



OREGON AGRITOURISM NETWORK February Network Meeting

February 19th, 2015

Industry.TravelOregon.com/agritourism



WELCOME!

Let's share a bit of history of how we've got here...

Oregon Agritourism Development 10-Year Vision

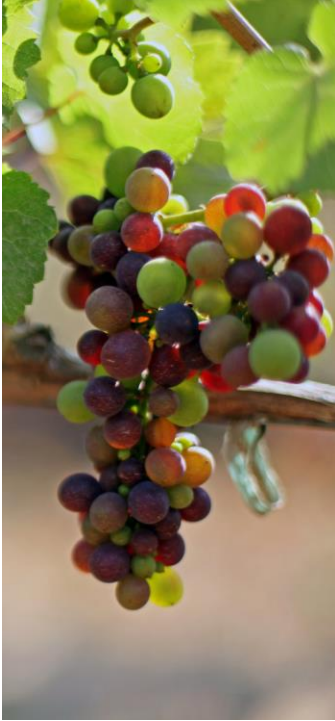


- Oregon is recognized as a world-class destination for interesting, educational, fun and life-changing food and farm-based experiences.
- Visitors find diverse, accessible and high quality opportunities to experience excellent food and bountiful landscape throughout the whole state.
- Easy for Oregon visitors to explore, dine and experience life on a farm, and to connect agritourism experiences with other nearby visitor experiences.
- While agriculture remains the primary function of farms and ranches, exposure to visitors through agritourism enhances these operations.
- The success of agritourism brings increased prosperity to Oregon communities.

Group Norms

- **Be open:** open your mind, ears and heart
- **Be comfortable:** move around and use facilities as needed
- **Be respectful:** courteously listen and share differing opinions
- **Mix it up!** Sit with new people often, talk about new things
- **Be prepared:** follow up between sessions . . . take action
- **Be prompt:** sessions and breaks will start and end on time





AGENDA

- I. Welcome and Introductions
- II. Agritourism 101 & Industry Overview
- III. Agritourism Success Stories
- IV. Industry and Action Team Updates
(20 minute break)
- V. Statewide Ag & Food Systems Impact
- VI. Navigating Agritourism Policies
- VII. Group Discussions and Next Steps

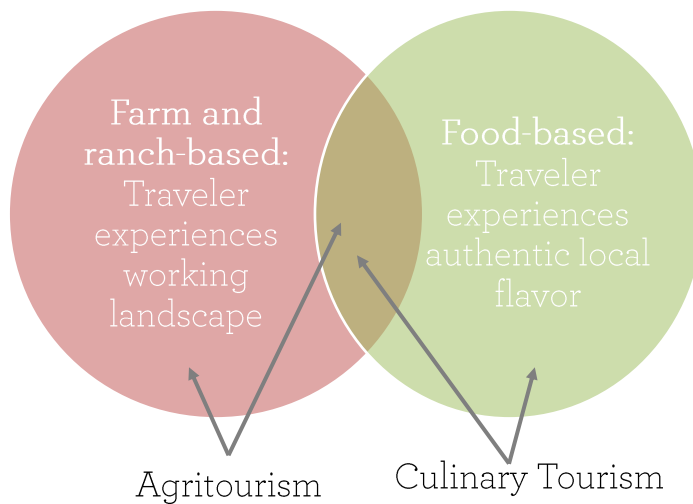
TABLE INTRODUCTIONS

1. Name and affiliation
2. What is your connection to agritourism?
3. What is one project you're working on right now that you're excited about?





What are we talking about?



What is agritourism?

“the act of visiting a working farm or ranch or any agricultural, horticultural or agribusiness operation for enjoyment, education, or participation in the activities of the farm or operation”

Also (and importantly): connecting your farming operation and ‘products’ to a tourism operation or related regional retail outlet.



Why is Marketing my Agritourism Business Important?

- Maximizing profitability on the farm, ranch or agritourism operation
- Keep the family business and employ family members
- Enhance service to current visitors
- Great way to engage new customers
- Opportunity to educate the public about agriculture
- Reconnect travelers and locals to their food, land and rural life
- Preserve farmland in Oregon
- Maintain vital, thriving rural communities

What do you offer?

- Experiences
 - Connection to nature / rural / outdoors
 - Romantic / Healthy / Quiet / Adventure
 - Educational / Learning
- Goods
 - Food (local and retail)
 - Specialty products
 - Crafts, artifacts, and art



What is the Traveler seeking?

- Authenticity
- Variety
- Stories and connection
- Active learning
- Animals
- Something to bring home
- Fun

Societal Shifts

- Values:
 - Environmental concerns
 - Focus on health and sourcing
 - Experience-based activities
- Consumer Awareness:
 - Demand for organics
 - GMO debate
 - Slow Food movement
 - Sourcing - contamination, labelling, food costs



Culinary Product Mix

	Physical Destination	Regional Destination
Experience	<ul style="list-style-type: none"> •Restaurant, Brewery, Winery, Distillery offerings •Restaurant Events •Culinary Schools and Classes 	<ul style="list-style-type: none"> •Culinary Festivals •Special Events •Regional food /cuisine •Food and wine trails •Gourmet treks
Goods	<ul style="list-style-type: none"> •Value-added products •Branded products •Subscription food boxes 	<ul style="list-style-type: none"> •Regional retail branding •Specialty outlets •Food baskets

Agritourism Product Mix

	Farm Destination	Regional Destination
Experience	<ul style="list-style-type: none"> •Farmstay / B&B / Spa •Farm Events (tulips) •U-pick/ harvest •Working farm holidays •Farm / Ranch education 	<ul style="list-style-type: none"> •Festivals / Events •Regional food /cuisine •Food and wine trails •Gourmet treks
Goods	<ul style="list-style-type: none"> •Wines and oils •Organic / fresh foods •Arts and crafts •Roadside stalls 	<ul style="list-style-type: none"> •Farmers markets •Regional retail branding •Specialty outlets •Food baskets

“Selling” Culinary & Agritourism Product

Agritourism

- Farm based destination
 - ‘Value-add’ occurs on farm
 - Experience and goods only available ‘on-site’
- Regional / community destination
 - ‘Value-add’ occurs in regional context – somewhere in region or associated with region.
 - Experience and goods available in off-farm locations; but strongly connected to rural / agricultural context – generally only available within the specific region.

Culinary

- Brick & Mortar Destination
 - ‘Value-add’ occurs within restaurant or other food service location
 - Experience and goods only available ‘on-site’
- Regional / community destination
 - ‘Value-add’ occurs through collaborative events offered throughout the region such as a Farm-to-Fork dinner or themed festival
 - Products may be served or offered across region and may not have strong connection to original producer



Market Trends

From limited data, we know:

- 60% of American leisure travelers are interested in taking a trip to engage in culinary activities within the next 12 months (According to TIA of America)
- **Nationally**, nearly a third of travelers specifically pick vacation destinations based on food and drink-related activities
- **Oregon** - More than half (55%) of visitors during 2008-2010 (55%) participated in at least one culinary activity. Much higher than national average of 17% only 2 years earlier
- **Colorado** - Nearly 75% of Colorado visitors include an agricultural, food, or heritage activity on trip; Of those, a third are specifically coming for agritourism.

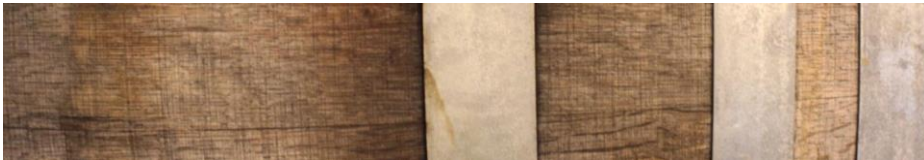
Visitor Characteristics

Agritourism

- Families
- Few with teenagers
- Moderate income
- Highly educated
- More day trippers

Culinary Tourism

- Similar profile to outdoor recreation market
- DINKS and SINKS
- Age 35-64
- Higher than average income and education
- Like heritage travelers, more likely to try many activities



Travelers are more likely to be attracted by a **package** of tourism opportunities than travelling for a single culinary or agritourism experience

Catalysts for Increasing Economic Value

- Local farm tours to connect farms with each other and chefs/restaurants
- Self-guided tours and trails
- Packaged itineraries and experiences
- Technical assistance to farmers and food entrepreneurs
- Distinctive, meaningful branding
- Producer initiatives supported by community



The Visitor Experience Requires More Than Just Your Destinations...

- Signage and wayfinding
- Interpretation
- Marketing and communications
- Business services
- Routes and itineraries
- Public facilities and infrastructure

A reality check....

Culinary & Agritourism ventures can be both **successful** and **rewarding** BUT there tend to be more failures than successes in these industries.

Why?

- Survival motivation
- Navigating policy and regulation issues
- Lack of required skills
- Difficult to scale and find adequate capital
- Poor understanding of sophisticated market
- Lack of coherent strategy and cohesion



**“Call ahead - and
reserve well in
advance.
Demand for
agritourism
exceeds supply.”**

“The Best Farm to Table Restaurants
in the Pacific Northwest”
Conde Nast Traveler magazine,
March 2013

Photo Credit: Conde Nast Traveler
Kiyokawa Orchards - Parkdale, OR



ACTION TEAM UPDATES

- Product Development
 - Handbook for Agritourism Operators
 - Kathi Jaworski
- Marketing
 - Toolkit for Marketing Agritourism Businesses
 - Katy Clair
- Policy
 - Policy Inventory and Language Clarification
 - Erika Polmar





Kathi Jaworski, Write to Know Consulting
Springfield, Oregon



Successful Agritourism Operators



Tom and Sue Hunton, Camas County Mill

Travel Oregon Forever Fund Grantee for Schoolhouse Project
Junction City, Oregon



John Eveland, Gathering Together Farms

Philomath, Oregon





Katy Clair, Travel Oregon
Marketing Toolkit Project Lead



Erick Garman, Oregon Department of Agriculture
Agritourism Certification Project Lead





Break!



Rural Economic Drivers



Sharon Thornberry, Oregon Food Bank
Rural Grocery Stores and Farmer's Markets



Agritourism Policy



Erika Polmar, Plate & Pitchfork
Policy Action Team Leader



Deciphering Agritourism Policy by County

**Things to remember:**

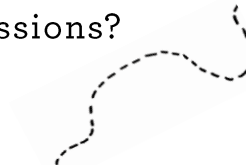
- Talk to your county planners.
- Plan & budget for both time and resources to navigate the permitting process.
- Share your challenges & successes with the Policy Action Team - the more we know the more we can focus our efforts.





ACTION TEAM WORKING GROUPS

- Marketing: Toolkit
- Product Development: Agritourism Handbook
- Policy: Inventory and Language
- Other discussions?



Action Team Report Out

(Be prepared to report out
for 2 minutes at 4:40)

- What key points did you discuss?
- What are your next steps as a group or individually after this meeting?
- Do you need any input from the full group?
- When is your next meeting?



Next Steps

1. What agenda topics and presentations would be most helpful for future meetings?
2. What could you take from today and implement soon?
3. Next Meetings:
Wednesday, April 20th – SAGE Center, Boardman
Thursday, November 10th – TFFF, Roseburg



