

Resources for Agritourism Work in Vermont

Compiled October, 2018

Written & Online Resources Materials:

Introductory Agritourism Materials for Farms maintained by UVM Extension at

<https://www.uvm.edu/vtagritourism/> Includes:

- Types of Agritourism Enterprises
- Assessment of Agritourism Potential
- How to Guides for Hosting Events & Tours
- Farm Safety for Visitors
- Downloadable Signage Templates

Educational Activities & Farm Visits: The UVM site contains starting resources for developing educational activities and activities for children - for more information on those topics see also the Farm-Based Education Network. <http://www.farmbasededucation.org/>

Vermont Department of Tourism and Marketing (VDTM) materials for industry partners at

<http://www.vermontpartners.org/> including information about:

- Leveraging the Vermont Brand
- Tourism Research & Visitor Profiles
- Opportunities to promote your business to out-of-state consumers through VDTM
- Sign-up for industry update newsletter

Post your events to the statewide calendar, build lodging packages, sign up for consumer update newsletter at www.VermontVacation.com,

Vermont Tourism Research Center, including:

- Research on Vermont visitors
- Agritourism research and resources
- Other research related to Vermont tourism and outdoor recreation

<https://www.uvm.edu/tourismresearch/>

Legal Resources:

- Farm Commons published this FAQ sheet "Agritourism on Your Farm and the Law" in March, 2018. <https://farmcommons.org/resources/faq-agritourism-your-farm>
- Vermont Agency of Agriculture's information page on farms, zoning, and "accessory on-farm businesses" <https://agriculture.vermont.gov/agritourism>
- Fact sheet from NOFA-VT on land use regulation and accessory on-farm businesses, this predates the most recent update to regulations, but many rules remain the same from the farm's perspective: <https://nofavt.org/resources/rural-enterprises-information>

Farm Stay U.S. - National association for farm stays, Beth Kennett of Liberty Hill Farm in Vermont is the Northeast regional rep <http://www.farmstayus.com/>

Vermont Fresh Network Webinar Series - Around the relaunch of DigInVT.com, VFN presented a series of webinars featuring food and farm businesses talking about marketing & engaging visitors: <http://vermontfresh.net/news-events-and-blog/category/webinar-resources>

Promotional Platforms & Groups - Food & Farm Focused:

Agritourism Task Force at Vermont Farm to Plate - includes task force meetings and a list serv, see link for how to join and to look for participants in your region
<http://www.vtfarmtoplate.com/network/agritourism>

DigInVT.com - A website managed by the Vermont Fresh Network listing places, trails, and events. Any farm can post consumer-facing events on the site, and any organization/ group can work with DigInVT on building trails, there are some additional criteria for having a full Place Page listing & profile. <http://www.DigInVT.com>

Producer Associations / Farmers Market Association - These associations host events that highlight food businesses, coordinate special promotions for locations only open to visitors seasonally (for example Maple Sugar Houses, PYO partners in Apples to iPods, etc), organize trails, and other promotions.

Vermont Open Farm Week - Annual weeklong effort every August highlighting events on farms, includes marketing assistance and (by request / application) technical assistance, a great option for farms not regularly open to the public who want to try their hand at events.

Lake Champlain Tasting Trail - An international project with Quebec and upstate New York that highlights northwestern food and farm stops in a trail that circles Lake Champlain.

Vermont Tourism Network - Not exclusively agritourism focused, the network includes agritourism and facilitates group tours. <https://vermonttourismnetwork.com/>

Vermont Attractions Association - The Vermont Attractions Association represents any attractions open to tourists, including agricultural ones <http://www.vtattractions.org/attractions/>

Vermont Tourism Summit - Annual event in spring, the location changes each year. In recent years it has had a food & agritourism track.

Other Promotional Platforms & Groups:

Organizations that actively work with food and farm businesses on tourism-related projects, but are primarily focused on a different business group.

Vermont Wood Works Council - In addition to overlap in the realm of maple sugaring, wood products businesses seek partnerships with food groups as related products (wooden cheese boards, locally crafted furniture in restaurants, products at farmers markets, etc.) and are part of attaching value to the working landscape as a core part of Vermont's character.

<http://www.vermontwood.com/>

Vermont Mountain Bike Association - Their ride planning site includes resources on where to eat and stay while riding in Vermont. <https://vmba.org/>

Ski Vermont - Includes Specialty Food Days promotions at ski areas in season.

<https://skivermont.com/>