contracts, farmstead rules, etc.



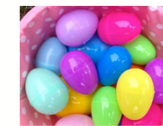
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4. Weddings and Private Events



- Zoning
- Pricing
- Add planning services
- Alcohol!?!?
- Rent items
- Being outside...new opportunities



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3. Porch/Field Games

- Active/Hands On
- Great Additions to Engage guests
- Used to Extend the activity

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2. Beer, Wine, Spirits

- Always cutting edge!
- Adding more value to crops
- Tastings
- Hard Cider

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1. Safe Environment

Workbook
Emergency procedures
and safety information for agritourism
and related outdoor events

With applications to pick your own or large agritourism operations, fairs, festivals and other events as they plan for emergencies, when customers and crowds are present.


Download this workbook to build your plan at
u.osu.edu/agritourismready

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Funding for developing this program was provided by the National Institute of Food & Agriculture.

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- Know the issues
 - Farm
 - Activities
- Write plan, partnership with local partners
- Communicate plans
 - Employees
 - Customers



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Planning Agritourism Activities

Where do we begin?

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How are decisions made?

“It looks fun!”

“It seems to make money for them!”

“I can build that!”

Before planning, everything is exciting!

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Decision Making for New Agritourism Activities

What activities worked for you? For others? How do you decide if it will work for your farm?

Decision making for new agritourism activities at the farm are complex. Many farms adopt new activities based on seeing the activity at another farm or venue. While lots of planning goes into the activity, few farms have a comprehensive process they use in developing new activities. The categories below were developed based on reviews of agritourism farms in Ohio to use in selecting new activities.

Enhances My Farm Brand – The farm's brand is its biggest asset. The brand keeps people returning year after year for activities and events. The brand says who the farm is, how they operate and how they treat customers. Reviewing each new activity as a part of the farm's brand helps ensure continued success. Using the mission statement to guide the discussion and talk about how the activity fits within the brand and specific aspects of the farm.

Fits My Target Market – Teenagers are very different from toddlers. Keeping mom and dad or grandma and grandpa engaged during visits to the farm matters. Discuss how the target market will engage with the activity.

Safety and Insurance Considerations – Begin by researching best practices for the event (if they exist), and think through scenarios of customer use. Review the idea with your insurance company to see what questions or suggestions they might have. Utilize the website safeagritourism.org provides detailed information to plan for new activities and best practices for many common activities on farms in the US. The website includes walkthroughs of activities, safety checklists, and many resources to assist. In addition to using this information for new activities, agritourism farms should utilize this website for reassessing current activities on their farms.

Labor, Expertise and Cost to Build/Install – While farmers love to build things themselves, this is not always the best choice. Some insurance companies require manufacturer's specifications and use requirements. Items such as bridges may fall under county jurisdiction. Make decisions on which parts of the activity can be built versus what should be purchased. Purchasing decisions should pay special attention to quality of products and life expectancy.

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Topics to Guide Discussion

1. **Enhances My Farm Brand**
2. **Fits My Target Market**
3. **Safety and Insurance Considerations**
4. **Labor, Expertise and Cost to Build/Install**
5. **Labor to Operate**
6. **Income or Benefit to the Farm**

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• Combine Slide



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Activity Idea	Enhances my farm brand	Fits my target market	Safety and Insurance considerations	Labor, expertise and \$ to build/install	Labor to operate	Income or benefit to the Farm	Other
Combine Slide	Yes – active, great for small children, Mom and Dad can do it fit	Connects parents/kids	Regular safety checks needed Seasonal maintenance Possible need for rides inspection, buildings plans may be needed.	\$30,000 material and labor to build	1 person per during operation. Labor cost would be \$13/hour of operation	Budget. The farm will net 15,000 \$9,000/year 20,000 \$12,000/year	Dads loves the idea, it's the combine he used in the 80's
							
Financial Risk							

Combine				
Costs				
To Build	30,000	5	6000	\$ 6,000.00
Maintenance/Ins	500		500	\$ 500.00
labor	13	30	10	\$ 3,900.00
				\$10,400.00
Income				
Guests	Price/person	atolment	Income/year	
15000	\$ 12.00	0.05	\$ 9,000.00	
20000	\$ 12.00	0.05	\$ 12,000.00	

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CFAES Agritourism Emergency Preparedness

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Numbers you need

Sheriff _____

Gas provider _____

Elect provider _____

Owner Cell _____

Information to know

Watch vs. Warning _____

Weather alerts for smart phones _____

NOAA weather radio _____

1. Know who makes the call _____

a. When it's a watch we _____

b. When it's a warning we _____

c. We evacuate when _____

2. Storm Shelter Location: _____

Resources to review

Ready.gov/business _____

sba.gov/content/disaster-preparedness _____

NWS Storm Spotter classes; NOAA site _____

Procedures to follow

1. Talk with sheriff or local official about the decision to evacuate or remain in place.

a. Make decision based on this and the plan _____

2. Use siren or speaker system to communicate with guests/employees and give authority.

3. Employees know to respond by:

a. Directing traffic out of farm OR _____

b. Directing guests to the designated shelter area _____

4. Get remaining employees or even guests to safest location.

5. Communicate end of threat or event to all remaining at location.

6. Refer to medical emergencies or other section if necessary.

7. Have EMA designate if you have a building that can be a storm shelter.

Natural Disasters: Storms, Tornadoes, Floods

Scenario
Equipment Failure

A wheel breaks off a wagon during a hayride at the farm. The ride is loaded down with 50 guests and one employee. The tractor drive notices this quickly and stops the ride. The employee on the wagon calls the contact person back at the farm. A replacement wagon shows up within 10 minutes. A plank is placed from one wagon to another and all customers are safely transported back to the farm. All guests on the ride receive a voucher to spend at the farm.

- Was the incident handled appropriately?
- What would you do differently?

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<https://nationalaglawcenter.org/resources/agritourism/>

The National Agricultural Law Center
The Nation's Leading Source of Agricultural and Food Law Research and Information

Publications: Agritourism

Ten Legal Issues for Farm Stay Operators

nationalaglawcenter.org

go.osu.edu/awesomess

u.osu.edu/agritourismready

AGRITOURISM RESOURCES

AGRITOURISMREADY
Agritourism Emergency Preparedness

AGRITOURISMREADY
A One Stop Shop for preparing your emergency management plan

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This work is supported by the National Agricultural Library, Agricultural Research Service, U.S. Department of Agriculture

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