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.


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


**Twelve Things to Consider When Starting an Agritourism Business** Dora Ann Hatch, Louisiana State University Ag Center.


**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.

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**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**

**Direct Farm Marketing and Tourism Handbook**
University of Arizona Extension – Guide to help producers market their products and services directly to consumers.

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**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 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 & www.paloalto.com

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**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.