


Oregon Agritourism Strategy Process



MARCH- Convene,
Share info,
identify
opportunities and
issues, draft vision

APRIL/MAY-
Refine vision.

Establish five
year goals
and potential
strategies for
the next two
years.

MAY- Reach out
to other key
stakeholders to
gain input on
strategy ideas

MAY/JUNE-
Prioritize
strategies,
develop action
plan

JUNE-
Partnership to
implement in
place

Action!

“Call ahead. And reserve well in advance.
Demand for agritourism exceeds supply.”

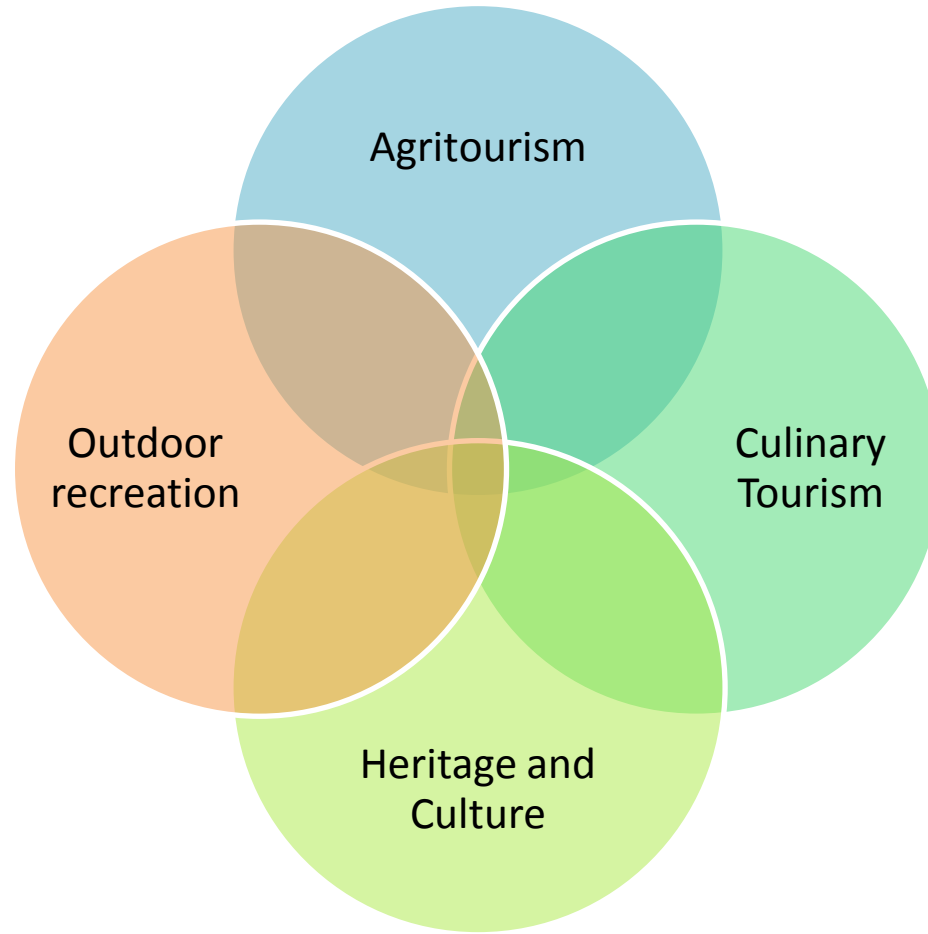


“The Best Farm
to Table
Restaurants in
the Pacific
Northwest”
Conde Nast
Traveler
magazine,
March 2013

Agritourism is. . .

- **“a business conducted by farmers or ranchers on their working agricultural or horticultural operation for the enjoyment and education of visitors. It is intended to promote farm products and generate additional farm income, in the process of providing visitors with entertainment, recreation, participation and education”**

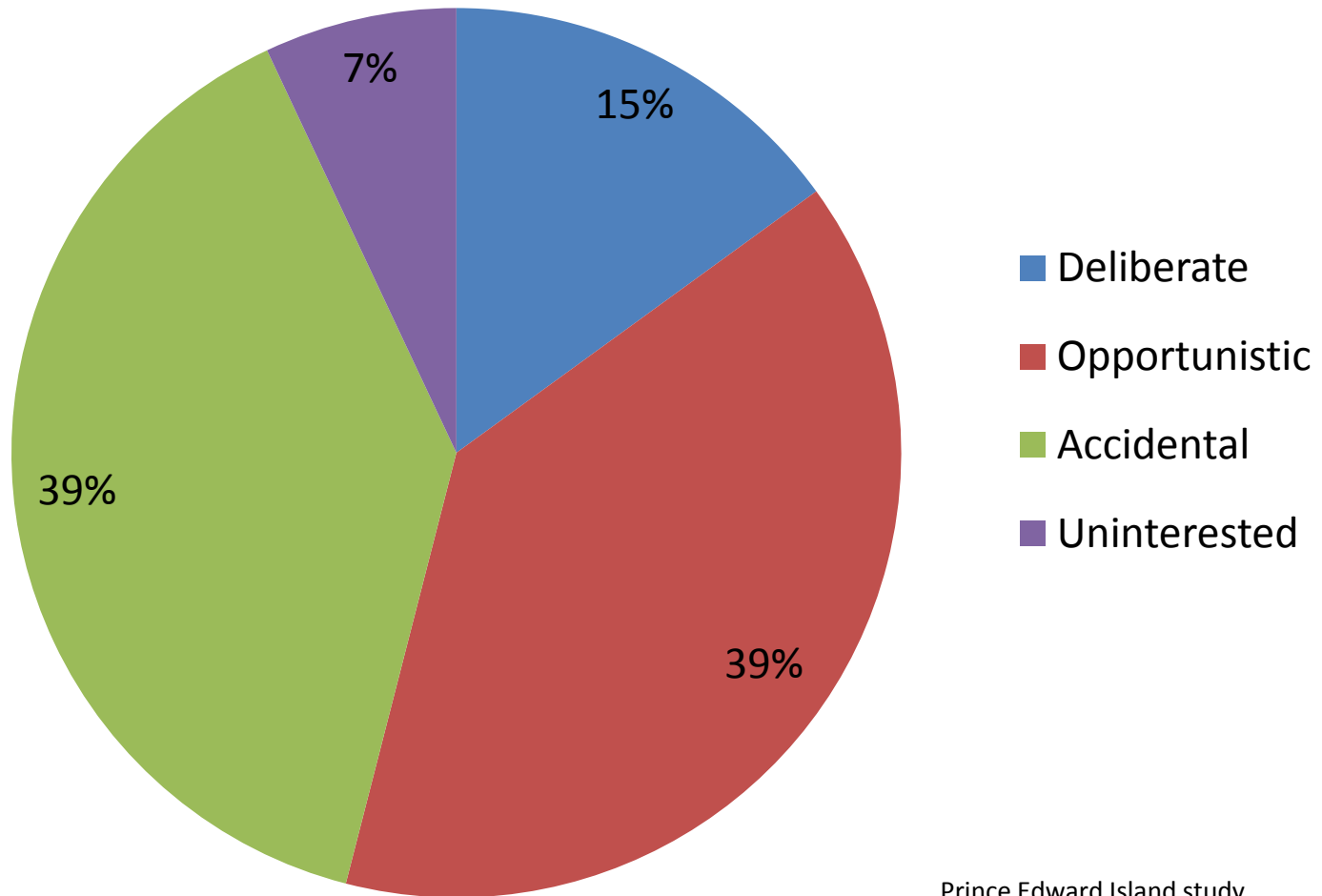
Agritourism is diverse



Such as

- On-farm activities and sales
- Events and “agri-tainment”
- Self-guided tours and trails
- Local foods, whether or not locally sourced
- Guided tour packages, classes, experiences

Why collaborative approaches matter



Prince Edward Island study

Agritourism in Oregon: The context

- Shared values: open landscape, farming, entrepreneurship
- “The history of land use laws in Oregon and our growth trends have led to the current situation where there is not a cohesive agritourism polict at all. Agritourism wasn’t on the map as something to consider when our original land use system was put in place . . . What is in place is intended to ‘stop harmful impacts’ rather than ‘promote beneficial impacts’ of agritourism”

Agritourism in Oregon: The lay of the land

- Market position
 - Legislative and regulatory strategies
 - Marketing
 - Organization
-
- This information based on Summit and Phase I Opportunities document

Agritourism: What other states have done

- Marketing support
- Business certification
- Business development
- Fostering networks
- Research
- Policy advocacy
- Destination development

Building an Oregon Agritourism Strategy: Approach

- Articulate a guiding vision that aligns with our shared values
- Build goals and strategies on existing successes
 - What agritourism is already happening successfully in Oregon?
 - What has contributed to that success?
 - How can we amplify that success?
 - Where are the critical gaps?
- Pursue long term policy strategies as well, but don't get bogged down in what can't happen
- Engage business community and trade associations
- Take positive action collaboratively



Children at Leaping Lamb Farmstay, Alsea

Examples from other states

- DIG in Vermont: collaborative, industry driven, listing criteria
- Oklahoma: Focus on both product development and promotion
- Colorado: Formal statewide strategy (linked with heritage)



EAT
EXPERIENCE the AUTHENTIC
TASTE of VERMONT

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- HOME
- DIG IN to VERMONT **PLACES**
- DIG IN to VERMONT **EVENTS**
- DIG IN to VERMONT **TRAILS**
- DIG IN to VERMONT **REGIONS**
- DIG IN VERMONT **BLOG**

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SEARCH



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- Food Markets
- Farm Stays

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Strategic Plan

Next Steps

- Other critical information needs
- Maximizing the effective use of group knowledge and contacts
- Meeting schedule