



GROWING AGRITOURISM IN SOUTH DAKOTA



AGRITOURISM

SOUTH DAKOTA'S DEFINITION

Any activity carried out on a farm, on a ranch, or in a forest that allows members of the public, for recreation, entertainment, or education purposes, to view or participate in agricultural activities, including farming, ranching, historical, cultural, harvest-your-own, or nature-based activities and attractions. An activity is not an agritourism activity if the participant is paid to participate in the activity.



TYPES OF AGRITOURISM



Recreation



Education



Entertainment



Hospitality



On-Farm Sales



Cultural Events

RECREATION



EDUCATION



ENTERTAINMENT



HOSPITALITY



Photo Credits – Good
Roots Farm & Gardens



Photo Credit – Triangle Ranch



ON FARM SALES



Photo Credit – Berndt Family Produce



Photo Credit – Prairie Heirloom Farm



Photo Credit – AJ Farms 605

CULTURAL EVENTS



WHY AGRITOURISM?

South Dakota



1. SHIFT IN VISITOR INTEREST

South Dakota

TODAY'S VISITOR IS DIFFERENT

Motivation for Vacation

Motivations	Millennials %	Xers %	Boomers %	Matures %
Relaxation	88	89	91	83
Get away from home	86	89	87	7
Exploration	84	80	78	68
Enhance Relationship	77	72	71	57
Experience different cultures	81	71	67	66
Experience new cuisines	74	68	61	55
Self-discovery	64	52	43	27
Meet new people	53	41	44	51
Pursue a hobby	59	45	34	24
Pursue wellness programs/lifestyles	50	39	24	20
Play/participate in a sport	43	27	18	10

TODAY'S VISITOR IS DIFFERENT

“Actually, they strive for the most **authentic experience**, wanting to **live like a local** whatever destination they desire,” says Leavitt of Active Travels.”



WIDE OPEN SPACES



Photo Credit – Triangle Ranch

FAMILY & KID FRIENDLY



HISTORY





2. INCREASE THEIR TIME IN THE STATE

South Dakota



**Length of their
stay**



**Capacity for higher
volume of visitors**

South Dakota



2.1 BILLION

**Generated in household income
(salaries) from visitor spending**



3. BENEFIT RURAL SOUTH DAKOTA

South Dakota

REVITALIZING OUR SMALL TOWNS



\$194
MILLION

Local Tax Dollars
Collections

\$167
MILLION

State Sales Tax
Collections



South Dakota

TOURISM AFFECTS LOCAL ECONOMIES



COMMUNITY

Every tax dollar visitors spend helps pay for teachers, roads, healthcare, public safety and other government services.

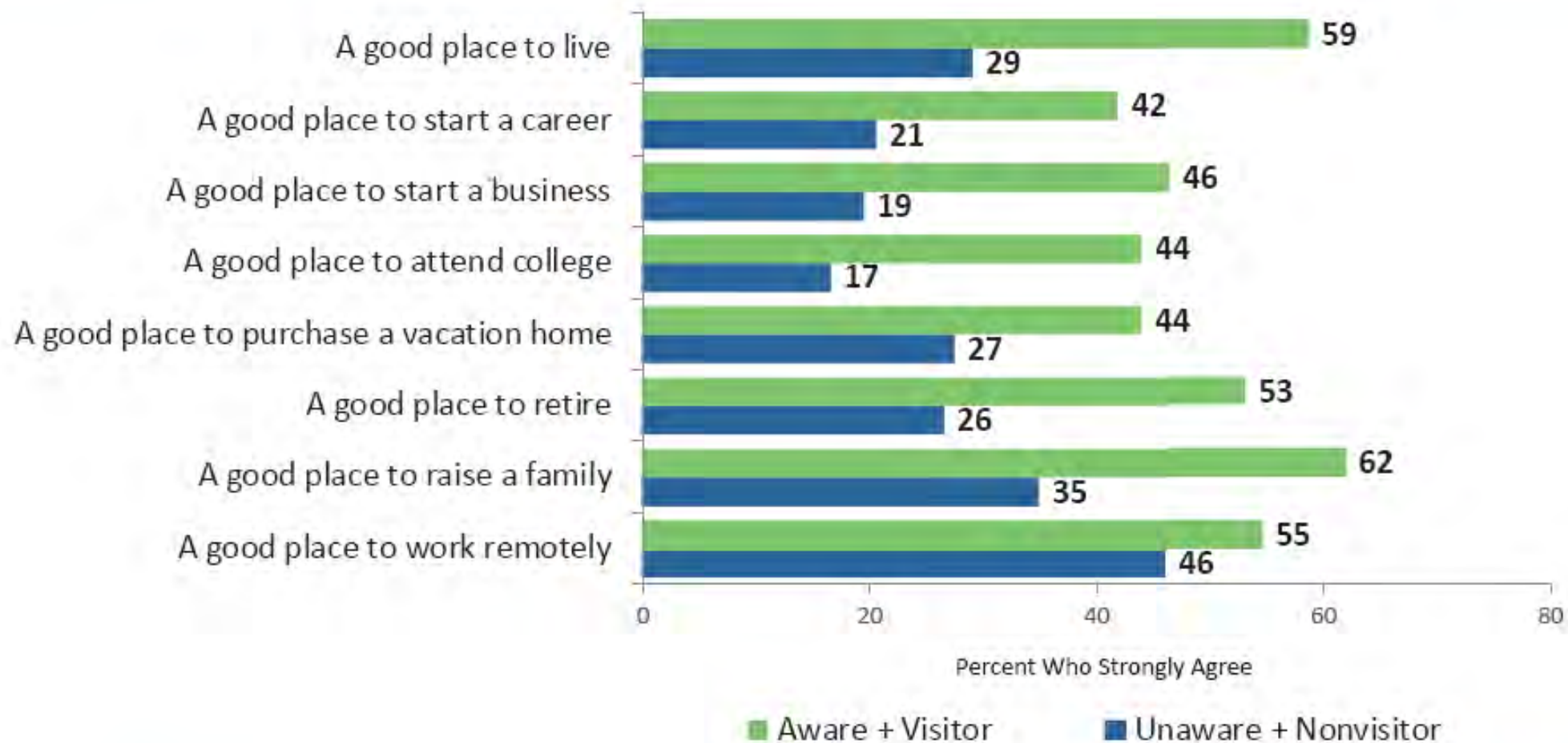



BUSINESSES

Visitors travel the entire state supporting local businesses like cafes, convenience stores and hotels/motels.

Impact of Ad Awareness *plus* Visitation on South Dakota's Economic Development Image

Base: Out-of-State Residents of South Dakota's Advertising Markets





4. BENEFITS TO PRODUCERS

South Dakota

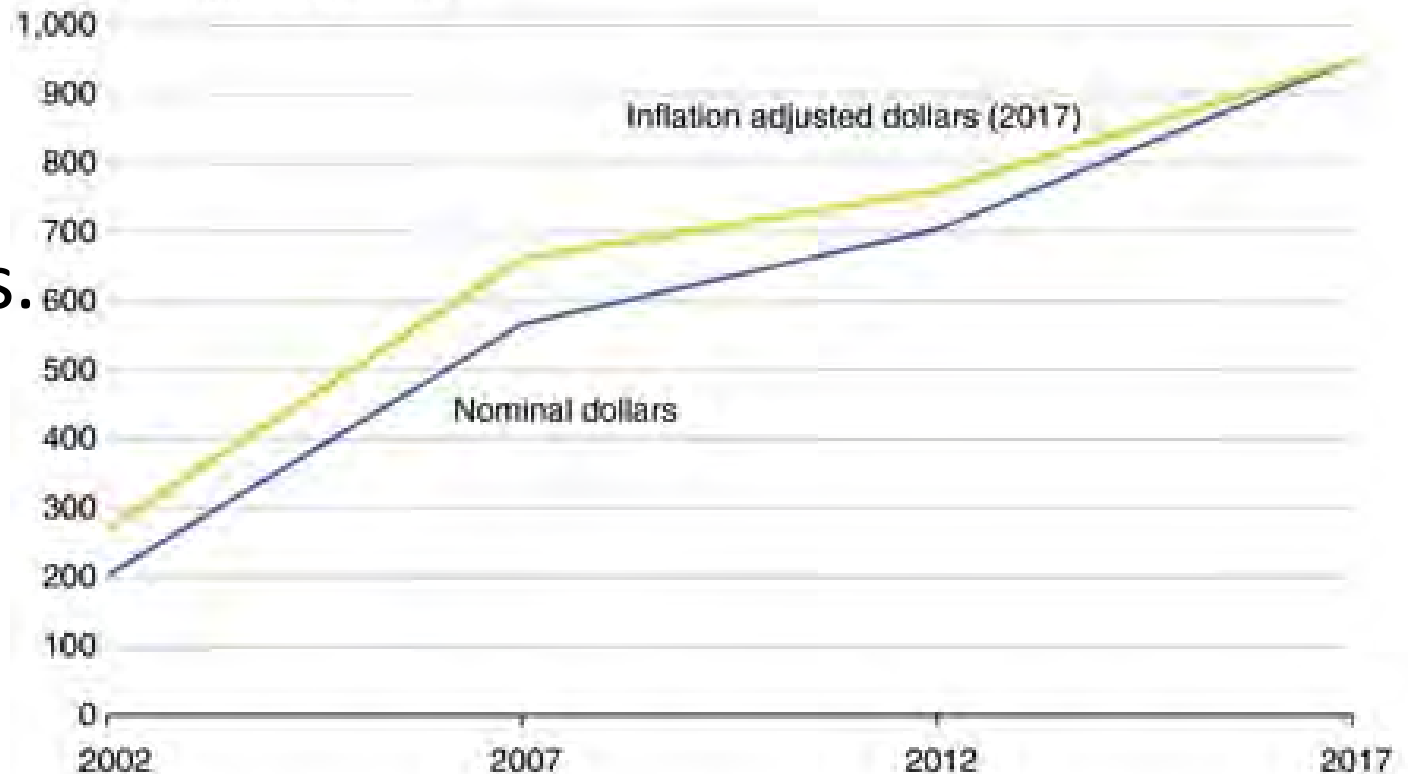
DIVERSIFYING INCOME

Agritourism can be an important adaption strategy for overcoming economic disparity and enhancing viability for farms and ranches.



Agritourism revenue tripled between 2002 and 2017

Agritourism revenue (\$million)

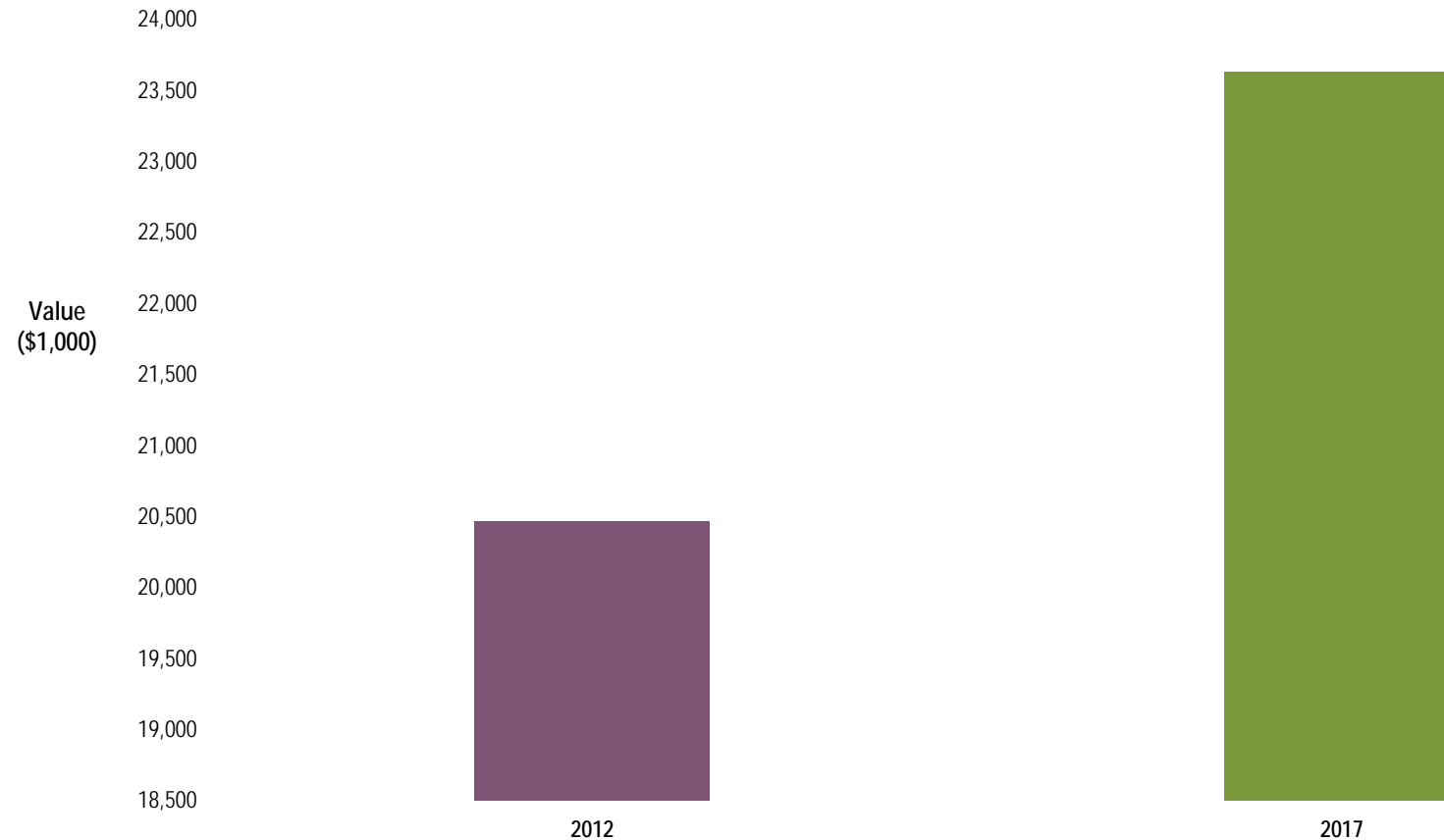


Note: Values for the blue line are adjusted for inflation using the chain-type gross domestic product (GDP) deflator (2017 = 100). Nominal dollars are not adjusted for inflation.

Source: USDA, Economic Research Service using data from USDA, National Agricultural Statistics Service, 2002, 2007, 2012, and 2017 Census of Agriculture.

INCOME FROM FARM-RELATED RESOURCES

Agritourism and Recreational Services (Average Per Farm)



FUTURE GENERATIONS



CONSERVING THE LAND

Conservation easements protect natural value of property assuring its availability for agricultural, recreational or open space use, protecting natural resources.

Wildlife oriented agritourism such as bird watching, fishing, wildlife photography requires managing land for wildlife.

Long term agritourism sustainability depends on preserving the quality of the nature-based environment.



“Birding made our conservation efforts profitable.”

-Sarah Sortum, Calamus Outfitters



AGRITOURISM LIABILITY LAW

South Dakota

SENATE BILL 135

- Provides protection from liability to commercial agritourism activities
- Clearly defines non-commercial and commercial agritourism
- Requires owner to post warning sign and include warning in a contract signed between two parties
- Consistent definition of agritourism activities within statute
- Corrects inconsistencies and drafting errors in current statute
- Went into effect July 1, 2022





PANELISTS

Laura Klock, Farm Life Creamery, Ethan, SD

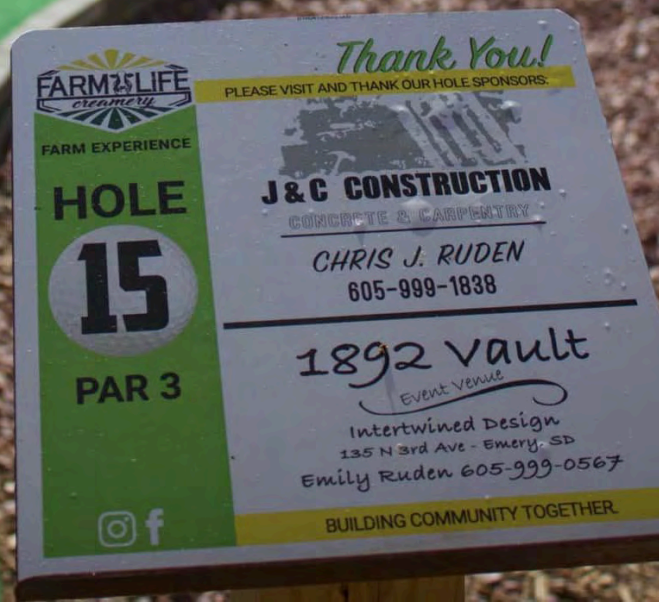
Lyndy Ireland, Triangle Ranch Bed & Breakfast, Philip, SD

Nancy Kirstein, The Good Earth Farm, Lennox, SD

South Dakota



ETHAN, SD











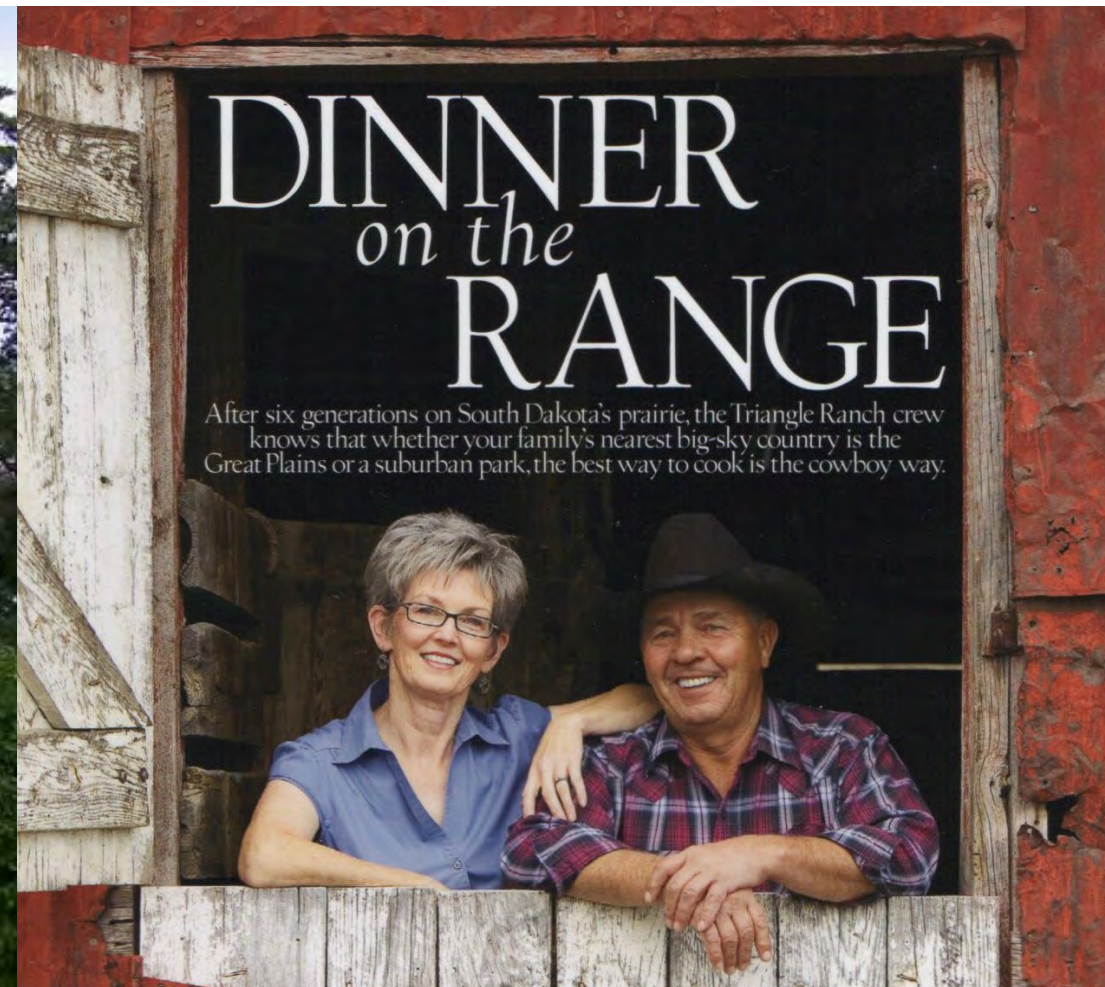








TRIANGLE RANCH BED & BREAKFAST
Phillip, SD



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Phillip, SD



THE GOOD EARTH FARM

LENNOX, SD

What we do:
CSA (Community Supported Agriculture)
Farm Animal Sanctuary
Events and Event Rentals
Camping
Woodfired Pizzas
Pumpkin Patch





THE GOOD EARTH HOEDOWN

Featuring Humble Town and Kota Cafe Food Truck!



Friday, August 27, 2021
6-10pm



A large wooden barn with a stone foundation is shown on the left side of the image. The barn has a steep roof and a small window. The sky is a mix of blue and pink, with wispy clouds. In the foreground, there is a field with some trees and a fence.

Challenges:

3 years for proper zoning

Finding what works &
what is profitable

Connecting with local community

Finding our audience

Successes:
Creating a community
Road to profitability





Questions?

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