



Agritourism Partnership Self-Assessment

Consider the people, businesses and organizations you work with already, or would like to work with to support your agritourism venture. This worksheet helps you assess what mutual value your current partnerships generate, as well as who else might be a good partner and what you might be able to do together. The columns show a variety of potential collaborative activities, from the least intensive/interdependent to the most. More intensive is not necessarily better: While it can yield great benefits, it requires a high degree of trust and often a lot of time as well. It's up to you to decide how much collaboration makes sense for you. Here's how to proceed:

- Start by listing your current partners and check the items that apply to the activities you conduct together. The last three columns ask you to analyze the value of these partnerships: Do you have something valuable to contribute to this partner so you both win? Do you have ideas for working together in new ways? And given your business goals, is this partner a priority for the future?
- After you've assessed your current partners, think about potential partners. For example, if you would like to reach visitors from outside your area, perhaps you can partner with a local inn or farm stay. If you want to offer horseback riding, perhaps you can partner with a public park manager. Go through the same steps of identifying the types of activities you could pursue with new partners, the benefits you could offer, and the priority order to approach these potential new partners.
- What do you conclude about the value of partnering for your venture?



Partners	Current (C) or potential (P)?	Refer customers to each other	Borrow from each other	Joint marketing activities	Buy and/or sell from each other	Package visitor activities together	Invest together in visitor products or services	Other (note)	What do you have to offer this partner?	Potential ideas for deepening work together	Priority

