



AGENDA
Oregon Agritourism Network
April 30, 2015 | 9:30 am-12:30 pm

Oregon Food Innovation Center, 1207 NW Naito Drive, Portland OR

9:30-9:45	Introductions and Goals for the Day- Kristin Dahl and Kathi Jaworski
9:45-10:00	Initial Vision and Strategies from Last Spring's Working Group- Kathi Jaworski
10:00-11:30 with 10 min break @ 10:50	<p>Implementation work to date by Travel Oregon and related efforts</p> <p>(1) Policy: <i>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.</i></p> <ul style="list-style-type: none"> ● Status of agritourism liability policy – Scott West (5 min) ● Land use updates to clarify / standardize farm stay opportunities – Kristin Dahl (5 min) <ul style="list-style-type: none"> ○ Senate Bill 341 reducing liability goes to vote on Monday ○ CALL TO ACTION: Please write to your Senators encouraging them to pass this bill <p>(2) Industry-driven Network: <i>Agritourism businesses are well-networked with each other to produce, promote, learn and pursue supporting policies.</i></p> <ul style="list-style-type: none"> ● Vision for an Oregon Agritourism Network (separate agenda item below) <ul style="list-style-type: none"> ○ See slide for infographic on structure of the network ○ There is an Oregon Agritourism Partnership, but do we need an Agritourism Association? Other states have those and they are being really successful (ex. Vermont). So what's the next step? ● Industry communication tools available – Staj Pace (5 min) <ul style="list-style-type: none"> ○ Travel Oregon Industry site will have a designated page for the Oregon Agritourism Network and will house meeting minutes and presentations. ○ Updates and links to presentations and notes will be distributed via email ○ Travel Oregon has access to Basecamp and Webex for collaborative planning and web conferencing. <p>(3) Marketing: <i>Oregon has implemented a strategic agritourism marketing plan that is appropriately connected with culinary tourism marketing.</i></p> <ul style="list-style-type: none"> ● What advisory group recommended / what Travel Oregon heard – Katy Clair (5 min) <ul style="list-style-type: none"> ○ Oregon Bounty campaign created to position Oregon as a culinary destination. ○ Goal to motivate overnight stays and day trips during the fall, as well as year round culinary travel ○ Highlight all regions of the state by promoting local events, artisan products and travel experiences ○ Capitalize on the passions of culinary enthusiasts seeking unique culinary experiences with Oregon's array of artisanal products and local cuisine ● Market research: existing data and planned research – Scott Warren (20 min) <ul style="list-style-type: none"> ○ Marketing is traditionally directed toward a culinary message and culinary audience. ○ One of the consequences is that we have a lot of gaps in what we know (or don't know) about agritourism. And what we do know is limited by the questions we

have been asking, what we have been looking for, and the audiences we have been talking to.

- Studies featured in slides were gathered from people that have ordered the Travel Oregon guide.
- People who participated in an activity related to culinary/agritourism, high percentages listed that activity as a primary motivator for their trip to Oregon.
- Culinary excursions and farm/agricultural tour have a higher level of motivation for travel than other culinary experiences, and other activities in general
- Viability of agricultural tourism is enhanced if experience are convenient, have a diversity of attraction and opportunity to purchase value-added products
- Other thing we learn about travelers from our TO.com website – let’s look at a years worth of data and look at the people that have looked all the things on our site (big blue blob thing)
- Research from TravelOregon.com shows that people interested in agricultural tourism related content are also really interested in road trips, family travel, places to stay, heritage tourism, culinary tourism and bed and breakfasts.
- Number one market of people viewing agricultural content on TravelOregon.com is from PDX. Other key markets are Spokane, Eugene, Phoenix, Boise, LA and Chicago.
- Lessons learned from social media promotion during Oregon Bounty campaign: Images must be epic and show an actual place, farm and agricultural content really resonates, women are more engaged in this content (70% women)

- ACTION ITEM: Data gathered so far by Travel Oregon has been gleaned from other broader studies; Network to decide is a focused study on agritourism in Oregon is needed.

- **TravelOregon.com enhancements completed and next steps**– Mo Sherifdeen (10 min)

- New sections have been added to website for Farm/Ranch and Farm/Ranch Stays
- More quality stories and photo content has been added
- New agritourism SEO key words added for search optimization

- **Culinary/agritourism pulse in 7 Wonders Campaign** – Katy Clair (5 min)

- Working on the Oregon food trips idea – expanding on this
- Key ways we do this – is the sponsorship we fund with FEAST – all the great media that come out for that go back and write about Oregon ag. We encourage them to stay longer and go out throughout Oregon. This is big media: NatGeo, Outside Mag. We couldn’t get this big media on our own, so by partnering with FEAST, it’s really helpful.
- We are still in the planning phase, but the Media Feast Tour is pretty full and we’ll have more updates soon.

- **Tour Operator Product** – Lisa Itel (15 min)

- International/Travel Trade industry is really big and can be confusing. But our main goal is to get travel tour companies to book in Oregon. We take these tour operators out to see product/see Oregon/see what we do/eat/experience. We call these Fam Tours (familiarization)
- When we go out and promote Oregon with these Trade groups, we often take out media as well. We'll create itineraries to help them see the package of what we have to offer here.
- Wine has really been the backbone of our agritourism product to be able to sell tour packages to international trade companies, but it's not just wine – we include farms, places to stay, places to eat on those itineraries too
- Jeni and Oly – TV Show is a great partnership to help get international visitors to Oregon Tourism Commission
- International travelers still book thru tour operators
- Product Successes: Each of these agritourism tours brings in a lot of economic impact
- Focus as well on Media/journalists: we encourage them to come to Oregon to do stories – we are always selling and sharing about agritourism product and food and culinary experiences – so we are always looking for more product/itineraries to share about

Comments:

- Oregon Dept of Ag: Has a whole international team – they do 10-12 trips a year to help find buyers/exports and bring groups here as well
- Business Oregon brings international groups in as well for ag trips – especially from Japan

(4) **Standards:** *Based on a clear definition of agritourism (including crossover with culinary tourism), locals and visitors can discover agritourism products and services that have been vetted for authenticity and quality.*

- Work has not started in this arena.

(5) **Education:** *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.*

- Work has not started in this arena.

(6) **Economic Impact:** *Agritourism tangibly contributes to vitality of Oregon agriculture and communities*

- **Mobile agritourism studio pilot-** Kathi Jaworski (10 min)

- Stand-alone Agritourism Studio being piloted in Eastern Oregon in May, 2015 – focusing on business development – DETAILS ONLINE:
Industry.TravelOregon.com/JDRTAgritourism
- What do you mean by Studio? It's intended to be a working/active work space and not just a session where you are being talked at.
- Could you do the studio based on type and not location, for example doing a studio for

	creameries, or grain farms or festivals, etc., and not for a specific region.
11:30-11:50	<p>Vision and Proposed Structure for an Oregon Agritourism Network- Kristin Dahl</p> <ul style="list-style-type: none"> ○ We're not going to take on being an Agritourism Association per say and hire a director, etc. but we are here to support this network, and help provide guidance to what your priorities are ○ We propose that there is a leadership team, which is you here in the room ○ We propose there are then action teams – and hopefully other organizations that can help convene those ○ Then once the action teams get up and running, it's important to invite the industry so they can participate ○ Travel Oregon will provide staffing and support for this process ○ Leadership Team Role: <i>see slide</i> ○ Action Team: Lead <i>see slide</i> ○ Action Team: Participant <i>see slide</i> ○ Network: Participant <i>see slide</i> <p>Comment/Questions:</p> <ul style="list-style-type: none"> ○ Why bicycle tourism partnership so successful? There was so many passionate people, and so much good product. But it wasn't necessarily the partnership that made that all happen. Priorities came out of it that were successful: RideOregonRide.com website, Scenic Bikeways, Research
11:50-12:20	<p>Launch Action Teams (divide into groups by goal and interest)- Kathi Jaworski</p> <ul style="list-style-type: none"> ● Which teams to launch now? ● Leads ● Others to invite ● Initial items to discuss <p>See following pages for each action group's notes</p>

POLICY ACTION TEAM

Members:

- Austin McGuigan, Tom Hogue, Karen Utz, Kristin Dahl, Scottie Jones

Others who should be invited to participate:

- Sadie Carney (Tom Hogue)
- Association of Oregon County Commissioners
- Bill Perry (Oregon Restaurant and Lodging)
- Ken Helm (Land Use Attorney)
- Mike McCalister (Clackamas County)
- Matt Lisignoli (Smith Rock Ranch)
- Clackamas County Commission
- AOC (Association of Oregon Counties)
- 1000 Friends (Jason Miner)
- Farm Bureau (Barb Iverson)
- Friends of Family Farmers
- Oregon Department of Agriculture (Jim Johnson)
- Oregon Grape Growers (Bill Perry)

Ideas for initial focus (to further explore):

- Agricultural Summit Results Focus

Next meeting:

- Date and time: June
- Location: Salem DLCD
- Convener: Tom Hogue

Potential first agenda items:

- Understand industry need (i.e. Farm stay, fresh food prep)
- Determine if we need statues change or could do rule development
- Pursue role development or statue change

Best means for communication among group:

- Email

MARKETING ACTION TEAM

Members:

- Amanda Welker, Carol Tannenbaum, Erika Polmar, Sandra Evans, Mo Sherifdeen, Katy Clair

Others who should be invited to participate:

- Brewers Guild (Sandra Evans can contact)
- Lavender Guild (Carol can contact)
- Business Oregon
- WVVA
- Yamhill County Association
- COVA
- Seafood commission
- Fishing guides

Ideas for initial focus (to further explore):

- Revisit and audit goals from last year
- Sell more products through agritourism
- Figure out who is doing what and create partnerships vs. recreating the wheel (create asset map)
- Explore listings on TravelOregon.com and survey where we can improve

Next meeting:

- Date and time: middle to end of May
- Location: TBD
- Convener: Katy Clair (Travel Oregon)

Potential first agenda items:

- Travel Oregon report out

PRODUCT DEVELOPMENT/ECONOMIC IMPACT

Members:

- Erik Andersson, Melissa Fery, Jeanne Carver, Ann Forthoefel, Laura Barton, Lisa Itel, Kalie Davis, Danielle Cowan, Kara Anglin Wilson, Sara Miller, Alice Trindle, Riki Saltzman, Sandra Evans

Others who should be invited to participate:

- Forktown Food Tours
- Get Dirty Farm Tours
- OSU
- Friends and Family of Farms

Ideas for initial focus (to further explore):

- Develop inventory of existing product (maps, spreadsheet, etc.)
- Perform gap analysis
- Determine regional leads
- Determine niche leads
- Inventory resources (commissions, ecotrusts, etc.)
- Identify all players/entities and pull out known starting places
- Exploring how to enact the “workshop model” through the state

Next meeting:

- Date and time: July
- Location: Webex
- Convener: Melissa Fery

Best means for communication among group:

- Basecamp

Note:

“Standards” and “Education” goals require further development and action teams.