

Agritourism's Role in Building the Rural Community



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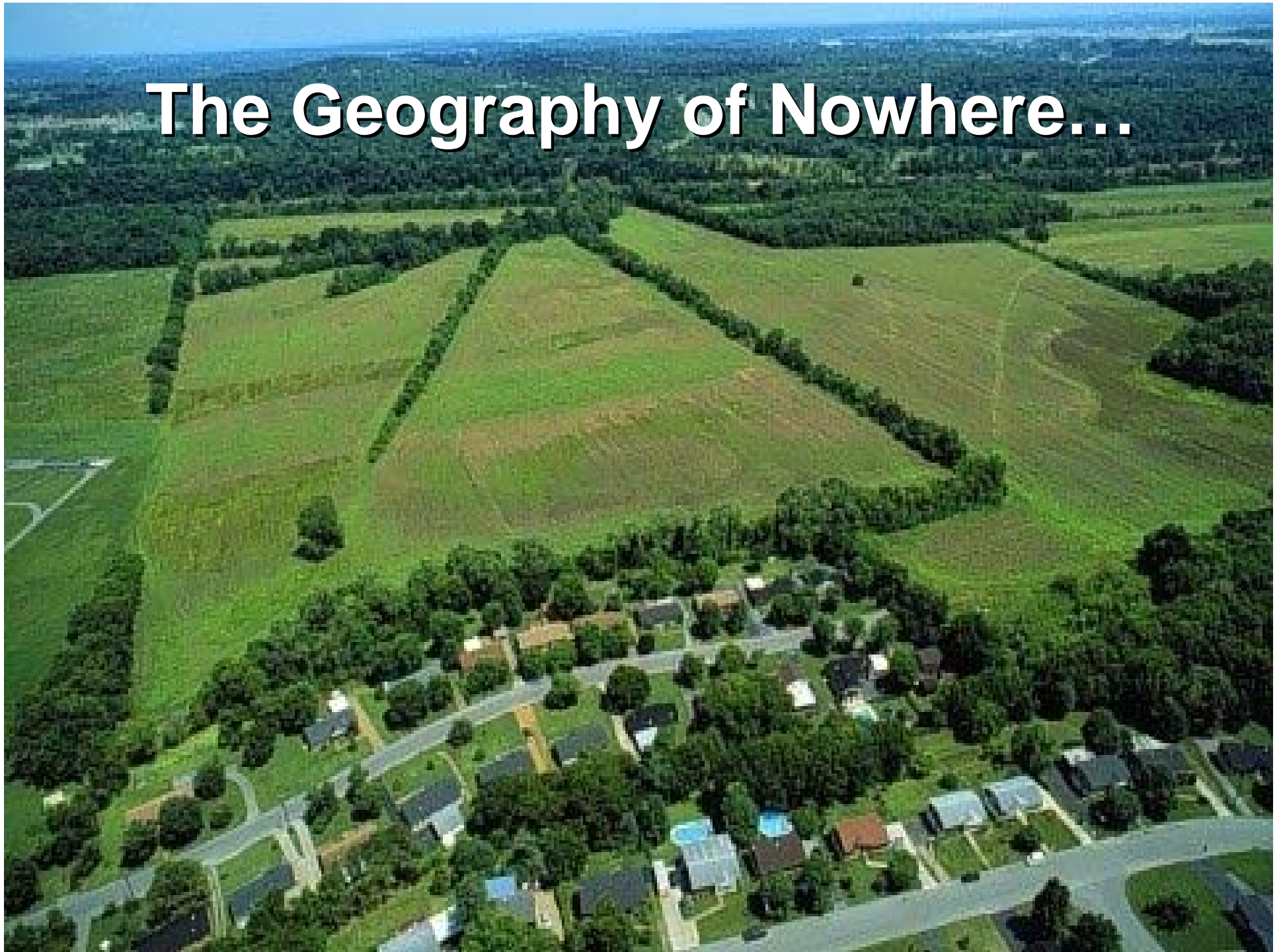
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The Geography of Nowhere...



The Rise and Decline of America's Man-Made Landscape, Howard Kunstler

The Geography of Nowhere...





As Go Farms...



**So Go Rural
Communities...**

Reality Check: Agriculture, So What?

- “The End of Agriculture...”
(Steven C. Blank, 1998)
- Capital flows to most efficient producers
- Developing countries *can and will* produce our food
- Developing countries will buy our high technology

Nanotech

Aerospace

Biotech

Military

Aircraft

Computers

Heavy Industry

Manufacturing

Ag. Commodities

Ag. Subsistence

New Yorkers Think Agriculture IS Worth Keeping

- Environment
 - Aesthetics
 - Open space
- Social/Culture
 - Heritage
 - Rural Values
- Economy
 - Jobs and businesses
- Food (Security)

www.cfap.org

**How Agritourism Businesses
Can Help Build Rural
Communities ...**

A group of five people are seated around a table outdoors in a lush, green farm setting. The table is covered with a white tablecloth and set with plates of food, glasses, and two large, vibrant floral centerpieces. The people are engaged in conversation and eating. The background features a grassy field with scattered trees and a wooden picnic table in the distance. The lighting suggests a bright, sunny day.

#1 Be a “Portal” into the Farm Community

- Educable moment
- Sights, smells, sounds, tastes
- Ask questions and listen

#2 Provide What Local Consumers Want

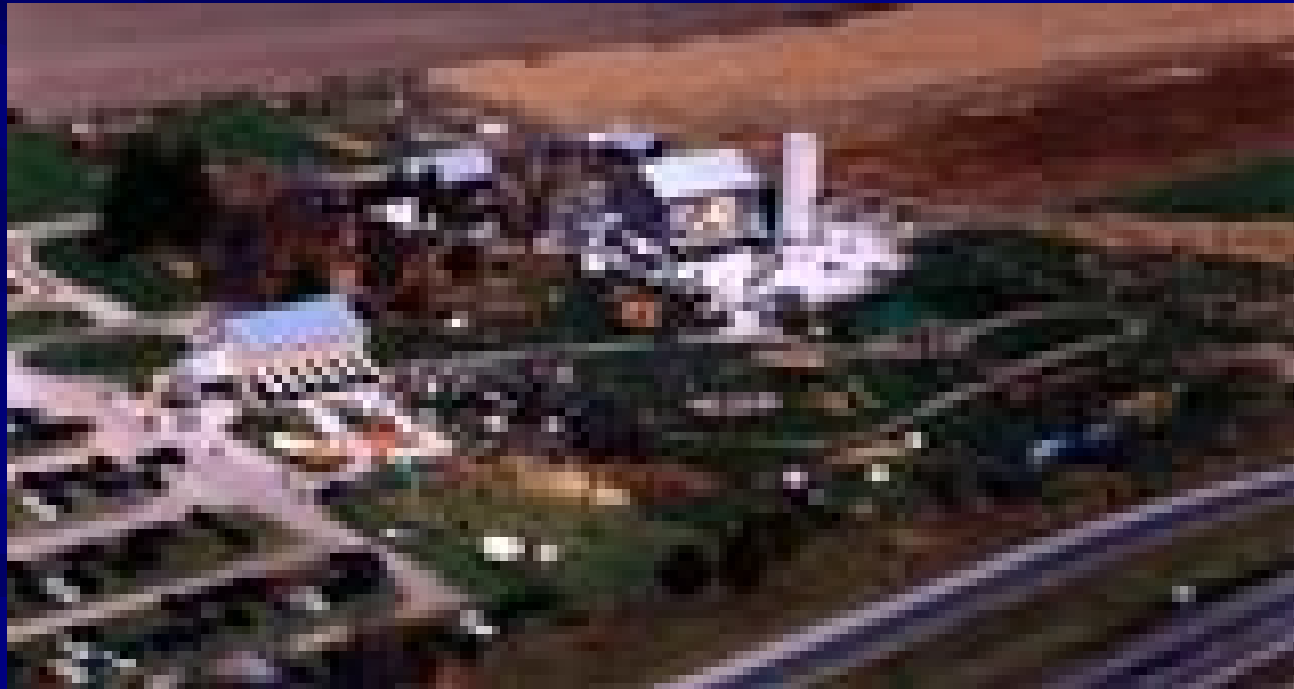
Empire State Poll

What One Thing Would Motivate You to Buy More Local Food?

Response	No.	%
Greater Convenience/Availability/Accessibility	214	28%
Competitive Pricing/Affordable	124	16%
Combination of factors	103	13%
Good Quality/Freshness/Taste	82	11%
Knowing I'm helping economy/community/farmer	71	9%
Unknown/Don't know/Nothing/Doesn't Matter	49	6%
Knowing it is Organic	42	5%
Marketing/Labeling	30	4%
Health-related factors	23	3%
Motivated Already	20	3%
Selection	12	2%
<i>total</i>	770	100%

Drive-Thru Sales

Chappell Farms
Barrie, Ontario



#3 Be Active in Community Life

- Join organizations
- Sit on committees
- Sponsor a sports team
- Fundraise
- Contribute to a beautification project
- Write op/ed pieces
- Speak at the Rotary Club, etc.





The Pahl Family from left to right. Jamie, Charlie, Brian, Ben, Jack, Gary, and Jane Pahl.

Give a gift



Give a gift card to someone special today.



Pahl's 8th annual corn feed

2003 Flower Fundraisers Totals



Fund Raisers

<u>City</u>	<u>Organization</u>	<u>Net Sales</u>	<u>Amt Given (15%)</u>	<u>Check Amount</u>
Farmington	Akin Road	5,366.04	534.99	534.99
Lakeville	All Saints Church	2,300.99	345.14	345.14
Apple Valley	Cedar Park	3,924.74	588.71	588.71
Lakeville	Cherryview	10,711.50	1,606.72	1,606.72
Lakeville	Christina	6,351.11	952.66	963.78
Lakeville	Huddleston	6,550.26	982.53	982.53
Apple Valley	Diamond Path	5,633.29	844.99	847.02
Lakeville	Eastview	3,988.68	598.30	598.30
Apple Valley	Eastview H.S.	7,125.86	1,068.87	1,068.87
Apple Valley	Elmo Park	5,401.46	810.21	876.03
Apple Valley	Greenleaf	11,131.82	1,669.77	1,669.77
Apple Valley	Highland	7,564.09	1,134.61	1,134.61
Lakeville	Lake Marion	3,353.94	503.09	503.09
Lakeville	Lakeview	3,959.84	593.97	593.97
Lakeville	Lakeville Baseball	3,303.80	495.57	495.57
Burnsville	Mauri's	1,963.60	294.54	294.54
Farmington	Meadowview	9,794.22	1,469.13	1,469.13
Farmington	North Trail	8,517.42	1,277.61	1,277.61
Lakeville	Oak Hills	6,059.59	908.93	1,016.77
Lakeville	Orchard Lake	1,618.16	242.72	242.72
Apple Valley	Parkview	3,913.34	587.00	587.00
Rosemount	Rosemount	4,382.39	657.35	657.35
Rosemount	Rosemount Irish	3,565.17	534.77	534.77
Rosemount	BAANTON Park	4,876.46	731.46	731.46
Apple Valley	Southview	7,439.85	1,115.97	1,264.99
Apple Valley	Westview	7,333.17	1,099.97	1,212.49
Apple Valley	AV Track & Field	1,411.67	211.75	211.75
Totals		145,736.46		22,308.69

Be a Good Neighbor

- Newsletter
 - Spray notification
 - Keep roads clean
 - Keep farm neat
 - Mitigate, mediate, arbitrate, litigate
 - Permit some recreational access
 - Lend tools/plow a garden
 - Establish a community garden space
-
- DO NOT HIDE BEHIND RIGHT-TO-FARM LAWS!



#5 Collaborate with Others

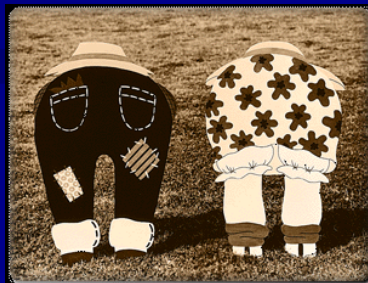
- Think Regionally — be part of something larger than yourself
- Collaborative marketing
- Joint ventures
- Involve Extension, FSA
- Join the Tourism Bureau



(Square, Line, Swing, etc.)
Live radio broadcast

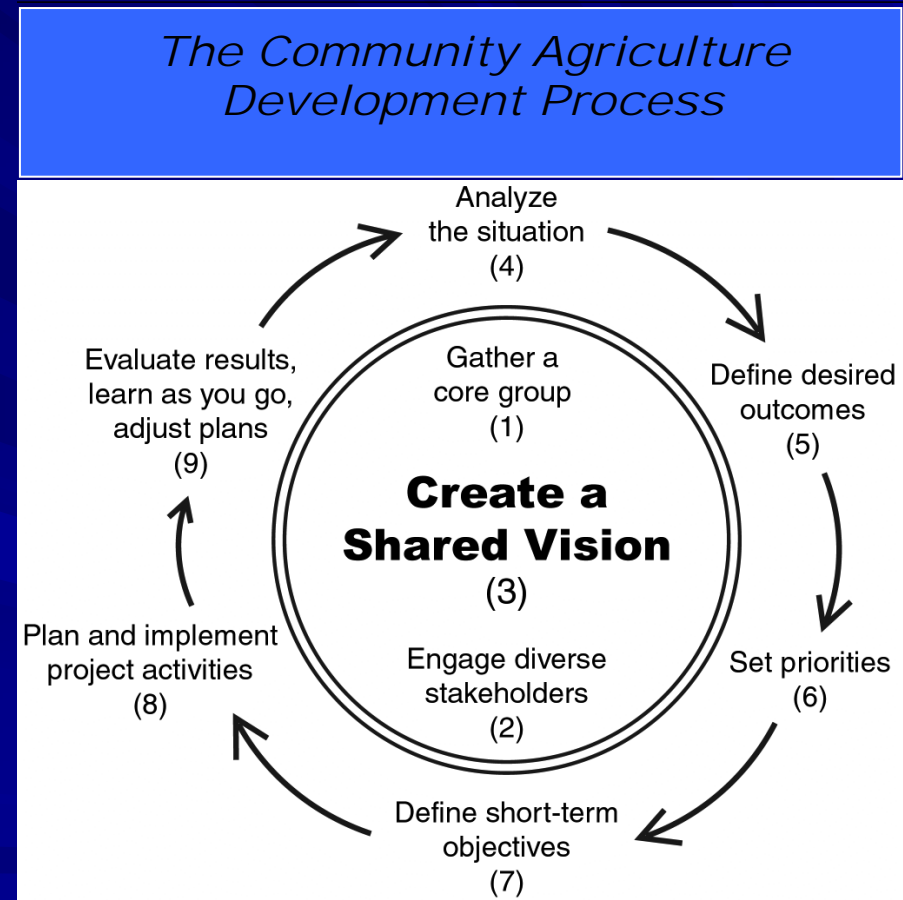
#6 Avoid “Disneylandization”

- Find the right balance between fun and education
- Avoid stereotyping
- Provide learning opportunities
- Teach parents
- Neither patronize nor condescend



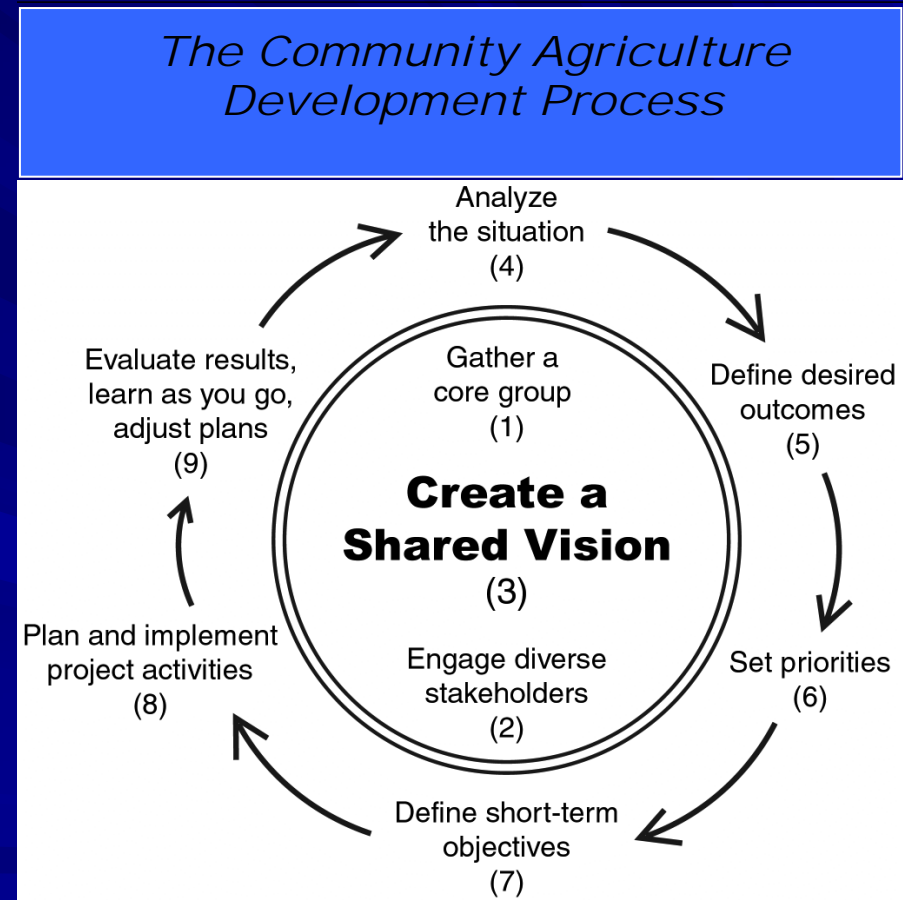
Roles of Change Agents

- Facilitate the community development process
- Find synergies
- Build capacity and empower
- Maximize results
- Evaluation



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- Facilitate the community development process
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- Build capacity and empower
- Maximize results
- Do evaluation



Agriclusters



Buy Local Programs



Culinary Bounty Programs

- Promote regional cuisine
- Wine/food trails
- Restaurant agriculture
- Sponsor “Taste of...”
- Trade shows



Farmer-Owned Grocery Stores



Common Problems

- Turfism
- Political boundaries
- Too much focus on results *OR* on process
- No working group or committee structure
- Paralysis by analysis
- Fear of failure

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