



Cultivating Farm Experiences

Can Agritourism Add to Your Bottom Line?

Assessing Your Skills and Resources for Agritourism Are You Ready to Host Visitors at Your Farm?

SECTION 1: Personal Assessment

Business Experience:

- I am motivated to take on a new enterprise
- I have managed a business before
- I have a business plan for my current enterprise
- I keep good production and finance records
- I am willing to take risks

Yes	No	Improve

Other Experiences and Qualities:

- I am a good planner/organizer
- I have creative ideas
- I have a high level of energy and enthusiasm
- I enjoy doing new things
- I follow through on what I start
- I enjoy interacting with a variety of people
- I like to show people my farming operation
- I don't mind people wandering around my farm

Other Personal Qualities that Apply to this Venture:

- Business planning
- Art/Design
- Advertising/public relations
- Media experience: writing/website/radio/TV
- Teaching

Crafts (list)

Other skills you have that will come in handy

Time Assessment:

How much free time do you have per week? _____ Hours/week

Time you will devote to this new venture? _____ Hours/week

Family or Friends to Support Development of your New Venture

Are the members of your family or friends supportive of this new venture?

_____ Yes _____ No _____ Not sure (If so, it's time to talk!)

Family Roles & Skills

	Who	Role(s)	Skills/Qualities	Availability (Hrs/week)
1)				
2)				
3)				
4)				

SECTION 2: Experience Hosting Visitors

Visitor Profile:

Description of current visitors (e.g., women's clubs, 40-50 yrs old, income level)

What do you offer them?

Where do current visitors come from?

List communities:

How far are they traveling to visit your farm:

_____ Within 10 miles

_____ 11-20 miles

_____ 21-50 miles

_____ 51-100 miles

_____ 100 miles +

Total Individual Visitors/Year: _____ Total Groups Hosted/Year: _____

Potential Outdoor Hazards:

- Are junk piles removed/eliminated?
- Have tripping hazards been eliminated?
- Is farm equipment safely out of the way?
- Are farm chemicals locked up out of sight?
- Are fuel tanks, pumps locked up?
- Are manure pits fenced?
- Are ponds fenced?
- Are pasture/paddocks fenced?
- Are electric fences marked?

Yes	No	Improve

Livestock facilities:

- Is there double fencing to keep people away from animals?
- Are manure levels in barns and paddocks under control?
- Booties or footbaths provided for sanitation/disease prevention?
- Is there soap/water, antiseptic hand lotion/wipes for visitors?
- Signage to instruct people how to behave around animals?
- Is public access to animal paddocks/barns limited?

Buildings:

Describe the current use or potential use for each building. Describe each building and its condition:

Building 1

Building 2

Building 3

Disability access?

Exterior nicely painted, in good repair?

Building interior:

- Entrance clearly marked?
- Doorway wide enough (double door) for easy access?
- Floors are smooth, level?
- Bright, clean, well lit?
- Hazards eliminated?
- Clutter under control/out of view?

Yes	No	Improve

SECTION 4: Retail Facilities

Layout

- Can customers see over displays?
- Can customers find the checkout?
- Are displays positioned for maximum exposure?
- Do high demand items draw people into the store?
- Are impulse items located near checkout?

Retail Display Equipment

- Similar construction/style/vintage
- Sturdy, safe, free of nails or splinters

Attractive Displays

- Arranged well, appealing, good use of contrast and color
- Variety of sale unit sizes to meet shopper needs
- Nice packaging
- Only high quality products on display (well maintained)
- Displays changed periodically/seasonally

Decorations

- Is there a predominant theme? Describe look:

- Is there consistency among decorations? (i.e., all antiques, all farm related, photos of farm scenes, etc.)

- Tablecloths, curtains, etc. made of complementary colors?

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Signage

- Is letter type consistent?
- Are the colors consistent?
- Use of farm logo in signage?
- Variety of signage (check all that apply):
- _____ Info signs
- _____ Product signs
- _____ Price signs

Yes	No	Improve

Customer Convenience (check all that apply)

- _____ Shopping basket/carts
- _____ Credit cards
- _____ Tasting
- _____ Recipes
- _____ Bathrooms
- _____ Seating areas
- _____ Guest books
- _____ Newsletter
- _____ Ordering info
- _____ Brochure with hours
- _____ Visitor information/nearby attractions

SECTION 5: Customer Service

Personnel

- Appearance is neat and clean. Wearing farm shirts/name tags?
- Greet customer?
- Helpful, courteous, cheerful, professional, enthusiastic
(but not overbearing)
- Well informed about the farm and farm products/services?
- Conversational: Ask where are you from, how you heard
about farm, etc.
- Know about things to do in area; provide suggestions/directions

Yes	No	Improve

Services Offered

List all the things visitors can/will be able to see at your farm.

List all the things visitors can/ will be able to do at your farm.

List all the things visitors could buy at your farm.

Activities available to visitors ANYTIME they visit:

- 1
- 2
- 3
- 4
- 5

Activities that must be PRE-ARRANGED:

- 1
- 2
- 3
- 4
- 5

Tours Offered

- Are they well planned and delivered?
- Can they be tailored to groups' interests?
- What is the name of the tour (s) offered?
- How long does each tour take?
- Who is the target audience?

Yes	No	Needs Improvement

Events/Festivals

- Festival Name?
- Timeframe?
- Purpose?
- How many people do you want to attend?

Lodging Offered

- Type of Lodging (e.g., B&B, cabins, lodge, camping)
- Number of rooms/beds/spaces
- Price Range

Services Offered

___ Meals:

___ Breakfast ___ Lunch ___ Dinner

___ Farm tour

___ Hands-on farm experiences.

Describe:

SECTION 6: Natural Areas Inventory

Are these a resource for visitors?

	Yes	No	Could be developed
Ponds			
Woods			
Hiking trails			
Scenic views			
Hunting			
Fishing			
X-Country skiing			
Bike trails			

Describe what would be involved in developing these resources.

Resource Improvements

- 1)
- 2)
- 3)
- 4)
- 5)

Other resources to explore:

*Adapted from: **Getting Started in Agritourism**, Monika Roth and Jim Ochterski, Cornell Cooperative Extension*