

Agricultural and Culinary Tourism Literature Review: Summary of Findings and Annotated Bibliography

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Agricultural and Culinary Tourism

Introduction

This report integrates and synthesizes the academic and professional literature on agricultural and culinary tourism. Special emphasis is placed on the implications of this literature on Vermont. The report includes: 1) a summary of relevant studies and related materials, including key findings and research needs, and 2) an annotated bibliography.

Recreation and tourism have a long history of co

Many Vermont agritourism businesses are small-scale, artisan enterprises that often represent a lifestyle choice.

Targeted and niche marketing strategies are frequently used by businesses.

The food industry

Culinary tourism is a relatively new outgrowth of the local food movement in Vermont and it is closely related to agritourism.

Annotated Bibliography

Vermont Studies Research in Progress

Vermont Visitor Survey

Investigators: Lisa Chase, Robert Manning, William Valliere, University of Vermont

Visitor surveys are underway at Vermont welcome centers, 25 state parks, and 10 attractions that are members of the Vermont Attractions Association. Surveying began the summer of 2012 and will continue through spring 2014. Additional parks and attractions will be added to the list of sites. The survey is designed to develop a better understanding of who visits Vermont, what they do while they are here, and how likely they are to return. The surveys do not focus on agritourism and culinary tourism, however questions about activities will provide relevant information and some of the study sites are agritourism destinations (e.g., Cabot, Billings Farm & Museum, Shelburne Farms). Final report is forthcoming in December 2013 and a preliminary report will be available in December 2012.

Best Practices for Agritourism

Coordinator: Heidi Krantz, Vermont Farms Association

A review of materials promoting best practices for agritourism throughout the U.S. is underway. Findings will be compiled and consolidated and outreach materials will be developed. Materials forthcoming in 2013.

Impacts of Multifunctional Operations on Long Term Sustainability and Prosperity of Small and Medium-Sized Farms and Rural Communities

Principal Investigator: Chyi-Lyi (Kathleen) Liang, University of Vermont

Motivated by growth in local foods and multifunctional farms, this study seeks to (1) examine the sustainability of small and medium-sized farms and rural communities in a regional context, and (2) study the impacts of changes in local markets for nontraditional agricultural products and services and their effects on farm entry, transition, and viability and the public and private options for addressing these effects. The purpose of this study is to identify specific strategies and policy options to increase the integration between farms and local communities, and in the process to potentially enhance the long-term viability of rural regions. This study is currently being conducted and findings will be forthcoming in 2014.

Vineyards and Wineries in the Northeast and North Central Regions of the U.S.

Principal Investigator: Chyi-Lyi (Kathleen) Liang, University of Vermont

The focus of this study is to utilize network analysis and economic impact analysis to identify the relationships and interactions between vineyard owners/operators, winery owners/operators, other agricultural operations, supporting organizations, and customers. Surveys were conducted of wineries and vineyards and their customers in the Northeast and North Central regions in the U.S., including Vermont. Findings are forthcoming in fall 2012.

-To-Pay for Food Attributes: Determinants and

Implications

Investigator: Minghao Li, University of Vermont

The last two decades witnessed rapid growth of organic, local and state-labeled foods. Since market demand ultimately depends on an purchasing decisions,

but they are not finely targeted enough for such a specialized product as high-quality daylilies. The more specialized a product, the more targeted the marketing methods need to be.

<http://www.joe.org/joe/2006april/rb2.php>

Agricultural Diversification and Agritourism: Critical Success Factors (2004)

Authors: Todd Comen and Dick Foster

This research focused on identifying the critical success factors for agritourism operations. What emerged from the research were a set of critical success factors that must be in place in order for a farm-based tourism enterprise to be more than marginally successful. Perhaps the most interesting factor that emerged was the ability for an enterprise to change based on the capacity to learn. It was found that the enterprises that engage in more intense listening to and learning from consumers are more likely to successfully adapt to change than those organizations that are more product driven. The critical success factors for agritourism identified during this research project include location (proximity to other attractions), financial/enterprise analysis, marketing/understanding customer needs and expectations, ability to match core assets with customer requirements, passion for learning, strong social skills (acting and stage skills), creativity, and ability to manage the visitor experience.

<http://www.uvm.edu/tourismresearch/agtour/publications/Agritourism%20Report.pdf>

Vermont Farms Association Survey (2003)

Author: Chyi-Lyi (Kathleen) Liang

Vermont Farms! Association and the Department of Community Development and Applied Economics at the University of Vermont surveyed a sample of 32 farms in order to study the operation, management, marketing, and finance issues for Vermont farmers offering tourism products and/or services. Findings indicated that 87.5% of respondents offered agritourism activities in order to increase farm revenue; 68.8% offered agri-tourism activities in order to promote Vermont products.

<http://www.uvm.edu/tourismresearch/agtour/publications/VT%20Agri-Tourism%20Survey%202003.pdf>

Vermont Agri-Tourism 2002

Author: National Agricultural Statistics Service

Income from agri-tourism related activities on Vermont farms in 2002 totaled \$19.5 million, an increase of 86 percent from the value of agri-tourism in 2000. One-third of all farms in Vermont received income from agri-tourism in 2002. These 2,200 farms received an average of nearly \$8,900 per farm from agri-tourism. Smaller farms, in terms of acreage, tended to be more involved in agri-tourism than larger farms. Thirty-eight percent of farms with less than 50 acres received income from agri-tourism in 2002, compared to about 34 percent of the farms with 50-149 acres and 29 percent of farms with 150 or more acres. The most common source of agri-tourism income was from on-farm sales of commodities produced and sold at the farm. Sales were led by maple syrup and maple products, followed by fruits, vegetables, Christmas trees, cut flowers, nursery products, cheese, and an assortment of other items produced on Vermont farms. Other categories of agritourism generating income for farms included accommodations, outdoor recreation, education, and entertainment. Some survey respondents expressed concerns about the increased liability and additional labor costs that certain agri-tourism activities required.

<http://www.uvm.edu/tourismresearch/agtour/publications/VT%20A>

Selected Studies Outside of Vermont

Relevant Agritourism Research

Agritourism in Wisconsin from the Consumer Perspective (2012)

Authors: Laura Brown and Colette Hershey

The 2012 Wisconsin Agritourism Study was conducted as a partnership between the Wisconsin Agricultural Tourism Association (WATA), the University of Wisconsin Extension Center for Community and Economic Development, and UW Extension Cooperative Extension county offices. Based on research needs cited in previous research, the study was designed to provide participating agritourism businesses with information on customer origin, motivations, and preferences to improve marketing. When compared to Wisconsin data from the US Census, Wisconsin older, have higher levels of educational attainment and higher household incomes than the average Wisconsin resident. The three most important amenities for agritourists were on

destination itself. The rationale behind their development along with the consumer interest in experiencing such tourism venues is discussed.

<http://www.tandfonline.com/doi/abs/10.1080/10454446.2010.509238>

The Demand for Agritourism in the United States (2008)

Authors: Carlos E. Carpio, Michael K. Wohlgenant, and Tullaya Boonsaeng

In addition to producing food and fiber, farms provide other rural amenities to the public. Some of these amenities can be marketed as private goods, whereas others are public goods and do not have a market. One of the marketed amenities is on-farm recreation, also called agritourism, agrotourism, or agritainment. Besides the market goods or services obtained at the farm operations, visitors to farms also receive benefits derived from the scenic beauty generated by the rural landscape. Using data from the 2000 National Survey on Recreation and the Environment, this study explores factors affecting visits by the American population to farms and the economic value of the rural landscape for farm visitors. The number of farm recreation trip visits was estimated to have an own-price elasticity of -0.43 and an income elasticity of 0.24. Location of residence, race, and gender were found to be important determinants of the number of farm trips. The calculated consumer surplus is estimated at \$174.82/trip, of which \$33.50 is due to the rural landscape.

<http://ageconsearch.umn.edu/bitstream/42465/2/CarpioWohlgenant.pdf>

Agritourism entry in Encyclopedia of Rural America: The Land and People (2008)

Author: Lisa Chase

Agritourism is a commercial enterprise on a working farm or ranch conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm or ranch. Interest in agritourism by visitors and farmers is growing rapidly. Nationwide, the United States Department of Agriculture National Survey on Recreation and the Environment estimated that more than 62 million adults visited farms during a 12-month period between 2001 and 2002. Primary reasons for visiting farms included enjoying rural scenery, learning where food comes from, participating in farm activities, and purchasing agricultural products. The entry begins with a description of agritourism and its many variations throughout rural America. Benefits and challenges of agritourism development are presented as well as a brief history of agritourism. The entry concludes with a discussion of agritourism trends and issues.

<http://rural-online.org/rural-america/3019-agritourism.html>

Visitors to Tennessee Agri-Tourism Attractions: Demographics, Preferences, Expenditures, and Expected Economic Impacts (2006)

Authors: Kim Jensen, Chris Lindborg, Burton English, and Jamey Menard

Agri-tourism has the potential to serve as a means to profitably direct market farm products and services, to serve as an alternative use of farmland, and to supplement farm incomes.

Agritourism may also bring economic activity to rural areas through visitor expenditures on goods and services both on-site and at locations nearby the agri-tourism businesses. A primary objective of this study is to provide market information for agri-tourism business owners for amenities and services at agri-tourism attractions. Another objective is to assess how visitor spending at agri-tourism

preferences, expenditures, and demographics, on-site visitor surveys were conducted at several

agri-tourism attractions across Tennessee during 2005. The attractions offered by the participating businesses included corn mazes, pumpkin patches, on-farm tours, petting zoos, on-farm eating establishments or snack bars, on-farm festivals or fairs, on-farm markets, and wineries. A total of 464 visitors responded to the survey. Survey results suggest that most visitors to agri-tourism venues find their visits to be highly enjoyable and that certain amenities and services are of particular importance to their visit. Among the most important services or -site restrooms, adequate parking, learning about how products are grown or made, and easy transportation access. Most visitors are day visitors who come from in-state, with nearly half coming from the local county. Over half of the responding visitors stated they were repeat visitors. School groups are important, in particular, for agri-tourism businesses that include pumpkin patches, corn mazes, or farm tours. Important methods for visitors learning about agri-tourism attractions are word of mouth,

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Localizing Linkages for Food and Tourism: Culinary Tourism as a Community Development Strategy (2008)

Authors: Gary Paul Green and Michael L. Dougherty

The local food movement is taking a variety of forms, including farm-to-school programs, farmers markets, community supported agriculture, and direct marketing. An emerging component of this movement is culinary tourism. Culinary tourism offers new opportunities for communities to integrate tourism and local food systems in order to promote economic development, respond to the demand for quality food and dining experiences, and build on the cultural heritage of the region. This paper examines culinary tourism through a case study of the Kingdom So Delicious program in Door County, Wisconsin. This analysis is based on intensive interviews with owners/managers of four restaurants and surveys of 30 retailers and 40 farmers in the region. Retail establishments relied heavily on local produce, largely due to a commitment to help local producers. Farmers frequently combined marketing fresh food to local retail establishments with sales to wholesalers. The most frequently cited concerns with producing for local establishments involved in culinary tourism were low prices and challenging logistics. The lessons of this study are not limited to Door County but can be applied to other, similar communities seeking to strengthen culinary tourism.

<http://www.uvm.edu/tourismresearch/agritourism/publications/Green2008.pdf>

Culinary Travel Survey (2007)

Authors: Travel Industry Association (TIA), Gourmet, and the International Culinary Tourism Association

A first-of-its-kind national survey on the popular culinary travel niche market shows that 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years, based on a report from the Travel Industry Association (TIA), in partnership with Gourmet and the International Culinary Tourism Association. The future is bright for the culinary traveler market, as the share of U.S. leisure travelers interested in culinary travel in the near future (60%) is significantly larger than those currently engaged. These travelers are younger, more affluent and better educated than non-culinary travelers. They are clearly motivated by unique experiences, reinforcing the benefits of

recorded and transcribed. Activities fostered through the horizontal and vertical alliances were identified. Alliances along the Southwest Michigan Wine Trail have furthered the development and marketing of wine tourism. The trail's member wineries have formed strong horizontal relationships, which include joint advertising, promotion, and production. They have also built vertical relationships with tour operators, lodging businesses, and restaurants that promote individual wineries as well as the wine region. Wine tourism has provided wineries with another sales outlet and established the wine region as a destination. This study contributed to the limited literature on the development and marketing of wine tourism in Michigan and in other emerging wine regions in the United States. For those working to further such rural/agri-tourism, this research indicated that there is considerable growth potential through an increased presence in restaurants and in packaging with accommodations. Adding new specialized wine tours, wine festivals, geographical target markets, and a focus on wine education on-site and at educational institutions can expand wine tourism and sales.

<http://www.uvm.edu/tourismresearch/agritourism/publications/Wargenau2006.pdf>

Cheese Tourism in Wisconsin: Issues & Prospects (2006)

Author: Laurie S. Z. Greenberg

This study was designed for Wisconsin cheese makers and other dairy processors who are interested in expanding or developing tourism for their businesses. This report describes the

existing studies and papers, and makes recommendations for Wisconsin cheese makers (and other dairy processors) for further developing tourism as an income stream. Agritourism is the experience of visiting a farm or other agricultural enterprise for education, recreation, entertainment or for engaging in activities of the farm or enterprise. Agritourism opportunities for tourists tend to focus on creating a memorable visit. Target audiences can include local residents (rural or urban), school groups, out of state tourists and others. Very few existing studies of agritourism o