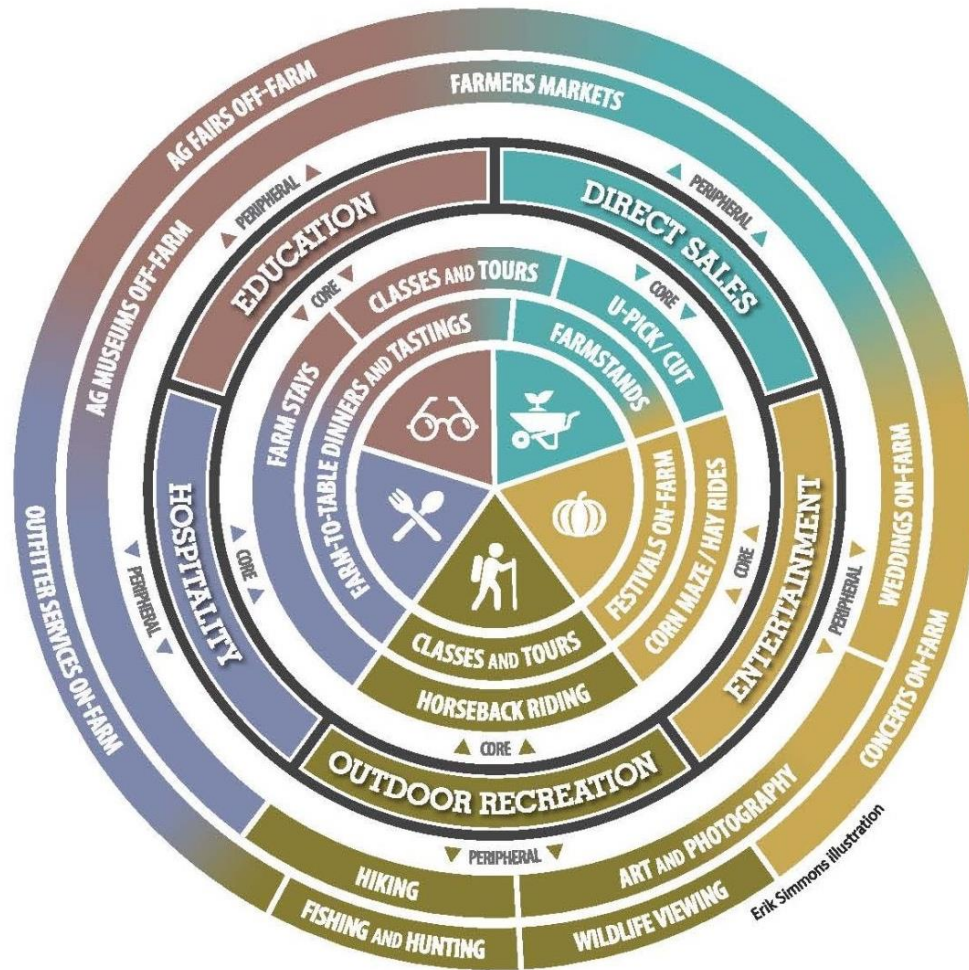


AGRITOURISM: THE WHAT AND THE WHY

DEFINING AGRITOURISM



Agritourism is a form of commercial enterprise that links agricultural production and/or processing with tourism to attract visitors onto a farm, ranch, or other agricultural business for the purposes of entertaining or educating the visitors while generating income for the farm, ranch, or business owner.

—National Agricultural Law Center

EXAMPLES OF AGRITOURISM



FARM STAYS

Tarantula Ranch,
Amargosa Valley



SEASONAL ATTRACTIONS

Lotspeich Farm,
Deeth

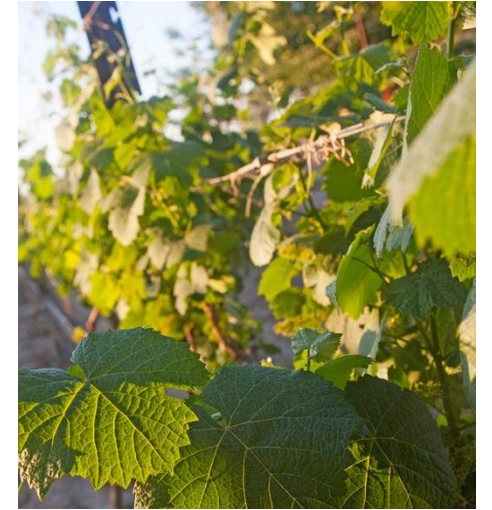


U-PICK

Lattin Farms,
Fallon

MORE EXAMPLES OF AGRITOURISM

- **Products & Experiences:** Produce stands, value-added products, cut-your-own Christmas trees, B&Bs, on-farm camping, guest ranches, farm tours, cooking or food craft classes, sheep shearing demos, artisan workshops, ranch experiences, gardening workshops, photography sessions, exhibits.
- **Recreation & Entertainment:** Corn mazes, hayrides, goat yoga, haunted trails, petting zoos, horseback riding.
- **Special Events:** Farm weddings, corporate events, farm to table dinners, farm holidays, races and competitions, concerts and harvest festivals.



WHY AGRITOURISM?



Agritourism strengthens **rural economies** by adding income streams, **diversifying income** and **supporting livelihoods** in rural communities.

Hands-on experiences connect visitors to **agricultural heritage** and build **appreciation of food systems** and farm life.



Agritourism highlights **healthy and sustainable** farming practices while encouraging **authentic engagement**.

STUDY PURPOSE

PURPOSE OF THE AGRITOURISM STUDY

- Identify **opportunities for growth** of agritourism as a **tourism asset**, **visitation driver**, and **economic development tool** in rural Nevada
- Identify **practical, economic, and legal barriers** that currently constrain the development of agritourism in Nevada
- Set the stage for **partnerships** with private and public entities who may be able to **accelerate the growth of agritourism in Nevada**



KEY OPPORTUNITIES & CHALLENGES

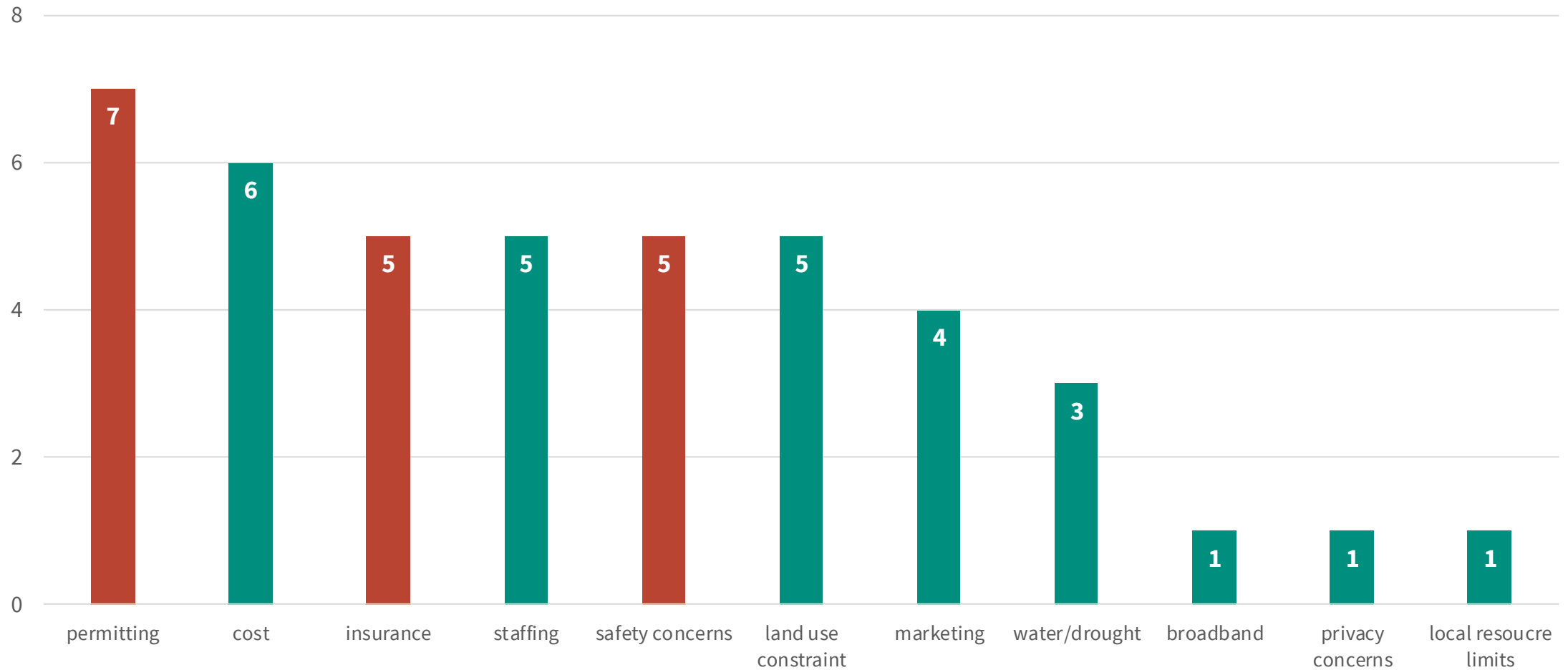
1. BARRIERS RELATED TO RISK AND REGULATION

“Insurance is a big one and it's **very expensive**, and we still carry all of our insurance. And actually, [we] were just talking the other day, going, ‘**Man, do we do enough business to warrant \$18,000 worth of insurance?**’”

“The **insurance and the liability is very stressful** because it's scary. You don't want to lose your farm [if] someone trips and falls, right?”

“We went to the Department of Health. We're like, ‘Hey, we want to open our own butcher shop. How do we do that?’ [And they were] like, ‘Oh, that's a Department of Ag problem.’ So we're like, ‘Okay.’ So we go to [get] the permit [and they're] like, ‘That's a Department of Environmental Protection problem. We don't really know what that is.’ **And so we just didn't open one because no one knew what to do or how to do it.**”

WHAT ARE THE TOP BARRIERS PREVENTING YOU FROM STARTING OR EXPANDING AGRITOURISM?



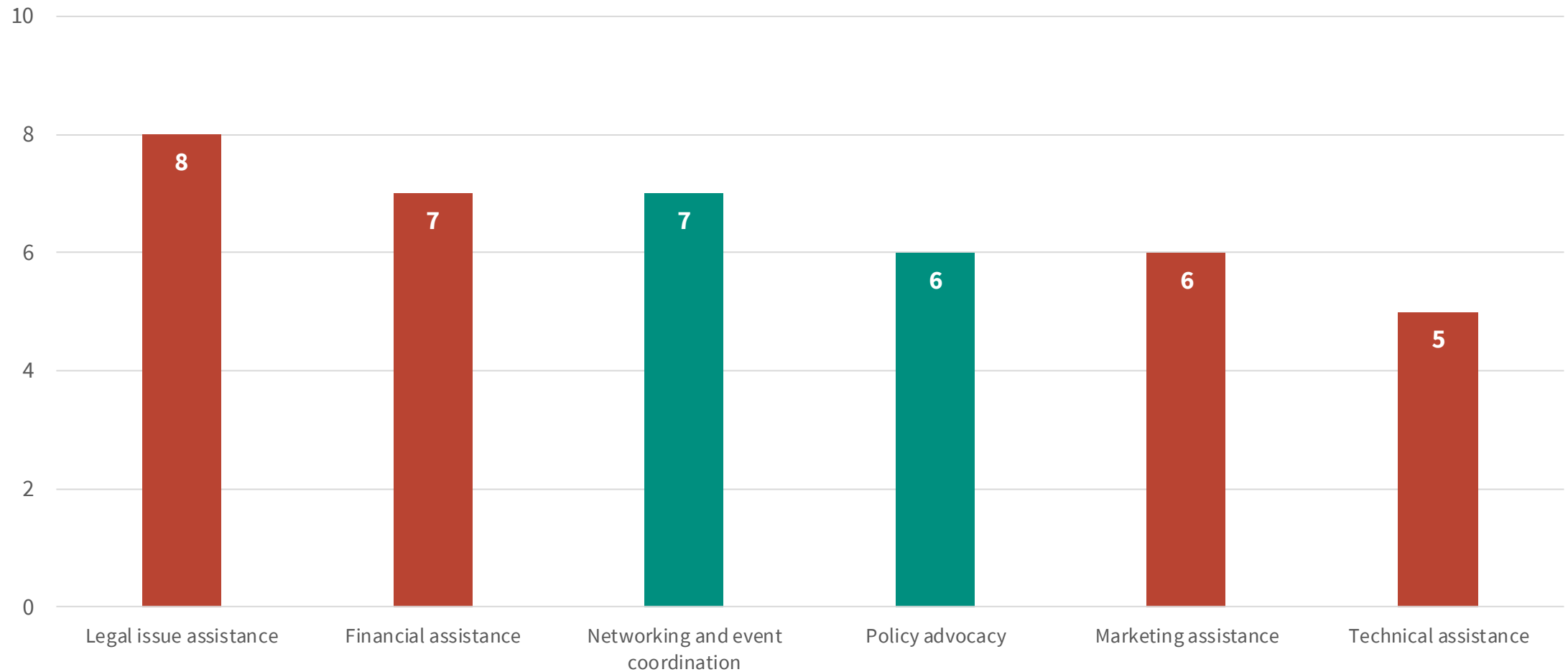
2. OPPORTUNITIES FOR TECHNICAL ASSISTANCE AND CAPACITY BUILDING

“Because what I really want to do is I really want to be out on the farm, and I really want to be talking to people, and **I really don't want to be sitting behind the computer making social media posts.**”

“I think **somebody to go and to guide** the possibilities... navigating through the logistics like licensing and certificates and things like that... we found that **a lot of folks don't know how to navigate through.**”

“Some kind of mentorship would be helpful for someone getting started. I mean, there's a lot to learn. You can start simply. We paid for someone, which was super helpful. But, you know, if there were some kind of group, they could, you know, with people who had time, **they could mentor other farms... that would be useful.**”

WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



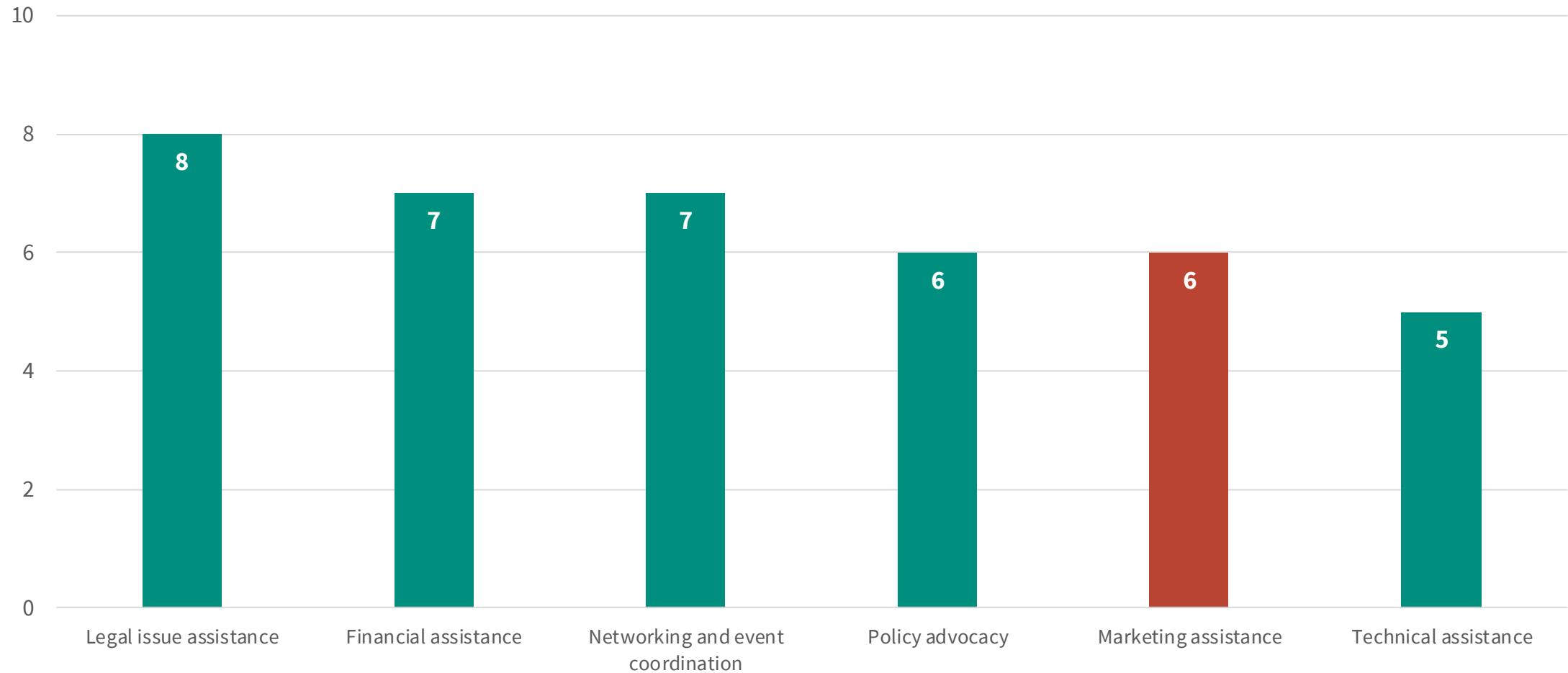
3. BUILDING MARKETING, STORYTELLING, AND CONSUMER AWARENESS

“**One of the biggest bugaboos for us is, without a doubt, marketing.** We're not marketers. We don't really... get totally successful.”

“**A lot of farmers don't understand marketing** because they're so caught up in the process and then the growing that they don't have that creative aspect to their brain. And so I think... helping with the marketing side of it.”

“Farmers and ranchers know how to grow stuff, know how to go and make our cattle grow and things like that. **What we don't know is how to go and market it.**”

WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



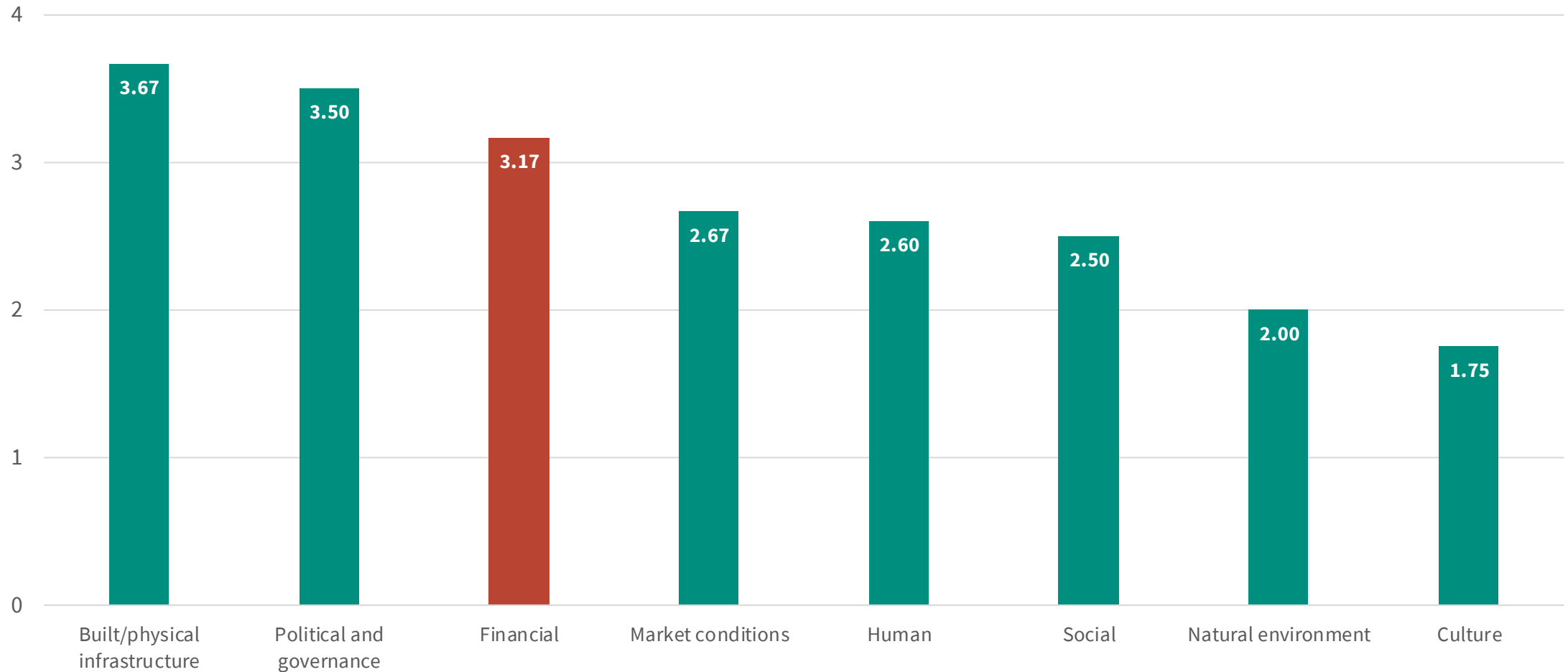
4. ENABLING FINANCING AND ACCESS TO CAPITAL

“The lack of education... I think that **most of our growers and farmers and ranchers do not know that this could even be a possibility for them to tap into**, to preserve and secure their finances, for their farms and ranches. They are struggling hard.”

“**Access to capital, especially low interest or no interest grants**, [or] whatever can be super helpful. We're fortunate to have a bit of money. But, you know, we have to contribute our own savings to build it up.”

“I'm big on Agritourism. I mean, **that's where the money's to be made for farms.**”

HOW CHALLENGING HAVE EACH OF THE FOLLOWING BEEN TO YOU IN DEVELOPING YOUR AGRITOURISM OFFERINGS?



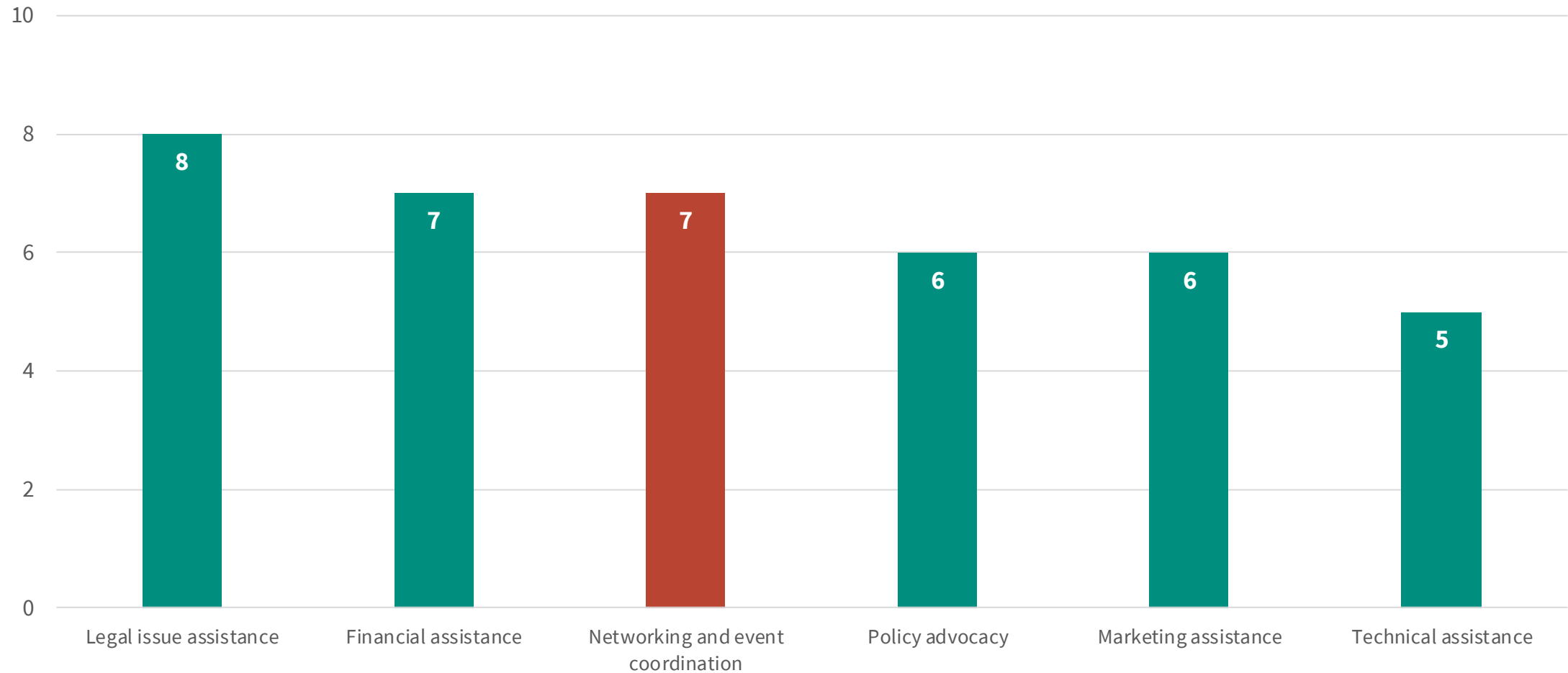
5. CONNECTING A NETWORK OF FARMS

“Ultimately what we would like to do is create a map... I think our ultimate goal would be to, you know, **have a couple weekends a year where everyone agrees to be open,** and we really promote those weekends.”

“That takes a lot of dedication to consistently have those trails function, right? And to have them function well, in creating a regional identity that **brings all of the ventures in the region together and helps them coordinate for what we call ‘optimal distinctiveness.’**”

“We've partnered with the Department of Agriculture to create this fun little passport. It's got some **72 breweries, distilleries, tap houses, all throughout the state.** So you can kind of see the map. And then every establishment gets its stamp. Every year, by April, we get somebody turning in the whole state, which just blows my mind. Every year. That's a lot of miles, and we have them in every corner of the state.”

WHAT SUPPORT(S) OR ASSISTIVE PROGRAMMING WOULD BE MOST VALUABLE IN ENABLING YOUR PARTICIPATION IN AGRITOURISM?



AGRITOURISM FRAMEWORK

PROPOSED FRAMEWORK FOR SUPPORTIVE AGRITOURISM INFRASTRUCTURE



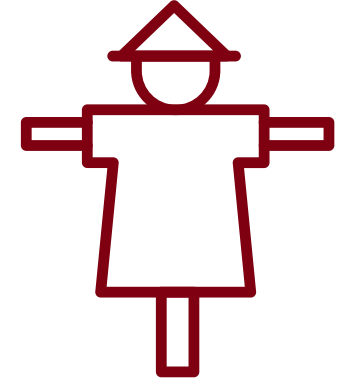
**Product
Development**



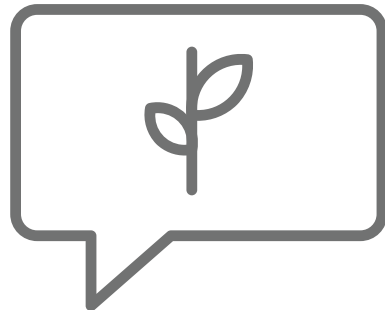
**Enabling
Legislation**



**Technical
Assistance**



**Risk Assessment
& Mitigation**



**Educational
Resources**



**Marketing
Support**



**Operator
Networks**