

Questions Planners may anticipate regarding the Agritourism Industry's Farm Direct Sales and other Farm-Based Activities

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Agritourism is becoming an increasingly important industry in the U.S. and throughout the world as people seek authentic, farm-based products and experiences. As the industry gains momentum, planners will probably experience a mounting number of inquiries from farms and farm-related businesses wishing to add or expand agritourism in their business mix.

A Tool for Planners

To help planners prepare for agritourism related inquiries, this publication provides information about farm-based activities that have been identified, through research, as those most commonly practiced in the U.S.

The publication's perspective includes activities practiced in Oregon and beyond Oregon's borders. The broad view reflects the ongoing entrepreneurial effort of farm operators as well as government economic development and tourism professionals as they seek ideas from global sources to help improve business profitability and sustainability.

Agritourism Activities are Organized for Clarity

Figure 1. illustrates conceptual framework that incorporates core and peripheral tiers, as well as five categories of activities:

- direct sales
- education
- hospitality
- outdoor recreation
- entertainment

Agritourism activities fit within at least one of the five categories and may span multiple categories. This framework is not intended to be the final word. Rather, it is meant to stimulate and simplify conversations between planners, government officials and agritourism farm operators.

Core and Peripheral Tiers of Activities

Core activities take place on farms, are deeply connected to agriculture, and are generally accepted as agritourism in the U.S. In contrast, peripheral activities may not be considered agritourism by some because they take place off the farm or are not deeply connected to agriculture.

Why this Organizational Effort Makes a Difference

A universal understanding of agritourism is needed for clear communication, reliable and consistent measurement, informed policies, and programs that support farms and their communities.

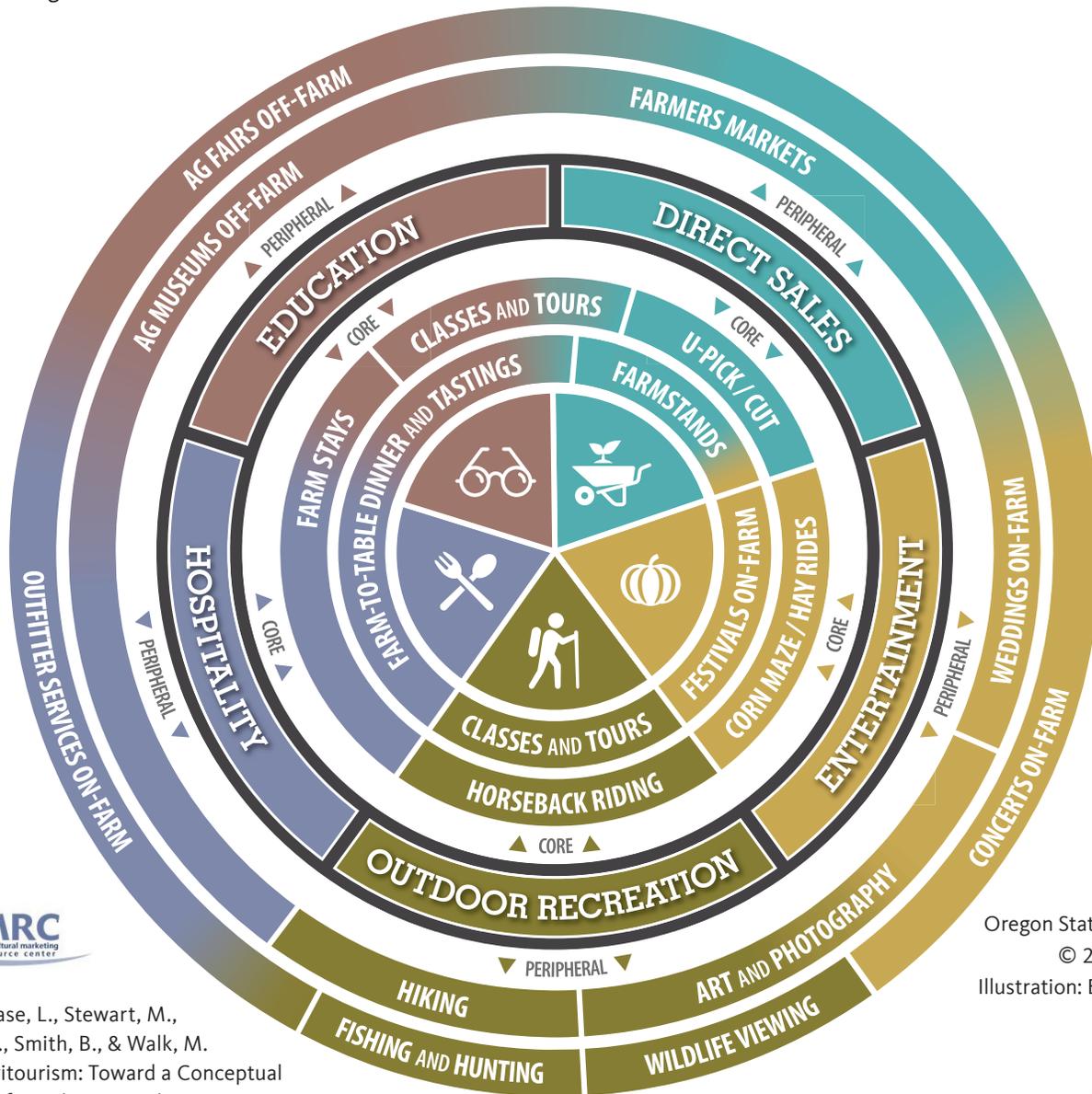


Farm direct sales is the most common type of agritourism activity in Oregon. Photo: Lynn Ketchum



Figure 1. Conceptual Framework of Agritourism Activities in the U.S.

This conceptual framework incorporates core and peripheral tiers of farm-based activities, as well as five categories of activities, including direct sales, education, hospitality, outdoor recreation, and entertainment. Agritourism activities fit within at least one of the five main categories and may span multiple categories. Core activities include direct farm sales of products and experiences, that take place on farms, are deeply connected to agriculture, and are generally accepted as agritourism in the U.S. In contrast, peripheral activities may not be considered agritourism because they take place off the farm or are not deeply connected to agriculture.



Source: Chase, L., Stewart, M., Schilling, B., Smith, B., & Walk, M. (2018). Agritourism: Toward a Conceptual Framework for Industry Analysis. *Journal of Agriculture, Food Systems, and Community Development*, 8(1), 13-19. <https://doi.org/10.5304/jafscd.2018.081.016>

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