



**Canadian Farm Business  
Management Council**

## “Evaluating Your Agritourism Potential” Presented by Jane Eckert

### **Agritourism**

What is Agritourism? The crossroads of agriculture and tourism; when the public visits a working farm to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

### **Where do we Find Agritourism?**

**Farms**

**Ranches**

**Wineries**

**Farmer’s Markets**

### **Evaluate your Family Commitment**

1. Does your family agree on direction?
2. How many family members are willing to participate?
3. Do some family members work off farm but want to work on farm?
4. Are you willing to learn new skills?
5. Do you mind losing your privacy on your farm?

For family members or key employees now working on the farm, identify the work experience/expertise or college course experience in any of these areas. Ex. accounting, marketing/communications, general business management, retail, computers, other

**Name**

**Expertise**

|       |       |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

## Key Decisions:

1. How long does the family want the business open (length of season)?
2. How soon do you want to retire?
3. Do you have children that are interested in continuing the farm business when you are gone?

## Evaluate Your Property

1. What can be done with non-tillable land?
2. Where would you put your new enterprise?
3. What will it take to make it happen?
4. What are your physical assets?
5. How close are your neighbors?

List your buildings that could be used for this enterprise

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Identify the actual natural features of your property that could be incorporated into the experience

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## Financial Comfort Level

1. What is your current debt situation? (long term, short term and line of credit)
2. Are you comfortable assuming debt?
3. Is your family comfortable taking a financial risk?
4. What will the new enterprise cost? Do your homework in advance.
5. When do you expect the new enterprise to turn a profit? Prepare a pro forma.
6. Who will make the financial decision?

List discussion points with your family.

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## Target Customers

1. Who is your potential audience? Name them i.e. young families with children, seniors, young adults etc.)
  2. How close is your farm to a large population center?
  3. How do you plan to reach/market to these potential customers?
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## Competition

1. How many farms are within an hour's drive of your farm are also open to the public?
2. What do they offer?
3. What are there best points?
4. Where are they located in reference to your own property?
5. What other attractions are in your area that competes for your customer's dollars?

List them

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## Governmental Policies

1. Zoning & building ordinances
2. Business licenses & registration
3. Employee regulations
4. Tourism industry acts and regulations

List who to contact

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## *Evaluating Your Options*

### Take the First Step

1. Determine the type of enterprise
2. Choose your product(s)
3. Select the location
4. Examine the facility requirements
5. Direct farm product sales

## OUTDOOR RECREATION

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## OUTDOOR ADVENTURE

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**FAMILY & SPECIAL ACTIVITIES (ongoing & scheduled)**

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**EDUCATION**

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**RETAIL – SHOPPING**

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**FALL SEASON**

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**DINING-FOOD SERVICE**

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**SPECIAL EVENTS**

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**GROUP EVENTS**

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**LODGING**

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