

Second level codes V5
April 8, 2025

Research questions

1. How do cheese producers in Maine perceive and describe the benefits and challenges of agritourism to their industries and regions?
2. How do cheese producers in Maine describe how their members work together as an industry cluster to promote agritourism, for example, through strategies like cooperation, communication, coordination and collaboration?

AGRITOURISM

Consumer types

- Lifestyle interests
- Geography
- Demographics

Consumer outreach

- Connecting
- Education
- Sales

Culinary Trails

- Best practices
- Challenges
- Benefits

PRODUCERS

Personal background

- Family heritage
- Hope and dreams

Business model

- Artisanal versus commodity

Stage of development

- Emerging producer
- Optimizing producer
- Maturing producer

INDUSTRY

Capacity (Leadership from volunteers and/or staff)

- Challenges
- Benefits
- Examples

Cooperation (Collaboration within a producer network to build the industry)

- Challenges
- Benefits
- Examples

Communication (Marketing, branding, and public relations for internal and external audiences)

- Challenges
- Benefits
- Examples

Coordination (Working together on special events to increase consumer engagement and education)

- Challenges
- Benefits
- Examples

Collaboration (Partnerships with external organizations to build the industry)

- Challenges
- Benefits
- Examples

REGION

Destination marketing with tourism organizations

Total codes: 46

**Second level codes V4
(March 6, 2025)**

Research questions

3. How do cheese producers in Maine perceive and describe the benefits and challenges of agritourism to their industries and regions?
4. How do cheese producers in Maine describe how their members work together as an industry cluster to promote agritourism, for example, through strategies like cooperation, communication, coordination and collaboration?

AGRITOURISM

Consumer types

Lifestyle interests

Geography

Demographics

Consumer outreach strategies

Connecting

Education

Sales

Contexts

B2C sales

B2B sales

Culinary trails

Critical mass of producers

Business model

Promotion

Best practices

Challenges

Benefits

PRODUCERS

Personal background

Family heritage

Hope and dreams

Business model

Artisanal versus commodity

Economic trade offs

Profitability

Stage of development

Emerging producer

Optimizing producer

Maturing producer

INDUSTRY

Capacity (Leadership from volunteers and/or staff)

Emerging group

Umbrella group

Benchmark group

Challenges

Benefits

- Examples
- Cooperation (Collaboration within a producer network to build the industry)
 - Independence
 - Scale
 - Advocacy
 - External support
 - Challenges
 - Benefits
 - Examples
- Communication (Marketing, branding, and public relations for internal and external audiences)
 - External
 - Internal
 - Challenges
 - Benefits
 - Examples
- Coordination (Working together on special events to increase consumer engagement and education)
 - Critical mass of producers
 - Culture of innovation
 - Culture of networking
 - Challenges
 - Benefits
 - Examples
- Collaboration (Partnerships with external organizations to build the industry)
 - Statewide marketing and promotion
 - Food safety
 - Challenges
 - Benefits
 - Examples
- Competition
 - Global
 - Value-added products
 - Local supply chain
 - Local processing infrastructure
 - Efficient distribution
 - Local premium

REGION

- Regional cluster of agritourism opportunities
- Destination marketing with tourism organizations

Total codes: 76