

Agritourism Post-Workshop Producer Summary Survey Results

Q1. Have you studied the impact of agritourism on your business (for example, changes in sales, returns or risks faced) since the Colorado State University agritourism workshop?

Percent who indicated they had studied the impact of agritourism on their business since the agritourism workshop

Steamboat	Akron	Delta	La Junta	Cortez	Total
50%	100%	83%	50%	44%	62%

Comments

- we are still in the foundation stages so it was effective in helping us get started right
- thinking & evaluating
- not studied, just continued to think about
- I think the ideas from the workshop helped promote my farm business.
- It provided me with new clients
- Still working, applying the info
- We're still in the planning stages.
- We will start the agritourism part of our business this season (2009).
- I was only attending the workshop for information
- too early to evaluate

→ If they answered no, percent who would like technical assistance to start that process

Steamboat	Akron	Delta	La Junta	Cortez	Total
50%	0%	100%	100%	0%	25%

→ If they answered yes, tools they have used to study the various impacts of agritourism on their business?

Comments:

- reviewed existing facilities & possible partnerships
- investigating private/farmers market beef sales, holding cow work practices, dinners
- our own accounting ledgers
- Federal USDA regulations-their challenges to my expansion.
- sales
- Internet, profit & loss reports
- simply counting the number of visitors and notice increase in tourists.
- I advertise more geared to locals
- Quicken--increase in sales
- Looked around asking what other are charging and deliver for their bed/breakfast in this area.

Q2. Have you evaluated how agritourism affects your labor and managerial situation since the Colorado State University agritourism workshop?

Percent who evaluated how agritourism affects their labor and managerial situation since the workshop

Steamboat	Akron	Delta	La Junta	Cortez	Total
33%	100%	50%	25%	33%	44%

→ If they answered no, percent who would like technical assistance to start that process

Steamboat	Akron	Delta	La Junta	Cortez	Total
50%	0	67%	50%	0%	27%

→ If they answered yes, tools they have used to study how agritourism affects the labor and managerial situation of their business

Comments:

- Guest book
- Enough work for me only

Q3. Have you developed any new agritourism enterprises or targeted any new potential visitor segments since the Colorado State University agritourism workshop?

Percent who developed any new agritourism enterprises or targeted any new potential visitor segments

Steamboat	Akron	Delta	La Junta	Cortez	Total
25%	100%	83%	75%	29%	58%

Comments:

- working with local chamber, FFA, 4-H, school district, and local fair board, CSE Weld county fair
- we are offering sheep wagon vacations & would like to do working ranch tours
- We are working on farm dinners for this summer.
- brochure with 2 other locations
- put up CDOT sign
- We have expanded research at having assistance with grape harvests and go from volunteer to people paying for the experience.
- Worked with waterfowl outfitters
- Land inventory surveys
- focusing on lamb business, meat sales
- birding, potentially trail riding
- I attended the workshop to learn more about agritourism-what it is, what possibilities might be out there.
- We're working on plans at this time.
- We are planning an on-farm vegetable stand this summer and a pumpkin patch in the fall.
- West slope computer links

Q4. What would you say is the greatest risk faced by your business today, compared to when you attended the agritourism workshop?

Comments:

- economy, price of gas
- economy
- change in tourist spending habits
- labor, insurance
- higher taxes, less cash flow, fewer tourists coming into the area
- The downturn in the economy will affect our sales of meat.
- The economy and the changes we need to embrace to survive in this economy.
- no change
- unsure consumers
- time to do more tours during harvest & liability still worries me.
- The economic downturn's impact on tourism generally.
- economy
- the economy
- Higher costs of doing business this past year, drought.
- cost of insurance
- government
- government regulations
- Will customers drive 2.5 miles off the highway to visit the farm?
- Economy

Q5. Did you learn any new information or tools for managing risk at the Colorado State University agritourism workshop you attended that you have applied or started to apply to your business?

Percent who answered that they had learn any new information or tools for managing risk

Steamboat	Akron	Delta	La Junta	Cortez	Total
33%	33%	50%	50%	57%	61%

➔ If so, have you been able to use these risk management tools or information?

Comments:

- collaboration is a big asset
- resources for legal advice
- increased networking and Web-based sources
- still evaluating
- We are working with a local B&B to put on farm dinners.
- I have yet to put them into practice.
- I did contact my insurance agent and submitted a letter stating my event plans; I need to check on larger event coverage like "Feast in the Field"

- This was weaker component of the workshop. The attorney who presented was using someone else's material which he was not familiar with. Given what I have seen, a network of agritourism businesses to share questions and discoveries (chat room/blog) with occasional review by some lawyers/advisors might be more useful.
- yes, still working to apply & interpret that info.
- Other things to consider: insurance
- Legal & marketing risks. These have both played a role in writing our business plan.
- working on safe advertising on internet; preparing legislation for 2010 session to protect alpaca industry from civil liability

Q6. Are you using any new marketing channels (i.e., Colorado Department of Agriculture Directories, Websites, online networks like Facebook, press releases, new publications) since you attended the Colorado State University agritourism workshop?

Percent using new marketing channels:

Steamboat	Akron	Delta	La Junta	Cortez	Total
33%	33%	50%	100%	29%	48%

➔ If so, what are those new marketing channels?

- articles in local paper
- farm Fresh listing & ag directories
- more extensive use of email network
- brochure
- our own Web site
- Also creating events to focus attention on the business.
- Web sites
- Facebook
- blog
- CDA- CO Proud listing
- Ag directory
- joint venture with urban & rural communities
- Villardranch.com
- press
- Facebook
- Email list for customer communication
- Mesa Verde Country
- developing Web site
- Some Facebook
- new publications

➔ If not using new marketing channels, reasons why:

- We haven't added anything since the seminar but have upgraded our Web site.
- brochure
- I need to do this, thanks for reminder.
- Mostly working to enhance effectiveness of our Web site.
- We use many CDA directories on our Web site, factsheets, price lists)
- New Website, will have blog-do a little through facebook
- Just wanted ideas, info.
- Facebook requires too much computer time! We're not ready for a Web site yet. We will be listed on the Mesa Verde County Agritourism map and booklet when it comes out (Fall 09)

Q7. Have you made any new business contacts or formed any new partnerships in your community related to agritourism since you attended the Colorado State University agritourism workshop?

Percent who made new business contacts or formed any new partnerships in their community related to agritourism

Steamboat	Akron	Delta	La Junta	Cortez	Total
67%	100%	67%	75%	44%	64%

Comments:

- we must look to work together and create a win/win environment. Overcome negative attitudes that are out there.
- working to increase private beef sales
- they will!
- working with the NW products & the NW agritourism
- 2 locations on our highway
- The project was very successful & will expand next year. Our peaches were used by two restaurants and brought us customers from our peaches.
- New job leads and opportunities
- Time will tell!
- our interest in the Routt Moffat Rio Blanco Jackson counties cultural heritage efforts
- As stated above, we are working with a B&B to expand our agritourism business.
- Health problems during last half of year prevented additional activities
- working on Palisade Chamber Board. I organized a partnership between growers and local restaurants.
- Within the context of being on the DCTC and working with other local wineries.
- We are working together to market ourselves cooperatively.
- meeting new people
- Have connected with Lynn Dyer & Mesa Verde Country. Hope to be listed in all of their marketing materials. Also hope to coordinate their tourism booklet and the local food directory/previously published by the SW Organic Growers Club.

Q8. Since the workshop, have you accessed any of the following resources about agritourism:

Percent who have accessed workshop/project resources:

Resource:	Steam boat	Akron	Delta	La Junta	Cortez	Total
The workbook you received, "Planning for Success"	33	100	33	50	44	54
The Web site, www.coloradoagritourism.com	50	67	33	25	50	44
Your CSU extension agent	50	33	17	50	44	39
Another community resource	75	33	50	50	33	46
The Colorado Department of Agriculture	33	67	17	50	33	36
Other (list) <ul style="list-style-type: none"> • Delta County Tourism • Colorado Wine Industry Development Board • My own notes from the workshop 						