

The Business Side of Agritourism Workshop

A Multi-State Training for Extension Agents and Other Professionals

On April 27 - 29 The Business Side of Agritourism Workshop was held in Fletcher, NC. The workshop was sponsored by the [University of Georgia's Center for Agribusiness and Economic Development](#) and [North Carolina State University Cooperative Extension Service](#). Funding for this workshop was provided by a Southern Region Sustainable Agriculture Research and Education (SARE) grant. The principle investigators were [Kent Wolfe](#), Center for Agribusiness and Economic Development and [Gary Bullen](#), North Carolina State University Cooperative Extension Service.

Over 60 extension agents and other professionals engaged in agritourism endeavors attended the workshop. Participating states included North Carolina, Georgia, South Carolina and Tennessee.

To view the full workshop agenda, [click here](#).

Workshop Sessions, Speakers, Presentations and Handouts:

Evaluate an Agritourism Enterprise

- David Lamie--Associate Professor and Extension Specialist, Clemson University
 - [E-mail David Lamie](#)
- Bob Schmidt--Owner, Maple Lane Farms in Greenback, TN
 - [Visit Maple Lane Farms Website](#)

Market Evaluation

- Stacy Tomas--Assistant Professor and Tourism Extension Specialist, NC State University
 - [E-mail Stacy Tomas](#)
 - View Presentation: [Market Evaluation](#)
- Russ Vollmer--Co-owner, Vollmer Farm in Bunn, NC
 - [Visit Vollmer Farm Website](#)

Financial Analysis

- Mike Best--Professor of Agricultural Economics, Tennessee Tech University
 - [E-mail Mike Best](#)
 - View Presentation: [Financial Considerations for Agritourism Endeavors \(Best and Cagle\)](#)
- Scott Cagle--Owner, Agri-Tour Solutions
 - [Visit Agri-Tour Solutions Website](#)

Insurance and Risk Management

- Robert Hawk-- Area Specialized Agent, Community Development, Haywood County Center, NC Cooperative Extension
 - [E-mail Robert Hawk](#)
- David Kendall--Extension Agent, Agriculture, Madison County Center, NC Cooperative Extension
 - [E-mail David Kendall](#)
- Will Johnson--Johnson Insurance Services, Inc.
 - [E-mail Will Johnson](#)
 - View Handout: [Agritourism and Liability Insurance Issues](#)

Making Your Website Work For You

- Scott Cagle--Owner, Agri-Tour Solutions
 - [E-mail Scott Cagle](#)
- Michelle Patterson--Co-owner, Patterson Farm in China Grove, NC
 - [Visit Patterson Farm Website](#)

Why and How to Collaborate

- Samantha Rozier--Assistant Professor and Tourism Extension Specialist
 - [E-mail Samantha Rozier](#)
 - View Presentation: [Why and How to Collaborate](#)
- Steve Morgan--County Coordinator and Agent, Henderson County Extension Office, UGA Cooperative Extension
 - [E-mail Steve Morgan](#)

[Agritourism Resource Manual and Fact Sheets:](#)

In addition to materials prepared by the workshop speakers, several fact sheets and a resource manual were created. The following materials were prepared by the [University of Georgia's Center for Agribusiness and Economic Development](#) and [North Carolina State University Cooperative Extension Service](#). The primary investigators on these project were [Kent Wolf](#) (Center for Agribusiness and Economic Development and [Gary Bullen](#), North Carolina State University, Cooperative Extension Service.

Funding for these resources was provided by grants from [Southern Region Sustainable Agriculture Research and Education](#) (SARE) and [Southern Region Risk Management Education Center](#).

Manual (click on title to view document):

[Agritourism, Your Way](#)

Fact Sheets: (click on title to view document)

- [Community Service](#)
- [Considering an Agritourism Enterprise?](#)
- [Customer Service](#)
- [Marketing Your Agritourism Enterprise](#)
- [Promoting Your Agritourism Business](#)
- [Qualifying and Quantifying Your Personal Agritourism Potential](#)
- [Regulations That May Affect Your Agritourism Enterprise](#)
- [Risk Assessment and Management](#)