

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?

Yes

No

Improve

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		
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/we	ek)
1)	
2)	
2)	
2)	
3)	
4)	
SECTION 2: Experience Hosting Visitors	
Visitor Profile:	
Description of current visitors (e.g., women's clubs, 40-50 yrs old, income leve	<u>.</u> [)
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 +	

SECTION 3: Farm Facilities

First Impressions:

	Yes	No	Improve
Road signs at key intersections direct visitors to the farm?			
Is there a well placed farm sign at the property?			
Is it easy to find the driveway entrance?			
Is there good visibility to enter and exit safely?			
Is there a logical one-way traffic flow?			
Favorable first impression upon approaching the farm?			
Has the farm atmosphere been preserved?			
Is it easy to figure out where to park?			
Is there signage directing you to parking areas?			
Are there barriers defining the parking area?			
Is it easy to park once you find the parking area?			
Are parking spaces marked?			
Is there adequate space to pull in/out?			
Condition of Farm Lanes and Parking Lots:			
Relatively smooth?			
Free of potholes?			
Free of mud?			
Gravel to keep down dust?			
Paved for ease of walking?			
Mowed lawn areas?			
Nicely landscaped grounds?			
Attractive flower beds and containers?			
Are displays visible, not blocked, from view by cars or other objects?			
Is interesting or antique farm equipment used?			
Are there places to sit – picnic tables/pavilion/benches?			
Is there a designated children's area?			

Are there signs with instructions/information?

Potential Outdoor Hazards:

	Yes	No	Improve
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?			
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. Descri	be		
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? 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?		Yes	No	Improve
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Signage	Yes	No	Improve
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			
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			
	Yes	No	Improve
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			

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?

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

		Needs
		Improve-
Yes	No	ment

Services Offered			
Meals:			
Breakfast	Lunch	Dinner	
Farm tour			
Hands-on farm expe	eriences.		
Describe:			
SECTION 6: Natural Areas	· ·		
Are these a resource for v	isitors?		
			Could be
	Yes	No	developed
Ponds			
Woods			
Hiking trails			
Scenic views			
Hunting			
Fishing			
X-Country skiing			
Bike trails			
Describe what would be i	nvolved in	developin	g these reso
Resource Improvements			
1)			
2)			
3)			
4)			
5)			

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

Other resources to explore: