



# ARE YOU READY TO WELCOME VISITORS TO YOUR FARM?

**This booklet is designed to help you understand whether developing an agritourism enterprise makes sense for you and your farm, and will also help you identify areas of growth and resources to seek out if you decide it's something you want to pursue.**



# AGRITOURISM CHECKLIST

## >>> SECTION 1: PERSONAL ASSESSMENT

BUSINESS QUALITIES	YES	NO	WAYS TO IMPROVE
I am motivated to take on a new enterprise			
I have managed a business before			
I have a business plan for my current enterprise			
I feel confident in my ability to write a business plan for a new agritourism enterprise			
I keep good production and finance records			
I have experienced agritourism on a different farm			

**Other business qualities and experiences that apply to this new venture:**

# AGRITOURISM CHECKLIST

## >>> SECTION 1: PERSONAL ASSESSMENT (CONT.)

PERSONAL QUALITIES	YES	NO	WAYS TO IMPROVE
I am a good planner/organizer			
I have creative ideas			
I have a high level of energy and contagious enthusiasm for what I do			
I enjoy doing new things			
I follow through on what I start			
I enjoy interacting with a variety of people			
I like to show people my farming operation			
I'm comfortable opening parts of my farm and property up to members of the public			
<b>Other personal qualities that apply to this new venture:</b>			

# AGRITOURISM CHECKLIST

## SECTION 1: PERSONAL ASSESSMENT (CONT.)

SKILLS	YES	NO	WAYS TO IMPROVE
Business planning			
Marketing			
Digital Marketing (social media, paid online advertising)			
Art/Design			
Advertising/public relations			
Media experience, writing/radio			
Teaching			
Crafts (list):			
<b>Other skills I have that could come in handy:</b>			

# AGRITOURISM CHECKLIST

## >>> SECTION 2: TIME AND CAPACITY ASSESSMENT

How much free time do I have per week? (Hours/week)

How much time am I able to devote to this new venture? (Hours/week)

Who else will be adding to the farm's capacity for this venture?

Are the members of my team supportive of this new venture?  
Yes/No/Not sure

Are there neighbor farms that could potentially partner with me on this venture?  
Yes/No/Not sure

Additional notes and ideas:

# AGRITOURISM CHECKLIST

## >>> SECTION 3: EXPERIENCE HOSTING VISITORS

See page 22 for a worksheet to help you identify your target visitor personas, and their unique interests and needs.

### VISITOR PROFILE (AGE, GENDER, INTERESTS, INCOME LEVEL)

**Visitor Description**

**What Can/Do I Offer Them?**

**Notes**

# AGRITOURISM CHECKLIST

## >>> SECTION 3: EXPERIENCE HOSTING VISITORS (CONT.)

### WHERE DO I EXPECT MY VISITORS WILL COME FROM?

%	How far away?	Communities
	Within 10 miles	
	Within 10-20 miles	
	Within 20-50 miles	
	Within 50-100 miles	
	100 miles +	

**Total Individual Visitors/Year:**

**Total Groups Hosted/Year:**

# AGRITOURISM CHECKLIST

## >>> SECTION 4: FARM FACILITIES

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Finding the Farm</b>			
Are there road signs at key intersections to direct visitors from main roads to the farm?			
Does my address show up accurately on Google Maps, Apple Maps, and other GPS tools?			
<b>Upon Arrival</b>			
Is there a well placed farm sign?			
Is it easy to find the driveway entrance?			
Is there good visibility to allow visitors to enter and exit safely?			
Is there a logical one-way traffic flow?			
<b>Farm Image</b>			
Is the first impression of an approaching visitor a favorable one?			
Has the farm atmosphere been preserved?			



# AGRITOURISM CHECKLIST

## >>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Parking</b>			
Is it easy to figure out where to park?			
Is there signage directing visitors to parking areas?			
Are there barriers defining the parking area?			
Is it easy for visitors to park once they find the parking lot?			
Are parking spots marked?			
Is there adequate space to pull in/out?			

**Notes:**

# AGRITOURISM CHECKLIST

## >>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Condition of Farm Lanes and Parking Lots</b>			
Relatively smooth?			
Free of potholes?			
Free of mud?			
Gravel to keep down dust?			
Paved for ease of walking?			
<b>Landscaping</b>			
Mowed lawn areas			
Nicely landscaped grounds			
Attractive flower beds and containers			
<b>Outdoor Displays</b>			
Are displays blocked from customer view by cars or other objects?			
Is interesting or antique farm equipment used?			

# AGRITOURISM CHECKLIST

## >>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Outdoor Areas</b>			
Are there places to sit – picnic tables, pavilion, benches?			
Is there a designated children’s area?			
Do I have ACT 31 sign(s) that are easily seen by visitors?			
Are there signs with instructions/information?			
<b>Outdoor Hazards</b>			
Are there junk piles?			
Have tripping hazards been eliminated?			
Is farm equipment out of harm’s way?			
Are farm chemicals locked up out of site?			
Are fuel tanks, pumps locked up?			
Are manure pits, ponds, etc. fenced?			

# AGRITOURISM CHECKLIST

## >>> SECTION 4: FARM FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Animal Facilities</b>			
Are pasture/paddocks fenced?			
Are electric fences marked?			
Is there double fencing to keep people away from animals?			
Are manure levels in barns and paddocks under control?			
Are booties or footbaths provided where needed for sanitation and disease prevention?			
People hygiene – is there soap/water, antiseptic hand lotion/wipes?			
Is there signage to instruct people how to behave around animals (what is acceptable and what is not)?			
Is public access to animal paddocks/barns limited for safe management?			

# AGRITOURISM CHECKLIST

## >>> SECTION 4: FARM FACILITIES (CONT.)

BUILDING FACILITIES	BUILDING 1	BUILDING 2	BUILDING 3
Consider current or potential use of buildings and structures on the farm. Describe each building and its condition.			
Accessibility (e.g., ramps vs. stairs to access)			
<b>Exterior condition</b>			
Is the building nicely painted?			
In generally good repair?			
Is the entrance clearly marked?			
<b>Building interior</b>			
Are doorways wide enough?			
Are floors smooth and level?			
Is the space bright, clean, well lit?			
Have hazards been eliminated?			
Is clutter under control?			

# AGRITOURISM CHECKLIST

## >>> SECTION 5: RETAIL FACILITIES

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Layout</b>			
Can customers see over displays?			
Can customers find my checkout area?			
Is my self checkout process easy to understand?			
Are displays positioned for maximum exposure?			
Are impulse items located near checkout?			
<b>Retail Display Equipment</b>			
Are my displays of similar construction/style/vintage?			
Are my displays sturdy, safe, free of nails or splinters?			
<b>Attractive Displays</b>			
Are my displays arranged well, appealing, overflowing, with good use of color?			
Do I offer a variety of sale unit sizes to meet various shopper needs?			

# AGRITOURISM CHECKLIST

## >>> SECTION 5: RETAIL FACILITIES (CONT.)

FRIST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Decorations</b>			
Is there a predominant theme? Describe look:			
Is there consistency among decorations? (i.e., all antiques, all farm-related, photos of farm scenes, etc.)			
Are tablecloths, curtains, etc. made of similar fabric, complementary colors?			
<b>Signage</b>			
Is letter type consistent?			
Are the colors consistent?			
Are signs easy to read for accessibility?			
Use of farm logo in signage?			
<b>Variety of signage (check all that apply):</b>			
<input type="checkbox"/> Product signs			
<input type="checkbox"/> Info signs			
<input type="checkbox"/> Price signs			

# AGRITOURISM CHECKLIST

## >>> SECTION 5: RETAIL FACILITIES (CONT.)

FIRST IMPRESSIONS	YES	NO	WAYS TO IMPROVE
<b>Customer Convenience (check all that apply)</b>			
<input type="checkbox"/> Shopping basket/carts			
<input type="checkbox"/> Credit cards			
<input type="checkbox"/> Tasting			
<input type="checkbox"/> Recipes			
<input type="checkbox"/> Bathrooms			
<input type="checkbox"/> Seating areas/eating areas			
<input type="checkbox"/> Guest books			
<input type="checkbox"/> Newsletter			
<input type="checkbox"/> Ordering info			
<input type="checkbox"/> Information sheet with upcoming events			
<input type="checkbox"/> Brochure with hours			
<input type="checkbox"/> Visitor information/nearby attractions			



# AGRITOURISM CHECKLIST

## >>> SECTION 6: INDOOR FACILITIES

CUSTOMER SERVICE/HOSPITALITY	YES	NO	WAYS TO IMPROVE
------------------------------	-----	----	-----------------

### Personnel

Appearance is neat and clean. Wearing farm shirts and/or name tags			
Greet customer			
Helpful, courteous, cheerful, professional, enthusiastic			
Well informed about the farm and farm products			
Not overbearing			
Engaging: Ask where are you from, how did you hear about farm, etc.			
Know about other things to do in area; make helpful recommendations; provide directions.			

### Services Offered

LIST ALL THE THINGS VISITORS CAN SEE AT YOUR FARM.

# AGRITOURISM CHECKLIST

## >>> SECTION 7: PROGRAMS AND OFFERINGS

**THINGS VISITORS CAN EXPERIENCE AT MY FARM:**

**THINGS VISITORS COULD BUY AT MY FARM.**

**ACTIVITIES AVAILABLE TO VISITORS ANYTIME THEY VISIT:**

**ACTIVITIES THAT MUST BE PRE-ARRANGED:**

# AGRITOURISM CHECKLIST

## >>> SECTION 7: PROGRAMS AND OFFERINGS (CONT.)

Farm tours (if offered)		Yes	No	How to Improve
Are they well planned and delivered?				
Can they be tailored to groups' interests?				
Name of Tour	Time it Takes	Target Audience		
<b>Notes:</b>				

# AGRITOURISM CHECKLIST

## SECTION 7: PROGRAMS AND OFFERINGS (CONT.)

### EVENTS/FESTIVALS

Festival Name	Month Held	Purpose	How many people do you want to attend?

### LODGING OFFERINGS

Type of lodging (e.g., B&B, cabins, lodge, camping)	Numebr of rooms/beds/spaces	Price Range

# AGRITOURISM CHECKLIST

## >>> SECTION 8: NATURAL AREAS INVENTORY

### ARE THESE A RESOURCE FOR VISITORS?

Feature	Yes	No	Could be developed
Ponds			
Woods			
Hiking trails			
Scenic views			
Hunting			
Fishing			
X-Country skiing			
Bike trails			

NOTES:

# AGRITOURISM CHECKLIST

## >>> SECTION 8: NATURAL AREAS INVENTORY (CONT.)

Describe what would be involved in developing these resources.

Resource	Improvements

# AGRITOURISM CHECKLIST

## >>> VISITOR PROFILE WORKSHEET

Use this template to describe your potential/current farm visitors, so that you better understand them and can tailor your marketing and agritourism programs to them. Make copies of this page to identify and profile your various target audiences!

<b>Demographics (age, location, occupation, marital status, kids, income, etc.)</b>	
<b>Interests</b>	
<b>Challenges</b>	
<b>Steps to address challenges</b>	
<b>Travel goals</b>	
<b>Motivations</b>	
<b>Frustrations</b>	
<b>How do they get their information?</b>	
<b>Additional notes and information:</b>	



## Guide to Navigating Vermont's Agritourism Regulations

Scan this QR code to access a free tool designed to help both individuals new to agritourism or those interested in expanding their enterprises understand and access information about the permits, laws, licenses, land use regulations and liabilities involved in Vermont agritourism. It also increases accessibility to important information, including what steps farmers and agribusiness owners can take for a successful enterprise.



Since 1996, the Vermont Fresh Network has been leading the state in connecting farmers, chefs, and food enthusiasts. VFN helps shape the future of food by working across the food system to build strong relationships between farmers, producers, chefs, and consumers who share these values and support our region. The DigInVT.com agritourism platform is managed by the Vermont Fresh Network. For more information contact: [info@vermontfresh.net](mailto:info@vermontfresh.net)



DigInVT.com is an online portal and event guide to authentic food & farm experiences in Vermont. DigInVT is a partnership of 10 Vermont food and farm nonprofit organizations who are committed to promoting, preserving and supporting Vermont's working landscape. You can visit the site at [www.diginvt.com](http://www.diginvt.com). For additional authentic Vermont food and farm experiences, visit DigInVT.com and follow @diginvt on Instagram and Facebook.



UVM Extension helps individuals and communities put research-based knowledge to work. Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, in cooperation with the United States Department of Agriculture. University of Vermont Extension, Burlington, Vermont. University of Vermont Extension, and U.S. Department of Agriculture, cooperating, offer education and employment to everyone without regard to race, color, national origin, gender, religion, age, disability, political beliefs, sexual orientation, and marital or familial status. Any reference to commercial products, trade names, or brand names is for information only, and no endorsement or approval is intended

[www.VermontFresh.net](http://www.VermontFresh.net) | [www.DigInVT.com](http://www.DigInVT.com)

Funding for this project was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant no. AM190100XXXXG100 awarded to the Vermont Fresh Network, and by the Agriculture Marketing Resource Center (AgMRC), located at Iowa State University, [www.agmrc.org](http://www.agmrc.org). AgMRC is a national website dedicated to providing information to producers and service providers on value-added agriculture businesses. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.