

CODE LIST

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

Producers

Personal background

- Family heritage
- Hope and dreams

Business model

- Artisanal versus commodity
- Economic tradeoffs
- Profitability

Stage of development

- Emerging producer
- Optimizing producer
- Maturing producer

Industry

Capacity

- Emerging group
- Umbrella group
- Benchmark group

Cooperation

- Independence
- Scale
- Advocacy
- External support

Communication

- External
- Internal

Coordination

- Critical mass of producers
- Culture of innovation
- Culture of networking

Collaboration

- Statewide marketing and promotion
- Food safety

Sector

Global competition

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: 60