



Assessment: Do You Have Time?

Time is one of the major limitations for agritourism entrepreneurs. The following table will help you assess whether and when you'll have time available to add the responsibilities of planning for and accommodating visitors on top of what you're already doing. If you find that you're stretched too thin, you don't have to give up on your idea: You can strategize on how to fill the gap with other family members, partners or employees.

Instructions: List your current farm/ranch operations or tasks, and mark the "month" column for each month when the operation requires labor. Include time spent in all aspects of the task, including preparation, implementation and follow-up activities. Then, following the same process, add proposed agritourism activities, with their labor and timing requirements. Now take a look: Do you have the time and labor resources to manage and operate your existing farm/ranch enterprise, take care of personal obligations, and conduct agritourism activities effectively?

Task Schedule	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Current tasks												
Proposed agritourism tasks												

Table from: Agritourism in Focus: A Guide for Tennessee Farmers, University of Tennessee Extension (used with permission), as adapted from A Primer for Selecting New Enterprises for Your Farm, University of Kentucky, 2000.

