LINKING FOOD, FARMS, & TOURISM in MARYLAND

Ginger S. Myers
Maryland Cooperative Extension
Regional Extension Specialist - Marketing
gsmyers@umd.edu
What is Agritourism?

Merriam Webster Collegiate Dictionary- “Agritourism is the practice of touring agricultural areas to see farms and often participate in farm activities”.

Business:
1. Recreates
2. Educates
3. Facilitates Sales

vs. Agritainment
What Do Farms And Food Have To Do With Tourism?

Vermont:
In 2004, agritourism sales totaled $10.5 million. Some 2,100 farms, or 31% of all farms in Vermont, received income from agritourism. Average income was $5,000 per farm.

Tennessee:
Between 2003 and 2004, there were 3.4 million visitors to agritourism sites.

New Hampshire:
In 2002, families took 520,000 trips to agritourism events spending $26 million.
“Sixty-three million people visit farms every year…

On the average, people visiting farms travel up to 80 miles and spend $45 per visit.”

James Maetzold
USDA, NRCS Specialist
January 2004
Related Tourism Markets

• **Rural Weddings:** Weddings are a $72 BILLION per year business.

• **Adventure Travelers:** One-half of U.S. adults have taken an adventure trip in the past five years.

• **Camping:** Number one outdoor vacation activity in the U.S.

• **Cultural or Historical Tourism:** One in five of all U.S. person trips included a visit to an historical place or museum.
# Related Tourism Markets

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<table>
<thead>
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<tr>
<td><strong>Family Reunions:</strong></td>
<td>The reason for 24% of U. S. Adults (72 million) to travel in the past three years.</td>
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<td><strong>Festival:</strong></td>
<td>Attended by about one-fifth of U.S. adults while on a trip away from home.</td>
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<td><strong>International Travel:</strong></td>
<td>45.5 million visitors to the U.S. in 2001. Top two countries visiting the U.S. were the United Kingdom and Japan.</td>
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* Agritourism Industry Profile, Agricultural Marketing Resource Center, Iowa State University, September 2004.
Tourist like bringing home souvenirs from their travels.

High quality, locally grown or processed products promote regional identity.
## Agritourism Market in New York State

% of Customers Who Are Local to the Business’s Home County or an Adjacent County

<table>
<thead>
<tr>
<th>Activity</th>
<th>% Local</th>
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<tr>
<td>Winery</td>
<td>15%</td>
</tr>
<tr>
<td>Festival</td>
<td>61%</td>
</tr>
<tr>
<td>Farm Tour</td>
<td>78%</td>
</tr>
<tr>
<td>Corn Maze</td>
<td>18%</td>
</tr>
<tr>
<td>Maple Operation</td>
<td>60%</td>
</tr>
<tr>
<td>Farm Stand</td>
<td>61%</td>
</tr>
<tr>
<td>U-Pick</td>
<td>53%</td>
</tr>
<tr>
<td>B &amp; B</td>
<td>8%</td>
</tr>
<tr>
<td>Greenhouse</td>
<td>69%</td>
</tr>
<tr>
<td>Livestock</td>
<td>54%</td>
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<tr>
<td>“Other”</td>
<td>54%</td>
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</table>
Visitor Characteristics

**Type of Group:**
Most visitors went with friends and/or family.

**Size of Group:** Most groups contain 2-4 people.

**Customer Age:**
Largest segments are
- Children under 12: 32.3%
- Adults 20-29: 30.5%
- Adults 40-59: 23.6%
Visitor Preferences

What they enjoyed most:

1. Availability of family activities.
2. Setting and hospitality of the business.
3. Tasting food and/or wine.
4. Picking fresh fruits and vegetables.

Customer Satisfaction - 95%

“Enjoyed their visit very much.”
## Things to Consider When Starting an Agritourism Business

1. Determine your “Attraction”
2. Develop a Marketing Plan
3. Review other issues such as insurance, labor and biosecurity
Liability Insurance for Farm Visitors

When operating an agritourism enterprise, you may well need a business policy as opposed to a farm owners policy.

If you were to offer a particular product for sale to your customers (i.e. jams, pies, fruits or vegetables), you should also consider purchasing a policy that will provide you with product liability coverage.

The best way to be sure you have the proper insurance in place to protect you and your farm is to have an agent come to your farm, walk around with you to inspect it and discuss in detail your farm operations.
What Are Your Farm’s Hazard of Safety Issues

Is the hazard physical (such as uneven paths where someone might trip, where a simple repair may eliminate the risk)?

Is the hazard contact with animals with the potential risk of animal bites, or contact with manure with the potential risk of bacterial infection and illness?

Both of these hazards require you to educate your customers so that they are aware of their personal responsibilities for their own safety.

Educating People to Help Themselves
Future of Agritourism in Maryland?

- Profit Centers
- Regulations and Insurance
- Zoning and Property Taxes
- Advertising, Promotion and Funding
- The Electronic Generation

Educating People to Help Themselves