

A photograph of a wooden wagon filled with a variety of pumpkins and gourds. The wagon is made of dark wood and has a large, spoked wheel visible in the foreground. The pumpkins are in various colors, including orange, yellow, and white. Some are resting on a bed of straw. The wagon is parked on a grassy area. In the background, there are more pumpkins and a blurred green landscape.

# Agritourism for Small Farms in North Carolina

**NC STATE**

EXTENSION

This publication is intended for entrepreneurs interested in exploring agritourism. It offers suggestions for small farms with an emphasis on three areas: fall events, weddings, and educational activities (classes and camps). Links to internet resources are presented throughout this publication. Additional information is available from N.C. Cooperative Extension centers, the North Carolina Farm School ([ncfarmschool.ces.ncsu.edu](http://ncfarmschool.ces.ncsu.edu)), and other state university resources.

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## Introduction

Agritourism is a combination of agriculture and tourism. The National Agricultural Law Center defines agritourism as “a form of commercial enterprise that links agricultural production and/or processing with tourism in order to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining and/or educating the visitors and generating income for the farm, ranch, or business owner.”

The National Agricultural Law Center advocates for four factors that should be included in agritourism services:

- Combines the essential elements of the tourism and agriculture industries.
- Attracts members of the public to visit agricultural operations.
- Designed to increase farm income.
- Provides recreation, entertainment, and/or educational experiences to visitors.

Agritourism has become increasingly important to farm incomes and rural economies. The U.S. Census of Agriculture reported a 35 percent rise in the value of agritourism and recreational sales in North Carolina from 2012 to 2017. Agritourism was especially popular among small farms in North Carolina, where three-fourths of farms with agritourism revenues had \$10,000 or less in sales.

Additional definitions and examples of agritourism are found at the National Agricultural Law Center website ([nationalaglawcenter.org/overview/agritourism](http://nationalaglawcenter.org/overview/agritourism)).

Many enterprises fall under the definition of agritourism. North Carolina farmers have seen success with new on-farm agritourism enterprises including:

- Fall festivals and pumpkin patches
- Weddings
- Educational programs
- Camps
- Farm tours
- Pick-your-own vegetables and fruit
- Horseback riding
- Stores and farmers markets
- Vacations
- Bed and breakfasts
- Winery tasting rooms and tours
- Petting zoos
- Bird watching
- Picnic areas
- Hiking and biking trails
- Fee-based hunting and fishing

## Evaluating a Potential Agritourism Enterprise

A potential agritourism enterprise must be a good fit for both the farm and farm operator and the potential market. This section describes important considerations for evaluating a potential agritourism enterprise. Many of the concepts presented here are adapted and updated from the 2009 NC State Extension publication *Qualifying and Quantifying Your Personal Agritourism Potential: Part of a How-to Guide for Successful Agritourism Enterprises*.

### Time Commitments

Agritourism enterprises require operators to have many of the skills of a successful entrepreneur. A critical asset for success in agritourism is having adequate time for the enterprise. Many small and beginning farmers often start farming while working a full-time job. Others, like retirees, may begin a farm enterprise while having an active lifestyle full of family and community commitments.

Entrepreneurs across many different kinds of businesses are notoriously optimistic about their ability to plan, develop, and execute a successful enterprise. It is likely that the more successful agritourism entrepreneurs have rigorously identified the time needed for their new enterprise. A good strategy is to talk to operators who have already developed a similar enterprise and are willing to candidly discuss the time commitments. Some important questions for investigation include:

- Does required labor increase during certain times of the week or year?
- How much time is needed in the off-season to plan the enterprise?
- What are potential hidden aspects of the agritourism enterprise that may use more time than anticipated?
- How flexible is the operator’s daily schedule for addressing emergency or time-sensitive tasks (for example, escaping livestock, weather-sensitive crop planting and pest control, or on-farm tours during weekdays)?

### Personal Characteristics

Agritourism enterprises require the farm operator to welcome customers on the farm. Possessing “people skills” goes a long way in developing a successful enterprise. Besides graciously welcoming the public, agritourism operators will need to educate guests about the farm. They will need to be comfortable interacting

with people with a variety of perspectives and be able to tactfully address customer complaints.

Successful agritourism operators often have natural strengths in goal setting and planning. Farmers or landowners lacking these characteristics may need to draw on outside resources to plan and set goals for the agritourism enterprise.

## Potential Farm Benefits of Agritourism

- Opportunity to diversify income by selling new products or services.
- Increase revenue without new acreage.
- Add an enterprise to existing farm.
- Supplement retirement or off-farm income.
- Educate public about food production.
- Educate public about natural resources conservation.

## Location and Site Potential

Successful agritourism enterprises benefit from a location that is easily accessed by prospective customers. The proximity of the farm property to the target customer is very important. An enterprise that offers tours for elementary school students, for example, would make little sense if there is only one small elementary school within a 30-mile radius.

Answering the following questions will help in evaluating the characteristics of a suitable site:

- What are the natural characteristics of the property (for example, topography or natural resources like woods and streams)?
- Month-by-month, how is the property currently used throughout the year?
- Are there existing farm activities that might interest potential agritourism customers?
- How well-suited is the property to the practical needs of guests? For example, are there parking areas, restrooms, hand-washing stations, or shelters?

## Evaluating the Potential Market

Marketing is central to developing a successful agritourism enterprise. While it is important to “get the word out,” advertising is only one component of successfully marketing a farm enterprise. This section provides a basic overview of marketing as it relates to agritourism, describes your main customer for agritourism enterprises, and introduces the basic parts of a marketing plan. It was developed in part from the NC State Extension publication *Marketing Your Agritourism*

*Enterprise* ([content.ces.ncsu.edu/marketing-your-agritourism-enterprise](http://content.ces.ncsu.edu/marketing-your-agritourism-enterprise)).

## Who Will Your Customers Be?

The first step in agritourism marketing is to describe the type of customer that the farm will target for the enterprise. Agritourism ventures typically focus on two categories of customers: (1) individuals or families, such as those coming to select pumpkins, buy farm produce, or hike a farm trail, and (2) groups, such as students touring the farm.

The agritourism enterprise need not be limited to one type of customer. However, the farm may not be able to be all things to all customers. Operator time constraints, for example, may mean that the agritourism venture mainly occurs on weekends — that would probably rule out school groups as a large source of income. However, it might be in the farm’s best interests to accommodate a few weekday school tours as a way of advertising the farm’s weekend offerings to families.

Answering the following questions will help you evaluate the target customers:

- Where do they live?
- How far are they willing to drive for agritourism?
- Are there other farms within their preferred driving distance offering the same or a similar agritourism attraction?
- What is the target customer age range?
- Are they individuals, families, or groups?
- When are they most available to come to the farm?
- How will customers benefit (for example, entertainment, education, or connecting with food producers)?

## Crafting a Marketing Message

Marketing is more than getting the word out about an enterprise. A well-crafted message is as important as the method of delivery. Fully understanding your customers’ wants and needs will help you decide what features should be prominent in your promotional materials.

Many farm entrepreneurs make the mistake of focusing on the method of communication rather than focusing on the product and message that meets a customer’s wants or needs.

It is important to play up all attributes of your enterprise — practical and aesthetic — that might matter to customers. Take the following example of the publicity

efforts by an on-farm wedding venue. The farm had invested significantly to establish a climate-controlled facility with large seating areas and wonderful views of farm scenery. The owner decided to feature the facility prominently in all the print and online marketing. However, the advertising did not elicit the anticipated response (that is, no response could be directly attributable to the advertising). Upon further investigation of customers considering the wedding venue, the owner discovered that the farm's scenic creek, woods, and pastures were what "sealed the deal" for couples marrying at the farm. "Many places have a nice facility, but this one had the best views," wrote one customer in an online review.

This venue operator's experience is a simple example of why marketing must recognize and emphasize what is most important to the customer. The farm changed its message from "Come use our awesome facility" to "Enjoy your special day in the middle of the farm's rural beauty."

## Making a Marketing Plan

The marketing plan is perhaps the most important document for the success of an agritourism enterprise. The plan describes the market and how the farm will serve its customers.

The main parts of an agritourism marketing plan include:

- Description of the enterprise — What the farm proposes to offer and how its function will generally be accomplished.
- Market situation — How the new enterprise fits into the local community and will meet regional demand for agritourism goods and services.
- Target customer profile — A detailed description of the target customers, including different kinds of customers for different aspects of the enterprise.
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis. — A SWOT analysis provides a look at the strengths and weaknesses of the farm and/or operators relative to the agritourism enterprise. The SWOT analysis identifies opportunities and threats that are directly or indirectly related to the farm initiating a new agritourism venture.

This section is only a brief treatment of developing an agritourism marketing plan. See Additional Resources for extensive instructive source materials.

## Don't Forget: The Competition

Evaluating the "market situation" includes identifying and quantifying the impact of nearby competitors—including their location, activities, prices, hours of operation, and strengths and weaknesses. Observing a competitor's operations in person can help you gather this information. In your marketing plan, list other local entertainment venues and describe how they might impact your agritourism enterprise. For example, a new weekend farm festival is unlikely to compete well with a town's long-running fall festival.

## Types of Agritourism to Consider

Selecting an agritourism enterprise requires matching the strengths of the operator and farm resources with the demands of the probable market. This section includes three categories of agritourism enterprises: fall events, weddings, and educational activities (on-farm classes and camps). These enterprises are provided only as examples. A look at how such enterprises work may also inform how to evaluate other agritourism enterprises.

These summaries were developed through observations of existing agritourism operations and from a North Carolina Farm School agritourism case study.

### Fall Events

Fall harvest-themed events are among the most popular traditional agritourism enterprises—for both producers and consumers. Activities include pumpkin patch visits, corn mazes, on-farm festivals, and school tours.

Fall agritourism events typically have the following characteristics:

- Held during September and October.
- Focused on weekends, with varying availability during weekdays.
- Focused on customer experience.
- May or may not offer produce products for sale (production commitment varies).
- Requires ability to host large number of visitors at one time.
- Operator's time availability for farm tasks may be limited if agritourism season management is intensive.
- Requires intensive marketing before and during season.

Fall events have, in many ways, become an “entry-level” agritourism enterprise. They can provide an income boost for farms already selling spring and summer products directly to customers, such as via farmers markets.

Fall-themed events may also complement a farm’s existing direct marketing enterprises. For example, an on-farm festival limited to subscribers of a farm’s community supported agriculture (CSA) program can help cement relationships with those customers.

### **Weddings**

On-farm venues for weddings and other celebrations have increased in popularity. Offering the farm as a wedding venue, however, is among the most intensive agritourism enterprises in terms of both financial and time expenditures.

Common needs for a wedding venue include:

- Physical modifications to the farm (for example, new buildings and landscaping),
- Event planning and guest management/hospitality expertise,
- Parking and restrooms, and/or
- Adequate electricity and plumbing.

Farms adding a wedding venue as an agritourism enterprise report some common characteristics that can be either benefits or challenges, depending on the farm and operator. Marketing of a wedding venue is different than other agritourism enterprises. The venue must be publicized at wedding industry events such as bridal shows. Potential customers often schedule a tour of the farm or rural venue, which requires the farm operator to be very good at in-person marketing.

The farm operator is frequently tasked with working or coordinating with additional wedding service providers. Caterers, florists, event equipment companies, and entertainers are among the most frequent service providers required at on-farm weddings.

Hosting an on-farm wedding can create unique liability concerns for an existing farm. Some of these concerns are addressed in Section 4 of this publication. But there are other issues that may be unique to offering a property as a wedding venue, and farm owners should be prepared to investigate and manage liability risks related to wedding clients, service providers, and guests. Examples of risk management could include establishing policies on alcohol consumption, keeping animals away from guests, and hiring a caterer rather than providing food services.

### **Educational Activities**

“On-farm classes are educational activities as broad and varied as gardening, crafts, and cooking. Youth day camps also fall under this category. These activities are especially suited to farm operators who enjoy interacting with others in an educational setting.

Farm operators may design on-farm class offerings around the farm schedule. For example, a class on floral arranging can be scheduled for a day and time when the farmer is not occupied with production and harvest tasks. Conversely, the class may benefit the farm operation if class members harvest their own products or complete other farm tasks. Limiting classes to a size that the owner can lead reduces the need for hiring labor.

The success of on-farm camps and classes may depend on how well the farm operator is naturally suited to interacting with the target clients. For example, an operator may feel much more comfortable guiding adult crafters in learning advanced floral design than leading kindergartners through a morning in the flower garden. Matching the strengths of the farm and farmer with the prospective class and camp is key.

Some farms decide to offer summer day camps at the farm. The Agricultural Marketing Resource Center publication *How to Host Summer Camp on Your Farm* [www.uvm.edu/sites/default/files/Vermont-Agritourism-Collaborative/2019HowTo-HostSummerCamp.pdf](http://www.uvm.edu/sites/default/files/Vermont-Agritourism-Collaborative/2019HowTo-HostSummerCamp.pdf) provides insights and specific considerations for on-farm summer camps.

## **Start-Up Costs and Income Potential**

Start-up costs are an important consideration for any new small farm enterprise. How much it will cost to begin and sustain an agritourism enterprise is a key factor in decision-making. This section contains general descriptions of expenses associated with three types of agritourism enterprises: fall activities (an example is a corn maze); educational activities (camps and classes); and weddings and events. Table 1 provides a summary of returns for three types of enterprises based on labor input from the owner.

*Fall activities (Table 1 example is for a corn maze):* Start-up expenses for this type of enterprise have two main categories: cost of goods sold and labor. The main expenses in the “cost of goods sold” category are the production or purchase of the pumpkins and the design and production of the corn maze. The main labor costs

are for hired staff to oversee and host guests. Other start-up expenses include purchase of refreshments for resale, tables and chairs, signage, and renting portable toilets.

*Educational activities:* The main cost for this type of enterprise is the hiring of personnel to lead and supervise camps or classes. Farm operators who can lead and teach on their own will save on the cash expense required to start these programs; however, they will incur a large investment in the time to prepare the curriculum and teach classes. Other expenses for camps and classes include supplies not purchased by attendees, marketing, and insurance.

*On-farm weddings and events:* The establishment of an event facility requires significant start-up costs. Besides the main building and other shelters, common costs for event venues include grading and landscaping and tables and chairs. Costs can be substantial, even when a farm is modifying an existing building or establishing an outdoor

venue only. In addition, many hours must be spent by the owner, or a contractor, to market the venue.

## Potential Returns

A good way to measure the potential returns from an agritourism enterprise is to estimate the financial return per hour of required operator time. This calculation enables a more consistent evaluation of the actual return from any type of enterprise.

Farm owners should anticipate that agritourism returns will increase as the business grows over time, as shown in Table 1.

A cash flow statement will help evaluate the feasibility of each enterprise. Some enterprises require sufficient capital to start up. The total required to finance an enterprise in the first year may be much greater for some enterprises than others.

**Table 1. Detailed Comparison Summary: Three Possible Agritourism Enterprises**

Enterprise	Profit-to-Time Comparison	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Corn Maze</b>	Potential Profit	\$15,918	\$24,485	\$27,050	\$32,782	\$38,735
	Total Owner Time per Year	450	450	450	450	450
	Owner Rate per Hour (each)	\$17.69	\$27.21	\$30.06	\$36.42	\$43.04
<b>Camps and Classes</b>	Potential Profit	\$18,085	\$20,750	\$26,050	\$30,800	\$30,775
	Total Owner Time per Year	684	584	650	580	580
	Owner Rate per Hour (each)	\$26.44	\$35.53	\$40.08	\$53.10	\$53.06
<b>Weddings/ Events</b>	Potential Profit	-\$38,198	9,194	\$23,058	\$34,458	\$51,090
	Total Owner Time per Year	1,258	1,172	1,172	1,172	1,172
	Owner Rate per Hour (each)	-\$15.18	\$3.92	\$9.84	\$14.70	\$21.80

Source: North Carolina Farm School Case Study

# Legal Nuts and Bolts

This section addresses some of the key legal considerations for an agritourism enterprise: business structure, liability and insurance, zoning/land use, regulations, and tax considerations.

Some North Carolina state statutes have direct implications for agritourism. Links to relevant laws can be found at the North Carolina Department of Agriculture & Consumer Services (NCDA&CS) website on agritourism laws, rules, and resources ([www.ncagr.gov/markets/agritourism/laws.htm](http://www.ncagr.gov/markets/agritourism/laws.htm)).

## Business Structure

Farms starting an agritourism enterprise may decide to change the farm's business structure. Many small farms operate as a sole proprietorship, which is an unincorporated business operated by one person. Some small farms choose to structure the business as a corporation, often to address potential liability and financial issues. The limited liability company (LLC) is a choice that may be helpful to some new enterprises.

Other business structures include different kinds of corporations, partnerships, and cooperatives. Legal and income tax professionals are often consulted when structuring a business, and small or beginning farmers should seek appropriate professional advice when choosing a business structure. For more information, see the NC State Extension publication *Deciding How to Structure your Business* ([content.ces.ncsu.edu/deciding-how-to-structure-your-business](http://content.ces.ncsu.edu/deciding-how-to-structure-your-business)).

## Liability and Insurance

Liability risks—and the cost of insurance to manage those risks—are major considerations for farms starting agritourism enterprises. It is impossible to maintain 100 percent protection against liability concerns. Designing the agritourism enterprise (including physical structures and surroundings) with the safety of both employees and customers in mind can increase safety and be an effective way to manage risk. Good management is also key.

North Carolina law contains some provisions for liability exposure by agritourism. House Bill 329 provides some liability protections for agritourism professionals conducting agritourism at a location where signage is properly posted. For details about the required signs and this protection, see the

NCDA&CS laws, rules, and resources web page at [www.ncagr.gov/markets/agritourism/laws.htm](http://www.ncagr.gov/markets/agritourism/laws.htm).

Even with statutory protections, agritourism customers may still make legal claims against a farm or farm operator. For example, if a customer is injured while at the farm, the farm could be held liable for medical care and expenses related to this injury. Agritourism operators, like other business operators and landowners, have legal responsibilities to customers who are invited to a specific location for the purposes of business or entertainment.

Some operations, such as those offering school tours, often require customers to sign a document containing a “hold harmless clause” that can offer some legal protections.

In addition to various risk management strategies, purchasing insurance is a common way to manage potential risks. Three types of insurance are often used by farmers: property insurance, workers compensation insurance, and general liability insurance.

Agritourism operators will often find that their business requires property insurance and/or workers compensation insurance. *Property insurance* provides payments to a farm from losses during the course of conducting business. For example, accidental damage to equipment may be covered by a farm property insurance policy. *Workers compensation insurance* is for farm employees affected by accidents while on the job.

Neither property nor workers compensation insurance relate directly to possible liabilities from injuries to customers. To help mitigate those risks, some form of liability insurance is usually purchased. *General liability insurance* covers accidents that occur while business is being conducted. General liability insurance pays the injured customer for losses, such as hospital expenses. Agritourism activities may or may not be covered under a farm's general liability insurance policy. Furthermore, as in other states, there may be additional rules for specific agritourism enterprises. Equine activities, in particular, are subject to specific rules in North Carolina and nearby states.

Other types of farm insurance relevant to agritourism may include special events liability insurance, product liability insurance, and crop insurance.

Farms will need to consult with an appropriate insurance or legal professional to determine the insurance coverage needed to best manage liability risks. Some specific insurance agents with experience in agriculture and



agritourism are compiled in an NCDA&CS resource list at [www.ncagr.gov/markets/agritourism/documents/NC\\_Agritourism\\_Resources\\_NCDACS\\_NCANA\\_2019.pdf](http://www.ncagr.gov/markets/agritourism/documents/NC_Agritourism_Resources_NCDACS_NCANA_2019.pdf).

## Zoning/Land Use

Compliance with zoning and land use regulations is a common legal concern for agritourism operators in North Carolina.

Zoning laws allow for specific uses of land. Land used for agriculture can be subject to different restrictions, depending on the location. In North Carolina, state and local zoning laws can apply to agritourism enterprises. At the outset, potential agritourism operators should investigate possible land use and zoning restrictions at the local level.

Under state law, property used for “bona fide farm purposes” may be exempt from zoning and land use regulations. G.S. 106-581.1 defines *bona fide farm purposes* as “the production and activities relating or incidental to the production of crops, grains, fruits, vegetables, ornamental and flowering plants, dairy, livestock, poultry, and all other forms of agriculture.” Some agritourism enterprises might not qualify under the bona fide farm rule. For clarification, see the statute, available via the NCDA&CS website ([www.ncagr.gov/markets/agritourism/laws.htm](http://www.ncagr.gov/markets/agritourism/laws.htm)).

In addition, some agritourism activities could possibly disqualify land presently falling under agricultural zoning from being classified as “agricultural” usage.

Land zoned as agricultural may also be taxed at different rates (see Tax Considerations).

## Regulations

Agritourism operations may be subject to various other regulations under local, state, and federal law. Such regulations may entail business licensing, disability considerations, food safety, permitting and inspections, and employment eligibility and discrimination. This section looks at some of the more common regulatory concerns for agritourism enterprises in North Carolina.

### ***Business Licenses and Permits***

Different localities may have different requirements for business licensing. Failing to comply with business license fees and paying the necessary taxes could result in future headaches. Check with your local revenue

office, small business development center, or an NC State Extension business development specialist for guidance on which regulations may apply to you in your county, town, or city.

Businesses engaging in retail sales may be required to obtain relevant permits. Local (county and municipality) agencies can help direct the prospective agritourism operator to the appropriate resources. Different types of agritourism businesses, such as wineries and fee fishing/hunting, may be subject to specific licensure.

The Economic Development Partnership of North Carolina has a comprehensive website about business licenses at [edpnc.com/start-or-grow-a-business/start-a-business/license-permits/](http://edpnc.com/start-or-grow-a-business/start-a-business/license-permits/).

### ***Americans with Disabilities Act***

The Americans with Disabilities Act (ADA) prohibits employment discrimination against persons with disabilities and also requires certain accommodations for persons with disabilities in public places and businesses. For ADA compliance information and technical assistance, see the U.S. Department of Justice Civil Rights Division website ([www.ada.gov/ta-pubs-pg2.htm](http://www.ada.gov/ta-pubs-pg2.htm)).

### ***Food Service and Inspections***

Businesses selling food and beverages may be subject to inspection. Regulations can vary according to the type of business. For example, a food stand at a weekend attraction may be subject to different requirements than a permanent facility such as an on-farm restaurant or winery. Regulations can also vary depending on the specific food safety risks associated with the type of products sold. For example, regulations are often different for prepackaged food, like candy bars and potato chips, than for food that is cooked and sold, like hot dogs and hamburgers.

Food safety regulations are enforced by the county health department. Agritourism businesses should contact the health department to determine if they need licenses for particular activities.

### ***Employment Regulations***

Farms with employees may be subject to various state and federal employment laws, including the federal Fair Labor Standards Act, the Occupational Safety and Health Act, the Americans with Disabilities Act, minimum wage laws, and youth employee rules. Workers compensation and employment tax issues (for example, unemployment tax and income tax withholding) may also be applicable.

## Tax Considerations

### **State Taxes**

Information about state taxes is available at the N.C. Department of Revenue website ([www.ncdor.gov](http://www.ncdor.gov)). Following are some other types of taxes that may apply to agritourism businesses.

### **Sales Tax Collection and Remittance**

Sales made during the course of an agritourism activity may be subject to state and local sales and use taxes. Details may be found at your local government website and through the N.C. Department of Revenue website ([www.ncdor.gov/taxes-forms/sales-and-use-tax](http://www.ncdor.gov/taxes-forms/sales-and-use-tax)).

### **Employment Taxes**

Payroll taxes may apply to agritourism operations with part-time or full-time employees.

### **Property Taxes**

Like any property owners, landowners with agritourism enterprises must pay property taxes. Farm owners should research and understand the potential property tax implications of any new enterprise. Property taxes on agricultural land are based on “present-use valuation.” A detailed description of present-use valuation is available in the *Present-Use Value Program Guide* ([www.ncdor.gov/documents/present-use-valuation-program-guide](http://www.ncdor.gov/documents/present-use-valuation-program-guide)) available from the N.C. Department of Revenue.

### **Amusement Tax**

Some agritourism enterprises charge an admission fee and are subject to North Carolina amusement taxes. Enterprises providing entertainment for a fee must complete a form ([files.nc.gov/ncdor/documents/files/b205\\_amusement\\_gross\\_receipts\\_tax\\_return.pdf](http://files.nc.gov/ncdor/documents/files/b205_amusement_gross_receipts_tax_return.pdf)) and remit an amusement tax fee based on gross ticket sales.

## Summary

This publication explores the most important considerations for starting an agritourism enterprise in North Carolina. Success depends heavily on finding the best fit between the farm and its attributes and determining whether the operator has the appropriate personal characteristics and skills. Cost-benefit analysis, marketing, and legal issues are also addressed. Most states have resources to help landowners navigate the development of a new agritourism enterprise. Some of these are listed here. You may also consult with appropriate NC State Extension personnel. To find your local center, see [www.ces.ncsu.edu/local-county-center](http://www.ces.ncsu.edu/local-county-center).

## Featured Resources

*Agritourism in Focus: A Guide for Tennessee Farmers* contains a worksheet to help producers anywhere determine whether their personal characteristics and strengths are suited for agritourism. The worksheet, adapted from an NC State Extension agritourism publication, is found on pages 6 to 8 at [extension.tennessee.edu/publications/Documents/PB1754\\_ch2.pdf](http://extension.tennessee.edu/publications/Documents/PB1754_ch2.pdf).

*How Beneficial is Agritourism? North Carolina Farmers and Residents Respond* is a comprehensive NC State Extension report describing a survey that measured the benefits of agritourism for both farmers and consumers. It is available at [content.ces.ncsu.edu/how-beneficial-is-agritourism-north-carolina-farmers-and-residents-respond](http://content.ces.ncsu.edu/how-beneficial-is-agritourism-north-carolina-farmers-and-residents-respond).

## Additional Resources

### Agritourism Liability and Insurance Resources

- *Agritourism in Focus: A Guide for Tennessee Farmers*. Chapter 6: “Risk Assessment and Management” (University of Tennessee Extension) [extension.tennessee.edu/publications/Documents/PB1754\\_ch6.pdf](http://extension.tennessee.edu/publications/Documents/PB1754_ch6.pdf)
- *Risk Management of Your Agritourism Enterprise* (Iowa State University Extension) [agrisk.umn.edu/Library/Record/risk\\_management\\_of\\_your\\_agritourism\\_enterpris](http://agrisk.umn.edu/Library/Record/risk_management_of_your_agritourism_enterpris)
- *Agritourism Liability* (National Agricultural Law Center) [agrisk.umn.edu/Library/Record/agritourism\\_liability](http://agrisk.umn.edu/Library/Record/agritourism_liability)

### Agritourism Marketing

- *A Guide to Successful Agritourism Enterprises* (University of Vermont/Agricultural Marketing Resource Center) [www.uvm.edu/sites/default/files/media/Ch.5\\_Marketing.pdf](http://www.uvm.edu/sites/default/files/media/Ch.5_Marketing.pdf)
- *Agritourism in Arkansas: A Resource Guide for Farmers and Landowners* (University of Arkansas Cooperative Extension Service) [www.uaex.edu/farm-ranch/special-programs/docs/Agritourism%20in%20Arkansas%20Resource%20Guide.pdf](http://www.uaex.edu/farm-ranch/special-programs/docs/Agritourism%20in%20Arkansas%20Resource%20Guide.pdf)

- *Agritourism Marketing* (Agricultural Marketing Resource Center) [www.agmrc.org/commodities-products/agritourism/agritourism-checklists/agritourism-marketing](http://www.agmrc.org/commodities-products/agritourism/agritourism-checklists/agritourism-marketing)
- *Agritourism Opportunities for Farm Diversification* (NC State Extension) [content.ces.ncsu.edu/agritourism-opportunities-for-farm-diversification](http://content.ces.ncsu.edu/agritourism-opportunities-for-farm-diversification)
- *Agritourism Resources* (Virginia Cooperative Extension) [ext.vt.edu/agriculture/agritourism.html](http://ext.vt.edu/agriculture/agritourism.html)
- *Marketing Research Basics: Identifying Your Target Market* (Penn State Extension) [extension.psu.edu/marketing-research-basics-identifying-your-target-market](http://extension.psu.edu/marketing-research-basics-identifying-your-target-market)
- *Marketing Your Agritourism Enterprise* (NC State Extension) [content.ces.ncsu.edu/marketing-your-agritourism-enterprise](http://content.ces.ncsu.edu/marketing-your-agritourism-enterprise)
- *Value-Added Agriculture, Direct Marketing and Agritourism: Cultivating a Fruitful Enterprise* (University of Tennessee Institute of Agriculture) [ag.tennessee.edu/cpa/Information%20Sheets/CPA227.pdf](http://ag.tennessee.edu/cpa/Information%20Sheets/CPA227.pdf)

### Agritourism Safety Resources and Checklists

- *Agritourism* (Upper Midwest Agricultural Safety and Health) [umash.umn.edu/agritourism](http://umash.umn.edu/agritourism)
- *Agritourism and Ag Safety* (PennState Extension) [extension.psu.edu/agritourism-and-ag-safety](http://extension.psu.edu/agritourism-and-ag-safety)
- *Integrating Safety into Agritourism* (National Children’s Center for Rural and Agricultural Health and Safety) [safeagritourism.org](http://safeagritourism.org)
- *Managing the Safety Risks of Agritourism Farms* (Rutgers Cooperative Extension) [agritourism.rutgers.edu/pdfs/Module%204%20-%20Farm%20Safety.pdf](http://agritourism.rutgers.edu/pdfs/Module%204%20-%20Farm%20Safety.pdf)

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