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

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
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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