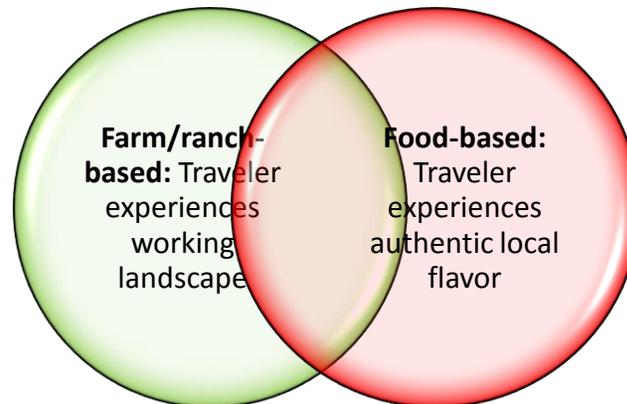


Oregon Agritourism Working Group
March-June 2014
Initial Goal and Strategy Recommendations

Working Definition

Agritourism is a collection of visitor attractions based on experiencing the working landscape (farms and ranches) and experiencing authentic local flavors. All farm and ranch based traveler experiences are agritourism by definition. As shown in the simple diagram below, activities related to culinary (food-based) tourism are often also agritourism (farm/ranch based). Some culinary tourism experiences (for example, VooDoo donuts!), are however totally distinct from agritourism. And agritourism is not always about food: it includes things like horseback riding on private ranches, farmstays, and events such as the Tulip Festival.



We group culinary tourism and agritourism together for future planning because the State of Oregon already has an established reputation and marketing campaign for culinary tourism that can be an asset for agritourism development. Furthermore, because culinary tourism reaches more visitors by virtue of its strong presence in urban areas, tying it with traditional agritourism encourages more visitors to explore the whole state.

Vision for 2025

As a result of expanded agritourism/culinary tourism development in Oregon, the state is recognized as a world-class destination for interesting, educational, fun and life-changing food and farm-based experiences. Visitors find diverse, accessible and high quality opportunities to experience excellent food and bountiful landscape throughout the whole state. With clear wayfinding and coordinated marketing, it's easy to explore regions, and to connect agritourism/culinary experiences with other nearby visitor experiences. More visitors stay overnight at agritourism/culinary destinations in a network of high quality, uniquely Oregon lodging facilities. Through these experiences, they gain an authentic glimpse of the state's beauty, heritage, flavors, cultures, values and people. Once home, they retain personal connections with Oregon through sustained friendships and product purchases. Their connections and memories of their trip are so happy that they act as "evangelists" who enthusiastically promote the state.

As a result of expanded agritourism/culinary tourism development, the state's diverse working landscapes are a valued source of economic vitality. Family owned and operated farms prevail and prosper, and younger generations are able to continue to work the land. Innovative farm, ranch, and food entrepreneurs are well-supported in developing high quality products and services for visitors, which generate vital income to sustain their operations. Neighbors and host communities support and benefit from this activity.

The success of culinary/agritourism brings increased prosperity to Oregon communities large and small. Downtowns are revitalized as a result of increased visitor spending, as well as increased local purchasing by residents who have a renewed sense of pride and support for local producers. There are diverse new opportunities for tourism entrepreneur and job creation. The increased focus on quality food builds strong regional food systems, ensuring that in this bountiful landscape, communities are resilient and prosperous.

Goals and Strategies

	Five Year Goals (2019)	Success measure	Possible strategies (rough brainstorm)
A	The regulatory framework for agritourism (state and local) is clear and improved, so that agritourism businesses compatible with the intent of land use law and public health regulations are able to operate efficiently.	X percentage of agritourism stakeholders believe regulatory framework is simpler, clear, efficient	<ul style="list-style-type: none"> • Prioritize and draft legislative concepts backed by diverse agritourism proponents • Create a database of proponents/ stakeholders • Petition/referendum to the people
B	Agritourism businesses are well-networked with each other to produce, promote and pursue supporting policies.		<ul style="list-style-type: none"> • Explore level of interest in an industry-led association • Identify key agritourism proponents and engage • Develop a sustainable funding strategy
C	Oregon agritourism has implemented a strategic marketing plan that is appropriately connected with culinary tourism marketing.	Oregon agritourism has increased market visibility (needs a measure)	<ul style="list-style-type: none"> • Establish baseline metrics of Oregon's agritourism product (inventory and more)
D.	Based on a clear definition of agritourism (including crossover with culinary tourism), a certification program lets locals and visitors know that the product or service has been vetted for authenticity and quality.		<ul style="list-style-type: none"> • Develop a uniquely Oregon definition/brand of agricultural tourism that reflects the diversity of the products and experiences.
E	Young people have a close and knowledgeable connection with the state's agricultural sector as a part of Oregon's history, culture, health and economic vitality.		<ul style="list-style-type: none"> • Develop a resource guide and training for farmers and educators on how to make the match • Secure funding, including revenue for participating farmers
F	Agritourism tangibly contributes to vitality of Oregon communities	Measures identified for each community	<ul style="list-style-type: none"> • Identify pilot communities working on agritourism • Evaluate/create socioeconomic baseline • Create a path for incremental growth • Modify based on their experience • Create support materials for communities e.g. Farmer/rancher guide to agritourism

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