

**CHAIRE**

**de tourisme  
Transat**

**ESG** UQAM

# *Agritourism Development*

---

*Final Report, March 31, 2018 — CLOSM*

---

## Table of contents

1. Definitions .....	3
2. Growth of Agritourism – Supporting Trends.....	4
2.1. Consumer trends.....	4
2.2. Canada’s whole-of-government approach .....	5
3. Agritourism Practices in Québec.....	7
4. Agritourism Development Strategy – Benefits .....	10
5. Focus on the Land’s Tourism-related Assets.....	10
6. Developing Agritourism – Some Inspiring Examples.....	11
6.1. Wales’ Destination Development Strategy .....	11
6.2. Making the Regional Agritourism Offer More Cohesive.....	14
6.2.1 Deliciously Yorkshire: Changing the region’s image, one meal at a time .....	14
6.2.2 Visit Scotland expertly combines old and new .....	16
6.2.3 Interactive maps: key tools for online searching .....	17
6.2.4 Agritourism-themed tourist routes.....	19
6.3. Strength in numbers.....	22
6.4. Crowdfunding for agritourism.....	23
6.5. Other inspiring initiatives .....	25
Conclusion .....	26

## 1. Definitions

The consultation group on agritourism and gourmet tourism in Québec (*Groupe de concertation sur l'agrotourisme et le tourisme gourmand au Québec*) has defined the main topic of this paper as follows:

- **Agritourism**

“An activity that is complementary to agriculture and that enables agricultural producers to welcome tourists and other visitors onto their farm and provide information so that visitors can learn about agriculture, food production and the agricultural sector.”

Since many farmers who are involved in agritourism are also involved in gourmet tourism, we are also providing the following definition:

- **Gourmet tourism**

“Gourmet tourism involves opportunities for tourists to discover regions through unique eating and drinking experiences. The sector also includes agritourism or bio-food activities that showcase the region’s food artisans and provide opportunities for visitors to appreciate a region’s distinctive products and specialty foods.”

The people and businesses involved in gourmet tourism include:

- agritourism businesses;
- artisan food product processors, such as microbreweries, that allow visitors to tour or view the facilities, give demonstrations, provide an interpretation room or materials, and an introduction to the processing process;
- agricultural producers who do not give tours but are open to the public to sell their products;
- restaurant owners serving regional cuisine.

Gourmet tourism also comprises promotional opportunities such as public markets, themed trails and routes.

## 2. Growth of Agritourism – Supporting Trends

### 2.1. Consumer trends

Agritourism growth is due to a number of trends, among them the increasing prevalence of the following consumer traits:

- Environmentally and socially aware and responsible

Consumers are increasingly concerned with reducing their negative environmental impact. When they travel, they consciously seek out more responsible vacations and activities, and want to do business with tourism companies that offer sustainable and environmentally friendly options.

- Health-conscious

Consumers' increased focus on healthy eating is driving the restaurant industry to adapt to this trend. Healthy food is now available everywhere! From luxury hotels to destination spas, operations are competing to see who can come up with the most original detoxifying, regenerating, gluten- and allergen-free, and vegetarian foods. The latest crazes include local organic produce, smoothies, edible seaweed, matcha tea, spices, super herbs such as ginger and maca, and almond milk.

- Interested in having authentic experiences

Consumer expectations now centre on having authentic travel experiences. People no longer consume in order to “have”, but rather to “be”, and place greater emphasis on enjoyment rather than ownership. Increasingly accustomed to having fabulous travel experiences, today's travellers expect ever greater thrills that stimulate all their senses, forcing tourism companies to offer meaningful emotional experiences in order to develop long-term relationships with them. Followers of the Slow Food and Fair Trade movements, which are part of this trend, look for authenticity in the places they visit. They care about where their food was sourced and they see enjoying fine food as a vehicle for socializing and sharing experiences.

## **2.2. Canada's whole-of-government approach**

Aware of the country's strong tourism potential, the federal government has developed a [New Tourism Vision](#) for Canada. Using a whole-of-government approach, it is taking action to improve marketing and products and promote access, with the goal of increasing the number of visitors.

Action Item 15 is about agritourism, to be followed by a new Canadian culinary tourism strategy:

### **Action Item 15: Growing culinary tourism**

"Culinary tourism is the pursuit of unique and memorable eating and drinking experiences. Meals have become as essential to a tourist's experience as climate, geography and accommodations.

This exciting new trend includes tourism experiences like food trails, agro-tourism (i.e., visiting agricultural regions), vineyard or brewery tours, and taste-of-place experiences, where tourists visit a venue such as a restaurant, market or food festival.

Canada has a rich variety of culinary offerings, and there is tremendous potential to grow this niche in the tourism industry.

The government will work with the tourism and food industries to develop a national culinary tourism strategy."

## Agritourism Development – Preliminary Report, March 31, 2018

The tourism industry in Canada's provinces consists of a heterogeneous mix of private businesses and public bodies of various sizes, regional tourism associations, non-profit organizations, and so on.

The following table shows some associations and non-governmental organizations working in the field of agritourism, divided by province.

Nouvelle-Écosse	Île-du-Prince-Édouard	Nouveau-Brunswick	Terre-Neuve	Québec
<ol style="list-style-type: none"><li>1. <a href="#">Taste of Nova Scotia</a></li><li>2. <a href="#">Farmers' Markets of Nova Scotia</a></li><li>3. <a href="#">Craft Brewers Association of Nova Scotia</a></li><li>4. <a href="#">Wines of Nova Scotia</a></li><li>5. <a href="#">Slow Food Nova Scotia</a></li><li>6. <a href="#">Nova Scotia Federation of Agriculture</a></li></ol>	<ol style="list-style-type: none"><li>1. <a href="#">Food Island Partnership</a></li><li>2. <a href="#">PEI Potatoes</a></li><li>3. <a href="#">P.E.I. Agriculture Sector Council</a></li></ol>	<ol style="list-style-type: none"><li>1. <a href="#">New Brunswick Craft Brewers Association</a></li><li>2. <a href="#">Agricultural Alliance of NB</a></li></ol>	<ol style="list-style-type: none"><li>1. <a href="#">Newfoundland &amp; Labrador Federation of Agriculture</a></li></ol>	<ol style="list-style-type: none"><li>1. <a href="#">Terroir &amp; Saveurs</a></li><li>2. <a href="#">Association des vignerons du Québec</a></li><li>3. <a href="#">Association des microbrasseries du Québec</a></li><li>4. <a href="#">Les producteurs de pommes du Québec</a></li><li>5. <a href="#">Plaisirs Gourmets</a></li><li>6. <a href="#">Association des producteurs de cidre du Québec</a></li><li>7. <a href="#">Association des marchés publics du Québec</a></li></ol>

Ontario	Manitoba	Saskatchewan	Alberta	Colombie-Britannique
<ol style="list-style-type: none"> <li>1. <a href="#">Farmers' Markets Ontario</a></li> <li>2. <a href="#">Culinary Tourism Alliance</a></li> <li>3. <a href="#">Sustain Ontario</a></li> <li>4. <a href="#">Ontario Farm Fresh</a></li> </ol>	<ol style="list-style-type: none"> <li>1. <a href="#">Direct Farm Manitoba</a></li> <li>2. <a href="#">Manitoba Country Vacations Association</a></li> <li>3. <a href="#">Manitoba Association of Agricultural Societies</a></li> </ol>	<ol style="list-style-type: none"> <li>1. <a href="#">The Swift Current Agriculture &amp; Exhibition Association</a></li> <li>2. <a href="#">Saskatchewan Craft Brewers Association</a></li> <li>3. <a href="#">Saskatchewan Artisanan Wine &amp; Spirits Association</a></li> <li>4. <a href="#">Saskatchewan Farmers Market Cooperative</a></li> </ol>	<ol style="list-style-type: none"> <li>1. <a href="#">Alberta Association of Agricultural Societies</a></li> <li>2. <a href="#">Agriculture for life</a></li> </ol>	<ol style="list-style-type: none"> <li>1. <a href="#">BC Agri-Tourism Alliance</a></li> <li>2. <a href="#">BC Association of Farmers's Markets</a></li> </ol>

### 3. Agritourism Practices in Québec

Given that there is very little Canadian data available, we will use Québec data for our overview of the agritourism sector.

In 2016, Lemay Stratégies published the results of a [survey](#) on the economic benefits and importance of agritourism and gourmet tourism in Québec for towns with fewer than 15,000 inhabitants. The results show that the majority, or 75%, of agritourism and gourmet tourism companies have grown over the last five years, and this trend will continue for the next five. The following paragraphs provide some statistics on agritourism and gourmet tourism in Québec.<sup>1</sup>

---

<sup>1</sup> Statistics from a study by Lemay Stratégies: [Retombées économiques et importance touristique de l'agrotourisme et du tourisme gourmand](#), September 2016.

### Type of operation

Fruit and vegetable farms make up the greatest share (46%) of agritourism and gourmet tourism businesses, followed by alcohol producers (32%). For gourmet tourism businesses alone (excluding agritourism), catering is in first place with 31%, followed by food product processors with 25%.

### Activities and services

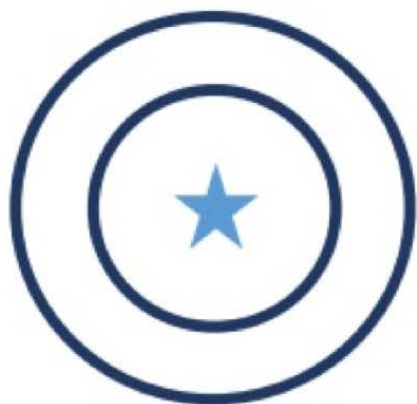
The vast majority of companies sell their products on-site (73%), with many also offering on-site recreational or educational activities (52%). More than half (59%) of gourmet tourism companies both sell their products and provide catering services.

### Number of visitors

Agritourism and gourmet tourism businesses received 26 million visits in 2015, representing an average of 14,000 visitors per year for each of the 789 agritourism farms and 1,052 gourmet tourism operators. The majority (57%) of businesses say summer (July to September) is their busiest season. In the autumn (October to December), agritourism operations received slightly more visitors than gourmet tourism ones, with 20% and 17%, respectively.



Local clients and those from the surrounding area make up most of the traffic for agritourism and gourmet tourism businesses. Visitors from the rest of Québec make up one-third of the visitors, and the remainder (11%) come from outside the province.



**LOCAL AND SURROUNDING AREA CLIENTS**  
(who have travelled less than 40 km one way)  
14.8M person-visits  
57 %



**QUÉBEC TOURISTS**  
8.2M person-visits  
32 %



**TOURISTS FROM OUTSIDE  
THE PROVINCE**  
2.8M person-visits  
11 %

Source: [Lemay Stratégies](#)

### Revenue

Agritourism and gourmet tourism activities are a significant source of revenue, accounting for approximately 52% of the companies' total sales figure and generating a total of \$485 million in 2015.

## **4. Agritourism Development Strategy – Benefits**

Devising a strategy to develop agritourism is beneficial for tourism destinations and businesses as the strategy organizes and structures their offer, thereby enabling them to create an authentic and high-quality product and experience. Some of the other benefits of a tourism strategy include:

- Create an experience between the consumer and the business;
- Improve or develop the business's brand image and increase its visibility;
- Make the product more interesting by focussing on its history and its connection to local culture;
- Build customer loyalty and promote word-of-mouth referrals through positive experiences;
- Get the company involved in educating consumers and raising awareness about quality products.

## **5. Focus on the Land's Tourism-related Assets**

In the past few years, the agritourism industry has been doing well. The increased focus on the land's tourism-related assets raises issues about the quality of the product and the consumer experience, namely:

- Guaranteeing high-quality and locally-sourced products;
- Incorporating new food trends, such as organic, gluten-free, vegetarian, etc.;
- Expanding the offer with new activities, such as cooking courses, self-harvesting, interpretation, etc.;
- Developing unique local offers that showcase the destination;
- Promoting all offers and combining them into a coherent tourism development initiative.

## 6. Developing Agritourism – Some Inspiring Examples

### 6.1. Wales' Destination Development Strategy

Wales is one of the four countries that make up the United Kingdom. Located in the southwest of the UK, the capital and largest city is Cardiff, which has a population of roughly 315,000. Wales' main tourism assets are its beautiful countryside, rich history, abundant castles and unique Celtic culture.

#### **The Food Tourism Action Plan for Wales 2015-2020**

Because food and tourism are so important to the local economy, the region came up with the [2015-2020 Food Tourism Action Plan](#): the plan is based on the lessons and the initiatives that came out of the 2009-2013 plan, and its aim is to inform and guide future projects and proposals. Visit Wales and the Food Division have a joint budget allocated to the project, to be renewed annually.

#### Plan overview

The plan focusses primarily on creating links between the hotel and restaurant sector and local farmers. Its main points include:

- Bring local products into more shops and restaurants, thereby directly stimulating the local economy;
- Encourage farmers, producers, suppliers, restaurant and hotel owners, café and bar managers to work together to make sure visitors have the information they need to make informed choices;
- Promote signature dishes, local events, key products and culinary ambassadors.

Gourmet tourism is considered an important aspect of the visitor experience. As such, it is part of the country's overall tourism approach. The Action Plan does not seek to replicate or replace the existing efforts of stakeholders, but rather to facilitate greater cohesion between and provide direction for all concerned.

### Areas of action

#### 1. Events and activities

- Support the industry with B2B events. [Taste Wales](#) is a national and international trade event that brings together leading Welsh food and drink producers in order to present, sample and discuss the best of the Welsh food and drink industry;
- Encourage businesses to use local products; efforts are recognized at the annual [Food Awards Wales](#);
- Publish best practices for promoting and putting on events and activities:
  - the [Food Tourism Toolkit](#) contains tips, advice, sample menus and best practices;
  - the [Food Festivals Toolkit](#) contains advice on how to plan, develop and improve festivals or other kinds of events; click on the image below to access the guides.



**2. Information**

- Expand the gourmet tourism section of the region's or country's [website](#) as this is the primary point of contact for consumers and visitors;
- Put together a [directory of local food and drink producers](#) and identify the ones who engage in best practices;
- Create a [toolkit](#) to provide stakeholders with theoretical and practical help so they can produce brand-appropriate marketing materials;
- Provide information about [access to finance](#).

**3. Nurturing expertise**

- Share best practices, work with leading Welsh chefs and create a food and drink industry [website](#);
- Create a toolkit, such as the [Welsh Breakfast Toolkit](#), that highlights the benefits of using and promoting regional products. The Welsh toolkit contains breakfast menus, suggestions on how to incorporate local ingredients into the dishes, menu templates, regional dishes and ideas for quick breakfasts.

**4. PR and marketing**

- Organize promotional events to bring added value to the tourist market, improve the visitor experience and promote the “Wales” brand. For example, the #ThisisWales campaign shows tourists a world of incredible tastes and top quality ingredients. Campaign partners have published yet another [toolkit](#), this one to encourage businesses to get involved in the campaign;
- Work with industry leaders and stakeholders to raise the standard of food served at events, activities and tourist attractions.

## **6.2. Making the Regional Agritourism Offer More Cohesive**

Partners and their respective communities have banded together around different agritourism and gourmet tourism projects in order to develop their region. The joint efforts of industry stakeholders make the offer more cohesive and provide better positioning.

Creating an identity is a key success factor for this kind of joint marketing endeavour. Before they can understand the benefits of joint marketing and working together as a team, tourism stakeholders and residents must be made aware of the region's unifying aspects. The new concept of interregional cooperation is based on a new process of active dialogue

### **6.2.1 Deliciously Yorkshire: Changing the region's image, one meal at a time**

Founded in 2003, [Deliciously Yorkshire](#) is a British organization that is involved in efforts to revitalize the region, long associated with coal mining. Its goal is to make Yorkshire the food capital of the UK by touting local products and helping food producers grow their businesses both nationally and internationally.

In order to more effectively promote the county, the organization's leaders created a logo (DY) and a business ecosystem to bring together producers, wholesalers, businesses, accommodation and restaurants. Displaying the logo guarantees the products' provenance and that member companies have signed a quality charter.

Deliciously Yorkshire offers many resources and activities, such as:

- a [portal](#) devoted to locally-sourced products and the region's gastronomic heritage ;
- the [Deliciously Yorkshire Taste Awards](#) ;
- a [pop-up shop](#) at Leeds Bradford Airport during the holidays (see image, below);
- a line of [local products](#) displaying the Deliciously Yorkshire name and logo.



Source: [deliciouslyyorkshire](http://deliciouslyyorkshire)



Source: [deliciouslyyorkshire](http://deliciouslyyorkshire)



### 6.2.2 Visit Scotland expertly combines old and new



Source: [VisitScotland](http://VisitScotland)

In 2015, VisitScotland (the country's national tourist organization) decided to showcase the country's gourmet memories by asking Scots to send in food-related stories, including the place and recipe associated with the tale.

This call for submissions is just one of many activities being organized in conjunction with the Scotland's 2015 tourism theme of the year, namely: food and drink. VisitScotland included some of the local recipes in a book, [Treasured Tastes of Scotland](http://TreasuredTastesofScotland) that takes readers to different parts of the country through authentic food-related stories and encourages them to sample local products. Talk about a great way to combine gourmet tourism and storytelling!



### 6.2.3 Interactive maps: key tools for online searching

#### The “Bon Appétit! Bon Appalachia!” Campaign

The goal of the campaign and associated [website](#) is to promote the most enterprising local producers. The Appalachian Regional Commission (ARC) and the Tourism Council, which includes representatives from the 13 U.S. states in the Appalachian region, have created an [interactive map](#) with roughly 830 gourmet destinations. The CRA also prints an abridged map, available at tourism agencies in the 13 states.



Source: [Bon Appétit, Bon Appalachia](#)

### Creating Culinary Explorers

In order to make culinary experiences a major economic driver for Ontario communities and a key way to enrich the tourist experience, the Ontario Culinary Tourism Alliance has created an [interactive map](#) showing their province's gourmet food and agritourism attractions. The map has an extensive business directory that allows users to create a route based on their chosen destinations.

The screenshot displays the 'Culinary Explorer' website. At the top, there is a green header with the 'Ontario Culinary Tourism Alliance' logo on the left and the title 'Culinary Explorer' in a large, white, stylized font. To the right of the title is a red button that says 'Want your business on the map?' with subtext 'Businesses that source and support Ontario products can apply for a profile.' and a link 'Apply here'. Below this is a grey bar with a search box labeled 'Search...' and a link 'Advanced Search'. The main content area is divided into a left sidebar and a main map area. The sidebar contains a green button 'Log in and save this trip', a section 'Your Trip Name' with 'Arrive on: February 28 2018', and a list of five selected locations: 1. The Quirky Carrot, 2. Cannamore Orchard, 3. O'Brien Farms, 4. Kemptville Kinsmen Farmers' Market, and 5. Chesterville Farmers' Market. Each location has a 'Remove', 'Show on the map', and 'More info' link. At the bottom of the sidebar are social media icons for Facebook, Twitter, and Email, and a 'Download' button. The main map area shows a map of Ontario with a yellow route line connecting the selected locations. The map includes various labels for towns and cities, and a filter dropdown set to 'All'. At the bottom right of the map, it says 'Map data ©2018 Google Terms of Use Report a map error'.

Source: [Culinary Explorer](#)

### 6.2.4 Agritourism-themed tourist routes

A tourist trail or loop is a route that passes by different tourist attractions. Although the terms are not strictly applied, generally speaking, loops take you back to your departure point, whereas following a trail means you will end up at a different location. The length, content and mode of travel (on foot, by bike, car, bus, etc.) of these routes vary considerably. Some connect general interest attractions while others lead to attractions that appeal to specific niche markets.

Whether in urban, peri-urban or rural areas, tourist trails and loops enable stakeholders to develop and market a product that has already been organized in a consistent way. It also brings key local players together and enables sometimes remote regions to gain more visibility, thereby attracting a new clientele. As for visitors, they appreciate being offered a clearly identified set of activities that match their interests, along a predetermined route. In order to stand out in a competitive environment, the route must have:

- a strong, consistent theme aligned with customer trends and expectations;
- a critical mass of businesses and/or attractions with products of equal quality;
- complementary tourism services and facilities;
- a clear vision shared by all the stakeholders concerning the image they want to project;
- long-term engagement of and consultation with the private and public actors and associations involved;
- high-quality marketing tools;
- effective signage.



### Examples of themed routes

- [Berkshire Farm and Table](#) promotes local culinary culture in the Berkshires, an area in the northeastern United States. The constantly evolving website lists events, publishes a blog with local food stories and offers themed gourmet tours, including the following three:
  - [Farm & Table Beer & Cider Trail](#)
  - [Farm & Table Cheese Trail](#)
  - [Farm & Table Charcuterie Trail](#)



Source: [Berkshire Farm and Table](#)

- [Travel Oregon](#)'s website highlights the region's abundant ingredients, from black truffles and hazelnuts to sustainably caught tuna, salmon and crab. The state boasts many award-winning chefs and beer and wine makers. In fact, Oregon's entire tourism offer is based on local food culture.

[Feast Portland](#) celebrates this abundance and extends its offer state-wide through different culinary tours. The Trails to Feast booklet has [seven food trips](#) that include suggestions from local restaurant owners and makers of the various products.

#### Get out the camera

Heading down the backside of Mt. Hood on Highway 35, drive past Cooper Spur Resort up to Cloud Cap viewpoint. It's one of the most amazing views of the mountain you'll find from any direction.

See more of Randy's tasty tips at [traveloregon.com/bounty](http://traveloregon.com/bounty)

The Hood River Valley winds its way 20 miles from the timberline of Mt. Hood to the Columbia River. It comes alive with blossoms in the spring, fresh fruit all summer long, and bustling roadside markets at harvest time. Pictured: Apple blossoms in spring near Parkdale.

**Randy Kiyokawa**  
Kiyokawa Family Orchards  
Parkdale, Oregon



Source: [Trails to Feast](#)

- [The BC Ale Trail](#) was created by a dedicated team of craft beer experts. It includes 15 routes, each one lasting from 2 to 4 days and connecting a wide variety of craft breweries, pubs, restaurants, cafés, outdoor activities, attractions, accommodation options and more.



Source: [The BC Ale Trail](#)

### SYNOPSIS

The Fraser Valley's history of hop growing is reflected in its diverse craft breweries.

### TRAVEL METHOD

Driving, cycling, walking

### DURATION

3 Days

### TOWNS & COMMUNITIES

Chilliwack, Cultus Lake, Abbotsford, Langley

### BREWERIES

Old Yale Brewing Co, Chaos & Solace Craft Brewing Co., Ravens Brewing Company, Field House Brewing Co., Dead Frog Brewery, Trading Post Brewing

### 6.3. Strength in numbers

The French network [Bienvenue à la ferme](#) includes over 8,000 farmers who either sell their products directly to the public (on the farm, at a farmers' market or a farm shop) or offer farm visits, with such services as accommodation, education or meals. The farmers are supported by local government councillors who ensure the products and activities adhere to a certain quality standards, help the farmers set up the necessary facilities and promote the brand locally. The network is organized by [Chambres d'Agriculture France](#), an association whose goal is to develop the *Bienvenue à la ferme* brand, to be promoted across the country and to improve member services.

Being associated with the brand has several advantages for farmers, including:

- improved visibility and a larger customer base;
- a more professional, more efficient business;
- strength in numbers.



Each member must sign an ethics charter which states the following: that they commit to selling only top-quality products; provide their guests with a personalized and professional welcome and well-maintained surroundings; and agree to being ambassadors of sustainable and responsible agriculture that is rooted in respect for the earth.

The network has set up a [website](#) that enables consumers to search for: products they can either buy directly or find in restaurants; accommodation and activities based on their preferences; and regions based on their itinerary. There is also a mobile app that uses GPS to help users find locations, different types of products and other farm-based offerings. The network also attends many agriculture and food trade shows, publishes pamphlets and organizes farm visits.

## 6.4. Crowdfunding for agritourism

What is crowdfunding?

Crowdfunding is the practice of calling on the general public to financially and collectively support projects they care about.

### MiiMOSA

Created in 2014, this French platform is the first of its kind to be exclusively devoted to food and agriculture. In addition to offering an alternative to traditional funding methods, MiiMOSA is a place where community members can discuss, share ideas and support one another's common love of the land.

MiiMOSA offers two crowdfunding models:

1. Reward-based: the crowd supports the project in return for products, exclusive benefits, services or experiences;
2. Interest-based: the crowd supports the project in return for having their money refunded, plus interest.



### Advantages

#### For the project's creator

- increase the visibility of the company, its expertise and its products;
- create an image of an innovative and energetic company;
- get quick and easy funding for a project;
- interact with the general public.

#### For the crowd

- financially support projects and people;
- have a stake in the future of an agricultural and food-based company;
- contribute to the growth of the local and national economy;
- get the inside scoop on project development for personal profit.



Source: [MiiMOSA](http://mii-mosa.com)

### An example of crowdfunding

The Ouche Nanon craft brewery's fundraising campaign to build a distillery and make the first whiskeys from the Berry and central France regions greatly exceeded its target of 9,000 euros. The 16,722 euros raised enabled the brewery to build a cellar and buy all the necessary equipment, including the barrels. In return for their financial assistance, the people who funded the project received products made by the brewery.



## 6.5. Other inspiring initiatives

- [THYME](#) is a country estate that houses a cookery school, accommodation in a boutique hotel and five independent cottages, and a country pub that provides food and entertainment. Thyme is located in the Cotswolds, an area in south-central England; its cookery school uses local ingredients and offers a range of day-long and two-day (or longer) cooking classes – among them bread making, simple suppers, cooking with meat and fish, and much more. The project is a win-win relationship for nearby farmers, residents who see their community developing, and the project's founders, who are making a profit.
- [Green Mountain Girls](#) is a farm in central Vermont that sells its products and also offers accommodation and a wide range of opportunities where people can learn about farm life, either through a straightforward tour of the farm or through hands-on experiences.

The “Farmer-in-Training” program lasts anywhere from a few hours to several days. Depending on their choice, visitors can help farmers on their daily rounds of caring for animals, the garden or the farm. They can also learn how to hand-milk a goat and make their own chèvre cheese.

- Oregon's [Farm Dinners](#), organized by [Farm to Fork](#) and put on by a well-known chef, invite dinner guests to enjoy special meals on working farms featuring the products of the host farm as well as neighbouring farmers and wine-growers. Each producer who contributes to the meal tells his or her story.



## **Conclusion**

Given that agritourism and gourmet tourism satisfy the expectations of an increasingly demanding and health-conscious clientele eager for authentic experiences, it's not surprising that these two segments are booming in many destinations world-wide. Today's tourists are no longer content to just relax when on vacation; they want to engage in intellectually stimulating activities, and this trend is an important factor in agritourism's growing popularity.

With careful planning, this tourist activity can provide agricultural producers with significant benefits. It allows them to tell their story, diversify their products, build customer loyalty and improve their bottom line. However, becoming an agritourism destination requires cooperation between government agencies and stakeholders in the tourism and food sectors: these different players must work together to create a regional identity that is based on local culinary specialties and cultural traditions, and also to create joint marketing initiatives and develop tools such as visitor guides. Indeed, having regional players work together is a key factor in showcasing the region and in creating a successful agritourism development plan.