

Goals and Vision for Agritourism in Oregon

OREGON AGRITOURISM: OUR VISION FOR 2025

- Oregon is recognized as a world-class destination for interesting, educational, fun and life-changing food, farm and ranch-based experiences.
- Visitors find diverse, accessible and high-quality opportunities to experience excellent food and bountiful landscape throughout the state.
- It's easy for Oregon visitors to explore, dine and experience life on a farm or ranch, and to connect agritourism experiences with other nearby activities and attractions.
- While agriculture remains the primary function of farms and ranches, exposure to visitors through agritourism enhances these operations.
- The success of agritourism brings increased prosperity to Oregon communities.

GOALS FOR THE OREGON AGRITOURISM NETWORK

Improved Policy

The state and local regulatory framework for agritourism is clear and improved, so agritourism businesses that are compatible with the intent of land-use law and public health regulations are able to operate efficiently.

Effective, Industry-Driven Network

Agritourism businesses are well networked with each other to produce exceptional visitor experiences, promote their offerings, learn best practices and pursue supportive policies.

Targeted Marketing

Oregon has implemented a strategic agritourism marketing plan that is appropriately connected with culinary tourism marketing.

Meaningful Standards

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

Stewardship Education

Young people have a close and knowledgeable connection with the state's agricultural sector as part of Oregon's history, culture, health and economic vitality.

Economic Impact

Agritourism tangibly contributes to the vitality of Oregon agriculture and communities.

