

Extension Training to Support Agritourism Development in the Northeast



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PROJECT LEADERSHIP

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PURPOSE OF TRAINING

- **Project Purpose:** Provide resources to Extension and other agricultural educators who are assisting Northeast farmers with the development of agritourism enterprises
- **Why?**
 - A growing number of farms in the U.S. are developing agritourism enterprises
 - For many farmers, agritourism is a new business model necessitating a shift from a production/product-centric business to focus on service and hospitality
- **Key areas of training need based on farmer survey and stakeholder outreach:**
 - Marketing
 - Budgeting
 - Visitor safety
 - Risk and liability management

PROJECT REGION

- In-person training workshops in:
 - New Jersey
 - Vermont
 - New York
 - Delaware
 - Maine
- Electronic availability and distribution of training materials nationally



PROJECT PERFORMANCE TARGETS

- **120 Northeast agricultural educators will be trained through in-person and online training forums**
- **30 agricultural educators will use training to develop and deliver agritourism outreach programs to clientele**
- **200 farmers will adopt or revise marketing and risk management strategies to improve the performance of their agritourism operations**

ELEMENTS OF TRAINING PROGRAM

- In-person training workshops
- Webinars and recorded training sessions
- Farm tours
- Online resources
 - Training modules and videos
 - Fact sheets
 - Enterprise budgeting calculator
- Program evaluation

OVERVIEW OF TODAY'S PROGRAM

Topics

- Introduction to Agritourism
- Marketing Agritourism While Providing Quality Customer Service
- Financial Management: Budgeting & Pricing for Agritourism
- Managing the Safety Risks of Agritourism Farms
- Agritourism Liability
- Selected Agritourism Resources

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