

SUCCESS in VERMONT

AGRITOURISM BUSINESS PLANNING

Project Director: Lisa Chase, University of Vermont



Agritourism photo from www.flickr.com.

“We never imagined that adding agritourism to our farm could be so impactful. AgPlan’s online offering allowed us to easily visualize the possibilities and navigate the complexities of this new venture. We are thrilled to share our farm with visitors and showcase what makes Vermont so special!”

– from Agritourism Business Planning webinar presentation

Situation: The project aimed to equip producers with the knowledge and tools to develop comprehensive business plans for agritourism enterprises. The goal was to help participants better understand the components of business planning, using AgPlan© to tailor their plans and apply this knowledge to their own agritourism operations. The primary target audience included farmers and ranchers with agricultural service providers. The project particularly focused on reaching underserved groups, such as Native American producers and those from economically disadvantaged regions, across the states of Colorado, Indiana, Minnesota, Nevada, New York, Oklahoma, Pennsylvania, Texas, Utah, Vermont, and Washington DC.

Outcomes: This project, led by Lisa Chase and her team at University of Vermont Extension, helped 1,710 participants with educational offerings through both in-person meetings and webinars. The participants came from around the world and represented diverse professional backgrounds, including 80 Native American producers. They successfully reached other underserved groups as demonstrated by 41 attendees at the Texas Hispanic Farmers and Rancher Conference. An unexpected outcome was the adoption of 626 New Agritourism Plans. The scale of adoption of the Agritourism Business Planner suggests that participants were motivated to start planning independently. This is a promising indicator of the planner’s accessibility and usefulness combined with the reach of our network.

Impacts: Participant producers improved their understanding on the components of a comprehensive business plan for their ag-

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ritourism enterprise. Participant producers practiced and developed writing business overviews for their operation. Participants completed and implemented their own business plan in the AgPlan© site. Another positive impact was broad engagement across sectors. The diversity of participants, including farmers, tourism professionals, and Native producers, exceeded expectations. This suggests that the project’s outreach resonated beyond traditional agricultural circles, indicating untapped potential for cross-sector collaboration in agritourism.

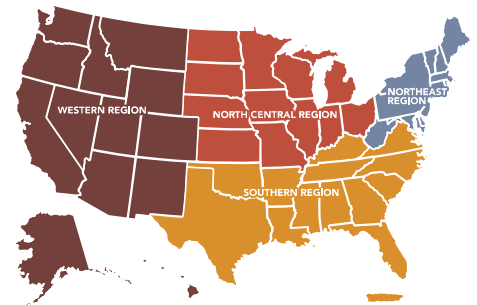
SUCCESS in EVERY STATE

Extension Risk Management Education

Extension Risk Management Education is delivered through four regional centers that provide grant funding and leadership within their regions.

Projects are producer-focused, outcomes-based and encourage public-private partnerships. Funded projects must identify targeted outcomes that will help producers manage risk and then describe how the project will measure those outcomes.

Extension Risk Management Education has funded innovative programs that have generated tangible outcomes for producers in every state. Commitment to funding outcomes, providing transparent accountability, and encouraging collaboration allow you to view the accomplishments of all funded projects on our website: ExtensionRME.org




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