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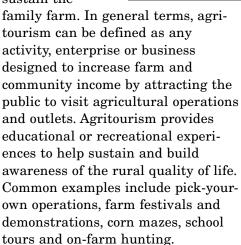
# **Agritourism Series**

# Assessing Your Resources

Shaun Rhoades County Extension Agent -Staff Chair

Stacey McCullough Instructor - Community and Economic Development

The agritourism industry in Arkansas, like many other states, is growing as farmers seek ways to diversify and create additional farmrelated income to sustain the



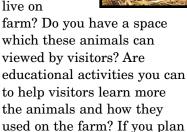
Although agritourism can be a successful way of increasing farm income, there is also risk involved. While there is no way to eliminate risk, careful business planning before beginning an enterprise can help farmers understand the risk involved with a particular agritourism venture and take appropriate steps to minimize it. If you are considering starting an agritourism enterprise, a good first step is to spend some time assessing your resources and thinking about the best uses of those resources.

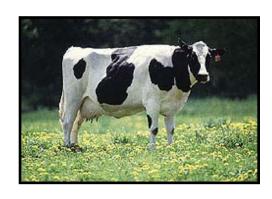


Rather than branching out into something completely new, consider building on things you are already doing and doing well. The passion you have for your existing farm activities will likely be seen by people visiting your operation and result in a more pleasurable experience. Here

are a few things to consider:

Animals a big hit children adults alike What livestock other live on





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have visitors interact with animals, make sure you contact the U.S. Department of Agriculture to understand laws and regulations designed to the protect animals as well as visitors.

Production Practices. In today's society, few
people (even in rural areas) have spent time on
working farms. As a result, people are often
intrigued by production practices – both current
and historical practices. Demonstrations and



hands-on experiences can help visitors understand what different types of farm equipment do and why things are done the

way they are. This may lead to a greater appreciation of what it takes to provide the food and other agricultural-based resources people rely on in their daily lives.

Processing of Products. Finding ways of adding value to raw products produced on the farm is an excellent way of generating additional income. Whether you process the products yourself and sell the "new" items or simply teach visitors how they can use products grown on the farm, you are creating a product that has value to visitors. When thinking about the ways items grown can be used, don't forget about by-products

that you might normally discard. Practices such as composting represent a process and result in a product that may be of



interest to visitors. Keep in mind that there may be regulations that must be followed regarding product handling, processing and sales, particularly if you are considering food products.

## **Land and Property**

There are several characteristics of a piece of property that can help you determine what type of agritourism enterprise may be best suited for the site. Since agritourism opportunities are limited only by your imagination, it is likely that an activity can be found that best matches your land and property. Consider the following:

 Land Use. Make a list of the number of acres you own, lease or have access to and how the land is currently being used. Don't forget to include areas of timber, cropland, pasture or underwater; all may have a potential use in an agritourism operation. For example, cropland could be used for mazes or pick-your-own operations, or wooded areas could make good hiking trails and bird-watching areas. If land or structures are used only seasonally, are there alternative ways property could be used during the remainder of the year?

 Property Attributes. Are there particular features of your property that might lend them-

selves to a particular activity? Are there areas with scenic views that could be used as trail lookout points or for



special events such as weddings? Perhaps there are certain geologic features like caves and rock outcroppings. Land that contains water resources may be suited for fishing, duck hunting, canoeing or other water sports. An abundance of wildlife may appeal to naturalists. Don't forget about historical structures or equipment as well. Barns can be converted into buildings suitable for conferences, banquets or retail centers. An old house may be ideal to operate as a bed and breakfast.

• Location. Have you heard the old saying that location is everything? Well, in agritourism, that may depend on how you utilize your location and market your enterprise. Make a list of the advantages and disadvantages of your location. How close is the nearest town? How close are the neighbors? What are the conditions of roads to your

location?
Are there
other
complementary tourist
attractions
nearby?
Being too
close to
towns and
people may
limit some
activities
such as



hunting, whereas easy access to nearby towns may be helpful for other ventures like tours and pick-your-own operations. You'll need to find a way of using your location to your advantage in order to be successful.

restrictions governing the type of can be conducted on your property? You ma to apply for a conditional use permit zoning change in order to engage in agritourism enterprise. Contact your county officials to find out more about and is not permissible on your property location and the process for changes to accommodate your plans



• Infrastructure. Can the existing infrastructure such as roads, utilities, internet communication systems, support enterprise? If not, you may need to plans or work with local officials providers to determine whether idea is feasible in

#### Time and Labor

While opening your farm up to visitors may seem like an easy way to generate extra income, it takes a lot of time and effort to be successful. Ask yourself the following:

- Will you be happy working on a than production agriculture? All long hours and enjoy most of them. However many farmers are not as happy when be done on projects outside of the day-to-da operation of the farm. Are you willing extra hours and nights and weekends demands of a new business? Are members willing
- If your enterprise will involve large people visiting your operation, you will



to hire outside help. What other sources of labor exist? Can you rely on friends and neighbors to help out? Are there students or retirees in the area who might be looking for part-time work?

### Conclusion

Assessing your resources is an important first step in determining whether agritourism is right for you. Spending time early in the planning process to consider your resources can help you determine how best to make use of those resources and goes a long way toward a successful enterprise. Resource assessment is not the only step in planning for your agritourism business. Other important steps include identification of your target market and a market analysis, developing a business plan, understanding safety and liability issues, planning for effective customer service and developing a budget and financial plan.



This fact sheet is one of a series of Extension publications to help you determine if agritourism is right for you. For more information about agritourism, visit our web site at <a href="https://www.uaex.uada.edu">https://www.uaex.uada.edu</a> or the Arkansas Agritourism Initiative web site at <a href="http://www.arkagritourism.org">http://www.arkagritourism.org</a>.

Photographs courtesy of United States Department of Agriculture-Agricultural Research Service and Arkansas Department of Parks and Tourism.  ${\bf SHAUN\ RHOADES}\ {\bf is\ Scott\ County\ Extension\ agent\ -\ staff\ chair\ located\ at\ Waldron.\ {\bf STACEY\ McCULLOUGH\ is\ instructor\ -\ community\ and\ }$ Pursuant to 7 CFR § 15.3, the University of Arkansas System Division of Agriculture offers all its Extension and Research programs and services economic development, located in Little Rock. Both are with the University of Arkansas Division of Agriculture. (including employment) without regard to race, color, sex, national origin, religion, age, disability, marital or veteran status, genetic information, sexual preference, pregnancy or any other legally protected status, and is an equal opportunity institution. FSCED300-PD-3-09N