

British Columbia AgriTourism Alliance

Growing an Industry Where Agriculture and Tourism Meet

The BCATA Story

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Increasing numbers of visitors to BC want **nostalgic, rural experiences** incorporated into their vacationing.

AgriTourism is an emerging tourism sector with **huge potential** for development in British Columbia.



AgriTourism offers

agricultural products and settings

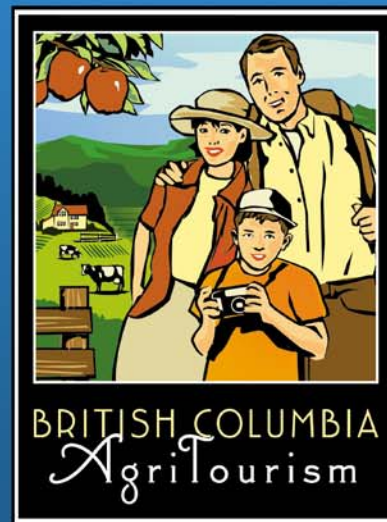
within a tourism experience

and includes:

- Farms, wineries, ranches, and gardens
- Hayrides and barn dances
- Farm stays
- Culinary experiences
- Fairs and festivals
- Tours and education
- Recreation
- Markets and U-pick



The **British Columbia AgriTourism Alliance** was formed in 2002 to facilitate the development of an **inclusive** and **viable** provincial AgriTourism sector.



Our vision is a **self-sustaining**, vital agri-tourism industry built on the **bounty, values** and **character** of British Columbia's **rural life**.



Goals

BCATA facilitates and supports:

- Strategic partnerships
- Quality standards
- Market and product development
- Education and awareness initiatives
which strengthen AgriTourism in BC

The BCATA Strategic Plan (2002) identified development of an **agritourism code of standards** as one of its four major goals.

“Develop a quality standards system to guide agritourism operators to attain recognized quality product/service standards, thereby providing a measure of quality control and recognition for the industry”

Quality Assurance Program

Why have a Code of Standards?

- Increase the quality of agritourism products and services
- Improve consumer safety and health at agritourism businesses
- Enhance BC's reputation for agritourism experiences
- Showcase British Columbia as a leading agritourism destination

Quality Standards Project

BCATA Quality Standards Project: Report on the Pilot Inspections



Prepared by Alison Howell, MRM

September 23, 2004

BCATA Quality Assurance Program



Application for Accreditation

British Columbia Agritourism Alliance



Inspector Training Manual
October 27, 2004

BRITISH COLUMBIA
AGRITOURISM ALLIANCE

Agritourism Insurance Program



Developed in Partnership
with Capri Insurance



Growing an
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Quality Assurance Program: Required Standards

1. All necessary permits and licences
2. Food Safe / Serving It Right certificates
3. Business hours posted and adhered to
4. Adequate insurance, including liability
5. Marketing information accurate and current
6. Clean toilet facilities / handwashing
7. Handwashing stations (petting farms) / signage
8. Guest areas well maintained and free of hazards

Quality Assurance Program: Recommended

Hospitality and Customer Service

- Customers are greeted and welcomed in a friendly manner
- Staff knowledgeable and able to answer questions from customers
- On-the job staff training, including customer service training



Quality Assurance Program: Benefits



- Access to AgriTourism Insurance Program (Capri Insurance)
- Highway sign
- Access to BC AgriTourism Marketing opportunities
- Use of BC AgriTourism accreditation logo

Agritourism Insurance Program



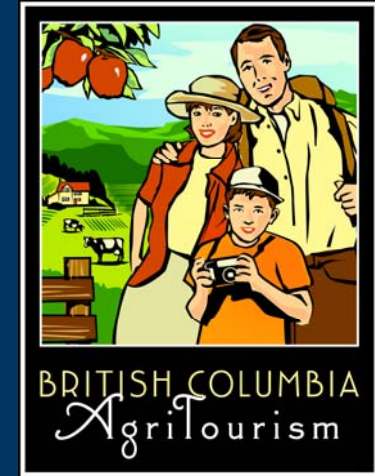
- Many agritourism activities do not have an established track-record for risk management. Because of the uncertainty with these activities, insurance providers consider them high risk.
- Some farmers have been refused insurance, while others have experienced a dramatic increase in liability insurance costs.

Quality Assurance Program: Summary

The BCATA Quality Assurance Program meets the dual needs of providing a **quality agricultural tourism product** for visitors, and offering agritourism operators the **right insurance** at an **affordable cost**.



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