

Asheville Event, Business Side of Agritourism *April 2009*

CUSTOMER SATISFACTION 1= worst of scale 4- best of scale

Average

How satisfied are you with:

The relevance of information to your needs	3.37
Presentation quality of instructor(s)	3.63
Subject matter knowledge of instructor(s)	3.58
Training facilities	3.37
The overall quality of the conference	3.42

KNOWLEDGE BEFORE THIS WORKSHOP

How do you rate your knowledge about:

Evaluation of an agritourism enterprise?	2.91
Market evaluation of an agritourism enterprise?	2.91
Financial analysis of an agritourism enterprise?	2.65
Risk management of an agritourism enterprise?	2.56
Making an effective website?	2.47
Reasons for collaborations?	2.98

KNOWLEDGE AFTER THIS WORKSHOP

How do you rate your knowledge about:

Evaluation of an agritourism enterprise?	3.91
Market evaluation of an agritourism enterprise?	4.00
Financial analysis of an agritourism enterprise?	3.72
Risk management of an agritourism enterprise?	3.81
Making an effective website?	3.60
Reasons for collaborations?	3.74

TAKING CHARGE (Aspirations)

As a result of this program, do you intend to:

Assess the potential for agritourism in your county or area?	3.30
Identify potential farmers for agritourism enterprise in your area?	3.09
Plan and conduct educational programs on agritourism for potential farmers?	2.93
Collaborate with potential partners to promote agritourism in your area?	3.28
Serve as a resource person to individuals that are working on an agritourism enterprise in your area?	3.14
Did the conference meet your expectation? 1= yes, 2=no	1.02
Are there any barriers for extension to engage in agritourism education?	1.05
How long have you been employed in Cooperative Extension	8.06
What is your current position in Cooperative Extension?	2.23
What is your gender?	1.44
How do you identify yourself?	4.05

Business Side of Agritourism (out of 30 responses)

1. As a result of the Business Side of Agritourism workshops, materials and resources...
 - a. Do you have a better understanding of how to evaluate the feasibility of a new agritourism operation? **Yes=97% No=3%**
 - b. Do you better understand the legal and regulatory issues of starting an agritourism operation? **Yes=77% No=23%**
 - c. Do you have a better understanding of developing a market strategy for an agritourism operation? **Yes=97% No=3%**
2. Have you used any of the Business Side of Agritourism materials and resources? **Yes=77% No=23%**

If so please list the materials and resources and number of times used

- a. agritourism, your way guide
- b. conference attendee list (for networking, finding speakers for conf., et.)
- c. we used materials when we put on an agritourism conf. for North Georgia
- d. web site development (2)
- e. used all materials & resources frequently in planning additional education conf.
- f. have used the resources on legal issues to assist potential agritourism business owners (7)
- g. list of attendees with contact info (3)
- h. I have used them as reference materials on a number of occasions since the workshop
- i. I work with other agents to hold a workshop for private vendors in Feb. 2010
- j. insurance/liability (5)
- k. workbook to develop sustainable workshop
- l. meet with agribusiness clientele and other board
- m. notebook- legal and regulatory issues
- n. marketing analysis

3. Have you assisted any clientele with agritourism related questions? **Yes=70% No=30%**

If so, what questions and number of questions

- a. sell eggs, fresh meat, vegetables, liability issues.
- b. what do I need to do to start an agritourism operation?
- c. what liability is associated with an agritourism operation?
- d. I am working with a small group of entrepreneurs establishing a marketing cluster to bring in more business to an otherwise remote, but attractive set of venues
- e. we address many issues covered by the Business Side....workshop.
- f. marketing opportunities for agritourism enterprises (1)
- g. insurance/liability (5)
- h. what to advertise with and seek out locally for co-promotion of agritourism in Wauauga county? (5)
- i. is there room for more agritourism farms in the county? (2)

- j. questioned on starting a corn maze
- k. start-up
- l. have a grant to develop agritourism program
- m. niche market
- n. feasibility issues

4. Have you used any of the Business Side of Agritourism materials to develop a presentation?

Yes=33% No=67%

If so, what resources and number of presentations

- a. the role of the consultants in starting an agritourism business (1)
- b. for a board presentation and a Georgia Mountains Council meeting
- c. marketing, website development, liability

5. Have you developed an agritourism class or workshop?

Yes=47% No=53%

If so, what class or training, number in training

- a. North Georgia agritourism conf., approx. attendance 50
- b. yes, planning a statewide annual conf. to be held in Nov.
- c. an agri-tourism presentation was help as a part of a five meeting series on small farms. Agri-tourism specialist presented program. I coordinated the entire series.

6. Have you help anyone explore the possibility of starting an agritourism operation?
How many? 3 people were helped on avg. out of 30 surveys

Yes=70% No=30%

Is so how?

- a. one new Choose and Cut tree grower who I worked with to develop a business plan and marketing plan. This grower received an WNC Agoptions grant for this farm and this project.
- b. mainly feasibility discussions and legal/insurance info.

Thank you for assistance. Please return the questionnaire to Gary Bullen at Gary_Bullen@ncus.edu

COMMENTS:

- a. excellent training
- b. workshop where to find resources