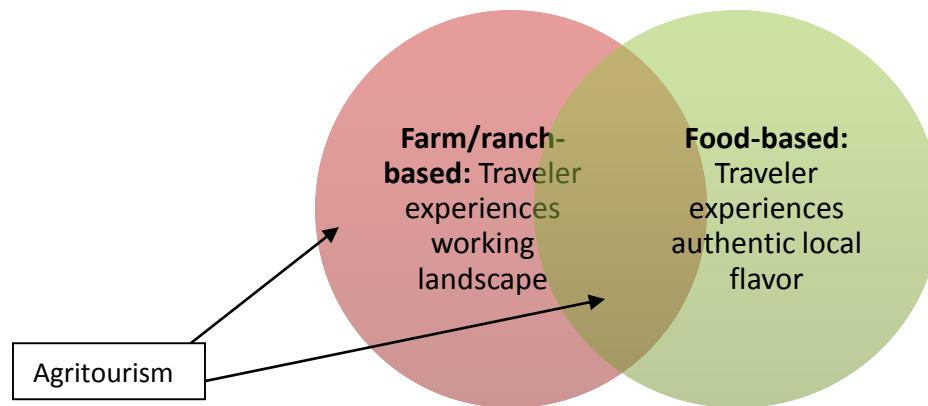


## Oregon Agritourism Working Group March-June 2014

### Initial Goal and Strategy Recommendations 7.6.2014

#### Working Definition

Agritourism is a collection of visitor attractions based on experiencing the working landscape (farms and ranches) and experiencing authentic local flavors through food (and drink). All farm and ranch based traveler experiences are agritourism by definition. As shown in the simple overlapping diagram below, activities related to culinary (food-based) tourism are often also agritourism (farm/ranch based). Some culinary tourism experiences (for example, VooDoo donuts!), are however totally distinct from agritourism. And agritourism is not always about food: it includes things like horseback riding on private ranches, farmstays, and events such as a Tulip Festival.



To date, we have grouped culinary tourism and agritourism together for future planning because the State of Oregon already has an established reputation and marketing campaign for culinary tourism that can be an asset for agritourism development. Furthermore, because culinary tourism reaches more visitors by virtue of its strong presence in urban areas, tying it with traditional agritourism encourages more visitors to explore the whole state. However, many working group participants advocate for a narrower definition of agritourism that specifies direct interaction with the producer as an essential characteristic of the visitor experience when the food-based activity takes place away from a working farm or ranch.

## Vision for 2025

As a result of expanded agritourism development in Oregon, the state is recognized as a world-class destination for interesting, educational, fun and life-changing food and farm-based experiences. Visitors find diverse, accessible and high quality opportunities to experience excellent food and bountiful landscape throughout the whole state. While agriculture remains the primary function of farms and ranches, exposure to visitors through agritourism enhances these operations.

It is easy for Oregon visitors to explore, dine and experience life on a farm, and to connect agritourism experiences with other nearby visitor experiences, as a result of clear wayfinding and coordinated regional marketing. With a robust network of well-managed, uniquely Oregon overnight lodging options on farms and ranches, visitors can explore even the most remote areas. Through these experiences, they gain an authentic glimpse of the state's beauty, heritage, flavors, cultures, stories, values and people. Once home, they retain personal connections with Oregon through sustained friendships and product purchases. Their connections and memories of their trip are so happy that they act as "evangelists" who enthusiastically promote the state.

As a result of expanded agritourism development, the state's diverse working landscapes continue to be a valued source of economic vitality, bolstered by visitor spending. Family owned and operated farms prevail and prosper, and younger generations are able to continue to work the land. The regulatory environment has evolved to reflect the value of well-planned agritourism as an important strategy for sustaining the working landscape and stewardship values reflected in Oregon's land use codes. Thus, innovative farm, ranch, and food entrepreneurs are well-supported in developing high quality products and services for visitors, which generate vital supplemental income to sustain their operations. Neighbors, including neighboring farms, as well as host communities support and benefit from this activity because it is truly compatible.

The success of agritourism brings increased prosperity to Oregon communities large and small. Downtowns are revitalized as a result of increased visitor spending, as well as increased local purchasing by residents who have a renewed sense of pride and support for local producers. There are diverse new opportunities for tourism entrepreneur and job creation. The increased focus on quality food builds strong regional food systems, ensuring that in this bountiful landscape, communities are resilient and prosperous.

## Goals and Strategies

	Five Year Goals (2019)	Success measure	Possible strategies
A	<b>POLICY:</b> The regulatory framework for agritourism (state and local) is clear and improved, so that agritourism businesses compatible with the intent of land use law and public health regulations are able to operate efficiently.	X percentage of agritourism stakeholders believe regulatory framework is simpler, clear, efficient; Other measure as well	<ul style="list-style-type: none"> <li>• Create a database of proponents/ stakeholders</li> <li>• Prioritize and draft legislative concepts to be advanced by diverse agritourism and agriculture proponents</li> <li>• Increase knowledge among community leaders and elected officials about opportunities and specific barriers to agritourism in their regions.</li> </ul>
B	<b>INDUSTRY DRIVEN NETWORK:</b> Agritourism businesses are well-networked with each other to produce, promote, learn and pursue supporting policies.	Specific industry-led initiatives/projects to develop agritourism are in place and are generating tangible revenue for participating businesses	<ul style="list-style-type: none"> <li>• Explore level of interest in an industry-led association, including connecting with existing regional efforts and product-specific organizations.</li> <li>• Identify/engage key commissions, guilds, associations</li> <li>• Develop a sustainable funding strategy</li> </ul>
C	<b>MARKETING:</b> Oregon has implemented a strategic agritourism marketing plan that is appropriately connected with culinary tourism marketing.	Oregon agritourism has increased market visibility (needs a measure)	<ul style="list-style-type: none"> <li>• Establish baseline metrics of Oregon's agritourism product (inventory and more)</li> <li>• More tbd</li> </ul>
D.	<b>AUTHENTICITY:</b> Based on a clear definition of agritourism (including crossover with culinary tourism), locals and visitors can connect with agritourism products and services that have been vetted for authenticity and quality.	Clear definition of agritourism; X% increase in number of producers who are certified/branded through existing or new standards.	<ul style="list-style-type: none"> <li>• Inventory existing certification/branding for agritourism related products and services, and evaluate need for statewide umbrella brand.</li> <li>• If feasible, develop a uniquely Oregon definition/brand of agricultural tourism that reflects diversity of products and experiences.</li> </ul>
E	<b>EDUCATION:</b> Young people have a close and knowledgeable connection with the state's agricultural sector as a part of Oregon's history, culture, health and economic vitality.	Work with ODA to coordinate with its metrics on impact of school based agricultural education.	<ul style="list-style-type: none"> <li>• Engage farmers/ranchers in outreach and training, including peer learning, about how to create interactive visitor experiences and engage with young visitors. Develop accompanying resource guide.</li> <li>• Coordinate with existing youth/farm education programs, including through OSU-4H and ODA, to integrate agricultural education in schools.</li> <li>• Develop sustainable funding strategy.</li> </ul>
F	<b>ECONOMIC IMPACT:</b> Agritourism tangibly contributes to vitality of Oregon agriculture and communities	Baseline and goal measures identified for each pilot community	<ul style="list-style-type: none"> <li>• Select pilot communities already working on agritourism</li> <li>• Develop local strategies for increasing agritourism in partnership with existing agritourism businesses</li> <li>• Document lessons for other communities.</li> <li>• Develop support materials for new communities e.g. Farmer/rancher guide to agritourism</li> </ul>

## Participants

Mike Brandt, Yamhill County Planning Director	Stephanie Page, Oregon Department of Agriculture
Shannon Brubaker, Oregon Department of Agriculture	David Perry, Zenger Farms
Jeanne Carver, Imperial Stock Ranch	Erika Polmar, Plate and Pitchfork
Danielle Cowan, Clackamas County Planning Director	Robert Reid, Reid on Travel
Bill Cross, Farming lobbyist	Craig Smith, Rural Development Initiatives
Melissa Fery, OSU Extension Service Small Farms Program	John Stehlik, Mt. Hood Winery/Hood River Fruit Loop
Ann Forsthoefel, James Beard Public Market	Mary Stern, Yamhill County Commissioner and Association of Oregon Counties
Allison George, Washington County Visitor Association	Mary Stewart, MARStewart Group, Clackamas County agritourism
Thomas Hogue, OR Dept of Land Conservation and Development	Carol Tannenbaum, McKenzie River Lavender Farms
Jeff Horning, Agri Business Council of Oregon	Maurizio Valerio, Rural Development Initiatives
Barb Iverson, Wooden Shoe Tulip Farm; Farm Bureau Officer	Blake Van Roekel, Get Dirty Farm Tours
Scottie Jones, Leaping Lambs Farms/Farm Stay US	Kieron Weidner, Independent Oregon based guide
Marilyn Kosel, Wayward Winds Lavender Farm and Oregon Lavender Association	Amanda Welker, Oregon Dept of Agriculture
Sally McAlleer, Travel Lane County	Kara Anglin Wilson, Wilson Ranches B&B
Susie Miles, Imperial River Company	Erik Wolf, World Food Travel Association
Sara Miller, Northeast Oregon Economic Development District	Diane Wolfe, SAGE Center, Boardman

## Travel Oregon staff, key contractors

Scott West, Chief Strategy Officer	Greg Eckhart, Manager, Global Sales
Kristin Dahl, Director, Destination Development	Teresa O'Neil, Vice President, Global Sales
Harry Dalgaard, Destination Development Specialist	Kevin Wright, Vice President, Global Marketing
Nastassja Pace, Destination Development Specialist	Cheryl Stryker-Whyte, Executive Assistant
Holly Macfee, Vice President, Brand Strategy, Global Marketing	David Blair, Travel Oregon consultant
Lisa Iteel, Global Sales, Manager	Linda Andrews, Destination Development, Coordinator
Mo Sherifdeen, Director, Global Integrated Marketing	Kathi Jaworski, Write to Know consulting (facilitator)

In terms of next steps, working group participants recommend refining the list of all key interests to be represented (including guilds, associations and commissions), and asking existing working group members to identify people in their networks that fit the desired mix, who they might recommend and help to engage for the next phase of work.