

AgritourismSD

An intensive two-year program focused on providing the tools and skills needed to develop a successful agritourism enterprise

What is agritourism?

It is the crossroads of tourism and agriculture. It links agricultural production and/or processing with tourism to attract visitors onto a farm or ranch, for the purposes of entertaining and/or educating the visitors and generating additional income for the agriculture operation.

Examples of agritourism:

- On-farm direct sales: "U-Pick" farm stands, orchards
- Accommodations/lodging: bed & breakfasts, guest ranches, camping
- Entertainment and family events: corn mazes, weddings, stargazing, campfires
- Outdoor recreation: hunting, fishing, photography, horseback riding, hiking
- Educational activities: farm/ranch work experiences, tours, demonstrations



Questions? Contact:

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What is the AgritourismSD program?

- Two-year intensive program running May 2021- August 2023
- Applicants submit an application, have a Zoom interview before selection
- Applicants must be involved in production agriculture and have less than 10 years of agritourism experience or possess a strong desire to start one in the future
- You should be comfortable with opening your farm or ranch to others and making them feel welcome!



PROGRAM COMPONENTS

Workshops
Webinars
Travel study trips
Networking

TIMEFRAME

Start May 2021

End May 2023

Plan for up to 8
2-day in person
workshops

COST

\$1,250
per person

Payment plans
available

Photo credits:
Sunflowers, Beth Simonson, Simonson Farms, Highmore, SD
Girl and calf, Crystal Neuharth, Prairie Paradise Farms, Fort Pierre, SD

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The ideal agritourism host requires many of the same personality traits that make a good host at any tourist attraction. Some important questions that you should consider before developing an agritourism enterprise:

- Do you enjoy entertaining guests?
- Are you ok with large groups of people?
- Do you have a passion for sharing agriculture with the public?
- Will you enjoy having people visit your farm/ranch?
- Can you create a warm, safe, and inviting atmosphere for people visiting your operation?
- Can you manage the additional business responsibilities associated with an agritourism operation (marketing, employee management, and customer relations)?
- Are you willing to create the ideal “experience” for your customers?
- Are you willing to work and “entertain” visitors on weekends, evenings, and holidays, when they are most often available to come to your farm?

If you answered “yes” or “I think so” to many of the questions above, agritourism may be a viable option for you!!

It is important to remember that successful agritourism operations focus on creating an enjoyable experience for visitors. If your personality does not fit well, perhaps another family member or an employee may be better suited for this role. Keep in mind **the program will help you address these questions** and much more. You don't have to have all the answers, you just have to be willing to explore!!

Resource: Agritourism Best Practices, Assessing Your Farm for Agritourism, University of Vermont Extension

What else do I need to know?

- An additional component of the AgritourismSD program is that three communities (Faulkton, Timber Lake and Wall) were chosen to participate as agritourism hubs. Participants in the program that are local to these communities will work together with other community partners to foster their community as an agritourism destination. These hubs will serve as community models that other participants can recreate in their own local communities.
- Please note that if you are local to one of the hubs, you will be required to also participate in community activities and work to develop the larger component of a hub. You will work with a Community Coach and other community leaders to attract tourists to your community and in turn, your business.
- AgritourismSD is modeled after the successful SDSU Extension “beefSD” program.