Agritourism, Agri-tainment, Multifunctional Farms, and Implications on Rural Development

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22\textsuperscript{nd} Hawaii Tropical Fruit Growers’ Meeting

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Introduction

• Changes in farming activities
• Multifunctional agriculture
• Agritourism and agri-tainment
• New evidence of increasing number of farms participating in agritourism and agri-tainment in New England
• Strategies, challenges, needs, and success stories
Agricultural Industry is Changing in the United States

• Small and medium sized farmers in the United States face tremendous pressure to sustain farming activities given rising input costs and competition from large-scale domestic and overseas production.
• The number of farms in the United States has been relatively steady over the past 20 years (Ag Census).

• **Ninety percent** of U.S. farms are classified as **small**, earning gross cash farm income of **less than $250,000** annually (USDA, ERS, 2012).

• **About sixty percent** of the farms are very small, generating gross cash farm income of **less than $10,000** annually (USDA ERS, 2012).

• Recently, the number of small and very small farms has slowly increased (USDA NASS, 2009).

• Researchers have started to ask the questions:
  – How do these small farms survive?
  – What draws more small farms into the agricultural sector, including multifunctional activities?
Existing Literature

• **Rural Sociology** - how and why small scale farms survive despite industrialization and modern economic transformation (Chayanov, 1986; Djurfelt and Gooch, 2001).

• **Entrepreneurship** – Farmers’ decisions to start new businesses, available resources and the life style chosen by the farm household, and factors triggering the farmers’ entrepreneurial decisions such as the source of the ideas, their competitive positions, and their connections with other businesses (Alsos, Ljunggren, and Pettersen, 2003).

• **Rural Economic Development** – linking farming to rural economic opportunities.
The term “multifunctional agriculture” appeared on the international stage in the early 1990s, at the Rio Earth Summit, “…multifunctional aspect of agriculture, particularly with regard to food security and sustainable development.” (Agenda 21, Chapter 14, as cited in DeVries, 2000).

“Beyond its primary function of producing food and fiber, agricultural activities can also

• shape the landscape,
• provide environmental benefits such as land conservation, the sustainable management of renewable natural resources and the preservation of biodiversity, and
• contribute to the socio-economic viability of many rural areas.”

(OECD Declaration of Agriculture Ministers Committee as cited by DeVries, 2000).
Share of farms engaged in multifunctional activities, by region, 2009-10

Source: 2009 and 2010 ARMS, averaged. Notes: Share of U.S. agricultural commodities and population sum to 100% across the regions. The other indicators are the share of farms within each region that engaged in the activity. Community-focused agriculture includes direct sales to humans and intermediaries, agritourism, and value-added. Off-farm earnings include both principal operator and spouse. Graph created by Dr. Mary Ahearn, ERS, USDA.
Agritourism, Agri-tainment, and Multifunctional Agriculture

• What is our definition of the multifunctional agriculture in the United States?
  – Agritourism, agri-tainment
  – Value added production
  – Direct sales (consumer, wholesale, retail, institution)
  – Off farm jobs
Source: The map was created by Dr. Mary Ahearn in USDA, ERS, using the data provided by the USDA NASS, [http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Ag_Atlas_Maps/Economics/](http://www.agcensus.usda.gov/Publications/2007/Online_Highlights/Ag_Atlas_Maps/Economics/)
A Comparison between 2007 Agriculture Census (USDA, NASS) and 2011 Research Census Survey (University of Vermont and USDA, NASS)

<table>
<thead>
<tr>
<th>State</th>
<th>2007 Census farms with agritourism</th>
<th>2011 Screening Surveys with agritourism</th>
<th>% of census</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT</td>
<td>97</td>
<td>121</td>
<td>125%</td>
</tr>
<tr>
<td>ME</td>
<td>112</td>
<td>197</td>
<td>176%</td>
</tr>
<tr>
<td>MA</td>
<td>154</td>
<td>220</td>
<td>143%</td>
</tr>
<tr>
<td>NH</td>
<td>88</td>
<td>153</td>
<td>174%</td>
</tr>
<tr>
<td>RI</td>
<td>43</td>
<td>37</td>
<td>86%</td>
</tr>
<tr>
<td>VT</td>
<td>102</td>
<td>255</td>
<td>250%</td>
</tr>
<tr>
<td>New England</td>
<td>596</td>
<td>986</td>
<td>165%</td>
</tr>
</tbody>
</table>
## Agritourism

- People travel to visit/stay on farms for leisure, business and other purposes.

## Agri-ertainment

- People visit/stay on farms and participate in an action, event or activity that aims to entertain, amuse, and interest an audience.
Agritourism/Agri-tainment in Vermont

• Natural working landscape and well established reputation in tourism
• Strong local links and support local farm/food
• Vermont Farms Association and other organized marketing/promotion venues
• At least 15% total earnings of the state’s economy, and 1 in every 10 jobs
Agritourism/Agri-tainment in Massachusetts

- Massachusetts Grown program
- Agricultural Directional Signage program
- Limited online information to promote agritourism
- Lack of research information to examine economic and social impacts of agritourism
Survey Design and Samples

• Survey questions for farmers only

• VT – 69 members of Vermont Farms Association were all surveyed (59% response rate)

• MA – 67 out of 295 farms listed with MA Agritourism Map were selected (37% response rate)

• Matching profiles between VT and MA to choose samples – excluded private vineyards, greenhouse or nursery facilities, Christmas tree farms, or private equine facilities
VT
• 59.5% female
• Mostly 56-65 years old
• Dairy, farm stands
• Average 187 acres
• 52.6% sole proprietor
• 57.9% used family cash
• 32.4% operated 11-30 years
• 9.4% started agritourism prior to 1970

MA
• 50% female
• Mostly 46-55 years old
• Farm stands, pick-your-own
• Average 238 acres
• 40.9% corporation
• 40.9% used family cash
• 47.6% operated 11-30 years
• 23.5% started agritourism prior to 1970
VT
• Promoting farm tourism
• Promoting locally made products
• Fewer than 4 full time workers
• 27% less than $50,000 in total sales
• 35.7% over $250,000 in total costs
• 62.5% had more than 500 visitors in 2007

MA
• Promoting farm tourism
• Promoting locally made products
• Fewer than 4 full time workers
• 33.3% over $500,000 in total sales
• 50% over $250,000 in total costs
• 59.3% had more than 500 visitors in 2007
Vermont Promotional Methods

Liberty Hill Farm Bed & Breakfast
Farm Stay (B&B)/Dairy farm/Farm tour
Bob and Beth Kenactt
511 Liberty Hill Road
Rochester VT 05767
Tel: 802-757-3926
E-mail: beth@libertyhillfarm.com
Website: www.libertyhillfarm.com

Hours: Year around

Directions: From South, on Rte. 100N, 6 miles from Stockbridge continue on Rte. 100 at intersection of Rtes. 107 and 100, turn left onto Liberty Hill Road (farm on left across bridge). From the north on Rte. 100 in Rochester, travel 3 miles south of the village and turn right onto Liberty Hill Road (third road on right). Farm is across the bridge on the left.

What You’ll See: Stay at a working dairy farm with 150 head of cattle and generous amounts of kittens! This farm vacation offers lodging with meals (dinner and breakfast) served at the family table. Visit the barn, swim or fish in the river, hike or snowshoe in the woods. Great place to schedule a family reunion or find new friends! Featured in Family Fun, Yankee Magazine, Gourmet, Travel and Leisure.

Admission: Please call for rates.

Other Vermont Farms in the region

Richardson Family Farm
Farm tour/Dairy farm/Maple/Retail
This Hartland farm has been in the Richardson family since 1908. We received the VT Century Farm award in...
Opportunities for Hawaii Fruit Growers to be Involved in Agritourism and Agri-tainment

• From the 2007 Census of Agriculture, Hawaii had:
  – 7,521 farms with 1,121,329 acres and $513.6 million in sales
  – 121 farms earned $22.9 million from Agri-tourism (total acres for these 121 farms is not available).
  – 513 farms sold value-added commodities.
  – 135 had CSAs.
  – 1,141 farms sold $8.657 million direct market for human consumption.
  – 294 farms had no off farm income.
• Join the latest movement of promoting healthy food and healthy lifestyle, local brand, and unique farming practices.

• Consider to include farm experience as a part of the vacation package.

• Offer tourists something they cannot experience or participate anywhere else –
  
  – Cultural tourism
  – Heritage tourism
  – Artisan tourism
  – Culinary tourism

Agritourism and Agri-tainment
Growing a Healthier You

Nutrition from the Farm to Your Table

Your Garden, Your Produce, Your Menus

Use the SuperTracker to take advantage of all the "Colors" of the MyPlate food guide.

You have apples, blueberries, raspberries, and bananas. You just brought in some cabbage, carrots, and white potatoes. Then, let's not forget the yellow tomatoes and herbs. Use the SuperTracker as an "assistant" to help grow a healthier you and healthier family.

Find a Farmers Market

Use the Farmers Market Search tool to find current listings of farmers markets throughout the United States.

Farmers markets allow consumers to have access to locally grown, farm-fresh produce, and enables farmers the opportunity to develop a personal relationship with their customers. You can search the database to find one of the many farmers markets around the country.

Look for the USDA Organic Seal

When shopping, look for the USDA Organic seal. It assures you that the agricultural products marketed as organic meet strict standards.

Organic crops are raised without using most conventional pesticides or petroleum-based fertilizer. Animals raised on an organic farm must be fed organic feed. They are given no antibiotics or growth hormones. For more information, visit the USDA National Organic Program’s website.

What’s for Dinner (or Breakfast or Lunch)?

Use the Recipe Finder to Vary How Fruits and Vegetables are Used in Your Meals.

Squash, Okra, Corn, Bell peppers, Other fruits and vegetables... You love them, you have an abundance, and you need some ideas on how to use them in different ways. Use the Recipe Finder to find ways to prepare your bounty. The ChooseMyPlate website also has many recipes.

From Garden to Plate, Safety Matters

Use safe practices to keep foods wholesome for you and your family.

When food is grown, processed, and prepared safely, everyone benefits. A host of Federal agencies share responsibility for food safety. Food safety is key to delivering wholesome food.

Food Facts

Farmers Markets

Farmers markets provide many opportunities for consumers — younger and older — to have access to locally produced, right-off-the-farm food. Also, farmers markets are often the first point of entry into direct food marketing for small and medium-size producers.

The number of farmers markets across the USA increased from 1,755 in 1994 to 6,132 in 2010. One-seventh (14%) of the 6,132 farmers markets are open from November to March and considered winter markets. So, farmers markets are no longer a spring through fall chance to shop locally and support farmers in your area.

From 2005 to 2010, there was a 15% growth rate in farmers markets. And, according to the 2005 National Farmer Market Managers Survey, general sales at farmers markets were a little over $1 billion. Fruit and vegetable farms accounted for 26% of farms selling directly to consumers and 55% of all direct sales in 2007. From these trends, it appears people are getting to know their farmer and their food."

You can search the database to find one of the many farmers markets around the country.

More Food Facts
Opportunities for Hawaii Fruit Growers to be Involved in Agritourism and Agri-tainment

- Fewer people are traveling long distance due to high costs (promoting state-cation, or home-based vacation).

- More people are looking for a vacation where they can learn something about local history and culture, and to participate in actions.

- Farmers become more integrated into a travel plan.

- **What do tourists do/need in Hawaii?**
  - Lodging
  - Food
  - Fun
  
  ![Diagram](image)

  - Hotel
  - B&B
  - Transportation
  - Farm
  
  - Local Artists and Authors (Theme)
  - Chamber of Commerce
  - State Agencies and Professional Organizations
  
  - Tour
  - Farm visit
  - Processing and Value Added
  - Educational Workshop
  - Pick Your Own / Grow Your Own
  - Recipe and cooking demo
  - Food/drink tasting
Challenges in General

- Time consuming
- Cash flow
- Efficient advertising channel
- Government supported marketing

Challenges in Hawaii

- Traffic and travel congestion
- Impacts on residents and quality of life
- Transportation and coordination of a variety of activities
Management

- Networking and collaboration (collaborative agritourism programs)
- Skills and knowledge
- Labor issues – family versus hired workers
- Family issues – time and quality of life
- Financial issues – cash flow and investment
- Resource and support
- Marketing and networking
- Farmer, manager, entrepreneur?