



# Resources for Starting an Agricultural Tourism Business

## Getting Started

[Agritourism Resources - Agricultural Marketing Resource Center](#) Lisa Chase et al. Seven checklists on specific business considerations for agritourism venture development, 2012.

[Agritourism, Virginia Cooperative Extension](#) publication 310-003 A comprehensive look at agritourism with information on risk management, zoning, environmental regulations, 2009.

[Are you Ready to Host Visitors on Your Farm?](#) University of Vermont. Features a self-assessment checklist.

[Getting Started in Agritourism](#) Jim Ochterski and Monika Roth, Cornell Cooperative Extension, 2007.

[Is an Agritourism Venture Right for Your Farm](#) Stephen Komar et al, Rutgers Cooperative Extension, Fact Sheet FS1131, self-assessment of personal and resource considerations, 2010.

[Starting Your Agritourism Venture](#) Martha Glass, NC Department of Agriculture and Consumer Services, starting questions for farmers interested in developing agritourism farms.

[Taking the First Step: Farm and Ranch Alternative Enterprise and Agritourism Resource Evaluation Guide](#) Southern Maryland Resource Conservation and Development Board. Helps landowners assess their natural resources for alternative agriculture and agritourism, 2004.

[Twelve Things to Consider When Starting an Agritourism Business](#) Dora Ann Hatch, Louisiana State University Ag Center.

[Agritourism Best Management Practices and Plan of Operation](#) Dora Ann Hatch, Louisiana State University Ag Center, featuring risk management strategies for agritourism ventures, 2009.

[Entertainment Farming and Agri-Tourism](#) Katherine L. Adam, NCAT Agriculture Specialist

[Farmstay Manual](#) – Minnesota Institute for Sustainable Agriculture.

[Considerations for Agritourism Development](#) New York State Sea Grant . Checklist of areas to consider when beginning an agritourism related venture.

[For Higher Profits, Healthier Land](#) - Alternative Enterprises, NRCS, USDA - Overview of agritourism and examples of farm-based tourism enterprises.

### [Alternative Enterprises and Agritourism: Farming for Profit and Sustainability Resource Manual](#)

Natural Resource Conservation Service, USDA. 2,300 pages of reference material including rural tourism, agritourism, nature tourism, heritage tourism, business planning, liability insurance, marketing, funding programs and resources, (2004).

## State Resources

Most contain general business planning and management information

[Agritourism: An Economic Opportunity for Illinois](#)

[Agritourism in Focus: A Guide for Tennessee Farmers](#)

[Considerations for Agritainment Enterprise for Georgia](#)

[Indiana Resource Guide for Agritourism](#)

[Oklahoma Agritourism](#)

## Marketing Resources

### [Wisconsin Local Food Marketing Guide](#)

A producer's guide to marketing locally grown food. Department of Agriculture, Trade and Consumer Protection is a more extensive guide to food safety and marketing

### [Marketing Strategies of Ohio Agri-tourism Businesses](#)

### [Arizona - Direct Farm Marketing and Tourism Handbook](#)

[Agritourism Workbook](#) Agri-Business Council of Oregon, A guide to discovering new ways to build a successful agriculture business through direct farm marketing, 2003.

[Direct Farm Marketing and Tourism Handbook](#) University of Arizona Extension – Guide to help producers market their products and services directly to consumers.

## Understanding Agritourism Consumers and Trends

### [Nature-Based Tourism & Agritourism Trends: Unlimited Opportunities](#)

### [Agritourism in the West: Exploring the Behavior of Colorado Farm and Ranch Visitors](#)

### [Wisconsin Agritourism Survey Report](#)



Scan this QR code to access the live links on this resource sheet.

## Other Business Planning Resources

[Business Feasibility: A First Cut Analysis](#) UW-Cooperative Extension. Workbook and guide for Agricultural Entrepreneurs developed. Includes worksheets to calculate cost benefit analysis, market research, identify suppliers and make comparisons with similar businesses.

[Food and Value Added Agriculture Resources Blog](#)- UW-Cooperative Extension. Links to tools related to basic business startup, starting a cooperative, networking opportunities, market data & research tools, funding sources, business planning and financial analysis tools.

[Small Business Development Center](#) Part of the Small Business Administration (SBA), offers multiple resources, partners and programs to support the needs of the small business. [www.sba.gov](http://www.sba.gov) 1-800-U-ASK-SBA

[University of Michigan Product Center](#) Papers and product development fact sheets on a range of food and agricultural products from ethanol to apple cider to greenhouse tomatoes.

[Starting a Food Business in Wisconsin](#) is a simple factsheet that helps you think through food safety requirements including licensing, facilities and equipment needs, packaging and labeling, and recipe development.

[Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses](#) Designed help alternative and sustainable agriculture entrepreneurs create profitable enterprises.

[The Online Business Planner](#) Agricultural Innovation and Commercialization Center at Purdue University. A free web-based tool has been used effectively by agriculture entrepreneurs in Wisconsin.

[Virginia FAIRS](#) Online business planning tools for value added businesses. Other recommended software packages include [www.smetoolkit.com](http://www.smetoolkit.com) & [www.paloalto.com](http://www.paloalto.com)

## Financing and Grants

[Got Moo-la?](#) Managed by DATCP, this is a Wisconsin focused compilation of grants, loans, equity capital and other financial resources available for agricultural businesses including USDA Value Added Producer and SARE grants, and financing tools.

