



The Agritourism Premium:

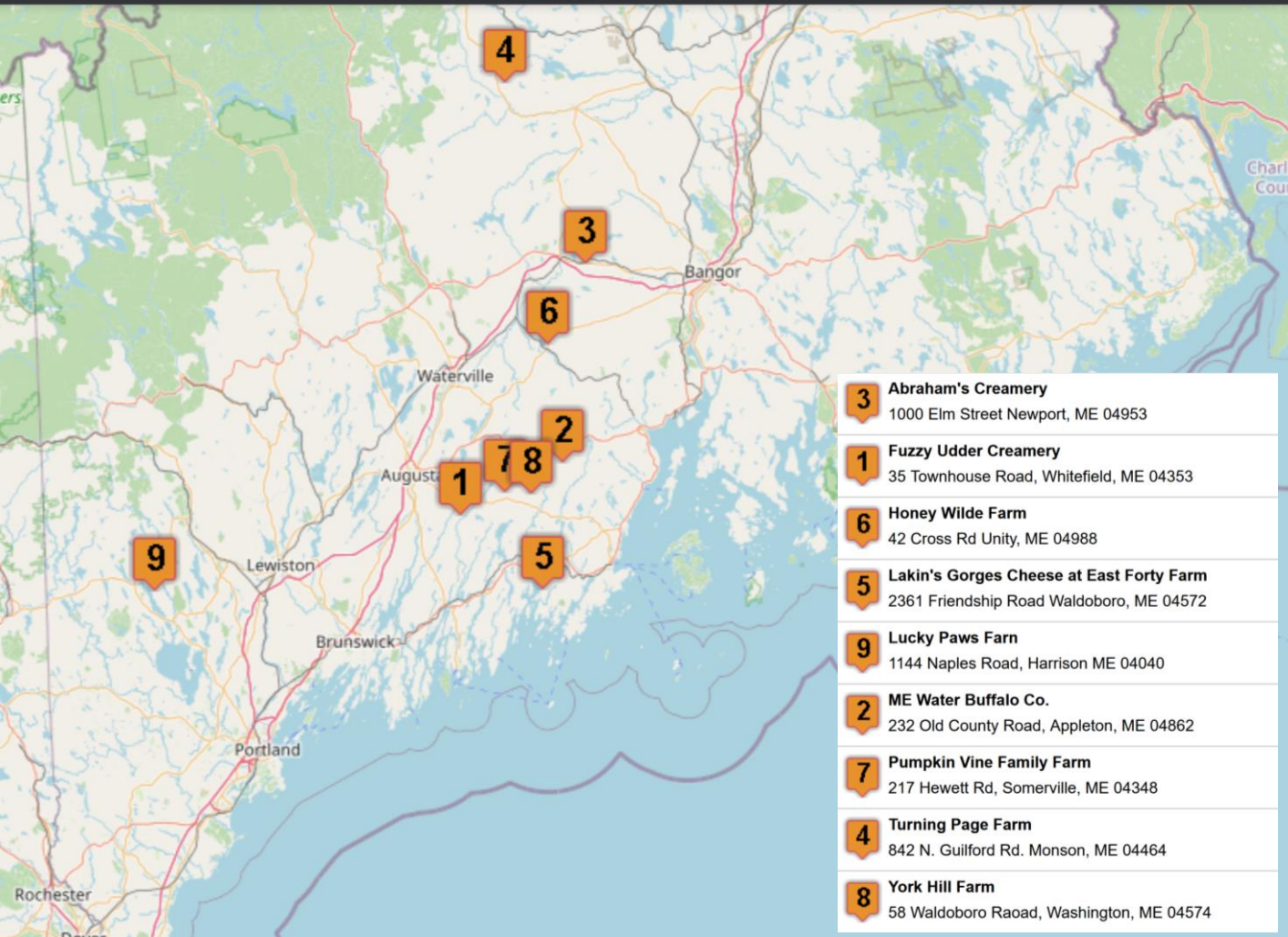
Culinary Trails as an Experiential Marketing Strategy for Local Farm Products



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Maine Cheese Trail

Open Creamery Day 2024



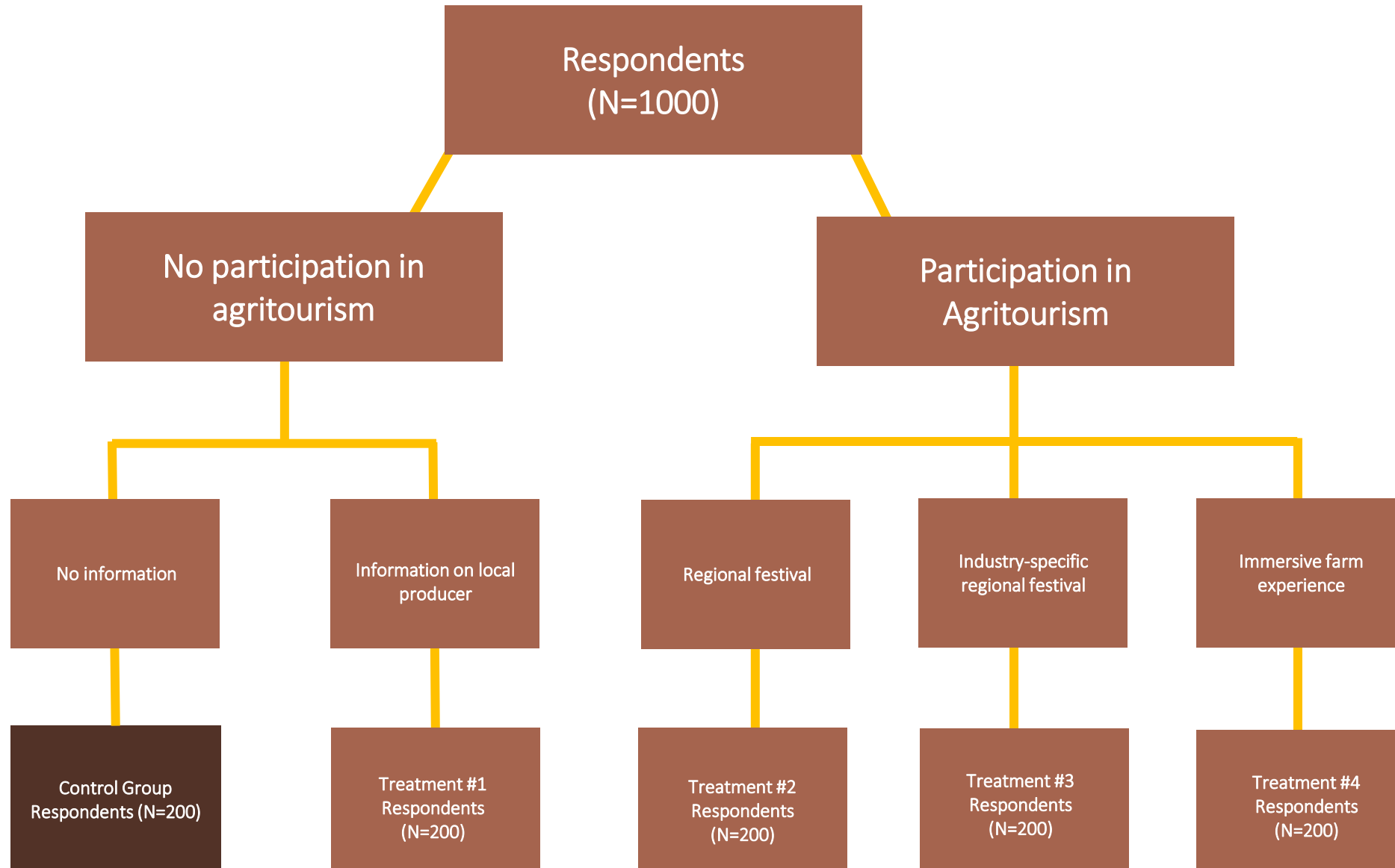
Maine Cheese Festival

Pittsfield, Maine



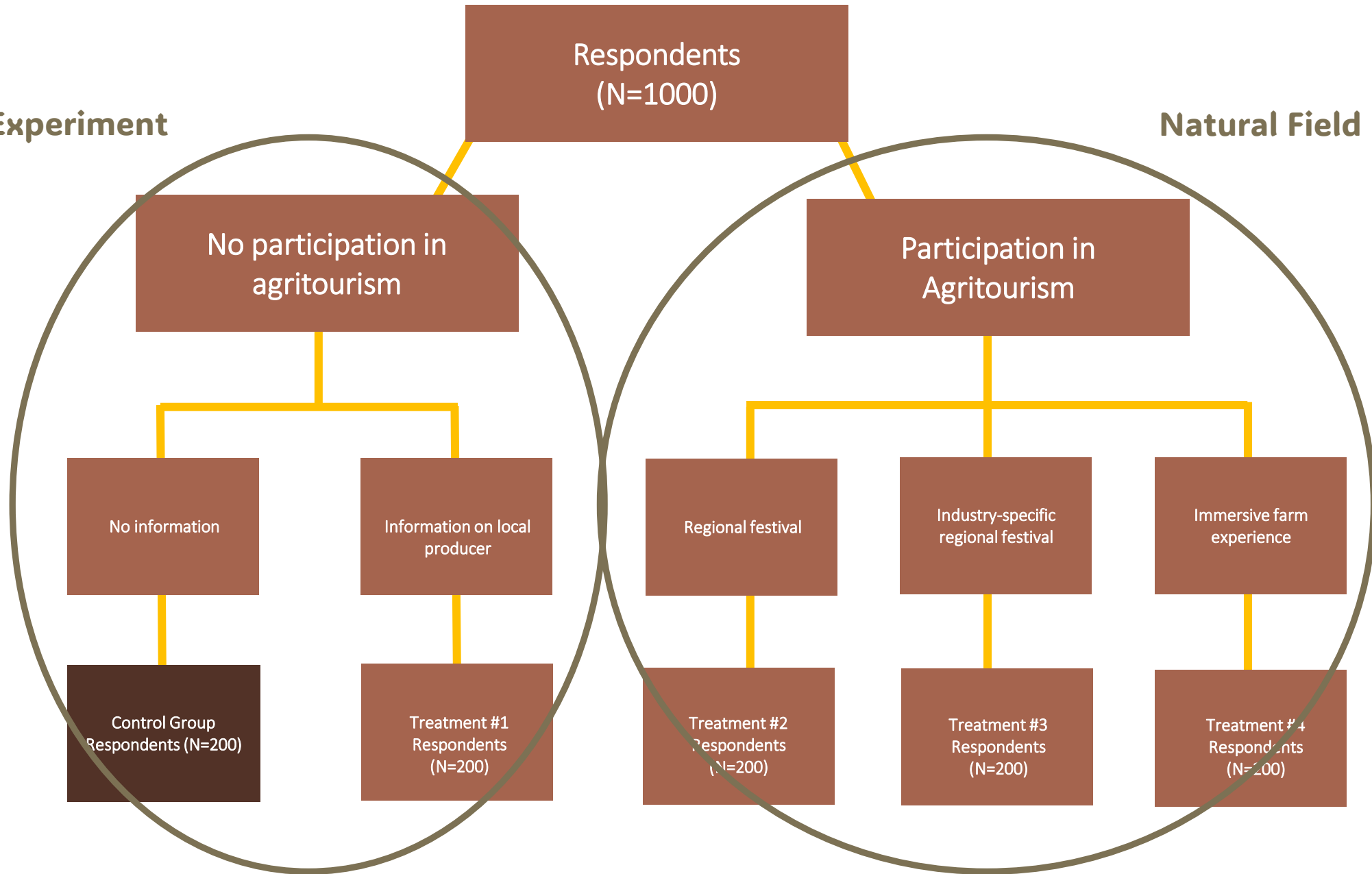
The Big E

Springfield, Massachusetts



Online Experiment

Natural Field Experiment



Respondents
(N=1000)

No participation in
agritourism

Participation in
Agritourism

No information

Information on local
producer

Regional festival

Industry-specific
regional festival

Immersive farm
experience

Control Group
Respondents (N=200)

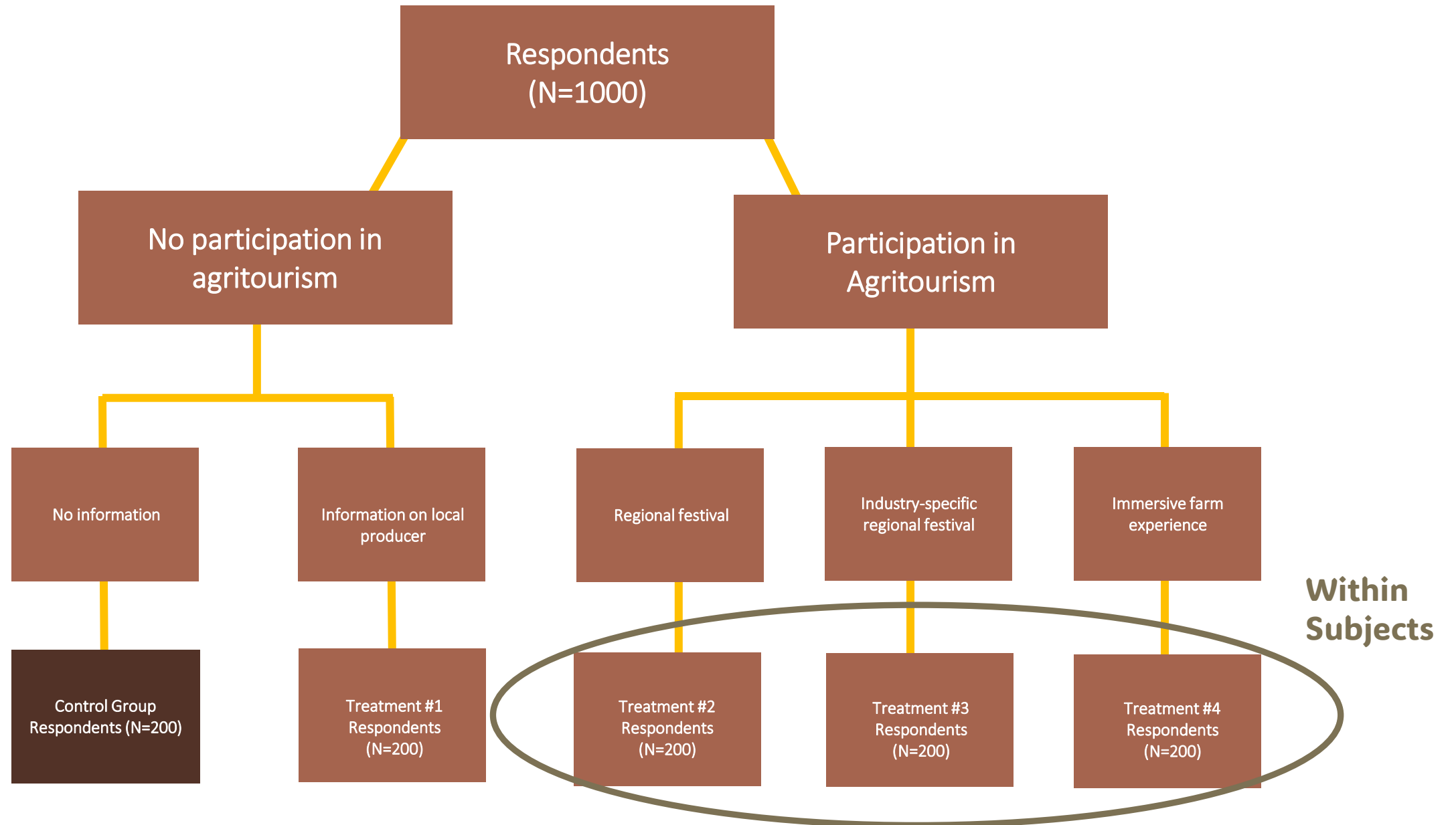
Treatment #1
Respondents
(N=200)

Treatment #2
Respondents
(N=200)

Treatment #3
Respondents
(N=200)

Treatment #4
Respondents
(N=200)

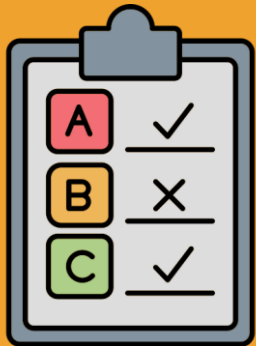
**Between
Subjects**



Survey

Discrete Choice Experiment

5 questions



Locavorism Scale

11 questions



Consumer Loyalty Scale

12 questions



Demographics + Participation in agritourism

12 questions



Discrete choice experiment

National Brand



Athenos
United States
\$9.88 per pound

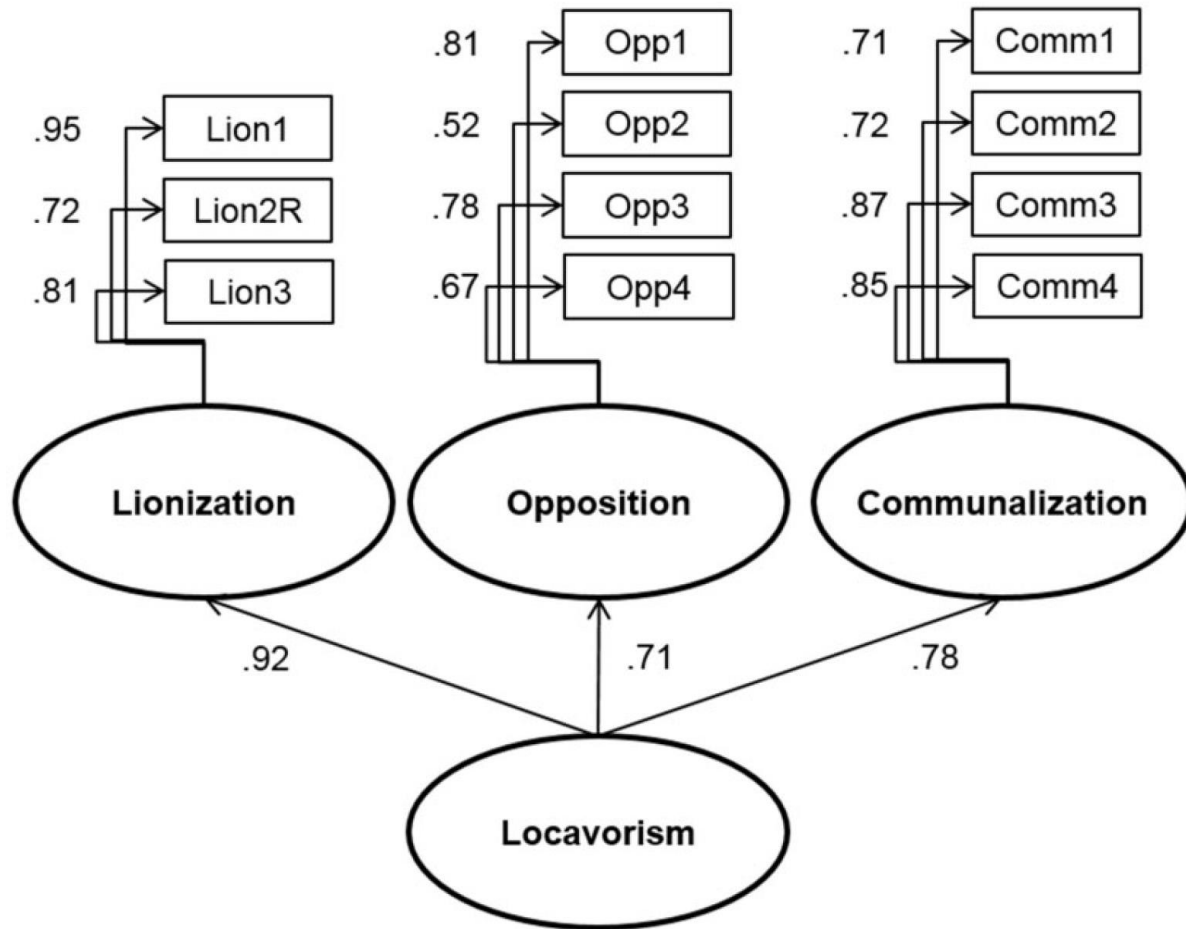
Maine Brand



Three Charm Farm
Alfred, Maine
\$35.20 per pound

Brand . Quality . Place of Origin . Price

Locavorism Scale



Lionization

Local foods offer superior taste and nutrition

Opposition

Opposes long-distance food systems

Communalization

Seeks to support local communities

Reich, B. J., Beck, J. T., & Price, J. (2018). Food as ideology: Measurement and validation of locavorism. *The Journal of Consumer Research*, 45(4), 849–868.
<https://doi.org/10.1093/jcr/ucy027>

Consumer Loyalty Scale

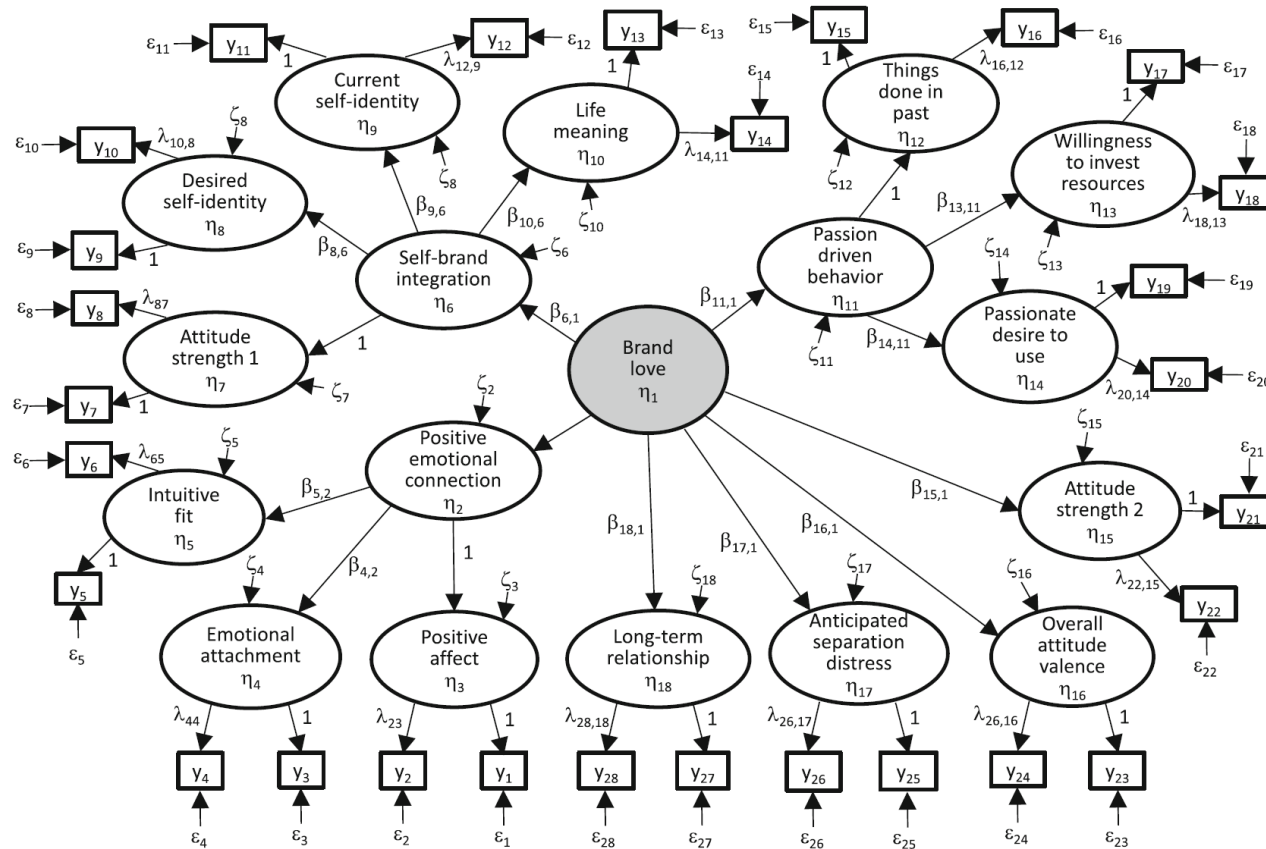


Fig. 1 Higher-order brand love confirmatory factor analysis model

Self-brand integration
 Passion-driven behaviors
 Positive emotional connection
 Long-term relationship
 Anticipated separation distress

Bagozzi, R. P., Batra, R., & Ahuvia, A. (2017). Brand love: development and validation of a practical scale. *Marketing Letters*, 28(1), 1–14. <https://doi.org/10.1007/s11002-016-9406-1>



Demographics

Age
Gender
Race & Ethnicity
Household income
Educational attainment
Work status
Zip code
Previous participation in agritourism