

# Agritourism Farm & Ranch Recognition Program

## *CONCEPT*

**Description:** The Agritourism Business Recognition program is designed to help highlight businesses that are committed to creating positive and safe visitor experiences on working landscapes.

### **Two Working Components**

- Consumer facing recognition
- Industry education on how to be visitor friendly
- *This program is not intended to be a certification or endorsement.*

# Agritourism Farm & Ranch Recognition Program

## *CONCEPT*

### **Agritourism Friendly Farms, Vineyards and Ranches**

#### **Eligibility:**

- Direct visitor experience component at their physical Oregon location
- Complete application
- Complete educational training videos
- Approval from local & state planning department

#### **Process for recognition**

- Businesses will need to review the program requirements
- Business would offer service directly tied to agriculture
- Complete educational training videos
- Approval from local & state planning department

#### **Incentives:**

- Special recognition through marketing channels including digital and print platforms
- Priority story & feature event listing
- Receive tangible toolkit & agritourism business handbook
- Option to purchase an official sign to display at their business

# Agritourism Farm & Ranch Recognition Program

## *CONCEPT*

### **Next Steps**

- Build an action team around the recognition program
- Review concept internally between Travel Oregon and other state agencies
- Expand recognition program project team to include broader stakeholder mix
- Initial steps to review the concept of an association to oversee process